

A Study On Consumer Perception Towards SAMSUNG Smart Mobiles With Reference To Hyderabad City

¹Dr.T.Vinod Kumar , ²Dr Mercy John , ³Dr. Guggilam Vijaya Krishna , ⁴Eeshaashri R

¹Assistant Professor, Lendi Institute of Engineering and Technology, Jonnada, Vizianagaram, Andhra Pradesh.
vinodkumar.tuduku@lendi.org

²Assistant Professor, Department of Management College of Business & Economics (CBE),
Oda Bultum University, Ethiopian Government university Ethiopia, drmercyjohn1979@gmail.com

³Professor in Management, Dept of Management, College of Business & Economics (CBE), Oda Bultum University,
Ethiopian Government University Ethiopia, gvkauphd@gmail.com

⁴Assistant Professor, Nagarjuna Degree College, eeshaasweet@gmail.com

Abstract:

Smartphone industry has been booming since 1983. Since then, there have been many large mobile phone companies stepping their foot into the industry. Nowadays people seem to become dependent towards smart phone due to its convenience, great camera features, easy applications installations, and more importantly, it can do most of the computer functions on the go. Various internal factors, including consumers' demographics, psychographics, personalities, motivations, levels of knowledge, attitudes, beliefs, and emotions, impact the buying decisions they make. Culture and subculture are examples of extraneous factors that might affect an individual's behaviour. How individuals choose to spend their time, money, and energy on items connected to consuming is a central topic in the study of consumer behaviour. It's important to think about consumers' buying decisions from every angle, including what they buy, why they buy it, when they buy it, where they buy it, how frequently they buy it, how they assess it, and how that affects their decisions to buy again or to get rid of the item altogether. We regularly consume a wide variety of goods and services, including food, clothes, housing, transportation, education, equipment, vacations, requirements, pleasures, services, and even ideas. As buyers, we have a significant impact on economies on all scales. In today's constantly-evolving industry, it's more important than ever for marketers to have a deep understanding of their target demographic. Thus, today's marketing calls for an in-depth understanding of customer habits and buying patterns.

Key words: Buying behavior, SAMSUNG, customer service and customer happiness.

1. INTRODUCTION

Consumer behaviour encompasses a broad range of activities, including the selection, acquisition, use, evaluation, and eventual rejection of goods and services that consumers feel will suit their needs. We can all see that we are special in our own ways. The fact that we are, first and foremost, consumers is a unifying factor that transcends our many other distinctions. The things we use or eat consistently incorporate food, garments, lodging, transportation, instruction, hardware, get-aways, needs, delights, administrations, and even thoughts. In the grand scheme of things, customers like us are essential to the success of economies everywhere. The demand for basic raw materials, transportation, manufacturing, and banking is affected by the choices we make as consumers; this, in turn, affects the number of jobs created and the amount of resources committed to various sectors. Particularly in the present serious and quickly advancing business sector, advertisers

need to have a deep understanding of their target demographic. What they desire, what they believe, and how they use their leisure time are all examples. One who shops for themselves, their family, or as a friend is known as a "personal consumer." Products are bought by those who will utilise them in their final form; these people are known as end users or ultimate consumers.

According to Ostrow and Smith's Dictionary of Marketing, "consumer behaviour" is defined as "the behaviours of consumers in the market environment and the underlying reasons of those actions." Understanding what drives customers to buy a product or service is crucial for marketers in making decisions about product development, market expansion, and product placement. Customer lead is described as "the approach to acting that purchasers show in searching for, purchasing, using, evaluating, and disposing of things and organizations that they expect will satisfy their necessities" (Schiffman and Kanuck,

2020). Customer conduct research is the investigation of how individuals allot scant assets (time, cash, and energy) toward utilization.

Consumer Attitude and Personality

Marketers have tried to win over clients by playing to their individual attributes for as long as there have been marketers. They have long held the suspicion that individual differences in personality factors affect consumer spending habits and patterns of use. Therefore, advertisers and marketers have often employed depictions of people exhibiting certain personality characteristics or features in their products and services.

- An individual's unique characteristics are reflected in their personality.
- It has a solid foundation and will survive a long time.
- It's also possible for things to shift.

