

Project Report On

**“Comparative analysis of Smartphone with reference to
Apple and Samsung”**

**Submitted to
G.S. College of Commerce & Economics
Nagpur**

In partial fulfillment for the award of the degree of
Bachelor of Business Administration

**Submitted by
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**Under the Guidance of
Prof. Kamlesh Thote**

G.S. College Of Commerce & Economics, Nagpur

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CERTIFICATE

This is to certify that “**Amitkumar Brijlal Gupta** “has submitted the project report titled “**(Comparative analysis of smartphone with reference to Apple and Samsung)**”, towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course under gone by the candidate. It is further certified that he has ingeniously completed his project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Prof. Kamlesh Thote
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Dr. Afsar Sheikh
(Co-ordinator)

Place: Nagpur

Date:



DECLARATION

I here-by declare that the project with title “Comparative analysis of smartphone with reference to Apple and Samsung” has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Amitkumar Brijlal Gupta

Place: Nagpur

Date:



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With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr.N.Y.Khandait, Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide Prof. Kamlesh Thote for his guideline throughout the project. I tender my sincere regards to Co-ordinator, Dr. Afsar Sheikh for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

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Amitkumar Brijlal Gupta

Place: Nagpur

Date:

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CHAPTER 1: INTRODUCTION

INTRODUCTION

Brief of overview of study:-

CUSTOMER SATISFACTION: Customer satisfaction measures how well a company's products or services meet or exceed customer expectations. These expectations often reflect many aspects of the company's business activities including the actual product, service, company, and how the company operates in global environment. Customer satisfaction measures are an overall psychological evaluation that is based on the customer's lifetime of product and service experience.

IMPORTANCE OF CUSTOMER SATISFACTION

The importance of customer satisfaction is apparent when you realize that, without customers, you don't have a business. A single unsatisfied customer can send more business away from your company than 10 satisfied customers. The more focus on your customer retention and customer support, the more long term business you'll get. It's worth it to focus on customer satisfaction strategies, no matter how large or small your company is.

- **Understanding the need of customer is critical.**

A business relationship, just like any other relationship, relies on both people

getting their needs met. No matter what type of business you are in, all customers want the same thing. They want to feel welcomed and appreciated by you and your staff. They don't want to get the impression that they are just being used by you for money. Small interactions like "Thank You" and a nice smile can go a long way toward customer satisfaction.

- **Make sure your employees operate with the same principles.**

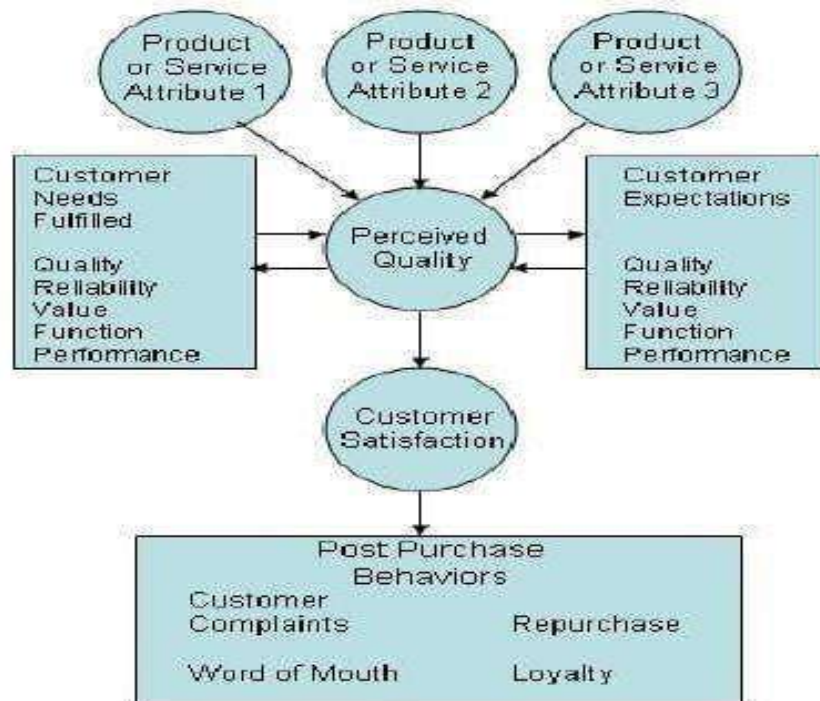
A big part of customer satisfaction is reliability. If customers come to expect a certain mode of behaviour from you and your employees, you should deliver it to each and every time. Customers want to be able to rely on you. They expect consistent delivery times (if applicable) and support. By training your employees to treat all customers with same respect, your customers will all have the same experience with your company, which will increase customer satisfaction.

- **Be honest when you don't meet expectations:**

Customer satisfaction is at its most important when something goes wrong in the chain of delivery. Whether a customer was double charged or didn't receive what she he ordered, your employees need to handle the situation utmost care. Your employees should apologize and take step to rectify the situation. The phrase "the customer is always right" is at the core of a good customer satisfaction strategy. It doesn't matter whether or not the customer misread the the instructions or made made the mistake; your employees should take the steps to make the customer happy.

- **Customer satisfaction is the foundation of a good business.**

Satisfied customers will make a great foundation for return business, and they may also bring in their friends and associates. Remember that customers are the heart of any business. Keep them satisfied, and encourage them to tell their friends about their experiences with your business.



Satisfaction Measurement: Affective Measure of Customer Satisfaction

A customer's attitude (liking/disliking) towards a product information or experience whether perceived or real. Again, it is meaningful to measure attitudes towards a product or service that a consumer has never used, but not satisfaction.

CHAPTER 2: OBJECTIVE OF ANALYSIS

OBJECTIVE OF ANALYSIS

The main objectives of the present research work areas following:

- To **know the level of customer satisfaction** towards Apple and Samsung.
- To **understand the perception of consumers** towards Apple and Samsung.
- To **analyze market image** of Apple and Samsung.



CHAPTER 3: SCOPE OF THE STUDY

SCOPE OF THE STUDY

This study uncovers the customers' preference regarding the two leading brands of the Smartphones industry. A special emphasis has been laid on Apple and Samsung. The project begins with the detailed of information about both the brands considered under the study. Further, it covers topics as data collection tools used and research methodology used for the project. Then it gives a complete analysis of the data collected and it is then used to reach to a conclusion. The study is useful for both the companies as they can use the recommendations generated for the betterment of their advertisement and promotional strategy and will help them in analyzing their strengths and weaknesses. This study will also benefit the perspective customers as the study will provide them with the relevant comparison of the two leading brands and will help them in choosing the best one.

CHAPTER 4: SIGNIFICANCE OF THE STUDY

SIGNIFICANCE OF THE STUDY

- This research study would help the Apple or Samsung to improve the service.
- The study analysis the schemes employed by Apple or Samsung to influence the purchase.
- The study would help to the stores in improving the existing level of satisfaction among customers.

CHAPTER 5: LIMITATIONS OF THE STUDY

LIMITATIONS OF THE STUDY

The limitations of the study are:

- **Time factor:** The research was carried out in a short period. Therefore the sample size and the parameters were selected accordingly so as to finish the work within the given timeframe
- **Inadequate data:** The data provided was not sufficient due to which the generalizations cannot be made.
- **Bias:** The information given by the respondents might be biased some of them might not be interested to give correct information.
- **Lack of knowledge:** Some of the respondents could not answer the questions due to lack of knowledge.

CHAPTER 6: HYPOTHESIS

HYPOTHESIS

A Hypothesis is a suggested solution for an unexplained occurrence that does not fit into current accepted scientific theory. The basic idea of a hypothesis is the there is no pre-determined outcome.

The hypothesis or the result that we expect from the study might be-

Hypothesis 1:

H0- Apple's smartphone don't have higher customer Loyalty.

H1- Apple's smartphone have high customer loyalty.

Hypothesis 2:

H0 - Samsung smartphone are not affordable.

H1- Samsung smartphone are affordable.

CHAPTER 7: RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Research Methodology is a way to systematically solve the research problem. The Research Methodology includes the various methods and techniques for conducting a Research. "Marketing Research is the systematic design, collection, analysis and reporting of data and finding relevant solution to a specific marketing situation or problem". D. Slesinger and M. Stephenson in the encyclopedia of Social Sciences define Research as "the manipulation of things, concepts or symbols for the purpose of generalizing to extend, correct or verify knowledge, whether that knowledge aids in construction of theory or in the practice of an Research is, thus, an original contribution to the existing stock of knowledge making for its advancement. The purpose of Research is to discover answers to the Questions through the application of scientific procedures. Our project has a specified framework for collecting data in an effective manner. Such framework is called "Research Design". The research process followed by us consists of following steps:

- **Descriptive Research:** The research was a descriptive research as it was concerned with specific predictions, with narration of facts and characteristics concerning individuals specially entrepreneurs. In other words descriptive research is a research where in researcher has no control over variable. He just presents the picture which has already studied.
- **Methods of Data Collection:** - Research work is descriptive in nature. Information has been collected from both Primary and Secondary data.

