



A Study on Impact of Brand on Consumer Decision Making Process on Electronic Goods with Reference to Samsung Electronics in Tumkur City.

¹Manu DV, ²Mohammed Shoaib, ³Lavanya N

¹Masters of Business Administration in Marketing Tumkur, Karnataka, India.

²Masters of Business Administration in Finance and Marketing Kythsandra. Tumkur, Karnataka, India.

³MBA Student, Department of MBA, Shridevi Institute of Engineering and Technology, Tumkur, Karnataka, India.

ABSTRACT

A study is intention to know about customer perception toward the Samsung while they are purchasing product and comparing it with other products in the market. The Samsung is mainly known for its best competition in electronics accessories like TV, mobile, refrigerator, smart matches and so on. The consumer is preferring the Samsung product for the quality, services after purchase, brand reputation, pricing strategy. This study is to know what the customer are expecting from the company further improvement area, by conducting quantitative survey at Tumkur city with opinion of 100 respondent, by considering the demographics and framing some questionnaire related to the objectives. By this we can get to know the improved areas it as to do, to sustain in the market.

Keywords; Brand reputation, preference, purchase decision, electronic goods ,satisfaction

INTRODUCTION:

As in this modern era people are started to become more dependent on the electronic goods and it's became more essential to complete their daily work. As we are conducted a survey on Samsung products with other's brand product in the market. Samsung is multinational company and was incorporated at the year 1969 South Korea, founded by "Lee Byung -Chul" and its headquarter at Suwon-si at South Korea, there are having CEO in the company, the company started by 40 employees it a great thing it's so for now approximately 270320 employees around the world wide. As Samsung is mainly focused on developing country it having manufacturing of its mobile in India at city of Noida. Samsung is well known for its quality from the beginning of its time, but they well always change in the customer perception so there have to consider customer option as because they are many products available in the market, so what they have to go for the more innovative in their products. The Samsung first manufactured product is television in black and white from, best now they products like mobile, television, smart watches, tablets, headphones and some more. The Samsung is always best strategy is they advertising level in their market by using brand ambassador. The Samsung is always having a good competition in the market by having net worth of approximately \$355 billion. The Samsung company not only manufacturing electronics product but also it having in the other filed like producing like construction, circuits boards, ships, medical supplements. Samsung meaning in koren language if Samsung word is breached means three stars. In India it as to little improve mean more support to the retail stores and manufacturing centre because it can generate employment and it benefit for company also generate more revenue. In this study we know analysis the problems faced by the customer before and after purchasing the product and there comparing its 4P's.

LITRETURE REVIEW:

1. Kumar and Sharma (2016) delved into the influence of brand on consumer decision-making processes related to electronic goods. The study specifically explored the ways in which brand perception impacts purchasing choices. Results indicated that consumer behaviour is notably affected by factors such as brand image, reputation, and loyalty. The research underscored the critical significance of establishing a robust brand identity and upholding a favourable brand image to both attract and keep customers in the fiercely competitive electronic goods market. These findings contribute valuable insights to the body of knowledge on consumer behaviour, offering meaningful guidance for marketers and managers operating within the electronics industry.
2. Banerjee and Srivastava (2016) Investigating the influence of brand on consumer decision-making within the Indian electronic goods market, this study concentrated on gauging the impact of brand name, brand image, and brand loyalty on purchasing choices. The findings underscored the considerable effect of brand name recognition and a positive brand image on shaping consumer perceptions and preferences. The authors

emphasized the importance of implementing effective branding strategies to cultivate a robust brand identity and set electronic products apart in the competitive market. Consequently, this research offers valuable insights for marketers aiming to target the discerning Indian consumer segment.

3. Sharma and Malhotra (2017) conducted a comprehensive study examining the influence of brand on the consumer decision-making process within the Indian context. Their research specifically targeted the impact of brand reputation, brand loyalty, and brand image on the decisions made by consumers when purchasing electronic goods. The results highlighted a clear correlation, revealing that a positive brand reputation and robust brand loyalty play pivotal roles in shaping consumer perceptions and influencing their intentions to make purchases. The authors stressed the crucial significance of upholding a consistent brand image and ensuring the fulfilment of brand promises as key strategies for fostering trust and loyalty among Indian consumers.
4. Das and Nair (2018) carried out a study investigating the influence of brand on consumer decision-making within the Indian electronic goods market. The research sought to comprehend the impact of brand equity, brand personality, and brand loyalty on consumer preferences and intentions to make purchases. The results demonstrated a substantial influence, indicating that brand equity, specific brand personality traits, and brand loyalty play significant roles in shaping consumer decision-making processes. The authors underscored the imperative for marketers to focus on building robust brand equity, cultivating a distinct brand personality, and nurturing brand loyalty as crucial strategies for effectively engaging with Indian consumers in the electronic goods sector.
5. Shah and Desai (2020) delved into the repercussions of brand on consumer decision-making processes, specifically within the domain of electronic goods. Their study sought to unravel the impact of brand equity, brand associations, and brand loyalty on shaping consumer preferences and influencing purchase intentions. The results elucidated a substantial influence, with brand equity, positive brand associations, and robust brand loyalty playing crucial roles in guiding consumer decision-making. The authors further delved into the managerial implications of their findings, underlining the pivotal importance of developing and effectively managing brand equity, nurturing favourable brand associations, and cultivating brand loyalty. These strategies, they argued, are paramount for steering consumer engagement and bolstering market share in the electronic goods sector.
6. Dasgupta and Choudhury (2022) explored the influence of brand on consumer decision-making processes within the electronic goods sector. The primary objective of their research was to discern how brand reputation, brand loyalty, and brand image contribute to shaping consumer preferences and influencing purchase intentions. The results brought to light a clear impact, demonstrating that a positive brand reputation, robust brand loyalty, and a favourable brand.

