

A PROJECT REPORT
ON
AN ANALYSIS ON BRAND AWARENESS AND PURCHASE
BEHAVIOR WITH REFERENCE TO SAMSUNG MOBILES

SUBMITTED TO
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BY

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For the Partial Fulfillment of
Post Graduate Diploma in Management (Finance)

DECLARATION

I, Your name, hereby declare that the Project Report, entitled “.....”, submitted to the University of Mysore in partial fulfilment of the requirements for the award of the Degree of is submitted to the Directorate of Outreach and Online Programmes, **All India Management Association, Centre for Management Education** and it has not formed the basis for the award of any Degree/Fellowship or other similar title to any candidate of any University.

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ABSTRACT / EXECUTIVE SUMMARY

Smartphones are becoming one of the most sought-after consumer goods globally, and industry heavyweights like Samsung are capitalizing on this trend, especially in India. The real question is, why did people choose Samsung out of all the other smartphone brands? The reasons people bought these other brands were essentially the same. although the focus of this research is on a different brand's most recent purchase. This study aims to dissect the factors that influence people's choices when it comes to purchasing a Samsung smartphone. The buying process is affected by a number of factors that influence an individual's decision to buy a specific product. There is a connection between the individual, society, culture, and psychology. Considerations pertaining to one's age, profession, way of life, and personality make up the individual components. Personal preferences are prioritized over cultural or social factors in this example of smartphone purchasing behavior because they are seen as more important in determining why someone chooses and buys a smartphone. Each of the company's smartphone products has its own unique marketing strategy, which allows it to reach a distinct demographic. On top of that, there are noticeable distinctions between the products when it comes to features, specifications, pictures, and descriptions. The term "consumer behavior" describes how people act in regard to the goods they purchase, utilize, and then discard. Consumers' purchasing behavior is influenced by a multitude of factors, some of which are personal, others societal, and cultural. Psychological factors also play a big influence in shaping consumer behavior, which is shaped by external factors. The customer decision process consists of the following steps: issue identification, information search, alternative evaluation, and purchase decision. The buyer realizes there's a problem or a need that needs fixing during this phase. During the Information Search phase, a buyer seeks out specific product details. Now that they have all the information they need about the product, consumers can easily identify alternatives. They are the ones who define the consumer evaluation process. First things first: the buyer is trying to satisfy a need. Second, there are specific consumer needs that the product solution attempts to meet. Finally, the consumer views each product as a collection of qualities, each with its own unique set of capabilities, that work together to provide these advantages.

CHAPTER 1: INTRODUCTION

1.1 Introduction to the topic

We investigated people's familiarity with Samsung and their purchasing habits in this study. Among Samsung Mobile's many smartphone market rivals are Panasonic, Nokia, HTC, and Sony. Because of how innovative it is, a lot of people are purchasing its goods and making use of its services.

One cannot exaggerate the significance of mobile phones to the world economy in the last several decades. There are more than 4.6 billion mobile phone subscribers globally, which means that mobile phones are now essential for most global communication. The fast transition of the cell phone from a communication device to a personal organizer and computer has rendered it indispensable to a large portion of the global economic infrastructure. Understanding the ever-changing dynamics between customers and cell phone providers is fundamental to comprehending how our economy functions, as is demonstrated by the significance of mobile devices in the modern economy.

The most famous cellphone brands in the world are vying for customers in India with all their might. In the end, this research aims to fill gaps in our understanding of Samsung brand loyalty and consumer behavior in the Delhi/National Capital Region (NCR) of India. There is a lot of competition in today's mobile phone market, so companies are constantly looking for ways to differentiate their products.

This research utilizes Samsung's branding strategies as its foundation. "An Analysis on Brand Awareness and Purchase Behavior With Reference To Samsung Mobiles" is the title of this comprehensive study. The researcher has utilized secondary data alongside primary data to accomplish all of their goals. There is a descriptive design to this study. Structured questionnaires were used to collect the basic data.

