

# **A study identifying attributes and analyzing usage of Samsung Mobile Handset (SMH)**

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**Abstract:** The title “A study identifying attributes and analyzing usage of Samsung Mobile handset (SMH) is carried out with an objective to understand the product attributes while using SMH by UG and PG students. After collecting data from the SMH users ,it is used to identify product attributes and also analyzed according to few socio demographic factors.

**Keywords:** Attribute, Socio demographic factors

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## **1. Introduction**

The customer purchase decision influences by different factors throughout the world. These factors can be personality of customers and features associated with mobile phone handset. The customer preference of mobile phone attributes such as design, price, internet connection, battery life, gaming, e-mail, photo shooting, SMS, video quality, apps downloading, operating system and social networking etc. is very much popular. The product attributes help to select the product when customer confused between different products. Today’s Smartphone is taking the role of computer, making it possible to do a lot with this small hand held device. It has a broad use such as sharing information, paying for products, browsing, and shopping. Virtually every activity today has a Smartphone application for it. Samsung Mobile Handset is a highly moving smart phones when compared to other smart phone(Ref .Dr. Namashivayam- IJAR,vol-4,Issue-5/May 2014/ISSN-2249-555X)

This study has done with intention to find out the attributes of SMH and also analyzing the usage of SMH by students.

## **2. Literature Review**

Gaurav Gupta and Vikas Singla (2016), published a research paper on “A study On Selection of Most Preferred Brands”. This paper identified the brands most preferred by customers in selected product and service categories. In electronic product group Samsung mobile handset identified as a most preferred brand. This paper has intention to find the popularity of Samsung Mobile Handset among young generation and also to identify most popular attributes preferred by them.

### **Objectives**

- To know socio demographic status of respondents.
- To identify product attribute preferences by the respondents
- To analyze the use of SMH according to few socio demographic factors.

## **3. Hypotheses**

H01 : There is no significant difference in using SMH between Male and Female

H02 :There is no significant difference in using SMH between UG and PG students

## **4. Research Methodology**

### **4.1 Research Design**

The research design of the study is descriptive as it describes data and characteristics associated with the population using SMH. Descriptive research is used to obtain information concerning the current status of the phenomena to describe “what Exists” with respect to variables in a given situation.

### **4.2 Area of study**

The study was conducted in Thane from different colleges

### **4.3 Method of Data Collection**

To accomplish the objective of the study, both primary and secondary data were collected.

**Primary Data**

Primary data is that data which is collected for the first time. It is original in nature .For the purpose of collection of primary data a well structured questionnaire was filled by the respondents. The questionnaire comprises of close ended questions.

**Secondary Data**

Secondary data is the data collected by someone. Secondary data was collected so as to have accurate results. Required data was collected from various books journals magazines and internet.

**4.4 Sampling Method**

The sampling used for the study is convenient sampling .This sampling is selected by the researcher for the purpose of convenience to access.

**4.5 Sample Size**

For the study sample sizes of 150 respondents were selected.

**4.6 Statistical Tools Used**

For this study simple percentage method and statistical z tests are used.

**5. Limitations of the Study**

- The survey was conducted in Thane city only so it cannot be generalized to all cities
- The sample size is limited to 150 students only.
- At most care is taken by the researcher to choose the correct information from the respondents.
- The study is based on primary data, so any wrong information given by the respondents may mislead the findings.

**6. Analysis and Interpretation**

**Simple Percentage Method**

Number of respondents’ distribution shows the number of frequencies in various classes which helps to get some preliminary ideas with respect to the objectives under study. To interpret the result percentage values are computed. The percentage method was extremely used for analysis and interpretation.

Table No. 1 Personal Factors of the sample respondents

Sr. No.	Factors	Description	Number of Respondents	Percentage
1	Gender	A) Male	80	53
		B) Female	70	47
		<b>Total</b>	<b>150</b>	<b>100</b>
2	UG	A) Male	60	53
		B) Female	55	47
		<b>Total</b>	<b>115</b>	<b>100</b>
	PG	A) Male	20	57
		B) Female	15	43
		<b>Total</b>	<b>35</b>	<b>100</b>

Table No.2 Results of Hypotheses

Sr. No.	Hypotheses	At 5 % L.O.S.		Result
		Calculated z	Table z	
1	H01: There is no significant difference in using SMH between Male and Female	0.73	1.96	H01 Accepted
2	H02: There is no significant difference in using SMH between UG and PG students	5.8	1.96	H02 Rejected

**7. Summary of Findings, Suggestions and Conclusion**

**7.1 Findings**

**7.1.1 Percentage analysis**

Question: 1	Price	Quality	Design	stylishness	Variety in Models
You choose SMH due to	27	54	25	11	34

Question: 2	Durable	User friendly	With advance technology	With good customer service	Strong Body
As per you SMH are	26	51	31	15	27

Question:3	Good	Too little	Too many	No impressive
Your perception about marketing of SMH in terms of advertisement	79	19	13	16

Question 4: Most important features you see in your SMH (Percentage)	
Design	15
Operating system	46
Brand	38
Camera/Video capacities	47
Technical specifications	29
Availability of applications	19
Easy to use	28
Screen size	32
Battery life	49
Better touch sensitivity	26
Qualitative Accessories	19

Question: 5	Yes	No
Do you recommend SMH to your friends and/or relatives	91	9

Question: 6	Yes	No
Whether Samsung should continue making mobile phones	67	33

**7.1.2 Hypotheses**

- H01 is accepted indicates that there is no significant difference between male and female users
- H02 is rejected indicates that there is significant difference between male and female users

**7.2 Suggestions**

There is wide scope for further attributes to involve in SMH. The world of mobile field is not static , it is subject to change according to technology. SMH need refinement to keep abstracted of the technological improvement.

**8. Scope of The Study**

This research is pertaining to find out the present attributes of SMH preferred by students. This study helps to know which product attributes students prefer while using SMH. The data collected ,attributes identified and analyzed according to different socio demographic factors. This study will help to gain knowledge about the factors preferred by youngsters while purchasing smart phone.

**8.1 Conclusion**

The study indicates that there is a craze of SMH in youngsters, particularly for UG students . Still the company have a scope to make it attractive for PG students adding more attributes .

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**Questionnaire**

Sample survey on preference of Samsung mobile by students.(Use  )

- You choose Samsung mobile phones due to its
  1. Price
  2. Quality
  3. Design
  4. Stylishness
  5. Variety of Models
- According to you, Samsung mobile phones are
  1. Durable
  2. User Friendly
  3. With advance technology
  4. With Good customer services.
  5. Strong body
- What do you think about Samsung mobile phone's marketing?
  1. Good Advertisement
  2. Too little advertisements
  3. Too many Advertisements
  4. No impressive advertisements.
- What features are most important to you when purchasing a mobile phone?
  1. Design
  2. Operating System
  3. Brand
  4. Camera/Video capacities
  5. Technical specifications
  6. Availability of applications
  7. Easy to use
  8. Screen size
  9. Battery life
  10. Better touch sensitivity
  11. Qualitative Accessories
- Excluding voice calls do Samsung mobile phones are useful?
  1. Yes
  2. No
- Do you recommend Samsung mobile phone to your friends and relatives
  1. Yes, of course
  2. May be couple of them
  3. No, I don't
  4. I don't know
- Whether Samsung should continue making mobile phones?
  1. Yes
  2. No

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Gender:- 

1. Male
2. Female

Stream:- 

1. UG
2. PG

Course:- 

1. Management
2. IT