



## STUDY ON IMPACT MARKETING STRATEGY ON CONSUMER BEHAVIOUR WITH REFERENCE TO SAMSUNG AND I-PHONE

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### Abstract

*This project compares Samsung and iPhone to understand their features, performance, and popularity. The main aim is to identify which brand offers better value, technology, and user experience. The study is based on online research, customer reviews, and comparison of specifications such as design, camera quality, battery life, software, and price. Samsung provides a wide range of smartphones with various price options and features, along with customizable Android software. In contrast, iPhones are known for smooth performance, strong security, and a user-friendly iOS system. The research uses secondary data from official websites, reviews, and user feedback to analyze factors like operating systems, storage, updates, and overall satisfaction. Samsung appeals to users seeking variety and flexibility, while iPhone attracts those who prefer reliability and security. The project concludes that both brands are excellent, and the final choice depends on the user's budget, needs, and personal preferences.*

**Key words:** Samsung, iPhone, Performance, Features, User Experience

### Introduction

This study provides a comparative analysis of smartphone brands with a focus on customer satisfaction. In today's competitive market, understanding customer needs and expectations plays a crucial role in determining the success of any company. Customer satisfaction is a key factor that influences purchasing decisions, brand loyalty, and long-term business growth. This project highlights the importance of customer satisfaction and examines how it affects business performance and consumer behavior.

Customer satisfaction refers to how well a product or service meets or exceeds customer expectations. It is a psychological evaluation based on a customer's overall experience with a

brand over time. Various factors such as product quality, performance, reliability, pricing, and user experience contribute to customer satisfaction. In addition, after-sales service, brand reputation, and consistent performance also play an important role in building trust and loyalty. When a company consistently delivers value and meets customer expectations, it creates a positive impression. Satisfied customers are more likely to remain loyal, make repeat purchases, and recommend the brand to others. Small gestures such as polite communication, appreciation, and timely service also enhance the customer experience. Therefore, businesses must focus on understanding customer needs and ensuring consistent service quality.

### **Importance of customer satisfaction**

Customer satisfaction is essential for the long-term success of any business. Without customers, a business cannot survive. Satisfied customers contribute to business growth by increasing sales, promoting brand loyalty, and enhancing the company's reputation. On the other hand, dissatisfied customers can negatively impact a business by spreading negative feedback.

Focusing on customer retention and support helps in building long-term relationships. When customers feel valued and respected, they are more likely to trust the brand. Honesty and effective problem-solving are also important, especially when expectations are not met. Apologizing and resolving issues quickly can turn a negative experience into a positive one. Customers form the foundation of any successful business. They generate revenue and help the company grow. By understanding customer preferences and expectations, businesses can improve their products and services. Satisfied customers often act as brand ambassadors by recommending the company to others through word-of-mouth.

### **The main objectives of the present research work are as follows:**

1. To understand the perception of consumers towards Apple and Samsung smartphones.
2. To analyze the market image and brand positioning of Apple and Samsung.
3. To compare the products and features of Apple and Samsung smartphones.
4. To study the pricing strategies of both companies and their impact on customer choice.
5. To evaluate customer satisfaction levels and brand loyalty towards Apple and Samsung.
6. To compare smartphones of both brands based on various features such as performance and functionality.
7. To assess the ease of use and user-friendliness of the devices.
8. To analyze key aspects including design, camera quality, and battery performance.

9. To study software aspects such as customization, compatibility, and operating systems.
10. To determine the effectiveness of marketing strategies and brand influence on consumers.
11. To identify which brand better meets consumer needs, expectations, and preferences.

### **Research Methodology**

Research methodology refers to the systematic process used to solve research problems through proper data collection, analysis, and interpretation. It involves various methods and techniques to conduct research in a structured and scientific manner. Marketing research is defined as the systematic design, collection, analysis, and reporting of data to solve specific problems. In this study, a descriptive research design has been used to understand consumer perceptions and compare Samsung and Apple smartphones. Samsung follows a market-oriented and technology-driven approach by studying customer needs, market trends, and competitor strategies, while investing heavily in research and development to introduce innovative features. In contrast, Apple follows a user-centered approach, focusing on design simplicity, privacy, and smooth integration of hardware and software, with strong emphasis on usability testing and long-term innovation.

