

Chhatrapati Shahu Ji Maharaj University, Kanpur,  
Uttar Pradesh  
School of Business Management



Project Report  
on

A Study on Customer Satisfaction and Buying Behaviour Towards  
Samsung  
*[Bachelor of Business Management]*

Session: 2025-26

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Sign.

## ACNOWLEDGEMENT

I hereby take the opportunity to express my profound sense of gratitude and reverence to all those who have helped and encouraged me towards successful completion of the Project Report. It has been a great experience working on the concept of “**A Study on Customer Satisfaction and Buying Behaviour Towards Samsung**”. It gives me complete insight of this concept of new economic reforms and its application.

I would like to thank my Project Guide **Mrs. Sonam Gupta** for his immense guidance, valuable help and the opportunity provided to me to complete the project under his guidance.

I would like to thank all faculty members of school of business management for guiding and supporting me in the completion of project from time to time.

Last but not the least, my gratitude to great almighty and my parents without whose concerned and devoted support the project would not have been the way it is today.

**Riya Chaudhary**

## CERTIFICATE

This is to certify that the project entitled “**A Study on Customer Satisfaction and Buying Behaviour Towards Samsung**” submitted by **Riya Chaudhary** is a bona fide piece of work conducted under my direct supervision and guidance. No part of this work has been submitted by any other degree of any other university. The data sources have been duly acknowledged. It may be considered for evaluation in partial fulfilment of the requirement for the award of degree of Bachelor of Business Administration.

**Mrs. Sonam Gupta**

School of Business Management  
CSJMU, KANPUR

Dated:

## DECLARATION

I hereby declare that the project work entitled “**A Study on Customer Satisfaction and Buying Behaviour Towards Samsung**” submitted to School of Business Management, CSJM University (KANPUR), is a record of an original work done by me under the guidance of **Mrs. Sonam Gupta**, School of Business Management and this project has been done to the best of my knowledge.

Place: Kanpur

Date:

**Riya Chaudhary**

BBA 6<sup>th</sup> Sem

Enrolment no.-CSJMA230000000310

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## **INTRODUCTION**

In the modern era of globalization and intense market competition, understanding customer satisfaction and buying behaviour has become a key factor for the success and sustainability of any business organization. Customers today are more aware, informed, and demanding due to the availability of multiple choices and easy access to information. Therefore, companies must continuously focus on fulfilling customer needs and expectations in order to build long-term relationships and maintain a competitive edge in the market.

Customer satisfaction is a measure of how well a company's products or services meet or exceed the expectations of its customers. It plays a vital role in determining customer loyalty, repeat purchases, and positive word-of-mouth. A highly satisfied customer not only continues to purchase the product but also acts as a brand ambassador by recommending it to others. On the other hand, dissatisfaction may lead to negative publicity and loss of customers.

Buying behaviour refers to the process through which consumers make decisions regarding the purchase of goods and services. This process is influenced by various factors such as personal preferences, cultural influences, social factors, economic conditions, brand image, product quality, pricing, and promotional strategies. Understanding these factors helps companies design better products and implement effective marketing strategies.

Samsung, a globally recognized brand in the electronics industry, has gained a strong reputation for innovation, quality, and advanced technology. The company offers a wide range of products including smartphones, televisions, home appliances, and other electronic devices. In India, Samsung has established a significant market share due to its diverse product portfolio, competitive pricing, and strong distribution network.

Despite its strong position, Samsung faces tough competition from other brands in the market. Therefore, it becomes essential to continuously evaluate customer satisfaction levels and understand the buying behaviour of customers towards Samsung products. This helps in identifying strengths, weaknesses, and areas of improvement.

The present study focuses on analyzing customer satisfaction and buying behaviour towards Samsung products. It aims to identify the factors influencing customer decisions, evaluate their level of satisfaction, and provide suggestions for improving customer experience. The study is based on primary and secondary data collected through surveys and other reliable sources.

Overall, this project provides valuable insights into consumer perception and behaviour, which can help Samsung enhance its strategies and strengthen its position in the competitive market.

## **ADDITIONAL INTRODUCTION CONTENT**

In the rapidly evolving digital age, the consumer electronics industry has witnessed significant transformation due to technological advancements and changing consumer lifestyles. The increasing penetration of smartphones, internet connectivity, and digital awareness has reshaped the way customers interact with brands and make purchasing decisions. Companies are now focusing not only on product quality but also on overall customer experience, after-sales service, and brand engagement.

In the context of the Indian market, the demand for electronic products has grown tremendously over the past decade. Rising income levels, urbanization, and changing consumer preferences have contributed to increased spending on branded electronic goods. Customers today seek products that offer value for money, advanced features, durability, and strong brand reputation. This shift in consumer expectations has compelled companies like Samsung to continuously innovate and upgrade their product offerings.

Consumer buying behaviour is a complex process that involves multiple stages such as need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behaviour. Each stage is influenced by various internal and external factors. Internal factors include perception, motivation, learning, and attitudes, while external factors include social groups, family influence, cultural values, and marketing efforts of companies. Understanding these factors is essential for marketers to effectively position their products in the market.

Samsung has been successful in creating a strong brand image by offering a wide range of products catering to different segments of customers. From budget-friendly smartphones to premium flagship devices, the company targets diverse income groups. Its continuous focus on innovation, such as introducing new technologies, improving design, and enhancing user experience, has helped it maintain a competitive position in the market.

However, the presence of strong competitors in the market has increased the importance of customer satisfaction. Brands such as Apple, Xiaomi, and Vivo are continuously striving to capture market share by offering competitive pricing and innovative features. In such a scenario, understanding customer perception and satisfaction becomes crucial for Samsung to retain its existing customers and attract new ones.

