BRAND SATISFACTION AND LOYALTY OF SAMSUNG PRODUCT CONSUMERS IN POLLACHI

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ABSTRACT

Samsung specializes in the production of a wide variety of consumer and industry electronics, including appliances, digital media devices, semiconductors, memory chips, and integrated systems. The company has become one of the most recognizable names in technology, and it accounts for about a fifth of all exports from South Korea. The purpose of this study is to understand the factors affecting the purchase decision of Samsung products and also to assess satisfaction level on product attributes as well as on their after-sales service. The Convenience sampling method is used to collect the data from the sample. A sample of 80 respondents was selected for the study from the Pollachi taluk. Simple percentage, Garrets ranking and the Chi-square test was used to analyze the data. The result revealed that there is an association between satisfaction level on product attribute with type of family as well as with monthly expenses.
Keywords: Samsung Products, Attributes , Satisfaction, Brand Loyalty

INTRODUCTION

Samsung is a multinational conglomerate headquartered in Seoul, South Korea. In 1938, Lee Byung-chul founded the company as a trading company. Samsung is a market leader across various sectors, including smartphones, memory chips, and televisions. It competes with companies like Apple, Huawei, Sony, and LG Electronics worldwide. Samsung provides a variety of products across a range of categories including smartphones, televisions, desktops, portable audio devices, tablets, laptops, camera, and home entertainment. Samsung has a number of industrial affiliate companies, including Samsung Electronics , Samsung Heavy Industries , Samsung Engineering, Samsung C&T Corporation, as well as Samsung Life Insurance, Samsung Everland, and Cheil Worldwide

REVIEW OF LITERATURE

Ni NyomanKerti Yas and I GstNgr Arya WigunaMaha Diputra (2021) examined the effect of product quality, brand image, and brand trust on customer satisfaction, and loyalty to Samsung brand smartphones in Denpasar. 185 respondents residing in Denpasar City who have ever purchased and used a Samsung smartphone were selected for the study. The sampling technique in this study was purposive sampling and data was analyzed using path analysis techniques using SEM (Structural Equation Modeling) using AMOS. It is found that product quality has a positive and significant effect on brand image, brand trust and customer satisfaction, brand image, and brand trust have a positive and significant effect on satisfaction. Satisfaction has a positive and significant effect on customer loyalty.

Poornima.S and Logeshwar.S (2023) in their study they focused on awareness and preference for Samsung smartphones. They also examined the usage level and satisfaction level of Samsung smartphones. In addition, they examined the problems faced by Samsung smartphones.The data was collected from 50 respondents. Convenience sampling method was used. Percentage, Rank analysis and Chi-square was used to analyze the data. It is found that Display and sensor is the highest-ranking feature in smart phone and there is a significant association between age and opinion towards new models launched.

Rudhra. S and Sivakanni. S (2023) conducted a study to examine the customer buying behavior towards Samsung products as well as to identify the factors influencing customer satisfaction and also to examine the relationship between customer satisfaction and brand loyalty towards Samsung. The researchers also determined the impact of customer service on customer satisfaction with Samsung products. The researcher collected 113 sample sizes and analyzed them using statistical tools like chi-square, correlation, and regression analysis. The result of the

correlation analysis shows that there is no significant relationship between customer service and customer issues. The chi-square test shows that there is an association between value for money and repeated purchase of Samsung products in the future. The result of regression analysis shows that there is an association between overall satisfaction with Samsung products.

STATEMENT OF THE PROBLEM

Samsung, being a major player in various consumer electronics and technology markets, faces competition from several companies across different sectors. In the highly competitive consumer electronics industry, customer satisfaction can be a key differentiator. Satisfied customers are less likely to switch to competitors. By understanding and addressing customer satisfaction issues promptly, Samsung can reduce customer churn and increase retention rates. A high level of satisfaction fosters brand loyalty, where customers choose Samsung products over competitors even when faced with alternative options. This loyalty can lead to long-term relationships and sustained revenue for Samsung. By addressing this the research was undertaken on Brand satisfaction and Loyalty towards Samsung Products in Pollachi taluk.

