

THE STUDY ON CONSUMER BUYING BEHAVIOR AND SATISFACTION TOWARDS SAMSUNG PRODUCTS

Priyank Jain

Student, BBA

The Bhopal School of Social Sciences (BSSS)

ABSTRACT

In an increasingly competitive marketplace, understanding consumer behavior is crucial for companies aiming to maintain market leadership. This study explores consumer buying behavior and satisfaction levels with Samsung products, focusing on key factors influencing purchasing decisions, such as brand perception, product features, pricing, and customer service. The research employs both secondary and primary methodologies, with surveys conducted among 83 respondents to assess their preferences, satisfaction, and loyalty towards Samsung products. Findings indicate that the majority of respondents (71.1%) belong to the 18-25 age group, highlighting the prominence of young consumers in Samsung's customer base. Most purchases (55.4%) are made in physical stores, emphasizing the continued importance of retail locations. Display quality and brand reputation are significant factors influencing consumer decisions, with 53% and 44.6% of respondents, respectively, rating them as highly important. Additionally, 41% of participants reported being very satisfied with Samsung products, while 32.5% expressed a high likelihood of recommending them to others. However, pricing remains a concern, as 54.2% perceive Samsung products to be more expensive compared to competitors. While after-sales service satisfaction is moderate, with 45.8% expressing satisfaction, 34.9% of respondents are very likely to repurchase Samsung products. This study provides insights that can guide Samsung in refining its marketing strategies and customer engagement efforts. By addressing consumer concerns and leveraging their preferences, Samsung can enhance brand loyalty and maintain its competitive edge in the market.

Keywords: Consumer Behavior, Customer Satisfaction, Brand Loyalty, Samsung Products, Purchasing Decisions

INTRODUCTION

In today's competitive marketplace, understanding consumer behavior is more important than ever for companies looking to stay ahead. With consumers becoming more informed and selective, their purchasing habits and satisfaction levels play a key role in determining a brand's

success. This is especially true for tech giants like Samsung, which has built its reputation on innovation and quality.

Samsung Electronics, a leading division of the South Korean multinational Samsung Group, is at the forefront of technological advancements. From smartphones and tablets to home appliances and wearables, its vast product lineup has solidified its place as a dominant force in the consumer electronics industry. However, to maintain its market leadership, it's crucial to gain deeper insights into what drives consumer preferences, buying decisions, and overall satisfaction with Samsung products.

This field project aims to explore consumer buying behavior and satisfaction levels regarding Samsung's products. The study will focus on key factors that influence purchasing choices, such as brand perception, product features, pricing, and customer service. By analyzing these factors, the project seeks to understand how they relate to consumer satisfaction and loyalty, both of which are essential for long-term success in a constantly evolving market.

Through surveys and data analysis, this project will uncover trends and insights that can guide Samsung in refining its marketing strategies. The findings will not only contribute to the academic field of consumer behavior but also provide actionable recommendations for Samsung to strengthen its brand and better engage with customers.

Ultimately, this project aims to offer a clear understanding of how consumers interact with Samsung products and how these interactions affect their satisfaction. By examining these dynamics, the study will help Samsung adapt to the changing needs and preferences of its customers more effectively.

REVIEW OF LITERATURE:

1. **Abubakar, A. H., & Sugito, P. (2019)** The rapid advancement in technology has increased competition, particularly in the smartphone market, where products evolve quickly due to their unique features and characteristics. The study aimed to assess the impact of brand image and price on customer satisfaction, mediated by brand loyalty, among Samsung smartphone users in Malang City. The study sample consisted of 60 respondents, and the analysis was conducted using the inner and outer model tests from SEM-PLS, with hypothesis testing performed through bootstrapping. The findings revealed that brand image, price, and brand loyalty all significantly influenced customer satisfaction. Additionally, brand image positively influenced brand loyalty, whereas

price had no significant impact on it. The research suggests that Samsung should focus more on price strategies to enhance brand loyalty among its customers.

