

A STUDY ON FACTORS INFLUENCING THE BUYER'S DECISION OF SAMSUNG SMARTPHONES

**Submitted in partial fulfillment of the requirements for the award of
Bachelors of Business Administration**

by

VISHAL. S

Register No. 38280099



**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

**SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

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SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **VISHAL.S (38280099)** who carried out the project entitled "**A STUDY ON FACTORS INFLUENCING THE BUYER'S DECISION OF SAMSUNG SMARTPHONES**" under my supervision from January 2021 to March 2021.

Dr. ILANKADHIR. M

Internal Guide

(Dr. BHUVANESWARI .G)
Dean – School of Management Studies

Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I **VISHAL.S (38280099)** hereby declare that the Project Report entitled “**A STUDY ON FACTORS INFLUENCING THE BUYER’S DECISION OF SAMSUNG SMARTPHONES**” done by me under the guidance of **Dr. ILANKADHIR. M** at SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI is submitted in partial fulfillment of the requirements for the award of Bachelors of Business Administration degree.

DATE:

PLACE: CHENNAI

VISHAL.S

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ABSTRACT

Nowadays understanding consumer's buying behaviour and decision making process are becoming very complex across the product markets. When it comes to technological product markets like Samsung smartphone, which is marked by rapidly changing technologies, it becomes further complex, so that an effective marketing strategy could be adopted. This study mainly focusses on understanding the external factors like demographic variables, product attribute, advertisement and promotional schemes, etc., which influences the buying behaviour of the consumers. Mobile communication has made an impact towards interaction between people. Data was collected through questionnaire, a sample of 150 respondents were selected and simple percentage analysis was done to find out the factors which influence the consumers buying behaviour of Samsung smartphones. The questionnaire consists of questions to identify the influential source of information, role of family and friends in final buying decision, usage pattern of mobiles and various preferences in smartphones while making final buying decision. Income, gender, qualification and occupation have considered as demographic variables and this study also helps to know the consumers satisfaction level towards Samsung smartphone. This research study also helps to know the reasons for their dissatisfaction of the consumer and also the suggestions has been given. From this study I have gained a lot of practical exposure about consumer buying behaviour towards smartphones. The result of the data analysis had serious implications, it is recommended that Samsung smartphone marketers should adopt a customised marketing mix strategy, also various attractive features like improving the battery capacity (charge holding capacity), display, etc., should be offered for better appeal to the young consumers and a more attractive appealing pricing strategy should be adopted.

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CHAPTER- 1

INTRODUCTION

1.1 INTRODUCTION

A Smartphone comprises a cellular phone, communication device, and handheld personal computer. Unlike feature phones and “basic” cellular phones, smartphones provide extensive computing capabilities including numerous third-party software applications (mobile apps) acquired through an app store. Unlike basic cellular phones and most feature phones, smartphones also come with support for high speed access to the internet over both mobile broadband (usually Long-Term Evolution (LTE)) and Wi-Fi. Like basic and feature phones, smartphones are generally used with a cellular network connection to transmit voice. Like feature phones and some basic phones, smartphones support short message service (SMS). However, ability to communicate through Wi-Fi allows a smartphone to also transmit audio, video, live text, e-mails, and other data over the internet, and thus allows for communication independent of a cellular network, through smartphones can also transmit such information through wireless broadband.

Modern smartphones have a touch screen colour display with a graphical user interface that covers the front surface and enables the user to use a virtual keyboard to type and press onscreen icons. Interaction is mostly done using touch, besides a few physical buttons. Smartphones are typically pocket-sized with somewhat larger sizes being called phablets; they are generally smaller than tablet computers. Smartphones function using a rechargeable battery. Internal storage of usually 32 to 256 gigabytes allows for digital storage of software and personal data (including digital photographs and videos), and is often augmented by cloud storage. Smartphones are usually used to operate feature phones and basic cellular phones. Most basic mobile apps (e.g. event calendar, camera, web browser) come pre-installed with the operating system, while others are available for download from app stores like Google Play Store or Apple App Store. Apps can receive bug fixes and gain additional functionality through software updates; similarly the operating systems are also able to update.

Today, smartphones largely fulfil their users' needs for a telephone, digital camera (most smartphones are made with one front-facing and one to three rear-facing integrated digital cameras), satellite navigation and trip planning, a media player, clock, news, weather, calculator, web browser, video game player, flashlight (smartphones may possess one to two

LEDs for illumination and photographic flash needs), compass (smartphone's that contain built-in magnetometers are able to function as a compass), an address book, note creating, digital messaging, an event calendar, etc. Some apps allow for sending and receiving facsimile (Fax) over a smartphone, including raster facsimile data generated directly and digitally from document and image file formats. Typical smartphone's will include one or more of the following sensors: magnetometer, proximity sensor, barometer, gyroscope, or accelerometer. Since 2010, smartphone's have adopted integrated virtual assistants, such as Apple Siri, Amazon Alexa, Google Assistant, Microsoft Cortana, and BlackBerry Assistant, Samsung Bixby. Mobile payment is now a feature of most smart phones.

In 1999, Japanese firm NTT DoCoMo released the first smartphone's to achieve mass adoption within a country. Smartphone's sales started to grow rapidly by the late 2000s. In the third quarter of 2012, one billion smartphone's were in use worldwide. Global smartphone sales surpassed the sales figures for feature phones in early 2013.

In the present ever changing technological world using smartphones have become popular among consumers specially students and young professional because of its distinctive features which are not available in ordinary mobile phone. Mobile phones in the present time have become smarter day by day by incorporating latest technology and new features and in fact have turned in to minicomputer which one can carry in his/her pocket and can use anywhere, anytime. With smartphone one can not only just call and send messages to other but also can use internet easily and can connect on social media portals like Facebook, Twitter, Whatsapp, etc. Along with audio- video facility and instant messaging. These features basically draw a demarcating line between ordinary mobile phone and smartphone and make the use of smartphone easier and user- friendly and increase its utility for the consumers. According Oxford dictionary- a smartphone is "A mobile phone that performs many of the functions of a computer, typically having a touch screen interface, Internet access, and an operating system capable of running downloaded apps".

Consumer buying behaviour:

Consumer buying behaviour refers to the mental and emotional process and the observable behaviour of consumers during searching, purchasing and post consumption of a product or service. It involves study of how people buy, what they buy, when they buy and why they buy. It blends the elements from psychology, sociology, socio- psychology, anthropology and economics. It also tries to assess the influence on the consumer from groups such as family, friends, reference groups and

society in general. There are several factors affecting consumer buying behaviour, which can be broadly classified as:-

- ❖ **Social Factors-** Which refer to forces that other people exert and which affect consumer's purchase behaviour. These social forces include culture and subculture, roles and family, social class and reference groups.
- ❖ **Psychological Factors-** Which are internal to an individual and generate forces within that influence his/her purchase behaviour. The major forces include motives, perception, learning, attitude and personality.
- ❖ **Personal Factors-** Which include those aspects that are unique to a person and influence purchase behaviour. These factors include demographic factors, lifestyle and situational factors.

Thus there are different driving factors that make the customers to develop their attitude towards choosing a brand for a product by a consumer has different steps like recognizing the need, search for the required information, evaluating the results, decision towards a particular product and post purchase behaviour. All these steps are really common in most of the consumers and the market search plays a vital role in decision of a particular brand for a particular product.

The decision process holds five key steps and in most of the cases, all these steps are not followed by the consumers and that too during the purchase of daily commodities, where the customers skip the search information and evaluation phase in general. These five stages are passed by a customer when they are making the purchase for the first time and if they successfully pass the five steps and even satisfied with the post purchase attitude, the corresponding consumers develops a positive corner towards a particular brand and try to be in the same corner always.

Involvement of the customer during the purchase period also plays a vital role in deciding the brand and in most of the cases, the level of involvement shown by the customers when buying a big product is not shown in case of smaller ones. Customer can be categorized based on their choice when buying a new product for the first time and few customers always like to take an experiments and rest of the customers follow the decisions of the first category customers.

Estimating the buying behaviour of the customers of a particular country is really a tedious job and cross culture issues also play a vital role in deciding the internal buying behaviour of the customers. Thus there are different factors that decide the buying behaviour of the customers and the impact of branding on the purchasing behaviour of the customers.

1.2. INDUSTRY PROFILE

The mobile phone industry in India is in its maturity life cycle stage, where nearly all potential customers are already users of the industry's product. This stage comes after the growth stage. Once the industry reaches this stage then the further growth and profitability of the industry purely depends upon its capability of attracting new customers.

The growth of the mobile industry has created many opportunities for entrepreneurs; however, start-ups must also contend with ever-changing technology trends, consumer behaviour and corporate strategies of major players like Apple, Google, Microsoft and Samsung. Knowing how to navigate this changing landscape will help start-ups leverage new opportunities while mitigating risk from potential pitfalls.

Technology is not the only thing required to attract new customers. The other important factors that are required by the mobile phone company to do are:

- ❖ Innovative styling of the phone. The physical appearance plays a very vital role in the customer's decision to buy the phone. The applications that are inside are only known once the customer starts using the mobile phone.
- ❖ Service provided by the mobile phone company. Giving the best possible phones on a lower comparative rates will lure the customers to buy more phones.
- ❖ The after sales service also is a very important factor to keep the customer loyal to a particular brand of phone. The customer would always buy and recommend to buy phones from a store or a company which gives the best after sales service as well.

The mobile services were commercially launched in India in August 1995. In the initial 5-6 years the mobile phone companies had to see a bad time as there were not many people comfortable in using mobile phones due to expensive mobiles and sky high calling rates. Owing a mobile in the beginning of the launch of the mobile phones use to be a luxury in the Indian market. In the initial days of the launching of the mobile phones in India in the mid 90's, the grey market summed up to 80 per cent of the mobile phone sales due to major difference in the cost of legally and illegally imported mobile phones.

Noticing this huge loss to the mobile phone manufacturers, the Indian government slashed the duties on importing mobile phones, and on the other hand the mobile phone companies also gradually decreased the prices of the mobile phones so as the customers may start buying mobile phones from genuine showrooms. As of today the grey market is hardly left with any percentage.

When mobile phones were launched in India, the market had a dominance of US based Motorola, Sweden based Ericsson and Finland based Nokia. Over the years the story has changed to a great extent. Today players like Samsung, LG, Haier, Carbon, Apple, Virgin, HTC, Reliance etc have joined the race too. Other than these branded phones, there is also a lot of competition from unbranded Chinese made phone. These phones have almost all the features of that of any branded mobile phone, but are less than half the cost. These are special picks of lower level income people.

Samsung Mobile Division is one of five divisions within Samsung Electronics, belonging to the Samsung Group, and consists of the Mobile Communications Division, Telecommunication Systems Division, Computer Division, MP3 Business Team, Mobile Solution Centre and Telecommunication R&D Centre. Telecommunication Business produces a full spectrum of products from mobiles and other mobile devices such as MP3 players and laptop computers to telecommunication network infrastructure. Headquarters is located in Suwon, South Korea. It has launched a large number of electronic goods such as mobile phones, television, laptops etc. Recently they launched the new Samsung galaxy s9 Smartphone in the market.

In 2007 Samsung Mobile Division Business reported over 40% growth and became the second largest mobile device manufacturer in the world. Its market share was 14% in Q4 2007, growing up from 11.3% in Q4 2006. At the end of November 2011, Samsung sold more than 300 million mobile devices which was a close second after Nokia with 300.6 million mobile devices sold in the first three quarter of 2011. As of Q3 2012, Samsung is the largest manufacturer of devices running Google's Android with a 46% market share.

On 19 August 2016, Samsung officially released its Samsung Galaxy Note 7. As of 2 September 2016, Samsung announced a voluntary recall and attached to the new exchange program, after numerous of report showed that the new Samsung Galaxy Note 7 burst and exploded. On 10 October 2016, in response to the new incidents, Samsung announced that it would once again suspend sales of the Galaxy Note 7 and recall all devices worldwide. The next day,

Samsung also announced that it would permanently discontinue the Galaxy Note 7 and cease its production.

As of October 7, comments have emerged from former CSPC experts following its launch of the investigation into the above incident. The lawsuit, filed in the US district court in California, suggests that the tech malfunctions extend beyond the Galaxy Note 7 and that Samsung “chose to conceal the problem from the public despite knowing the foreseeable and predictable risk that the phone may overheat, flame and destruct from the inside presenting a risk of serious harm or injury”.