- **Sample Size:** Sample size is the number of elements to be included in a study.
Keeping in mind all the constraints 60 respondents was selected.
- **Sampling Techniques:** The sampling techniques used are convenience sampling technique and simple random sampling technique.
- **Secondary Sources:-** Secondary data are those which have already been collected by someone else which already had been passed through the statistical process. In this research project secondary source used were books, online journals and websites.

Tools of Presentation and Analysis:

To analyze the data obtained with the help of questionnaire, following tools were used.

Tools of Presentation: It means what tools were used to present the data in a meaningful way so that it becomes easily understandable. In this research tools used were tables and graphs.

Tools of Analysis: In this research the tools of analysis used were Percentage method.

INDUSTRY OVERVIEW

A population of over 1 billion people and rising disposable income levels (per capita income rose to ~Rs. 95000 or US\$ 1301 in 2019 from ~Rs. 73000 or US\$ 1000 in 2015) make India one of the most lucrative markets for smartphones. The market has recorded a 10-fold expansion from ~14.5 million shipments in 2011 to ~150 million in 2020. In 2020, the Indian market declined by 4%, but still outperformed markets such as North America, Latin America and Africa.

According to Counterpoint Research, smartphone shipments are estimated to reach 173 million in 2021, a ~14% increase from the 2020 figure. Buoyed by an improved economic environment, the demand for smartphones in 2021 will be driven by elevated consumer spending.

A few years ago, the market was dominated by Blackberry and Nokia. But now, the Chinese brands, along with Samsung, have swarmed the market with cheaper smartphones. Xiaomi holds the top position, with 28% shipment market share, followed by Samsung (18%), as of the second quarter of 2021. A few of the notable Indian players include Micromax and Intex, with Reliance soon launching its own androids martphone.

Trends in the Indian smartphones market Increasing sales through online

channel: With COVID-19- induced lockdowns, sale of smartphones through online channels increased in 2020. According to IDC, online channels grew 12% YoY and contributed 48% to the total sales in 2020. However, during the festive season (Diwali), footfalls in physical stores picked up and offline channels clocked a 5% YoY growth in the fourth quarter of 2020.

The trend of increasing online sale is expected to continue every year from 2022, driven by improved digital infrastructure, surging internet usage and rising acceptance of e-commerce.

Increased usage of smartphones: Following the government curbs on social distancing and lockdown, there was a 39% rise in the average time spent by an Indian user on a smartphone. As per a report by App Annie, India stood third (4.6 hours a day) on the list of average time spent by an average user on smartphones, with Indonesia (5.2 hours a day) and Brazil (4.8 hours a day) taking the top two spots worldwide.

The top apps accessed in India were Zerodha (financial services), WhatsApp (communication) and Instagram (social media).

Demand for 5G phones to grow multi-fold: 5G smartphones accounted for <3% of the overall market in 2020. Even without the 5G network roll-out, India has already become one of the top markets for shipment of 5G smartphones. As 5G continues to be one of the top desired features in a smartphone, total shipments of 5G smartphones in India is estimated between 32 million and 40 million units in 2021. The cheapest 5G smartphone available in the Indian market is priced at Rs. 15,000–16,000 (US\$ 200– 220). Cheaper chipsets and competition among device manufacturers are expected to further drive down the prices.

Key factors driving smartphone sales The constant need to stay connected has made smartphones the most popular device not just in India, but worldwide. Communication on-the-go has become a norm for people, especially for people in urban areas with busy lifestyles. With rising disposable income levels and easy financing options (such as EMI), owning a smartphone is no longer a luxury. This is a reality for a young country, such as India, with a large working population. In addition, fierce competition among handset manufacturers and technological innovations keeps driving down the prices of smartphones, boosting

affordability and sales growth.

With faster internet speed, consumption of online entertainment has skyrocketed. YouTube, Netflix, Amazon Prime, and many others offer a host of entertainment options, which can be easily accessed through smartphones. Not just entertainment, in a post COVID-19 era, smartphones are being extensively used for online education and online shopping. Also, the 'Digital India' initiatives by the Indian government are paving the way for various mobile apps and services. This will further spur usage and popularity of smartphones among Indians.

Major players in telecommunication with Apple and Samsung and their market share



Xiaomi

The Redmi Note 9 Series / Note 10 Series are killer phones for Xiaomi, and even the affordable Xiaomi Redmi 9/9 prime and 9A/ 8/8A (sold more than 5 million units) is a growth driver. In the recent Quarter, there is Redmi Note 10 PRO, Redmi Note 10, and the Redmi 10 Pro Max, Mi 10i, Redmi 9 Prime j and Redmi 9 Power are fueling the growth for the brand in

India. Also, Mi 10T and POCO X3, M3, C3, Poco M3 Pro, X3 Pro are top-selling mobiles from the company.

Samsung

Samsung has models like the M31, M31, M21, M32, M11, M02s, Galaxy A51, A32, A52, A72, which are selling well in the entry and mid-range segment. While the Note 20, and the latest S21 Series, and the S20 series are top sellers in the higher segment.

Vivo

Vivo also is playing strong in the mid-range market with several models such as the V19, V20 Pro 5G, V21e, V21, V19, and the Y series.

Oppo

Though the report says that Oppo has an 11% market share and lags behind Vivo, but if we include Realme, then it is even ahead of Samsung. The top sellers are F17 Pro, F17, Oppo Reno 5, Reno 5 Pro, Reno 6 Series, F19, F19 Pro, A52 A31, A74, A53)A33.

Realme

Realme is succeeding in India and now has an equivalent share to Oppo. The top sellers are Realme 7/8, and Pro, Realme C3, C21, Narzo 50, Narzo 50A, 30 Pro and the Realme C15, Realme C11.

Nokia

The company seems to be lost in the Indian market. Most phones are too expensive and lack any differentiation in comparison to their rivals. Also, they are not aggressive in marketing or retail.push to win the market share. Some of the top models are Nokia G20, Nokia 5.3, 3422, C3.

Asus

The brand has not been aggressive in the market and doesn't have any budget offering but is only pushing the Rog Phone & and the new ROG Phone 55 Pro that the brand has launched in july 2021 However, currently, they are not refreshing the mid-range models, which can impact sales.

OnePlus

OnePlus has about a 3% share in the overall Indian.

CHAPTER 8: COMPANY PROFILE

COMPANY PROFILE

Apple Inc.



Apple Inc. is an American multinational corporation that designs and sells consumer electronics, computer software, and personal computers. The company's best known hardware products are the Macintosh line of computers, the I-Pod, the I-Phone and the I- Pad. Its software includes the Mac OS operating system; the iTunes media browser; the I-life suite of multimedia and creativity software; the I-Work suite of productivity software; Aperture, a professional photography package; Final cut studio, a suite of professional audio and film-industry software products; Logic studio, a suite of music production tools; the Safari web browser; and IOS, a mobile operating system.

Apple started with manufacturing and selling personal computers but has now expanded into many sectors. Today (October 2018) Apple is the second largest phone manufacturer in the world after Samsung. In fact, Apple Inc is the largest IT Company in the world (by revenue). It operates nearly 500 retail stores worldwide and employs nearly 120,000 people.

Apple may be best known as the inventor of the iPhone and iPad, but there is more to this tech giant than meets the eye. In fact, you may be surprised by some of the inner workings of Apple, one of the most successful and yet polarizing brands in the world.

When Apple was founded on April 1, 1976, there was no way Steve Jobs, Steve Wozniak, and Ronald Wayne could have envisioned just how successful the company would become. Now, it's a household name, with a rich and storied history.

Interesting facts about Apple:

- ❖ In early 2015, Apple became the first ever \$700 billion company. More recently, Apple overtook Google as the most valuable brand in the world.
- ❖ You might think of them only as fierce competitors, but Apple and Samsung have a different sort of relationship. Samsung actually manufactures the retina display on the Apple iPad and a portion of the memory chips used in the iPhone 6 (though Apple has cut back on its reliance on Samsung).
- ❖ In June 2014, a seven-for-one stock split took the trading price of Apple from approximately \$645 to \$94.
- ❖ One of the original Apple computers sold for more than \$387,000 in 2013.
- ❖ The revenue generated by Apple is more than the GDP of many countries, including Ecuador, Libya, and Iraq (among hundreds of others).