Furthermore, customer feedback and satisfaction surveys have become important tools for organizations to evaluate their performance. These surveys help in identifying customer expectations, measuring satisfaction levels, and understanding areas where improvements are required. The insights gained from such studies enable companies to develop better strategies, enhance product quality, and improve customer service.

This study, therefore, plays an important role in analyzing the behaviour and satisfaction level of customers towards Samsung products. It provides a detailed understanding of customer preferences, expectations, and decision-making patterns. The results of this study can be useful for both academic purposes and practical business applications.

In conclusion, studying customer satisfaction and buying behaviour is essential in today's competitive environment. It helps organizations to align their strategies with customer needs and ensures long-term success. This project aims to contribute to this understanding by focusing specifically on Samsung and its customers.

In addition to product quality and pricing, brand loyalty also plays a significant role in influencing customer buying behaviour. Customers who have had positive past experiences with a brand like Samsung are more likely to continue purchasing its products in the future. Brand trust, reliability, and consistent performance contribute to building long-term relationships with customers. Moreover, effective advertising and promotional strategies further strengthen the brand image in the minds of consumers.

Another important aspect of customer satisfaction is after-sales service. In the electronics industry, services such as warranty, repair facilities, customer support, and service centers greatly impact customer perception. Samsung has developed a wide service network to provide efficient after-sales support, which

helps in enhancing customer satisfaction. A prompt and reliable service experience can turn a dissatisfied customer into a loyal one.

Additionally, the role of online platforms and digital marketing cannot be ignored in today's business environment. Customers often rely on online reviews, ratings, and social media feedback before making purchase decisions. E-commerce platforms and official websites provide detailed product information, enabling customers to compare features and prices easily. Samsung has effectively utilized digital platforms to reach a wider audience and engage with customers, thereby influencing their buying behaviour.

### **OBJECTIVES OF THE STUDY**

The main objective of this study is to analyze customer satisfaction and buying behaviour towards Samsung products. In today's competitive business environment, understanding consumer perception is essential for the growth and success of any organization. This study aims to explore various aspects that influence customer decisions and their level of satisfaction with Samsung products.

The specific objectives of the study are as follows:

1. To study the level of customer satisfaction towards Samsung products.  
This objective focuses on understanding whether customers are satisfied with the quality, performance, and features of Samsung products. Customer satisfaction plays a crucial role in determining repeat purchases and brand loyalty.
2. To analyze the buying behaviour of customers towards Samsung products.  
This includes examining how customers make purchasing decisions, what factors influence their choices, and how frequently they prefer Samsung over other brands.
3. To identify the factors influencing customer purchase decisions.  
Customers consider various factors such as price, quality, brand image, features, design, and after-sales service before purchasing a product. This study aims to identify the most important factors affecting their decisions.
4. To evaluate customer perception towards Samsung as a brand.  
Brand image and reputation significantly impact customer behaviour. This objective helps in understanding how customers perceive Samsung in comparison to other competitors.

5. To examine the impact of after-sales service on customer satisfaction.

After-sales services such as warranty, repair, and customer support play an important role in shaping customer experience. This study analyzes how these services affect satisfaction levels.

6. To study customer preferences regarding Samsung products.

This includes identifying which products are most preferred by customers and why, such as smartphones, televisions, or other electronic items.

7. To provide suggestions for improving customer satisfaction.

Based on the findings of the study, useful recommendations will be provided to enhance customer satisfaction and improve overall performance.

Overall, the objectives of this study aim to provide a comprehensive understanding of customer satisfaction and buying behaviour, which can help in improving marketing strategies and customer relationships.

## RESEARCH METHODOLOGY

Research methodology refers to the systematic process used to collect, analyze, and interpret data for the purpose of the study. It provides a clear framework for conducting research in an organized and scientific manner. In this project, the research methodology is designed to study customer satisfaction and buying behaviour towards Samsung products.

### 1. Research Design

The research design used in this study is descriptive in nature. Descriptive research helps in describing the characteristics of a particular group or phenomenon. It is used to understand customer opinions, preferences, and satisfaction levels regarding Samsung products.

### 2. Sources of Data

The study is based on both primary and secondary data.

(a) Primary Data:

Primary data is collected directly from respondents through a structured questionnaire. The questionnaire includes multiple-choice and close-ended questions to gather accurate and relevant information about customer satisfaction and buying behaviour.

(b) Secondary Data:

Secondary data is collected from various sources such as books, journals, websites, and previous research studies. This data helps in understanding the background and gaining theoretical knowledge about the topic.

### 3. Data Collection Method

The primary data for this study is collected using a survey method. A questionnaire is prepared and distributed among respondents to collect their opinions and experiences regarding Samsung products. The survey method is simple, cost-effective, and suitable for gathering large amounts of data.

### 4. Sampling Method

Sampling is the process of selecting a group of individuals from the total population. In this study, a convenient sampling method is used. This means that respondents are selected based on ease of access and availability.

### 5. Sample Size

The sample size of this study consists of approximately 50–100 respondents. The respondents include students, working professionals, and general consumers who use Samsung products. A larger sample size helps in obtaining more reliable and accurate results.

### 6. Data Analysis and Interpretation

The collected data is analyzed using simple statistical tools such as percentages, tables, and charts. Graphical representations such as pie charts and bar graphs are used to present the data in a clear and understandable manner. This helps in easy interpretation of results.

### 7. Tools Used for Analysis

The following tools are used in the study:

- Percentage method
- Charts and graphs
- Tabular representation

These tools help in simplifying complex data and drawing meaningful conclusions.