The recall had a major impact on Samsung's business in the third quarter of 2016, with the company projecting that its operating profits would be down by 33% in comparison to the previous quarter. Credit Suisse analysts estimated that Samsung would lose at least US\$17 billion in revenue from the production and recall of the Galaxy Note 7.

Initial stage (1977-1993)

In 1977 Samsung Electronics launched the Telecommunication Network, and in 1983 it initiated its mobile telecommunications business with the hope that this would become the company's future growth engine. In 1986, Samsung was able to release its first built-in car phone, the SC-100, but it was a failure due to the poor quality. In spite of unsuccessful result Ki Tae Lee, the then-head of the Wireless Development Team, decided to stay in the mobile business. He asked the company to buy ten Motorola mobile phones for benchmarking. After 2 years of R&D Samsung developed its first mobile phone (or "hand phone" in Korea), the SH-100 in 1988. It was the first mobile phone to be designed and manufactured in Korea. But the perception of mobile devices was very low and although Samsung introduced new models every year, each model sold only one or two thousand units.

Time of changes (1993-1996)

In 1993 it was decided that the development team should focus on improving connectivity due to specific mountain topography of Korea. They found the optimal length of a mobile phone antenna and developed a method of using gold to connect the point between the antenna and the communication circuits, thus significantly reducing resistance and enabling steadier wave

conductivity. They also developed the wave-searching software that was specially designed for Korea's topography.

Another event triggered Samsung's mobile phone business. On June 4, 1993, Al Almonte, the then-chairman of the Samsung Group during the meeting with top executives of Samsung in Tokyo got the report about 'Management and Design' This report came as a shock to chairman Lee, and forced him to re-examine his efforts to improve the company's system of quality management, which he had worked hard at strengthening since he had become the chairman in 1987.

On June 7, 1993, in Frankfurt, Lee gathered 200 Samsung executives and pointed out every problem that Samsung had and emphasized that Samsung needed a turnaround and declared a new management initiative "Samsung New Management". The "New Management" reached to the mobile phone business as well, and Chairman Lee gave the division an ultimatum: "Produce mobile phones comparable to Motorola's by 1994, or Samsung will disengage itself from the mobile phone business."

In November 1993, the development team finally unveiled a new model, the SH-700. This model was quite remarkable. It weighed less than any other company's models, the design was compact, and its quality was substantially improved over previous models. Each product manufactured was tested piece-by-piece to assure perfect quality. Phones with any kind of defect were burned openly for all employees to see. (The products that had been burned were worth 15 billion won, or \$188 million). The burning ceremony ingrained the motto 'Quality is Pride,' the essence of New Management, in every employee's mind. In October 1994, the SH-770 was introduced under the brand name "Any call". It was a result of the marketing team's effort at brand-building. The model was an upgraded version of the SH-700, with a few changes in design and improvements in product quality. Samsung expected that branding would change customers' perception of Samsung's mobile phone and build up their trust. Aggressive marketing campaigns started as well.

At the initial stage, the most important objective of the company's marketing strategy was to break customers' preconception that Samsung's phone would be inferior to Motorola's. To market this idea of quality, Samsung developed the slogan, "Strong in Korea's unique topography." As a result of all the extensive marketing efforts, the Korean market share of Samsung mobile phones

soared from 25.8 percent in October 1994, to 51.5 percent in August 1995. In the same period, Motorola's market share dropped from 52.5 percent to 42.1 percent.

CDMA era (1996-1998)

Samsung developed its first CDMA mobile phone in March 1996, to coincide with the launch of CDMA service. The first digital handset, the SCH-100, was extra light and slim, and enabled clear voice communication. Before long, Samsung became the leader in the Personal Communications Service (PCS) market. It partnered with KTFreetel and Hansol PCS to provide PCS phones. Its first PCS phone, the SCH-1100, entered the market with innovative features, including a lightweight body, enhanced battery life, and the ability to capture delicate sounds. The design was targeted at the young generation because the young generation had emerged as a large and growing customer base. It also shifted its marketing communications strategy. For the CDMA cellular market, it emphasized the phone's new functions, for example, its voice recognition feature. For the PCS market, the company coined a new slogan, "Strong in small sounds," to emphasize the mobile phone's capability to capture delicate sounds.

By the end of 1997, one year after the CDMA service was first launched; Samsung had achieved a 57% market share in the CDMA cellular market and 58% in the PCS market. Also, in April 1997, it achieved sales of one million CDMA phone units.

Global market and GSM era (1998 on)

Samsung made its first foray into the global market in 1996, when it exported its PCS phones to Sprint, an American CDMA carrier. Sprint signed \$600 million contract with Samsung, under which Samsung would provide its PCS phones to Sprint for three years under the co-branded name *Sprint-Samsung*. After this Samsung expanded into Hong Kong (Hutchinson, CDMA) in 1997, and Brazil (TELESP and TELERJ, CDMA) in 1998. After successfully exporting to Brazil, Samsung built a mobile phone production facility in Brazil in 1998, in the hopes of expanding into Latin America.

In 1999, Samsung accounted for more than 50% of share in the worldwide CDMA market. However, the worldwide CDMA market was far smaller than the GSM market, which accounted for 70% of the total worldwide mobile communications market. Moreover, the domestic market was approaching saturation, and competition was becoming more intense. Thus, to achieve further

growth, Samsung had to penetrate the GSM market. Samsung SGH-100 - first GSM phone sold with Samsung's logo and made by Dancall.

First GSM model carrying the Samsung logo was SGH-100 made by European company Dancall (Denmark). The first own GSM model was the SGH-200, which was made for European customers. But it was not as good as the company's CDMA phone. It was difficult to hurdle the high entry barrier, which the then "Big 3" Nokia, Motorola, and Ericsson had built for years. The company's next few models didn't attract Europeans, either. The development team realized that a simple change in the circuit system wouldn't work in the European market. Thus, it decided to look more closely at the customer's point of view. They found that Europeans preferred geometric, balanced, and simple designs. Using this information, Samsung adopted 'simple' as the design concept, then developed a new design to suit the tastes of Europeans.

The SGH-600 was born in September 1998. To market this model, Samsung changed its market entry strategy by adopting a high-end strategy. Samsung needed to escape from its low-end image. It figured that its new mobile phone, with its sophisticated design and distinguished functionality, would help it do just that. Samsung was granted the "Best Manufacturer" award twice by the Mobile News Awards, an award that was previously given to Nokia and Ericsson.



Samsung mobile S3500 cell phone

Samsung introduced its first mobile phone to India in 2004. In 2008, Samsung Electronics' Telecommunication Business declared its new business strategy focusing on consumer and marketing. Samsung mobile phones are divided into 6 major categories – Style, Infotainment, Multimedia, Connected, Essential and Business.

The SGH-P250 and SGH-J165 were the last phone models sold worldwide, outside North America that used the original model numbering system. The GT-S7330 was the first mobile phone model to use the new model numbering system.

Financial information

In Q1 2008 Samsung shipped 46.3 million mobile handsets 1Q 2008. Sales of Samsung Telecommunications were 6.65 trillion KRW for the same quarter and it represents 32% sales of Samsung Electronics. The growth is mostly explained by the continuous growth of emerging markets while there is weak demand in developed markets. During 2007 amount of shipped units was growing constantly: 1Q 2007 – 34.8, 2Q 2007 – 37.4, 3Q 2007- 42.6, 4Q 2007 – 46.3. In 2007 profit was 23, 8 trillion KRW, while net profit reached a level of 2.7 trillion KRW.

CHAPTER- 2

2. REVIEW OF LITERATURE

Zeithmi (1998) Prior research states that purchase intention is a significant measure of actual purchase behaviour. Purchase intention can be discussed as predisposition of the customers with regard to their actual purchase action. It describes individual's inclination in purchase of the product and how they categorize their preferences to the available options.

Heikki karjaluoto, Jari karvonen et al, (2005), had analysed that mobile phones markets are one of the most turbulent market environments today due to increased competition and change. Thus, it is of growing concern to look at consumer buying decision process and cast light on the factors that finally determine consumer choices between different mobiles phone brands. On this basis, this research deals with consumers' choice criteria in mobile phones markets by studying factors that influence intention to acquire new mobile phones on one hand and factors that influence on mobile phone change on the other are some general factors that seem to guide the choices. The two studies show that while technical problems are the basic reason to change mobile phone among students; price, brand, interface, and properties are the most influential factors affecting the actual choice between brands.

May, H., & Hearn, G. (2005) currently mobile phones are named as 'smartphone', as they offer more advanced computing power, advanced features and connectivity. Furthermore the smartphone's major capabilities to make voice call, video call, SMS, and MMS, Smartphone's have been transposed as a "new information medium"

Deng, (2006) the smartphone is not only a device of communication, But it is an in trend gadget which depicts individual's status, identity, style, and pattern. So the consumers feel like adding more extra features to the smartphone to influence the buying behaviour of smartphone.

Kotler and Keller, (2009) in the eye of marketers, a consumer is known as "a man with a problem" therefore a consumer purchase is the response to that problem. The process that a consumer takes in his decision making is quite interesting to most of the large companies. They are extremely trying to research the consumer buying process to find out what consumers buy, where and how they buy, when and why they buy. It is easier for researchers to find the answers for what, how, where, when and how much consumers buy but it is not that much easy to find why they buy.

Hande Kimiloglu, V. Aslihan Nasir, Süphan Nasir, (2010), aims to discover consumer segments with different behavioural profiles in the mobile phone market. Pragmatic consumers are found to give high importance to the functional, physical and convenience-based attributes of the product. The abstemious group also gives importance to functionality along with design. While value-conscious consumers focus strongly on price, the charismatic segment represents the want-it-all group valuing many attributes such as technological superiority, practicality, durability, functionality, and design. The study also includes findings and discussions about the differences these clusters display in terms of their involvement and loyalty styles.

Kotler and Armstrong, (2010) Brand name is another import factor which affects consumer's purchase behaviour. According to the American Marketing Association, brand is defined as the "name, term, symbol, or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition". Brands are more than just names and symbols. It is also the element of relationship between company and consumers.

Androulidakis; G. Kandus (2011) correlated the brand of mobile phone to users' security practices, Users show different behaviour in an array of characteristics, according to the brand of the mobile phone they are using. As such, there is a categorization of areas, different for each brand, where users are clearly lacking security mind, possibly due to lack of awareness. Such a categorization can help phone manufacturers enhance their mobile phones in regards to security, preferably transparently for the user.

Ajax Persaud, Irfan Azhar, (2012) concludes that consumers' shopping style, brand trust, and value are key motivations for engaging in mobile marketing through their smartphones. Further research should focus on specific tactics marketers use to engage customers beyond marketing messages, that is, how they engage customers in dialogue to build relationships, encourage purchases and build loyalty. This could reveal how customers really want to engage in mobile marketing.

Lynda Andrews, Judy Drennan, Rebekah Russell-Bennett, (2012) examine the nature of consumers' perceptions of the value they derive from the everyday experiential consumption of mobile phones and how mobile marketing (m-marketing) can potentially enhance these value perceptions. The findings highlight ways to tailor m-marketing strategies to complement consumers' perceptions of the value offered through their mobile phones.

Nasr Azad; Maryam Safaei (2012) states that there are many evidences to believe that customers select their products based on brand name. Products also maintain their own characteristics, which make them differentiable from others. In this paper, researchers have present an empirical study to determine important factors influencing customers' purchasing intend for cellular phones in capital city of Iran, Tehran. The results of the study show that there are some positive relationships between exclusive name and quality perception, between exclusive name and word of mouth advertisement, between quality perception and fidelity, between word of mouth advertisement and brand name and between brand name image and brand name.

Safiek Mokhils and Azizul Yadi (2012) conducted a research on “Consumer Choice Criteria in Smartphone Selection: An Investigation of Malaysian University Students” with the aim of studying the importance of different preference criteria in mobile phone selection among Malaysian consumers. The Data was collected through self-administered questionnaire from 371 university students. The respondents were asked to rate the relative importance of 29 potential influencing factors regarding their choice of mobile phone. The principal components factor analysis resulted in seven independent dimensions: (1) innovative features, (2) image, (3) price, (4) personal recommendation, (5) durability and portable aspects, (6) media influence, and (7) post-sales service out of which innovation in mobile phone features and design does arrive on top of the list in consumers' choice of mobile phones.