1.2 The Research Challenge

The degree to which consumers are able to recognize and name a brand is called its level of brand awareness. Samsung is the most famous electronics manufacturer in the world. Samsung, which provides a range of mobile phones, is experiencing the effects of intense competition from well-known brands. This study aims to quantify the frequency of Samsung mobile phone purchases and the level of brand recognition for the Samsung name. In order to collect primary data, one hundred clients were polled. three or five points... The questionnaire utilized questions that were similar to scales.

1.3 Company Profile

SAMSUNG

The Samsung Group is an international conglomerate with headquarters in Seoul, South Korea's Samsung Town. With projected revenues of \$199.4 billion in 2020, it will surpass all other corporations in South Korea and the world in terms of revenue. The Korean Hanja character for "tristar" or "three stars" is Samsung.

The majority of the affiliated businesses that make up the Samsung Group operate under the Samsung brand. These businesses are located all over the world. Among them are the world-renowned construction firm Samsung C&T, the world's second-largest shipbuilder, and the biggest electronics manufacturer, Samsung Electronics.

Samsung, a company based in South Korea, has dominated the global consumer electronics market since 2005. In addition to accounting for more than 20% of South Korea's overall exports, the Samsung Group rules a slew of domestic industries, such as banking, chemicals, retail, and entertainment. In South Korea, which is sometimes referred to as the "Republic of Samsung," the pervasive impact of the company is hard to miss.

The Samsung Philosophy:

The basic business principle at Samsung is to utilize their knowledge and technology to make superior products and services that help improve society worldwide. Their philosophy is lived

every day by their people. They have leaders that look for the best and brightest students all over the

CHAPTER 2: LITERATURE REVIEW

Meaning of Brand

Brand is the identity of a product, sign, symbol or design and how it describes to key points like customers, staff and partners etc.

Main goals which a good brand includes:

1. Conveys the message purely.
2. Convince the buyer.
3. Confirms credibility

We must focus on customer requirements and needs if we want to succeed in branding. We can persuade customers to go great extreme with the help of branding.

Branding Approaches

Creating a brand strategy is one of the numerous challenging parts of creating a marketing plan. It has a significant influence on how the company's identity is formed.

The Branding Idea

The significance of brands in creating long-term connections with consumers has led to their incorporation into consumer marketing strategies across all market types. Their importance is now being recognized by other markets, including service and industrial. By investing in a brand, you can help it grow by winning over customers' trust and loyalty. It necessitates a steady and prospective strategy. You won't find many brands that have a truly global presence. The term "brand" refers to the distinct and predetermined experience or exclusive benefit that consumers associate with a certain product or service offered by a specific company.

Being Aware of Brands

What we mean when we say that people are aware of a brand is that they can recognize it in different settings. A person's level of brand awareness is defined by their ability to remember and identify the brand. Customers have high levels of brand recall when asked to name a specific brand within a given product category, and high levels of brand recognition when asked to name a specific brand given a specific cue.

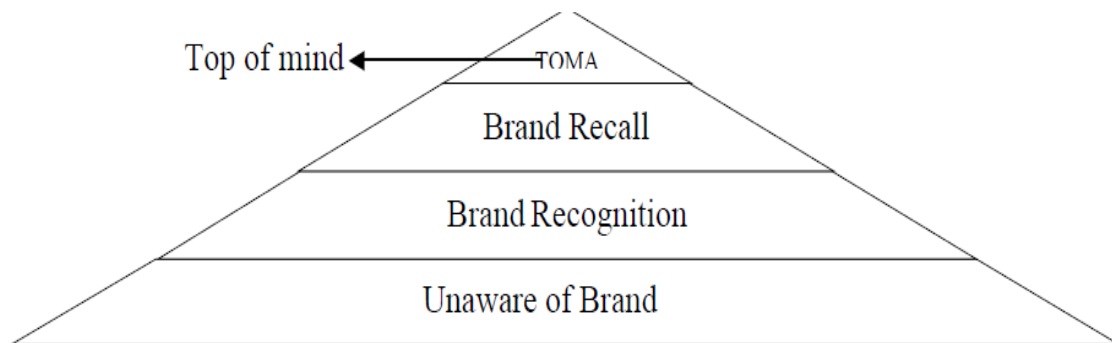


Figure 2.1 Brand Awareness Concept

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CHAPTER 3: OBJECTIVE AND SCOPE OF THE STUDY