- ❖ In 2005, there were 116 Apple retail stores scattered throughout the world, with the largest number in the United States. This total reached 317 by 2010 and 437 by 2014. The number of Apple stores has increased each year since 2005. Want to go work at one? Good luck—you have a better chance of getting into Harvard.

Mac and accessories

- Mac mini, consumer sub-desktop computer introduced in January 2005.
- iMac, consumer all-in-one desktop computer that was first introduced by Apple in 1998. Its popularity helped revive the company's fortunes.
- Mac Pro, workstation-class desktop computer introduced in August 2006.
- MacBook, consumer notebook introduced in 2006, available in white and aluminum variants.
- MacBook Air, ultra-thin, ultra-portable notebook, introduced in January 2008.
- MacBook Pro, professional portable computer alternative to the Mac Book, introduced in January 2006.
- Xserve, rack mounted, dual core, dual processor 1U server.

Apple sells a variety of computer accessories for Mac computers including the AirPort wireless networking products, Time Capsule, Cinema Display, Mighty Mouse, the Apple Wireless Keyboard computer keyboard, and the Apple USB Modem.



Product Profile



I-Pod

On October 23, 2001, Apple introduced the iPod digital music player. It evolved to include various models targeting the needs of different users. In 2007, the iPod was the market leader in portable music players by a significant margin, with more than 100 million units shipped as of April 9, 2007. In 2008 Apple sold four variants of the iPod. iPod classic (Previously named iPod from 2001 to 2007), portable media player first introduced in 2001, with a 120 GB capacity. iPod nano, portable media player first introduced in 2005, available in 8 and 16 GB models. iPod shuffle, digital audio player first introduced in 2005, available in 1 and 2 GB models. iPod touch, portable media player first introduced in September 2007, available in 8, 16, and 32 GB models.



I-Phone

The iPhone, a convergence of an Internet-enabled smartphone and iPod. went on

quad band GSM and EDGE cellular phone with features found in hand held devices, running a scaled-down versions of Apple's Mac OS X (dubbed iPhone OS), with various Mac OS X applications such as Safari and Mail. It also included web-based and Dashboard applications such as Google Maps and Weather. The iPhone featured a 3.5-inch (89 mm) touch screen display, 8 or 16 GB of memory, Bluetooth, and Wi-Fi (both "b" and "g"). In 2008, the iPhone 3G added support for 3G networking and assisted-GPS navigation, with the price cut to \$199 for the 8 GB version, and \$299 for the 16 GB version. Along with the release of the new iPhone Apple launched an App Store, providing applications for download that were compatible with the iPhone; it has since surpassed one billion downloads.



I-Pad

iPad is a line of tablet computers designed, developed and marketed by Apple Inc., which run the iOS and iPad OS mobile operating systems. The first iPad was released on April 3, 2010; the most recent iPad models are the ninth-generation iPad, released on September 24, 2021; the sixth-generation iPad, released on September 24th, 2021; the fourth-generation iPad Air, released on October 23, 2020; and the third-generation 11- inch (280 mm) and fifth-generation 12.9-inch (330 mm), iPad Pro released on May 21, 2021.



Apple TV

At the 2007 Macworld conference, Jobs demonstrated the Apple TV, (previously known as the i-TV), a set-top video device intended to bridge the sale of content from iTunes with high-definition televisions. The device linked up to a user's TV and synchronized, either via Wi-Fi or a wired network, with one computer's iTunes library and streams from an additional four computers. The Apple TV originally incorporated a 40 GB hard drive for storage, included outputs for HDMI and component video, and played video at a maximum resolution of 720p. In May 2007, a 160 GB drive was released alongside the existing 40 GB model and in January 2008 a software update was released, which allowed media to be purchased directly from the Apple TV.



Software

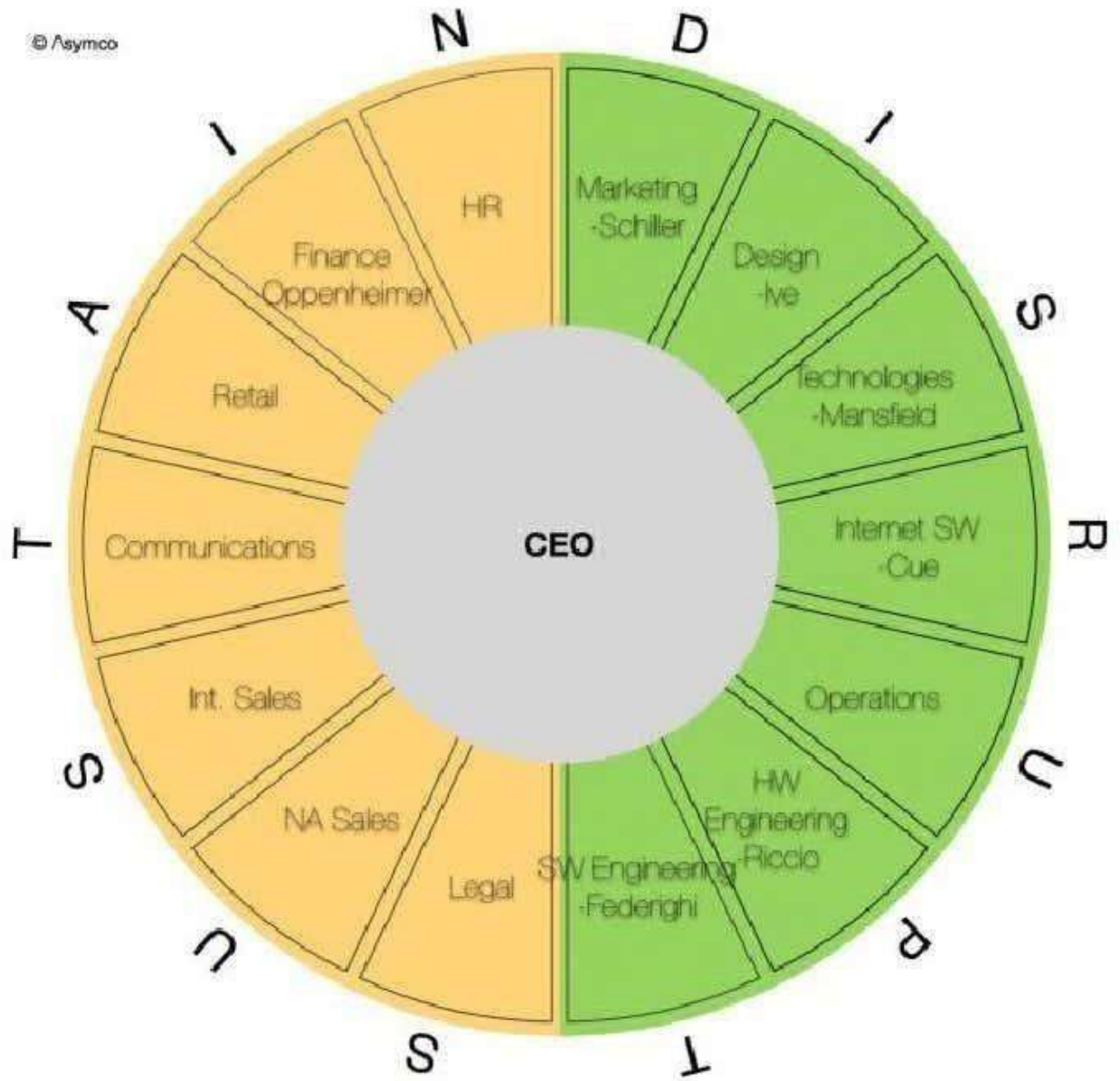
Apple develops its own operating system to run on Macs, Mac OS X (the current version is Mac OS X v10.6 "Snow Leopard,". Apple also independently develops computer software titles for its Mac OS X operating system. Much of the software Apple develops is bundled

with its computers. An example of this is the consumer- oriented iLife software package which includes iDVD, iMovie, iPhoto, Garage Band, and iWeb. Its productivity suite, iWork is available, which includes the Keynote presentation software, Pages word processing software, and Numbers spreadsheet software. iTunes, QuickTime media player, and the Safari web browser are available as free downloads for both Mac OS X and Windows.

Apple offerers a range of professional software titles. Their range of server software included the operating system Mac OS X Server; Apple Remote Desktop, a remote systems management application; WebObjects, Java EE Web application server; and Xsan, a Storage Area Network file system. For the professional creative market, there was Aperture for professional RAW-format photo processing; Final Cut Studio, a video production suite; Logic, a comprehensive music toolkit and Shake, an advanced effects composition program.

