

A Study on Consumer Satisfaction with Respect to Samsung Gadgets

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ABSTRACT

This study investigates the level of customer satisfaction with the use of Samsung gadgets, the aspects of Samsung gadgets that are most satisfying, and the differences in customer satisfaction levels based on demographics. The data for this research was obtained from 134 respondents by primary study through a questionnaire survey made for Samsung consumers to know the level of consumer satisfaction on the use of Samsung gadgets. The data were then gathered, reviewed, and classified according to the research questions and objectives stated. Tables were used to present quantitative data whereas qualitative data were present narratively. These findings indicate that the aspect that most consumers are satisfied with is the Samsung gadgets' quality.

Keywords: Consumers, Satisfaction, Gadgets

JEL Classification: M00, L80, L86

INTRODUCTION

Samsung is one of the best companies that produce electronic devices. Samsung has produced a variety of types of gadgets for consumers with high technology. The level of consumer satisfaction represents the success of an organization or a company. To maintain the products in the market for a long-term period in the technology industry, and expand the market value of Samsung products, the organization must identify the consumer's satisfaction and know if the product provided meets the consumers' needs. After identifying all the consumers' needs, the organization can start to plan various strategies to get to the next level. The effect of meeting the consumers' needs is that the organization can increase the customer's trust toward the brand and build customer loyalty. Based on a study from Centria University of Applied Sciences Pietarsaar, stated that today's business company has known that customer satisfaction is the key component for the success of the business and at the same time it plays a vital role to expand the market value (Khadka & Maharjan, 2017, pp. 1). The study shows the importance of customer satisfaction to the business and the impact that the level of consumer satisfaction gives to the business. In addition, customer satisfaction can be a useful tool as a measure of customer loyalty, identify product shortages, identify consumer dissatisfaction with the products produced, and others.

Consumer satisfaction is important for an organization to know whether its products meet all of the consumer's expectations or not. Besides that, it also can be used to indicate the intention of the consumer to purchase the product. The question is: What is the level of customer satisfaction with the use of Samsung gadgets? Apart from knowing the level of consumer satisfaction, in this study, the researchers also want to know which aspect of Samsung gadgets is most satisfying. The organization needs to identify it to know in which aspect or part of the Samsung gadget to improve in their product and technology. Lastly, from this study, the researchers want to know the difference in customer satisfaction levels based on demographics. The different demographic among the consumers is based on the consumer's genders and ages.

Thus, this present study aims at investigating the level of customer satisfaction with the use of Samsung gadgets, to identify in which aspect Samsung gadgets are most satisfying, and to identify differences in customer satisfaction levels based on demographics. Factors that affect customer satisfaction with Samsung gadgets also affect customer purchases of products. A case study from Pakistan has found that other than these all four factors such as color choice preference, brand image preference, smart features, and cultural effect are all significant. They are the factors that people bring into their consideration while they decide to purchase the mobile (Arif, Ahmed, & Farrukh, 2015, pp. 111).

This present study aims at investigating as follows:

1. To study and evaluate the level of customer satisfaction with the use of Samsung gadgets.
2. To understand and analyze the factors/ aspects of Samsung gadgets that are most satisfying.
3. To analyze the differences in customer satisfaction levels based on demographics.

LITERATURE REVIEW

Samsung

Several studies have been conducted on the case of Samsung. Haizar, Kee, Chong, and Chong (2020) have studied that Samsung, one of the major players in the global mobile industry, has implemented progressive approaches, such as launching smartphones with new features that appeal to consumers' needs and have outperformed its rivals in

terms of sales. This research focuses on Samsung's innovative strategies that have led to its growth. This study also looks at Samsung's ability and creativity in achieving mobile engineering leadership using the latest 5G technologies. According to the findings of this report, an organization's creative approach is positively linked to its performance. Wulff, Kee, Halttunen, Kara, and Pakarinen (2019) also have published an article that is related to Samsung. They have stated that the focus of this case study will be on Samsung's environmental initiatives. The authors of this report also have given some recommendations for Samsung to take actions to continuously improve their business to become better, bigger, and more successful. For instance, Samsung's engineering staff would need to reprogramme the official website to accommodate this new mode of transportation, allowing consumers to make their own decisions. Almutairi, Mehta, Rashidi, Villa, and Felicia (2019) also have published research about Samsung which aim is to examine the company's internationalization processes to reach out to other countries. They also mentioned that much of Samsung's performance can be attributed to the wise choice of strategies that direct activities toward the desired outcomes. In this way, the company's strategic decisions to meet the foreign market have meant that the company's name, strategies, and policies are well-positioned.

