



“A Study On Consumer Perception Towards Samsung Smart Phones Of Mehsana District”

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Abstract

The essential idea of cells started in 1947, when specialists took a gander at portable vehicle telephones and understood that by utilizing little cells (scope of administration region) with recurrence reuse, they could build the traffic limit of cell phones considerably. Albeit the press inclusion of the samsung portable's effect affects deals of contending items, the main impact of the Samsung versatile is its crucial test to cell phone industry power designs and item techniques. The samsung versatile raises doubt about how the portable business fragments clients and plans items, and as such its effect on industry practices might be far more prominent than its impact on telephone deals. Consumer loyalty is a term often utilized in showcasing. It is a proportion of how items and administrations provided by an organization meet or outperform purchaser assumption. Consumer loyalty is characterized as “the quantity of clients, or level of complete clients, whose detailed involvement in a firm, its items, or its administrations (evaluations) surpasses determined fulfillment objectives.”

Keywords: Consumer Perception, Cell Phone

INTRODUCTION

The essential idea of PDAs started in 1947, when specialists took a gander at versatile vehicle telephones and understood that by utilizing little cells (scope of administration region) with recurrence reuse, they could expand the traffic limit of cell phones significantly. A phone is a kind of two-way radio. In 1947, AT&T (American Phone and Transmit) recommended that the FCC distributes countless radio-range frequencies so far and wide cell phone administration would become possible and AT&T would have a motivator to explore the new innovation. AT&T and Ringer Labs proposed a phone framework to the FCC of some little, low-controlled, broadcast towers, each covering a 'phone' a couple of miles in range and all in all covering a bigger region.

The innovation that empowers an individual to convey whenever, anyplace - has produced a whole industry in portable telecom. Cell phones have turned into a necessary piece of the development, achievement and effectiveness of any business/economy. The most pervasive remote norm in this present reality, is GSM. The GSM Affiliation (GlobalSystem for Portable Correspondences) was founded in 1987 to advance and assist the adoption, improvement and sending and development of the GSM standard for computerized remote interchanges. Getting going fundamentally as an European norm, the Gathering Exceptional Portable as it was then called, before long came to address the Worldwide Framework for Versatile Correspondences as it accomplished the situation with an overall norm. GSM is today, the world's driving computerized standard representing 68.5 per cent of the worldwide advanced remote market.

The Indian Government while considering the presentation of cell administrations into the nation, settled on a milestone choice to present the GSM standard, jumping out of date innovations/principles. Albeit cell licenses were made innovation unbiased in September 2005, every one of the confidential administrators are by and by offering just GSM based versatile administrations. The new licensees for the 4th cellular licenses that were granted in July 2001 as well, have picked GSM innovation to offer their versatile administrations.

HISTORY OF CELL PHONE

Martin Cooper, a previous senior supervisor for the frameworks division at Motorola, is viewed as the creator of the main current convenient handset. Ringer Labs presented the possibility of PDA correspondences in 1947 with the squad car innovation. Nonetheless, Motorola was quick to integrate the innovation into a convenient gadget that was intended for use outside a vehicle. By 1977, AT&T and Ringer Labs had developed a model cell framework. After a year, public preliminaries of the new framework were kicked off in Chicago with more than 2000 preliminary clients. In 1979, in a different endeavor, the main business wireless framework started its activity in Tokyo. In 1981, Motorola and American Radio Phone began a second U.S. PDA radio-phone framework test in the Washington/Baltimore region. By 1982, the sluggish FCC at last approved business cell administration for USA. After a year, the primary American business simple wireless help or AMPS (High level Cell Phone Administration) was made accessible in Chicago by Ameritech. Regardless of the mind boggling request, it required 37 years for wireless administrations to open up in the US. Customer request immediately exceeded the 1982 framework principles. By 1987, cell endorsers surpassed 1,000,000 and the aviation routes were packed. (COAI 2005)

CELL PHONES IN INDIA

The Public authority of India perceives that the arrangement of a top notch broadcast communications foundation and data is the way to fast financial and social improvement of the country. It is basic not just for the advancement of the Data Innovation industry, yet in addition has far and wide consequences on the whole economy of the country. It is likewise guessed that going ahead, a significant piece of the Gross domestic product of the nation would be contributed by this area. Appropriately, it is of essential significance to the country that there be. an exhaustive and forward-looking media communications strategy which makes an empowering system for improvement of this industry. A report of Cellular Operators Authority of India regarding the entry of cell phones into India is listed in below table. This shows the improvement of telecom sector over the years.