As Napoleon once stated, "Nothing is more precious than the power to chose," and this maxim could not be truer when discussing customers. Because of this, it's crucial for marketers to have a firm grasp on how customers make purchases. What follows are some of the aspects that have a role in shaping consumers' final buying decisions:

- Personality
- Socio-economic backgrounds
- Culture Subculture
- Socio-economic backgrounds
- Mobility
- Geographical Location
- Stages of the Life Cycle

REVIEW OF LITERATURE:

Androulidakis, G., & Kandus, G. (2017) found that consumers' security habits differ depending on the make of their mobile devices. A user's behaviour might vary across a number of dimensions depending on the mobile phone brand they're using. Therefore, there is a classification, unique to each brand, of places where people are obviously missing security mind. Such a classification may aid phone makers in making more secure mobile phones, ideally in a way that is invisible to the user.

Das (2018) used a survey approach to conduct empirical study on what variables influence the purchasing decisions of young customers in the coastal areas of Odisha, India, when it comes to mobile handsets. The survey found that among young customers, women, college graduates, students, and city dwellers all had a strong preference for handsets that combined a reputable brand name with sleek design, innovative value

added capabilities, and a pleasant user experience.

Pakola et al. (2021) made an effort to probe the motivations behind cellular phone purchases by consumers. Price and features were found to be the most influencing variables in the acquisition of another cell phone, while cost, sound quality, and suggestions from companions were viewed as the most critical in selecting a mobile service provider.

Additionally, Saif (2019) examined the variables that influence Pakistani customers' choosing of a mobile phone. According to the findings, consumers place a high premium on cutting-edge technology, which not only functions as a driving factor when deciding to buy a new smartphone but also acts as a key differentiator between competing models.

Subramanyam and Venkateswarlu (2020) investigated what variables influenced people to purchase mobile phones in India's Cuddappah district. To better understand the impact that marketing plays in consumers' decision-making, researchers analysed the many approaches used by the market to attract the attention and understanding of both current and future buyers. In their analysis, Tajzadeh Namin A. A. & Rahmani Vahid Tajzadeh Namin Aidin (2020) found that consumers' decisions on which brands to purchase were affected by factors such as household income, exposure to advertising, and level of education. According to the results, there is a link between consumers' perceptions of brands, companies, and the products they choose to use (specifically, mobile phones). There was also no correlation between unmediated or mediated decision-making and product preference. For most people, having a family is what makes them want to get a cell phone.

According to Malasi (2020), Kenyan college freshmen were surveyed about their mobile phone preferences and how those preferences were affected by various product features. According to the results, the preferences of undergraduate students for mobile phones change when the product features are altered. Color schemes, clearly displayed brand names, a selection of mobile phone models, secure packaging, the user's level of safety consciousness, the phone's aesthetic, and its overall design were all taken into account. The accompanying applied structure and study speculation were developed for this investigation, based on a survey of the aforementioned studies and literatures. This leads us to identify six independent variables (cost, social impacts, solidness, brand name, item attributes, and after deals benefits) that might

influence the reliant variable (i.e., the decision to purchase).

RESEARCH METHODOLOGY

Objectives of study

It was learnt about the shopping habits of Hyderabad City consumers when it came to SAMSUNG mobile phones.

- To determine which elements impact a customer's decision to purchase a mobile phone.
- To determine why people are devoted to SAMSUNG mobile phones.
- To analyze if smart phones can help customers with their jobs and daily lives in Hyderabad city, Karnataka

Scope of the study: Analysis and Interpretation

The goal of the study is to determine customer purchase habits when it comes to SAMSUNG mobile phones. The current study is being undertaken only SAMSUNG mobile phones are being considered. This research aids in determining the elements that led consumers to purchase SAMSUNG mobile phones. This research also aids in determining the level of consumer satisfaction with the SAMSUNG brand. As a result, this research focuses on consumer purchasing behavior while also providing information on potential customers' tastes and preferences.

Table No. 1 Smartphones are more helpful in their everyday lives and in their careers.

Level of rating	Age			Total
	20-30 Years	31-40 Years	Above 40 Years	
Strongly Agree	22	21	7	48
Agree	20	21	3	44
Disagree	3	3	2	8
Total	45	45	10	100

Null Hypothesis (H0): There is no fundamental difference between the age of hiring clients and the age where smartphones are more supportive in everyday life.

Alternative Hypothesis (H1): There is a significant difference between the age of hiring clients and the age most supported by smartphones in daily life.

Degree of Freedom: $V = 4$

Table Value at 5% significant level $V = 4$ is 9.49
Calculated Value
= 2.421

Considering that the figured worth is more modest than the table worth, we acknowledge the invalid speculation. Since there was no statistically significant variation in responses by age group, we infer that customers of all ages find their smart phones useful in their work and personal lives.

No. 2 Table Do you feel it's worth it to pay a premium for this brand?