3.1 Objectives

- A. Determine the level of Samsung Mobile brand recognition among its clientele
- B. This study aims to quantify the purchasing habits of Samsung Mobile phone
- C customers. As a means of investigating what draws buyers to Samsung Mobile phones,
- D. In order to provide helpful recommendations for raising Samsung motor brand awareness,

3.2 Scope of the Study

The study's primary outcome is an assessment of consumers' familiarity with the Samsung Mobile brand. Examining how much money people spend on Samsung mobile phones is the main goal of this study. This study investigates the factors that contribute to the high demand for Samsung mobile phones. In order to increase the visibility of the Samsung mobile brand, this study offers practical suggestions.

CHAPTER 4: RESEARCH METHDOLOGY

4.1 Research Design

Descriptive Research as it includes questionnaire survey

Population and Sample

Researchers employ the population as a means to zero in on particular traits. A collection of individuals, occurrences, and pursuits make it up. This study includes anyone who has purchased a Samsung smartphone as part of the population.

The use of samples, or fractions of the population, allows researchers to draw broader conclusions from their results. The participants in this study will be selected from the population of Delhi/National Capital Region (NCR) who are either current or prospective buyers of Samsung smartphones.

The sampling strategy relies on random sampling, widely believed to be the best method for collecting fundamental data. Using a random number generator, a subset of the population is chosen (the sample) from the whole. Due to the random nature of the selection process, every participant has an equal opportunity to be chosen at any stage.

4.2 Gathering Information

One definition of "primary data" is information that the researcher has gathered themselves. In the course of being watched, questioned, or seen, people divulge details. Focus groups and group

deep interviews are other great methods for gathering first-hand information. Questionnaires are utilized in this study. Direct acquisition of secondary data is not the goal of the researcher. Secondary sources include books, journals, and other pertinent literature that can be located in library collections or on the internet. These secondary data sets were utilized in the following sections: background, literature review, research methodology, and discussions.

Section 4.2.1 Main sources of information

The researcher has conducted a survey to gather the main data. The researcher has sent out questionnaires via email after conducting the survey.

Questionnaire: 5 points likert scale questions have been used in questionnaire

Sample Size: 100

Target Respondents: Customers

4.2.2 Secondary data

Secondary data was collected from the following sources:-

- Website
- Newspaper
- Magazines
- Online Journals
- Project Material
- Books

4.3 Research Instrument

Structured Questionnaire

4.4 Data Analysis

Researcher has analyzed the data with the help charts and graphs by using percentile method.

4.5 Hypothesis

Null Hypothesis: Consumers' awareness level is low towards Samsung Smartphones

Alternate Hypothesis: Consumers' awareness level is high towards Samsung Smartphones

4.6 Limitations

- The study's primary constraints were its time, money, and accessibility constraints. Due to the submission deadline for the final research findings, the research is of the utmost importance.
- Because of this, researchers have a limited amount of time to complete the entire process, from sampling to data collection, as fast as possible.
- The researcher may have trouble accessing companion data because they are unable to reach customers because of time constraints.

CHAPTER 5: DATA ANALYSIS AND FINDINGS

Q1. Are you aware of Samsung Mobiles?