## 8. Limitations of the Study

Every research study has certain limitations, and this study is no exception. Some of the limitations are:

- Limited sample size
- Time constraints
- Responses may be biased or inaccurate
- Study is limited to a specific area

## 9. Significance of the Study

This study is important as it provides valuable insights into customer behaviour and satisfaction. It helps in understanding customer expectations and identifying areas for improvement. The results of this study can be useful for both academic purposes and business decision-making.

In conclusion, the research methodology adopted in this study ensures systematic data collection and analysis, which helps in achieving the objectives of the study effectively.

## **ADDITIONAL RESEARCH METHODOLOGY CONTENT**

### 10. Research Approach

The research approach adopted in this study is both qualitative and quantitative in nature. The qualitative aspect focuses on understanding customer opinions, perceptions, and attitudes towards Samsung products, while the quantitative aspect involves numerical data collected through surveys and questionnaires. This combined approach provides a comprehensive understanding of customer behaviour.

### 11. Questionnaire Design

The questionnaire is carefully designed to collect relevant and accurate data from respondents. It consists of close-ended questions, multiple-choice questions, and a few rating-based questions to measure customer satisfaction levels. The questions are simple, clear, and easy to understand, ensuring that respondents can answer them without any confusion.

The questionnaire covers various aspects such as product usage, satisfaction level, influencing factors, brand preference, and overall experience with Samsung products.

## 12. Data Processing

After collecting the data, it is properly organized and processed for analysis. The responses are classified into different categories and tabulated systematically. This process helps in converting raw data into meaningful information, which can be used for analysis and interpretation.

## 13. Hypothesis of the Study

A hypothesis is a tentative assumption made for the purpose of testing. In this study, the following hypotheses are considered:

H0 (Null Hypothesis): There is no significant relationship between customer satisfaction and buying behaviour towards Samsung products.

H1 (Alternative Hypothesis): There is a significant relationship between customer satisfaction and buying behaviour towards Samsung products.

These hypotheses help in guiding the research and drawing logical conclusions based on the data collected.

## 14. Data Interpretation Techniques

The interpretation of data is done using logical reasoning and statistical methods. The analyzed data is presented in the form of charts, graphs, and tables, which makes it easy to understand patterns and trends. The interpretation focuses on identifying key insights related to customer satisfaction and buying behaviour.

## 15. Ethical Considerations

Ethics play an important role in research. In this study, all the information collected from respondents is kept confidential and used only for academic purposes. The respondents are not forced to provide any information, and their consent is taken before collecting data. This ensures fairness and transparency in the research process.

#### 16. Reliability and Validity

Reliability refers to the consistency of the results, while validity refers to the accuracy of the data collected. In this study, efforts are made to ensure that the questionnaire is reliable and valid. The questions are designed in a way that they accurately measure customer satisfaction and buying behaviour.

#### 17. Scope of the Study

The scope of the study is limited to analyzing customer satisfaction and buying behaviour towards Samsung products. It focuses mainly on selected respondents within a specific area. The study provides useful insights but may not represent the entire population.

#### 18. Future Scope

This study can be extended in the future by increasing the sample size, covering a wider geographical area, and including more variables. Advanced statistical tools can also be used for deeper analysis.

In summary, the research methodology used in this study ensures a systematic and scientific approach to data collection, analysis, and interpretation. It helps in achieving the research objectives effectively and provides meaningful conclusions.

## **LITERATURE REVIEW**

Literature review is an important part of any research study as it provides an overview of previous studies and research conducted on a similar topic. It helps in understanding the existing knowledge, identifying research gaps, and forming a base for the current study. In the context of customer satisfaction and buying behaviour, various researchers have contributed valuable insights.

According to Philip Kotler, customer satisfaction is the level of a person's felt state resulting from comparing a product's perceived performance with their expectations. If the performance exceeds expectations, the customer is highly satisfied. This concept highlights the importance of delivering value to customers in order to maintain long-term relationships.

A study conducted by Oliver (1997) emphasized that customer satisfaction is a key determinant of customer loyalty. The research concluded that satisfied customers are more likely to make repeat purchases and recommend the product to others. This shows that satisfaction not only affects individual buying decisions but also influences potential customers through word-of-mouth.

Another study by Engel, Blackwell, and Miniard focused on consumer buying behaviour and identified that the decision-making process involves several stages, including problem recognition, information search,

evaluation of alternatives, purchase decision, and post-purchase evaluation. These stages help in understanding how consumers interact with products and brands before making a final decision.

Research by Zeithaml and Bitner highlighted the role of service quality in determining customer satisfaction. Their study revealed that factors such as reliability, responsiveness, assurance, empathy, and tangibles significantly influence customer perception and satisfaction levels. In the electronics industry, after-sales service plays a crucial role in shaping customer experience.

A study related to the electronics market in India found that brand image and product quality are the most influential factors affecting customer buying behaviour. Customers tend to prefer brands that offer durability, advanced features, and good value for money. Samsung, being a well-established brand, benefits from a strong reputation in these areas.

Another research study indicated that price sensitivity also plays a major role in consumer decision-making, especially in developing countries like India. Customers often compare prices and features before making a purchase. Competitive pricing strategies adopted by companies like Samsung help in attracting a wide range of customers.

Furthermore, studies have shown that technological innovation and product design significantly impact customer satisfaction. Samsung has been recognized for its continuous innovation and introduction of new features, which enhances user experience and influences buying behaviour positively.