2. **Andi, R. T., & Ali, M. M. (2019)** This study explored the factors influencing purchasing decisions for Samsung smartphones in Jakarta, specifically examining the role of lifestyle. Data were collected through manually distributed questionnaires across various regions of Jakarta, utilizing judgment sampling. The study focused on Samsung Galaxy Note users, with a sample size of 384 respondents derived using the Lemeshow formula. The findings confirmed that lifestyle had a positive and significant effect on consumers' purchasing decisions, highlighting its importance in influencing smartphone choices.
3. **Dewi, S. N., Riani, A. L., Harsono, M., & Setiawan, A. I. (2018)** This research focused on customer satisfaction and its effect on purchase intentions, specifically among Samsung smartphone users in the Solo Raya region of Indonesia. With a sample size of 180 respondents, the study employed Structural Equation Modeling (SEM) for data analysis. The results indicated that customer satisfaction had a significant positive effect on purchase intentions, with customer perceptions playing a key moderating role between satisfaction and repurchase intentions. However, negative perceptions were found to have an insignificant impact on purchase intentions.
4. **Diniso, C., & Duh, H. I. (2021)** Focusing on Generation Y in South Africa, this study examined the factors contributing to brand love and satisfaction for Samsung smartphones, using the consumption value theory (monetary, functional, and symbolic values). A survey of 651 respondents revealed that while South Africans moderately loved and were satisfied with Samsung phones, brand satisfaction was primarily driven by monetary and functional values. The study also established a positive relationship between brand satisfaction and brand love.
5. **Diputra, I. G. A. W., & Yasa, N. N. (2021)** This study investigated the effects of product quality, brand image, and brand trust on customer satisfaction and loyalty among Samsung smartphone users in Denpasar. A sample of 185 respondents was analyzed using SEM path analysis. The results confirmed that product quality significantly influenced brand image, brand trust, and customer satisfaction. Furthermore, both brand image and brand trust had positive effects on customer satisfaction, which in turn led to greater customer loyalty. The findings emphasized that higher product quality plays a crucial role in enhancing satisfaction and loyalty.

6. **Ganatra, V., Aryani, D. N., Kee, D. M. H., Fadzil, N. F. D., Hassan, N. I. A., Esa, N. K., & Mamtani, M. (2022)** This study explored customer satisfaction with Samsung gadgets, focusing on the factors contributing to satisfaction and demographic variations in satisfaction levels. A sample of 134 respondents was surveyed using primary data collected through questionnaires. The findings revealed that the most satisfying aspect for customers was the quality of Samsung gadgets, highlighting the importance of product quality in driving customer satisfaction.
7. **Haizar, N. F. B. M., Kee, D. M. H., Chong, L. M., & Chong, J. H. (2020)** This study examined the impact of Samsung's innovative strategy on organizational success. Samsung has emerged as a dominant player in the global smartphone market by introducing innovative features tailored to consumer needs. The study found that Samsung's innovative strategies, particularly the integration of 5G technology, significantly contributed to its success. The results indicated a positive relationship between innovation and organizational performance, with Samsung's strategic positioning playing a key role in its market dominance.
8. **Sahoo, P. (2020)** In a highly competitive global market, this research analyzed consumer behavior toward electronic home appliances in Berhampur city, India, focusing on factors influencing purchasing decisions. A sample of 100 respondents was selected through convenience sampling, and data were collected via questionnaires. The findings revealed that demographic factors, along with product attributes like price, quality, offers, and features, played significant roles in influencing consumers' decisions to purchase home appliances, particularly in urban areas.
9. **Widyasari, S., Maskur, A., Setiawan, M. B., & Sugiarto, T. (2019)** This study assessed the influence of motives, product quality, price perception, and brand image on the buying decision process for Samsung smartphones in Semarang, Indonesia. A sample of 100 respondents was selected using convenience sampling, and multiple linear regression analysis was applied. The results showed that motives, product quality, and price perception had a significant positive impact on the buying decision process, while brand image had no effect. This finding suggests that consumers' decisions were more influenced by the actual product attributes rather than the brand's image.
10. **Wu, Y. C., & Vasquez-Parraga, A. Z. (2016)** This study compared Apple and Samsung products in terms of consumer needs and perceived product value. The analysis focused on five types of digital communication needs and three related product values. The results indicated that Apple users were more satisfied with their products

in fulfilling their needs, especially in emotional and entertainment aspects. In contrast, Samsung users showed no emotional attachment to their devices. The study suggests that emotional connections and perceived product value play significant roles in shaping consumer satisfaction, with Apple users placing higher value on these factors.