OBJECTIVES OF THE STUDY
1. To understand the factors influencing the purchase decision of Samsung products
2. To assess the satisfaction level on Samsung product attributes as well as on their after sale service.

RESEARCH GAP

Few Studies have been conducted on Brand Image, Brand Trust, Customer Satisfaction, and Loyalty on selected Samsung products from different Customers. Yet No Studies have been conducted on Brand Satisfaction and Loyalty Towards Samsung Products in Pollachi taluk. Hence Study was Conducted to Fill the Research Gap.

RESEARCH METHODOLOGY
DATA COLLECTION
Primary and secondary data were used for collecting data. Primary data was collected through a Structured questionnaire and in some cases interview schedule was made to collect the response. Secondary data was collected from journals and websites.
SAMPLING METHOD
The Convenience sampling technique was used to select 80 consumers who have purchased and used Samsung products residing in Pollachi taluk.
TOOLS USED
Simple percentages, Garrett's ranking and chi-square were used to analyze the data collected.

ANALYSIS AND INTERPRETATION
Table 1
Age of the respondents

Age Group	Frequency	Percentage
18-25 years	39	48.75
26-35 years	20	25
36-45 years	18	22.5
Above 45 years	3	3.75
Total	**80**	**100**

Source: Primary data

From the above table, it is clear that Out of 80 respondents, most i.e 39 (48.75 %) consumers are in the age group of 18- 25 years, 20 (25%) consumers fall under the age group of 26-35 years, 18 (22.5%) consumer are under the age group of 36-45 years , while the remaining 3 (3.75%) consumers are above 45 years. Hence, the majority of them are in the age group of 18 -25 years.

Table 2
Gender of the respondents

Gender	Frequency	Percentage
Male	30	37.5
Female	50	62.5
Total	**80**	**100**

Source: Primary data

The above table shows that, out of 80 respondents, the majority i.e. 50 (62.5%) consumers are Female, and the remaining 30 (37.5%) consumers are Male. It is concluded that the majority of them are female.

Table 3
Marital status

Marital status	Frequency	Percentage
Married	42	52.5
Unmarried	38	47.5
Total	**80**	**100**

Source: Primary data

The above table indicates that , Out of 80 respondents, the majority of 42 (52.5%) were married and the remaining 38 (47.5%) were unmarried. Hence it is concluded that the majority of them were married.

Table 4
Family Type

Type of family	Frequency	Percentage
Joint family	29	36.25
Nuclear family	51	63.75
Total	**80**	**100**

Source: Primary data

The above table representing the family type of respondents it is seen that out of 80 respondents , the majority of 51 (63.75%) respondents belongs to the Nuclear family while the remaining 29 (36.25%) belong to the Joint family. It is concluded that the majority of the respondents belong to nuclear family.

Table 5
Area of residence

Area of residence	Frequency	Percentage
Urban	48	60
Rural	26	32.5
Semi- urban	6	7.5
Total	**80**	**100**

Source: Primary data

The above table shows that, out of 80 respondents, most i.e. 48 (60%) respondents live in urban areas, 26 (32.5%) reside in rural areas, and the remaining 6 (7.5%) live in Semi-urban areas. It is concluded that the majority of them live in urban areas.

Table 6
Educational Qualification

Educational Qualification	Frequency	Percentage
School level	8	10

Diploma	9	11.25
Under graduate	31	38.75
Post graduate	30	37.5
Illiterate	2	2.5
Total	**80**	**100**

Source: Primary data

The above table indicates that Out of 80 respondents, most i.e 31 (38.75%) of them were educated up to the Undergraduate level, 30 (37.5%) of them held Post graduate degrees, 9 (11.25%) of them did Diploma, 8 (10%) of them were educated up to School level and the remaining 2 (2.5) are illiterate. It is concluded that the majority of them are educated up to Undergraduate.