Malviya et al (2013) studied factors influencing consumer's purchase decision towards smartphone's in Indore. The research aims to identify the relationship between the four factors specifically price, brand name, feature and social influences during the purchase of smartphone. The data were collected from 188 respondents and were analysed and interpreted using chi- square, reliability analysis, factor analysis, confirmatory factor analysis with the help of statistical package for social sciences (SPSS). Research study concluded that social influence acts for the brands used by the people as a status symbol and features form the product specifications.

Mesay Sata (2013) discussed about the factors affecting consumer buying behaviour of mobile devices in Hawassa town. This paper consists of six important factors such as price, social group, product features, brand name, and durability and after sales services. From the analysis, he found that the consumer's value price is the most important variable and it followed by the mobile features. It influences the consumer in purchase decision of mobile phones.

Uddin et al (2014) conducted a research work on the title "Factors affecting customers buying decisions of smartphone. A study on Khulna city, Bangladesh" which focuses on the motive to uncover the underlying factors which affect customers in choosing mobile phone. A structured questionnaire designed to collect the data. A total of 200 respondents were interviewed from them 160 were found flawless thus used for data analysis. Factor analysis was applied to extract the underlying factors affecting mobile phone purchase decision, findings of the research states that while purchasing the mobile phone, customer are influenced by different factors which ultimately affects the purchase decision, the important factors which influence the customers during purchase are physical attributes which includes physical characteristics of mobile phone like camera, Bluetooth, colour, weight and others.

Mad lazim, H., & Sasitharan. D (2015) tried to explore the factors that encourage consumer to buy a smartphone. The researcher has considered high speed processing/ operating system, design, application & software, price, brand and convenience as influencing factors that affect purchase decision of smartphone. The population considered in the research was Malaysian smartphone users from all age group with sample 427 respondents for this study. The analysis of this collected data states that multipurpose function of the smartphone such as multipurpose applications, high speed processors was were influencing factors to Malaysians consumer to buy a smartphone.

Ayodele et al (2016) research aimed at determining the factors of smartphone purchase behaviour among young adults in Anambra state, Nigeria. Research finding states that aesthetic value, Smartphone features has a foremost effect on the purchase behaviour among young adults.

Azira Rahim et al (2016) examined purchasing intention of smartphone among university students. The study explored various factors which influences purchase intention of smartphone among university students in Malaysia. It examined the relationship between product features, brand name, social influence, product sacrifice and purchase intention of smartphone. Data was gathered from

367 students from UIM Kedah. Four hypothesis were used to test the relationship between the independent variables such as product features, brand name, social influence, product sacrifice and purchase intention of smartphone and product features and brand name were considerably and certainly related to purchase intention of smartphone.

Deepika (2016) researched on a study of consumer buying behaviour on smartphone's. This paper analysed the internal and external factors influencing the consumer behaviour. It also focussed on customer attitude and aspirations. This paper found out the factors such as perception, motivation and lifestyle influencing the consumer buying behaviour.

Joshi Sujata (2016) discussed about the factors affecting smartphone purchase among Indian Youth. This paper explained the technology and hardware factors affecting the purchase of smartphone's among Indian Youth. This study found that the five factors affecting the Indian Youth buying behaviour towards smartphone's. The factors such as technology, hardware, basic, brand and financial factors, from that technology is the most important influence. This paper is helpful to smartphone manufacturers and cellular service providers.

CHAPTER-3

3. RESEARCH METHODOLOGY

Research methodology is the scientific and systematic research for the pertinent information on the specific topic. It included testing, verification, classification, organization and orientation which included prediction and application.

3.1. NEED FOR STUDY

The need of the study is to solve the research problem. It deals with the objective of research study in the method of defining the research problem, the type of data collected, method used for data collection and analysing the data etc. The methodology includes collection of primary data.

- ❖ To know the factors that determine the consumer buying behaviour
- ❖ To know the effectiveness of Samsung Smartphone marketing
- ❖ To know the satisfaction level of Samsung Smartphone users
- ❖ To know the perception and expectation of Samsung users

3.2. SCOPE OF THE STUDY

After a brief literature review of the study, data will be collected from the respondents in the form of questionnaire in order to know the most significant factor that determines the consumer buying behaviour of Smartphones, and to know the effective marketing strategies that can be used to attract the consumers

3.3 OBJECTIVE OF THE STUDY

3.3.1 Primary objective:

To study and analyse the factors influencing the consumer buying behaviour of Smartphones, with special reference to Samsung.

3.3.2 Secondary objective:

- ❖ To examine the demographic factors which influence the Smartphone buying behaviour of Samsung users
- ❖ To examine the factors including product attributes and marketing stimuli which influence the smartphone buying behaviour of Samsung users.
- ❖ To find the effect of brand image on consumers intention towards Samsung Smartphone brand.

- ❖ To examine the effect of product features and specifications on consumer purchase decision of Smartphone.
- ❖ To study the buying behaviour of consumers

According to Clifford Woody “Research comprises defining and redefining problems, formulating hypothesis or suggested solutions, collecting, organizing and evaluating data: making deductions and reaching conclusions to determine whether they fit the formulating hypothesis”

3.4. RESEARCH DESIGN

3.4.1 Descriptive Research Design

The type of research used in the study is descriptive research and it includes surveys facts, findings, and enquiries of different kinds.

3.5 SOURCES OF DATA

The data collected was both,

- ❖ Primary data
- ❖ Secondary data

Primary data: It was collected through questionnaires given to 150 respondents

Secondary data: It was collected from various books, websites, online journals, published reports, and review of literature from published articles

3.6. SAMPLE SIZE

A sample size of 150 is undertaken for the study

3.7. SAMPLE DESIGN

Convenience sampling technique is being used.

3.8. TOOLS USED

The following tools were used to analyse the data:

- ❖ Simple percentage method

Simple percentage method

Simple percentage method is used to analyse the data. Simple percentage method is dividing the given total number of respondents and multiplying by 100

Formula

Simple percentage method=
$$\frac{\text{No. of respondents}}{\text{Total no. of respondents}} \times 100$$

3.9. PERIOD OF STUDY

The period of time taken to conduct the survey and preparation of the research paper is 2 Months.

3.10. LIMITATIONS OF THE STUDY

- ❖ The data is collected only from respondents living in Chennai city, so it cannot represent the whole population.
- ❖ Time constraint is the main limitation.
- ❖ The sample size of the study is limited to 150 respondents.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

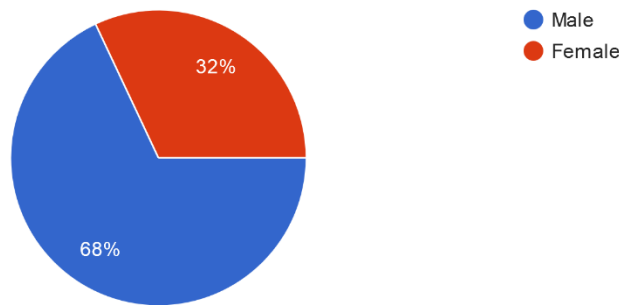
4.1.1 TABLE SHOWING THE GENDER OF THE RESPONDENTS

S.NO	GENDER	NUMBER OF RESPONDENTS	PERCENTAGE
1	Male	102	68
2	Female	48	32
	Total	150	100

Sources: primary data

Gender

150 responses



4.1.1 Chart showing the gender of the respondents

INTERPRETATION:

From the above table it is interpreted that, 68% of the respondents are male respondents and 32% of the respondents are female respondents.

INFERENCE:

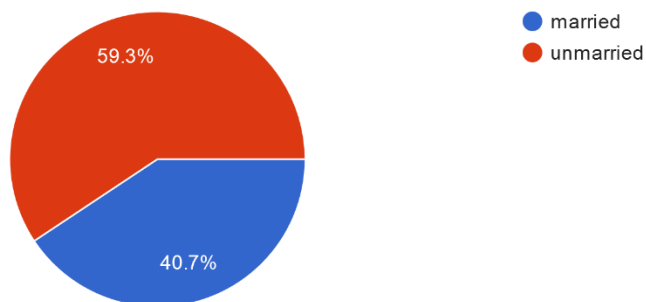
Majority of the respondents (68%) are Male respondents

4.1.2 TABLE SHOWING THE MARITAL STATUS OF THE RESPONDENTS

S.NO	MARITAL STATUS	NUMBER OF RESPONDENTS	PERCENTAGE
1	Married	89	59.3
2	Unmarried	61	40.7
	Total	150	100

Sources: primary data

Marital status
150 responses



4.1.2 Chart showing the marital status of the respondents

INTERPRETATION:

From the above table it is interpreted that, 59.3% of the respondents are married and 40.7% of the respondents are unmarried

INFERENCE:

Majority of the respondents (59.3%) are married respondents

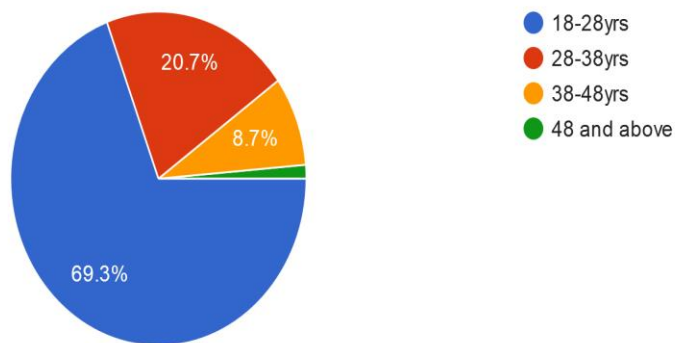
4.1.3 TABLE SHOWING THE AGE GROUP OF THE RESPONDENTS

S.NO	AGE	NUMBER OF RESPONDENTS	PERCENTAGE
1	18-28yrs	104	69.3
2	28-38yrs	31	20.7
3	38-48yrs	13	8.7
4	48yrs and above	2	1.3
	Total	150	100

Sources: primary data

Age

150 responses



4.1.3 Chart showing the age group of the respondents

INTERPRETATION:

From the above table it is interpreted that, 69.3% of the respondents belong to the age group of 18-28yrs, 20.7% of the respondents belong to the 28-38yrs of age group, 8.7% of the respondents belong to the 38-48yrs and the remaining 1.3% belongs to the 48yrs and above age group.

INFERENCE:

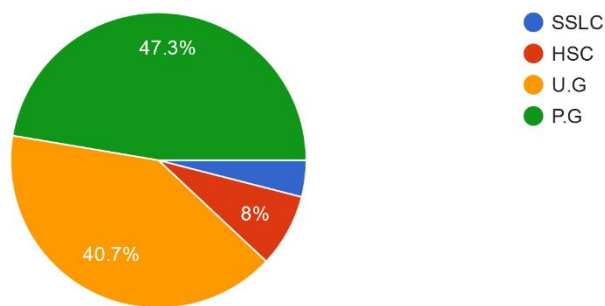
Majority of the respondents (69.3%) belong to the age group of 18-28yrs.

4.1.4 TABLE SHOWING THE EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

S.NO	EDUCATIONAL QUALIFICATION	NUMBER OF RESPONDENTS	PERCENTAGE
1	SSLC	6	4
2	HSC	12	8
3	U.G	61	40.7
4	P.G	71	47.3
	Total	150	100

Sources: primary data

Education
150 responses



4.1.4 Chart showing the educational qualifications of the respondents

INTERPRETATION:

From the above table it is interpreted that, 47.3% have completed post graduate qualification, 40.7% possess under graduate qualification, 8% of them possess Higher secondary qualification, and 4% of them SSLC qualification.

INFERENCE:

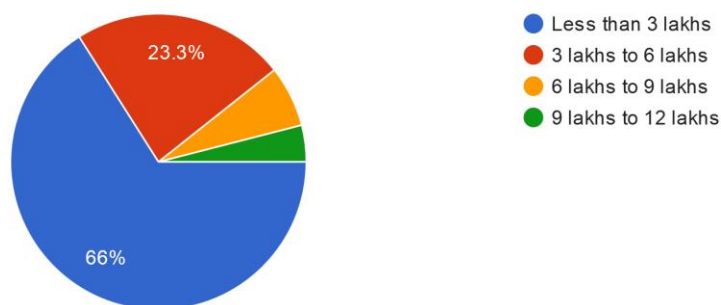
Majority of the respondents (47.3%) are Post Graduates.

