A Study on Customer Satisfaction towards Samsung Smart Watch Users in Tiruchirapalli City

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Abstract
This study aims to analyze customer satisfaction towards Samsung smartwatches among users in the southern part of Tiruchirappalli city. As the smartwatch market has witnessed significant growth in recent years, understanding consumer preferences, expectations, and satisfaction levels is essential for brands to enhance customer loyalty and improve product offerings,The research focuses on factors such as product quality, design, usability, pricing, customer service, and brand perception that influence consumer satisfaction. A survey-based approach will be used to collect data from Samsung smartwatch users, and the findings are expected to offer insights into customer experiences, identifying both strengths and areas for improvement. This study will contribute valuable information for Samsung to refine its marketing strategies and product development in the region.
Keywords: smart watch, Tiruchirappalli, Consumer preferences, Brand perception.

I. INTRODUCTION

A smartwatch is a wrist-mounted device that connects to a smartphone, notifying users of incoming calls, emails, and notifications. Some models can even make telephone calls. Smartwatches can be operated through touch screen, physical buttons, or a combination of both. Some come with pedometers and heart-rate monitors for health tracking. The 20th century saw the melding of watches and computers, with calculator watches like the Calcron and personal computers like the Data-2000 and Ruputer. The first watch phone was the SPH-WP10, and the Microsoft SPOT was one of the earliest true smartwatches. With the rise of smartphones, smartwatches like the Sony Ericsson Live View, Pebble, and Apple Watch emerged.

Scope of the Study

The study refers to the coverage of the study. The study focuses on the field of marketing, specifically examining consumer behaviour and brand preference towards Samsung smartwatches. It aims to understand the factors that influence customers' satisfaction and loyalty to the brand. The geographical area covered in this study is the southern part of Tiruchirappalli city, which is the region where the research will be conducted.

Review of Literature

Hongting Li,Bingfei Xu,Zaoyi Sun, Rui Yan,Yingchao Wu,Haimo Zhang,Keyuan Zhou & Liang Xu (2024) "The role of comfort, personality, and intention in smartwatch usage during sleep" The study explores the relationship between smartwatch comfort, behavioural intention, and sleep usage behaviour. It found that appearance and movement dimensions significantly influence users' intention to wear the smartwatch during sleep. Openness, a personality trait, also plays a role in this relationship. Individuals with higher openness are more likely to adopt the smartwatch during sleep, suggesting personalized design strategies for sleep-related devices.

B Subha, Jaspreet Kaur (2023) "Customer Buying Intention Towards Smart Watches in Urban Bangalore" The wearable technology market is growing, requiring businesses to enhance marketing strategies and digital marketing initiatives.

A study in urban Bangalore found a significant positive relationship between perceived usefulness, ease of use, fashion product, product feature, health and fitness tracker, and customer buying intention towards smartwatches among 163 respondents. This highlights the need for further research on this growing industry.

Adele Mailangkay (2023) "Determinants of User Satisfaction on Interest of Smartwatch Usage After Covid-19" This study explores the factors influencing user interest in smartwatches during the Covid-19 pandemic. A quantitative descriptive research approach was used to analyze 140 respondents. Results showed that consumer innovation and perceived utility significantly impact user pleasure and happiness. Even after the pandemic, these factors continue to influence interest in smartwatch adoption. This study provides valuable insights for businesses and developers to design smartwatches that cater to users' needs and preferences, ensuring they meet evolving technology and user demands.

Objectives of the Study

● To assess the overall satisfaction level of Samsung smart watch users in Tiruchirappalli city.

● To identify the key factors influencing customer satisfaction towards Samsung smart watches.

● To evaluate the performance of Samsung smart watches in terms of features, design, and functionality.

● To compare the satisfaction level of Samsung smart watch users with other smart watch brands.

● To analyze the various problem faced by the smart watch user.

Research Methodology

The study is descriptive and analytical in nature. The researcher adopted systematic methods for collecting and analysing the data. The study is based on the primary data collected from the respondents. The sample size is determined as 100 respondent's opinion from the customers who presently purchasing product with a help of digital marketing. The survey was conducted using structured questionnaire containing 5-point Likert scale statements. The researcher also used the secondary data for the study. The secondary data & information have been collected from different scholars and researchers, published e-books, articles published in different journals, periodicals, conference papers, working paper, company websites for annual reports & CSR activity reports and their internal newsletters. The company related data

and information are used which is available publicly on the websites of the companies. The statistical calculation are done through SPSS. The tools used for the analyzes are percentage method, factor analysis and regression.

Statement of Problem

The growing popularity of smartwatches, particularly Samsung models, has led to an increased interest in understanding customer satisfaction. However, there is limited research on the satisfaction levels of Samsung smartwatch users in Tiruchirappalli city. This study aims to address this gap by examining factors influencing user satisfaction, such as product quality, design, functionality, and customer service. Additionally, the research will compare Samsung smartwatches with other brands and identify challenges faced by users in the region, offering insights for improving customer experience and refining marketing strategies.

Analysis and Interpretation of Data

Table No : 1 Gender Wise Classification

Gender	No.of.Respondents	Percentage
Male	63	63.00%
Female	37	37.00%
TOTAL	100	100%

Interpretation

The above table shows that 63% of the respondents are male, 37% of the respondents are female.

Majority (63%) of the respondents are male.

Table No: 2 Descriptive

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
MALE	62	3.9677	.54224	.06886	3.8300	4.1054	3.00	5.00
FEMALE	38	3.8421	.59395	.09635	3.6469	4.0373	2.00	5.00
Total	100	3.9200	.56282	.05628	3.8083	4.0317	2.00	5.00

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.372	1	.372	1.176	.281
Within Groups	30.988	98	.316		
Total	31.360	99			

Interpretation

The ANOVA test was used to compare satisfaction levels between male and female Samsung smartwatch users. The results showed no significant difference in satisfaction levels between the two groups. The F-value was 1.176, suggesting a small difference between the groups. The p-value was 0.281, indicating no significant difference between the groups.

Table No 3
Association Between Gender * Overall Satisfaction towards Samsung Smart Watch Users

		Overall Satisfaction				Total
		DS	N	S	HS	
Gender	Male	3	9	40	10	62
	Female	3	5	25	5	38
Total		6	14	65	15	100

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	.542a	3	.910
Likelihood Ratio	.534	3	.911
Linear-by-Linear Association	.269	1	.604
N of Valid Cases	100		

2 cells (25.0%) have expected count less than 5. The minimum expected count is 2.28.

Interpretation

The study found no significant association between gender and satisfaction levels with Samsung smartwatches, with both male and female respondents having similar satisfaction levels. The Pearson Chi-Square Value was 0.542, and the linear-by-linear association test showed no trend.

Suggestions

The study suggests several improvements for Samsung's customer service, product features, design customization, health-related features, and competitive pricing strategy. Enhanced customer support, product feature refinement, design customization, promotion of health-focused features, and flexible pricing could all help meet customer expectations and attract a broader customer base.

II.CONCLUSION

The study on customer satisfaction with Samsung smartwatches in Tiruchirappalli city reveals that users are generally satisfied with the product, with no significant gender differences. Factors such as ease of use, design, and health-related features shape consumer preferences. Samsung holds a competitive edge in brand reputation and product reliability. However, the study suggests that Samsung could enhance customer satisfaction by focusing on product customization, flexible pricing strategies, and promoting health-centric features. This research underscores the growing importance of smartwatches in modern consumer technology and offers actionable recommendations for Samsung.

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