

A Study of consumer attitude towards Samsung Mobile instruments in Dindigul district, Tamilnadu, India

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ABSTRACT

The mobile manufacturing companies are growing rapidly and introducing new models with latest technologies to the society. Consumers are aware of the recent facilities available in the mobile phones in different companies and also the prices of mobiles. The manufactures are competing to attract the consumers, to increase their sales and fulfill consumer's needs and wants. However in the present competitive scenario acquiring consumer's satisfaction is a tough task. Indian mobile market adopts various new innovative techniques to handle their consumers. The promotional measures are adopted likely Free and more accessories, low cost, service centre and spare parts availabilities, insurance scheme for mobile, mobile safety locking system, mobile exchange system, at most care for consumer complaints etc... The present study aims to descriptive study the consumer awareness relates to the usage of samsung mobiles, test the significance between the socio economic factors and sources of awareness, test analysis of variance between gender and occupation and consumer attitude analysed. The primary data is collected with the interview schedule to analysis. The tools such as percentage analysis, chi-square analysis, Likert scale, anova to analyse the variance and weighted average ranking techniques are used. The study concludes that there is significance between socio economic factors and awareness of samsung mobiles. Majority of the consumers required water proof mobile and increase facilities in samsung mobiles; opinioned to reduce the mobile health effects, and free from problems.

Keywords: Mobile communication, Generations, Samsung mobiles, Facilities, Kinds and Services.

INTRODUCTION

Communication plays a key role in day to day life. In ancient times people used pigeon, swan, eagle, horse, etc. for sending message to others. In the 18th century, people used first mail coach to send the information. This method took a large number of days to deliver the message. Later the revolution in the science and technology had developed to a great extent. The technological developments in the field of telecommunication

have reached a new height in recent times. These developments are aimed to provide the customers with new services to meet various requirements based on their utilization for their benefit. The most modern technologies are Global System for Mobile Communication (GSM), Code Division Multiple Access (CDMA), and Voice over Internet Protocol (VOIP), Direct Internet Access Service (DIAS), Managed Leased Line Network (MLLN), Multiprotocol Label Switching – Virtual Path Network (MPLS-VPN), etc. These technologies had given many qualities of communication namely best quality, speed, clarity, low tariff, etc. After this revolution the communication tools had been improved to mail coach, telegram, telemeter, telex and telephone. India has advanced in communication technology. This system is connected with satellites and provides much number of online services, namely cellular phone, E-mail services, voicemail services, Internet facilities, etc...

The basic concept of cellular phones originated in 1947 in the US, when researchers at Bell Laboratories got an idea of cellular communication from the mobile car phone technology used by the police department of the country. Public trials of first cellular communication system began in Chicago in 1970, and cellular telephone services were introduced in the US in 1980s, and gained popularity in a short span of time. By the 1980s, cellular services had become popular in many developed countries across the world, over the years on account of dynamic technological advancements in the sector, an improvement in the number and quality of services provided.

Mobile phones today have moved beyond their fundamental role of communications and have graduated to become an extension of the persona of the user. Customers are witnessing an era when users buy mobile phones not just to be in touch, but to express themselves, their attitude, feelings and interests. Customers continuously want more facilities from their phone.

Nokia, Samsung, LG, Videocon, Apple, MTS, Reliance, Micro max, G five, Sony, and some local manufacture offers in GSM technology. These systems-operated satellites serve the subscribers to receive clear information, receive photography, money transfer, anywhere banking, etc. Today most of business men, professionals and others get more utilities through the mobile communication system.

PROBLEM OF THE STUDY

In earlier days telecommunication field had many obstacles. Calling person across the country on any festival day was a difficult task resulting moderately expensive and time consuming, which were eliminated through modern technologies in a phased manner. Now telecommunication instruments are affecting all of us and for the most part, improving the quality of life and the components of mobile. The system serves both business and personal purposes.

The numbers of mobile cellular phone users are increasing day by day in India. Companies make aggressive marketing, advertising and promotional efforts which compel other manufacturers to focus on their marketing efforts as well. These companies resort to price reductions, new function additions, value additions and focus advertising and promotional campaigns. Despite the various systems introduced by each manufacturer, customers are going to face technical problems like network busy problems, improper coverage, and advertising agencies, poor customer care, improper communication, interruption while speaking with others.