OBJECTIVES OF THE STUDY:

- ◆ To analysing the decision-making factors to be consider by the consumer while purchasing electronics products.
- ◆ To analysis the Samsung brand by the consumer at the purchasing process.
- ◆ To know effective marketing strategy by Samsung.

RESEARCH METHODOLOGY:

In this study both primary and secondary data are used to collect the information to analysis the study, by the method of interview the customer by framing the questionnaires to the formed the objectives.

RESEAECH INSTRUMENT:

Chart and table are used to know the collected option from the respondent for framed questionnaires.

Limitation of the study:

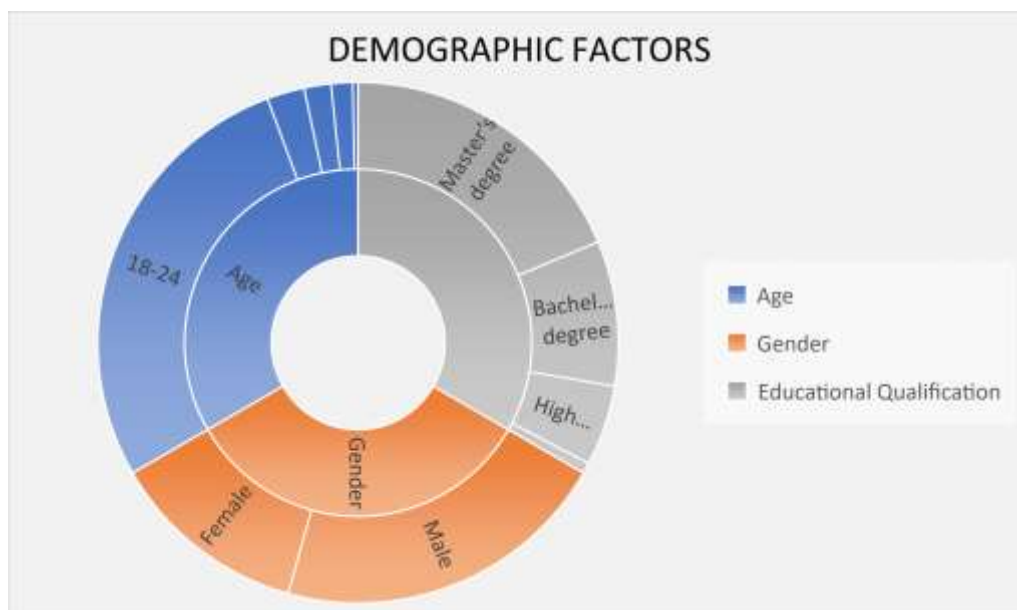
- As the study is concern to respondent from the Tumkur city.
- The maximum of 100 respondent is used only.
- In this study as its interview method, they are given some of their suggestion that as to be improved it of.

ANALYSIS AND INTERPRETATION.

TABLE 4.1

TABLE SHOWING DEMOGRAPHIC PROFILE OF THE RESPONDENTS

FACTORS		Number of respondents	Percentage
Age	18-24	83	83%
	25-34	7	7%
	35-44	5	5%
	45-54	1	1%
	55 and above	4	4%
Gender	Male	63	63%
	Female	37	37%
Educational Qualification	High school or equivalent	15	15%
	Bachelor's degree	27	27%
	Master's degree	56	56%
	Doctoral degree	2	2%

GRAPH 4.1**GRAPH SHOWING DEMOGRAPHIC FACTOR:****ANALYSIS:**

The distribution within the sample group is uneven across various age brackets, with a predominant 83% of respondents falling within the 18-24 age range. There is also some representation from other age groups, including 25-34 (7%), 45-54 (1%), and 55 and above (4%). The research is centred on examining how a brand influences the decision-making process of consumers when it comes to electronic goods, with Samsung serving as the benchmark brand.

The sample comprises 63% male respondents and 37% female respondents. The data indicates a higher representation of males, highlighting an imbalanced distribution of gender within the sample population.