Year	Improvement of Telecom Sector in India
1851	First operational land lines were laid between Kolkattaand Diamond Harbour.
1881	Telephone service introduced in India.
1882	First telephone exchange was opened in Kolkotta, Chennai and Mumbai.
1883	Merger of telecommunication with postal system.
1923	Formation of Indian Radio Telegraph Company.
1947	Nationalization of all foreign telecommunication companies to form the Post, Telephone and Telegraph under Government’s Ministry of Communications.Total number of telephone in the country was around 80000.
1960	First Subscriber Trunk Dialing (STD) was commissioned between Kanpur andLucknow.
1975	Department of Telecommunication (DOT) was established, separating from thepostal system.
1985	Mobile service was commissioned in Delhi on noncommercial basis.
1994	Government announced National Telecom Policy in 1994. License issued for providing mobile phone services in 4 metros. 2 operators were given license per circle for 10 years under a fixed license fee regime.
1995	Cellular service was commercially launched in India. Mobile licenses issued for 19 more circles.
1997	Telecom Regulatory Authority was created (TRAI).
1999	The new telecom policy (NTP 1999) was introduced. The Government replaced the fixed annual license fee with revenue share regime.
2000	The national long distance market (NLD) was opened up to the private sectorwith no ceiling on the number of players. BSNL was hived off to form a separate corporate entity. Wireless Planning and Coordination wing of DoT was created to review andenforce the spectrum allocation policy.The Telecom Disputes Settlement and Appellate Tribunal (TDSAT) was created.BSNL and MTNL were allowed to offer cellular services.
2002	USO fund established to improve the telecom services in the rural sector.ILD was opened up to private sector without any ceiling on the number ofplayers.Bharati Airtel got listed in BSE & NSE.VSNL was privatized.
2003	The Calling Party Pays regime was introduced where by subscribers no longer had to pay for incoming calls. The Unified Access License (UASL) Regime was implemented allowing subscribers to offer fixed / mobile services using any technology.RCom rolled out CDMA services which resulted in a tariff war. Internet and GPRS were allowed through cellular service providers.
2004	Broadband policy 2004 was unveiled
2005	The foreign direct investment limit in telecom was raised from 49% to 74%. Motorola started manufacturing mobile phone in India.Pure-play tower companies like GTL, Quippo and Essar entered the tower market.The trend of recharge coupons with denomination values ranging from Rs 10 to Rs 200 for low end prepaid users.Introduction of lifetime validity schemes on prepaid.Aircel was acquired by Maxis
2006	Demerger of tower operations by RCom into Reliance Infratel.BSNL and MTNL launched the ‘One India Tariff’ whereby the calls anywhere in the country were charged at a flat rate of Re 1.India became the 5th country in the world to join the 100 million mobilesubscribers’ club. In Aug 2006 India added 5 million subscribers and overtook China to become the fastest telecom market in the world.
2007	Roaming rental was reduced to zero.Dual technology was allowed enabling service providers to offer both GSM and CDMA under the same license subject to entry fee of Rs.1651 crore (US \$ 366 million).Vodafone acquired 67% stake in Hutchison Essar for US \$10.9 billion.
2008	Government awarded license to 6 new players; Datacom, Loop Telecom, ShyamSistema, STel, Unitech Wireless and Swan Telecom.
2009	Bharati Airtel crossed 100 million subscriber mark.Mobile subscribers in India crossed 500 million mark.
2010	3G and BWA spectrum auctioned through a open and transparent auction process. Government earned Rs 67719 cr (US \$ 15.05 billion) for 3G spectrum and Rs 38543 crore (US \$ 8.6 billion) for BWA spectrum.Mobile subscriber numbers crossed 650 million.3G spectrum allocated to Vodafone, Tata Tele services, Bharti Airtel, RCom, Idea, Airtel and STel.

Source : Cellular Operators Authority of India (COAI)

HISTORY AND PROFILE OF THE COMPAMY

The Samsung Gathering is a global combination central command in Samsung Town, Seoul, and. South korea. It is the world”s biggest aggregate by income with yearly income of US \$ 173.4 billion of every 2008 and is South Korea’s biggest chaebol. The significance of the Korean word Samsung is "Tri-Star" or “Three stars”. Lee Byung-chul began “Samsung bunch” as an exchanging organization at a supermarket in Walk 1, 1938.

The Samsung bunch is made out of worldwide partnered organizations, the vast majority of them Joined under the Samsung Hardware, the world biggest gadgets organization, Samsung Weighty Enterprises, the world's second biggest shipbuilder and Samsung C&T, a significant worldwide development organization. Samsung has been the world's most famous purchaser gadgets brand starting around 2005 and is the most popular South Korean brand on the planet. Samsung bunch represents over 20% of South Korean's complete commodities and is the forerunner in numerous homegrown businesses, like the monetary, synthetic, retail and media outlets. Samsung bunch items around a fifth of South Korea's complete commodity and it's incomes are bigger than numerous nations Gross domestic product. It would have been the world's biggest economy. In numerous South Korean ventures Samsung bunch partakes in a syndication position.

