A

Project Report on

A STUDY ON CONSUMER PERCEPTION TOWARDS SAMSUNG MOBILES"

Palamuru University

This project Report submitted in partial fulfillment of the requirement for the award of the Degree of *"BACHELOR OF COMMERCE"*

2022-2023

Submitted By:

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UNDER THE ESTEEMED GUIDENCE OF

Mrs. R.VIJAYA LAXMI DEVI

(Lecturer of commerce)

DR.BRR DEGREE COLLEGE

(Affiliated to Palamuru University)
Jadcherla, Mahabubnagar

CERTIFICATE

DEPARTMENT OF COMMERCE

This is to certify that this project work entitled

"A STUDY ON CONSUMER PERCEPTION TOWARDS SAMSUNG MOBILES"

Of Dr.BRR Govt Degree College, Jadcherla, Mahabubnagar in partial fulfillment of the requirement for the award of the Degree of Bachelor of Commerce, Palamuru University. This project has not been submitted to any other University or Institution for the award of any UG B.Com/Certificate.

PRINCIPAL

PRINCIPAL
Dr. B.R.R Goverment Degree College
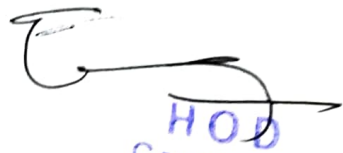JADCHERLA

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Commerce
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DR.K. MANJULA

HEAD OF DEPARTMENT

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EXTERNAL EXAMINAR   **INTERNAL EXAMINAR**

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(Mrs. R VIJAYALAXMDEVI)

PROJECT GUIDE

DECLARATION

I hereby declare that the project work entitled on **"A STUDY ON CONSUMER PEERCEPTION TOWARDS SAMSUNG MOBILES"**

submitted by me to the Department of Commerce is a Bonafide work done by me and it is not submitted to any other university ot Institution for the award of any UG B.Com/Certificate or published any time before, under the guidance of **Mrs .R.Vijaya LaxmiDevi, (lecturer of commerce.)**

The project embodies the result of original work and studies carried out by me and thecontents of the project do not form the basis for the award of any other degree to me.

ACKNOWLEDGEMENT

We express our deep sense of gratitude to my supervisor Mrs. R.VIJAYALAXMI DEVI , Lecturer in Commerce, for providing valuable guidance in the preparationof this project report and encouraging us from time to time.

We would like to thank all my faculty members for their guidance and keen interest in preparation of my project report.

We would like to thank the students of B.COM PALAMURU UNIVERSITY and OSMANIA UNIVERSITY for providing valuable information.

We would like to thank my friends PRAVEEN KUMAR, SRAVANI for their help, co-operation.

At last, we would like to thank my family members and all my class mates for the help and co-operation extended in this endeavor of us.

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CHAPTER I

INTRODUCTION

Introduction

World is changing according to the new technologies that developing day by day. And the people also changes along with its update. Technology and internet created new products and new markets. The understanding of consumer made introduction of smart phone sector. Now we can watch the growth of mobile industry day by day.

Thus, we can see the growth that Samsung mobile along with the time. Factors such as price, functions, specification, and country of origin are the main characteristics that a buyer searches. Samsung mobiles have such features that make everyone buying it. We can see its growth from when it introduced and it was the 6th Interbrand's Best Global Brand in 2019. The consumer tries to buy which is most suitable to them and Samsung succeeded in making their consumer happy.

Statement of the problem

In the present scenario cellular phone companies has heavy competition in mobile market. The study includes the buying behavior of consumers and the features that make Samsung mobile different from others. And this study also covers their strategies that taken by the company to be the first in India.

Objectives of the study

- To identify the factors influencing the buying behavior of people.
- To know the consumer perception towards Samsung mobiles.

- To know the various strategies adopted by the company to improve the consumer perception towards Samsung mobiles.

Research design

Nature of study

The nature of study states as descriptive.

Nature of data

The study is based on both primary data and secondary.

Source of data

Primary data is collected through questionnaire which is suitable for this study. Secondary data is also used in the study for proper understanding of concepts used in the study. This secondary data is collected from various books, journals and websites.

Sample design

A sample design is the framework or roadmap that server as the basis for the selection of a survey sample and affects many other important aspects of a survey as well. One must define a sampling frame that respects the population of interest from which a sample is to be drawn.

Nature of population

A questionnaire had been issued to the Samsung mobile users.

Sample unit

Sample unit is Samsung mobile users in Dr.BRR Govt.College,Jadcherla.

Methods of sampling

Multistage sampling has been adopted in this study. Data had been collected using questionnaire. Questionnaire had been distributed among the students of Dr.BRR Govt.College,Jadcherla.

Size of sample

Sample size is 60

Tools of analysis

The following tools are used in the study

- Percentage analysis
- Chart

Chapterisation

Chapter 1- Introduction

Chapter 2- Review of Literature

Chapter 3- Data analysis and interpretation

Chapter 4- Finding, suggestion and conclusion

CHAPTER II

REVIEW OF LITERATURE

Introduction

This chapter deals with the review of literature. Review of literature is divided into two parts, conceptual and empirical. Conceptual literature includes explanation of various concepts used in the study. Empirical literature includes reviews of previous studies. These studies are arranged in chorological order.

Conceptual Literature

Consumer perception

Consumer perception refers to the customer's opinion of your business or products. It summarizes how customers feel about your brand including every direct or indirect experience they've had with your company. By monitoring customer perception your business can spot common user pain points and improve the customer journey.

Measuring consumer perception requires you to gather a variety of qualitative and quantitative customer data. You'll need to look at resources like product usage reports, surveys, and customer interviews to get an accurate view of customer perception. If you don't have this data, consider adopting customer feedback tools to help you collect this information from your customer base.

Factors affecting consumers perception and purchase intention

- **Price**

Price is one of the most important factor which affects consumer's choice to purchase a particular product or brand. According to Law of Demand as the price of a commodity increases the demand for the same decreases. "Price is the amount of money charged for a product or service, or the sum of the values that customers exchange for the benefits of having or using the product or service" . Price has been found to have a significant influence on purchase intension in many previous studies.

- **Product Features**

  As per Lay-Yee, Kok Siew & Yin Fah, (2013) "Feature is an attribute of a product to meet the satisfaction level of consumers' needs and wants, through owning of the product, usage, and utilization of a product. Product features includes hardware and software. Hardware is the description for a device that can be touched physically. The hardware of a Smartphone is the body of the phone itself, size and weight. Colour and design are also considered as hardware as it is the physical appearance of the Smartphone. Software whereas is the general term for computer programs, procedure and documentation. The software of a Smartphone is the operating platform, storage memory, or apps that run the phone."

- **Relative Advantage**

  Relative advantage is the degree to which an innovation is perceived as better than the product it supersedes, or competing products. The nature of an innovation determines what specific type of relative advantages is important to the people, although the potential adopter's characteristics also affect which sub dimensions made up the relative advantages.

  Compability is also an important issue which influences consumer's perception and purchase intension especially when the product of technical nature like Smart phone.

Ways to Improve Customer Perception

1. Look inward.

One of the biggest obstacles businesses often have to overcome on their way to improved customer perception is themselves and their approach to customer success. While it's valuable to have direction, too much process and protocol can get in the way of real, human interactions.

To ensure your business isn't getting in its own way, take the time to evaluate your existing approach. Ask yourself:

- Are you being proactive or reactive in your communications with customers?

- Are you getting to them before a problem arises, or scrambling to collect all the necessary information you need as the problem escalates?

2. Strike an emotional chord with customers.

"Our research across hundreds of brands in dozens of categories shows that the most effective way to maximize customer value is to move beyond mere customer satisfaction and connect with customers at an emotional level -- tapping into their fundamental motivations and fulfilling their deep, often unspoken emotional needs," explains Praveen Kumar and Sravani.

.

This task requires you to dig beyond the surface and actively listen to a customer's needs and goals, while also tuning in to the details they are leaving out.

3. Lean on positive language.

Venkatesh, a leading researcher on the study of positivity, suggests that positive emotions have the power to open us. In other words, these feelings allow us to see more -- they change our perspective and our understanding of possibilities.

Trouble is, people are often hesitant to introduce these types of positive emotions in the business world, operating under the notion that it's not appropriate or should be minimized Commit to consistency**.**

When evaluating consistency, it's important to take step back and consider its role in your customer onboarding process.