4.1.5 TABLE SHOWING THE ANNUAL INCOME LEVEL OF THE RESPONDENTS

S.NO	ANNUAL INCOME LEVEL	NUMBER OF RESPONDENTS	PERCENTAGE
1	Less than 3 lakhs	99	66
2	3 lakhs to 6 lakhs	35	23.3
3	6 lakhs to 9 lakhs	10	6.7
4	9 lakhs to 12 lakhs	6	4
	Total	150	100

Sources: primary data

Annual Income
150 responses



4.1.5 Chart showing the annual income level of the respondents

INTERPRETATION:

From the above table it is interpreted that, 66% of the respondents belong to the less than 3 lakhs annual income category, 23.3% of the respondents belong to the 3 lakhs to 6 lakhs annual income group, 6.7% of them belong to the 6 lakhs to 9 lakhs annual income category, and the remaining 4% of them belong to the 9 lakhs to 12 lakhs annual income category

INFERENCE:

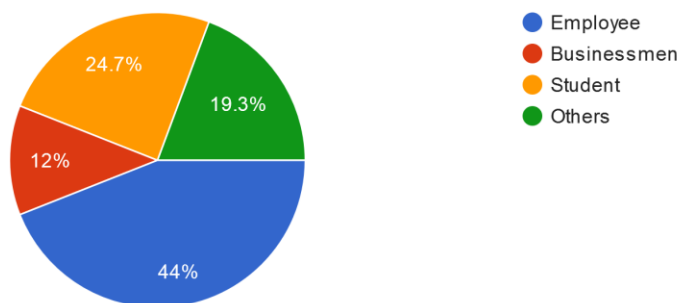
Majority of the respondents (66%) of the respondents comes under less than 3 lakhs annual income category

4.1.6 TABLE SHOWING THE PROFESSION OF THE RESPONDENTS

S.NO	PROFESSION OF THE RESPONDENTS	NUMBER OF RESPONDENTS	PERCENTAGE
1	Employees	66	44
2	Student	18	12
3	Businessmen	37	24.7
4	Others	29	19.3
	Total	150	100

Sources: primary data

Profession
150 responses



4.1.6 Chart showing the profession of the respondents

INTERPRETATION:

From the above table it is interpreted that, 44% of the respondents are employees, 24.7% of the respondents are businessmen, 19.3% of the respondents belong to the other category profession and the remaining 12% of the respondents belong to the student category.

INFERENCE:

Majority of the respondents (44%) are Employees.

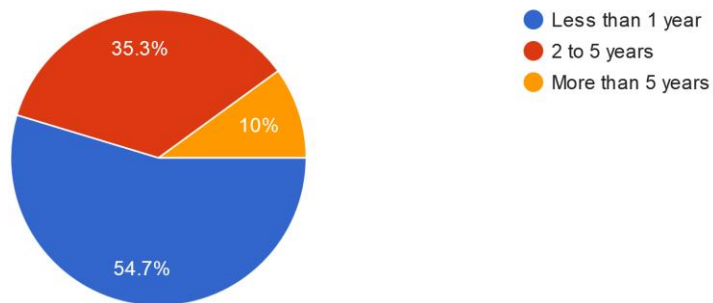
4.1.7 TABLE SHOWING THE PERIOD OF USAGE OF SAMSUNG SMARTPHONE

S.NO	PERIOD OF USAGE	NUMBER OF RESPONDENTS	PERCENTAGE
1	Less than 1 year	82	54.7
2	2 to 5 years	53	35.3
3	More than 5 years	15	10
	Total	150	100

Sources: primary data

How long do you use the Samsung Smartphone?

150 responses



4.1.7 Chart showing the period of usage of Samsung smartphone

INTERPRETATION:

From the above table it is interpreted that, 54.7% of the respondents use their Samsung smartphones for less than 1 year, 35.3% of the respondents use up-to 2 to 5 years, and the remaining 10% of the respondents use their phones for more than 5 years

INFERENCE:

Majority of the respondents (54.7%) of the respondents use their Samsung smartphones for less than 1 year

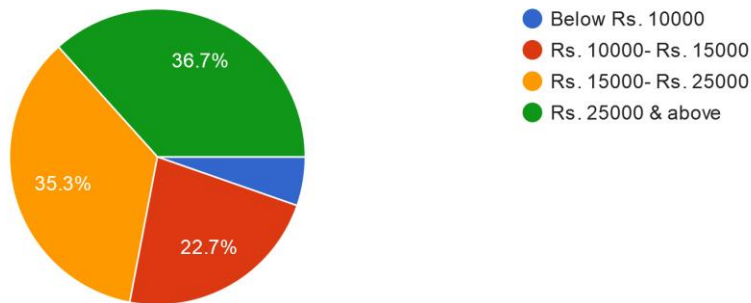
4.1.8 TABLE SHOWING THE PRICE RANGE OF THE SAMSUNG SMARTPHONE

S.NO	PRICE RANGE	NUMBER OF RESPONDENTS	PERCENTAGE
1	Below Rs.10000	8	5.3
2	Rs.10001- Rs.15000	34	22.7
3	Rs.15001- Rs.25000	53	35.3
4	Rs.25001 and above	55	36.7
	Total	150	100

Sources: primary data

Tick the range of price of your Samsung smartphone?

150 responses



4.1.8 Chart showing the price range of the Samsung smartphone

INTERPRETATION:

From the above table it is interpreted that, 36.7% of the respondent's smartphone comes under the price range of Rs.25001 and above, 35.3% of the respondents smartphone lies under the price range of Rs.15001 to Rs.25000, 22.7% of the respondents price range comes under Rs.10001 to Rs.15000 and the remaining 5.3% of the respondents price range comes under below Rs.10000 category

INFERENCE:

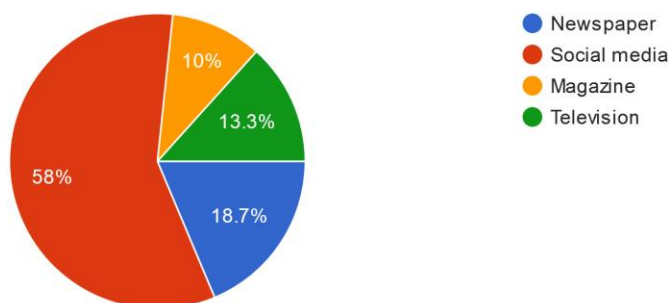
Majority of the respondents (36.7%) smartphone comes under the price range of Rs.25001 and above

4.1.9 TABLE SHOWING THE MEDIUM OF INFORMATION OF SAMSUNG SMARTPHONE

S.NO	MEDIUM OF INFORMATION	NUMBER OF RESPONDENTS	PERCENTAGE
1	Newspaper	28	18.7
2	Social media	87	58
3	Magazine	15	10
4	Television	20	13.3
	Total	150	100

Sources: primary data

How did you get to know about Samsung Smartphones?
150 responses



4.1.9 Chart showing the medium of information of Samsung smartphone

INTERPRETATION:

From the above table it is interpreted that, 58% of the respondents got to know about Samsung smartphone through Social media, 18.7% of the respondents got to know through Newspaper, 13.3% of the respondents got to know through Television, and the remaining 10% of the respondents got to know through Magazine.

INFERENCE:

Majority of the respondents (58%) got to know about Samsung smartphone through Social media

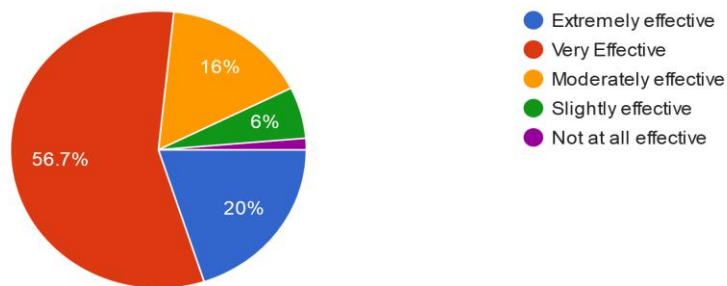
4.1.10 TABLE SHOWING THE EFFECTIVENESS OF SAMSUNG SMARTPHONE MARKETING

S.NO	EFFECTIVENESS OF MARKETING	NUMBER OF RESPONDENTS	PERCENTAGE
1	Extremely effective	30	20
2	Very effective	85	56.7
3	Moderately effective	24	16
4	Slightly effective	9	6
5	Not at all effective	2	1.3
	Total	150	100

Sources: primary data

What do you think about the effectiveness of Samsung Smartphone's marketing?

150 responses



4.1.10 Chart showing the effectiveness of Samsung smartphone marketing

INTERPRETATION:

From the above table it is interpreted that, 56.7% of the respondents feels that the marketing of Samsung smartphone is very effective, 20% of the respondents feel that it is extremely effective, 16% of the respondents feel that it is moderately effective, 6% of them feels that it is slightly effective and the remaining 1.3% of them feels that it is not at all effective

INFERENCE:

Majority of the respondents (56.7%) feels that the marketing of Samsung smartphone is very effective

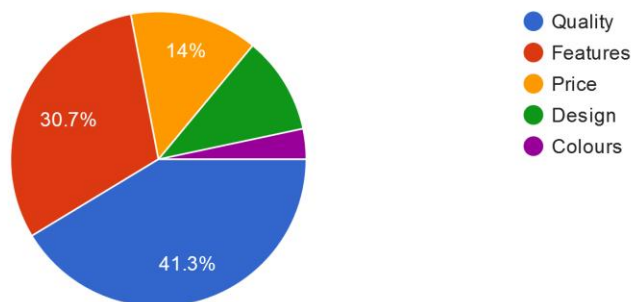
4.1.11 TABLE SHOWING THE BASIS OF PREFERENCE OF SAMSUNG SMARTPHONE

S.NO	BASIS OF PREFERENCE	NUMBER OF RESPONDENTS	PERCENTAGE
1	Quality	62	41.3
2	Features	46	30.7
3	Price	21	14
4	Design	16	10.7
5	Colours	5	3.3
	Total	150	100

Sources: primary data

Why do you prefer Samsung Smartphone's?

150 responses



4.1.11 Chart showing the basis of preference of Samsung smartphone

INTERPRETATION:

From the above table it is interpreted that, 41.3% of the respondents prefer quality, 30.7% of the respondents prefer features, 14% of the respondents prefer price, 10.7% of the respondents prefer price, 10.7% of the respondents prefer design and the remaining 3.3% of the respondents prefer colour.

INFERENCE:

Majority of the respondents (41.3%) prefer quality.

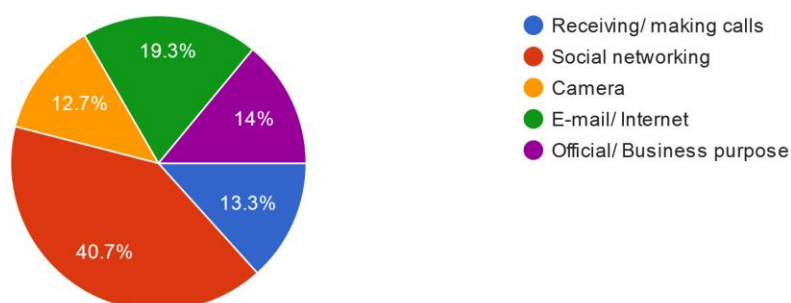
4.1.12 TABLE SHOWING THE PURPOSE OF USING SAMSUNG SMARTPHONE

S.NO	PURPOSE OF USAGE	NUMBER OF RESPONDENTS	PERCENTAGE
1	Receiving/ making calls	20	13.3
2	Social networking	61	40.7
3	Camera	19	12.7
4	e-mail/ Internet	29	19.3
5	Official/ Business purpose	21	14
	Total	150	100

Sources: primary data

For which purpose do you use your Samsung Smartphones the most?

150 responses



4.1.12 Chart showing the purpose of using Samsung smartphone

INTERPRETATION:

From the above table it is interpreted that, 40.7% of the respondents use their Samsung smartphone for social media purpose, 19.3% of the respondents use their Samsung smartphone for e-mail/ Internet purpose, 14% of the respondents use it for their official/ business purpose, 13.3% of the respondents use their Samsung smartphone for receiving/ making calls and the remaining 12.7% of the respondents use their smartphone for camera purpose,

INFERENCE:

Majority of the respondents (40.7%) use their Samsung smartphone for social media purpose

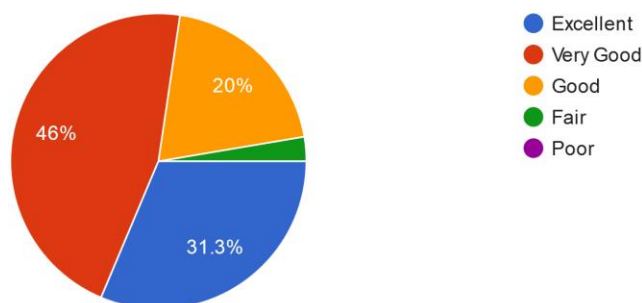
4.1.13 TABLE SHOWS THE GRADING OF THE FEATURES OF SAMSUNG SMARTPHONE

S.NO	GRADING THE FEATURES	NUMBER OF RESPONSIBILITIES	PERCENTAGE
1	Excellent	47	31.3
2	Very good	69	46
3	Good	30	20
4	Fair	4	2.7
5	Poor	-	-
	Total	150	100

Sources: primary data

How far will you grade with all the features of gaming, music and social- networking etc.