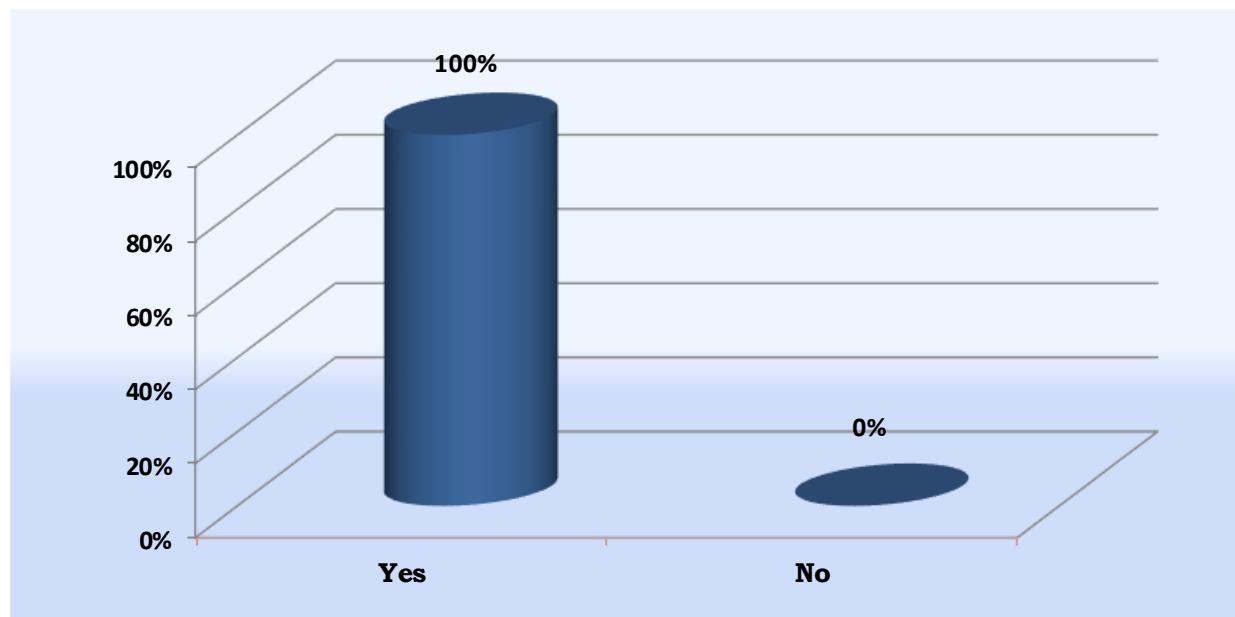


Figure 5.1 Awareness about Samsung Mobiles

100% respondents replied yes that they are aware of Samsung Mobiles.

Q2. Do you have a mobile of Samsung?

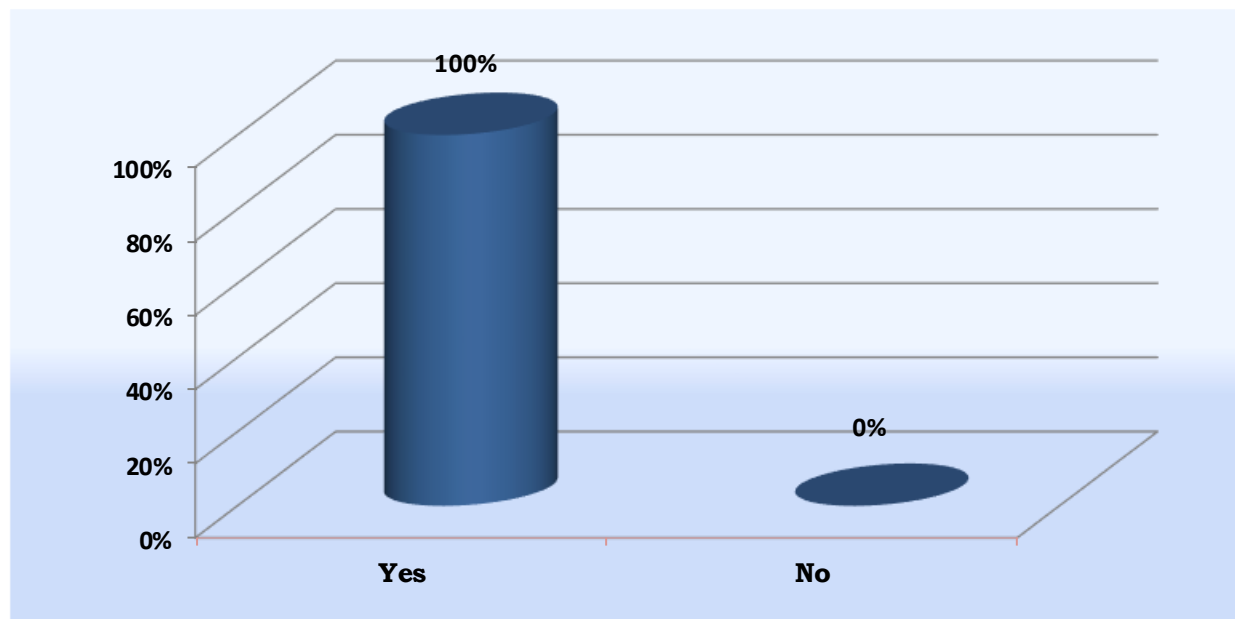


Figure 5.2 Having Samsung Mobile Currently

100% respondents replied yes that they have been using mobile of Samsung.