To tee up a positive customer perception from the start, you'll want to ensure that the hand off from sales to support or customer success is fluid and reflective of how you want folks to view your brand. To achieve this type of harmonious experience, it's helpful to establish core operating values -- things like respect, integrity, and customer focus -- to serve as a framework for all of your brand interactions.

For example, Zappos -- an online shoe and clothing shop that has set the standard for customer experience and service -- asks that its employees live by the following 10 values:

In doing so, there are no questions around how to act, what to think, or how to approach a customer problem. You just do it. And if the operating values are enforced consistently, customers will begin to expect that level of quality over and over again.

4. Fill skill gaps before they become evident.

A modern customer success or customer service professional knows how to treat a customer like a human -- not just a ticket number. They know when to be proactive, when to ask clarifying questions, and what to do when they don't have the answer right away. These are all skills that help to comprise a positive customer perception.

But this skillful approach to service and customer relationship building doesn't come without proper training and a commitment to continuous learning. And as the industry standard continues to shift to meet the demands of the empowered, informed customer, folks in customer-facing roles need to keep pace.

To maximize your competitive advantage, it's important that both you as an individual -- as well as your larger organization -- are aware of the skills and

service areas that need improvement, and are also willing to invest in software and training to help bridge the skills gap.

5. Break down data silos.

A data silo is information that's only accessible by one team or department. This not only slows down internal processes, but it also creates negative interactions with customers. Customers want transparency and will get easily frustrated if they think you're withholding information.

For example, airlines are often criticized for poor customer service. That's because airport security makes it difficult for employees to share information. When flights get delayed or canceled, gate attendants aren't allowed to reveal specific details about the problem. While this data silo keeps passengers safe, customers are less understanding when their goals aren't being met.

Unless you're an airline, your business probably won't be restricted by intense security protocol. While you may have some sensitive data, most information should be easily accessible and readily available when it's relevant to customer needs. This is where data management plays a crucial role in enhancing customer experience. The right data management software leads to more personalized interactions and improved customer perception.

6. Collect customer feedback.

You can't improve customer perception without knowing what your customers already think about your Samsung store.After all, you don't want to stop doing something that they really like. By collecting customer feedback, you'll know exactly how they feel about each aspect of your business.Customer feedback can be obtained in a few different ways. The most popular way is using surveys or questionnaires to quickly poll customers. You can also conduct interviews and hold focus groups for more in-depth conversations. Regardless of what you find, customers will appreciate your efforts to consider their suggestions.

Additionally, one of the biggest challenges businesses face is getting participants to submit feedback. Unless the customer has a strong opinion towards your brand, they may not be interested in taking a survey. This leaves your feedback only consisting of either highly-positive or highly-negative reviews. Consider offering an incentive for submitting customer feedback and you should get a more accurate feel for customer perception.

7. Follow up with customers after every interaction.

Following up with your customers may seem trivial, however, it's a small investment that rewards a major payout. Studies show that leads are nine times more likely to re-engage with your company if you follow up with them within five minutes of their interaction. Motivating customers to return to your business strengthens your relationship with them and increases customer loyalty.

Follow up messages present the opportunity to enhance the customer's experience or prevent potential churn. For example, after a positive interaction, you can use a follow-up call to upsell and cross-sell. Since the customer just had a good experience, they'll be more likely to upgrade or buy another product.

Positive Perception

The bar for customer expectations is rising. They want to eliminate the complexity involved in arriving at a solution to their problem and they want you to know when it's appropriate to balance automation vs. human outreach.

If you fail to acknowledge this shift, you can expect your brand perception to take a hit. But if you get the wheels turning back in the right direction, placing an emphasis on the importance of that perceived experience with your brand, well, we think you'll enjoy the outcome.

Read this blog post to learn the best practices and key mistakes to avoid creating an exceptional customer service experience.

CHAPTER III

DATA ANALYSIS AND INTERPRETATION

3.1 Introduction

This chapter deals with data analysis and interpretation. The study focuses on analysing the satisfaction of the customers. Multistage sampling has been adopted in this study. Data had been collected using questionnaire. Questionnaire had been distributed among the students of Dr.BRR Govt.College,Jadcherla.

Table 3.1 - Table showing the respondent who have ever used a Samsung mobile

Respondents	No. of respondents	% of respondents
Yes	49	81.5
No	11	18.5
Total	60	100

(Source: Primary data)

From the above table 3.1, all the respondents are Samsung users or used ones

Figure 3

3.1 - Figure showing the respondent who have ever used a Samsungmobile
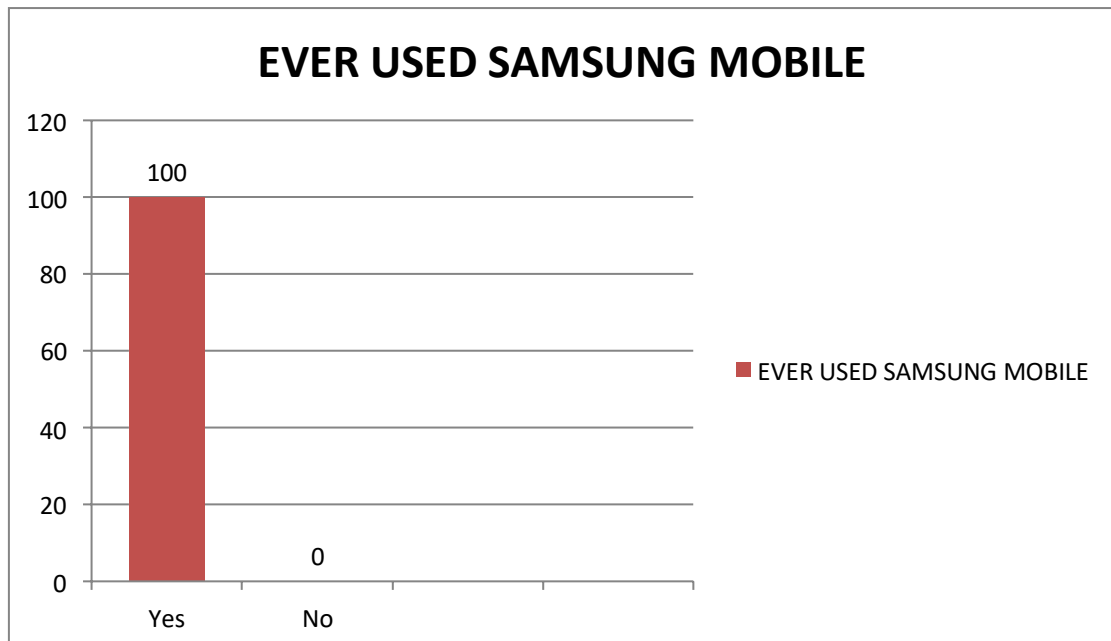
(Source: Primary data)

Table 3.2 - Table showing respondents who used any other mobile phone brand

Respondents	No. of respondents	% of respondents
Yes	60	100
No	0	0
Total	60	100

(Source: Primary data)

The above table 3.2 shows the details of the respondents, ever used a mobile other than Samsung. All the respondents(100%) have used other mobile phone brand other than Samsung. Here Samsung mobile is their second or third mobile.