150 responses



4.1.13 Chart shows the grading of the features of Samsung smartphone

INTERPRETATION:

From the above table it is interpreted that, 46% of the respondents feel that the features of Samsung smartphone are very good, 31.3% of the respondents feel that they are excellent, 20% of the respondents feels that they are good, 2.7% of the respondents feel that they are only fair enough.

INFERENCE:

Majority of the respondents (46%) feel that the features of Samsung smartphone are very good

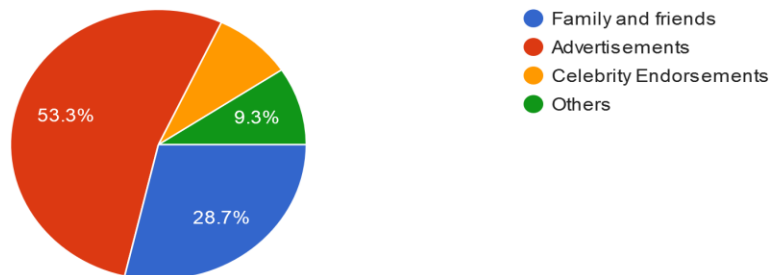
4.1.14 TABLE SHOWING THE FACTORS DETERMINING THE CONSUMERS CHOICE OF BUYING A SMARTPHONE

S.NO	FACTORS	NUMBER OF RESPONDENTS	PERCENTAGE
1	Family and Friends	43	28.7
2	Advertisements	80	53.3
3	Celebrity Endorsements	13	8.7
4	Others	14	9.3
	Total	150	100

Sources: primary data

In your opinion which of the following factors influences customers to purchase Samsung smartphones?

150 responses



4.1.14 Chart showing the factors determining the consumer's choice of buying a smartphone

INTERPRETATION:

From the above table it is interpreted that, 53.3% of the respondents choose their smartphone based on the advertisements provided, 28.7% of the respondents choice are based on the opinion of family and friends, 9.3% of the respondents choice are based on the other factors, and the remaining 8.7% of the respondents choice are based on celebrity endorsements.

INFERENCE:

Majority of the respondents (53.3%) choose their smartphone based on the advertisements provided

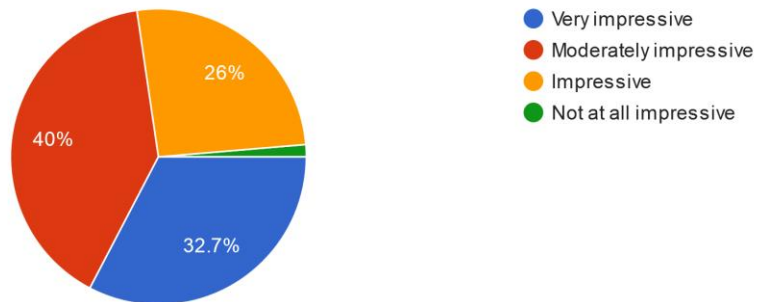
4.1.15 TABLE SHOWING THE RESPONDENTS OPINION ABOUT THE SALES PROMOTIONAL ACTIVITIES

S.NO	OPINION ABOUT SALES PROMOTION	NUMBER OF RESPONDENTS	PERCENTAGE
1	Very impressive	49	32.7
2	Moderately impressive	60	40
3	Impressive	39	26
4	Not at all impressive	2	1.3
	Total	150	100

Sources: primary data

What is your opinion about the sales promotional activities followed by Samsung?

150 responses



4.1.15 Chart showing the respondents opinion about the sales promotional activities

INTERPRETATION:

From the above table it is interpreted that, 40% of the respondents feels that the sales promotional activities are moderately impressive, 32.7% feels that they are very impressive, 26% feels that they are impressive, and the remaining 1.3% feels that they are not at all impressive

INFERENCE:

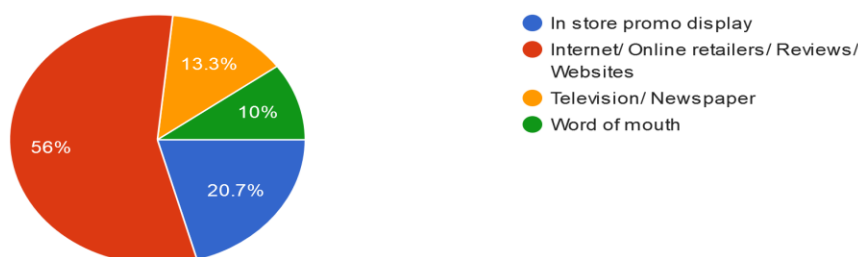
Majority of the respondents (40%) feels that the sales promotional activities are moderately impressive

4.1.16 TABLE SHOWING THE BASIS OF INFORMATION FOR BUYING A SMARTPHONE

S.NO	BASIS OF INFORMATION	NUMBER OF RESPONDENTS	PERCENTAGE
1	In-store promo display	31	20.7
2	Internet/ online retailers/ reviews/ websites	84	56
3	Television/ Newspaper	20	13.3
4	Word of mouth	15	10
	Total	150	100

Sources: primary data

Where did you look for the information before buying a smartphone?
150 responses



4.1.16 Chart showing the basis of information for buying a smartphone

INTERPRETATION:

From the above table it is interpreted that, 56% of the respondents look for the information of smartphone on Internet/ Online retailers/ Reviews/ Websites, 20.7% of them feels that the in-store promo displays are the basic source of information, 13.3% of them prefer Television/ Newspaper, 10% of them prefer word of mouth.

INFERENCE:

Majority of the respondents (56%) look for the information of smartphone on Internet/ Online retailers/ Reviews/ Websites

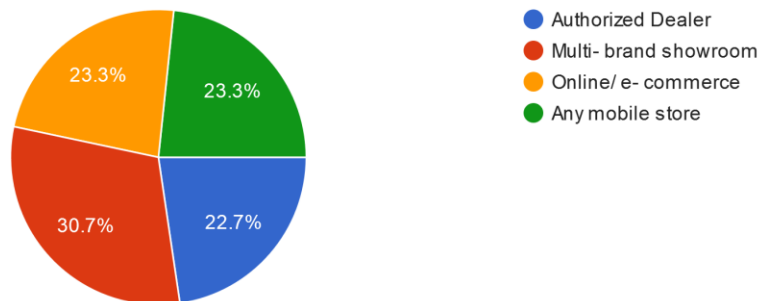
4.1.17 TABLE SHOWING THE RESPONDENTS CHOICE ABOUT THE PLACE OF BUYING A SMARTPHONE

S.NO	RESPONDENTS CHOICE ABOUT THE PLACE OF BUYING	NUMBER OF RESPONDENTS	PERCENTAGE
1	Authorized dealers	34	22.7
2	Multi – brand showrooms	46	30.7
3	Online/ E-Commerce	35	23.3
4	Any mobile store	35	23.3
	Total	150	100

Sources: primary data

Further, where do you like to purchase a Samsung Smartphone?

150 responses



4.1.17 Chart showing the respondent's choice about the place of buying a smartphone

INTERPRETATION:

From the above table it is interpreted that, 30.7% of the respondents prefer to buy the smartphone from multi- branded showrooms, 23% of the respondents prefer to buy from online/ e-commerce, 23.3% of the respondents prefer to buy from any mobile store and 22.7% of the respondents prefer to buy from authorized dealers.

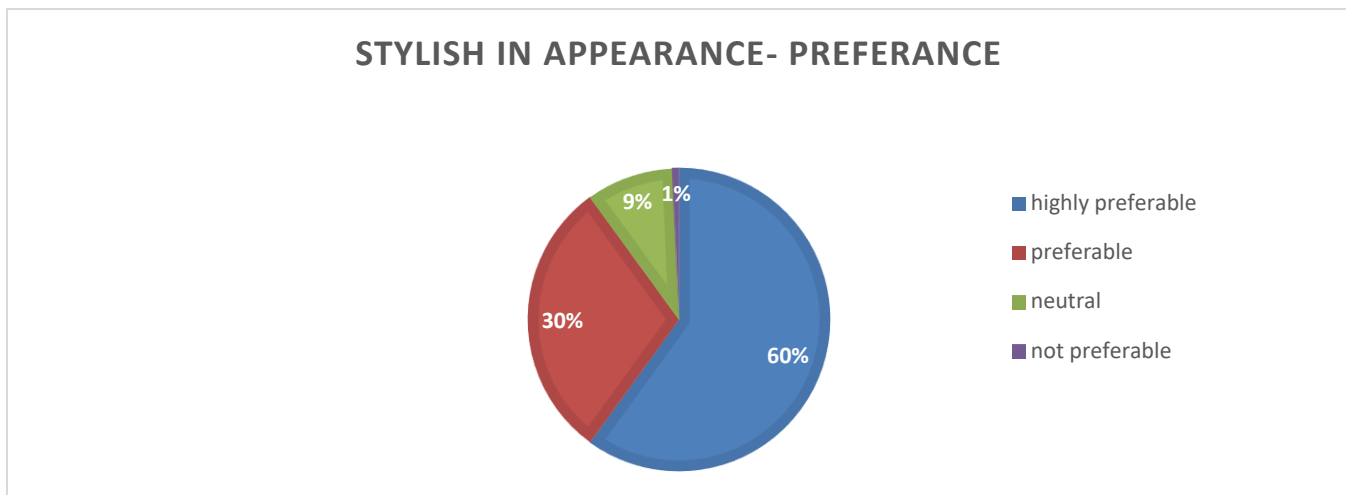
INFERENCE:

Majority of the respondents (30.7%) prefer to buy the smartphone from multi- branded showrooms

**4.1. 18. (i) TABLE SHOWING THE RESPONDENTS PREFERENCE ON THE FEATURES-
STYLISH IN APPEARANCE**

S.NO	STYLISH IN APPEARANCE	NUMBER OF RESPONDENTS	PERCENTAGE
1	Highly preferable	90	60
2	Preferable	45	30
3	Neutral	14	9.3
4	Not preferable	1	0.7
	Total	150	100

Sources: primary data



4.1. 18. (i) Chart showing the respondents preference on the features- stylish in appearance

INTERPRETATION:

From the above table it is interpreted that, 60% of the respondents feel that the stylish appearance of smartphone is highly preferable, 30% of them feels that it is preferable, 9.3% of them feels that it is neutral, and the remaining 0.7% of them feels that it is not preferable

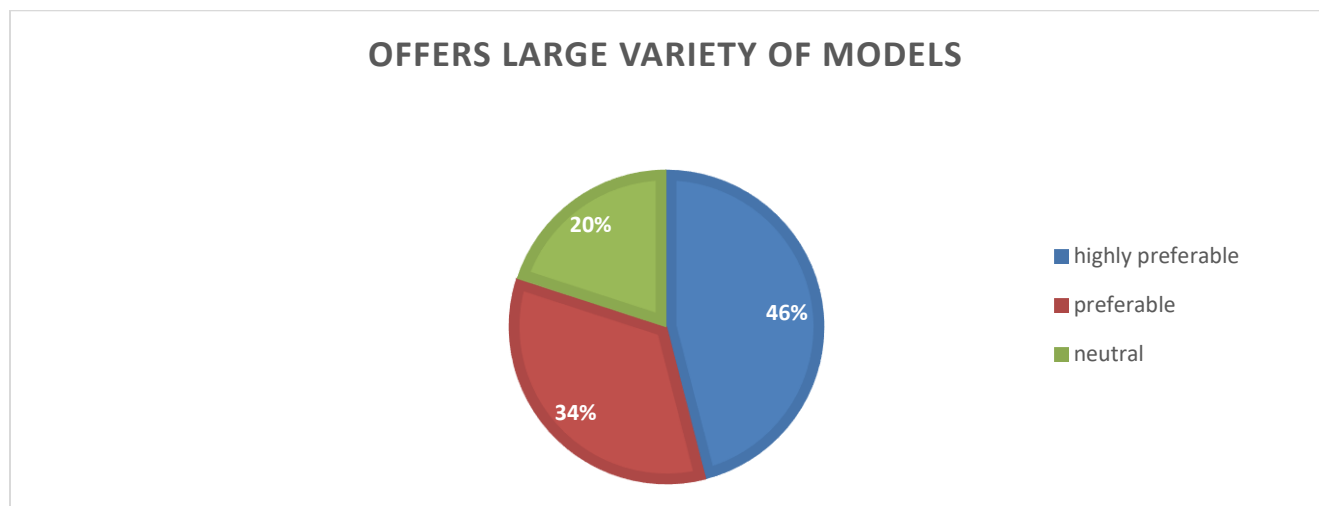
INFERENCE:

Majority of the respondents (60%) feel that the stylish appearance of smartphone is highly preferable

**4.1. 18. (ii) TABLE SHOWING THE RESPONDENTS PREFERENCE ON THE FEATURES-
OFFERS LARGE VARIETY OF MODELS**

S.NO	OFFERS LARGE VARIETY OF MODELS	NUMBER OF RESPONDENTS	PERCENTAGE
1	Highly preferable	69	46
2	Preferable	51	34
3	Neutral	30	20
	Total	150	100

Sources: primary data



**4.1. 18. (ii) Chart showing the respondents preference on the features- offers large variety
of models**

INTERPRETATION:

From the above table it is interpreted that, 46% of the respondents feel that offering large variety of models are highly preferable, 34% of them feels that it is preferable, and the remaining 20% of them feels that it is neutral.