In recent years, the role of digital platforms has also gained importance. Research indicates that online reviews, ratings, and social media influence customer decisions to a great extent. Customers often rely on feedback from other users before purchasing electronic products. This highlights the importance of maintaining a positive online presence.

In conclusion, the literature review suggests that customer satisfaction and buying behaviour are influenced by multiple factors such as product quality, price, brand image, service quality, and technological innovation. Previous studies provide a strong foundation for the present research and help in understanding the key aspects that need to be analyzed in the context of Samsung products.

## **COMPANY PROFILE: SAMSUNG**

### 1. Introduction of the Company

Samsung is one of the world's leading multinational companies, known for its innovation and advanced technology in the field of electronics. It is a South Korean company that has established a strong global presence in various industries, including consumer electronics, information technology, and mobile communications.

Samsung is widely recognized for producing high-quality products such as smartphones, televisions, home appliances, and other digital devices. The company focuses on delivering innovative solutions that meet the changing needs of customers across the world.

### 2. History and Background

Samsung was founded in 1938 by Lee Byung-Chul in South Korea. Initially, it started as a trading company dealing in groceries and other goods. Over time, the company expanded into various sectors, including textiles, insurance, securities, and retail.

In the late 1960s, Samsung entered the electronics industry, which later became its core business area. With continuous innovation and technological advancements, Samsung grew rapidly and became one of the leading electronics companies in the world.

Today, Samsung operates in numerous countries and has a strong global presence with millions of customers worldwide.

### 3. Vision and Mission

Vision:

Samsung's vision is to inspire the world with innovative technologies, products, and designs that enrich people's lives and contribute to social prosperity.

Mission:

The mission of Samsung is to create superior products and services that enhance customer satisfaction and improve the quality of life. The company aims to achieve excellence through innovation, quality, and customer-centric strategies.

### 4. Product Portfolio

Samsung offers a wide range of products to cater to different segments of customers. Its major product categories include:

- Smartphones and Mobile Devices
- Televisions and Home Entertainment Systems
- Home Appliances (Refrigerators, Washing Machines, Air Conditioners)
- Laptops and Tablets
- Wearable Devices (Smartwatches, Earbuds)

The company continuously introduces new products with advanced features and modern designs to meet customer expectations.

### 5. Market Position

Samsung holds a strong position in the global as well as Indian market. It is one of the top brands in the smartphone and electronics industry. The company faces competition from other major brands such as Apple, Xiaomi, and Vivo, but it maintains its position through innovation and customer trust.

In India, Samsung has a wide customer base and strong distribution network, including retail stores, online platforms, and service centers.

## 6. Marketing Strategy

Samsung uses effective marketing strategies to promote its products. It focuses on advertising through television, social media, and online platforms. The company also uses promotional offers, discounts, and product launches to attract customers.

Samsung adopts a customer-centric approach by understanding customer needs and providing products accordingly. Its branding strategy emphasizes quality, innovation, and reliability.

## 7. Customer Satisfaction

Customer satisfaction is one of the key priorities of Samsung. The company ensures high product quality, innovative features, and reliable performance. It also provides efficient after-sales services, including warranty support and service centers.

Samsung collects customer feedback regularly and uses it to improve its products and services. This helps in building long-term relationships with customers.

## 8. Strengths of Samsung

- Strong brand image and global recognition
- Wide range of products
- Continuous innovation and advanced technology
- Strong distribution and service network
- High customer trust and loyalty

## 9. Weaknesses of Samsung

- High competition in the market
- Premium products may be expensive for some customers

- Dependence on certain markets

## 10. Conclusion

In conclusion, Samsung is a leading global brand that has achieved success through innovation, quality, and customer satisfaction. Its strong market presence and wide product portfolio make it one of the most preferred brands among consumers. The company continues to grow by adapting to changing market trends and customer needs.

The company profile provides a clear understanding of Samsung's background, operations, and market position, which is essential for analyzing customer satisfaction and buying behaviour.

Samsung is one of the world's leading multinational companies known for innovation, advanced technology, quality products, and global market presence. The company has established itself as a dominant player in the electronics industry and is recognized worldwide for manufacturing smartphones, televisions, semiconductors, home appliances, laptops, wearable devices, and many other technology products. Samsung has become a household name due to its commitment to research, customer satisfaction, and continuous improvement. Over the years, the company has transformed from a small trading business into a global technology giant. Today, Samsung is considered one of the most trusted and valuable brands in the world.

Samsung's success is based on innovation, customer-centric strategies, modern manufacturing systems, and strong leadership. The company invests heavily in research and development to create products that improve people's lives. Its mission is to inspire the world and create the future through innovative technologies, products, and designs. Samsung has millions of customers globally and operates in almost every major country.

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## History of Samsung

Samsung was founded in 1938 by Lee Byung-chul in Daegu. Initially, the company was started as a small trading business dealing in groceries, noodles, dried fish, and local goods. The word "Samsung" means "Three Stars" in Korean, symbolizing greatness, power, and eternity.

During its early years, Samsung focused on trading and food processing. Later, it expanded into textiles, insurance, securities, and retail sectors. In the 1960s, Samsung entered the electronics industry, which later became its strongest business segment. This decision changed the future of the company completely.

Samsung launched Samsung Electronics in 1969. The company began manufacturing black-and-white televisions, refrigerators, washing machines, and air conditioners. In the 1980s and 1990s, Samsung expanded globally and started producing semiconductors, mobile phones, and advanced consumer electronics.

The company gained international popularity in the 2000s with the launch of smartphones and premium televisions. Samsung became a strong competitor to global technology brands through innovation, attractive designs, and powerful marketing strategies.