Figure 3.2 - Figure showing respondents who used any other mobile phone brand

EVER USED ANY OTHER MOBILE BRAND
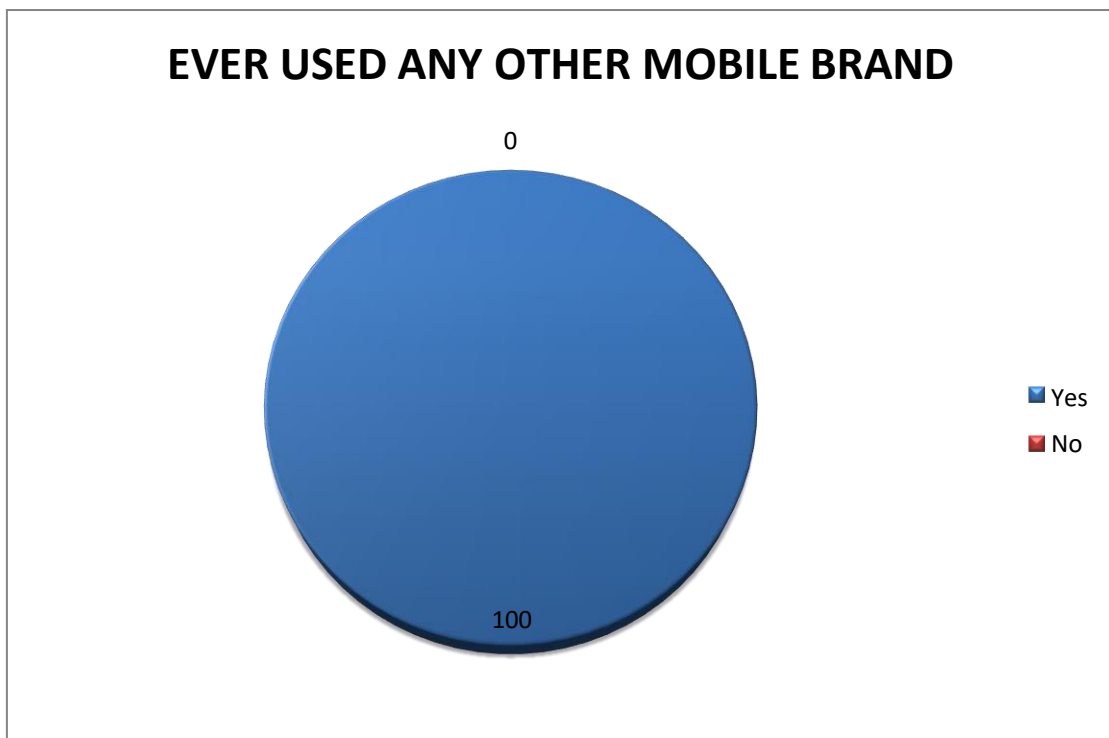
(Source: Primary data)

Table 3.3 - Table showing the previous mobile brand of the respondents

Brand	No. of respondents	% of respondents
Apple	15	24
Redmi	23	39
Vivo	-	-
Other	22	37
Total	60	100

(Source: Primary data)

From the above table 4.3 it is clear that 39% of the respondents used Redmi as their previous brand. 24% of the respondents used Apple and 37% of the respondents used other brand as their previous mobile brand. From the analysis its clear that majority of the respondents used Redmi(39%) as their previous brand.

Figure 3.3 - Figure showing the previous mobile brand of the respondents
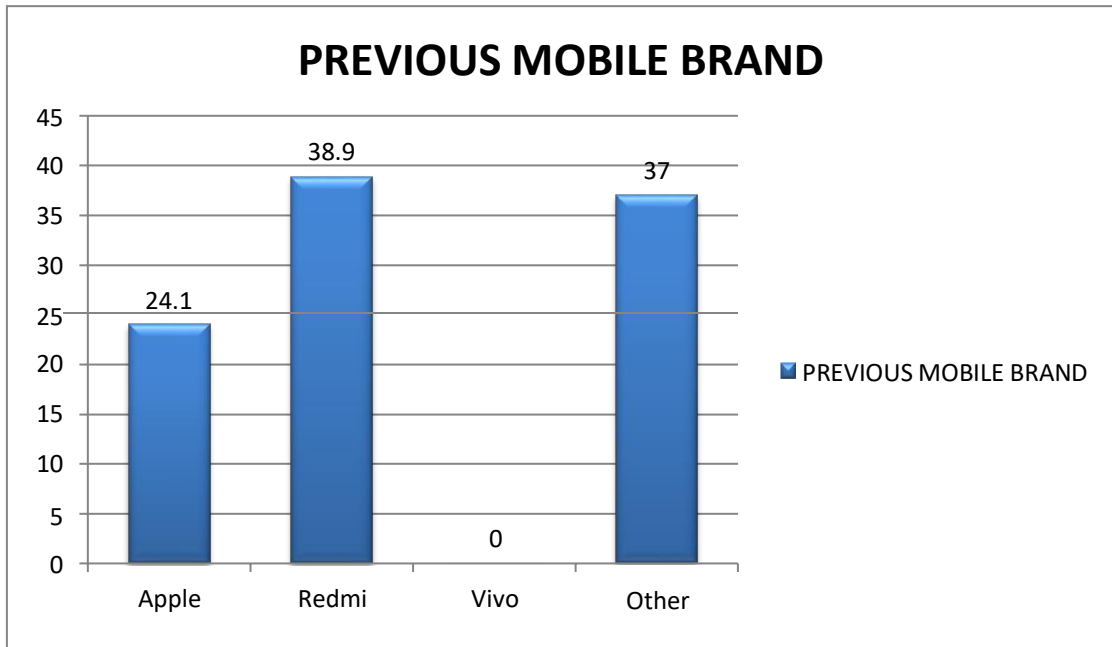
(Source: Primary data)

Table 3.4 - Table showing previous mobile brand opinion of the respondents

Respondents	No. of respondents	% of respondents
Good	43	71.7
Bad	1	1.9
Average	7	11.3
Worst	9	15.1
total	60	100

(Source: Primary data)

The above table shows the opinion about the previous mobile brand. They show their opinion in good, bad, average and worst. About 43 respondents says it was good and only 1 respondent personally said it was bad. 7 respondents said that it is only average and 9 respondent said it is worst.

Figure 3.4 - Figure showing previous mobile brand opinion of the respondents
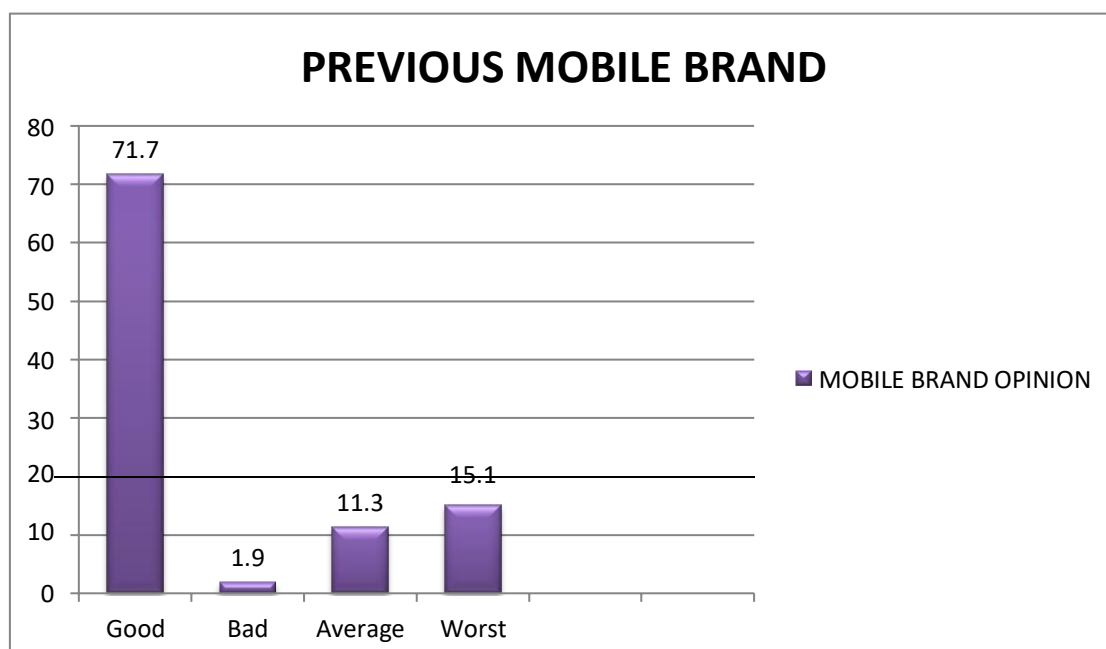
(Source: Primary data)

**Table 3.5** - **Table showing the factors influencing while purchasing mobile**

Factors	No. of respondents	% of respondents
Price	31	57.4
Brand	30	55.6
Storage	17	31.5
Service	19	32.2
Total	60	100

(Source: Primary data)

From the above table, 57.4% of the respondents selected price and 55.6% of the respondent selected brand. 31.5% respondent selected storage and 32.2% respondent selected service. From the analysis it is clear that price and brand are the main factors that influence while purchasing mobile.