Table 7
Occupation of the respondents

Occupation	Frequency	Percentage
Government employee	12	15
Professional	9	11.25
Retired	6	7.5
Business	22	27.5
Private employee	21	26.25
Homemaker	10	12.5
Total	**80**	**100**

Source: Primary data

The above table represents the occupation of the 80 respondents, it is shown that the most i.e 22 (27.5%) of the consumers doing their business, 21(26.25%) of them are private employees, 12 (15%) of them are government employees, 10 (12.5%) of them are Home-maker, 9 (11.25%) of them are professionals, 6 (7.5%) of them are Retired people. Hence it is concluded that the majority of them are doing Business.

Table 8
Monthly Family Income of the respondents

Monthly family income	Frequency	Percentage
Up to Rs.20000	10	12.5
Rs.20001-Rs.30000	34	42.5
Rs.30001-Rs.40000	30	37.5
Above Rs.40000	6	7.5
Total	**80**	**100**

Source: Primary data

The above table indicates the monthly family Income of the respondents, it is observed that out of 80, the most i.e 34 (42.5%) respondents' monthly income range was between Rs20001 and Rs.30000, next 30 (37.5%) of them earn income which ranges between Rs.30001 and Rs.40000, 10 (12.5%) of them earn income up to Rs.20000 per month, and remaining 6(7.5%) earn monthly income above Rs.40000. It is concluded that majority of the respondents' monthly income ranges between Rs. 20001 and 30000 respectively.

Table 9
Monthly Family Expenditure of the respondents

Monthly expenditure	Frequency	Percentage
Up to Rs.10000	34	42.5
Rs.10001-Rs.15000	21	26.25
Rs.15001-Rs.20000	14	17.5
Above Rs.20000	11	13.75
Total	**80**	**100**

Source: Primary data

Table 9 represents the Monthly expenses of the respondents Out of 80 respondents, the majority i.e 34 (42.5%) respondents spend expenses up to Rs.10000 per month, 21(26.25%) consumers spend monthly expenses ranging from Rs.10001 to Rs.15000, 14(17.5%) consumers spend monthly expenses from Rs.15001 to Rs.20000 and remaining 11(13.75%) consumers spend monthly expenses above Rs.20000. Hence it is concluded that majority of them spend expenses ranging up to Rs.10,000 .

Table 10
Number of earning member in the Family

Earning members in the family	Frequency	Percentage
One Member	4	5
Two Member	30	37.5
Three Member	27	33.75
Four Member	17	21.25
More than Four Member	2	2.5
Total	**80**	**100**

Source: Primary data

The above table clearly shows that Out of 80 respondents, the Majority of 30 (37.5%) respondents have two earning members in their family, 27 (33.75%) respondents have three earning members in their family, 17 (21.25%) respondents have four earning members in their family, and 4(5%) respondents have one earning members in their family and remaining 2(2.5%) respondents have more than four earning members in their family. It is concluded that the majority of them have two earning members in their family.

Table 11
Familiar with the new arrival of Samsung

Familiar with the New arrival Samsung product	Frequency	Percentage
Yes	75	93.75
No	5	6.25
Total	**80**	**100**

Source: Primary data

The above table shows that, Out of 80 respondents, the majority 75 (93.75%) consumers said that they were familiar with the new product of Samsung, and the remaining 5 (6.25%) consumers said that they were not familiar with innovation. Hence it is concluded that the majority of people are familiar with the new Samsung product.

Table 12
Source of Awareness

Source of Awareness	Frequency	Percentage
Friends and colleagues	17	21.25
Advertisement	24	30
Online reviews and ratings	16	20
Exhibition & trade fair	1	1.25
Social media	20	25
In-store display	2	2.5
Total	**80**	**100**

Source: Primary data

The above table shows that, Out of 80 respondents, most of 24 (30%) consumers were aware of Samsung products through advertisements, 20(25%) consumers were aware of Samsung products through social media,17(21.25%) consumers were aware through friends and colleagues, 16(20%) of them aware through online reviews and ratings, 2 (2.5%) consumers aware through In-store display,

and remaining 1(2.5%)consumers aware through Exhibition & trade fair. Hence it is concluded that the majority of them are aware of Samsung products through advertisements.