OBJECTIVES

The main objectives of this field project are:

- To Assess Consumer Awareness: Evaluate the level of awareness among consumers regarding Samsung products, including features, specifications, and brand reputation.
- To Analyze Buying Behavior: Investigate the factors that influence consumer buying behavior towards Samsung products, such as brand loyalty, marketing strategies, and peer recommendations.
- To Measure Customer Satisfaction: Assess customer satisfaction levels with Samsung products in terms of quality, performance, design, pricing, and after-sales service.
- To Explore Demographic Influences: Examine how demographic factors (age, gender, income, and education) affect consumer buying behavior and satisfaction with Samsung products.
- To Identify Key Preferences: Identify specific features and attributes of Samsung products that consumers prioritize during their purchasing decisions.
- To Provide Recommendations: Formulate actionable recommendations for Samsung to enhance customer satisfaction and improve marketing strategies based on the research findings.

METHODOLOGY

The research will be conducted in two phases:

Phase 1: Secondary Research

The first phase will involve a review of existing literature, articles, and reports related to consumer buying behavior and satisfaction with Samsung products. This will help identify key market trends and common factors influencing consumer decisions regarding Samsung.

Phase 2: Primary Research

In the second phase, we will collect new data directly from consumers using a structured questionnaire. This questionnaire will feature multiple-choice questions (MCQs) to facilitate easy responses. The focus of this phase will be to gather specific data regarding consumer awareness, buying behavior, satisfaction levels, and the factors influencing their purchasing decisions related to Samsung products.

FINDINGS AND ANALYSIS

The findings and analysis presented herein are based on primary research conducted through surveys.

TABLE 3.1 AGE OF THE RESPONDENT.

AGE	NUMBER OF RESPONDENTS	PERCENTAGE
18 - 25	59	71.1
25 - 35	15	18.1
35 - 45	8	9.6
45 or over	1	1.2
Total	83	100

Age
83 responses

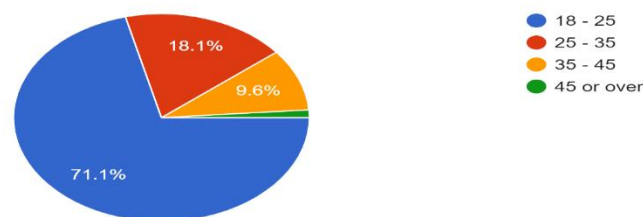


FIGURE 3.1 AGE OF THE RESPONDENT.

Interpretation –

Most respondents (71.1%) are 18 to 25 years old. Fewer are 25 to 35 (18.1%), 35 to 45 (9.6%), and only 1.2% are 45 or older. This shows that the survey mainly reflects young people's views, which may not include older people's opinions.

TABLE 3.2 THE RESPONDENT USUALLY PURCHASES SAMSUNG PRODUCTS THROUGH [METHOD OF PURCHASE].

SOURCE	RESPONDENTS	PERCENTAGE
Online	31	37.3
In-Store	46	55.4
Through a Carrier	6	7.2
Other	-	-
Total	83	100

How do you usually purchase Samsung products?
83 responses

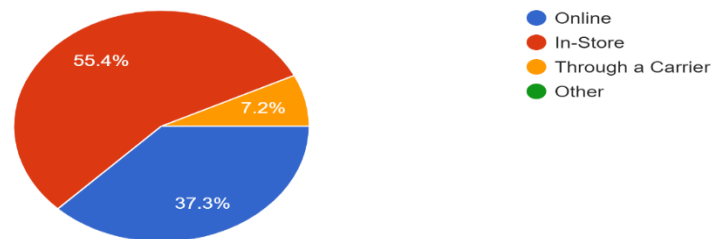


FIGURE 3.2 THE RESPONDENT USUALLY PURCHASES SAMSUNG PRODUCTS THROUGH [METHOD OF PURCHASE].

Interpretation –

Most respondents (55.4%) usually purchase Samsung products in-store, while 37.3% buy them online. Only a small percentage (7.2%) purchase through a carrier, and no respondents indicated other methods. This suggests that in-store shopping is the preferred way for people to buy Samsung products, highlighting the importance of physical retail locations for this brand.

TABLE 3.3 THE RESPONDENT IS SATISFIED WITH SAMSUNG PRODUCTS OVERALL.