The survey results reveal that a significant majority of participants possess at least a master's degree, suggesting a higher educational attainment within the respondent group. Moreover, the largest percentage of respondents holds a master's degree, followed by those with a bachelor's degree and those with a high school diploma or equivalent. The proportion of respondents with a doctoral degree is notably lower in comparison.

INTERPRETATION:

The findings suggest that the influence of a brand plays a crucial role in the consumer decision-making process for electronic goods, as demonstrated by the choice of Samsung as the benchmark brand. The study is poised to provide insights into the efficacy of Samsung's marketing strategies and their impact on shaping consumer behavior within the electronic goods market.

The study's sample population is characterized by a higher representation of male respondents, with 63 out of 100 participants being male and 37 being female. This gender imbalance within the study's sample population may be attributed to societal factors influencing participation rates, potentially introducing a bias that should be considered when drawing conclusions from the investigation.

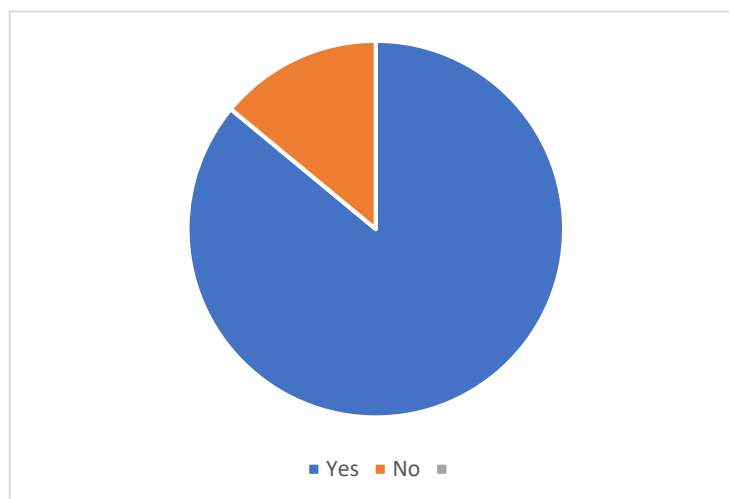
The results highlight that the sample population possesses a relatively high level of education, suggesting potential implications for their consumer decision-making processes. With increasing levels of education, consumers may exhibit greater discernment in their purchasing decisions, placing increased importance on brand names. Consequently, it becomes essential for brands like Samsung to comprehend the influence they wield on the decision-making process of highly educated consumers.

TABLE 4.2**TABLE SHOWING PURCHASE HISTORY WITH SAMSUNG:**

Response	No. of Respondents	Percentage
Yes	86	86%
No	14	14%
Total	100	100%

Analysis:

Majority of the respondents, i.e., 86%, have a purchase history with Samsung electronic goods, while 14% have not purchased from Samsung before.

GRAPH 4.2**GRAPH SHOWING PURCHASE HISTORY WITH SAMSUNG:****Interpretation:**

The notable percentage of respondents with a purchase history with Samsung underscores the brand's substantial impact on the consumer decision-making process for electronic goods. This observation implies that Samsung's brand image and reputation have played a pivotal role in both attracting and retaining customers.

TABLE 4.3**TABLE SHOWING IMPORTANCE OF BRAND NAME IN PURCHASE DECISION:**

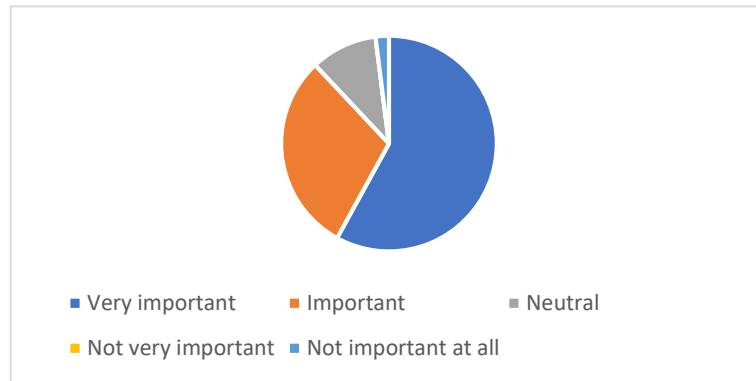
Response	No of Respondents	Percentage
Very important	58	58%
Important	30	30%
Neutral	10	10%
Not very important	0	0%
Not important at all	2	2%
Total	100	100%

Analysis:

The survey reveals a predominant sentiment among respondents regarding the significance of the brand name in their decision-making process for electronic goods, particularly Samsung products. A majority, comprising 30%, consider the brand name important, while a substantial 58% deem it very important. Only a minimal percentage of respondents, at 2%, indicated that the brand name is not important at all.

GRAPH 4.3

GRAPH SHOWING IMPORTANCE OF BRAND NAME IN PURCHASE DECISION:



Interpretation:

The research findings highlight the significant impact of the brand name on the decision-making process for electronic goods, particularly with Samsung being a favored option among consumers. The results suggest that consumer trust in the Samsung brand is substantial, leading to a willingness to pay higher prices for their products. Consequently, it is crucial for Samsung to uphold and enhance its brand reputation through ongoing investments in strategies aimed at attracting and retaining customers.