Table 13
Type of Samsung Product

Samsung Product	Count	Frequency
Smart Phone	37	33.33
TVs	20	18.02
Home Appliances	21	18.92
Wearables	-	-
Audio Devices	6	5.41
Laptop, Desktop, Tablets	10	9.01
Cameras	9	8.11
Home Entertainment	8	7.21
Total	**111**	**100**

Source : Primary data

The above table shows that majority i.e 37 (33.33 %) respondents were using Samsung Smart Phone, next 21 (18.92 %) of them are using Samsung Home Appliances, 20 (18.02 %) of them are using Samsung TV, 10 (9.01 %) of them are suing Samsung Laptop, Desktop , and Tablets, next 9 (8.11 %) of them are using Samsung cameras, 8 (7.21%) of them are using Samsung Home theatres, and the remaining 6 (5.41 %) of them are using Samsung Audio devices. Hence it is concluded that the majority of the respondents are using Samsung smartphones.

Table 14
Usage Period of Samsung Product

Usage Period	Frequency	Percentage
Less than 2 years	6	7.5
2years-4 years	49	61.25
5-7 years	20	25
Above 7 years	5	6.25
Total	**80**	**100**

Source: Primary data

The above table indicates that, Out of 80 respondents, the majority 49(61.25%) consumers were using the Samsung product fo the period of 2 years to 4 years, 20 (25%) of them were using the Samsung product for the period of 5 to 7 years, 6(7.5%) of them were using the Samsung product less than a year and remaining 5 (6.25%) of them were using the Samsung product for above 7 years. It is concluded that the majority of them were using Samsung products for the period of 2 to 4 years.

Table 15
Factors Influencing Purchase Decision

Factors	Rank								Total score	Mean score	Rank
	1	2	3	4	5	6	7	8			
Product Performance and Quality	1040	1072	960	477	235	480	128	100	4492	56.15	I
Design excellence	320	804	240	848	611	520	192	240	3775	47.18	V
Brand trust	2080	469	180	689	188	480	224	160	4470	55.87	II
Customer service	320	603	600	901	423	280	256	320	3703	46.28	VI
Pricing	1040	670	480	371	611	480	544	0	4196	52.45	III
Offers and Discount	160	804	600	212	893	200	576	200	3645	45.56	VII
Innovation technology	480	603	660	318	376	360	448	340	3585	44.81	VIII

Past experience	960	335	960	424	423	400	256	240	3998	49.97	IV

Source: Primary data (computed data)

The above table represents the result of Garrett's ranking Technique applied to the factors influencing the purchase decision of consumers. It is found that Product Quality with the highest Garretts score of 4492 and a mean score of 56.15 ranked first, followed by the next factor Brand trust with a Garretts score of 4470 and a mean score of 55.87 ranked second, Pricing with a Garretts score of 4196 and a mean score of 52.45 ranked third, Next factor is the Past experience with a Garretts score of 3998 and a mean score of 49.97 ranked fourth, next is the Design excellence with a Garretts score of 3775 and a mean score of 47.18 ranked fifth, next is the Customer service with a Garretts score of 3703 and a mean score of 46.28 ranked sixth, next is the Offers and Discount with a Garretts score of 3645 and a mean score is 45.56 ranked seventh, next is the Innovative technology ranked eighth with a Garretts score of 3585 and a mean score is 44.81. Hence it is concluded that respondents Choose Samsung products because of their performance and Quality.

Table 16
Satisfaction Level

Satisfaction Level	Frequency	Percentage
Highly satisfied	21	26.25
Satisfied	37	46.25
Neutral	11	13.75
Dissatisfied	7	8.75
Highly dissatisfied	4	5
Total	**80**	**100**

Source: Primary data

The above table shows the satisfaction level of Samsung Products, out of the total of 80 respondents, most of 37 (46.25%) respondents are satisfied with Samsung products, 21(26.25%) consumers are highly satisfied with Samsung products and 11 (13.75 %) of them are neutral in their satisfaction level, 7 (8.75 %) of them are dissatisfied with Samsung product and the remaining 4 (5%) the consumer highly dissatisfied in satisfaction with the Samsung product. Hence it is concluded that the majority of them are Satisfied with Samsung products.