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### Founder of Samsung

Lee Byung-chul was a visionary businessman who believed in hard work, discipline, and long-term growth. He built Samsung from a small business into a diversified corporate group. His leadership helped the company enter different industries and establish a strong foundation.

After his death, Samsung continued to grow under future leadership. His vision of building a world-class Korean company became reality. Today, Samsung stands as a symbol of business excellence and innovation.

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### Headquarters and Global Presence

Samsung is headquartered in Seoul. The company has offices, factories, research centers, and service networks across the world. Samsung products are sold in Asia, Europe, North America, South America, Africa, and the Middle East.

Samsung has manufacturing plants in countries such as India, Vietnam, China, Brazil, and South Korea. It has become a truly global brand serving millions of consumers every day.

Samsung also has a strong presence in India, where it manufactures smartphones, televisions, refrigerators, and appliances. The company has major production facilities and research centers in India.

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## Samsung Electronics

Samsung Electronics is the most important and profitable division of Samsung Group. It deals with electronics and technology products. This division has played a major role in making Samsung famous worldwide.

Samsung Electronics operates through different business segments such as:

1. Mobile Communications
2. Consumer Electronics
3. Device Solutions
4. Display Panels
5. Semiconductor Business
6. Home Appliances
7. Network Equipment

The company is known for combining innovation with mass production efficiency.

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## Products of Samsung

Samsung manufactures a wide range of products for consumers and businesses. Some major product categories include:

### 1. Smartphones

Samsung is famous for its Samsung Galaxy Series smartphones. The Galaxy series includes premium, mid-range, and budget smartphones. Popular models include Galaxy S Series, Galaxy Z Fold, Galaxy Z Flip, Galaxy A Series, and Galaxy M Series.

Samsung smartphones are known for high-quality cameras, AMOLED displays, strong processors, and user-friendly software.

## 2. Televisions

Samsung is a global leader in smart TVs. It offers LED TVs, QLED TVs, OLED TVs, and 8K TVs. Samsung televisions are known for excellent picture quality, sound technology, and modern design.

## 3. Home Appliances

Samsung produces refrigerators, washing machines, microwaves, vacuum cleaners, air conditioners, and kitchen appliances. These products are energy-efficient and technologically advanced.

## 4. Laptops and Tablets

Samsung offers laptops, notebooks, and tablets for students, professionals, and businesses. Galaxy Tabs are popular among users for productivity and entertainment.

## 5. Wearable Devices

Samsung manufactures smartwatches, earbuds, and fitness devices such as Galaxy Watch and Galaxy Buds.

## 6. Semiconductors

Samsung is one of the world's biggest semiconductor manufacturers. It produces memory chips, processors, storage devices, and components used in many electronics brands.

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## Samsung in India

Samsung has a strong presence in India and is one of the most popular smartphone and electronics brands. The company entered the Indian market in the 1990s and quickly gained trust through quality products and wide service support.

Samsung established one of the world's largest mobile manufacturing plants in Noida. This facility increased production capacity and created employment opportunities.

Samsung India sells smartphones, TVs, refrigerators, air conditioners, and digital appliances. It also runs customer service centers in many cities.

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## Vision and Mission

Samsung's vision is to inspire the world and create the future. The company aims to improve global society through innovative technology, products, and design.

Its mission includes:

- Delivering high-quality products
  - Creating better customer experiences
  - Investing in innovation
  - Building sustainable business practices
  - Supporting communities
  - Improving digital lifestyles
- 

## Research and Development

Samsung spends billions of dollars every year on research and development. The company has research centers worldwide where engineers and scientists work on artificial intelligence, robotics, semiconductors, mobile technology, displays, and future innovations.

R&D is one of the key reasons behind Samsung's market leadership. The company focuses on next-generation technologies such as foldable phones, 5G networks, smart homes, and advanced chips.

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## Marketing Strategy

Samsung uses strong marketing strategies to maintain brand leadership. It promotes products through television ads, social media, sponsorships, online campaigns, and celebrity endorsements.

Samsung sponsors sports events, entertainment programs, and global partnerships. Attractive product launches and premium branding help create excitement among customers.

The company also uses pricing strategies for different customer segments—from budget users to premium buyers.

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## Competitors of Samsung

Samsung faces competition from several global companies, including:

- Apple
- Xiaomi
- OnePlus
- Sony
- LG
- Huawei

Despite competition, Samsung remains one of the top technology brands globally.

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## Corporate Social Responsibility

Samsung contributes to society through education, healthcare, digital literacy, environmental sustainability, and community development programs.

The company runs training centers, supports schools, and provides technology-based learning solutions. Samsung also works on reducing carbon emissions and promoting recycling.

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## Achievements of Samsung

Some major achievements include:

- Global leadership in smartphone sales
- World leader in memory chip production
- Leading smart TV manufacturer
- Innovation in foldable smartphones
- Strong global brand value
- Presence in over 70 countries
- Millions of satisfied customers worldwide

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## Strengths of Samsung

Samsung's major strengths are:

- Strong global brand reputation
- Wide product portfolio
- Advanced technology
- Huge R&D investment
- Strong supply chain network
- Competitive pricing
- Excellent product quality
- Large customer base

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## Challenges Faced by Samsung

Like every company, Samsung also faces challenges:

- Strong global competition
- Fast-changing technology trends
- Patent disputes
- Supply chain disruptions

- Economic slowdowns
- Currency fluctuations

However, Samsung continues to adapt and remain successful.

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## Future of Samsung

Samsung's future looks strong due to its focus on innovation and technology leadership. The company is investing in:

- Artificial Intelligence
- Smart Homes
- Foldable Devices
- 6G Technology
- Semiconductor Expansion
- Electric Vehicle Components
- Sustainable Manufacturing

These investments may help Samsung remain a global leader for many years.