TABLE 4.4

TABLE SHOWING FREQUENCY OF CONSIDERING BRAND NAME IN PURCHASE DECISION:

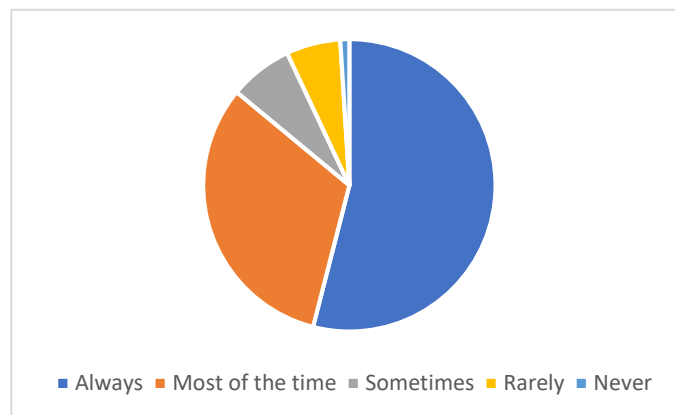
Response	No of Respondents	Percentage
Always	54	54%
Most of the time	32	32%
Sometimes	7	7%
Rarely	6	6%
Never	1	1%
Total	100	100%

Analysis:

A vast majority of respondents, accounting for 93%, factor in the brand name when deciding to purchase electronic goods. The frequency of this consideration spans from "always" to "rarely," with a significant portion of respondents indicating that they consider the brand either most of the time or sometimes.

GRAPH 4.4

GRAPH SHOWING FREQUENCY OF CONSIDERING BRAND NAME IN PURCHASE DECISION:



Interpretation:

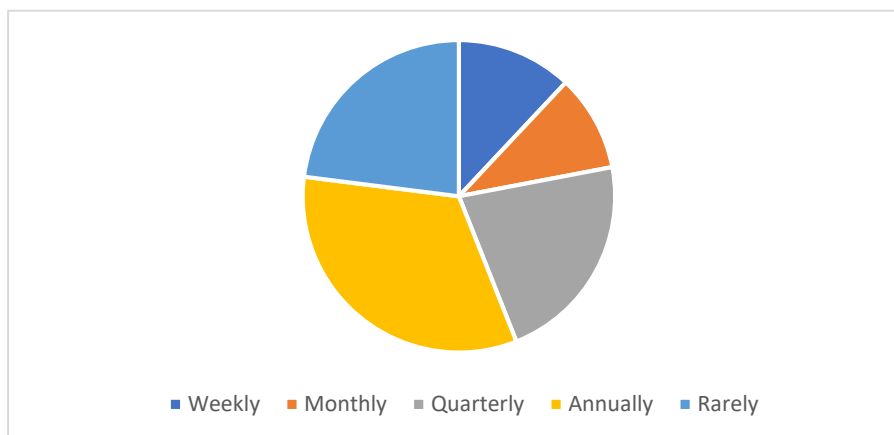
The study indicates a noteworthy influence of the brand name on consumer decision-making in the purchase of electronic goods. This implies that a strong brand reputation and image are pivotal factors in shaping consumer behavior. Consequently, companies, such as Samsung, should prioritize efforts in cultivating a robust brand image to not only attract a larger consumer base but also to establish a competitive advantage in the market.

TABLE 4.5**TABLE SHOWING FREQUENCY OF PURCHASING ELECTRONIC GOODS:**

Response	No of Respondents	Percentage
Weekly	12	12%
Monthly	10	10%
Quarterly	22	22%
Annually	33	33%
Rarely	23	23%
Total	100	100%

Analysis:

Based on the data, it can be deduced that the majority of respondents (33%) engage in annual purchases of electronic goods, followed by 22% who make quarterly purchases. Additionally, 12% of respondents purchase electronic goods on a weekly basis, while 10% do so monthly. A smaller portion, accounting for 23%, infrequently engages in electronic goods purchases.

GRAPH 4.5**GRAPH SHOWING FREQUENCY OF PURCHASING ELECTRONIC GOODS:****Interpretation:**

The study suggests that consumers demonstrate a tendency to make infrequent purchases of electronic goods, with a majority opting for quarterly or annual buying patterns. This underscores the significance of the brand in the decision-making process, as consumers are inclined to be discerning when selecting products in this category. Consequently, it becomes imperative for companies like Samsung and others in the electronic goods industry to cultivate a robust brand presence and reputation that can effectively shape consumer behavior.