Figure 3.5 - Figure showing the factors influencing while purchasing mobile
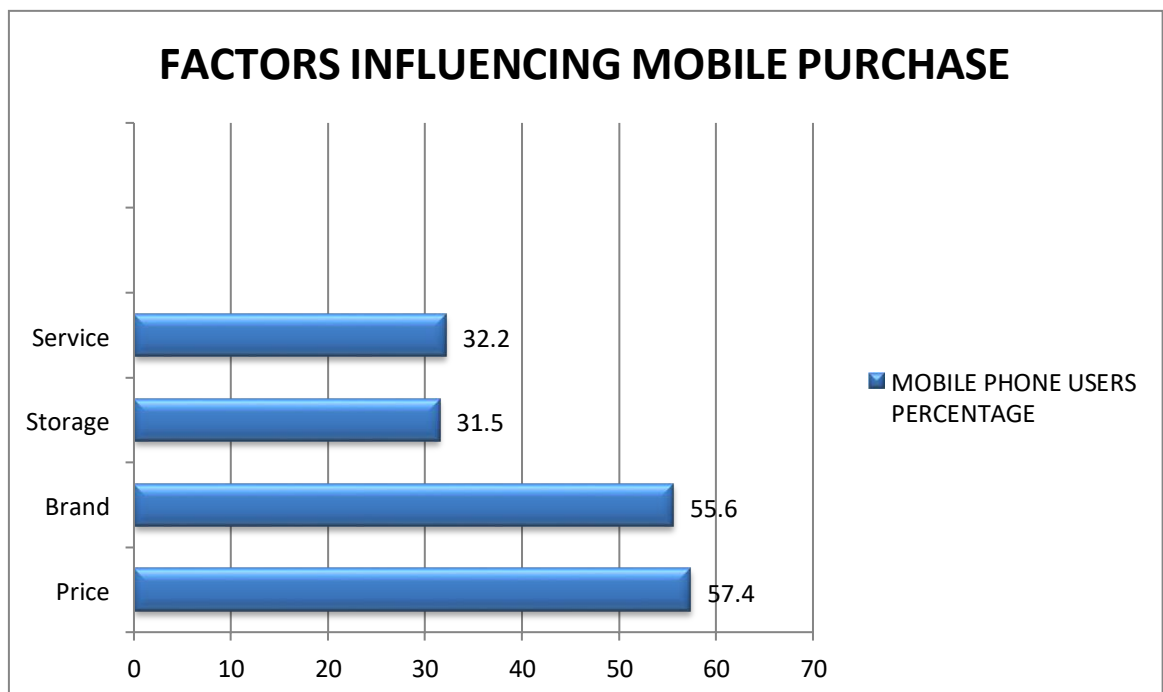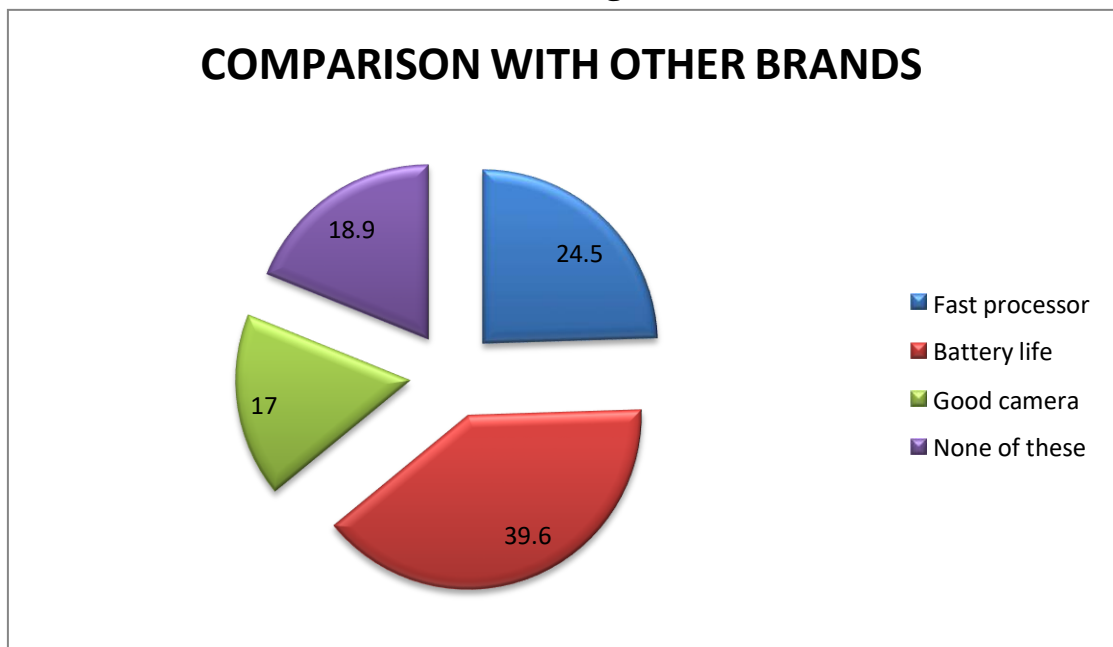

(Source: Primary data)

Table 3.6 - **Table showing comparison of other mobile brand with Samsung**

Factors	No. of respondents	% of respondents
Fast processor	15	24.5
Battery life	24	39.6
Good camera	10	17
None of these	11	18.9
Total	60	100

(Source: Primary data)

From the above data we can see that the battery life is the best feature of Samsung mobile. 39.6% of the respondents selected it. Then its processor(24.5% of the respondent) is the second. The features of Samsung mobile which people like the most is its battery backup(39.6%).

**Figure 3.6 - Figure showing comparison of other mobile brand with Samsung**

COMPARISON WITH OTHER BRANDS

18.9
24.5
17
39.6

- Fast processor
- Battery life
- Good camera
- None of these

(Source: Primary data)

Table 3.7 - Table showing do the respondents faced any problem while using Samsung

Responds	No. of respondents	% of respondents
Yes	36	60.4
No	24	39.6
Total	60	100

(Source: Primary data)

From the table we can see that the problem caused by Samsung is 60.4%. The problem may vary according to models. But 60.4% people have faced some problems.

Figure 3.7 - Figure showing do the respondents faced any problem while using Samsung
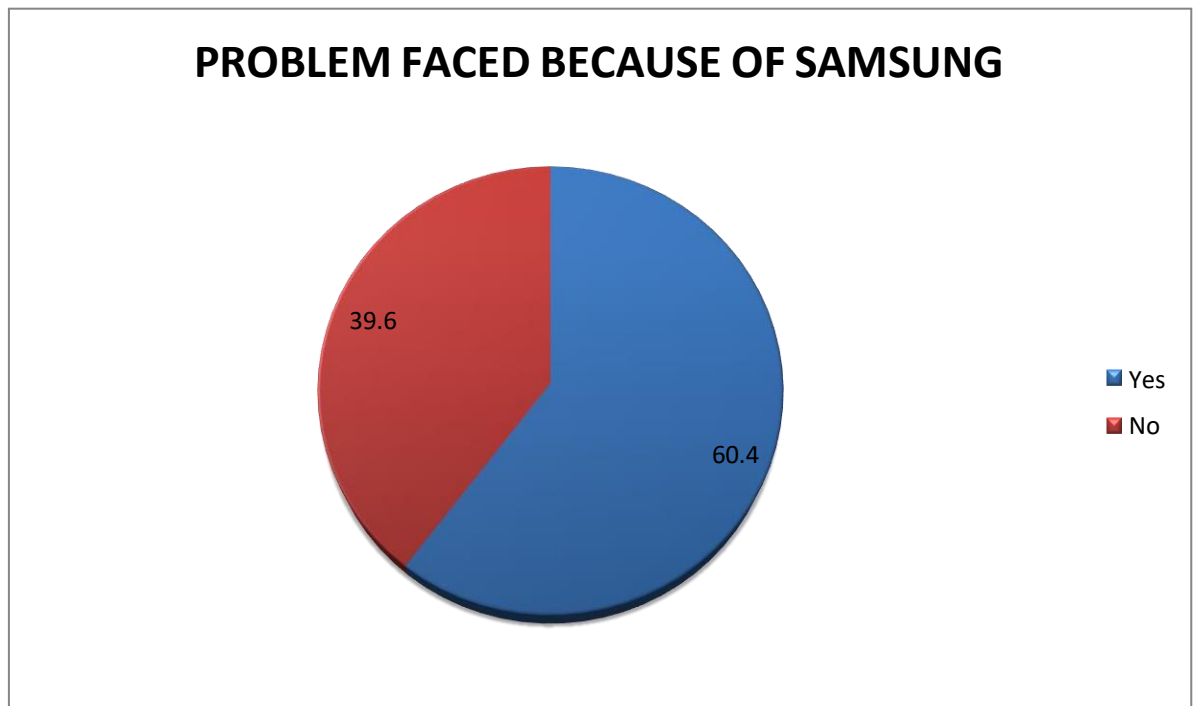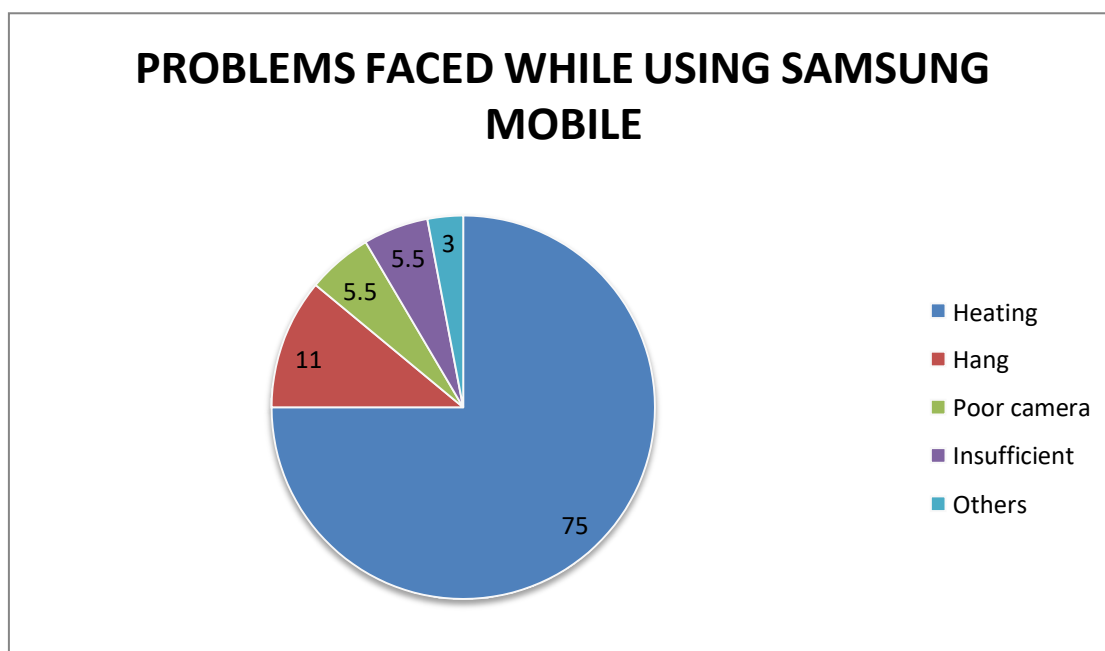

