

PROJECT REPORT

ON

“A Comparative Analysis of Apple vs. Samsung Smartphones”

SUBMITTED TO

DMSR- G. S. College of Commerce & Economics, Nagpur

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Rashtrasant Tukadoji Maharaj Nagpur University

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In partial fulfilment for the award of the degree of

Master of Business Administration

Submitted by

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NAAC Re-Accredited “A” Grade Autonomous Institution



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CERTIFICATE

This is to certify that **Vanshika Bajoria** has submitted the project report titled, “**A Comparative Analysis of Apple vs. Samsung Smartphones**” towards partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate. It is further certified that he/she has ingeniously completed his/her project as prescribed by **DMSR - G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR (NAAC Reaccredited “A” Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

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Place: Nagpur

Date:

DECLARATION

I here-by declare that the project with title “**A Comparative Analysis of Apple vs. Samsung Smartphones**” has been completed by me in partial fulfillment of MASTER OF BUSINESS ADMINISTRATION degree examination as prescribed by **DMSR - G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR (NAAC Reaccredited “A” Grade Autonomous Institution) affiliated to 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.

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Vanshika Bajoria

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INTRODUCTION

Mobile phones aren't just a rich person's fashion today. It is transforming the way thousands of people do business in a country where even landline phones were a luxury a decade ago. As an essential element of daily life, the purchase of a mobile phone is an important decision with a variety of mobile phone brands available to choose from.

Smartphones are a class of mobile phones and of multi-purpose mobile computing devices. They are distinguished from feature phones by their stronger hardware capabilities and extensive mobile operating systems, which facilitate wider software, internet (including web browsing over mobile broadband), and multimedia functionality (including music, video, cameras, and gaming), alongside core phone functions such as voice calls and text messaging. Smartphones typically include various sensors that can be leveraged by their software, such as a magnetometer, proximity sensors, barometer, gyroscope and accelerometer, and support wireless communications protocols such as Bluetooth, WI-Fi, and satellite navigation.

Early smartphones were marketed primarily towards the enterprise market, attempting to bridge the functionality of standalone personal digital assistant (PDA) devices with support for cellular telephony, but were limited by their battery life, bulky form, and the immaturity of wireless data services.

The description of a modern smartphone sounds just like a computer, with multi-core processors, gigabytes of memory, and a real operating system. So, a smartphone is a mobile device that behaves in many ways like a portable computer that's always connected to the internet and a GSM/3G/4G phone network too.

Each mobile phone manufacturer consistently updates their offerings with the latest technological updates and many customers have a preferred brand that suits them or a brand they have become familiar with. Across the globe, even people with low incomes are now adopting cellular phones as tools for enhancing their business.

Presently, Apple and Samsung are seen as the largest manufactures of Smartphones across the world. Earlier, the mobile phone market was ruled by companies like Nokia and Motorola, Apple took over the market when it launched 'iPhone' in 2007. The product became actually popular among users, having large and multi-touch user interface.

Apple continued on dominating the Smartphone market within the years; however Samsung introducing Samsung galaxy series in 2013 brought increased competition for it. It was Samsung's massive advertising coupled with unique Android features that the Samsung galaxy has overtaken the iPhone to become the most popular Smartphone brand in the world.

This aggressive competition between these two tech giants has resulted in endless court battles. Steve Jobs, CEO of Apple said, "I will spend my last dying breath if I need to, and I will spend every penny of Apple's \$40 billion in the bank, to right this wrong. I'm going to destroy Android, because it's a stolen product. I'm willing to go thermonuclear war on this."

Kwon Oh-Hyun, Samsung Vice Chairman

"Smartphones, TV's and other key IT products are entering a slow growth phase and our rivals are changing value chains by introducing new technology and business models."

1.1 DEFINITION

A smartphone's features is usually more oriented towards mobile phone options than the PDA-like features. There is no industry standard for what defines a smartphone, so any mobile device that has more than basic cellphone capabilities can actually be filed under the smartphone category of devices

What Is a Mobile Phone?