Customer Satisfaction

Customer satisfaction is a key element of every company's performance (Hafeez & Hasnu, 2010). One of the most difficult tasks for a market is to satisfy and retain the consumers. The research focuses mostly on consumer service and discovers that customer satisfaction and loyalty are comparatively poor. According to the report, consumer satisfaction in the Pakistan mobile market appears to be poor because it is considered a developing industry. In today's world, the majority of consumers are willing to test new services. Hence, customer satisfaction is the hardest and most critical part for the company in the modern arena. A report published by Parasuraman (2010) has mentioned that the level of one's emotions after measuring perceived success or outcomes to expectations is known as satisfaction. When comparing the quality of the desired product to the intended values, satisfaction is described as someone's feeling of being pleased or disappointed.

According to Lee, Choi, Kang (2009), a satisfied consumer is more likely to stick to the same brand that they have purchased. Particularly, some researchers claim that satisfied customers would return to the same brand to get the best quality (Kuo et al., 2013). Besides, the study conducted by Hansemark and Albinsson (2004) affirmed that customer satisfaction can give a variety of advantages to the brand. For instance, satisfied customers are less likely to be price sensitive. They still tend to purchase more of the same brand's products and they are less affected by competitors (Zineldin, 2000). Moreover, Kotler and Keller (2012) have clarified that the term 'satisfaction' refers to someone's description of a product or service that the brand produces for customers to fulfill their needs and demands. Customer satisfaction also can be described as an image of someone's character or emotions towards the quality of the goods or services that the brand produces to consumers.

In addition, customer satisfaction is described by Pairot (2008) as a company's ability to meet its customers' business, emotional, and psychological needs. Customers, on the other hand, have varying degrees of satisfaction based on their behaviors and encounters with the brand. Customer satisfaction evaluation enables a company to perceive the core factors that lead to satisfaction or dissatisfaction, as well as what is driving customer satisfaction during a service experience. The sum of the user's perceptions and emotions about many variables that influence the consumption situation is known as customer satisfaction (Bailey & Pearson, 1983).

Another study by Chi and Qu (2008) examined that satisfaction is a psychological term that includes a feeling of well-being and satisfaction as a result of receiving what one desires and wants from a desirable good or service. Customer satisfaction is generally characterized as an evaluative decision made after a product or service has been consumed (Gundersen, Heide, & Olsson, 1996). Customer satisfaction is determined by a customer's assessment of the service earned (Rojas, 2010; Vazifehdoust & Rahnama, 2014). Customer satisfaction refers to a specific circumstance in which an individual experiences enjoyment or dissatisfaction (Czepiel & Rosenberg, 1977; Martin et al., 2008). Customer satisfaction is influenced by a variety of economic factors, including earnings and sales (Duverger 2012; Oliver, 1980). Consumer satisfaction is determined by comparing the customer's expectations before and after consumption. Satisfaction, according to Kirillova and Udalova (2013), reflects the emotional and subjective attitude of the consumer concerning their desires. Customer satisfaction is a common research topic in a variety of social and economic fields.

Moreover, customer satisfaction is a feeling of pleasure that comes from feedback as a result of consumption, whereas satisfaction is often described as "good results" (Oliver, 1999). Consumer satisfaction, according to some meanings, is a relationship between a customer's views of a product's or service's success and their desires. Thus, customer satisfaction is a characteristic of customer preferences, if the criteria offered are following their expectations, consumers will be pleased and if they are not, customers will be dissatisfied and will not be happy. Customers would be very satisfied if the variables raised are beyond and above their needs.

Satisfaction is a consumer's evaluation that a product or service element, or the product or service itself, offers a sufficient degree of satisfaction relevant to contentment, whether under or over-fulfillment (Oliver, 1997). The authors also have described consumers' happiness response as enjoyment. This is a judgment that a function of a product or service, or the product or service itself, offers a degree of satisfaction relevant to fulfilling use, including levels below and above fulfillment. According to some experts, consumer satisfaction is an emotional measure of how often consumers trust that using services can result in good feelings (Rust & Oliver, 1994; Hunt, 1977).