Apple also offers online services with iCloud (formerly MobileMe) which incorporates personal web pages, email, Groups, i-Disk, backup, i-Sync, and Learning Center online tutorials. iCloud is built into every Apple device, working automatically to store personal data on an online server and thereby keep all web-connected device in sync.

ORGANISATIONAL STRUCTURE OF APPLE



Samsung group



The Samsung Group is a South Korean multinational manufacturing conglomerate headquartered in Samsung town, Seoul, South Korea. It comprises numerous affiliated businesses, most of them united under the Samsung brand, and is the largest South Korean Chaebol (business conglomerate). As of 2020, Samsung has the 8th highest global brand value. Samsung was founded by Lee Byung-chul in 1938 as a trading company. Over the next three decades, the group diversified into areas including food processing, textiles, insurance, securities, and retail.

Samsung entered the electronics industry in the late 1960s and the construction and shipbuilding industries in the mid-1970s; these areas would drive its subsequent growth. Following Lee's death in 1987, Samsung was separated into five business groups

– Samsung Group, Shinsegae Group, CJ group and Hansol Group, and Joongang Group.

Notable Samsung industrial affiliates include Samsung Electronics (the world's largest information technology company, consumer electronics maker and chipmaker measured by 2017 revenues), Samsung Heavy Industries (the world's 2nd largest shipbuilder measured by 2010 revenues), and Samsung engineering and Samsung C&T Corporations (respectively the world's 13th and 36th largest construction companies). Other notable subsidiaries include Samsung Life Insurance (the world's 14th largest life insurance company), Samsung Everland (operator of Everland Resort, the oldest theme park in South Korea) and Cheil Worldwide (the world's 15th largest advertising agency, as measured by 2012 revenues).

SAMSUNG HISTORY

Samsung India aims to be the "Best Company in India by the Year 2000. "Best Company in terms of both the internal workplace environment as well as the external environment in which the Company tries to operate. Samsung aims to grow in India by contributing to the Indian economy and making the lives of its consumers simpler, easier and richer through its superior quality products. "Our aim is to gain technological leadership in the Indian marketplace even as our goal is to earn the love and respect of more and more of our Indian consumers.

Samsung in India

Samsung India is the hub for Samsung's South West Asia Regional operations. The South West Asia Regional Headquarters looks after the Samsung business in Nepal, Sri Lanka, Bangladesh, Maldives and Bhutan besides India. Samsung India, which commenced its operations in India in December 1995, today enjoys a sales turnover of over US\$ 1Bn in just a decade of operations in the country, 15 Headquartered in New Delhi, Samsung India has a network of 19 Branch Offices located all over the country. The Samsung manufacturing complex housing manufacturing facilities for Color Televisions, Color Monitors,

Refrigerators and Washing Machines is located at Noida, near Delhi. Samsung 'Made in India' products like Color Televisions, Color Monitors and Refrigerators were being exported to Middle East, CIS and SAARC countries from its Noida manufacturing complex.

SAMSUNG GLOBAL THE DNA of Digital Innovation

Samsung Electronics is telecommunications, digital a global media leader. and in digital semiconductors. convergence technologies with 2004 parent company sales of US\$55.2Bn and net income of USS103Bn. Employing approx. 113,000 people in over 90 offices in 48 countries, the company has of 5 main business units: Digital Appliance Business, Digital Semiconductor Media Business and Business, LCD Business. Telecommunication Network Business. Recognized as one of the fastest growing global brands, Samsung Electronics Corporation is the world's largest producer of Color Monitors, Color TVs, Memory Chips and TFTLCD's.¹⁶

Customized products for Indian Consumers

Samsung understands the local cultural sensibilities. customize its products according to the Indian market. It has set up a "usability lab" at the Indian Institute of Technology in New Delhi to customize Samsung products to meet the specific needs of Indian consumers. This industry institute partnership is helping Samsung to study analyze consumer response in aspects of product design, including aesthetics, ergonomics & interface. Through its research done on consumer preference in India, Samsung has concludes that Indian consumers want more sound oriented products. Thus, the Samsung televisions for India have a higher sound capacity than their foreign counterparts. For the semi-automatic segment of Samsung washing machines. Samsung has introduced for the first time in India a feature called Super Dry. It is present in three of Samsung's semi automatic models and dries the clothes better than the rest. Samsung washing machines have an additional menu that takes care of the local Indian wardrobes. They also have a memory re-start' that takes care of the frequent. power failures in India.

PRODUCT PROFILE



650 Series Full HD LCD TV

Developed using our unique Crystal Design with a hint of rose- red colour accentuating a traditional piano-black bezel frame, the 650 Series LCD TV features Auto Motion Plus 120Hz, an Ultra Clear Panel, DNI e Pro and Wide Colour Enhancer Pro to provide perfect picturequality.



Wide Video MP3 Player (YP-P2)

Equipped with Bluetooth and a touch screen interface the YP-P2 lets consumers enjoy vivid videos on a 3-inchwide LCD screen. Samsung's proprietary DNSe 2.0technology with Emo Ture™ UI enhances the ultimate multimedia experience.



VRT Front Loading Washer

Designed with Vibration Reduction Technology™ (VRT), our washer dramatically reduces barrel vibration even at the highest speed. It also reduces energy and water consumption to the world's lowest levels. Further, we've enhanced washing performance and eco-friendly performance with a diamond-shaped embossing drum.



6-in-1 Steam Oven

Simple, yet stylish, our 6-in-1 steam oven combines all of the features of a conventional oven with advanced steam cooking technology to stimulate healthier eating. Samsung's versatile steam cooking solution adds a steam function to the conventional oven, grill and microwave, as well as dry heat and fermenting.



Haptic Touch Screen Phones (SC H-W420/W4200)

Built with Touch Wiz UI software, our Haptic model promises a unique user experience, one that touches all of these. The Samsung Haptic features one-touch access a widget for creating customized desktops and a G sensor for automatic horizontal rotation of photos and videos. It is designed for the innovative, 'on the-go' user who demands cutting-edge multimedia feature including web browser.



Ultra-messaging Black Jack II (SG H-1617)

Microsoft's Windows Mobile software-enabled HSDPA smart phone boasts a bigger screen than the Black Jack I and includes a jog wheel. The phone also has cutting features such as a touch screen, Bluetooth, GPS and wireless LAN.

Interesting Facts about Samsung:**✓ Samsung was never about `electronics**

In the initial days of the establishment, Samsung sold noodles and other associated products. As noodles are a traditional food in Korea, it all started from noodle production. But it was later in the 1970s when the second thought buzzed in. In the year 1970, Samsung produced its first electrical product, which was eventually a 12-inch of black and white TV. Hence, then only, following the steps, the production of electronics started.

✓ Samsung is a Self-Dependent company

While other electrical companies depend on other brands and companies for the accessories and supporting products. It is Samsung which is very focused on creating the most possible equipment in-house. Therefore, working tirelessly on fulfilling this aim, in the present time, Samsung produces almost 90% of its goods. It all gets made in the Samsung factory and other brands also sometimes buy it from Samsung.

✓ Samsung has a record of Employees

As we know, Samsung is a worldwide company, so Samsung has its manufacturing and sales branches covering all the world. Hence, to team up well and for proper functioning, Samsung employs a huge 4,89,000 employees in over 79 countries. And this number is a record itself. No other brand has this number of employees working all around the world.

✓ **What Samsung meant?**

Every brand has its back story. And the back stories are really interesting. Similarly, the name 'Samsung' originated from a Korean word. In Korea, the word Samsung means a set of 3 stars or 'Tri-Star'. Defining the meaning of the 3 stars, the company explained, it means Powerful, Big, and Gigantic. And, hopefully, they try every time to prove this in their every product.

✓ **Samsung Love for South Korea**

The relation between Samsung and South Korea is considered very strong and helpful. It is not only like the company originated from South Korea, but it has also been fruitful to the country. The country has gained almost 17 to 20 percent of the whole GDP, alone from this company only. Samsung is the number one company, which earns revenue for South Korea. Hence, the company has been a Gospel of Mammon for the country.

✓ **Samsung's The first CDMA Phone**

In this modern civilized society, high-speed networks like 4G and 5G are the only ones ruling all over. While back in the 90s, CDMA technology was the only fastest-growing technology available. And, it was Samsung which was the first company to introduce a phone, featuring CDMA technology. That phone was named as Samsung Stunt SCH-100 and it was successful all the way. This phone was introduced in 1996.