The choice of the manufacture is affected by many factors, namely, dual SIM, MP3 player, more storage, cameras, Charge in battery and Bluetooth, Wi-Fi, handy one, less weight, slim model, price reduction, attractive colours, various models, audio and video system, service facilities, spare parts availability and so on.

In this context, this study has been undertaken by the researcher to examine behavioural profile of consumers of the mobile instruments taking the socio-economic characteristics and the marketing policies and practices of the manufacturers. The present study titled “A STUDY OF CONSUMER ATTITUDE TOWARDS SAMSUNG MOBILE INSTRUMENTS IN DINDIGUL DISTRICT” TAMIL NADU, INDIA is considered relevant as the study has its own significance in the recent technological era.

OBJECTIVES OF THE STUDY

- ✚ To study the origin and growth of mobile communication systems in India.

- ✚ To examine the profile of the Samsung mobile communication facilities in the study area.
- ✚ To test the significance of association between socio economic factors and sources of awareness.
- ✚ To analyze the variance between gender and occupation with No. of mobile connections.
- ✚ To study the consumers attitude and behaviour towards the Samsung mobile in Dindigul district.

METHODOLOGY

Both the primary and secondary data are used in the study. The secondary data used for this study provides details like the origin of communication, telecommunication and the beginning of cellular communication were collected from the source for the period from January 1990 to January 2013. The survey for the collection of primary data was conducted from December 2012 to January 2013 covering a period of two months.

The main aim of the study is to examine the consumers' awareness and attitude towards the Samsung mobile instruments in Dindigul district. The researcher has interviewed a total number of 135 respondents utilizing Samsung mobile phone. These respondents are drawn across in and around Dindigul district. As the responses received from 15 respondents were inadequate and contradictory to the required information, they were not considered for the present study. Finally, the information provided by 120 respondents utilizing Samsung mobile has been taken for the present analysis. In this study, a fraction of the population is being investigated in and around Dindigul districts, which is selected neither by probability nor by judgment but by convenience method. The researcher had designed a comprehensive interview schedule which was duly pre-tested. Those who are using the Samsung mobile instrument have been considered as sample respondents for the present analysis. The data were analysed using appropriate statistical tools such as percentages, chi-square test, analysis of variance, weighted average ranking technique, and Likert's scaling techniques.

PRESENT SCENARIO

By 1881, telephone service was first introduced in India by Oriental Telephone Company Limited of England for opening telephone exchanges at Calcutta, Bombay, Madras, Karachi and Ahmedabad. It has been developed in the following instrumental aspects.

- ✚ Base Telephone – 1881, Introduced by Oriental Telephone company limited in India.
- ✚ Cordless telephone system – Invented by Teri Pall in 1965, Used within few 100 meters

- ✚ Wireless telephone system – A wide range of services while the cell phone itself.
- ✚ Cellular system – Communication between a handset and nearby cell sites.
- ✚ Satellite phones – Communicate directly with an orbiting satellite.
- ✚ Digital Telephony system – It has improved the capacity and quality of the network.
- ✚ VOIP telephony - Broadband internet connection to transmit conversations as data packet

GROWTH OF CELLULAR COMMUNICATIONS

Cellular phone services are growing with various generations. It's born with Zero Generation (0G) which refers to pre-cellular mobile telephony technology. These mobile telephones were usually mounted in cars or trucks, though briefcase models were also made. The cellular radio phone in public domain started with analog systems like NMT, AMPS and TACS. The change of technology from analog to digital has brought new generation systems and the most prominent one is GSM and Third CDMA technology introduced in India. The mobile subscribers' base is 95 per cent in GSM and 5 per cent in CDMA technology.

The growth of cellular communication through various generations is given below.

- ✚ **Zero Generation** – Pre cell phone mobile telephony technology such as ARP, PTT, MTS, IMTS, AMTS
- ✚ **First Generation** – Wireless telephone technology cell phone such as NMT, AMPS, TACS, RTMI
- ✚ **Second Generation** – Digitalized wireless telephone technology likely sending email, digital voice call based on data and time. That systems are PCS, TDMA, CDMA
- ✚ **Generation – 2.5** – Implemented a packet and circuit switched domain
- ✚ **Generation – 2.75** – It has not been officially defined but used for the strong market purpose through EDGE systems.
- ✚ **Third Generation** - Mobile telephone technology through CDMA 2000
- ✚ **Fourth Generation** – It is the successor of 3G. It describes 1) High speed mobile wireless access and 2) Pervasive networks.