Table 17
Willing to Purchase in Future

Willing to Purchase in Future	Frequency	Percentage
Yes	78	97.5
No	2	2.5
Total	**80**	**100**

Source: Primary data

The above table shows that out of 80 respondents, most of 78(97.5%) consumers were willing to purchase Samsung products in the future, and the remaining 2(2.5%) consumers were not interested in purchasing Samsung products in the Future. Hence it concluded that the majority of them were willing to purchase in the Future.

Table 18
Satisfaction Regarding After-Sales Service Experience

After Sales Service Experience	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
Promptness of service	44 (55)	28 (35)	8 (10)	-	-	80
Knowledge of support staff	25 (31.25)	51 (63.75)	4 (5)	-	-	80
Ease of service process	29 (36.25)	27 (33.75)	24 (30)	-	-	80
Communication	30	32	14	2	2	80

effectiveness	(37.5)	(40)	(17.5)	(2.5)	(2.5)	
Product Pickup & Delivery	27 (33.75)	37 (46.25)	8 (10)	8 (10)	-	80
Spare parts replacement cost	24 (30)	29 (36.25)	22 (27.5)	3 (3.75)	2 (2.5)	80

Source: Primary data; Values within ( ) indicate percent.

The above table shows the satisfaction level of after-sales service of Samsung products which shows that about Promptness of service, the most 55 % respondents are highly satisfied, 35% of the respondents are satisfied and 10 % of the respondents are neutral in their satisfaction. Regarding the knowledge of support staff, 63.75 % of the respondents are satisfied, 31.25% are highly satisfied, and 5 % of the respondents are neutral in their satisfaction. With respect to ease of service process, 36.25% of the respondents are highly satisfied, 33.75 % of the respondents are satisfied and 30% of respondents are neutral in their satisfaction level. With regard to product Pickup and delivery 46.25 % of the respondents are satisfied, 33.75 % of them are Highly satisfied, 10 % of them are neutral and remaining 10% of them are dissatisfied with product pick up and delivery. Considering Communication effectiveness, 40% of the respondents are satisfied, 37.5 % of them are highly satisfied, 17.5 % of them are neutral,2.5% of them are dissatisfied and the remaining 2.5% of them are highly dissatisfied. Regarding Spare parts replacement cost 36.25% of them are satisfied, 30% of them are highly satisfied, 27.5% of them are neutral, 3.75 % of them are dissatisfied and the remaining 2.5 % of them are highly dissatisfied.

Type of family and Satisfaction level on Product attribute
Hypothesis
H0: Type of family is not associated with satisfaction level on product attribute
H1: Type of family is associated with satisfaction level on product attribute

Table 19
Type of family and Satisfaction level on Product attribute

Type of Family	Satisfaction level on Product attributes			Total	Chi-square	P_value	Result
	Low	Medium	High				
Joint	10 (34.5)	18 (62.1)	1 (3.4)	29 (100)	6.408 Df: 2	0.041	Significant
Nuclear	7 (13.7)	36 (70.6)	8 (15.7)	51 (100)			
Total	**17**	**54**	**9**	**80**			

Source : Primary Data (computed) ; Value within ( ) indicates the row percent

The above table shows the result of chi-square analysis that the nuclear family have high level of satisfaction whereas the joint family have low level of satisfaction . The calculated p-value (0.041) is less than 0.05 level of significance. Thus it is inferred that null hypothesis is rejected and alternative hypothesis is accepted. Hence, it is concluded that the type of family is associated with satisfaction level on product attribute.