ABOUT SAMSUNG MOBILE

Samsung is focused on following neighborhood regulations and guidelines as well as applying a severe worldwide set of principles to all workers. It accepts that moral administration isn't just a device for answering the quick changes in the worldwide business climate, yet in addition a vehicle for building entrust with its different partners including clients, investors, representatives, colleagues and nearby networks. With an expect to become perhaps of the most moral organization on the planet, Samsung keeps on preparing its representatives and work observing frameworks, while rehearsing fair and straightforward corporate administration.

Mission & Approach of Samsung Mobile

Samsung follows a straightforward business reasoning: to give its ability and innovation to making better items and administrations that contribute than a superior worldwide society. To accomplish this, Samsung sets a high worth on its kin and innovations.

Standards of Samsung Business

In a declaration of its obligation to corporate social obligation as a world driving organization, Samsung Hardware reported the "Five Samsung Business Standards" in 2005. The standards act as the establishment for its worldwide set of rules in consistence with legitimate and moral principles and the satisfaction of its corporate social obligations.

REVIEW OF LITERATURE

R. Venkatesh Kumar and K. Tamil Selvi (2017), "A Survey on Customer Behaviour Towards Samsung Mobiles" the review assists the specialist with knowing the customer conduct assumptions and their fulfillment level towards samsung portable. This concentrate additionally assists the organization with realizing the serious issue looked by the client in Samsung mobiles. To improve more purchaser conduct the organization needs to consider the idea given by the response.

Arun and Vijayadurai (2016), aims to bring up that four variables, viz., administration quality, VAS administrations, client care administrations, deals advancement offers, call drop issues, voice lucidity. This is without question assumed an essential part in the decision of a Portable Specialist co-ops. Due to firm aggressive strain, the Indian Versatile market is overwhelmed with assortment of plans like, call tax, and worth added administration and deals advancement offers ought to be improve by the versatile administrators to expanding the fulfillment level of the client. Portable assistance supplier market is on thriving stage and emerged with the unique plan and plan with low assistance charges, which constrained client to thing about introductory membership cost, accessibility of plans according to prerequisite and tax.

Dr. T. N. R. Kavitha and Mr. R. Mohana Sundaram (2014), "A Study on consumer satisfaction towards Samsung mobiles" this study is conveyed with the goal decide the client inclination and fulfillment. What's more, this examination is directed on one specific cell phone brand called Samsung with its quality, value, plan and fulfillment. Also, the clients are more fulfilled by the utilization of the Samsung cell phone.

RESEARCH METHODOLOGY

Research Objectives

- Major features, which a customer looks for in a mobile before making a purchase.
- Factors those influence decision-making in purchasing mobile phones.

Research Design and Data

The Study was done by applying descriptive research. For descriptive research I have used the survey and observation method. I also have done the exploratory research as it provides helps in understanding the problem reason for cross sectional design where subject are assessed at a single time in their live. A cross sectional study is fast and can study a large number of respondents at a little cost or effort.

Hypotheses of the study

- H_0 = There is no significance difference among functions of samsung mobile and various age groups.
- H_1 = There is significance difference among functions of samsung mobile and various age groups.
- H_0 = There is no significant difference of among model of samsung mobile and various occupation.

- H_1 = There is significant difference of among model of samsung mobile and various occupation.

Sampling technique

I have used non probability sampling technique, in that convenience sampling was used in the study, because it was convenient with regards to time, cost and place of the research and also for analysis of the data. I have used Quota Sampling (Non-probability Sampling) method in research.

Sample Size

I have taken sample size of 100 respondents from Mehsana District. The sample size of respondents is decided by considering 95% significance level and 5% probable error.

HYPOTHESIS TESTING

A one-way ANOVA was conducted to compare the significance difference among functions of Samsung mobile and various mobile user age groups. Here F Calculated value is higher than F-table Value.

So H_1 is accepted.

There is significance difference among functions of samsung mobile and various age groups.

Source of Variation	Sum of Squares	Degree of freedom	Mean Square	F Value	F-table Value
Between Groups	8.22	3	2.73	2.04	1.83
Within Groups	156.32	117	1.33		
Total	164.54	120			

A one-way ANOVA was conducted to compare the significance difference among model of samsung mobile and various occupation. Here F Calculated value is higher than F-table Value.

So H_1 is accepted.

There is significant difference of among model of samsung mobile and various occupation.

Source of Variation	Sum of Squares	Degree of freedom	Mean Square	F Value	F-table Value
Between Groups	7.82	3	2.60	1.95	1.83
Within Groups	155.32	117	1.32		
Total	163.14	120			

CONCLUSION

I also took up the field work in the form of the research to know about the satisfaction level of the customers with respect to various features of the samsung mobile phone and also to know something more about the performance of different model of mobile in market. During the evaluation of smart phones, it acts as a luxury product in due course of time it became the basic necessity of every human. A mobile hand held computer. New generation may be called as mobile phone generation. Mobile phones have become an inseparable part of human. Among the people samsung is the leading in the mobile industry. Among many of branded mobile phone were perfect samsung because of its quality and new innovation. And it is easy to browse the internet, best cost control, good battery life and better services. They are the market leaders.

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