DURATION	RESPONDENTS	PERCENTAGE
Less than 6 months	8	9.6
6 months to 1 year	24	28.9
1-2 years	13	15.7

2-3 years	13	15.7
More than 3 years	25	30.1
Total	83	100

How long have you been using Samsung products?

83 responses

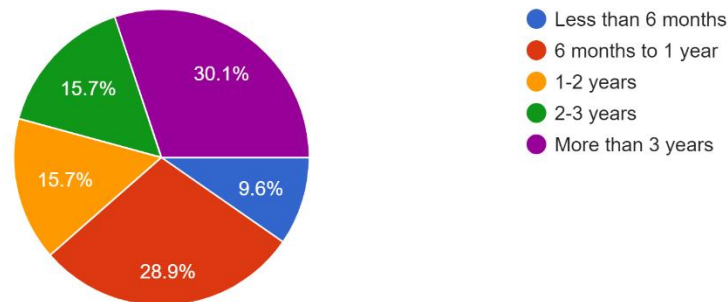


FIGURE 3.3 THE RESPONDENT IS SATISFIED WITH SAMSUNG PRODUCTS OVERALL.

Interpretation –

Most respondents (30.1%) have been using their Samsung products for over three years, indicating strong long-term loyalty. The next largest group (28.9%) has used them for 6 months to 1 year, while fewer users have them for less than 6 months (9.6%) or for 1 to 3 years (15.7% each). This suggests that many users are satisfied and remain with their Samsung products for a long time.

TABLE 3.4 DISPLAY QUALITY IS IMPORTANT TO THE RESPONDENT WHEN PURCHASING SAMSUNG PRODUCTS.

ATTRIBUTES	RESPONDENTS	PERCENTAGE
Very important	44	53
Somewhat important	39	34.9
Not very important	9	10.8
Not at all important	1	1.2
Total	83	100

How important is display quality to you?
83 responses



FIGURE 3.4 DISPLAY QUALITY IS IMPORTANT TO THE RESPONDENT WHEN PURCHASING SAMSUNG PRODUCTS.

Interpretation –

The majority of respondents (53%) consider the attributes to be "very important," while 34.9% find them "somewhat important." Only a small percentage view them as "not very important" (10.8%) or "not at all important" (1.2%). This indicates that most people place a high value on these attributes, suggesting they are key factors in their decision-making.

TABLE 3.5 THE RESPONDENT IS SATISFIED WITH THEIR OVERALL SAMSUNG PRODUCT EXPERIENCE.

ATTRIBUTES	RESPONDENTS	PERCENTAGE
Very satisfied	34	41
Somewhat satisfied	24	28.9
Neutral	20	24.1
Somewhat dissatisfied	5	6
Very dissatisfied	-	-
Total	83	100

How satisfied are you with your Samsung product overall?
83 responses

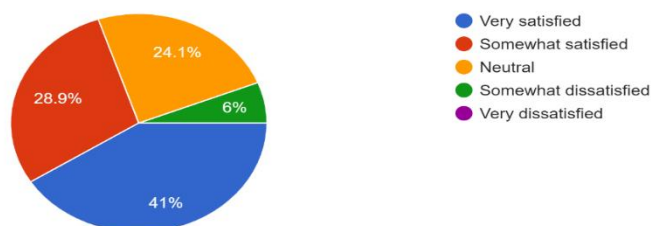


FIGURE 3.5 THE RESPONDENT IS SATISFIED WITH THEIR OVERALL SAMSUNG PRODUCT EXPERIENCE.

Interpretation –

The data indicates that a large number of respondents are satisfied with the attributes, with 41% reporting they are "very satisfied" and 28.9% "somewhat satisfied." Additionally, 24.1% are neutral, while only 6% express "somewhat dissatisfied," and none are "very dissatisfied." This suggests that overall, most respondents have a positive perception of the attributes.

TABLE 3.6 THE RESPONDENT IS LIKELY TO RECOMMEND SAMSUNG PRODUCTS TO OTHERS.

ATTRIBUTES	RESPONDENTS	PERCENTAGE
Very likely	27	32.5
Somewhat likely	32	38.6
Neutral	16	19.3
Somewhat unlikely	7	8.4
Very unlikely	1	1.2
Total	83	100

How likely are you to recommend Samsung products to others?