✓ **Samsung rejected Android OS**

Everyone is concerned that; it is Google that owns the android at the moment. But back in the year 2004, when Android developers were a startup, they pitched the idea to the Samsung

company. But at that time, Samsung didn't like the idea and rejected it. But the android developers met google after 2 weeks, and google was amused by the idea. Hence google acquired it and launched it in 2005. Hence, it might be Samsung who would have owned and dominated the smartphone business, if they would have not rejected it.

✓ **Samsung story behind it's logo**

When the company was first introduced, it was introduced with a specific logo, back in 1938. But after almost 20 years, the company again reframed its logo and again in the year 1970, for unspecified reasons. And finally, the logo of the Samsung electronics got changed in 1980, which is used till now. But later a new logo was introduced in 1993, which is being used in the other products, like TVs, refrigerators, and smartphones.

✓ **Samsung has it's own Font**

Not every company has its own fonts to use. Samsung owns its own font and uses it in every device. This font is named Samsung One and was released in the year 2016. One can find this font in every Samsung product. It may be any smartphone or monitor.

✓ **Samsung supplies products to rivals**

Samsung not only manufactures its goods but also makes products for its rival companies. It might sound a little weird, but it is true. It is believed that Samsung produces RAM, NAND flash, and OLED displays for one of the leading smartphone companies, the iPhone. It's the reason Samsung earns around 110 dollars per iPhone X production.

✓ Samsung's first QLED TV

Setting another record and benchmark, Samsung was successful in producing the world's first QLED TV, in February 2017. This had the quality of showing 100 percent volume of color. Ultimately this meant a picture which one can feel almost

Latest Inventions in Samsung

Samsung's continued investments in innovations that adapt to evolving lifestyles enable the company to keep pace with rapid changes. Key innovations unveiled include:

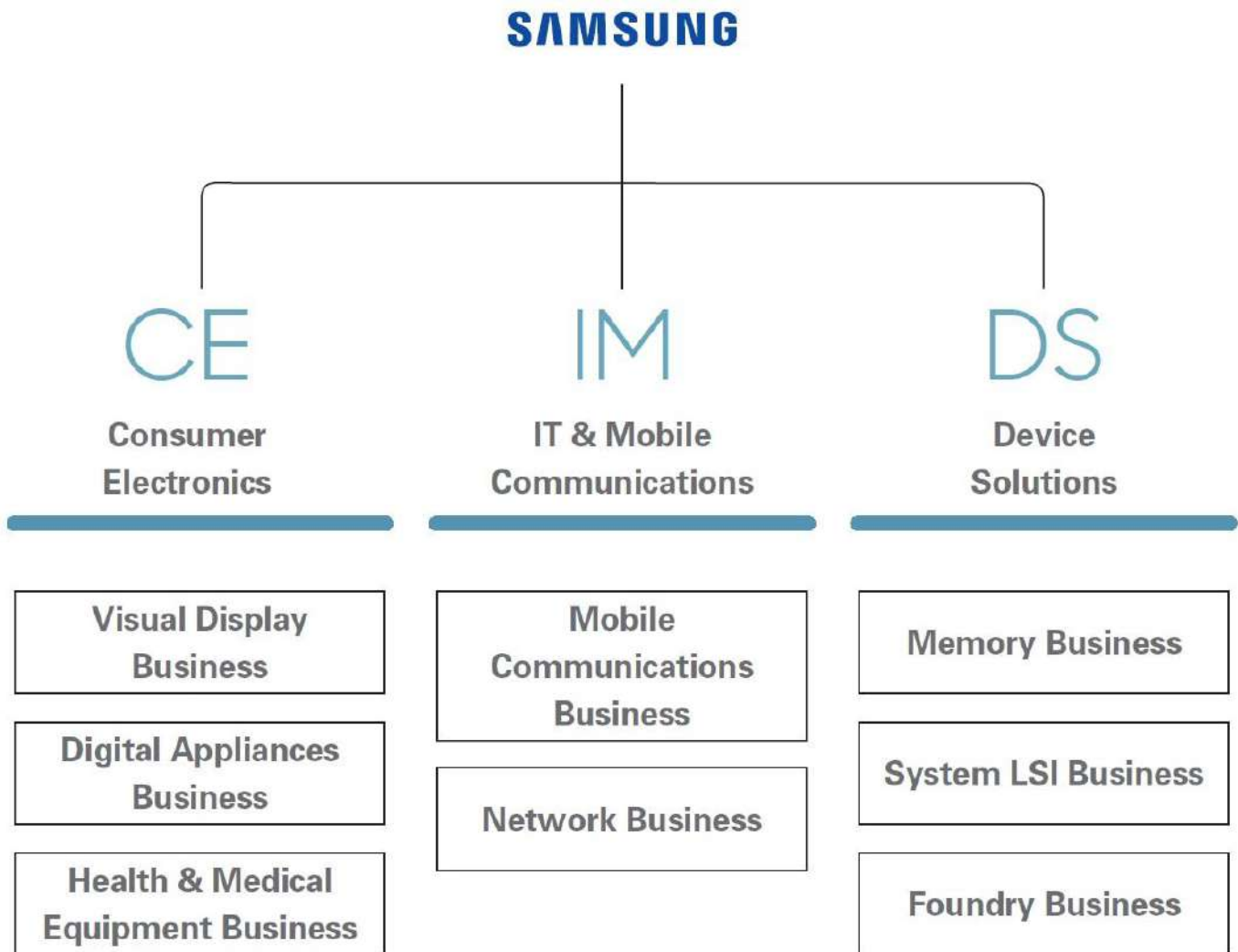
- **Samsung Bespoke 4-Door Flex:** The latest version of the Bespoke refrigerator features changeable panels that come with a choice of colors and materials that made the original a success, allowing consumers to adjust their fridge for form and function. The new 4-Door model, available in North America this spring, also includes a brand-new Beverage Center™, which gives quick access to a water dispenser and an automatically-filled water pitcher. Samsung Bespoke 4-Door Flex also comes equipped with a Dual Auto Ice Maker which makes not only regular cubed ice but also smaller 'ice bites' to suit different preferences for cold beverages.

110-inch MICRO LED: This new screen features self-lit inorganic LED with a slim and nearly bezel-less Infinity Screen design that seamlessly blends into the living space. The result is a spectacularly immersive viewing experience with astounding picture quality. The 110-inch MICRO LED also adds "4Vue" (Quad View), a four-way viewing option—so you can keep up with multiple sports at once, or stream a tutorial while playing a video game. Also, for US

consumers, more than 160 free channels¹ are available through Samsung TV Plus. MICRO LED will be rolled out globally beginning this spring.²

- **Lifestyle TV:** Samsung's cutting-edge lifestyle TV lineup includes The Serif, The Frame, The Sero and The Terrace—a recently launched 4K QLED outdoor TV—as well as Samsung The Premiere, a cinema-like quality 4K laser projector.
- **SmartThings Cooking:** A new service from Samsung SmartThings is designed to make your culinary journey seamless. An automatic Meal Planner powered by Whisk's Food AI recommends meals for the whole week, makes shopping lists with the ingredients you need, and connects to grocery retailers for one-stop shopping straight from the Family Hub™ refrigerator or your mobile screen. Recipe instructions can be sent directly to synced Samsung cooking devices to minimize hassles and mistakes.

ORGANIZATIONAL STRUCTURE OF SAMSUNG

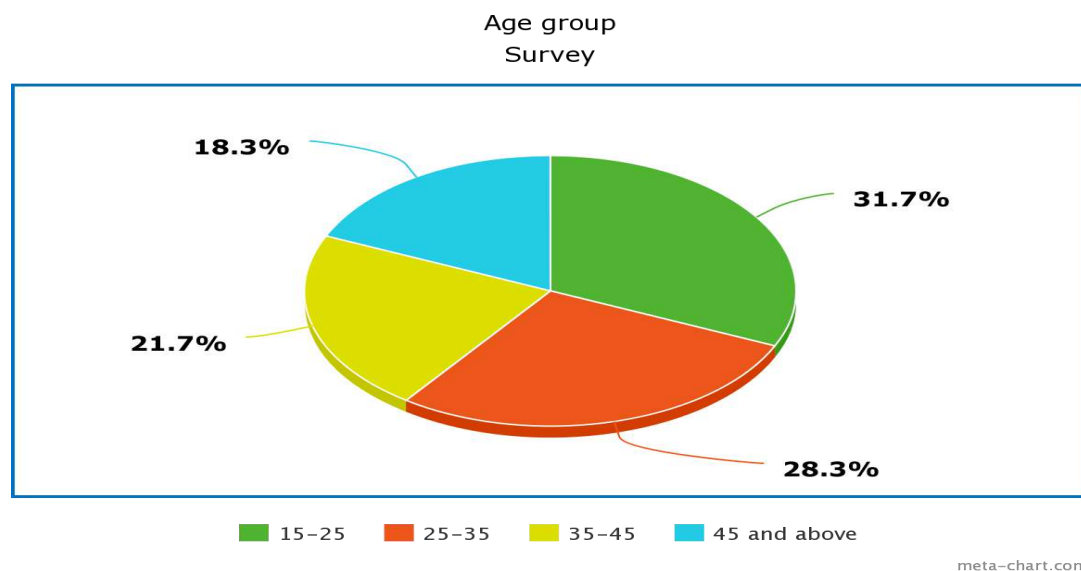


CHAPTER 9: DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

Q1. Please mention your age group?

