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A Study on Consumer Preference and Satisfaction Towards Samsung Galaxy Smartphones

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ABSTRACT: This research paper investigates consumer preference and satisfaction towards Samsung Galaxy smartphones in India. Primary data was collected from 103 respondents through a structured questionnaire administered via Google Forms. The study analyses demographic variables, usage patterns, purchase behaviour, brand perception, and satisfaction levels across critical product attributes including camera quality, battery performance, and price-to-feature value. The findings indicate moderate satisfaction with notable dissatisfaction in battery life (56.3%) and camera quality (50.5%), while value-for-money perception remains favourable (59.8%). Repurchase intent and recommendation rates remain below majority thresholds, suggesting the need for targeted improvements in product performance and after-sales experience. The study provides actionable insights for Samsung to strengthen customer loyalty and brand advocacy.

KEYWORDS: Consumer Preference, Consumer Satisfaction, Samsung Galaxy, Smartphone, Brand Loyalty, Purchase Behaviour, India

I. INTRODUCTION:

The global smartphone market has undergone exponential transformation over the past two decades, evolving from a luxury communication device to an indispensable utility deeply embedded in everyday life. In India, smartphone penetration has surged dramatically, driven by affordable data plans, expanding digital infrastructure, and a young, tech-savvy population. Within this competitive landscape, Samsung Electronics maintains its position as one of the world's leading smartphone brands, offering a wide product portfolio under the Galaxy brand that spans budget, mid-range, and premium segments. Consumer preference and satisfaction are pivotal determinants of brand success in a crowded marketplace. As consumers grow more discerning and alternatives multiply, understanding what drives their choices and how well those choices are fulfilled becomes a strategic imperative for manufacturers. Customer satisfaction directly influences repurchase intent, word-of-mouth referrals, and long-term brand equity — all of which contribute to sustained market share. Samsung Galaxy, with its diverse series — including the S Series (flagship), A Series (mid-range), M Series (budget), and F Series (online-exclusive) — has sought to cater to varied consumer needs. However, the brand faces intensifying competition from Chinese manufacturers such as Xiaomi, Realme, and OnePlus, as well as Apple in the premium segment. In this context, it becomes critically important to evaluate whether Samsung's products are meeting the expectations of Indian consumers across price points. This study is motivated by the need to systematically assess consumer satisfaction with Samsung Galaxy smartphones in India, identifying specific product and service attributes that drive or diminish satisfaction, and understanding the demographic and behavioural profiles of Samsung Galaxy users. The study aims to provide both academic insights and practical recommendations for Samsung's marketing and product development teams.

Objectives of the Study:

1. To study the demographic profile of Samsung Galaxy smartphone users.
2. To identify the key factors influencing consumers to purchase Samsung Galaxy smartphones.
3. To assess the level of satisfaction of consumers with respect to specific product attributes.
4. To analyse the repurchase intention and brand advocacy among existing users.
5. To offer recommendations to Samsung for enhancing consumer satisfaction and loyalty.



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II. REVIEW OF LITERATURE

Kotler and Keller (2016) define consumer satisfaction as a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance in relation to expectations. This foundational definition underscores the expectation-performance paradigm central to satisfaction research.

Oliver (1997) in his seminal work on consumer satisfaction developed the Expectancy Disconfirmation Theory, which posits that satisfaction is the outcome of the comparison between pre-purchase expectations and post-purchase performance. When performance exceeds expectations, positive disconfirmation occurs, leading to satisfaction; when performance falls short, negative disconfirmation results in dissatisfaction.

Zeithaml, Berry, and Parasuraman (1996) demonstrated that service quality significantly influences consumer satisfaction and behavioural intentions, including repurchase and recommendation behaviours. Their research established the link between quality perceptions and consumer loyalty.

Kim et al. (2016) conducted a study on smartphone user satisfaction and found that perceived usefulness, ease of use, and aesthetic design were among the strongest predictors of overall satisfaction. Camera quality and battery performance were found to be particularly important for younger users.

Rajan and Bhatt (2018) studied consumer buying behaviour in the Indian smartphone market and concluded that brand image, product features, and after-sales service were the dominant factors in purchase decisions. Price was identified as a significant moderating variable for lower-income segments.