MOBILE PHONE FEATURES

Mobile phones often have features beyond sending text messages and make Voice calls including Internet Browsing, Music (MP3) Playback, Personal organizers, E-mail, Built in Cameras and Camcorders, Ring tones, Games, Radio, Push-to-talk, Infrared and Bluetooth connectivity, Call registers and ability to watch streaming video, Wap services, Download Video

for later viewing, clock and calculator. There are many mobile phone features found in today's mobile phone that offer users many more capabilities than only voice calls or text managing and modes and attempts a stylish design often make them difficult and confusing to use.

SAMSUNG

In 1948, Cho Hong-jai (the Hyosung group's founder) jointly invested in a new company called Samsung Mulsan Gongsa (삼성물산공사), or the Samsung Trading Corporation, with the Samsung Group founder Lee Byung-chull. The trading firm grew to become the present-day Samsung C&T Corporation. But after some years Cho and Lee parted ways due to some differences in management between the two men. After settlement, Samsung Group was separated into Samsung Group and Hyosung Group, Hankook Tire ...etc. After founder's death, second partition (1990s) made Samsung Group was separated into Samsung Group and three other conglomerates - Shinsegae Group, CJ Group and Hansol Group, Shinsegae (discount store and department store). In 1980, the company acquired Hanguk Jeonja Tongsin in Gumi, and started to build telecommunication devices. Its early products were switchboards. The facilities were developed into the telephone and fax manufacturing systems and became the centre of Samsung's mobile phone manufacturing. They have produced over 800 million mobile phones to date. The company grouped them together under Samsung Electronics Co., Ltd. in the 1980s. In the late 1980s and early 1990s, Samsung Electronics invested heavily in research and development, investments that were pivotal in pushing the company to the forefront of the global electronics industry. According to the FTC (Fair Trade Commission) data as of April 1, 2011, the number of Samsung Group's affiliates increased 32.1 percent to 78 from 59 in 2008. Samsung has also been listed among the top 10 most trusted brands in India by The Brand Trust Report India Study. Cellular phones today have become essential accessory for the rural and urban Indian consumer. It is soon going to be same in rural India as India adds almost 1.5 million users each year to its mobile phone users. Samsung mobile are introduced more than 150 models and variety of Dual SIM phones, Samsung Galaxy and etc.

ANALYSIS AND INTREPRETATION

In this area the researcher has analysed the awareness, attitude, behaviour and post-purchase behaviour of the users towards various facilities offered by Samsung mobile. For the purpose of analysis and interpretation, the users are classified on the basis of income which is given in Table no 1.

Table No. 1 Income base classification of Samsung users

Particulars	No. of Respondents	
	Respondents	%
Below Rs. 100000	84	70
Rs. 100000 to Rs. 200000	24	20
Above Rs. 200000	12	10
Total	120	100

Source: Primary Data.

Above table no. 1 shown the classification on the basis of annual income, 70 per cent of the respondents come under the category below Rs. 100000 (low level income), 20% are between Rs. 100001 to Rs. 200000 (middle income category) and 10 per cent fall in the above Rs.200000 category (high income).

TYPES OF MOBILE

Samsung Mobile is offered variety of phone to their customers and it's outdated immediately when the customers dislike a specific model. The company offered phone types are such as Touch phone, Smart phone, Dual SIM phone, Fun phones, Life style phone, Editors choice phone, Music phone and etc., Table No.2 exhibits a results regarding likely phone by the respondents.

Table No.2 Types of Mobile Phone

Particulars	Low income		Middle income		High income	
	No	%	No	%	No	%
Touch phone	41	48.81	15	62.50	7	58.33
Smart Phone	13	15.48	3	12.50	4	16.67
Dual SIM Phone	30	35.71	6	25	1	8.33

Source: Primary Data.

Table No. 3 Sources of Awareness of Samsung Mobile

Particulars	Low level income		Middle level income		High Level income	
	No	%	No	%	No	%
Advertisements	52	28	9	18.75	7	28
Dealers	11	5.95	3	6.25	1	4
Company representatives	21	11.35	6	13	3	12
Friends & relatives	67	36.21	18	37.5	8	32
Existing Customers	34	18.38	12	25	6	24
Total	185		48		25	

Source: Primary Data.