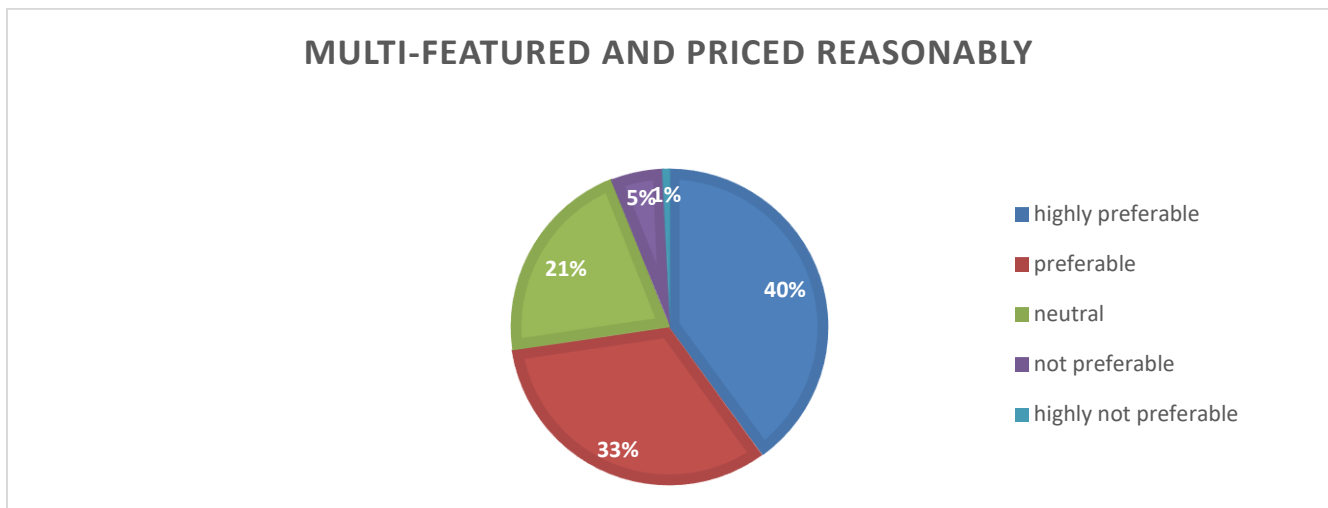
INFERENCE:

Majority of the respondents (46%) feel that offering large variety of models are highly preferable

**4.1. 18. (iii) TABLE SHOWING THE RESPONDENTS PREFERENCE ON THE FEATURES-
MULTI- FEATURED AND PRICED REASONABLY**

S.NO	MULTI- FEATURED AND PRICED REASONABLY	NUMBER OF RESPONDENTS	PERCENTAGE
1	Highly preferable	60	40
2	Preferable	49	32.7
3	Neutral	32	21.3
4	Not preferable	8	5.3
5	Highly not preferable	1	0.7
	Total	150	100

Sources: primary data



**4.1. 18. (iii) Chart showing the respondents preference on the features- multi-featured and
priced reasonably**

INTERPRETATION:

From the above table it is interpreted that, 40% of the respondents feel that Multi-featured and pricing reasonably are highly preferable, 32.7% of them feels that it is preferable, 21.3% of them feels that it is neutral, 5.3% of them feels that it is not preferable and the remaining 0.7% of them feels that it is highly not preferable

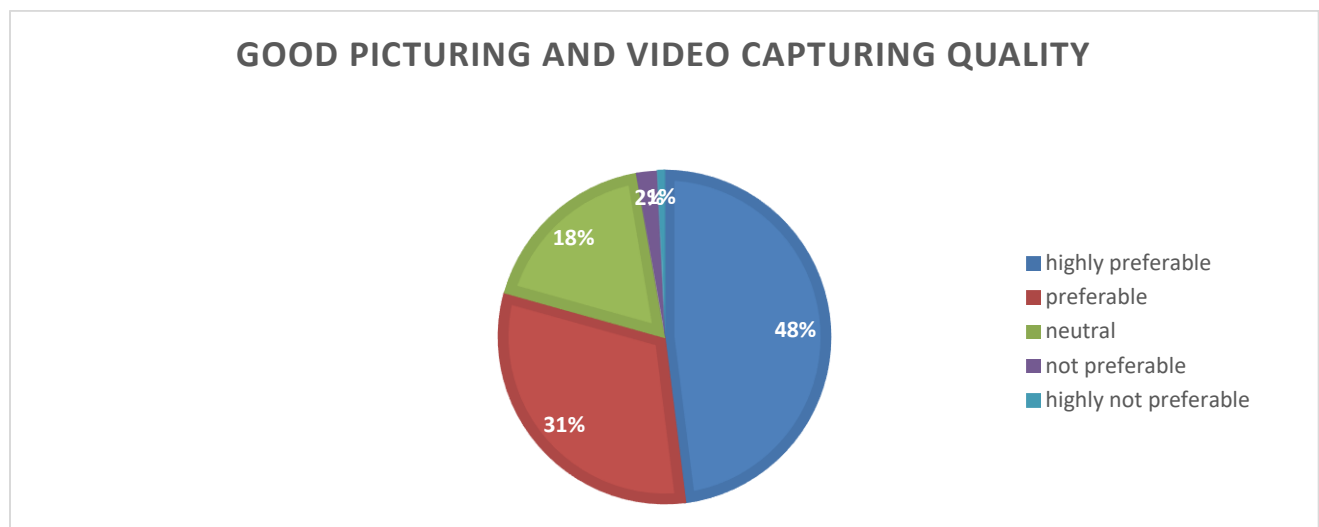
INFERENCE:

Majority of the respondents (40%) feel that Multi-featured and pricing reasonably are highly preferable

**4.1. 18. (iv) TABLE SHOWING THE RESPONDENTS PREFERENCE ON THE FEATURES-
GOOD PICTURING AND VIDEO CAPTURING QUALITY**

S.NO	GOOD PICTURING AND VIDEO CAPTURING QUALITY	NUMBER OF RESPONDENTS	PERCENTAGE
1	Highly preferable	72	48
2	Preferable	47	31.3
3	Neutral	27	18
4	Not preferable	3	2
5	Highly not preferable	1	0.7
	Total	150	100

Sources: primary data



4.1.18. (iv) Chart showing the respondents preference on the features- good picturing and video capturing quality

INTERPRETATION:

From the above table it is interpreted that, 48% of the respondents feel that good picturing and video capturing quality are highly preferable, 31.3% of them feels that it is preferable, 18% of them feels that it is neutral, 2% of them feels that it is not preferable and the remaining 0.7% of them feels that it is highly not preferable

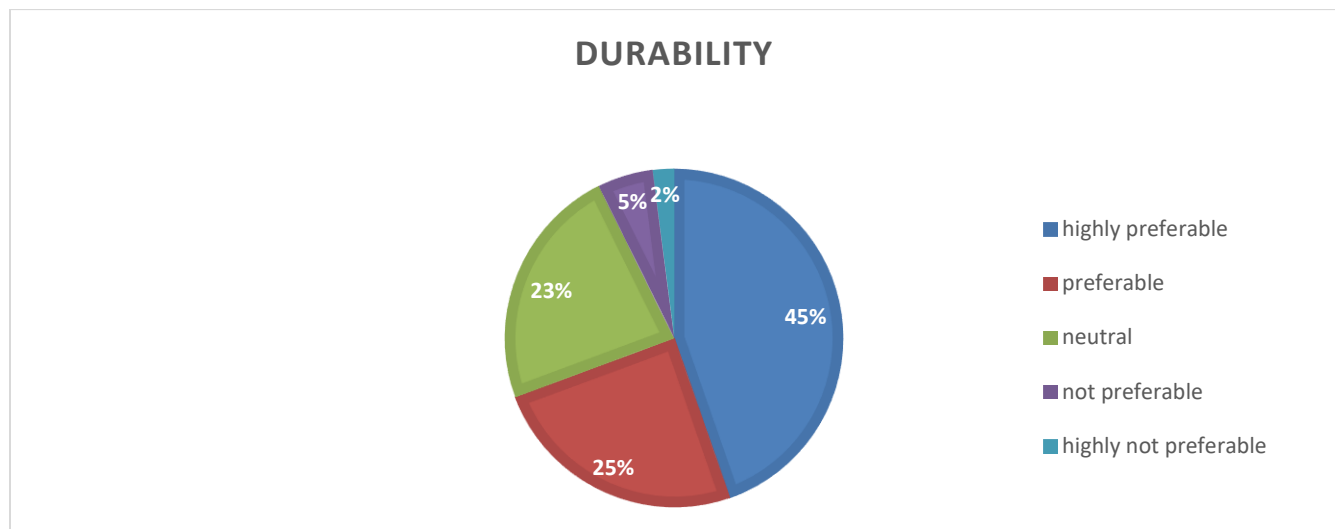
INFERENCE:

Majority of the respondents (48%) feel that good picturing and video capturing quality are highly preferable

**4.1. 18. (v) TABLE SHOWING THE RESPONDENTS PREFERENCE ON THE FEATURES-
DURABILITY**

S.NO	DURABILITY	NUMBER OF RESPONDENTS	PERCENTAGE
1	Highly preferable	67	44.7
2	Preferable	37	24.7
3	Neutral	35	23.3
4	Not preferable	8	5.3
5	Highly not preferable	3	2
	Total	150	100

Sources: primary data



4.1.18. (v) Chart showing the respondents preference on the features- Durability

INTERPRETATION:

From the above table it is interpreted that, 44.7% of the respondents feel that the durability of the smartphone is highly preferable, 24.7% of them feels that it is preferable, 23.3% of them feels that it is neutral, 5.3% of them feels that it is not preferable and the remaining 2% of them feels that it is highly not preferable

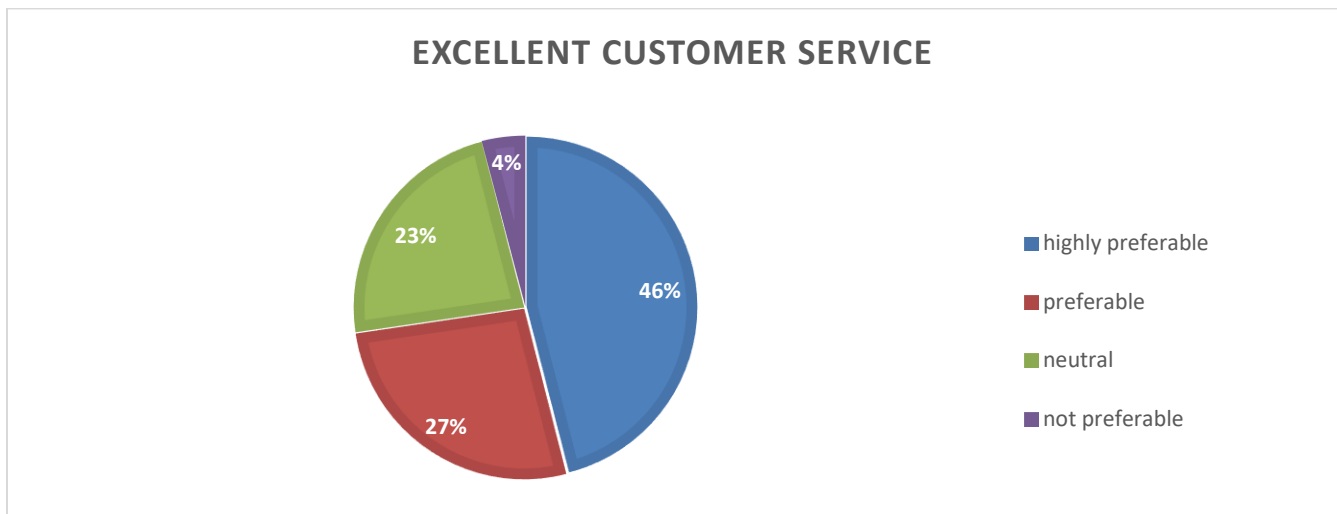
INFERENCE:

Majority of the respondents (44.7%) feel that durability of the smartphone is highly preferable

**4.1. 18. (vi) TABLE SHOWING THE RESPONDENTS PREFERENCE ON THE FEATURES-
EXCELLENT CUSTOMER SERVICE**

S.NO	EXCELLENT CUSTOMER SERVICE	NUMBER OF RESPONDENTS	PERCENTAGE
1	Highly preferable	69	46
2	Preferable	40	26.7
3	Neutral	35	23.3
4	Not preferable	6	4
	Total	150	100

Sources: primary data



4.1.18. (vi) Chart showing the respondents preference on the features- Excellent customer service

INTERPRETATION:

From the above table it is interpreted that, 46% of the respondents feels that providing excellent customer service to the smartphone is highly preferable, 26.7% of them feels that it is preferable, 23.3% of them feels that it is neutral, and the remaining 4% of them feels that it is not preferable.

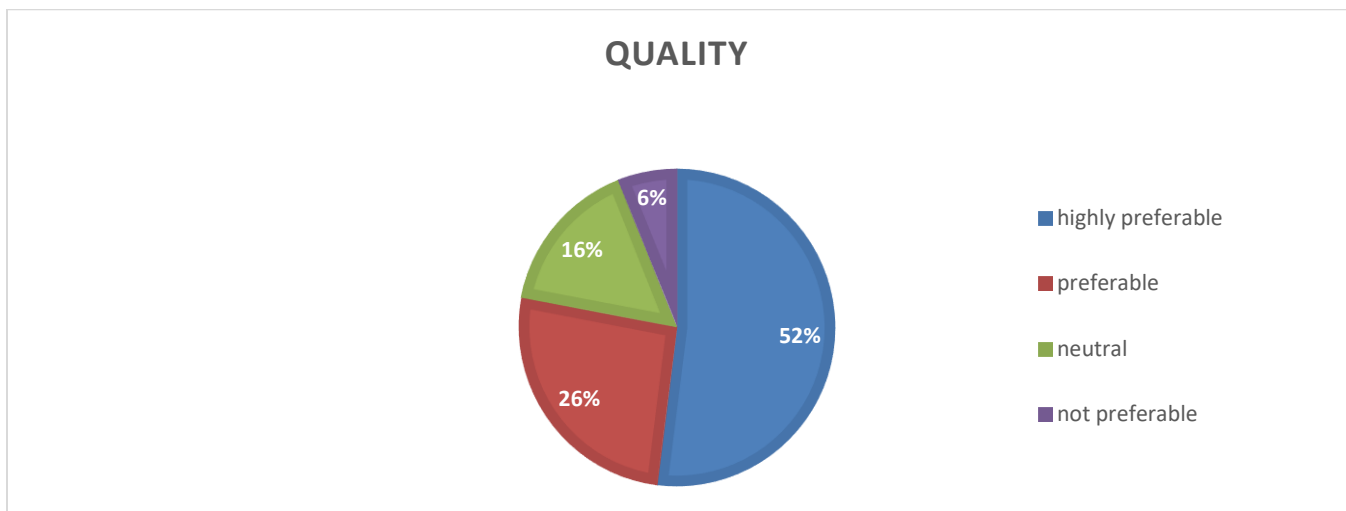
INFERENCE:

Majority of the respondents (46%) feels that providing excellent customer service to the smartphone is highly preferable

**4.1. 18. (vii) TABLE SHOWING THE RESPONDENTS PREFERENCE ON THE FEATURES-
QUALITY**

S.NO	QUALITY	NUMBER OF RESPONDENTS	PERCENTAGE
1	Highly preferable	78	52
2	Preferable	39	26
3	Neutral	24	16
4	Not preferable	9	6
	Total	150	100

Sources: primary data



4.1.18. (vii) Chart showing the respondents preference on the features- Quality

INTERPRETATION:

From the above table it is interpreted that, 52% of the respondents feels that the quality of the smartphone is highly preferable, 26% of them feels that it is preferable, 16% of them feels that it is neutral, and the remaining 6% of them feels that it is not preferable.

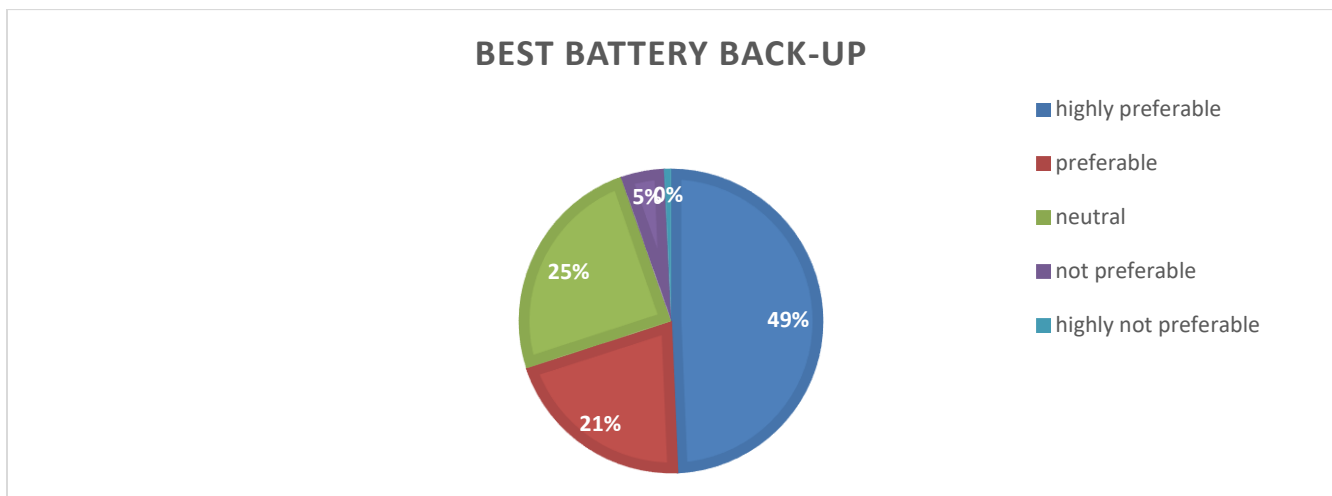
INFERENCE:

Majority of the respondents (52%) feels that the quality of the smartphone is highly preferable

**4.1. 18. (viii) TABLE SHOWING THE RESPONDENTS PREFERENCE ON THE FEATURES-
BEST BATTERY BACK-UP**

S.NO	BEST BATTERY BACK-UP	NUMBER OF RESPONDENTS	PERCENTAGE
1	Highly preferable	74	49.3
2	Preferable	31	20.6
3	Neutral	37	24.7
4	Not preferable	7	4.7
5	Highly not preferable	1	0.7
	Total	150	100

Sources: primary data



4.1.18. (viii) Chart showing the respondents preference on the features- Best battery back-up

INTERPRETATION:

From the above table it is interpreted that, 49.3% of the respondents feels that the best battery back-up of the smartphone is highly preferable, 24.7% of them feels that it is neutral, 20.6% of them feels that it is preferable, 4.7% of them feels that it is not preferable and the remaining 0.7% of them feels that it is highly not preferable.

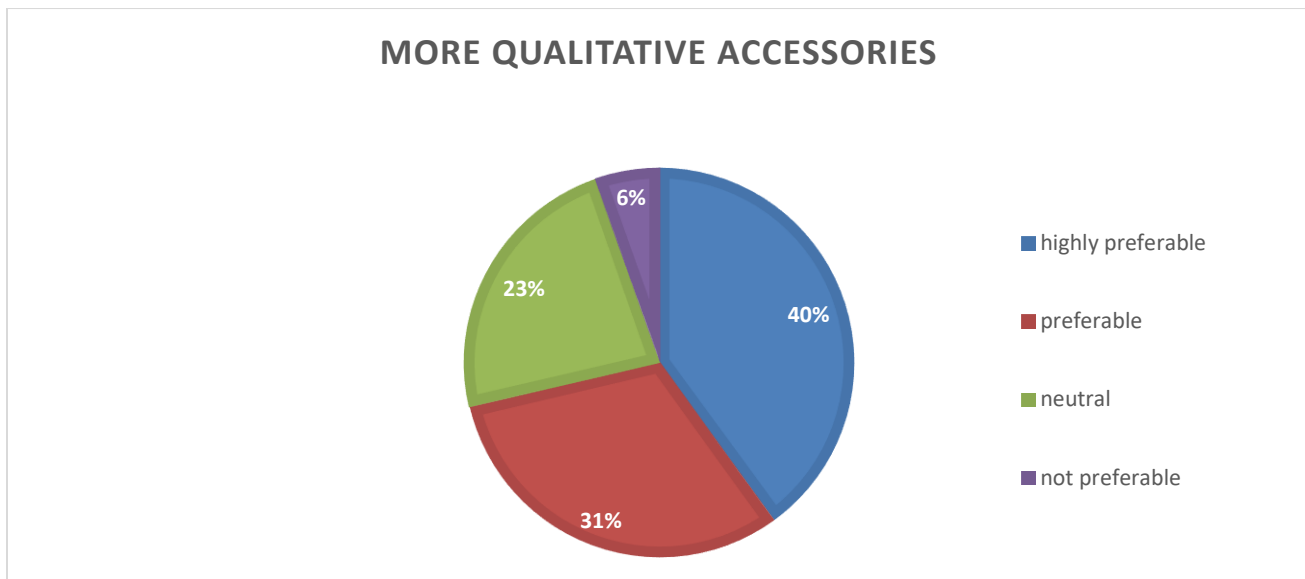
INFERENCE:

Majority of the respondents (49.3%) feels that the best battery back-up of the smartphone is highly preferable

**4.1. 18. (ix) TABLE SHOWING THE RESPONDENTS PREFERENCE ON THE FEATURES-
MORE QUALITATIVE ACCESSORIES**

S.NO	QUALITATIVE ACCESSORIES	NUMBER OF RESPONDENTS	PERCENTAGE
1	Highly preferable	60	40
2	Preferable	47	31.4
3	Neutral	35	23.3
4	Not preferable	8	5.3
	Total	150	100

Sources: primary data



4.1.18. (ix) Chart showing the respondents preference on the features- more qualitative accessories

INTERPRETATION:

From the above table it is interpreted that, 40% of the respondents feels that the more added qualitative accessories of the smartphone is highly preferable, 31.4% of them feels that it is preferable, 23.3% of them feels that it is neutral, and the remaining 5.3% of them feels that it is not preferable