(Source: Primary data)

Table 3.8 - Table showing problems faced by the respondents while using Samsung mobile

Factors	No. of respondents	% of respondents
Heating	27	75
Hang	4	11
Poor camera	2	5.5
Insufficient	2	5.5
Others	1	3
Total	36	100

(Source: Primary data)

From the above table we can understand that, heating(75%) is the major problem of Samsung mobile. Frequent hanging(11%) and other problems are also there.

Figure 3.8 - Table showing problems faced by the respondents while using Samsung mobile
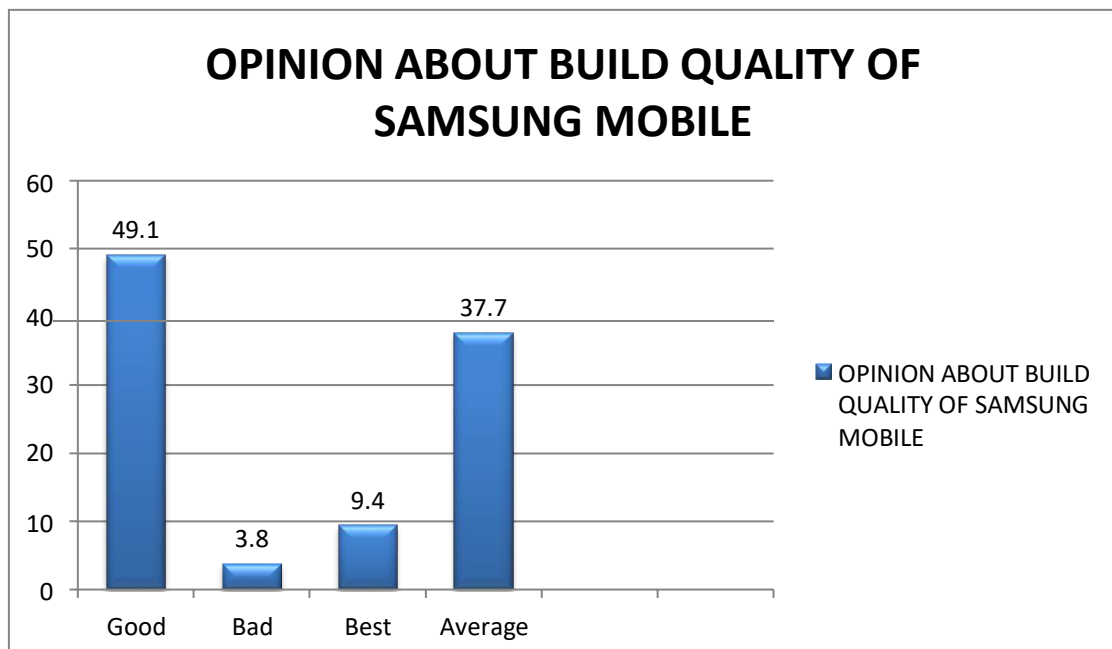

(Source: Primary data)

Table 3.9 - Table showing opinion about the build quality of Samsung mobile

Opinion	No. of respondents	% of respondents
Good	29	49.1
Bad	2	3.8
Best	6	9.4
Average	23	37.7
Total	60	100

(Source: Primary data)

From the above table we can see that the build quality is good(49.1) and average(37.7). It shows a good result. The build quality shows the upward direction in sales.

Figure 3.9 - Table showing opinion about the build quality of Samsung mobile
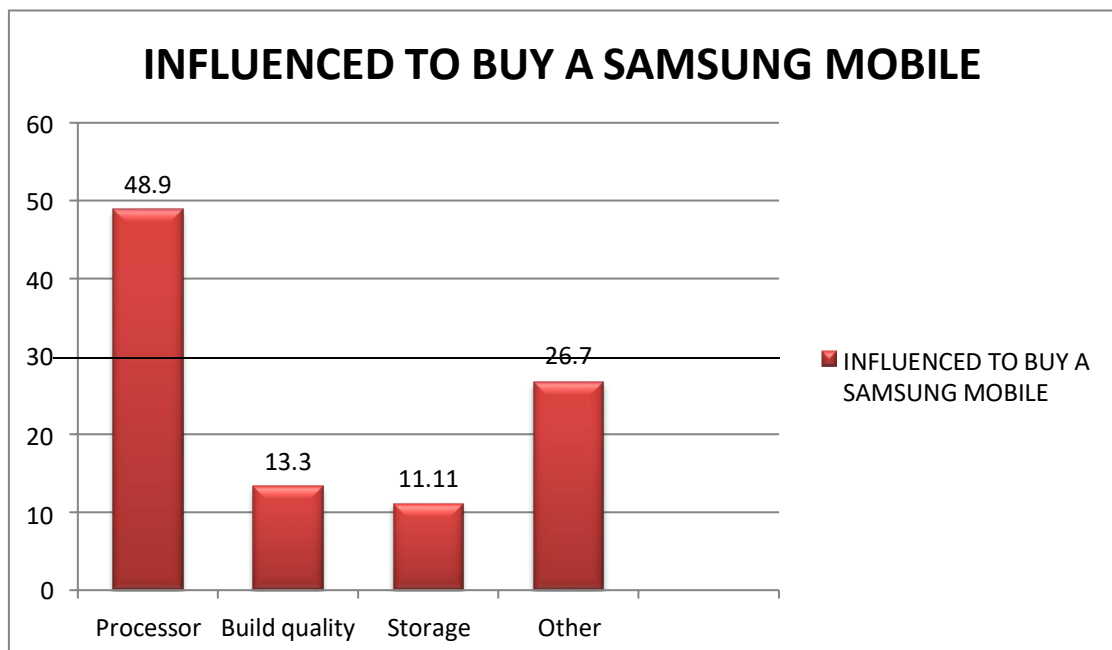

(Source: Primary data)

Table 3.10 - Table showing the factors influenced to buy Samsung mobile

Factors	No. of respondents	% of respondents
Processor	16	48.9
Build quality	8	13.3
Storage	7	11.11
Other	29	26.7
Total	60	100

(Source: Primary data)

From the above table we can see that the processor(48.9) is the main factor that people liked most. 13.3% of the respondents selected the built quality and 11.11% of the respondents selected storage as the best factor. From this analysis processor is the main factor which influence the people to buy Samsung mobile. The feature of Samsung stands good.