The above literature collectively establishes that consumer satisfaction with smartphones is a multi-dimensional construct influenced by product performance, brand perception, price sensitivity experiential factors. The present study builds upon this theoretical foundation with a specific focus on Samsung Galaxy users in India.

III. RESEARCH METHODOLOGY

3.1 Research Design

The present study adopts a descriptive research design, which is appropriate for understanding the characteristics of a defined population and describing consumer attitudes, preferences, and satisfaction levels in a structured manner.

3.2 Data Collection

Primary data was collected using a structured questionnaire administered through Google Forms. The questionnaire comprised 20 questions covering five dimensions: demographic information, smartphone usage patterns, purchase behaviour, product satisfaction, and brand loyalty/advocacy.

3.3 Sampling

A convenience sampling method was used to administer the questionnaire. A total of 103 responses were collected and all were deemed valid for analysis. The sample included respondents across various age groups, gender categories, occupations, and income levels.

3.4 Tools for Analysis

Data collected was tabulated and analysed using percentage analysis. Findings are presented through frequency distribution tables and visual representation charts to facilitate interpretation of consumer preferences and satisfaction levels.

3.5 Limitations

The study is limited to a sample of 103 respondents and may not fully represent the broader Samsung Galaxy consumer base in India. The use of convenience sampling introduces potential selection bias. Additionally, the cross-sectional nature of the data limits the ability to assess changes in satisfaction over time.



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IV. DATA ANALYSIS, TABLES, AND CHARTS

4.1 Age Group Distribution

Age Group	No. of Respondents	Percentage (%)
Below 20	19	18.4%
21–30	30	29.1%
31–40	16	15.5%
41–50	23	22.3%
Above 50	15	14.6%
Total	103	100%

Table 1: Age Group Distribution of Respondents

Category	%	Visual Scale
Below 20	18.4%	18.4%
21–30	29.1%	29.1%
31–40	15.5%	15.5%
41–50	22.3%	22.3%
Above 50	14.6%	14.6%

Chart 1: Age Group — Visual Representation

4.2 Gender Distribution

Gender	No. of Respondents	Percentage (%)
Male	37	35.9%
Female	32	31.1%
Other	34	33.0%
Total	103	100%

Table 2: Gender Distribution of Respondents

4.3 Occupation

Occupation	No. of Respondents	Percentage (%)
Student	20	19.4%
Salaried Employee	28	27.2%
Business	24	23.3%
Homemaker	13	12.6%



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Other	18	17.5%
Total	103	100%

Table 3: Occupation of Respondents

4.4 Monthly Income

Income Range	No. of Respondents	Percentage (%)
Below ₹20,000	35	34.0%
₹20,000–₹40,000	28	27.2%
₹40,000–₹60,000	25	24.3%
Above ₹60,000	15	14.6%
Total	103	100%

Table 4: Monthly Income of Respondents

4.5 Samsung Galaxy Usage Status

Response	No. of Respondents	Percentage (%)
Yes (Currently using)	31	30.1%
No (Not using)	39	37.9%
Maybe (Past/considering)	33	32.0%
Total	103	100%

Table 5: Samsung Galaxy Usage Status

4.6 Samsung Galaxy Series Used

Series	No. of Respondents	Percentage (%)
Galaxy S Series	21	20.6%
Galaxy A Series	26	25.5%
Galaxy M Series	12	11.8%
Galaxy F Series	19	18.6%
Not Sure	24	23.5%
Total	102	100%

Table 6: Samsung Galaxy Series Used by Respondents

Category	%	Visual Scale
S Series	20.6%	 20.6%



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A Series	25.5%	 25.5%
M Series	11.8%	 11.8%
F Series	18.6%	 18.6%
Not Sure	23.5%	 23.5%

Chart 2: Samsung Galaxy Series Preference — Visual Representation

4.7 Duration of Samsung Galaxy Usage

Duration	No. of Respondents	Percentage (%)
Less than 1 year	34	33.0%
1–2 years	20	19.4%
2–3 years	24	23.3%
More than 3 years	25	24.3%
Total	103	100%