Income	Income (in Rs.)				Total
	Below 5000	5001-10000	10001-15000	Above 15000	
Yes	20	25	30	5	82
No	5	3	11	1	18
Total	25	28	41	6	100

Null Hypothesis (H0): Customers are prepared to pay a premium for this brand despite the fact that there is little to no income differential among them.

Alternative Hypothesis (H1): Customers have a wide range of disposable incomes, yet they are all prepared to pay a premium for this brand.

Degree of Freedom: V= 3

Table Value at 5% significant level V= 3 is

7.81 Calculated Value = 10.601

Conclusion:

Due to the fact that the computed number is smaller than the table value, we accept the null hypothesis. As a result, we came to the conclusion that there is no discernible gap in income between the consumers who are prepared to pay a premium for this brand.

Table No.3 shows that SAMSUNG's mobile phone prices are fair.

Income Level (in Level of rating)	Rs.)				Total
	Below5000	5001-10000	10001-15000	Above15000	
Strongly Agree	3	3	14	4	24
Agree	6	7	27	18	58
Disagree	1	1	10	10	22
	10	11	51	28	100

Null Hypothesis (H0): There is no substantial difference in income, and SAMSUNG's mobile phone pricing are fair. This is the Null Hypothesis (H0).

Alternative Hypothesis (H1): In contrast to the null hypothesis (H0), SAMSUNG mobile phone pricing are fair, and there is a substantial income gap between different groups.

Degree of Freedom: V= 6

Table Value at 5% significant level V= 6 is 12.6 Calculated Value = 10.438

Conclusion: We accept the null hypothesis since the computed value is smaller than the table value. We thus decided that the pricing of SAMSUNG mobile phones are appropriate and there is no substantial variation across income levels.

Table No. 4 SAMSUNG mobiles are superior in both quality and convenience.

Level of rating	Private Employee	Government Employee	Business	Other	Total
Strongly Agree	10	2	6	8	26
Agree	17	12	32	6	67
Disagree	3	2	2	0	7
Total	30	16	40	14	100

Null Hypothesis (H0): The belief that SAMSUNG mobiles are superior in both quality and convenience does not vary much with one's line of work.

Alternative Hypothesis (H1): The null hypothesis is that everyone thinks SAMSUNG

phones are the best since they're so handy and high-quality.

Degree of Freedom: $V = 6$

Table Value at 5% significant level $V = 6$ is 12.6
Calculated Value = 9.581

Conclusion: In this case, we accepted the null hypothesis since the computed number is smaller than the value in the table. Consequently, we determined that there was no discernible difference between occupations, and that SAMSUNG mobiles were superior in both quality and convenience.

FINDINGS

- Nearly half of the people surveyed (48%) said that using a smartphone improved their ability to do their everyday tasks.
- 80% of those polled would pay top dollar for a desired item.
- Conclusion: 63% of respondents think SAMSUNG mobile phones are better made and more useful than other brands.
- When asked whether friends have a role in their choice to purchase a phone, 48% of respondents said they did. 64% of respondents find the prices of SAMSUNG mobile phones to be within a reasonable range. About eighty percent of respondents indicate they would pay a premium for a SAMSUNG-branded smart phone.
- The SAMSUNG mobile phone commercial is more enticing to responders, who make up 54%.

SUGGESTIONS:

Since rural regions have lower mobile phone usage than metropolitan areas, mobile operators need to promote their services to the rural populace. The mobile industry has to target the younger demographic by offering cutting-edge functions. The company may see greater sales of the SAMSUNG mobile if it offers the device at a reasonable price and maintains a high standard of quality. If a SAMSUNG smartphone meets the user's needs (high quality, aesthetically attractive design, Wi-Fi, and Internet access), the buyer will be loyal to the brand. The SAMSUNG Group is considering expanding its network of service centres to better accommodate its clientele. In order to attract a large audience, advertising plays a crucial role, and SAMSUNG has the freedom to pick the most effective channel through which to promote its mobile phone. Advertising on television works well because it reaches a wide audience.

CONCLUSION:

In recent years, mobile phone use has exploded in popularity across the globe, especially in Telangana, where they have almost overtaken wrist watches in terms of popularity. A consumer's primary usage for a mobile phone is for making and receiving personal calls. It's because the mobile industry follows the pattern of other technology-driven markets in which products are created before the needs of the market are fully understood. In order to take use of the faster network speeds, people will need to upgrade to a newer generation of mobile devices, such as a SAMSUNG smartphone, which has access to the internet and other high-end features. Modern consumers are more savvy, discriminating, and knowledgeable than ever before. Ads and word of mouth both play a significant role in shaping people's decisions about which mobile phone service provider to sign up with. Consistent consumer input helps businesses better understand their clients' wants, requirements, and preferences.