Figure3.10 - Figure showing the factors influenced to buy Samsung mobile
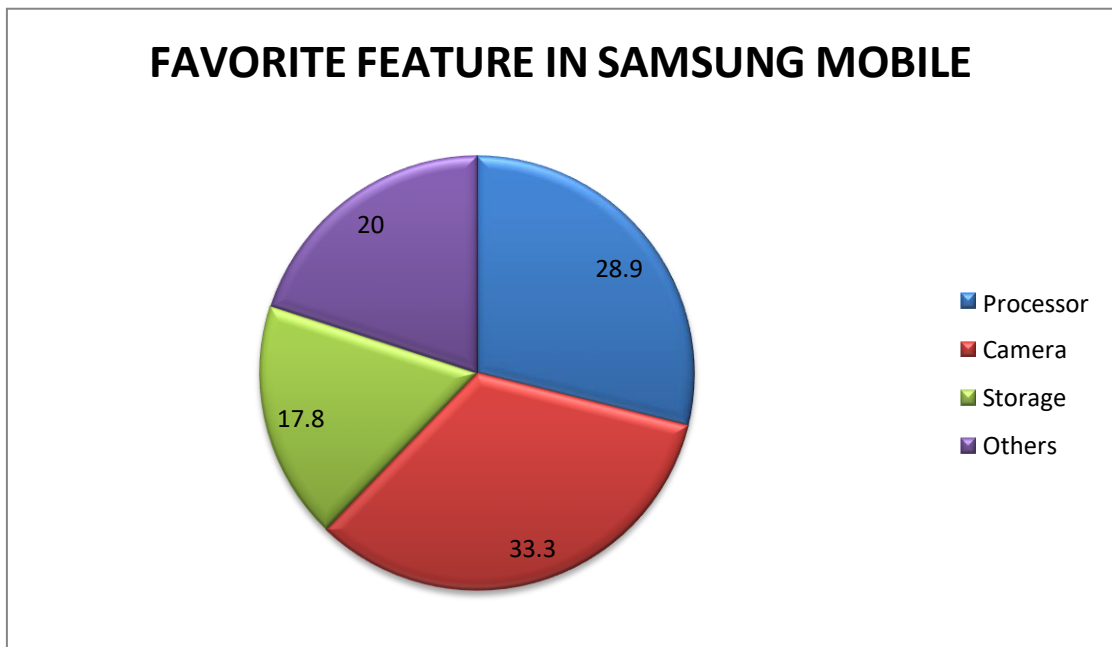

(Source: Primary data)

Table3.11 - Table showing the favorite features of respondents in Samsung mobile

Factors	No. of respondents	% of respondents
Processor	17	28.9
Camera	20	33.3
Storage	11	17.8
Others	12	17.8
Total	60	100

(Source: Primary data)

From the above table it shows that, camera(33.3%) is the best feature in Samsung mobile. Processor(28.9%), other features(17.8), storage(17.8%) follows it. Most of the people choose Samsung because of its camera.

Figure3.11 - Table showing the favorite features of respondents in Samsung mobile

FAVORITE FEATURE IN SAMSUNG MOBILE
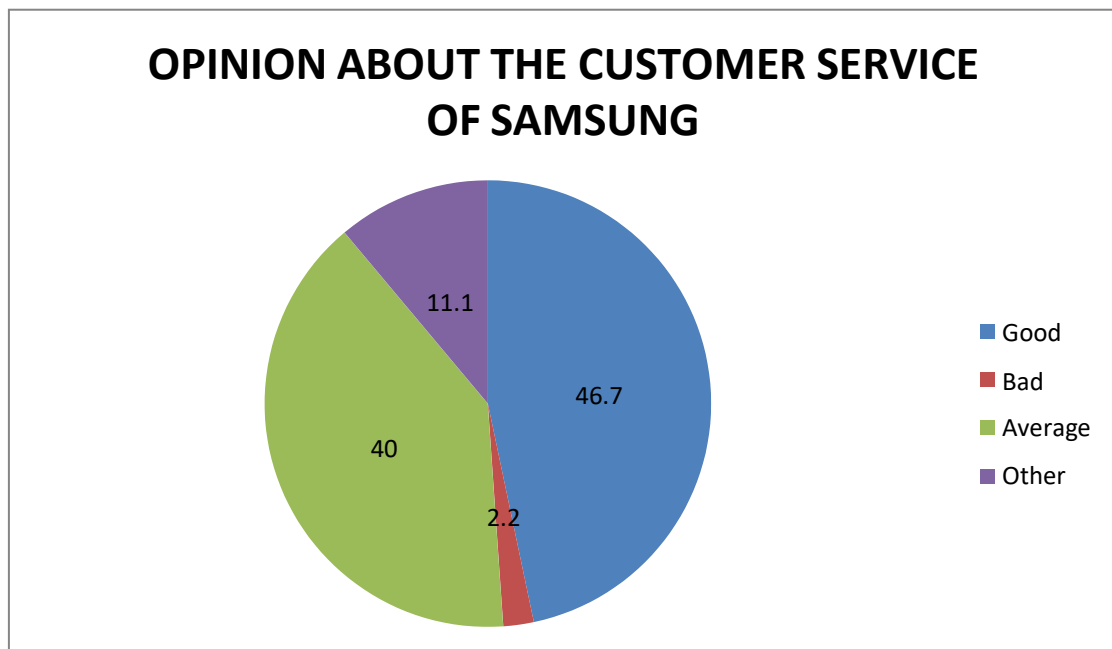
(Source: Primary data.)

Table 3. 12 - Table showing opinion about the customer service of Samsung

Result	No. of respondents	% of respondents
Good	28	46.7
Bad	2	2.2
Average	24	40
Other	6	11.1
Total	60	100

(Source: Primary data)

The table shows the service of Samsung is good(46.7%) and 2.2% show it is bad.40% of the respondent said it is average. Service have is major influence while purchasing of mobile.

Figure 3.12 - Figure showing opinion about the customer service of Samsung
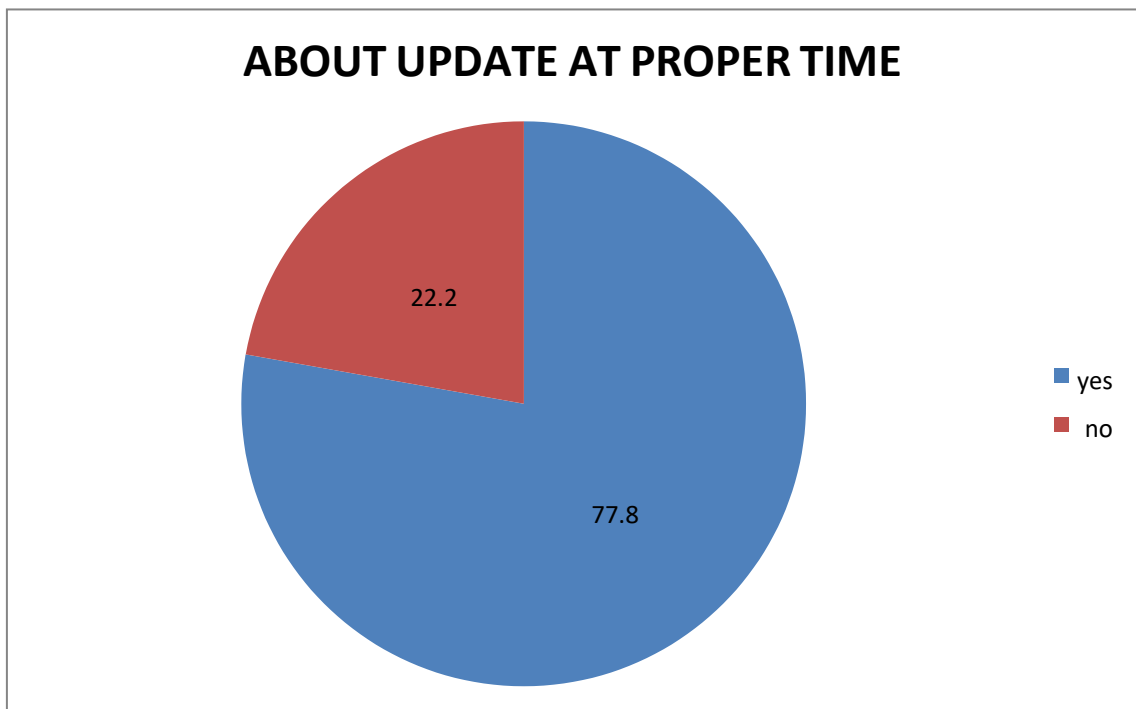

(Source: Primary data)

Table 3.13 - Table showing whether the updates are proper or not

Respondents	No. of respondents	% of respondents
Yes	47	77.8
No	13	22.2
Total	60	100

(Source: Primary data)

From the table we can see proper updations are given from Samsung. 77.8% people are satisfied on their updates. Updates give refresh to the mobile and its application.