It is evident from Table No.3 that the majority of users are aware of samsung mobiles through

It is observed from the above Table No.2 that 62.5 per cent of middle level income respondents, 58.33 per cent of high level income customers and 48.81 per cent of low level income customers have preferred Touch mobile phone from Samsung. Next slot of respondents have opted for Dual SIM phone than Smart phone.

AWARENESS TOWARDS CELLULAR PHONE COMPANY

This section explains the customers' awareness towards Samsung Cellular Phone Company. Information is gathered from the sample respondents belonging to different sections of society irrespective of gender, education, age, occupation and annual income and it differs from each and every range of this sample of study. The awareness about the mobile system, knowledge about mobile, service centers and the influence and reasons for choosing a particular Samsung mobile, discussions with knowledgeable persons before buying the Samsung mobile are other related factors have also been analyzed.

SOURCE OF AWARENESS OF SAMSUNG MOBILE

In India various types of communication systems are available to the people. There are different methods and systems in the infrastructure and facilities. Now in the field of communication various technological systems like telephone, cellular communication, WLL phone service, fixed phone services, wire and wireless systems are in existence. Customers or respondents become aware of mobile through a variety of sources. The important among them are advertisements in newspapers, news in television, notices, posters, net advertising, trade journals, friends and relatives, and existing users. A few important sources of awareness through which the respondents are aware about the Samsung mobile gave on the basis of ranking in Table no. 3.

'Friends and Relatives'. Following this, more than 28% of the respondents said that the source

awareness is 'Advertisements' in all the categories. Existing customers also influenced to aware from 'existing customers'. The remaining sources 'Dealers' and 'Company representative' have also created awareness to some extent.

ASSOCIATION BETWEEN THE SOURCES OF AWARENESS OF SAMSUNG MOBILE AND SOCIO-ECONOMIC CHARACTERISTICS

The association between the sources of awareness on samsung mobile and socio-economic variables like gender, education, age, occupation

TABLE NO. 4. CHI-SQUARE ANALYSIS FOR SOURCES OF AWARENESS OF SAMSUNG MOBILE AND SOCIO-ECONOMIC FACTORS

Sources of Awareness	Gender	Education	Age	Occupation	Income
Advertisements	3.948**	7.474**	35.111*	8.610	4.361
Dealers	1.953	6.335**	2.913	7.336	0.231
Company representatives	0.446	2.881	23.697*	2.481	0.001
Friends & Relatives	0.079	4.028	12.294**	2.565	1.388**
Existing customers	0.003	3.529	0.842	3.611	0.833**

Source: Primary Data.

- * Indicates one percent level of significance
- ** Indicates five percent level of significance
- ✚ Values without asterisk mark indicate non-significance

It is observed from the Table No. 4 that the calculated chi-square value is greater than one cent critical value for the sources 'advertisements', in age, 'company representatives' in age factors. The chi-square value is also greater than five percent critical value for the sources 'advertisement' in gender and education characters, Sources of 'dealers' in education factor, Under source of Friends and relatives in age and income factors and finally the source existing customers shown income factors. Hence the null hypotheses for these sources are rejected. Hence it can be concluded that there is an association between the sources 'advertisement', 'company representatives' and 'friends and relatives with age, education and annual income factors except occupation.

ANALYSIS OF VARIANCE

The analysis of variance frequently referred to by the contraction ANOVA, is statistical techniques specially designed to determine whether the means of more than two quantitative

and annual income has been analyzed with the help of chi-square test based on the basis of null hypothesis (H₀), i.e. there is no association between the sources of awareness on samsung mobile and socio-economic factors and alternative hypothesis (H₁), viz. there is an association between the sources of awareness on samsung mobile and socio-economic factors. The result of the analysis is shown in the Table 4.

populations are equal. Assume a dependent variable 'D' that is influenced by 2 independent variables I₁ and I₂ are Nominal. In this test 3 pairs of hypothesis are tested as shown below table No. 5

Table No. 5 Pairs of Hypothesis

Set 1	H₀ : I ₁ does not influence D H₁ : I ₁ influences D
Set 2	H₀ : I ₂ does not influence D H₁ : I ₂ influences D
Set 3	H₀ : I ₁ and I ₂ together do not influence D H₁ : I ₁ and I ₂ together influence D

For each of these hypotheses, the decision to reject or not to reject H₀ is made by considering the significance value.