Table 7: Duration of Samsung Galaxy Usage

4.8 Main Reason for Choosing Samsung Galaxy

Reason	No. of Respondents	Percentage (%)
Brand Image	24	23.3%
Camera Quality	21	20.4%
Battery Life	19	18.4%
Price	13	12.6%
Features	26	25.2%
Total	103	100%

Table 8: Main Reason for Choosing Samsung Galaxy




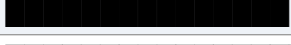

Category	%	Visual Scale
Brand Image	23.3%	 23.3%
Camera Quality	20.4%	 20.4%
Battery Life	18.4%	 18.4%
Price	12.6%	 12.6%
Features	25.2%	 25.2%

Chart 3: Main Purchase Motivators — Visual Representation



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4.9 Purchase Channel

Channel	No. of Respondents	Percentage (%)
Online	24	23.3%
Samsung Store	39	37.9%
Local Mobile Shop	40	38.8%
Total	103	100%

Table 9: Purchase Channel of Samsung Galaxy Smartphones

4.10 Preferred Price Range

Price Range	No. of Respondents	Percentage (%)
Below ₹15,000	27	26.2%
₹15,000–₹25,000	30	29.1%
₹25,000–₹40,000	21	20.4%
Above ₹40,000	25	24.3%
Total	103	100%

Table 10: Preferred Price Range

4.11 Brand Influence on Buying Decision

Response	No. of Respondents	Percentage (%)
Yes	30	29.1%
No	37	35.9%
Maybe	36	35.0%
Total	103	100%

Table 11: Influence of Brand Name on Purchase Decision

4.12 Satisfaction Levels — Key Attributes

Attribute	Satisfied (%)	Dissatisfied (%)
Camera Quality	49.5%	50.5%
Battery Performance	43.7%	56.3%
Price vs. Features	59.8%	40.2%
Advertisement Influence	38.8% (Yes)	61.2% (No)
Overall Satisfaction	48.5%	51.5%



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Table 12: Summary of Consumer Satisfaction Levels

Category	%	Visual Scale
Camera Quality	49.5%	49.5%
Battery Performance	43.7%	43.7%
Price vs Features	59.8%	59.8%
Overall Satisfaction	48.5%	48.5%

Chart 4: Satisfaction Levels (% Satisfied) — Visual Representation

4.13 Overall Satisfaction Rating (Scale 1–5)

Rating	No. of Respondents	Percentage (%)
1 (Very Poor)	16	15.5%
2 (Poor)	29	28.2%
3 (Average)	18	17.5%
4 (Good)	23	22.3%
5 (Excellent)	17	16.5%
Total	103	100%

Table 13: Overall Satisfaction Rating Distribution

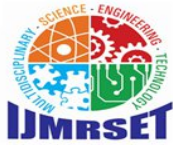
Category	%	Visual Scale
Rating 1 — Very Poor	15.5%	15.5%
Rating 2 — Poor	28.2%	28.2%
Rating 3 — Average	17.5%	17.5%
Rating 4 — Good	22.3%	22.3%
Rating 5 — Excellent	16.5%	16.5%

Chart 5: Overall Satisfaction Rating — Visual Representation

4.14 Repurchase Intent and Recommendation Intent

Question	Yes (%)	No (%)
Would you purchase Samsung Galaxy again?	48.0%	52.0%
Would you recommend Samsung Galaxy to others?	46.6%	53.4%

Table 14: Repurchase Intent and Recommendation Intent



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V. INTERPRETATION OF DATA

5.1 Demographic Profile

The largest respondent cohort (29.1%) falls in the 21–30 age bracket, indicating strong Samsung Galaxy usage among young adults. The near-equal gender distribution (Male 35.9%, Female 31.1%, Other 33%) ensures representativeness. Salaried employees constitute the dominant occupational group (27.2%), and 34% of respondents earn below ₹20,000 monthly — validating the relevance of Samsung's affordable product lines.

5.2 Usage and Series Preference

Only 30.1% are active users, with 37.9% non-users and 32% potential users — a significant pool of lapsed or prospective customers. The Galaxy A Series (25.5%) is the most popular, followed by the S Series (20.6%), underscoring the dominance of mid-range devices. Notably, 47.6% of users have used Samsung Galaxy for over two years, reflecting moderate long-term loyalty.