REFERENCES:

1. Advertising and Sales promotion, SH.H Kazmi, Satish Batra. Pg. No.224
2. Aneeshkumar, G. S. (2021). Changing trends of Indian consumer behavior, consumer satisfaction and customer loyalty. *International journal of economic perspectives*, 15(1), 75-83.
3. AnithaRajathi, V. M., & Mano, M. (2016). The study on consumer perception towards branded mobiles. *International Journal of Management Research and Reviews*, 6(5), 631.
4. Aslam, W., Batool, M., & Haq, Z. U. (2016). Attitudes and behaviors of the mobile phones users towards SMS advertising: A study in an emerging economy. *Journal of Management Sciences*, 3(1), 63-80.
5. Baumgartner, G and Jolibert, A "Consumer Attitudes Towards Indian products", (2008), *International Business Studies II* (spring).
6. Bennett, Rebekah, Rundle - Thiele, Sharyn, "Customer Satisfaction should not be the only Goal", (2004), *Journal of Services Marketing*, Vol.18 (6&7).
7. Basha, S. M., & Ramaratnam, M. S. (2017). Construction of an Optimal Portfolio Using Sharpe's Single Index Model: A Study on

- Nifty Midcap 150 Scripts. *Indian Journal of Research in Capital Markets*, 4(4), 25-41.
8. Krishnamoorthy, D. N., & Mahabub Basha, S. (2022). An empirical study on construction portfolio with reference to BSE. *Int J Finance Manage Econ*, 5(1), 110-114.
 9. Basha, M., Singh, A. P., Rafi, M., Rani, M. I., & Sharma, N. M. (2020). Cointegration and Causal relationship between Pharmaceutical sector and Nifty—An empirical Study. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(6), 8835-8842.
 10. JagadeeshBabu, M. K., SaurabhSrivastava, S. M., & AditiPriya Singh, M. B. S. (2020). INFLUENCE OF SOCIAL MEDIA MARKETING ON BUYING BEHAVIOR OF MILLENNIAL TOWARDS SMART PHONES IN BANGALORE CITY. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(9), 4474-4485.
 11. Shaik, M. B., Kethan, M., Rani, I., Mahesh, U., Harsha, C. S., Navya, M. K., & Sravani, D. (2022). WHICH DETERMINANTS MATTER FOR CAPITAL STRUCTURE? AN EMPIRICAL STUDY ON NBFC'S IN INDIA. *International Journal of Entrepreneurship*, 26, 1-9.
 12. Agrawal, D. K. (2022). An Empirical Study On Socioeconomic Factors Affecting Producer's Participation In Commodity Markets In India. *Journal of Positive School Psychology*, 2896-2906.
 13. DrSanthosh Kumar, V., & Basha, S. M. (2022). A study of Emotional Intelligence and Quality of Life among Doctors in PandemicCovid 19. *International Journal of Early Childhood*, 14(02), 2080-2090.
 14. Shaik, M. B. ., , M. K., T. Jaggaiah, & Mohammed Khizerulla. (2022). Financial Literacy and Investment Behaviour of IT Professional in India. *East Asian Journal of Multidisciplinary Research*, 1(5), 777-788. <https://doi.org/10.55927/eajmr.v1i5.514>
 15. Prasad Kotni, V. V., & Karumuri, V. (2018). Application of Herzberg Two-Factor Theory Model for Motivating Retail Salesforce. *IUP Journal of Organizational Behavior*, 17(1).
 16. Karumuri, V. (2016). Employee engagement: Hotel industry. *SCMS Journal of Indian management*, 13(3), 120-128.
 17. Karumuri, V., & Singareddi, S. (2014). Employee attrition and retention: A theoretical perspective. *Asia Pacific Journal of Research Vol: I Issue XIII*.
 18. Karumuri, V. (2017). A theoretical framework on employee engagement. *Asia Pacific Journal of Research*, 1, 150-155.
 19. Kumar, T. S., & Sekhar, S. (2019). Impact of e-Marketing on Influencing Consumer Purchase decision. *International Journal of Scientific Development and Research*, 4(11).
 20. Bhargava S. C. "Passenger Car Industry: Maruti Maintains the Lead" (2000), Facts for You, April 2012
 21. Borthakur, A., & Govind, M. (2019). Computer and mobile phone waste in urban India: an analysis from the perspectives of public perception, consumption and disposal behaviour. *Journal of Environmental Planning and Management*, 62(4), 717-740.
 22. Chopdar, P. K., & Balakrishnan, J. (2020). Consumers response towards mobile commerce applications: SOR approach. *International Journal of Information Management*, 53, 102106.
 23. *Consumer Behavior - Schiff man and Kanuck* Prentice Hall; 10th edition.
 24. Eappen, N. J. (2019). Mobile Wallet Adoption in India: Impact of Trust and Information Sharing. *South Asian Journal of Management*, 26(1).
 25. Ganlari, D. (2016). A study on consumer buying behavior of mobile phones. *Journal of Management in Practice (Online Only)*, 1(1).
 26. Goswami, V., & Singh, D. R. (2016). Impact of mobile phone addiction on adolescent's life: A literature review. *International journal of home science*, 2(1), 69-74.
 27. Handa, M., & Ahuja, P. (2020). Disconnect to detox: a study of smartphone addiction among young adults in India. *Young Consumers*.
 28. Jain, S., & Singh, B. (2019). Consumer behavior toward mobile phone handsets. In *International Conference on Innovative Computing and Communications* (pp. 61-69). Springer, Singapore.
 29. Kaur, H., & Kochar, R. (2018). A review of factors affecting consumer behavior towards online shopping. *International Journal of Engineering and Management Research (IJEMR)*, 8(4), 54-58.
 30. Kulshreshtha, K., Tripathi, V., & Bajpai, N. (2017). Impact of brand cues on young consumers' preference for mobile phones: a