From the views of the experts mentioned above, it can be concluded that a person's level of satisfaction feels about products or services that are anticipated by consumer expectation and receive satisfying performance afterward. Moreover, in most research, customer satisfaction was identified as a key factor in determining brand loyalty. They also explore that customers' buying decisions were habitual. Many experts agree that one of the most significant aspects influencing brand loyalty is consumer satisfaction.

Factors Affecting Customers Satisfaction Towards Smartphone Brand

On the topic of factors that affect customer satisfaction towards smartphone brands, several studies have been conducted. According to Chopra (2014), women are the most influential consumers in the world, since they make up to 80% of household buying decisions. This study gives researchers and marketers insight into the analysis of young people. Female adult buying intent for smartphone brands, as well as how all four main elements, including brand image, pricing, product features, and peer group influence, affect their buy intention. Furthermore, Lin and Wang (2006) have mentioned that a higher brand image will lead to higher customer satisfaction toward smartphone brands. When it comes to purchasing products, brand image is crucial because it influences consumer preferences and satisfaction. It also has a direct influence on consumers' willingness to pay a high price for particular brands.

In general, the brand image refers to any image of products that is set in the minds of consumers or anything that is associated with a brand (Aaker, 1991). According to Kotler (2001), brand image is also defined as a person's image. Belief, ideas, and impressions about a specific object. Consumers' perceptions of a brand are reflected by brand associations in their memory, according to Keller (1993) and Biel (1993) and they frequently associate the brand name with a variety of attributes and associations. These associations can be classified as the brand's strength. Favourability and uniqueness of these brand associations aid in the creation of positive feelings toward the brand. It also serves to set the brand apart from its competitors, generates demand, and provides a basis for brand extensions (Aaker, 1991). The majority of consumers choose products depending on the brand name. Most of the brands have distinct features that set them apart from others. This study was conducted to determine the major or significant factors that affect consumer purchases in Tehran, Iran. A strong brand image increases the chance of success and customer satisfaction toward a brand while also assisting consumers in recognizing and satisfying their needs (Hsieh, Pan & Setiono, 2004). Besides, the price also can be considered one of the factors that affect customer satisfaction. Price can be considered as a customer's willingness to offer a complete quantity of monetary terms in return for a specific product or service. Price is the quantity of money or products required to get a combination of other goods and services. Therefore, price is a component of the marketing mix that only influences the product's income at specific times. As a result, higher prices are imposed on products and consumers are willing to pay at the higher costs. Some of them wanted high-quality products and were ready to pay a higher price, while others were not (Monroe, 2003).

Moreover, consumer satisfaction of smartphone brands also relies on brand features. For instance, the battery durability, different colors, different sizes, guarantee, and after-sales maintenance service. Based on studies related to this issue, Kotler, Armstrong, and Gary (2007) mentioned that a feature is an aspect of a product that meets the level of satisfaction of a consumer's requirement and wants via ownership, consumption, and utilization of the product. Consumers have realized that different features would provide a diverse level of satisfaction towards smartphones in these modern days of technology (Chow, Chen, Yeow & Wong, 2012). Finally, consumers select products based on features that provide unique advantages and results in specific outcomes that reflect personal values (Chow et al., 2012). Consumers also use attributes (features) to compare competing companies and marketers should pay attention to product features since they can influence consumers' purchase behavior. As a result, the researchers may assume that smartphone features have affected the satisfaction towards smartphone brands.

RESEARCH METHOD

The main methodology used in this study is the quantitative method to find out the result. All data were obtained from online questionnaire surveys to gather information and reviews from the consumers of Samsung gadgets. In this research project, the survey was distributed to respondents who met the following criteria i.e., people who purchased Samsung gadgets to examine the level of consumer satisfaction with Samsung gadgets. In the questionnaire, to express the respondents' level of satisfaction after using Samsung products the researchers used a five-step Likert scale:

- a) 1 = "Highly dissatisfied"
- b) 2 = "Dissatisfied"
- c) 3 = "Neutral"
- d) 4 = "Satisfied"
- e) 5 = "Highly satisfied"

Sample and Procedure

A questionnaire survey is conducted among consumers of Samsung gadgets. The researchers distributed the questionnaire online to the respondents who use Samsung gadgets, and 134 surveys were successfully collected from various levels of respondents.