83 responses

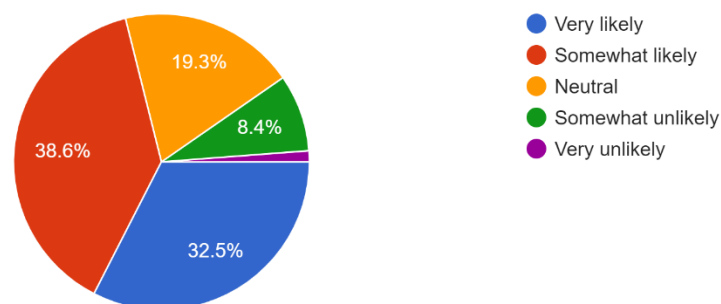


FIGURE 3.6 THE RESPONDENT IS LIKELY TO RECOMMEND SAMSUNG PRODUCTS TO OTHERS

Interpretation –

Most respondents have a positive view of the attributes. About 32.5% are "very likely" to support them, and 38.6% are "somewhat likely." Only 19.3% are neutral, while a small percentage (8.4%) are "somewhat unlikely," and just 1.2% are "very unlikely" to feel positively. This indicates that a majority of people hold a favorable impression of the attributes.

TABLE 3.7 SAMSUNG'S BRAND REPUTATION INFLUENCES THE RESPONDENT'S PURCHASING DECISIONS.

ATTRIBUTES	RESPONDENTS	PERCENTAGE
Very influential	37	44.6
Somewhat influential	36	43.4
Not very influential	9	10.8
Not at all influential	1	1.2
Total	83	100

How does Samsung's brand reputation influence your purchasing decisions?

83 responses

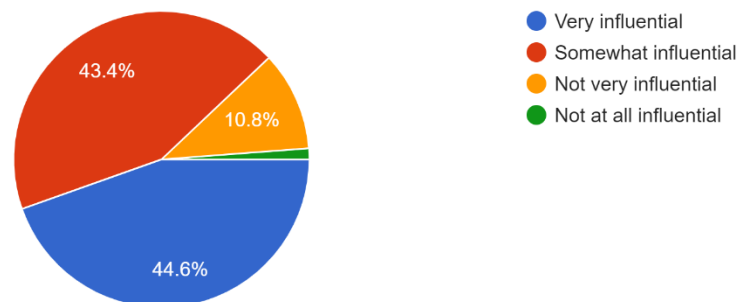


FIGURE 3.7 SAMSUNG'S BRAND REPUTATION INFLUENCES THE RESPONDENT'S PURCHASING DECISIONS.

Interpretation –

Most respondents think the attributes have a strong influence. About 44.6% consider them "very influential," while 43.4% see them as "somewhat influential." Only 10.8% believe they are "not very influential," and just 1.2% say they are "not at all influential." This suggests that almost everyone views the attributes as having a significant impact.

TABLE 3.8 THE RESPONDENT FINDS SAMSUNG'S PRICING COMPARABLE TO OTHER BRANDS.

ATTRIBUTES	RESPONDENTS	PERCENTAGE
More expensive	45	54.2
Same	35	42.2
Less expensive	3	3.6
Total	83	100

How does Samsung's pricing compare to other brands?

83 responses

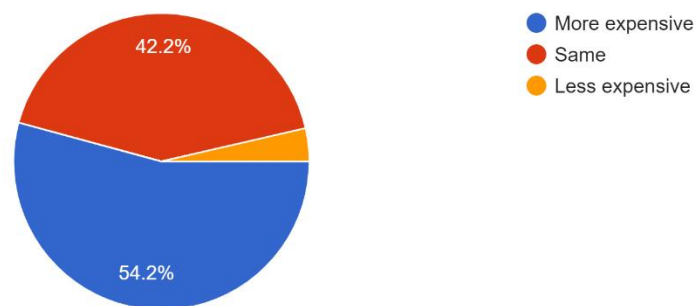


FIGURE 3.8 THE RESPONDENT FINDS SAMSUNG'S PRICING COMPARABLE TO OTHER BRANDS.

Interpretation –

Most respondents feel the attributes are "more expensive," with 54.2% saying so. About 42.2% think they are "the same" price as other options, while only 3.6% believe they are "less expensive." This means that more than half of the people think the attributes cost more.

TABLE 3.9 THE RESPONDENT IS SATISFIED WITH SAMSUNG'S AFTER-SALES SERVICE.