TABLE 4.6**TABLE SHOWING IMPORTANCE OF PRICE IN PURCHASE DECISION:**

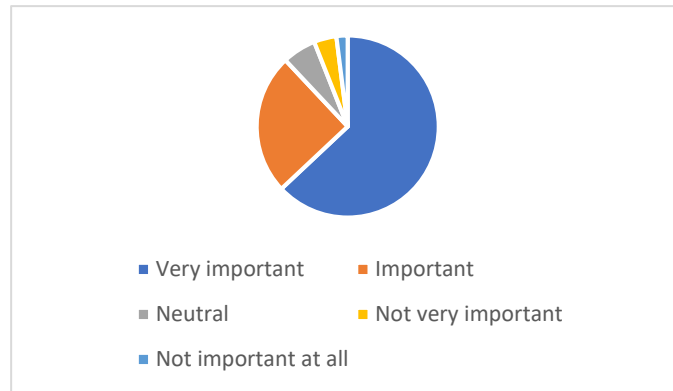
Response	No. of Respondents	Percentage
Very important	63	63%
Important	25	25%
Neutral	6	6%
Not very important	4	4%
Not important at all	2	2%
Total	100	100%

Analysis:

The survey results highlight the substantial role of price in the purchase decisions related to electronic goods, with 88% of respondents considering it either very important or important. This underscores the price sensitivity of consumers when it comes to buying electronic goods, emphasizing that pricing is a crucial factor influencing their decision-making process.

4.6 GRAPH

GRAPH SHOWING IMPORTANCE OF PRICE IN PURCHASE DECISION:



Interpretation:

The study illustrates the pivotal role of price in the consumer decision-making process for electronic goods, especially for Samsung products. Consequently, it is imperative for Samsung to maintain a competitive and appealing pricing strategy. Achieving this could involve implementing tactics like providing discounts, bundle deals, and promotions. Additionally, emphasizing the value proposition of their products will be crucial for Samsung to justify their prices and distinguish themselves from competitors in the market.

TABLE 4.7

TABLE SHOWING IMPACT OF BRAND NAME ON PURCHASE DECISION:

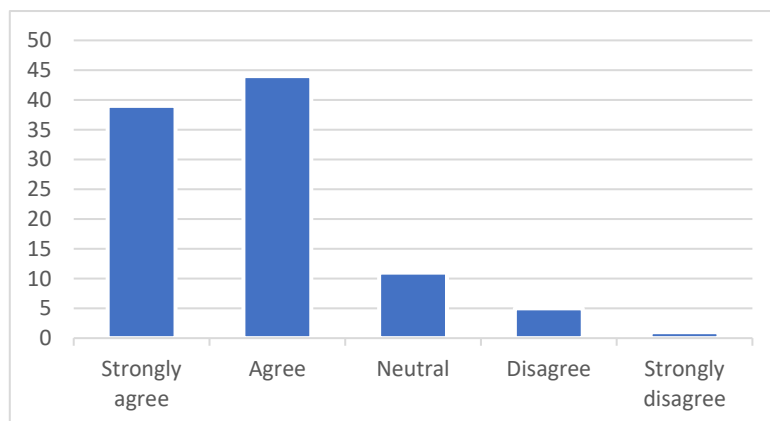
Response	No of Respondents	Percentage
Strongly agree	39	39%
Agree	44	44%
Neutral	11	11%
Disagree	5	5%
Strongly disagree	1	1%
Total	100	100%

Analysis:

Among the total respondents, a significant majority of 83% either strongly agree or agree that the Samsung brand name holds sway over their purchase decisions for electronic goods. In contrast, only 17% express neutral or disagree opinions. This strongly suggests that the Samsung brand name prominently influences the purchasing decisions of consumers.

GRAPH 4.7

GRAPH SHOWING IMPACT OF BRAND NAME ON PURCHASE DECISION:



Interpretation:

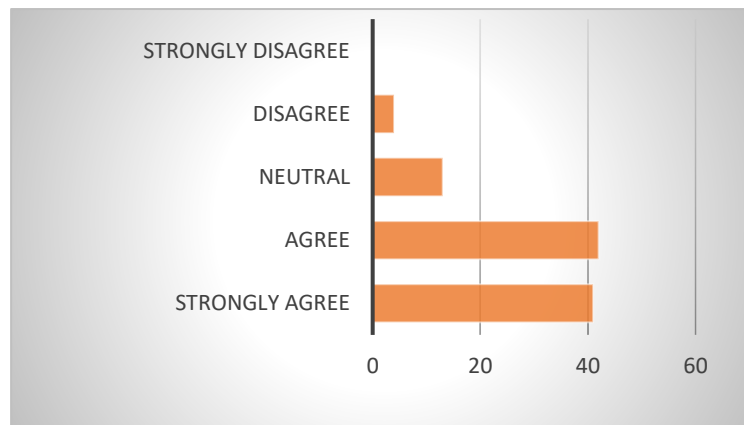
The study indicates a positive influence of the Samsung brand name on consumers' decisions to purchase electronic goods. This implies that Samsung has effectively built a robust brand image and reputation, shaping consumer perceptions and preferences towards its products. This finding provides an opportunity for the company to leverage its strong brand position and enhance its marketing strategies to further capitalize on consumer preferences.