Through online surveys, the researchers could gather various information from the respondents, and they could give their honest reviews on their satisfaction with Samsung gadgets. Besides that, the researchers could also gather information from passive consumers that do not voice out their level of satisfaction on any websites. The questionnaire accompanied a personally signed letter stating the purpose of the study and assurance of complete anonymity of individual responses.

Measures

The questionnaire includes three parts:

Part 1: Respondents' demographic: The information about the respondents' characteristics including respondents' gender, age, education level, and occupation.

Part 2: Experience using Samsung's gadget. The purpose of this part is to know the respondents' experience using Samsung gadgets.

Part 3: Consumers' satisfaction: In this part, the researchers want to identify the level of satisfaction of Samsung consumers that consists of the product price, quality, battery durability, brand image, availability of different colors, availability of different sizes, and guarantee and after-sales maintenance service. Apart from that, in this part, the researchers also figured out which aspect of Samsung gadgets is most satisfying.

RESULTS

Table 1. Respondents Demographic Information

	Frequency	(%)
Gender		
Male	28	20.9
Female	106	79.1
Age		
18-24	101	75.4
25-34	6	4.5
35-44	11	8.2
45-54	14	10.4
55 and above	2	1.5
Education level		
High school	6	4.5
Certificate	1	0.7
Diploma	23	17.2
Bachelor's degree	96	71.6
Master's degree	5	3.7
Ph.D. degree	1	0.7

Occupation

Student	97	72.4
Government worker	20	14.9
Private worker	11	8.2
Self-employed	4	3.0
Unemployed	1	0.7
Housewife	-	-
Retired	1	0.7

Note. The study sample comprises 134 respondents.

Respondents Demographic Information

Table 1 shows the study sample comprises 134 respondents, which vary on characteristics such as gender, age, education level, and occupation. In terms of gender, the sample indicates that female is more than male, there are 106 (79.1%) females and the rest 28 (20.9%) are males.

All of the respondents are above the age of 18 years old and young people between the ages of 18 to 24 years old are the most dominant (75.4%). The second most dominant number of respondents was individuals in the 45-54 (10.4%) age group. Concerning educational level, more than 60 % of the respondents hold at least a Bachelor's degree which has 71.6%, followed by a diploma of 17.2%, high school certificate 4.5%, 3.7% are master degree and 0.7% are Ph.D. degree and certificate level respectively. Regarding the occupation of the respondents, the majority of 97 (72.4%) respondents are students. Government worker respondents consist of 14.9% followed by the private worker 8.2%.

Table 2. Level of Consumer Satisfaction

The aspect of Consumer Satisfaction	Mean	Standard Deviation (SD)
Price	3.72	0.71
Quality	3.89	0.76
Battery durability	3.84	0.86
Brand image	4.01	0.81
Availability of different colors	3.95	0.80
Availability of different sizes	4.01	0.75
Guarantee and after-sales maintenance service	3.86	0.76

Note: The aspect of consumer satisfaction from the study sample comprises 134 respondents.

Based on the results of the study, the aspect with the highest score is brand image and availability of different sizes (Mean = 4.01). The results also show that the respondents are satisfied with the quality (M = 3.89), guarantee and after-sales maintenance service (M = 3.86), and battery durability (M = 3.84) that is provided by Samsung gadgets. The scores for these three aspects have not much different which means that all respondents are satisfied with the aspects provided by Samsung. Price is the aspect with the lowest score (M = 3.72).

Which aspect of Samsung gadgets are most satisfying?

From table 2, the researchers can observe that aspect that has the greatest number of satisfied customers are brand image and availability of different sizes. This means the aspect of Samsung gadgets that satisfies the most to its consumers are brand image and availability of different sizes. This also means that the brand image and availability

of different sizes of Samsung gadgets exceeds or at least meets the expectations for a high number of its consumers. The researchers also asked the respondents to suggest the areas/features in which they would like to see changes/improvements in Samsung gadgets. From all the suggestions that were made, the most frequent that was suggested by more than 50% of the respondents were related to improvements in features like camera quality, battery, price, and storage. As these are the features wherein the customers of Samsung company would like to see improvements, these features can be the key areas in which the company can innovate to cater to the needs of its customers and can achieve high satisfaction levels for its customers.