ATTRIBUTES	RESPONDENTS	PERCENTAGE
Very Satisfied	18	21.7
Satisfied	38	45.8
Neutral	21	25.3
Dissatisfied	6	7.2

Very Dissatisfied	-	-
Total	83	100

How satisfied are you with Samsung's after-sales service?

83 responses

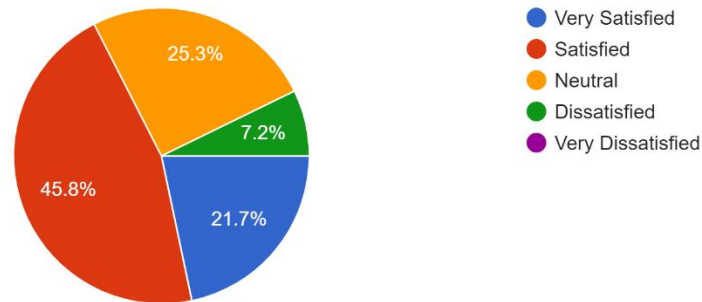


FIGURE 3.9 THE RESPONDENT IS SATISFIED WITH SAMSUNG'S AFTER-SALES SERVICE

Interpretation –

Most respondents are happy with the attributes. About 21.7% are "very satisfied," and 45.8% are "satisfied." Around 25.3% are neutral, and only 7.2% are "dissatisfied," with nobody saying they are "very dissatisfied." This means that most people have a good opinion of the attributes.

TABLE 3.10 THE RESPONDENT IS LIKELY TO REPURCHASE A SAMSUNG PRODUCT.

ATTRIBUTES	RESPONDENTS	PERCENTAGE
Very likely	29	34.9
Somewhat likely	34	41
Neutral	10	12
Somewhat unlikely	6	7.2
Very unlikely	4	4.8
Total	83	100

How likely are you to repurchase a Samsung product?

83 responses

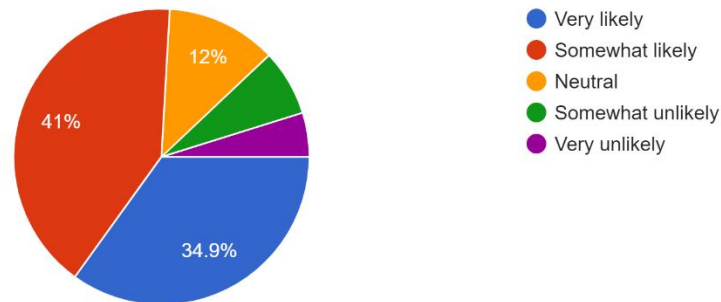


FIGURE 3.10 THE RESPONDENT IS LIKELY TO REPURCHASE A SAMSUNG PRODUCT.

Interpretation –

Most respondents are likely to view the attributes positively. About 34.9% say they are "very likely" to feel this way, and 41% are "somewhat likely." Only 12% are neutral, while 7.2% are "somewhat unlikely," and 4.8% are "very unlikely" to have a positive view. This means many people have a good opinion of the attributes.

TABLE 3.11 THE RESPONDENT IS LIKELY TO CONTINUE USING SAMSUNG PRODUCTS.

ATTRIBUTES	RESPONDENTS	PERCENTAGE
Very likely	29	34.9
Somewhat likely	29	34.9
Neutral	15	18.1
Somewhat unlikely	6	7.2
Very unlikely	4	4.8
Total	83	100

How likely are you to continue using Samsung products?

83 responses

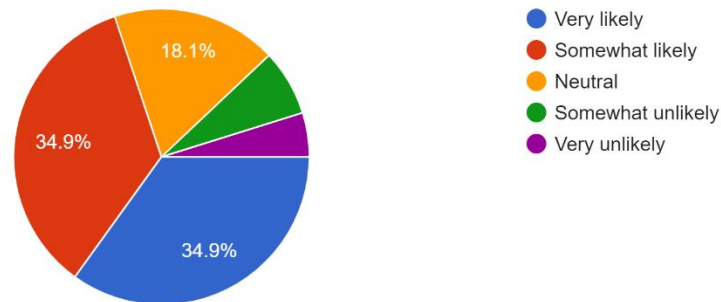


FIGURE 3.11 THE RESPONDENT IS LIKELY TO CONTINUE USING SAMSUNG PRODUCTS.