TWO WAY ANOVA

Gender : 1 – Male, 2 – Female
Occupation : 1 – Govt. Sector, 2 – Private sector, 3 – Business, 4 – Profession 5 – Student.

The dependent variable is the Number of Mobile connection. It is ratio scale and hence metric. The independent variables - Gender and Occupation are nominal. They are two in number. So the technique applicable is 2 way ANOVA. The results is displayed in the below Table No 6.

Table No. 6 Analysis of variance

Tests of Between-Subjects Effects						
Dependent Variable: No. of Mobile Instruments						
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial eta Squared
Corrected Model	49.133 ^a	9	5.459	4.416	.000	0.265
Intercept	381.574	1	381.574	308.645	.000	0.775
Gender	7.287	1	7.287	5.994	.000	0.044
Occupation	20.927	4	5.232	4.532	.000	0.180
Gender * Occupation	6.028	4	1.507	1.219	.307	0.065
Error	135.992	110	1.236			
Total	727.000	120				
Corrected Total	185.125	119				

a. R Squared = .265 (Adjusted R Squared = .205)

Source: Primary Data.

Set 1	<p>H₀: The Gender of society does not influence Number of connections</p> <p>H₁: I₁ The Gender of society influences Number of connections</p>
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Let us assume the usual 5% significance level. It can be seen that the 'F' value corresponding to the gender is 5.994, with a significance of 0.000. Since this value is less than the significance level of 0.05. I reject H₀. Hence it is concluded that the gender of society does not influence number of connections. Next in partial h² the value of 0.044 indicates 4.4% influence on the observed variance of the number of connection indicating it is a minimized influencer.

Set 2	<p>H₀: Occupation does not influence Number of connections</p> <p>H₁: Occupation influences Number of connections</p>
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The 'F' statistic is 4.532 with a significance of 0.000 which is less than the assumed significance level of 0.05. So H₀ rejected. This implies that the occupation also affects number of connections. The partial h² value of 0.180 indicates a strong influence of occupation on number of connections.

Set 3	<p>H₀ : Gender and Occupation combined do not influence Number of connections</p> <p>H₁ : Gender and Occupation combined influences Number of connections</p>
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The 'F' statistic for the combined influence is 1.219 with a significance of 0.065. This value is more than the assumed significance level of 0.05. This means that H₀ cannot reject implying that Gender and Occupation do not have a combined impact on the number of connections.

FEATURES PREFERRED IN SAMSUNG MOBILE:

Day-by-day Samsung company introduces new and latest facilities to their customers such as variety of models, more colours, spare parts

availability, easy service, easy usage, mobile availability, low cost, good quality, charge laid in more no. of days, service centre availability and etc. The researcher made an attempt under weighted average ranking system to know which feature is attracted more by the customers and results are presented into the below table No.7.

Table No. 7 Features preferred in Samsung Mobile

Particulars	Low level income	Middle level income	High level income
Variety of models	500	139	65
More colours	446	141	69**
Spare parts availability	447	134	64
Easy service	412	122	68
Easy usage	531*	162*	68
Mobile availability	395	126	66
Low cost	356	109	66
Good quality	507**	130	82*
Charge lies in Battery for more days	469	144**	47
Service centre availability	314	115	65

Source: Primary Data.

* First Rank; ** Second Rank

Table No. 7 indicates that the features preference in the Samsung cellular mobile system varies from one person to another and also it is based on the attitude of the customers and variety features offered by the Samsung Company. Low level and middle level income users have given high scores to the reason 'easy usage', Hence first rank is given to this reason by the respondents. The second rank goes to the reason 'Good Quality' in low level income respondents and charge lies in Battery for more no. of days under middle level income category. In the category High level income

respondents have given highest score for the feature 'good quality', hence it gets first rank.

SOURCE OF SAMSUNG MOBILE PURCHASE

The Samsung mobile system is sold by all the mobile shops, dealers, company outlets and individual persons in and around Dindigul. They have more than 50 exclusive and inclusive retail outlets, dealers, and company show room and offer

different varieties of mobile system in order to attract the users of different age groups and income groups. The mobile systems are available at different places in Dindigul. The users can buy Samsung mobile from any convenient place at affordable price. The varieties, models and place of purchase by customers vary from one another. The places of purchase of mobile system preferred by the mobile users are displayed in Table No. 8.