Differences in customer satisfaction levels based on demographics

In this part, the researchers wanted to know the differences in customer satisfaction levels based on different demographic groups of the respondents. The researchers have tried to estimate the demographic factors affecting customer satisfaction with the Samsung gadgets. The demographic factors used in this study were gender and age.

Table 3. Level of Consumer Satisfaction based on respondents' genders

The aspect of Consumer Satisfaction	Male		Female	
	Mean	Standard Deviation	Mean	Standard Deviation
Price	3.46	0.88	3.78	0.65
Quality	3.71	0.81	3.93	0.75
Battery durability	3.75	1.08	3.86	0.80
Brand image	3.79	0.88	4.08	0.79
Availability of different colors	3.75	0.75	4.00	0.80
Availability of different sizes	3.64	0.78	4.10	0.72
Guarantee and after-sales maintenance service	3.75	0.97	3.89	0.69

Based on Table 3, females have been found to score higher than males on all of the aspects of Samsung gadgets. Samsung gadgets may satisfy females more because the gadgets provided might have met the expectations, specifications, aspects, and criteria required in the use of a gadget. According to a study from another study by Kotler, Philip, Armstrong, and Gary, (2007), said that feature is an attribute of a product to meet the satisfaction level of consumers' needs and wants, through ownership of the product, usage, and utilization of a product.

Table 4. Level of Consumer Satisfaction based on respondents' age

The aspect of Consumer Satisfaction	18-24		25-34		35-44		45-54		55 and above	
	Mea n	SD	Mea n	SD	Mea n	SD	Mea n	SD	Mea n	SD

Price	3.73	0.69	3.83	0.75	3.55	0.69	3.64	0.84	4.00	1.41
Quality	3.84	0.80	4.33	0.52	3.91	0.54	4.00	0.68	4.00	1.41
Battery durability	3.86	0.91	4.17	0.41	3.64	0.81	3.57	0.65	4.50	0.71
Brand image	4.08	0.82	4.17	0.75	3.82	0.75	3.71	0.61	3.50	2.12
Availability of different colors	3.98	0.82	3.83	0.75	4.00	0.77	3.64	0.63	4.50	0.71
Availability of different sizes	4.02	0.76	4.00	0.63	4.09	0.70	3.86	0.77	4.00	1.41
Guarantee and after sales maintenance service	3.88	0.78	4.00	0.63	3.73	0.47	3.79	0.70	3.50	2.12

In Table 4 above, the price, availability of different sizes, and guarantee and after-sales maintenance service show consistency scores for all age ranges, which means there is not much difference. All of the respondents' age range is satisfied with the three aspects mentioned. In terms of quality, the age range that got the highest score was at 25-34 years (Mean=4.33). This may be because at the age of 25-34 years most people at that age use gadgets in their daily routines. They need a powerful gadget with good or high quality to complete their daily routine tasks using the gadgets. It is shown here that Samsung meets the consumer from 25-34 years old needs by offering good quality gadgets but at a reasonable and affordable price. In the battery durability aspect, the age 55 years and above scored the highest score. The reason behind this may be because of the long time these people spend on the device and the battery life helps them use it in the long run. The brand image, giving satisfaction to the age group of 18-24 and 25-34 years, maybe very important for that age group as it influences the intention to buy the gadgets or not because the age of this group is easily influenced. Lastly, the availability of different colors for the age group 55 years and above that got the highest score. Respondents from this age group were completely satisfied with the availability of various colors of Samsung gadgets as it was able to attract their attention and interest.

DISCUSSION

Level of customer satisfaction with the use of Samsung gadgets

When a company launches a product in the market its main aim is to get more and more customers for its product. But the new customers will buy the product only when they will know that the existing customers are satisfied with the product. This means if a company wants to reach out to more and more customers the only way to achieve it is to see to it that their customers are satisfied by using their product. But not all customers are satisfied at the same level as others, the level of customer satisfaction is different for each customer. As a result, for this research topic "A Study On Consumer Satisfaction With Respect To Samsung Gadgets" through an online survey, the researchers asked the respondents to state their level of satisfaction by using Samsung company gadgets. The respondents were required to state their level of customer satisfaction on different aspects of the Samsung Gadget by rating them between 1 to 5 where 5 stands for Highly Satisfied, 4 stands for Satisfied, 3 stands for Neutral, 2 stands for Dissatisfied, and 1 stand for Highly Dissatisfied. The different aspects on which the respondents had to rate Samsung Gadgets were Price, Quality, Battery Durability, Availability of different color options, Availability of different size options, Guarantee and after-sales maintenance service, and the Brand image of Samsung gadgets. The detailed outcome of the online survey can be seen in the table given below about the Level of Consumer Satisfaction.