TABLE 4.8**TABLE SHOWING INFLUENCE OF SAMSUNG'S REPUTATION FOR QUALITY ON PURCHASE DECISION:**

Response	No of Respondents	Percentage
Strongly agree	41	41%
Agree	42	42%
Neutral	13	13%
Disagree	4	4%
Strongly disagree	0	0%
Total	100	100%

Analysis:

The data strongly suggests that Samsung's reputation for quality holds substantial sway over consumers' purchase decisions in the realm of electronic goods. An overwhelming 83% of respondents either strongly agree or agree with this statement, underscoring the significant impact of Samsung's brand reputation on the consumer decision-making process.

GRAPH 4.8**GRAPH SHOWING INFLUENCE OF SAMSUNG'S REPUTATION FOR QUALITY ON PURCHASE DECISION:****Interpretation:**

The findings underscore the critical role of Samsung's brand reputation for quality in influencing consumers' decisions to purchase electronic goods. This emphasizes the paramount importance for companies in the electronic goods market to establish and uphold a robust brand reputation. Companies with a renowned reputation for producing high-quality products are poised to attract a larger consumer base, potentially leading to greater success in sales.

TABLE 4.9**TABLE SHOWING INFLUENCE OF SAMSUNG'S REPUTATION FOR INNOVATION ON PURCHASE DECISION:**

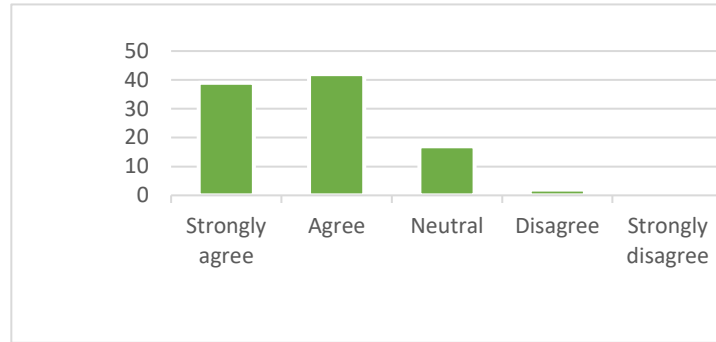
Response	No of Respondents	Percentage
Strongly agree	39	39%
Agree	42	42%
Neutral	17	17%
Disagree	2	2%
Strongly disagree	0	0%
Total	100	100%

Analysis:

The survey results reveal a substantial consensus among respondents, with 81% either strongly agreeing or agreeing that Samsung's reputation for innovation influences their purchase decisions for electronic goods. Conversely, only a small minority of respondents (2%) expressed neutrality or disagreement with this statement. This suggests a noteworthy impact of Samsung's innovative reputation on shaping consumer preferences and decisions in the electronic goods market.

GRAPH 4.9

GRAPH SHOWING INFLUENCE OF SAMSUNG’S REPUTATION FOR INNOVATION ON PURCHASE DECISION:



Interpretation:

The survey findings strongly suggest that Samsung's reputation for innovation significantly influences consumers' decisions when purchasing electronic goods. This highlights the strength of Samsung's brand image, particularly in its positive association with innovation in the electronic goods market. To maintain its reputation and competitive edge in the industry, it is advisable for Samsung to continue prioritizing innovation in both product development and marketing strategies.

TABLE 4.10

TABLE SHOWING INFLUENCE OF SAMSUNG’S ADVERTISING AND MARKETING CAMPAIGNS ON PURCHASE DECISION:

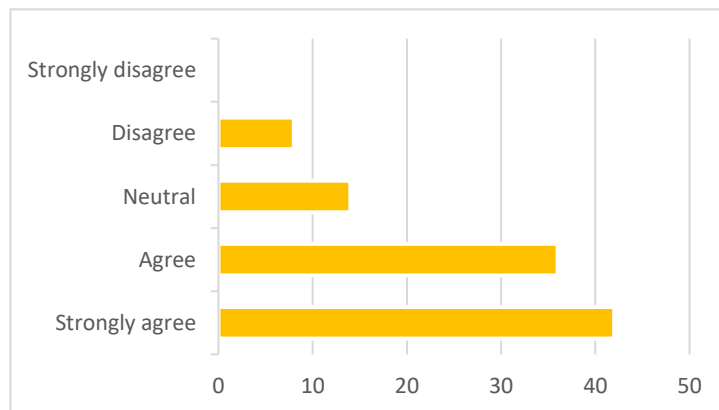
Response	No of Respondents	Percentage
Strongly agree	42	42%
Agree	36	36%
Neutral	14	14%
Disagree	8	8%
Strongly disagree	0	0%
Total	100	100%

Analysis:

The survey results indicate a notable trend, with a substantial proportion of respondents (78%) either strongly agreeing or agreeing that Samsung's advertising and marketing campaigns impact their purchase decisions for electronic goods. However, a smaller percentage of respondents (8%) either disagree or strongly disagree with this statement, reflecting a certain level of skepticism towards the influence of advertising on their decision-making process. This suggests a varied response among consumers regarding the perceived impact of Samsung's advertising efforts on their purchasing choices.