**Figure 3.13 - figure showing whether the updates are proper or not**

ABOUT UPDATE AT PROPER TIME

22.2

77.8

yes
no

(Source: Primary data)

Table3.14 - Table showing opinion about the battery back up

Replies	No. of respondents	% of respondents
Best	21	35.6
Bad	1	1.6
Average	35	57.8
None of these	3	5
Total	60	100

(Source: Primary data)

From the above table, it shows average(57.8%) battery backup is given from Samsung. 35.6% of respondents said the battery backup is best in Samsung mobiles. Battery backup is the main advantage of Samsung mobile.

Figure 3.14 - figure showing opinion about the battery back up
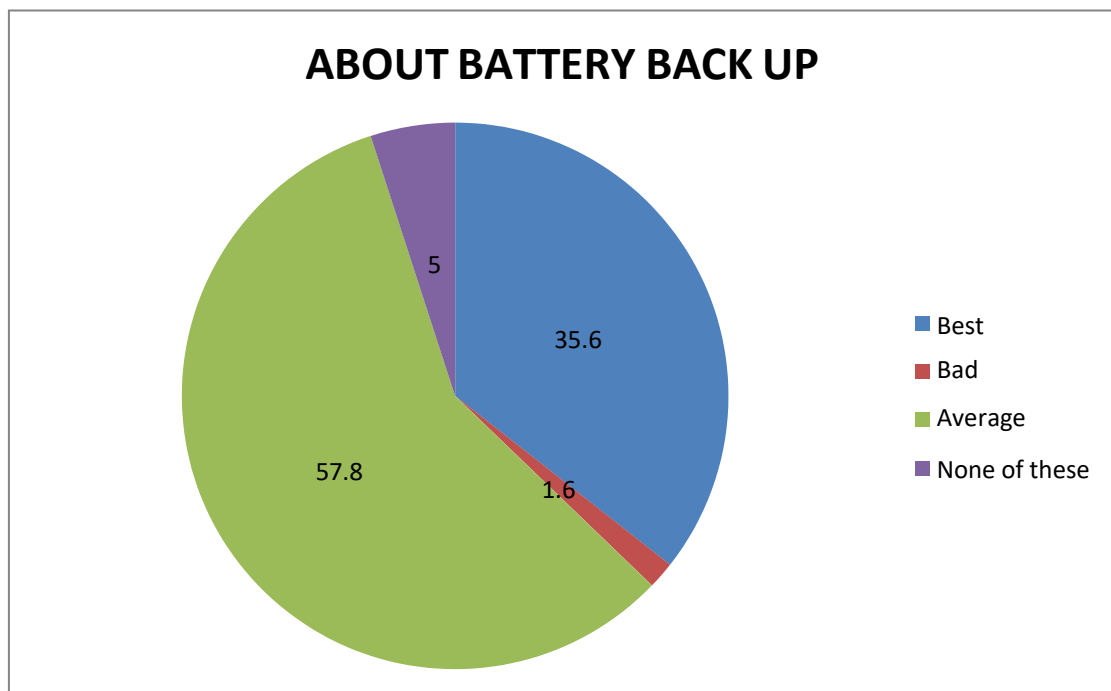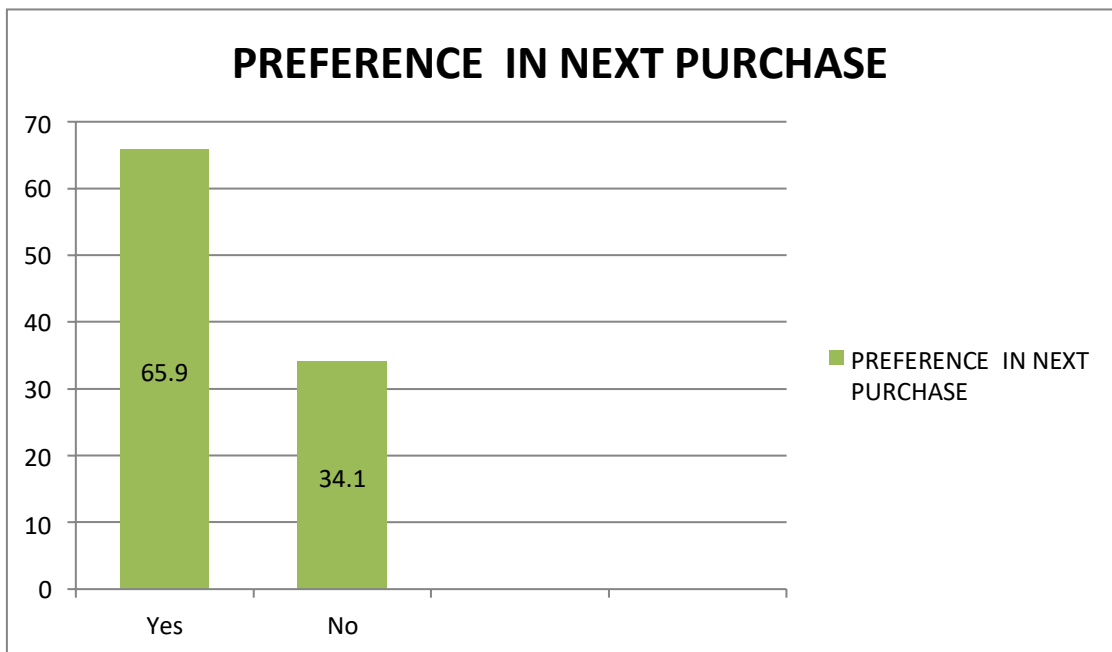

(Source: Primary data)

Table 3.15 - **Table showing whether the respondent prefer to buy Samsung mobile in their next purchase**

Response	No. of respondents	% of respondents
Yes	40	66
No	20	34
Total	60	100

(Source: Primary data)

From the table we can understand that 34% of the respondent do not prefer to buy Samsung mobile in their next purchase and 66% of respondent prefer to buy Samsung mobile in their next purchase. Through we can see that Samsung have succeed in satisfying customer.

Figure3.15 - Figure showing do the respondent prefer to buy Samsung mobile in their next purchase
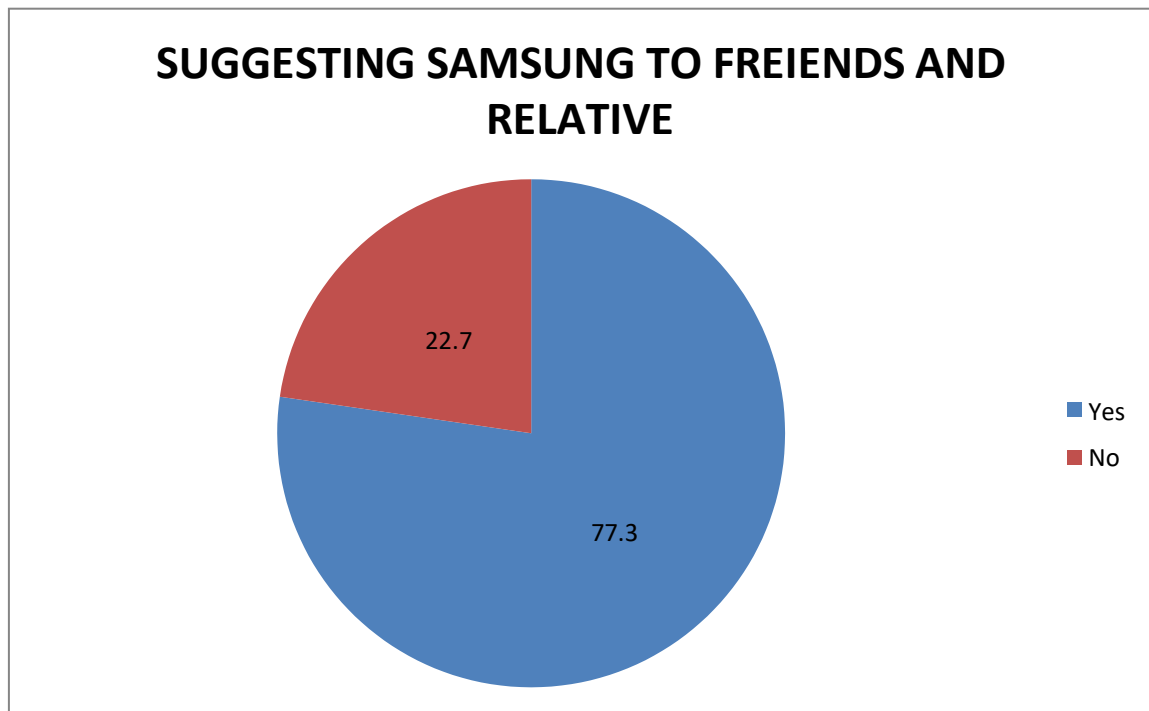

(Source: Primary data)

.

