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A Study on Brand Strategies of Samsung Mobile

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ABSTRACT

This study aimed to investigate the factors that contribute to consumer behaviour on Samsung mobile. Specifically, the study aimed to examine the influence of job demands, social support, and employee engagement on job satisfaction. A cross-sectional survey design was used, and data was collected from 300 healthcare employees working in public and private hospitals in the United States. The data was analysed using exploratory factor analysis and multiple regression analysis. The results indicated that job demands and social support significantly predicted job satisfaction. Employee engagement was found to have a moderating effect on the relationship between job demands and job satisfaction. The findings suggest that healthcare organizations should focus on reducing job demands and providing social support to enhance employees.

INTRODUCTION TO STUDY

This study aimed to investigate the factors that contribute to consumer behaviour on Samsung mobile. Specifically, the study aimed to examine the influence of job demands, social support, and employee engagement on job satisfaction. A cross-sectional survey design was used, and data was collected from 300 healthcare employees working in public and private hospitals in the United States. The data was analysed using exploratory factor analysis and multiple regression analysis. The results indicated that job demands and social support significantly predicted job satisfaction. Employee engagement was found to have a moderating effect on the relationship between job demands and job satisfaction. The findings suggest that healthcare organizations should focus on reducing job demands and providing social support to enhance employees.

STATEMENT OF THE PROBLEM

Despite the success of Samsung as a mobile phone brand, there is a need to understand the effectiveness of their brand strategies in addressing the ever-changing needs of the market and consumer preferences. With the intensely competitive nature of the mobile phone industry, Samsung's brand strategies need to be evaluated to determine their ability to remain competitive, gain market share, and maintain a strong brand presence. Understanding the effectiveness of Samsung's brand strategies will help identify areas for improvement and help the company stay ahead of the competition in the highly dynamic mobile phone industry

- Impression of branding
- Brand awareness
- Factors influencing the purchase decision
- Satisfaction level of customer
- Expectations of the customer

OBJECTIVES

- To study the brand strategies of Samsung mobile
- To study the entire profile of the company in India
- To study the customer satisfaction towards a Samsung mobile

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem the science of method is termed as research methodology it includes techniques that have been used for conducting the research this methodology includes the following details

Data Collection Area of study Nature of Population Sample size

Sample method

LIMITATION OF THE STUDY

- There are actually 100 million people using the Samsung phones. This study is just a sample of 100 persons who uses the Samsung phones and the result cannot be generalised as a whole.
- The study is mainly done on the basis of customer preference. So, the preference of the customer can change according to the new products coming to the market as the preference and needs for the customer are not always same.
- Due to limitation of time, some of the factors were excluded from the study.
- Since, questionnaire was used for the purpose of collecting the primary data, so there are chances that the given data by the users of Samsung may vary from the actual, so the result of the study may vary from the actual.

2.1 REVIEW OF LITERATURE

1. **Kim and Song (2018)** found that Samsung focuses on product design and quality to create a differentiated brand experience for its customers.
2. **Ho-Dac et al. (2018)** suggested that Samsung focuses on improving customer experience and satisfaction through product customization and personalization.
3. **R. Venkatesh Kumar and K. Tamil selvi (2017)** A survey on customer behaviour towards Samsung mobile the study helps the research to know the customer behaviour expiations and their satisfaction level towards Samsung mobile this study also helps the company to know the major problem faced by the customer in Samsung mobiles. To enhance more consumer behaviour the company has to consider the suggestion given by the respondence.
4. **Zhou et al. (2017)**, Samsung's brand strategy is centred around sustainability and social responsibility, emphasizing the company's commitment to the environment and the community.
5. **Kim and Song (2016)** suggested that Samsung focuses on continuous product improvement to stay ahead of the competition and maintain a loyal customer base.
6. **Zhang et al. (2016)**, Samsung's brand strategy involves partnering with other organizations such as Google and other mobile phone app producers to provide a complete user experience.