GRAPH 4.10

GRAPH SHOWING INFLUENCE OF SAMSUNG’S ADVERTISING AND MARKETING CAMPAIGNS ON PURCHASE DECISION:



Interpretation:

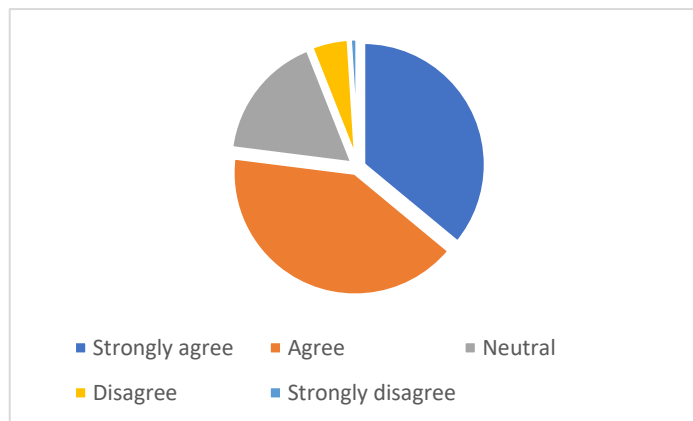
The results indicate a dual scenario for Samsung, where its advertising and marketing efforts have an impact on the purchase decisions of a significant proportion of consumers. However, there is also a noteworthy segment of consumers who remain unaffected by such campaigns. This suggests a potential need for Samsung to explore more targeted and personalized approaches in its advertising and marketing strategies to effectively engage and influence potential customers. Moreover, the findings underscore the importance of factors like brand reputation, product quality, and others that play a pivotal role in the overall consumer decision-making process.

TABLE 4.11**TABLE SHOWING INFLUENCE OF SAMSUNG'S AFTER-SALES SERVICE AND CUSTOMER SUPPORT ON PURCHASE DECISION:**

Response	No of Respondents	Percentage
Strongly agree	36	36%
Agree	41	41%
Neutral	17	17%
Disagree	5	5%
Strongly disagree	1	1%
Total	100	100%

Analysis:

Based on the survey results, it is evident that 77% of respondents either strongly agree or agree that Samsung's after-sales service and customer support influence their purchase decisions for electronic goods. However, 23% of respondents, encompassing those who are either neutral, disagree, or strongly disagree, suggest a significant portion of consumers who remain indifferent or dissatisfied with Samsung's customer service. This highlights the importance of addressing concerns and improving customer satisfaction in order to enhance the overall impact of after-sales service on consumers' purchasing decisions.

GRAPH 4.11**GRAPH SHOWING INFLUENCE OF SAMSUNG'S AFTER-SALES SERVICE AND CUSTOMER SUPPORT ON PURCHASE DECISION:****Interpretation:**

The findings underscore the significance of Samsung's after-sales service and customer support as pivotal factors influencing consumer decisions in electronic goods purchases. Positive experiences with customer service have the potential to foster brand loyalty and enhance Samsung's reputation, contributing to increased sales. Conversely, negative experiences can have detrimental effects on the brand's image, deterring potential customers. In light of this, prioritizing improvements in customer service is crucial for Samsung to ensure a positive impact on their brand and positively influence consumer decision-making.

TABLE 4.12**TABLE SHOWING TRUST IN SAMSUNG TO PROVIDE HIGH-QUALITY ELECTRONIC GOODS:**

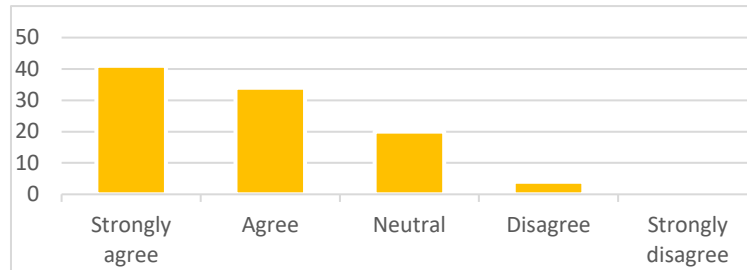
Response	No of Respondents	Percentage
Strongly agree	41	41%
Agree	34	34%
Neutral	20	20%
Disagree	4	4%
Strongly disagree	1	1%
Total	100	100%

Analysis:

The survey results reveal a predominantly positive perception among respondents regarding Samsung's capability to deliver high-quality electronic goods. A significant majority, comprising 75%, express agreement, with 41% strongly agreeing and 34% agreeing. Additionally, 20% of respondents remain neutral, while only 5% disagreed or expressed neutrality, indicating a noteworthy level of trust and confidence in the brand's ability to provide high-quality products.