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## Conclusion

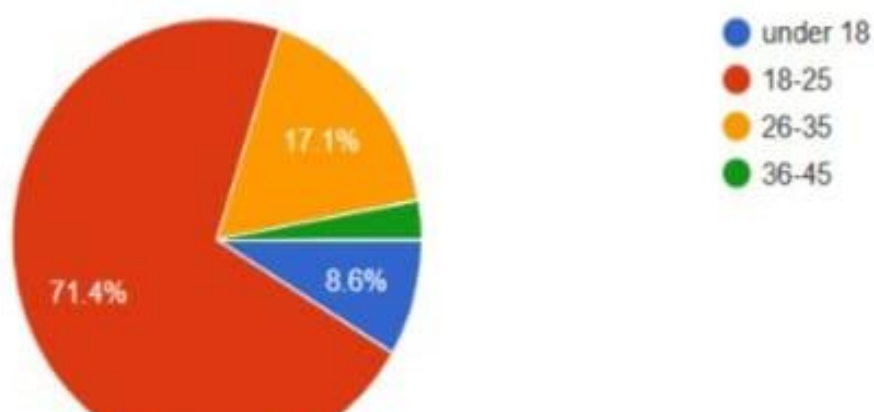
Samsung is a remarkable example of how a small trading company can become a world-leading technology giant. Through innovation, quality, and strong business strategies, Samsung has built trust among millions of customers worldwide. Its diverse product range, research focus, global presence, and customer satisfaction make it one of the most successful companies in modern history.

Samsung continues to shape the future of technology through smartphones, electronics, semiconductors, and digital solutions. It remains an inspiration for businesses and entrepreneurs around the world.

### Basic Information What is your age group?

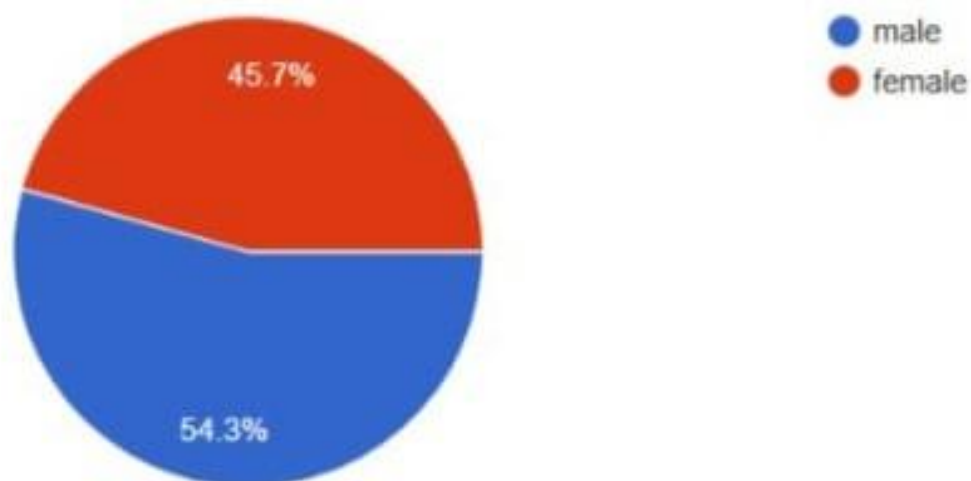
 Copy chart

35 responses



### What is your gender?

35 responses



 Copy chart

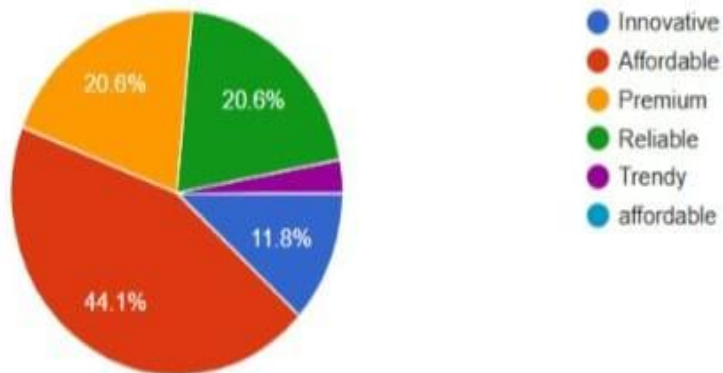
### Have you heard of Samsung?

35 responses

### How would you describe Samsung as a brand?

 Copy chart

34 responses



### If yes, what product did you purchase?

 Copy chart

35 responses



Which Samsung products are you aware of? (Select all that apply)

[Copy chart](#)

35 responses

What influences your decision to buy Samsung products? (Select all that apply)

[Copy chart](#)

34 responses

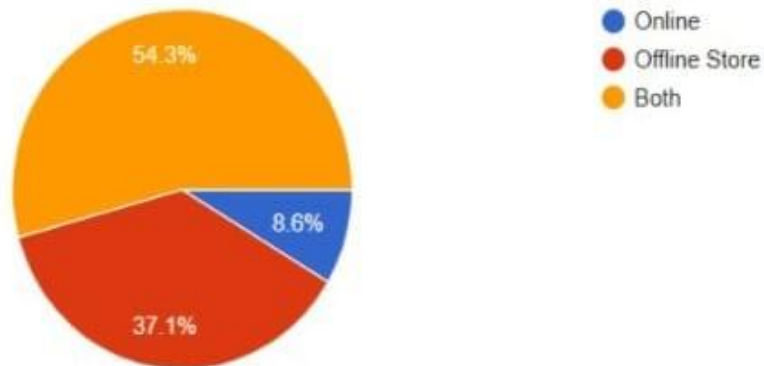


Where do you prefer to buy samsung products?