- conjoint analysis and simulation modelling. *Journal of Creative Communications*, 12(3), 205-222.
31. Kungumapriya, A., & Malarmathi, K. (2018). The impact of service quality, perceived value, customer satisfaction in calculative commitment and customer loyalty chain in Indian mobile telephone sector. *IOSR Journal of Business and Management*, 20(5), 72-82.
 32. Kunja, S. R., & Acharyulu, G. V. R. K. (2018). Examining the effect of eWOM on the customer purchase intention through value co-creation (VCC) in social networking sites (SNSs): A study of select Facebook fan pages of smartphone brands in India. *Management Research Review*.
 33. *Marketing Management*, -Philip Kotler Prentice Hall of India.
 34. *Marketing of Services* –Deepak Bhandari and Amit Sharma Vrinda Publications (p) LTD Delhi. pg. no: 314-317
 35. Ninawe Arundhati S., *Consumer Behavior*, Sai Jyoti Publication, Nagpur, 2011.
 36. Dr. Mohammed Khizerulla¹ Ms. Aaminah Firdos² Ms. Saira Banu³ Mr. Mahabub Basha⁴”A Study on Emotional Intelligence on the Decision Making by the Employees of Financial Institutions in India”, *Journal of Science and Technology*, Vol. 07, Issue 04, June 2022
 37. Prasad, M. B. S., & Rao, P. V. A STUDY ON CONSUMER BEHAVIOR IN SELECTING MOBILE PHONES AT MOBILE SHOWROOMS.
 38. Prasad, M. M., & Kumar, D. P. (2016). Factors influencing the Behavior of the mobile phone users to switch their service Providers in Andhra Pradesh. *International Journal in Management & Social Science*, 4(10), 253-267.
 39. Rajasekaran, R., Cindhana, S., & Anandha Priya, C. (2018). Consumers Perception and Preference Towards Smartphone. *ICTACT Journal on Management Studies*, 4(3), 788-792.
 40. Rippé, C. B., Weisfeld-Spolter, S., Yurova, Y., Dubinsky, A. J., & Hale, D. (2017). Under the sway of a mobile device during an in-store shopping experience. *Psychology & Marketing*, 34(7), 733-752.
 41. Sarkar, S., Khare, A., & Sadachar, A. (2019). Influence of consumer decision-making styles on use of mobile shopping applications. *Benchmarking: An International Journal*.
 42. Selvakumar, J. J., & Raghavan, N. R. (2017). Influence of lifestyle and attitude on online shopping. *Asia Pacific Journal of Research*, 1(55), 24-30.
 43. Sharma, V., Kapse, M., & Sonwalkar, J. (2016). Predicting the consumers' brand switching behavior for cellphones: Application of Markov Chain models. *IUP Journal of Marketing Management*, 15(4), 31.
 44. Vethirajan, C., & Vinayagamoorthi, G. (2019). Trends in Consumer Behavior towards E-commerce and its Impact on Indian Economy. *Eurasian Journal of Analytical Chemistry*, 13(SP), 89-95.