3. DATA ANALYSIZ AND INTERPRETATION

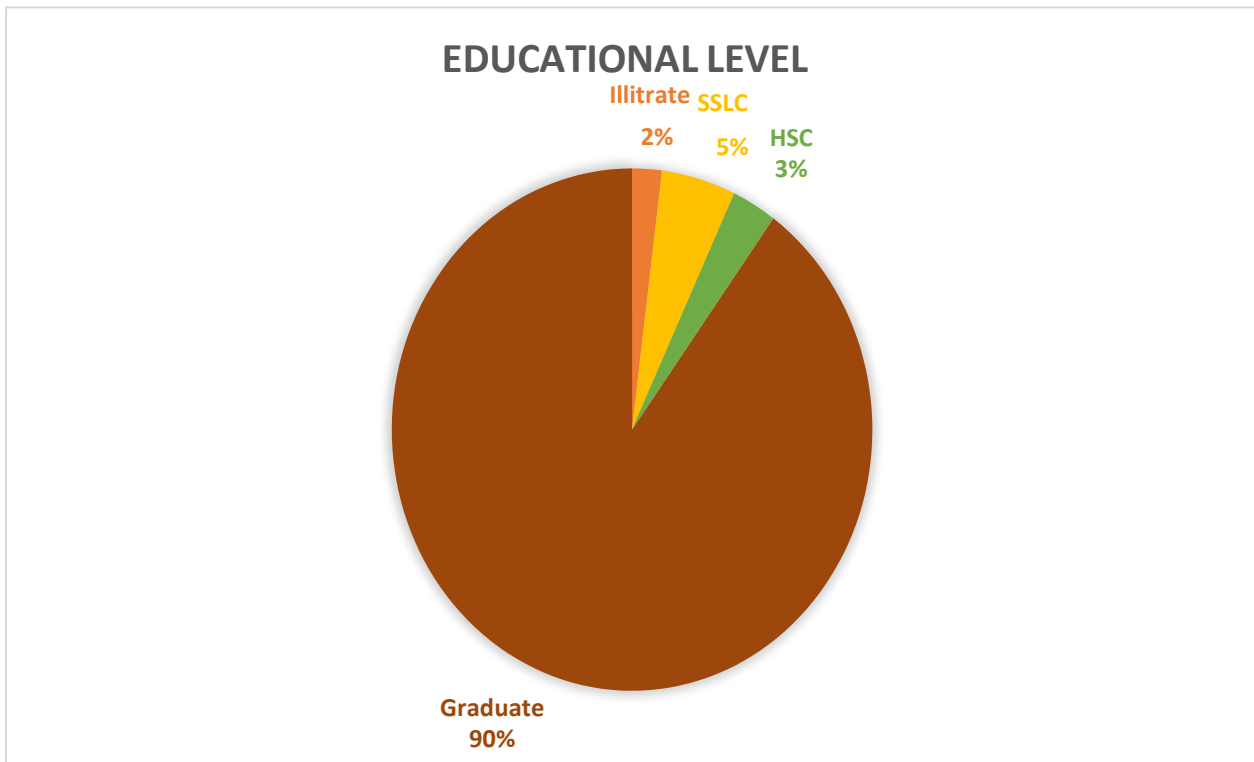
3.1 PERCENTAGE ANALYSIS

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
GENDER		
Male	42	42%
Female	58	58%
FAMILY SIZE		
Less than 3 Members	4	4%
3-4 Members	74	74%
5-6 Members	21	21%
More than 6 members	1	1%
AVERAGE MONTHLY INCOME		
Less than 10000	68	68%
10000-20000	24	24%
21000-30000	4	4%