Table No. 8. Source of Samsung Mobile Purchase

Particulars	Low level income			Middle level income			High level income		
	Res	%	Rank	Res	%	Rank	Res	%	Rank
Retail shops	55	51.40	i	19	65.50	i	9	56.30	i
Dealers	17	15.90	iii	3	10.30	iii	1	6.30	iv
Company show rooms	29	27.10	iii	3	10.30	iii	4	25	ii
Foreign countries	6	5.6	iv	4	13.8	ii	2	12.5	iii
Total	107			29			16		

Source: Primary Data.

It is learnt from the above Table No. 8 that the majority of respondents preferred the 'retail shops' for purchase of Samsung Mobile system. Hence, first rank is provided to this factor. The second and third rank has been allotted to the 'Company showrooms' and 'dealers' respectively by these respondents. Very minimum numbers of respondents have purchased their Samsung mobile from foreign countries.

ANALYSIS OF CONSUMER ATTITUDE

Attitudes are the expression of inner feelings that reflect whether a person is favourably or unfavourably predisposed to some 'object'. A whole universe of consumer behaviour includes consistent purchase, recommendations to others, top rankings, beliefs, evaluations and intentions are related to attitudes. While a great many attitude-scaling procedures have been available, the Likert scale, otherwise called as summated scale, is by far

the most popular form of attitude scaling because it is easy for researchers to prepare and uncomplicated for consumers to respond.

ALL THE MODELS ARE AVAILABLE AT ALL THE TIME

The sole objective of Samsung cellular company is to satisfy the customers with their valuable models and their proper after sales services. Levels of satisfactions or dissatisfaction of all the model availability into the market differ from one customer to another, based upon the utilization of the mobile, technology used in the mobile offered and varieties of technology offered. Hence a question regarding the availability of all the introduced models by samsung mobile has been placed before the sample respondents. The opinion of the samsung respondents towards this question is presented in Table no. 9.

Table No – 9 All the models are available in the market at any time

Particulars	Low level income		Middle level income		High level income	
	Res	Score	Res	Score	Res	Score
Strongly Agree	18	90	8	40	3	15
Agree	29	116	7	28	2	8
Neither Agree nor Disagree	16	48	4	12	3	9
Disagree	9	18	2	4	2	4
Strongly Disagree	12	12	3	3	2	2
Total score	420	284	120	87	60	38
Final score	$\frac{284}{420} \times 100 = 67.61\%$		$\frac{87}{120} \times 100 = 72.50\%$		$\frac{38}{60} \times 100 = 63.33\%$	

Source: Primary Data.

Table 9 highlights the opinion regarding the level of satisfaction of the respondents towards

availability of all the models of samsung mobile. Majority of respondents have strongly agreed to

this statement. The satisfaction scores given by the sample respondents are – middle level income 72.50 per cent, low level income 67.61 per cent and high level income 63.33 per cent.

ATTITUDE ABOUT AFTER SALES SERVICE:

Samsung has taken more efforts to fulfill the customer needs and wants with the some innovative methods and to maintain the customer base in the market. Users often change their attitude, behaviour based on their awareness about the mobile phone services. An attempt is made by the researcher to know this fact and result presented into the table no 10.

Table No – 10 Attitude about after sales service

Particulars	Low level income		Middle level income		High level income	
	Res	%	Res	%	Res	%
Good	29	34.52	12	50	6	50
Neutral	54	64.28	12	50	6	50
Bad	1	1.20	0	0	0	0

Source: Primary Data

It is observed from the above table no. 10 that the majority of customers of all the income level (i.e. 64.28% and 50%) have indicated that the after sales service is neutral level of satisfaction. Following this the middle and high level respondents have felt that good after sales services are offered by the samsung mobiles.

KEY FINDINGS

- ✚ In the analysis of socio-economic characteristics of the respondents majority are male customers viz. 61 (72.62%) in the low level income category. 70.83 per cent of male respondents are from the middle level income category. Graduate respondents occupy majority percentage in Low level income (41.67%), Middle level income (54.17%), and High level income (91.67). Majority of sample respondents of Low level, middle level and high level are in 18 to 25 age group category. But remaining age group respondents are minimum number. Most of the members are in the family size of '3 to 5 members'. It also reveals that the private employees are more in number in using samsung mobile.
- ✚ Majority of the sample respondents prefer First hand mobile system.
- ✚ This study states that in low Level income 59 (70.24%), middle level income 20 (83.33%) and high level income 20 (83.33%) respondents are having minimum 3 number of samsung mobiles in their family. More than 60% of the respondents are changing their mobile instruments every year.