15-25	31.7% (19 Respondent)
25-35	28.3% (17 Respondent)
35-45	21.7% (13 Respondent)
45 and above	18.3% (11 Respondent)
Total	100% (60 Respondent)

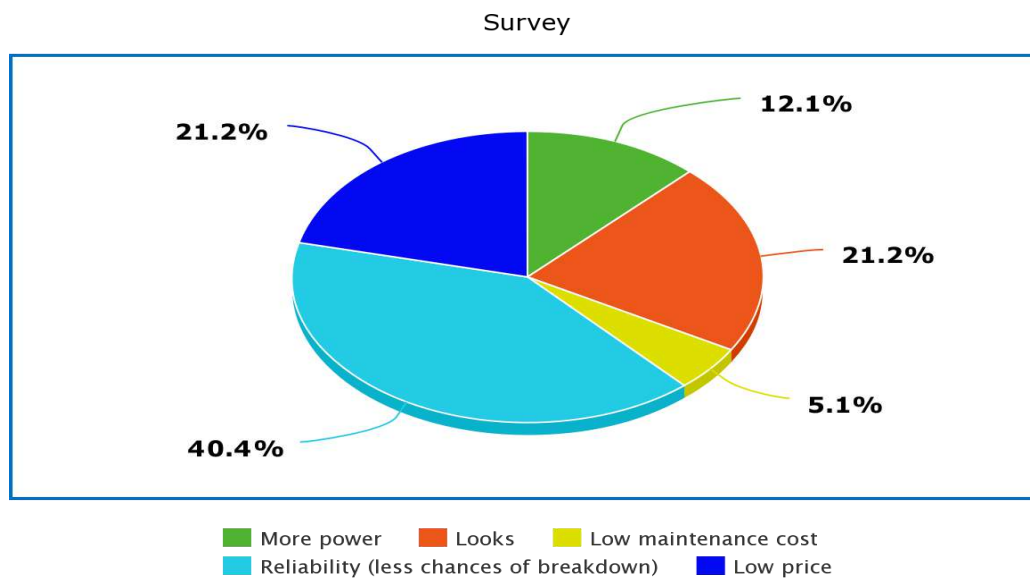


INFERENCE

Age group between 15-25 & 25-35 uses maximum gadgets so main focus of the company should be on this age group.

Q2. What are the things that you look while purchasing a smartphone?

▪ More power	12.1% (7 Respondent)
▪ Looks	21.2% (13 Respondent)
▪ Low maintenance cost	5.1% (3 Respondent)
▪ Reliability (less chances of breakdown)	40.4% (24 Respondent)
▪ Low price	21.2% (13 Respondent)
Total	100% (60 Respondent)



INFERENCE

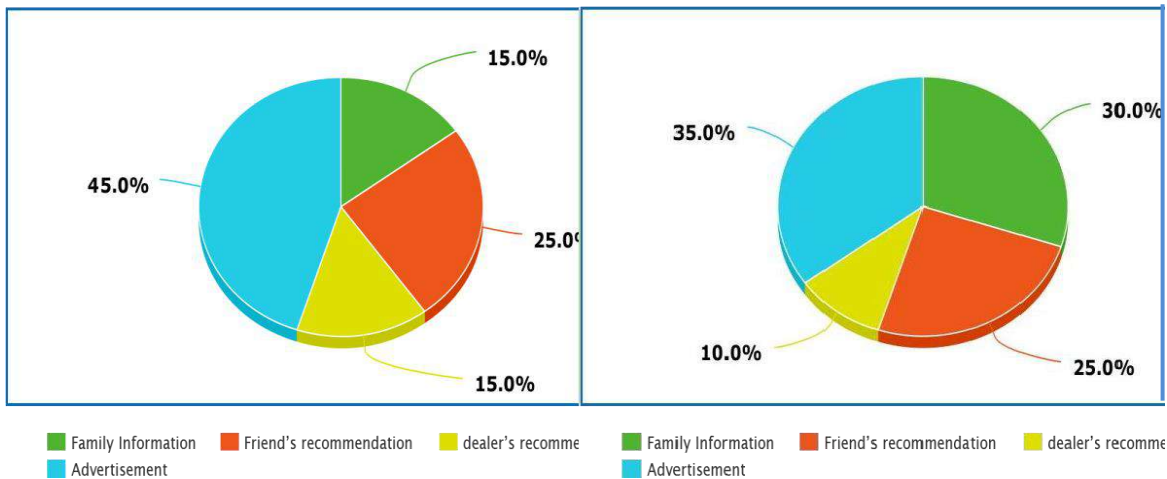
Still users prefer to purchase those smartphone which are good in reliability instead of feature smartphone has.

Q3. How did you get to know about Apple and Samsung?

Topics	Apple	Samsung
Family Information	15% (9 Respondent)	30% (18 Respondent)
Friend's Recommendation	25% (15 Respondent)	25% (15 Respondent)
Dealer's Recommendation	15% (9 Respondent)	10% (6 Respondent)
Advertisement	45% (27 Respondent)	35% (21 Respondent)
Total	100% (60 Respondent)	100% (60 Respondent)

Apple
Survey

Samsung
Survey

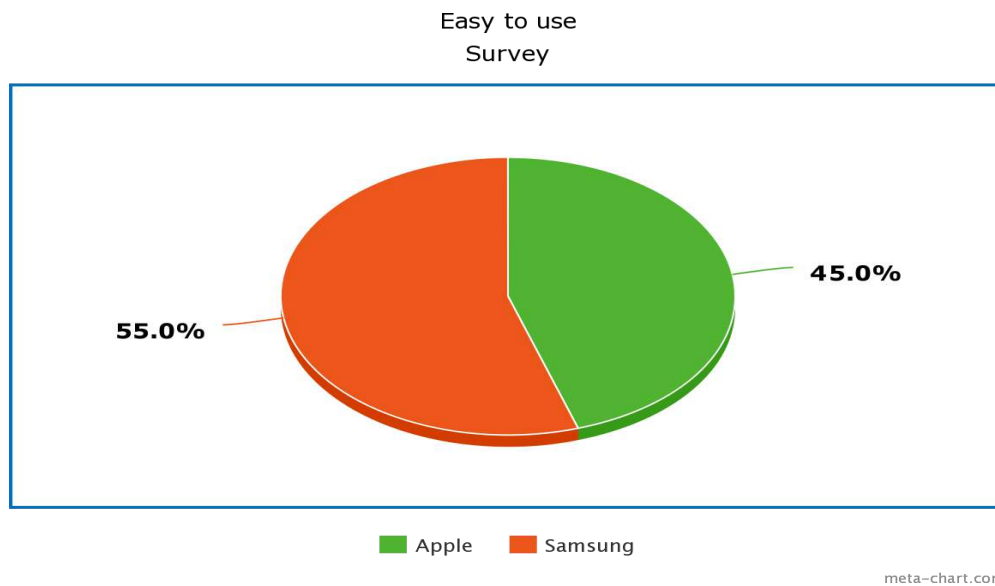


INFERENCE

Respondents get knowledge about the Samsung through Advertisement, after that Friends recommendations. Respondents get knowledge about the Apple through Advertisement, after that family Recommendations.

Q4. Which smartphone is more easy to use?