GRAPH 4.12

GRAPH SHOWING TRUST IN SAMSUNG TO PROVIDE HIGH-QUALITY ELECTRONIC GOODS:



Interpretation:

The elevated percentage of respondents who agree or strongly agree that Samsung offers high-quality electronic goods signifies a substantial influence of the brand on the consumer decision-making process. This positive perception has the potential to contribute to increased sales and market share for Samsung within the electronic goods industry. It underscores the critical importance of building and sustaining a strong brand reputation in the electronic goods sector to secure consumer trust and preference.

TABLE 4.13

TABLE SHOWING SATISFACTION WITH SAMSUNG ELECTRONIC PRODUCTS:

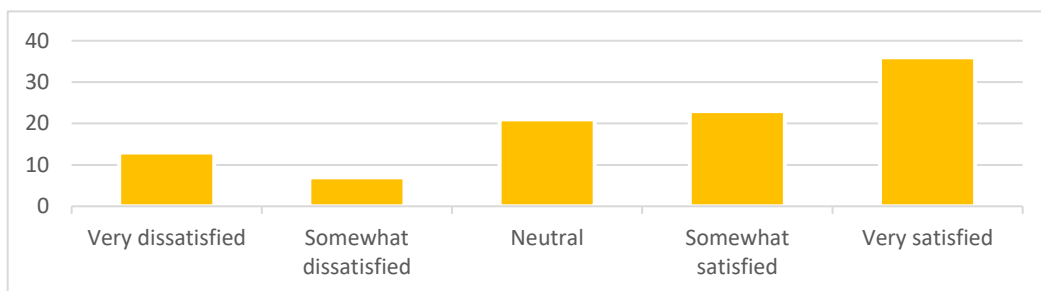
Response	No of Respondents	Percentage
Very dissatisfied	13	13%
Somewhat dissatisfied	7	7%
Neutral	21	21%
Somewhat satisfied	23	23%
Very satisfied	36	36%
Total	100	100%

Analysis:

From the survey results, it can be inferred that a significant majority of respondents, constituting 36%, express being very satisfied with Samsung electronic products, while an additional 23% indicate being somewhat satisfied. Dissatisfaction levels are relatively lower, with only 7% stating they are somewhat dissatisfied and 13% expressing very dissatisfaction with the products. The neutral response stands at 21%. These findings suggest an overall positive sentiment among respondents towards Samsung electronic products, with a notable portion expressing high satisfaction levels.

GRAPH 4.13

GRAPH SHOWING SATISFACTION WITH SAMSUNG ELECTRONIC PRODUCTS:



Interpretation:

The elevated satisfaction levels among consumers regarding Samsung electronic products signal a substantial impact of the brand on the consumer decision-making process. The brand's recognized reputation for quality and reliability appears to play a pivotal role in influencing consumers to opt for Samsung products over alternatives in the market. The presence of a neutral response suggests a potential opportunity for improvement in the brand's marketing and communication strategies, with the aim of converting neutral customers into satisfied ones. This strategic enhancement could further solidify Samsung's position in the market.

FINDINGS:

- **Demographic Profile:** The majority of respondents in the survey were male, falling within the age range of 18-24. Educational attainment was predominantly at the master's degree level, with a significant number holding at least a bachelor's degree. In terms of income, the majority reported an annual income of less than Rs. 5 lakhs.
- **Purchase History:** A substantial 86% of the respondents reported having a prior history of purchasing Samsung products.
- **Importance of Brand:** The survey revealed that the majority of respondents considered the brand name to be significant in their purchase decision-making process.
- **Frequency of Considering Brand Name in Purchase Decision:** A significant majority of respondents indicated that they considered the brand name while making their purchase decisions.
- **Frequency of Purchasing Electronic Goods:** The survey results suggest that the majority of respondents purchased electronic goods either quarterly or annually, with occasional rare purchases.
- **Importance of Price in Purchase Decision:** An overwhelming 88% of respondents indicated that they considered price to be important or very important in their purchase decision-making process.
- **Impact of Samsung Brand Name on Purchase Decision:** The majority of respondents concurred that the Samsung brand name played a role in influencing their purchase decisions.
- **Influence of Samsung's Reputation for Innovation on Purchase Decision:** A significant majority of respondents expressed agreement that Samsung's reputation for innovation had an impact on their purchase decisions.

SUGGESTIONS:

- To enhance brand awareness, Samsung should allocate resources to comprehensive marketing and advertising campaigns. Leveraging social media platforms, engaging in influencer marketing, and establishing partnerships with relevant organizations can effectively expand the brand's reach and visibility among potential customers.
- To elevate the customer experience, Samsung should focus on enhancing customer service, streamlining interfaces for ease of use, and ensuring transparent product information. These improvements contribute to building customer loyalty and can significantly increase the likelihood of repeat purchases.
- To boost brand visibility, Samsung should cultivate relationships with influencers within the electronic goods space. Collaborating with tech bloggers, YouTubers, and social media influencers can effectively promote its products and enhance overall brand awareness.

CONCLUSION:

The study reveals that Samsung's brand image, reputation, and the perceived quality of its products play a substantial role in shaping consumer purchase decisions.

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