

A STUDY ON CUSTOMER SATISFACTION WITH SAMSUNG MOBILE PHONES WITH SPECIAL REFERENCE TO INDORE CITY

KALPANA AGRAWAL

Assistant Professor, Prestige Institute of Management and Research, Indore, Madhya Pradesh, India

ABSTRACT

Recent years have seen an explosion in Mobile Brands and their innovations in terms of features, performance, aesthetics and price Mobile companies are springing up to offer their best. The number of mobile subscribers in India has grown rapid in last four years expected to show rapid growth over next two years. Samsung India is a known electronic brand across the globe. After selling the maximum units in 2011 it has been the largest manufacturer in the world. Samsung India Phones has been named as the world's largest vendor of Smartphones in the year 2011. These phones come in all ranges and provide good services. One can get mobiles from lowest range to the highest ones. Samsung has pretty much single-handedly grown Android by an immense amount over the last couple of years, though now scenario is changing. There are some exclusive pieces that are real masterpieces by the Samsung phones. Many of the Samsung cell phones bring the world of communication to one's feet. Owning a Samsung phone has become a sign of pride in today's competitive world. They have captured the entire market in a very less time. It has not only captured the market but made a special place in the hearts of many as it features are exclusive and out of the world. Thus other mobile brands also could not afford to ignore this huge and potential total addressable market and giving tough competition to Samsung. The present paper is an attempt to study the consumer satisfaction with Samsung mobile phones in Indore city based on primary data.

KEYWORDS: Mobile Phones, Customer Satisfaction