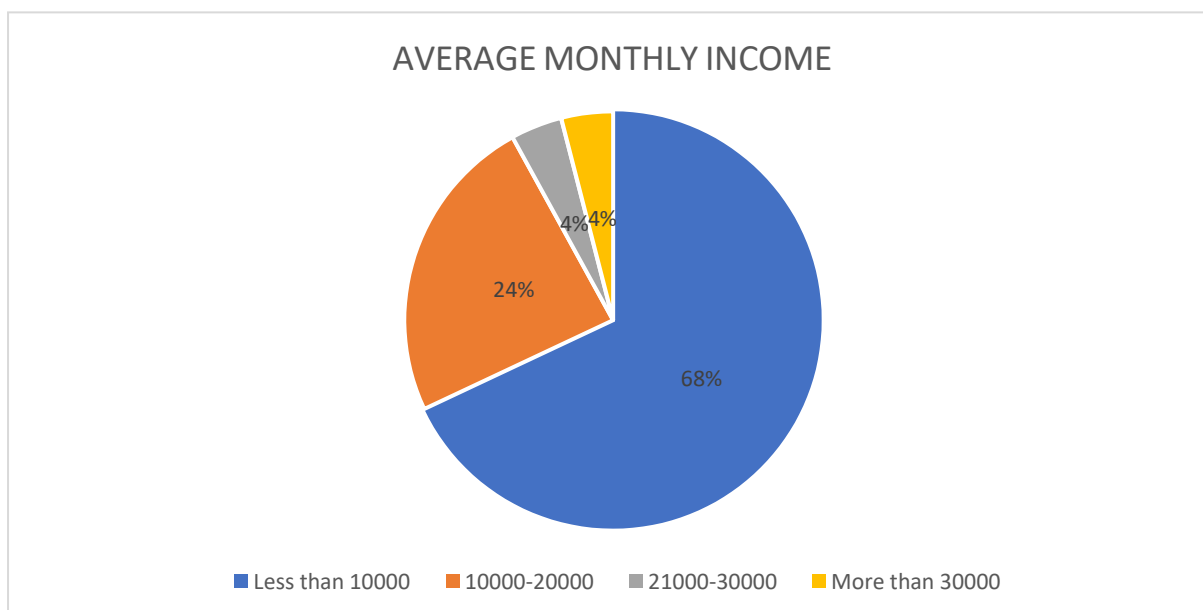
More than 30000	4	4%
EDUCATIONAL LEVEL		
Illiterate	2	2%
SSLC	5	5%
HSC	3	3%
Graduate	90	90%

INTREPREATION

- The above table shows 42% of the Respondents are male and 58% of the Respondents are Female.
- The above table shows 74% of the Respondents family size is 3-4 members, 21% of the Respondents family size is 5-6 members, 1% of the Respondents family size is more than 6 Members and 4% of the Respondent are less than 3 members.
- The above table shows 68% of the Respondents Monthly Income is Less than 10000, 24% of the Respondents Monthly income is 10000-20000, 4% of the Respondents Monthly income is 21000-30000 and 4% of the Respondents Monthly income is More than 30000.
- Respondents are Graduate



SHOWING SOURCE OF AVERAGE INCOME



4.1, 4.2 , 4,3 FINDINGS, SUGGESTIONS AND CONCLUSION

4.1 FINDINGS

- Majority (61%) of the Respondents are below the age of 25.
- Majority (62%) of the Respondents are male.
- Majority (35%) of the Respondents are Ug and Pg qualified.
- Majority (35%) of the Respondents family size is 3-5 members.
- Majority (40%) of the Respondents are Students.
- Majority (32%) of the Respondents Monthly income is 15000-30000.
- Majority (37%) of the Respondents came to know about Samsung product through Friends.
- Majority (33%) of the Respondents use Samsung S series.
- Most (30%) of the Respondents use Samsung phones for less than 1 year.
- Majority (39%) of the Respondents use the phones at the cost price of 20000-45000.
- Majority (36%) of the Respondents purchase the Samsung product based on quality.
- Majority (40%) of the respondents purchase through Offline.
- Majority (63%) of the Respondents say Yes, it is User Friendly.

SUGGESTIONS

They should get the feedback report from the customer in order to fulfil the customer needs and wants

1. The consumers feel that the prices of Samsung Phones should be reduced.
2. People who buy smartphone expecting many features, in Samsung much innovation is already satisfied by customers, improving in innovation of additional features will give a good competition.
3. The company needs to improve the sales promotional activities.
4. According to the survey the consumers prefer more models with different price levels will attract the consumers. So, the company has to concentrate on

CONCLUSION

It is concluded that the influencing factor of the customer satisfaction wards Samsung Phones and the Perception of customer who buy Samsung Phones and to Low their satisfaction with this product. The Samsung Example shows that the factors at event levels affect the customer satisfaction. Buying behaviour is simple, yet understanding it is an essential task of Marketing Management and the one who is able do it successfully comes out as a winner. There can be factors that may be responsible for the customer satisfaction such as Price strategies and offers made by the Seller. The quality of products and services etc. There variables may play an important role in the customer action by quality of online promotions is not the vital and crucial factor for the customer faction. Almost everyone has the knowledge of Samsung products. Many of them assumes that middle class people could afford for Samsung phones. Price of the Samsung phones are at moderate level.