[Copy chart](#)

35 responses

[Copy chart](#)



35 responses

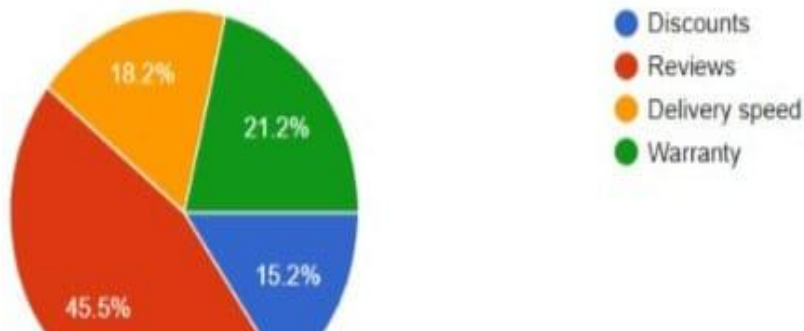
Average rating (4.97)



### What matters most when buying online?

 Copy chart

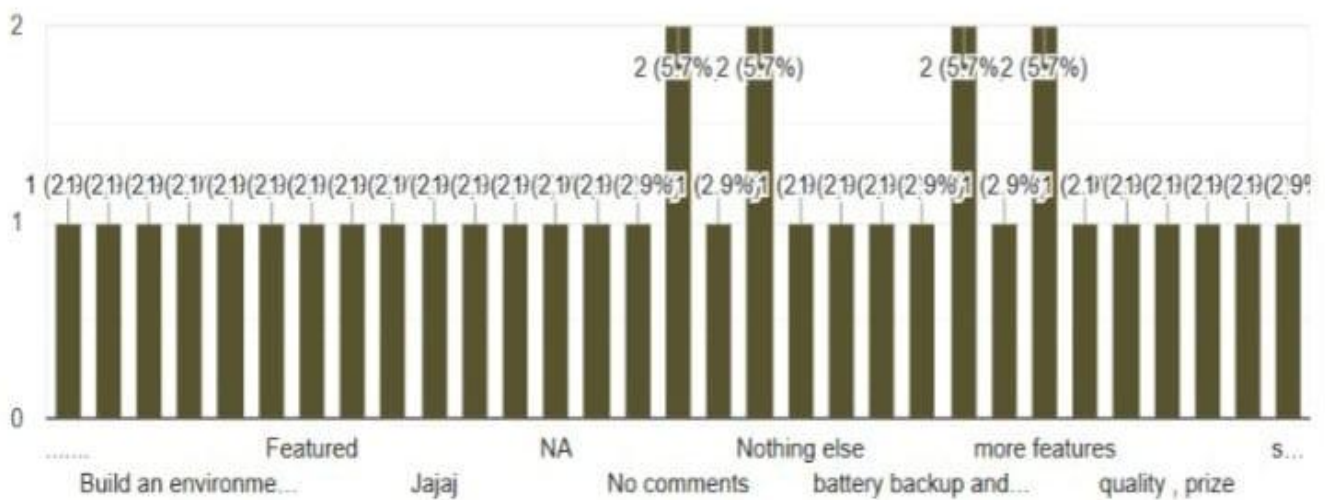
33 responses



### What improvements would you suggest for samsung?

 Copy chart

35 responses



### Would you recommend Samsung to others?

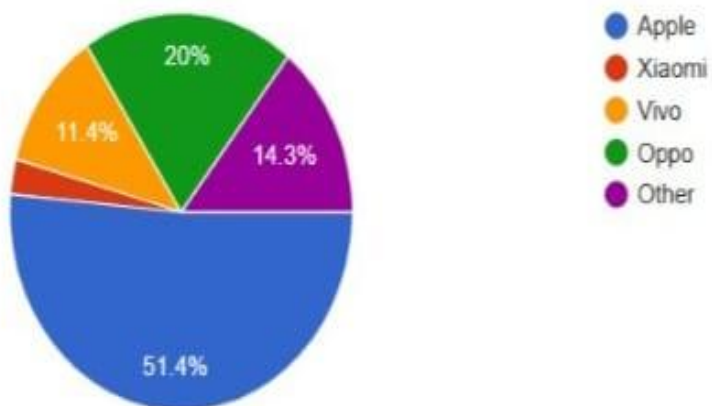
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35 responses

### Which brand do you prefer over Samsung (if any)?

35 responses

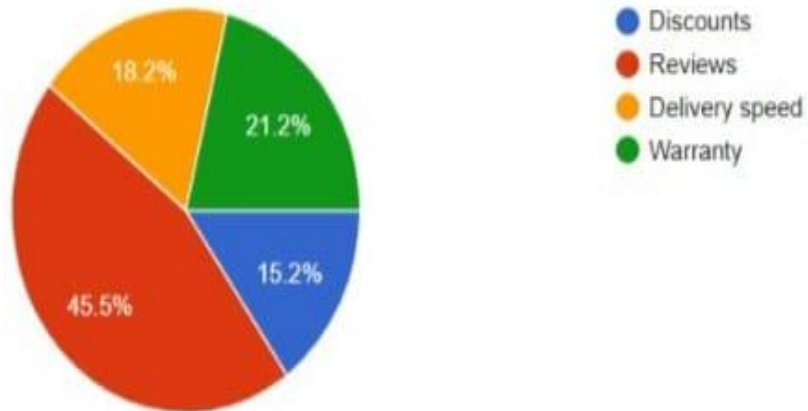
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## What matters most when buying online?