Q3. How will you rate the Samsung Mobile as a brand?

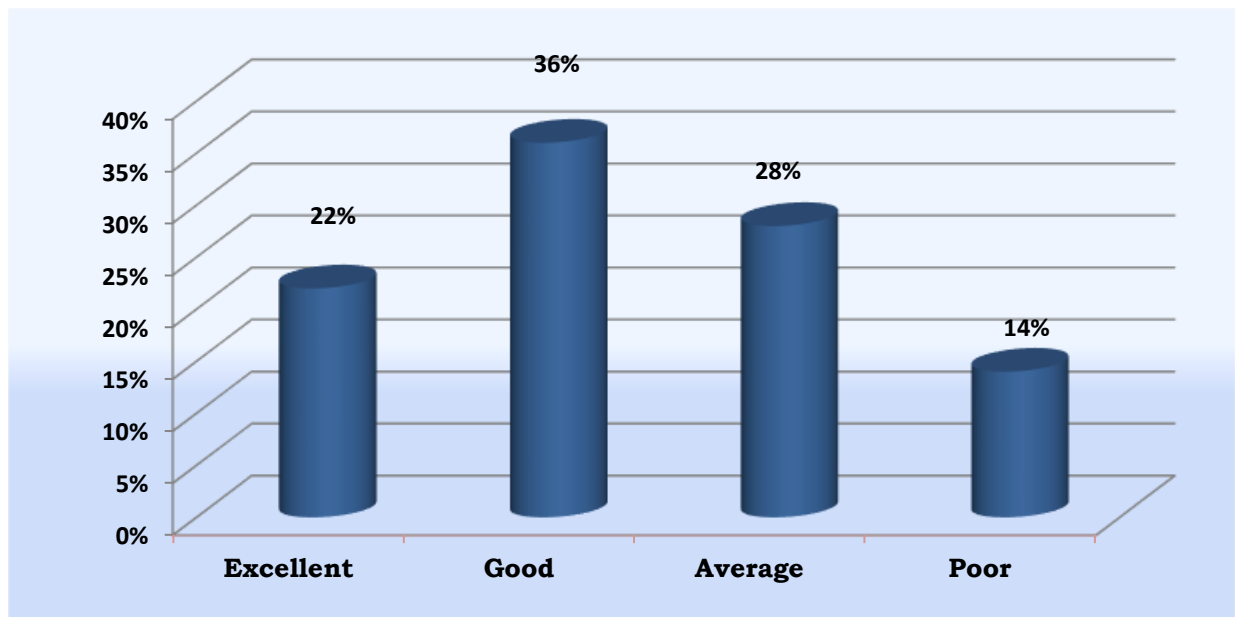


Figure 5.3 Samsung Mobile as a brand

22% respondents replied that Samsung Mobile is excellent as a brand however 28% respondents replied that Samsung Mobile is average as a brand.