From Table 2 above, it can be seen that the brand image of Samsung gadget got the highest score which means that the respondents are satisfied with the brand image of

the company. Samsung has a strong brand name among respondents where the respondents have a positive relationship with the brand reputation. In terms of availability of different sizes, Samsung offers gadgets in various sizes to attract all types of consumers who would prefer the bigger or smaller size of gadget where they could choose from and meet their needs. Furthermore, the quality, guarantee and after-sales maintenance service, and battery durability provided by Samsung gadget in the market are the aspects that satisfied the respondent's satisfaction toward the products but do not fully meet the respondents' expectations causing the mean scores a little bit lower than the brand image and availability of size. Thus, attempts must be made in increasing these aspects of the Samsung gadgets to give maximum satisfaction to the consumers. On the other hand, the aspect that has the lowest score of the mean of consumer satisfaction is price. This indicates that though the consumers are satisfied with the price of the Samsung gadgets, it has the least number of satisfied customers when compared to other aspects of consumer satisfaction. This shows that a fair number of customers feel that the prices of Samsung gadgets are not satisfactory. For the analysis purpose and for making the analysis more convenient to understand, the researchers use mean as a tool to measure the center of the numerical data set. The researchers sum all the values of each aspect of consumer satisfaction in the data set and the researchers divided them by the total number of values in the data set. The standard deviation is to know the data points that are close to the mean. The high standard deviation shows that the data are spread out over a large range of values.

CONCLUSION

This study has shown that knowing the level of consumer satisfaction is important to meet consumer needs for products and ensure a high level of consumer satisfaction to build consumer loyalty to the brand and products. To maintain a good business in the long run, Samsung could apply innovation performance in any way so that the company can improve all the aspects of consumer satisfaction of the products provided in the market and achieve the success of the Samsung company. The company, in other to survive in the world of business, have to be creative to create strategies in many ways and gather a lot of information about the needs and expectations of the consumers to be implemented and used to increase the profit and performance of the company.

Based on the study, most of the respondents (60%) are satisfied with Samsung's gadgets. The aspects that customers are most satisfied with are the brand image and availability of different sizes. The aspect that customers are most dissatisfied with is price. Females have been found to score higher than males on all aspects of Samsung gadgets. Young people have been found to score higher than old people on most aspects of the Samsung gadgets. Because of these, the researchers can also say that Samsung is a women-friendly brand and user-friendly to young people. In general, Samsung's gadgets satisfy consumers' needs, especially on the brand image and availability of different sizes. However, Samsung needs to do something with its gadget's price since it ranks at the bottom for customer satisfaction.

The results of the study will be of great benefit to Samsung company. The results will provide the company some knowledge on the level of consumer satisfaction toward the products provided in the market and collect information from the customers such as complaints, inquiries, satisfaction level, feedback, etc. It can be used to identify the product weaknesses and the company can enhance the capacity and boost the performance. The organization and top management can use the study to improve the quality of its goods and services to the customers because most of the companies will try to give the best goods and services to the customers. Therefore, the company can

meet customers' expectations and fulfill the customers' demands. This can make the future of the company better.

These findings conducted by this group cannot be generalized for all the company's industry types. The findings suggest that the same study needs to be conducted for other types of company's industries such as wood products, textiles, machinery, and equipment, and more to see and explore more about the level of consumers satisfactions for different industries. Besides that, the new study also can be conducted for the same industry but choosing other companies to see the difference and variety of types of study of the level of consumer satisfaction among the companies of the same industry.

Good companies with good performances will have a prestigious reputation and benefit in many aspects. Therefore, Samsung should focus on the performance of the company and put more effort to improve the quality of the goods and services to fulfill the requirements of the customers.

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DECLARATION OF CONFLICTING INTERESTS

The authors have no conflicts of interest to declare.

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