Monthly Expenses and Satisfaction level on Product attribute
Hypothesis
H0: Monthly Expenses is not associated with satisfaction level on product attribute
H1: Monthly Expenses is associated with satisfaction level on product attribute

Table 20
Monthly Expenses and Satisfaction level on Product attribute

Monthly Expenses	Satisfaction level on Product attributes			Total	Chi-square	P_value	Result
	Low	Medium	High				
Upto 10000	8 (23.5)	22 (64.7)	4 (11.8)	34 (100)	15.124 Df: 6	0.019	Significant
Rs.10001	5	26	3	34			

-15000	(14.7)	(76.5)	(8.8)	(100)			
Rs.15001 -20000	0 (0)	6 (85.7)	1 (14.3)	7 (100)			
Above Rs. 20000	4 (80)	0 (0)	1 (20)	5 (100)			
Total	**17**	**54**	**9**	**80**			

Source : Primary Data (computed) ; Value within ( ) indicates the row percent

The above table shows the result of chi-square analysis the calculated p-value (0.019) is less than 0.05 level of significance. Thus it is inferred that null hypothesis is rejected and alternative hypothesis is accepted. Hence, it is concluded that the monthly expenses is associated with satisfaction level of product attribute.

Educational Qualification and Satisfaction level on Product attribute
Hypothesis
H0: Educational Qualification is not associated with satisfaction level on product attribute
H1: Educational Qualification is associated with satisfaction level on product attribute

Table 21
Educational Qualification and Satisfaction level on Product attribute

Educational Qualification	Satisfaction level on Product attributes			Total	Chi-square	P_value	Result
	Low	**Medium**	**High**				
School level	4 (50)	3 (37.5)	1 (12.5)	8 (100)	15.187 Df: 8	0.056	Not significant
Diploma	1 (11.1)	8 (88.9)	0 (0)	9 (100)			
Under Graduate	5 (16.1)	21 (67.7)	5 (16.1)	31 (100)			
Post Graduate	5 (16.7)	22 (73.3)	3 (10)	30 (100)			
Illiterate	2 (100)	0 (0)	0 (0)	2 (100)			
Total	**17**	**54**	**9**	**80**			

Source : Primary Data (computed) ; Value within ( ) indicates the row percent

The above table shows the result of chi-square analysis the calculated p-value (0.056) is above the 0.05 level of significance. Thus it is inferred that null hypothesis is accepted. Hence, it is concluded that the Educational qualification is not associated with satisfaction level on product attribute.

LIMITATIONS OF THE STUDY
Every research study will have limitations. The present study is no exception. The study consisted of 80 sample questionnaires, with data collection limited to Pollachi only.

FINDINGS
It is found that the majority of 48.75% consumers are in the age group of 18- 25 years, 62.5% of consumer are Female, 52.5% of respondents are married, 63.75% of respondents belong to the Nuclear family, 60% of respondents are residing in urban areas, 38.75% were educated up to Under graduate level, 27.5% are doing own business, 42.5% of respondents earn income between Rs20001 and Rs.30000 per month, 42.5% of respondents spend expenses up to Rs.10000 per month,37.5% respondents have two earning members in their family, 97.5 % of people are familiar with the new Samsung product,30% of consumers were aware Samsung product through advertisements,33.33 % are using Samsung smartphones, 61.25% consumers are using the Samsung product for the period ranging from 2 years to 4years, Majority of the consumers are influenced by product performance

and Quality while choosing Samsung product, 46.25% of consumers are satisfied with the Samsung product, 97.5% of the consumers are willing to purchase in future. There is an association between the type of family and Satisfaction level of product attribute as well as monthly expenses associated with satisfaction level of product attribute. There is no association between educational qualification and satisfaction level of product attribute.

SUGGESTIONS
- Necessary measures should be taken by the company to improve the satisfaction level regarding communication effectiveness and product pickup and delivery system.
- The Spare parts replacement cost should be made available at an affordable price so that loyalty can be maintained.

CONCLUSION
Samsung is commitment to innovation and quality. The dedication to customer service and support further enhances the overall satisfaction of its customers. Moreover, Samsung's strong brand reputation and customer satisfaction plays a crucial role in fostering loyalty among consumers. Customers trust the Samsung brand and are likely to repurchase their products and recommend them to others based on positive experiences. By enhancing the customer satisfaction level on after sales service the company can retain their customers.

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