Apple	45% (27 Respondent)
Samsung	55% (33 Respondent)
Total=100% (60 Respondent)	



INFERENCE

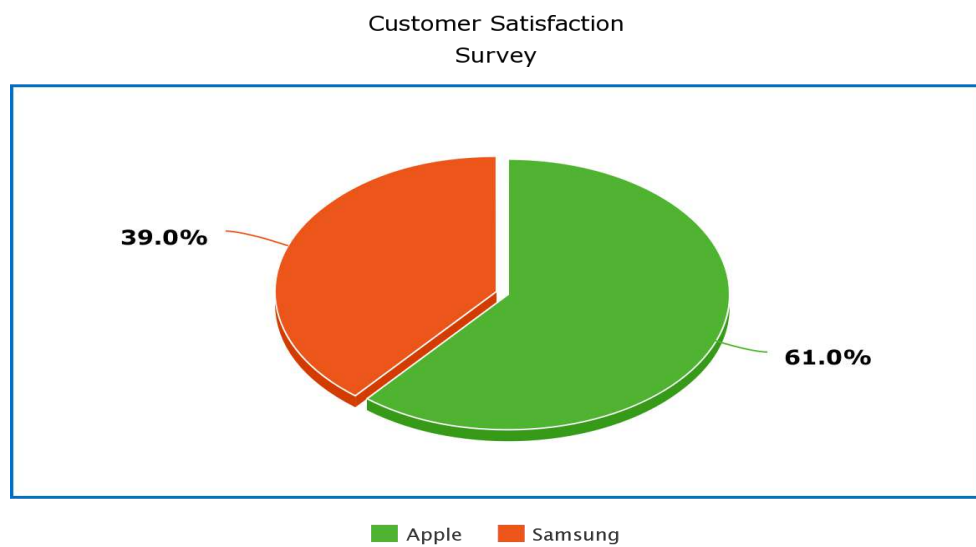
In this race Samsung is in a position to capture the whole market but they should also know that apple is not far away from Samsung.

Q5. Which smartphone has more customer satisfaction level?

Apple 61% (37 Respondent)

Samsung 39% (23 Respondent)

Total=100% (60 Respondent)



INFERENCE

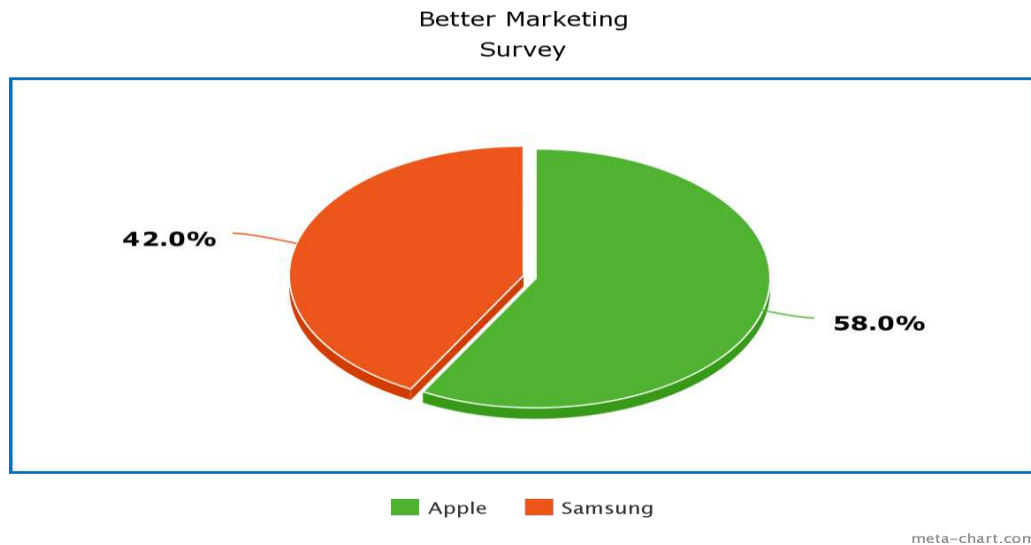
Apple gives more customer satisfaction level of needs than Samsung gives.

Q6. Which smartphone company is better in terms of marketing?

Apple 58% (35 Respondent)

Samsung 42% (25 Respondent)

Total=100% (60 Respondent)

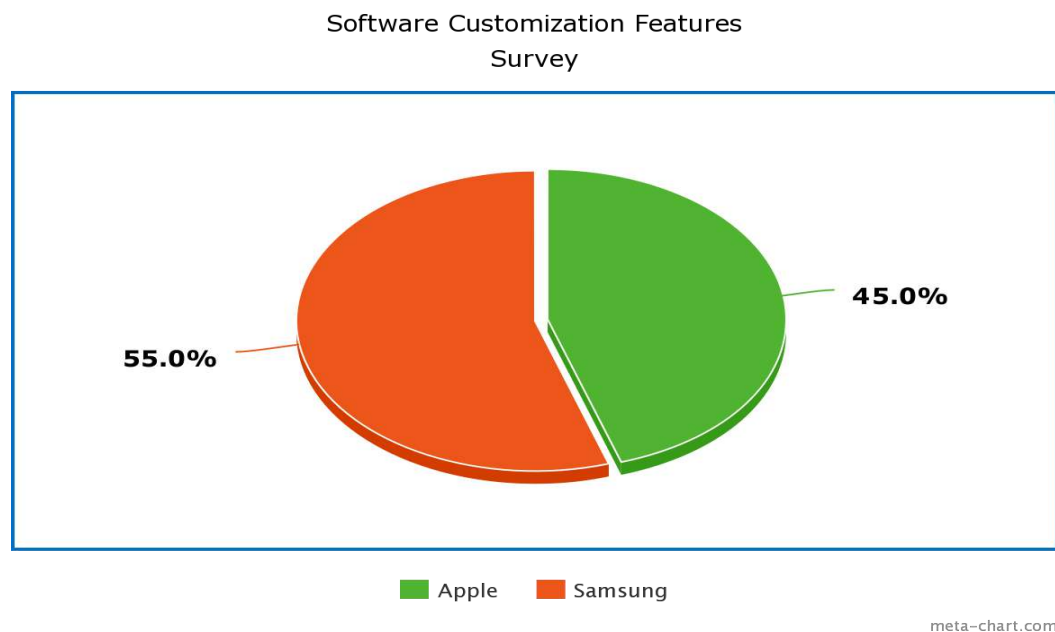


INFERENCE

Apple gives more marketing competition than Samsung as Apple is more creative in terms of clever advertisements than Samsung.

Q7. Which smartphone company gives better software customization features?

Apple	45% (27 Respondent)
Samsung	55% (33 Respondent)
Total=100% (60 Respondent)	

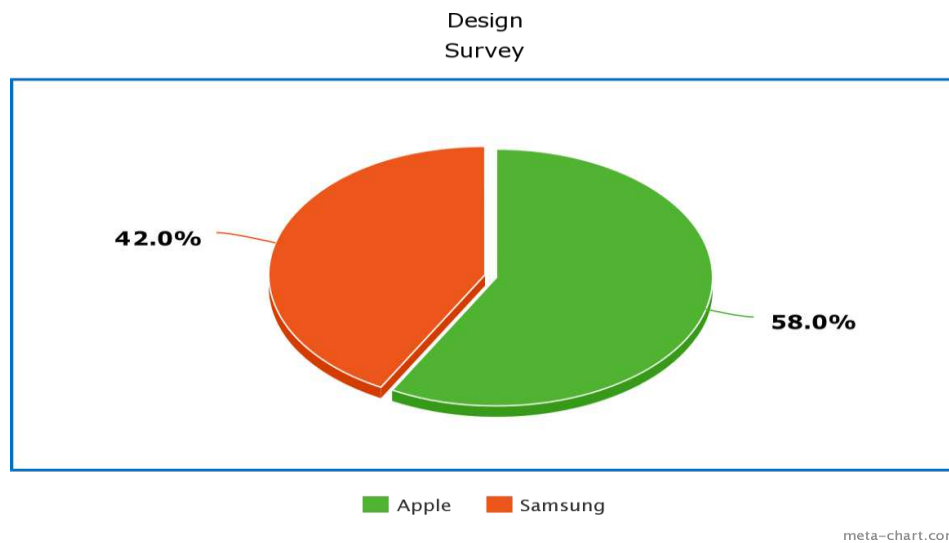


INFERENCE

Samsung gives more attention towards software customization functions than Apple. As Samsung gives more software satisfaction levels than Apple gives.

Q8.Which company is better in terms of overall design architecture?