Interpretation –

Most respondents have a positive view of the attributes. Both 34.9% say they are "very likely" and "somewhat likely" to feel this way. About 18.1% are neutral, while 7.2% are "somewhat unlikely," and 4.8% are "very unlikely" to feel positively. This means many people think the attributes are good.

MAJOR FINDINGS

- A significant 71.1% of the respondents are between the ages of 18 to 25, followed by 18.1% aged 25 to 35. The older demographic (35+) is very limited, with only 1.2% over 45.
- Most respondents (55.4%) purchase Samsung products in-store, while 37.3% buy online, and only a small number (7.2%) purchase through a carrier.
- : The majority (30.1%) of respondents have used their Samsung products for more than three years, suggesting strong long-term loyalty.
- A majority (53%) of respondents consider display quality "very important," and 34.9% consider it "somewhat important."
- Most respondents are satisfied with their Samsung products, with 41% "very satisfied" and 28.9% "somewhat satisfied."

- : A large portion of respondents (32.5%) are "very likely" to recommend Samsung products, while 38.6% are "somewhat likely."
- 44.6% of respondents find Samsung's brand reputation "very influential," and 43.4% find it "somewhat influential."
- 54.2% of respondents believe Samsung products are "more expensive" than competitors, while 42.2% think they are priced similarly.
- 45.8% of respondents are "satisfied" with Samsung's after-sales service, and 21.7% are "very satisfied."
- 34.9% of respondents are "very likely" to repurchase Samsung products, and 41% are "somewhat likely."
- 34.9% are "very likely" and another 34.9% are "somewhat likely" to continue using Samsung products.

RECOMMENDATIONS

- **Improve Education and Awareness:** Many consumers may not fully understand the benefits and features of Samsung products, such as new innovations in smartphone technology or smart home devices. Samsung should focus on educating customers through targeted marketing campaigns, product demonstrations, and in-store experiences to highlight the value and unique features of their products.
- **Enhance User Experience:** Consumers prioritize convenience and ease of use when purchasing and using Samsung products. Samsung should continue to enhance the user experience by offering seamless integration across devices, user-friendly interfaces, and responsive customer service to improve satisfaction and brand loyalty.
- **Address Concerns About Product Performance:** Some consumers may have doubts about the performance of Samsung products, particularly when compared to competitors. Samsung should emphasize the superior performance, durability, and innovative features of their products, such as camera quality and display technology, to address these concerns and reassure potential buyers.
- **Invest in Innovation:** Consumers are attracted to cutting-edge technology in Samsung products, from smartphones to home appliances. Samsung should continue to invest in

research and development to introduce new and improved models that meet evolving consumer demands for functionality, sustainability, and affordability.

- **Provide Transparent Information on Cost of Ownership:** Clear and transparent communication regarding the total cost of ownership, including the longevity, after-sales service, and value for money, will help potential customers make more informed decisions and improve their overall satisfaction with Samsung products.

CONCLUSION

In conclusion, this study provides valuable insights into consumer buying behavior and satisfaction with Samsung products, offering important takeaways for both marketers and the brand itself. Our findings indicate that factors like brand reputation, product quality, innovative features, and effective advertising play a significant role in shaping consumer purchasing decisions.

Customer satisfaction is closely linked to the perceived value of Samsung's products, as well as the overall experience throughout the purchasing process—before, during, and after the sale. Respondents particularly highlighted their appreciation for Samsung's user-friendly technology and exceptional after-sales service, which strengthens brand loyalty.

This research emphasizes the importance of understanding consumer preferences and expectations in a competitive market. By focusing on continuous innovation and improving customer engagement strategies, Samsung has the opportunity to not only meet but exceed consumer expectations, fostering long-term loyalty and satisfaction. Ultimately, this study offers valuable insights that can inform future marketing strategies for Samsung and similar brands aiming to strengthen their position in the market.

Overall, the survey reveals a strong preference for Samsung products, with high satisfaction levels, positive intentions to recommend and repurchase, and a significant influence of the brand's reputation on purchase decisions. However, there are areas for improvement, such as addressing gender imbalances and considering the pricing concerns raised by respondents. The findings also highlight the importance of maintaining product quality, after-sales support, and brand reputation while recognizing that younger consumers, especially males, are the dominant customer base.

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