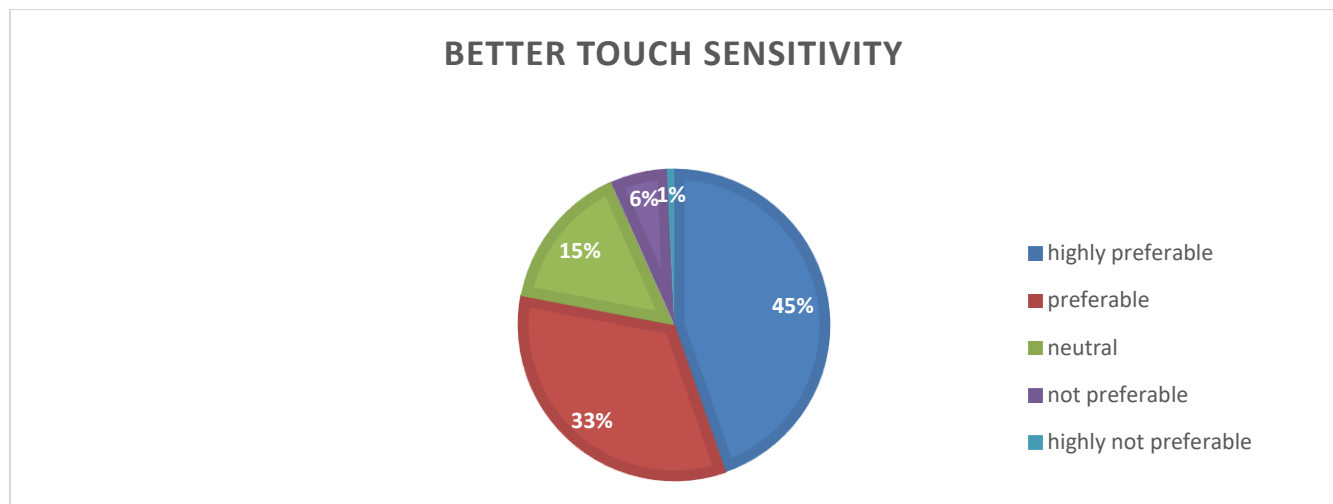
INFERENCE:

Majority of the respondents (40%) feels that the more added qualitative accessories of the smartphone is highly preferable

**4.1. 18. (x) TABLE SHOWING THE RESPONDENTS PREFERENCE ON THE FEATURES-
BETTER TOUCH SENSITIVITY**

S.NO	BETTER TOUCH SENSITIVITY	NUMBER OF RESPONDENTS	PERCENTAGE
1	Highly preferable	67	44.7
2	Preferable	50	33.3
3	Neutral	23	15.3
4	Not preferable	9	6
5	Highly not preferable	1	0.7
	Total	150	100

Sources: primary data



4.1.18. (x) Chart showing the respondents preference on the features- Better touch sensitivity

INTERPRETATION:

From the above table it is interpreted that, 44.7% of the respondents feels that the better touch sensitivity of the smartphone is highly preferable, 33.3% of them feels that it is preferable, 15.3% of them feels that it is neutral, 6% of them feels that it is not preferable and the remaining 0.7% of them feels that it is highly not preferable.

INFERENCE:

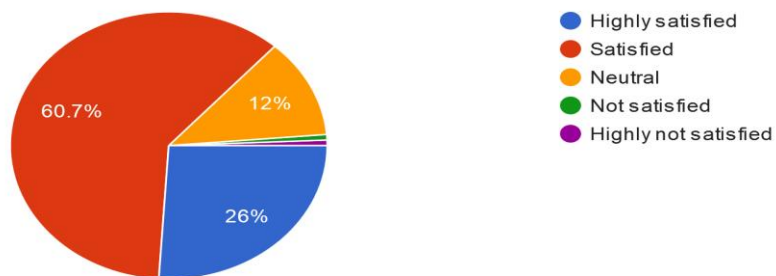
Majority of the respondents (44.7%) feels that the better touch sensitivity of the smartphone is highly preferable

4.1.19 TABLE SHOWING THE RESPONDENTS SATISFACTION TOWARDS SAMSUNG SMARTPHONE

S.NO	RESPONDENTS SATISFACTION TOWARDS SAMSUNG SMARTPHONE	NUMBER OF RESPONDENTS	PERCENTAGE
1	Highly satisfied	39	26
2	Satisfied	91	60.6
3	Neutral	18	12
4	Not satisfied	1	0.7
5	Highly not satisfied	1	0.7
	Total	150	100

Sources: primary data

How far are you satisfied with your Samsung smartphone?
150 responses



4.1.19 Chart showing the respondents satisfaction towards Samsung smartphone

INTERPRETATION:

From the above table it is interpreted that, 60.6% of the respondents are satisfied with their Samsung smartphone, 26% of the respondents are highly satisfied, 12% of the respondents feels neutral, 0.7% of them are not satisfied and the remaining 0.7% of them are highly not satisfied.

INFERENCE:

Majority of the respondents (60.6%) are satisfied with their Samsung smartphone

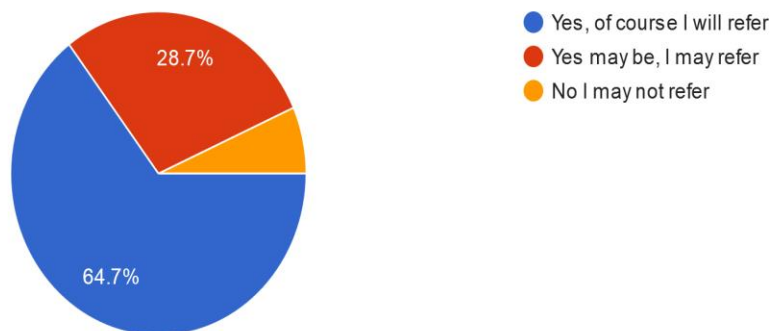
4.1.20 TABLE SHOWING THE RECOMMENDATION TOWARDS SAMSUNG SMARTPHONE

S.NO	RECOMMENDATION OF SAMSUNG SMARTPHONE	NUMBER OF RESPONDENTS	PERCENTAGE
1	Yes, of course I will refer	97	64.6
2	Yes may be, I may refer	43	28.7
3	No, I may not refer	10	6.7
	Total	150	100

Sources: primary data

Will you recommend a Samsung smartphone to your friends and relatives?

150 responses



4.1.20 Chart showing the recommendation towards Samsung smartphone

INTERPRETATION:

From the above table it is interpreted that, 64.6% of the respondents will surely refer Samsung smartphone to others, 28.7% of them may prefer the Samsung smartphone to others and the remaining 6.7% of the respondents will never recommend it to others.

INFERENCE:

Majority of the respondents (64.6%) will surely refer Samsung smartphone to others

CHAPTER-5

5.1 FINDINGS

Simple percentage analysis:

From the above analysis here are the findings of the study, which are listed as follows:

- 1) Majority of the respondents (68%) are Male respondents
- 2) Majority of the respondents (59.3%) are married respondents
- 3) Majority of the respondents (69.3%) belong to the age group of 18-28yrs.
- 4) Majority of the respondents (47.3%) are Post Graduates.
- 5) Majority of the respondents (66%) of the respondents comes under less than 3 lakhs annual income category
- 6) Majority of the respondents (44%) are Employees.
- 7) Majority of the respondents (54.7%) of the respondents use their Samsung smartphones for less than 1 year
- 8) Majority of the respondents (36.7%) smartphone comes under the price range of Rs.25001 and above
- 9) Majority of the respondents (58%) got to know about Samsung smartphone through Social media
- 10) Majority of the respondents (56.7%) feels that the marketing of Samsung smartphone is very effective
- 11) Majority of the respondents (41.3%) prefer quality.
- 12) Majority of the respondents (40.7%) use their Samsung smartphone for social media purpose
- 13) Majority of the respondents (46%) feel that the features of Samsung smartphone are very good
- 14) Majority of the respondents (53.3%) choose their smartphone based on the advertisements provided
- 15) Majority of the respondents (40%) feels that the sales promotional activities are moderately impressive
- 16) Majority of the respondents (56%) look for the information of smartphone on Internet/ Online retailers/ Reviews/ Websites
- 17) Majority of the respondents (30.7%) prefer to buy the smartphone from multi- branded showrooms

18)(i) Majority of the respondents (60%) feel that the stylish appearance of smartphone is highly preferable

(ii) Majority of the respondents (46%) feel that offering large variety of models are highly preferable

(iii) Majority of the respondents (40%) feel that Multi-featured and pricing reasonably are highly preferable

(iv) Majority of the respondents (48%) feel that good picturing and video capturing quality are highly preferable

(v) Majority of the respondents (44.7%) feel that durability of the smartphone is highly preferable

(vi) Majority of the respondents (46%) feels that providing excellent customer service to the smartphone is highly preferable

(vii) Majority of the respondents (52%) feels that the quality of the smartphone is highly preferable

(viii) Majority of the respondents (49.3%) feels that the best battery back-up of the smartphone is highly preferable

(ix) Majority of the respondents (40%) feels that the more added qualitative accessories of the smartphone is highly preferable

(x) Majority of the respondents (44.7%) feels that the better touch sensitivity of the smartphone is highly preferable

19) Majority of the respondents (60.6%) are satisfied with their Samsung smartphone

20) Majority of the respondents (64.6%) will surely refer Samsung smartphone to others

5.2 SUGGESTIONS

From the above analysis & findings, here are some of the following suggestions for improvising the consumer buying behaviour of Samsung Smartphone, which are listed as follows;

1. Most of the customers got to know about the latest model Smartphone and their launch through Social media, so it will be better to improve the advertisements on the social media sites and it could be made even more appealing to create a huge impact on the customers.
2. Based on the findings and suggestions given by the respondents, they wish Samsung could work on a Smartphone which is user-friendly and also of fewer prices for economy customers.
3. Most of the customers feel that more and better battery back-up (capacity) features should be provided to influence the consumers choice of buying
4. Customers feel that each and every Smartphone features remains the same and they are expecting some additional changes in the features of the Samsung Smartphone to make it even more appealing.
5. Some of the customers suggested implementing portrait mode and other camera options to enhance the picture and video capturing quality.
6. Better display and touch sensitivity should also be essential influence the consumers purchase behaviour.
7. By providing better qualitative accessories such as chargers and headphones could make it to attract more customers.

5.3 CONCLUSION

In this modern era, a Smartphone is just not only the want but also a need if you know how to make proper use of it. All the maximum respondents mentioned their Samsung Smartphone as their need. Obviously Smartphone have changed the ways that we used to live, communicate and connect with people all over the world. With it, you can surf internet with just a touch in a smartphone, whether to read the breaking news, or compare the prices or features of a products while shopping, booking the travel tickets, connecting to social network or keep track of your parcels delivered wherever you are and so on. Smartphones features like, text to speech; GPS and social integration are some examples, which can helps group of people to easily remain integrated with society.

From the study it is clear that the opinion of family and friends influences the purchasing behaviour of consumers and the Samsung Smartphone marketers can come out with an attractive marketing strategy and effective pricing strategy should be made to create a huge impact on the consumers. Based on the suggestions and findings, it will be more effective if the Samsung manufacturers launch user- friendly Smartphone with fewer price for economy consumers. Social media advertisements plays a vital role in influencing the consumers. Thus we can conclude that new additional features, design, quality, brand image and demographic variables have a huge impact on the buying behaviour of consumers.

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SAMSUNG SMARTPHONES

A STUDY ON FACTORS INFLUENCING THE BUYER'S DECISION OF

- a) Quality b) Features c) Price d) Design e) Colours

14. For which purpose do you use your Samsung Smartphones the most?
- a) Receiving/ making calls
 - b) Social networking
 - c) Camera
 - d) E-mail/ Internet
 - e) Official/ Business purpose
15. How far will you grade with all the features of gaming, music and social- networking etc.
- a) Excellent b) Very Good c) Good d) Fair e) Poor
16. In your opinion which of the following factors influences customers to purchase Samsung smartphone?
- a) Family and friends b) Advertisements c) Celebrity Endorsements d) Others
17. What is your opinion about the sales promotional activities followed by Samsung?
- a) Very impressive b) Moderately impressive c) Impressive d) Not impressive
18. Where did you look for the information before buying a smartphone?
- a) In store promo display
 - b) Internet/ Online retailers/ Reviews/ Websites
 - c) Television/ Newspaper
 - d) Word of mouth
19. Further where do you like to purchase Samsung Smartphone?
- a) Authorized Dealer
 - b) Multi- brand showroom
 - c) Online/ e- commerce
 - d) Any mobile store

20. How far do you prefer the following features of Samsung Smartphone?

no	Features	Highly preferable	preferable	Neutral	Not preferable	Highly not preferable
1	Stylish in appearance					
2	Offers large variety of models					
3	Multi- featured and priced reasonably					
4	Good picturing and video capturing quality					
5	Durability					
6	Excellent customer service					
7	Quality					
8	Best battery back-up					
9	More qualitative accessories					
10	Better touch sensitivity					

21. How far are you satisfied with your Samsung smartphone?

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Not satisfied
- e) Highly not satisfied

22. Will you recommend Samsung smartphone to your friends and relatives?

- a) Yes, of course I will refer
- b) Yes may be, I may refer
- c) No I may not refer

23. Give suggestions for improvement:

*****THANK YOU*****