Apple	58% (34.8 Respondent)
Samsung	42% (25.2 Respondent)
Total=100% (60 Respondent)	



INFERENCE

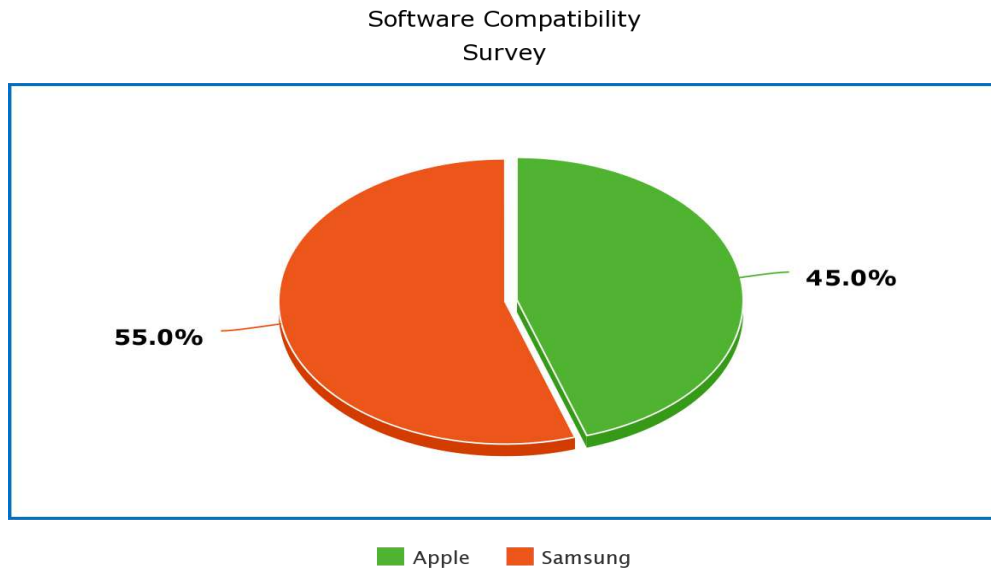
Apple gives better design architecture than Samsung. As Apple gives more attention towards design aspect than Samsung.

Q9 Which company is better in terms of better software compatibility?

Apple 45% (27 Respondent)

Samsung 55% (33 Respondent)

Total=100% (60 Respondent)



INFERENCE

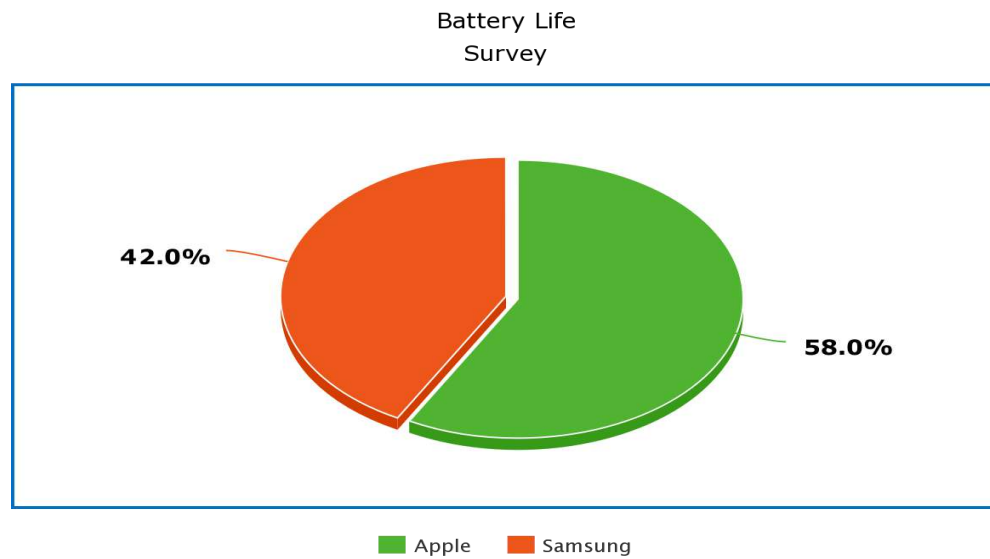
In this race software compatibility Samsung is in a position to capture the whole market but they should also know that Apple is not far away from Samsung.

Q10. Which company provides better battery life?

Apple 58% (35 Respondent)

Samsung 42% (25 Respondent)

Total=100% (60 Respondent)



INFERENCE

Apple has better battery life than Samsung. As Apple gives more attention towards battery performance than Samsung.

CHAPTER 10: HYPOTHESIS TESTING

Hypothesis Testing:

Hypothesis 1:

H0- Apple's smartphone don't have higher customer Loyalty.

H1- Apple's smartphone have high customer loyalty

Hypothesis 2:

H0 - Samsung smartphone are not affordable.

H1- Samsung smartphone are affordable.

Hypothesis 1 Testing:-

From above study it is found that Hypothesis Number. H1-"Apple's smartphone have high customer loyalty" is found to be true so it is accepted and alternate hypothesis that is H0-Apple's smartphone don't have higher customer Loyalty is to be rejected.

Hypothesis 2 Testing:-

From the said research study it is found that hypothesis number H1-Samsung smartphone are affordable. From hypothesis 2 that is "Samsung smartphone are affordable" is accepted. And hypothesis number H0 - Samsung smartphone are not affordable. that is alternate hypothesis is being rejected.

CHAPTER 11: FINDINGS

FINDINGS

- Samsung is the company which basically knows the mind-set of maximum citizen & they know which product is helpful for Increasing sales.
- It's water tight pack department competition between two Giant Companies Apple & Samsung.
- It shows that there is very high competition between two giant organizations named APPLE & SAMSUNG
- In this race Samsung is in a position to capture the whole market but they should also know that Apple is not far away from Samsung.
- Still Users prefer to purchase those cells which are good in looks instead of features that cell has.
- In this race Samsung is in a position to capture the whole market but they should also know that Apple is not far away from Samsung.

Apple gives more customer satisfaction level of needs than Samsung gives.

CHAPTER 12: RECOMMENDATIONS

RECOMMENDATIONS

- Apple has good brand image in the field of MP3/PVP. But Apple is not popular in Laptops and Pcs. Company should also promote these products and utilize its brand image.
- Apple is not advertising much for its product frequently in television channel etc. advertising should be made frequent to let the people remembered the name of Apple.
- Relation between the customer and company is the base of growth for any company.
- Company should maintain good relationship with its big customers such as institution, corporate, school, colleges and should also have good relation with the end users.
- Company can send cards and invitation to the customer from time to time or on certain occasion.
- Hoarding of company product should be kept at prime location where maximum people can see it.
- Until and unless after sale service of the company is not good, it is not possible for the company to increase the sale.
- Apple though has very efficient and effective after sale service but there are areas of improvement.

CHAPTER 13: CONCLUSION

CONCLUSION

SAMSUNG: To compete with Apple, Samsung should focus on increase its value proposition in the smart phone market. Samsung could develop new products having stylish and modern design in order to attract buyers who expect stylish, trendy and fashionable smart phones On the other hand. Samsung should keep on producing the existing models of smart phones which are relatively less costly to tap the middle class and lower upper class of population. A strong focus on R&D and taking advantage of being the first mover in launching. As a result, the market share of Samsung would increase and has more strength in the competition with Apple.

APPLE: From the result of the statistic tests, many Apple's user are trendy and some of them are short-term user. In order to keep these customers. Apple should always produce new products to avoid losing them.

Beside the result reveal that there is a relationship between age group of the interviewer and the reasonable price they think. The lower age group of the reasonable price of a smart phone they think Apple could attract young buyer by lowering its price for instance. Apple can produce new smart phones with lower cost and hence to lower the price. As a result Apple could increase its market share, even attract the users of different brands of smart phone.

Apple's product line has grown rapidly in the past few years. What we have found to be the most interesting about Apple is how they are very innovative and early adapters. Samsung stands on the pillars of innovation and excellent customers services. Samsung and Apple have a good market share but they have change their strategies for more coverage of market share.

CHAPTER 14: BIBLIOGRAPHY

BIBLIOGRAPHY

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CHAPTER 15: APPENDICES

Questionnaire

Questionnaire on Samsung & Apple Smartphones

Name: _____

Address: _____

Gender: _____

Q1. Please mention your age group?

15-25

25-35

35-45

45 and above

Q2. What are the things that you look while purchasing smartphone?

More power saver

Looks

Low maintenance cost

Low price

Q3. Which smartphone is more easy to use?

Apple

Samsung

Q4. How did you get to know about Samsung and Apple?

Topic	Samsung	Apple
Family Information		
Friend's Recommendation		
Dealer's Recommendation		
Advertisement		

Q5. Which smartphone has more satisfaction level?

Apple

Samsung

Q6. Which smartphone company is better in terms of marketing?

Apple

Samsung

Q8. Which company is better in terms of overall designarchitecture?

Apple

Samsung

Q9 Which company is better in terms of better software compatibility?

Apple

Samsung

Q10. Which company provides better battery life?

Apple

Samsung