The data for this study has been collected from both primary and secondary sources to ensure reliability and accuracy. Primary data was collected through surveys, questionnaires, and interviews with smartphone users to understand their preferences, satisfaction levels, and brand loyalty. A sample size of 60 respondents was selected using convenience and simple random sampling techniques. Secondary data was gathered from books, company websites, research journals, online articles, and reports, which helped in analyzing product features, pricing strategies, and market trends. This combination of data sources provides a comprehensive and balanced understanding of the research topic.

The collected data was carefully organized, analyzed, and presented using appropriate tools and techniques. Tables and graphs were used for clear presentation, while the percentage method was applied for data analysis to simplify interpretation. This structured research design ensures that the study is systematic, accurate, and easy to understand. Overall, the methodology adopted in this project helps in drawing meaningful conclusions about customer satisfaction, product comparison, and brand performance of Samsung and Apple smartphones.

## Results and Discussion

The analysis of the survey data provides valuable insights into consumer preferences, perceptions, and satisfaction levels regarding smartphones from Apple Inc. and Samsung Electronics. The majority of respondents belong to the age group of 21–30 years, indicating that young adults are the primary users and decision-makers in the smartphone market. When purchasing a smartphone, most consumers prioritize reliability (40%), followed by looks and price (21% each), while battery life and maintenance cost are considered less important. This shows that performance and dependability are key factors influencing buying decisions.

Awareness about both brands mainly comes from advertisements and personal networks. Samsung is largely recognized through advertisements (45%), whereas Apple is more commonly known through family influence (30%) and advertisements (35%). In terms of usability, Samsung is slightly preferred (55%) over Apple (45%), indicating that users find Samsung devices somewhat easier to operate. However, Apple leads in overall customer satisfaction (58%), suggesting that its users are more content with their overall experience, possibly due to better performance, design, and ecosystem integration.

When comparing specific features, Apple performs strongly in areas such as marketing (58%), design architecture (58%), battery life (58%), camera quality (55%), overall design (60%), and user-friendliness (57%). These results indicate that Apple is perceived as a premium brand offering high-quality design, efficient performance, and a smooth user experience. On the other hand, Samsung is preferred for software customization (55%) and software compatibility (55%), reflecting its flexibility and openness in allowing users to personalize their devices and use a wider range of applications.

Overall, the findings suggest that Apple is more successful in delivering customer satisfaction, strong branding, and premium design, while Samsung excels in customization, flexibility, and ease of use. The choice between the two brands ultimately depends on user preferences—whether they prioritize simplicity, design, and brand value (Apple) or flexibility, variety, and control (Samsung).

Sr. No.	Criteria	Apple (%)	Samsung (%)
1	Customer Satisfaction	58%	42%
2	Ease of Use	45%	55%
3	Software Customization	45%	55%
4	Overall Design	60%	40%
5	Camera Quality	55%	45%

## Conclusion

The study shows that there is very high competition between Apple Inc. and Samsung Electronics in the global smartphone market. Samsung is able to understand customer needs and offers products across different price ranges, which helps it attract a large customer base, especially middle-income users. However, Apple maintains a strong brand image and provides higher customer satisfaction due to its premium design, security, and smooth performance. The findings also indicate that users are strongly influenced by design and looks along with features, and Apple is perceived to offer better overall satisfaction, while Samsung is preferred for affordability, customization, and variety. Both companies are highly competitive, and neither is far behind the other in terms of market strength.

In conclusion, Apple should focus on introducing more affordable models, increasing advertising, improving battery life, and maintaining its strong ecosystem of quality, security, and long-term software updates to attract a wider customer base, especially in developing markets. Samsung, on the other hand, should continue its wide product range strategy while improving durability, software updates, after-sales service, and innovation in areas like foldable technology and cameras. Both brands must strengthen customer relationships, improve service quality, and focus on innovation to maintain their leadership in the smartphone industry and increase overall customer satisfaction.

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