33 responses

 Copy chart



## DATA ANALYSIS AND INTERPRETATION

The data collected through the questionnaire has been analyzed and interpreted using percentage method and presented in a simple and understandable manner.

Sample Size: 50 Respondents

Q1. Do you use Samsung products?

### **Response No. of Respondents Percentage**

Yes	40	80%
No	10	20%

Interpretation:

The majority of respondents (80%) use Samsung products, indicating a strong market presence of the brand.

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Q2. Which Samsung product do you use?

<b>Product Type</b>	<b>Respondents</b>	<b>Percentage</b>
Smartphone	30	60%
Television	10	20%
Home Appliances	10	20%

Interpretation:

Most customers prefer Samsung smartphones, showing high demand in the mobile segment.

---

Q3. How did you come to know about Samsung products?

<b>Source</b>	<b>Respondents</b>	<b>Percentage</b>
Advertisement	15	30%
Friends/Family	20	40%
Online Media	15	30%

Interpretation:

Word-of-mouth (friends/family) is the most effective source of awareness.

---

Q4. Are you satisfied with Samsung products?

<b>Response</b>	<b>Respondents</b>	<b>Percentage</b>
Yes	35	70%
No	15	30%

Interpretation:

A majority of customers are satisfied with Samsung products.

---

Q5. How would you rate the quality of Samsung products?

<b>Rating</b>	<b>Respondents</b>	<b>Percentage</b>
Excellent	20	40%
Good	20	40%
Average	10	20%

Interpretation:

Most respondents rate Samsung products as good or excellent.

---

Q6. What factor influences your purchase decision?

<b>Factor</b>	<b>Respondents</b>	<b>Percentage</b>
Price	15	30%
Quality	20	40%
Brand Image	10	20%
Features	5	10%

Interpretation:

Quality is the most important factor influencing buying decisions.

---

Q7. Are you satisfied with after-sales service?

<b>Response</b>	<b>Respondents</b>	<b>Percentage</b>
Yes	30	60%
No	20	40%

Interpretation:

Most customers are satisfied, but improvement is needed in after-sales service.

---

Q8. Would you recommend Samsung to others?

**Response Respondents Percentage**

Yes	38	76%
No	12	24%

Interpretation:

A large number of customers are willing to recommend Samsung products.

---

**Overall Analysis:**

The data analysis shows that Samsung has a strong customer base and a high level of customer satisfaction. Most customers prefer Samsung smartphones and consider quality as the main factor influencing their purchase decisions. While customers are generally satisfied, there is still scope for improvement in after-sales services.

## **CONCLUSION**

The present study titled “A Study on Customer Satisfaction and Buying Behaviour Towards Samsung” was conducted to analyze the level of customer satisfaction and to understand the factors influencing buying decisions of customers.

Based on the analysis of the collected data, it can be concluded that Samsung holds a strong position in the market and enjoys a high level of customer satisfaction. The majority of respondents are satisfied with the quality, performance, and features of Samsung products. The brand has successfully created a positive image in the minds of customers through innovation, reliability, and advanced technology.

The study also reveals that buying behaviour of customers is influenced by several factors such as product quality, price, brand image, and features. Among these, quality plays the most significant role in influencing purchase decisions. Customers prefer Samsung products due to their durability, modern design, and brand trust.

Furthermore, it is observed that while most customers are satisfied with Samsung’s products and services, there is still scope for improvement in areas such as after-sales service and pricing strategies. Enhancing these aspects

can further increase customer satisfaction and strengthen brand loyalty.

In conclusion, Samsung has established itself as a leading brand by consistently meeting customer expectations. However, continuous improvement and customer-focused strategies are essential to maintain its competitive position in the market. The findings of this study can be useful for understanding customer behaviour and for making effective business decisions.

Overall, the study highlights the importance of customer satisfaction and buying behaviour in achieving long-term success in the competitive electronics industry.

### **SUGGESTIONS / RECOMMENDATIONS**

Based on the findings of the study, the following suggestions are provided to improve customer satisfaction and buying behaviour towards Samsung products:

1. **Improve After-Sales Service:**

Samsung should focus on improving its after-sales service by reducing service time, increasing the number of service centers, and ensuring quick resolution of customer complaints.

2. **Competitive Pricing Strategy:**

The company should adopt more competitive pricing strategies, especially for mid-range products, to attract price-sensitive customers and compete effectively with other brands.

3. Enhance Product Innovation:

Samsung should continue to invest in research and development to introduce new and innovative features that meet changing customer needs and preferences.

4. Focus on Customer Feedback:

Regular feedback should be collected from customers and necessary improvements should be made based on their suggestions and complaints.

5. Strengthen Digital Marketing:

The company should enhance its presence on digital platforms such as social media, online advertisements, and e-commerce websites to attract more customers.

6. Increase Promotional Activities:

Samsung can attract more customers by offering discounts, exchange offers, and festive deals to increase sales.

7. Improve Product Awareness:

The company should conduct awareness campaigns to educate customers about new features and products.

8. Expand Distribution Network:

Samsung should increase its reach in rural and semi-urban areas by expanding its distribution channels.

9. Focus on Customer Relationship Management:

Building strong relationships with customers through loyalty programs and personalized services can increase customer retention.

10. Maintain Product Quality:

The company should continue to maintain high product quality standards to sustain customer trust and satisfaction.

In conclusion, by implementing these suggestions, Samsung can further enhance customer satisfaction, improve its brand image, and strengthen its position in the competitive market.

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