5.3 Purchase Behaviour

Features (25.2%) and Brand Image (23.3%) are the top purchase drivers, with price ranking last (12.6%), indicating a feature-first consumer orientation. Offline channels dominate purchases — local shops (38.8%) and Samsung stores (37.9%) account for over 76% of sales, highlighting the critical role of physical retail. Price sensitivity is broad, with preferences spread across all tiers, validating Samsung's multi-segment pricing strategy.

5.4 Product Satisfaction Analysis

Camera satisfaction is borderline: 50.5% dissatisfied vs. 49.5% satisfied — a near-even split that signals unmet expectations in a key purchase motivator. Battery performance shows the highest dissatisfaction (56.3%), representing the most critical performance gap. Conversely, price-value perception is the strongest positive attribute, with 59.8% agreeing that Samsung Galaxy offers reasonable value. The majority (61.2%) are not influenced by advertisements, indicating a shift towards functional, peer-driven decision-making.

5.5 Overall Satisfaction and Loyalty

Overall satisfaction tilts negative — 51.5% dissatisfied against 48.5% satisfied. The satisfaction rating distribution confirms this: rating 2 (Poor) is the most frequent (28.2%), with a weighted average of approximately 2.85 out of 5, indicating below-average satisfaction. Repurchase intent is weak (52% would not buy again) and recommendation rate is also below majority (53.4% would not recommend), pointing to systemic experience deficits affecting brand advocacy.

VI. FINDINGS

Based on the data analysis and interpretation, the following key findings emerge from the study:

1. The majority of Samsung Galaxy users belong to the 21–30 age group (29.1%), confirming the brand's strong appeal among young adults in India.
2. The Galaxy A Series is the most widely used product line (25.5%), reflecting strong consumer preference for mid-range, value-oriented smartphones.
3. Product features (25.2%) and brand image (23.3%) are the primary drivers of purchase decisions, while price holds the least influence (12.6%).
4. Physical retail channels — local mobile shops (38.8%) and Samsung stores (37.9%) — account for over three-quarters of all purchases, underlining the importance of offline sales infrastructure.
5. Battery performance is the most significant pain point, with 56.3% of respondents expressing dissatisfaction — especially critical as battery life is also a top purchase motivator.
6. Camera satisfaction is split nearly equally (50.5% dissatisfied), signalling an expectation-performance gap in another key purchase driver.
7. Price-value perception is Samsung's strongest competitive attribute, with 59.8% of respondents affirming that the brand offers reasonable value relative to features.
8. Overall satisfaction is slightly negative (51.5% dissatisfied), with the average satisfaction rating of approximately 2.85 out of 5, indicating room for significant improvement.



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VII. CONCLUSION

The present study on consumer preference and satisfaction towards Samsung Galaxy smartphones provides valuable insights into how Indian consumers perceive, choose, and evaluate this globally recognised brand. The analysis of 103 primary responses reveals a brand with strong market recognition and broad demographic appeal, yet facing tangible challenges in meeting evolving consumer expectations.

Samsung Galaxy's core strengths lie in its diverse product portfolio, strong brand image, and a broadly positive value-for-money perception. The Galaxy A Series, in particular, has established itself as the preferred choice for budget-conscious consumers seeking a balance of features and affordability. The brand's dominance in offline retail channels further reinforces its market reach.

However, the study highlights critical performance gaps that are undermining overall satisfaction. Battery life and camera quality — two attributes that rank among the top purchase motivators — are simultaneously the attributes generating the highest dissatisfaction. This expectation-performance gap is the central challenge Samsung must address to prevent customer attrition and reverse declining repurchase and recommendation rates.

The below-majority repurchase intent (48% willing to repurchase) and recommendation rate (46.6% willing to recommend) are early warning indicators of eroding brand loyalty. In today's digital marketplace, where peer recommendations and online reviews hold greater influence than traditional advertising, a majority of unsatisfied and non-advocating customers represents a significant strategic vulnerability.

In conclusion, Samsung Galaxy must bridge the gap between its strong brand promise and actual consumer experience — particularly in battery life and camera performance — to reinforce its leadership in the Indian smartphone market. Future research should incorporate larger and more geographically diverse samples, longitudinal tracking of satisfaction over time, and comparative analysis with key competitors to yield more generalisable insights.

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