- ✚ In the case of GSM single SIM 55% respondents are using in all the category of mobiles and 45% per cent of respondents are using GSM Dual SIM handset in the entire category. The majority of respondents preferred the 'retail shops' for their purchase of Samsung Mobile system. Hence, first rank is provided to this factor.
- ✚ The majority respondents have not taken any 'Insurance Policies' in all the income level.
- ✚ More than 75% of the respondents have stated that the charge in the battery lies more than two days. Majority of respondents said that a life of the battery is on working condition from one to two years.
- ✚ This study pointed out that the feature 'Camera' is opted by all the income level of respondents which has scored first rank. The factor 'MP3 player' is next attracted by the respondents of low, middle and high level income. Hence, these factors have been placed in second position by the respondents.
- ✚ It is opined that the majority of customers of all the income level (i.e. 64.28% and 50%) have indicated that the after sales service gives neutral level of satisfaction.
- ✚ It is inferred that majority of respondents were strongly agreed the introduction of more models in samsung. Majority of the respondents strongly agreed the entire samsung mobile models are available at market. It scores are in middle level 72.5%, Low level 67.61 and high level 63.33 percent.
- ✚ The respondents' opinion towards demonstration method shows that the majority of respondents indicate that the level of satisfaction is neutral. The spares availability, a majority of middle level income respondents (i.e.71.67%) and high level of respondents (i.e.65%) strongly agreed that the spare parts are readily available.
- ✚ More than 70 per cent in all the level of respondents have the purchasing time is less.
- ✚ Majority of respondents under low level income (92.08%) have agreed that samsung battery is having more life compared to other batteries.
- ✚ It is observed that the majority of respondents of high level income (i.e. 85%) and middle level income (i.e. 79.17%) have strongly agreed that the samsung models are more weightless when compared to other brands. The Middle, High and Low level income category respondents have neutral level of satisfaction regarding the assistance of staff and dealers in purchase mobiles.
- ✚ Majority of all the income level of respondents have neutral opinion regarding the resale value of a mobile.

SUGGESTIONS

Based on the findings of the study the following suggestions are made for attracting the consumers towards samsung cellular instrument and increase the market share.

1. The cellular companies should take necessary steps to give special promotional schemes for disabled, students and women, and try to reduce the health side effects from mobile usage etc. in order to increase the market share.
2. The mobile sellers should take necessary measures to increase the number of service centres in rural areas and try to offer free service for rural people.
3. The government and TRAI should intervene and regulate the cost, facilities and system of mobile.
4. The samsung mobiles bring more add on facilities in their mobiles, but all the customers are unable to access it due to lack of the awareness. Hence, the company can come forward for free demonstration to all the consumers and they may create a chance to use all these services.
5. The company has to bring safety locking system of mobile for eradication of the misusing the mobile and create an awareness about usage method to protect health hazardous.
6. The company shall introduce water proof mobile and unbreakable body to their valuable customers because so many customers drown their mobile into water due to unavoidable circumstances.

AREA FOR FURTHER RESEARCH

The following areas are identified as for further research in this field.

1. "A Comparative Study on the Utilization of Mobile facilities by Rural Consumers" shall be made for comparing the utilization of mobile facilities.
2. "Facilities offered by Cellular Communication" – An Analytical Study with special reference to Rural Consumers" may be studied for analyzing the affordability of cell phones by rural consumers.
3. "A Study on the Promotional Activities of Samsung Mobiles" can be undertaken for examining the promotional activities initiated.
4. "A Study on the Financial Performance Evaluation of Mobile" shall be made for comparison and evaluating the financial performance of other mobile companies.

ABBREVIATIONS

SIM – Subscribers Identity Module **TRAI** – Telephone Regulatory Authority of India **GSM** - Groupie Special Mobile; **NMT** – Nordic Mobile Telephone, **CDMA** – Code Division Multiple Access; **PCS** - Personal Communication Service; **TDMA** – Total Division Multiple Access; **AMPS** – Advanced Mobile Phone System; **ARP** - Autoradiopuhelin; **TACS** – Total Access Communication System; **PTT** – Push to Talk; **MTS** – Mobile Telephone System; **IMTS** – Improved

Mobile Telephone Service; **AMTS** – Advanced Mobile Telephone System

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