Q4. While purchasing a smartphone brand factor will be considered by me

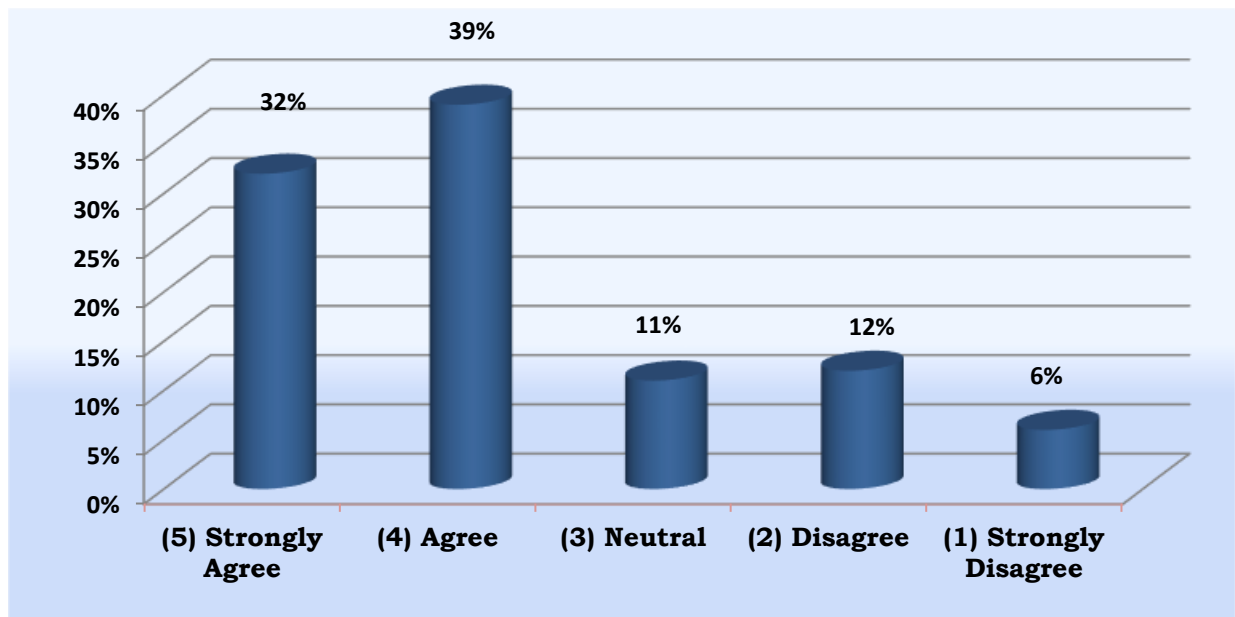


Figure 5.4 Brand Factor

When asked if they would prioritize brand when buying a smartphone, 32% of respondents strongly agreed and 12% disagreed.

CHAPTER 6: CONCLUSION AND SUGGESTIONS

6.1 Conclusion

In order to stay competitive in the future, Samsung must address four critical areas in its brand management strategy:

- Fortify its value brands in the categories where they compete.
- Preserve the distinctive image of its premium brands, which have been established through substantial financial and manpower investments over the years.

Create and uphold a mental picture of the corporate brand that includes all of the goods and services offered by the organization, regardless of the price point or category in which it operates. Establish a brand architecture that highlights the connections between the company and product brands, as well as how the uniqueness and perception of each can bolster the other.

6.2 Suggestion

- The need of the younger generation should be considered by the company.
- The product promotion strategy needs some work from the company.
- The business has to do a better job of advertising its supplemental services.

The company would do well to locate the warehouse close to the showroom and to equip it with sufficient security measures, such as a roof.

- With the help of periodic surveys, the company can learn how satisfied its customers are. Continual surveys can address customer satisfaction head-on.
- By providing adequate training, the company can enhance its employees' knowledge of products, the market, and the competitors.

- The business needs to improve or redesign its new product.

Not only should the company prioritize customer satisfaction, but it should also keep tabs on how its competitors are doing in their respective areas of operation.

- The business needs to adapt to stay ahead of the competition and meet customer expectations.

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CHAPTER 8: APPENDIX - QUESTIONNAIRE

Q1. Are you aware of Samsung Mobiles?

(a) Yes

(b) No

Q2. Do you have a mobile of Samsung?

(a) Yes

(b) No

Q3. How will you rate the Samsung Mobiles as a brand?

(4) Excellent

(3) Good

(2) Average

(1) Poor

Q4. While purchasing a smartphone brand factor will be considered by me.

(a) Strongly Agree

(b) Agree

(c) Neutral

(d) Disagree

(e) Strongly Disagree

Q5. While purchasing a smartphone price factor will be considered by me.

(a) Strongly Agree

(b) Agree

(c) Neutral

(d) Disagree

(e) Strongly Disagree