Table 3.16 - **Table showing whether the respondent suggest Samsung to their friends and relatives**

Responds	No. of respondents	% of respondents
Yes	47	77.3
No	13	22.7
Total	60	100

(Source: Primary data)

From the table we can understand that the respondents will suggest Samsung to their friends and relatives is almost 77.3%. It helps Samsung to have good sale. Only 22.7% of the respondents said no.

Figure 3.16 - Figure showing whether the respondent suggest Samsung to their friends and relatives
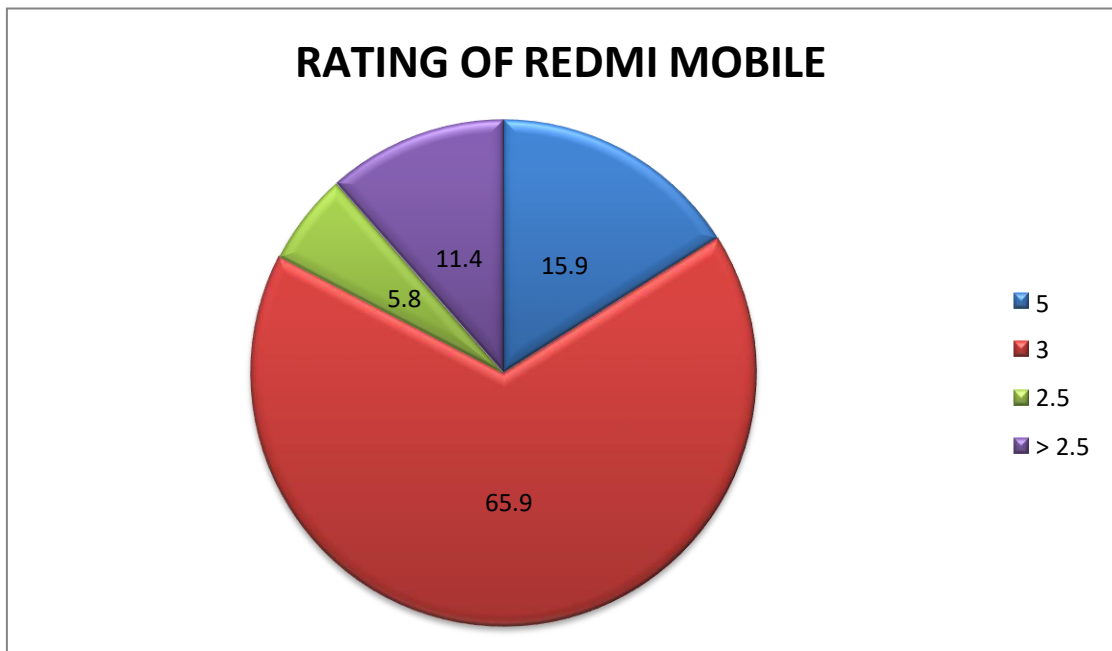

(Source: Primary data)

Table 3.17 - Table showing the rating of Samsung mobiles

Response	No. of respondents	% of respondents
5	10	15.9
3	40	65.9
2.5	4	5.8
> 2.5	6	11.4
Total	60	100

(Source: Primary data)

From the table 4.17, it shows that 65.9% of the respondent rate Samsung a 3 out of 5. 15.9% of the respondent rate 5 and 5.8% of the respondent rate 2.5 out of 5. Only 11.4% of the respondent rate below 2.5 out of 5 to Samsung.

Figure 3.17 - Figure showing the rating of Samsung mobiles

(Source: Primary data)

CHAPTER III

FINDINGS, SUGGESTIONS AND CONCLUSION

Findings

The findings of the study about the consumer perception towards Samsung mobiles are the following:

- Almost 100% percentage of the respondents have a mobile phone.
- 100% percentage respondents are Samsung users or used persons.
- Majority of the respondents used Redmi as their previous mobile.
- Most of the respondents used or using Samsung as their second purchase.
- From the respondents 71.7% say Samsung mobiles are good to use.
- Price and brand shows the main factors that influence while purchasing mobile.
- Battery backup and processor are the best in Samsung mobile.
- About 60.4 percentage of the respondents faced problems while using Samsung mobile.
- Heating is the major problem of Samsung mobiles.
- The build quality of Samsung mobiles shows good among from all mobile brands.
- Processor is the main feature that everyone likes to purchase it.
- Processor and camera are the favourite features in Samsung.
- Customer service stand good among the reviews.
- Proper updations are given on time by Samsung to users.
- Battery backup of Samsung mobile have good review.
- Many of the users give preference to the next purchase also.
- 77.3% of students suggest Samsung to their friends and relatives.
- The overall rate average is 3 in 5. It shows good result.

Suggestions

- It is advisable to the company to maintain its pricing strategy since; customers consider its pricing as its main attraction.
- It would be better if company provide proper updates in order to offer latest features to the customers.
- Since most of the customers are dissatisfied regarding heat emission of Samsung mobiles, it will be good if company can take steps to resolve this issue.
- It is recommended for the company to improve the battery backup and camera quality of their mobile phones.

Conclusion

This study concludes that, most of the people prefer using Samsung mobile since, it is a budget friendly mobile. The other features like camera, battery backup, processor performance etc, also attract the consumers. So overall the customers have a very positive experience regarding the usage of Samsung mobiles, apart from the dissatisfaction related to the heating and hanging part of Samsung mobiles.

ANNEXURE

QUESTIONNAIRE

As part of academics, we are conducting a study on the consumer perception towards Samsung mobiles among students ofDr. Dr.BRR Govt.College,Jadcherla.If you could sacrifice some of your valuable time to fill in the questionnaire, it would help in the completion of our study

1. Name:

2. Class:

3. Age:

4. Your Gender:

5. Have you ever used a Samsung Mobile?

☐ Yes   ☐ No

6. Have you ever used any other mobile phone brand?

☐ Yes   ☐ No

7.Which was your previous mobile brand?

☐ Apple   ☐ Redmi   ☐ Vivo   ☐ Other

8. What is your opinion about your previous brand when you used other than Samsung?

☐ Good   ☐ Bad   ☐ Average   ☐ Worst

9.What are the factors influencing while purchasing mobile?

☐ Price   ☐ Brand   ☐ Storage   ☐ Service

10. By comparing your previous brand with Samsung, in what all features Samsung excels?

☐ Faster processor   ☐ Better battery backup

☐ Good camera   ☐None of these

11 .While using Samsung mobile do you faced any problems?

☐ Yes ☐ No

12. If yes what are the problems faced while using Samsung mobile?

☐ Heating ☐ Hang ☐ Poor camera

☐ insufficient storage ☐ others

13. What is your opinion about the build quality of Samsung mobile?

☐ Good ☐ Bad ☐ Best ☐ Average

14. What influenced you to buy Samsung mobile?

☐ Processor ☐ Camera ☐ Storage ☐ Others

15. Which is your favorite feature in Samsung mobile?

☐ Processor ☐ Camera ☐ Storage ☐ others

16. What is your opinion about the customer service of Samsung?

☐ Good ☐ Bad ☐ Average ☐ None of these

17. Are you getting updates on proper time?

☐ Yes ☐ No

18. How do you feel about the battery backup?

☐ Best ☐ Bad ☐ Average ☐ None of these

19. Will you suggest Samsung mobile to your friends and relatives?

☐ Yes ☐ No

20. Do you prefer Samsung in your next purchase?

☐ Yes ☐ No

21. Do you have any suggestion to improve the Samsung mobile?

☐ Yes ☐ No

22. How do you rate Samsung mobile?

☐ 5 ☐ 3 ☐ 2.5 ☐ > 2.5

INTERACTION WITH STUDENTS