A mobile phone is more frequently called a cellular phone or cellphone. These communication devices connect to a wireless communications network through radio waves or satellite transmissions. Most mobile phones provide voice communications, Short Message Service (SMS), Multimedia Message Service (MMS), and newer phones may also provide Internet services such as Web browsing, instant messaging capabilities and e-mail.

Short for personal digital assistant, this is the name given to small handheld devices that combine computing, telephone/fax, Internet and networking features. A typical PDA can function as a

cellular phone, fax sender, Web browser and personal organizer. These devices are usually pen-based, which requires the use of a stylus rather than a keyboard for input. PDAs today are available in either a stylus or keyboard version. Traditionally, PDAs have not had phone or fax services.

What Is a Smartphone?

A smartphone is considered to be the combination of the traditional PDA and cellular phone, with a bigger focus on the cellular phone part. These handheld devices integrates mobile phone capabilities with the more common features of a handheld computer or PDA. Smartphones allow users to store information, e-mail, and install programs, along with using a mobile phone in one device. A smartphone's features is usually more oriented towards mobile phone options than the PDA-like features. There is no industry standard for what defines a smartphone, so any mobile device that has more than basic cellphone capabilities can actually be filed under the smartphone category of devices.

It's definitely a lack of standardization that makes the category of mobile devices so confusing to the consumer. As technology changes, so do the functions that these different devices perform. Years ago, many people differentiated PDA and smartphone simply by looking for touch-screen capabilities. If it had a touch screen it was a PDA, if it didn't, it was a smartphone. The Sony Ericsson Smartphone, for example, offers users both a touch screen and a full QWERTY keyboard. Despite the fact that the manufacturer calls this product a smartphone, the generic term for a PDA oriented device with cellular phone capabilities is called a PDA phone.

Even if you can now decide for yourself if a mobile device is simply a cellular phone, a smartphone, a PDA or PDA phone, the fine lines between these types of mobile devices are about to get blurred again as we add in new terms to the mix like Pocket PC, and Smartphone (with a capital letter).

1.2 MEANING OF STUDY

Apple Inc. v. Samsung Electronics Co., Ltd. was the first of a series of ongoing lawsuits between Apple Inc. and Samsung Electronics regarding the design of smartphones and tablet computers; between them, the companies made more than half of smartphones sold worldwide as of July 2012. In the spring of 2011, Apple began litigating against Samsung in patent infringement suits, while Apple and Motorola Mobility were already engaged in a patent war on several fronts. Apple's multinational litigation over technology patents became known as part of the mobile device "smartphone patent wars": extensive litigation in fierce competition in the global market for consumer mobile communications. By August 2011, Apple and Samsung were litigating 19 ongoing cases in nine countries; by October, the legal disputes expanded to ten countries. By July 2012, the two companies were still embroiled in more than 50 lawsuits around the globe, with billions of dollars in damages claimed between them. While Apple won a ruling in its favor in the U.S., Samsung won rulings in South Korea, Japan, and the UK. On June 4, 2013, Samsung won a limited ban from the U.S. International Trade Commission on sales of certain Apple products after the commission found Apple had violated a Samsung patent, but this was vetoed by U.S. Trade Representative Michael Froman.

On December 6, 2016, the United States Supreme Court decided 8-0 to reverse the decision from the first trial that awarded nearly \$400 million to Apple and returned the case to Federal Circuit court to define the appropriate legal standard "article of manufacture" because it is not the smartphone itself but could be just the case and screen to which the design patents relate.

1.3 PROBLEM STATEMENT

In present context, mobile phone has a huge impact in lives of people daily. In our country the mobile phone industry is still in its growth stage, as compared to the industrially advanced countries. It is for the fact that the economy of our country has been in the developing stage. Now-a-days, the customers are more dynamic. Their taste, needs and preference are changing with the advancement in technology and communication with the outside world.

Assumption: The annual income of the candidates is 15, 00,000 and above.

1.4 AIMS AND OBJECTIVES

The main objective of this study is to understand the mobile brand preference and the various factors affecting the choice of brand. The objectives of the study are as follows:

- To understand the trend in mobile phone usage by customers.
- To get knowledge about APPLE mobiles and Samsung mobiles.
- To know Customer satisfaction about using their handset.
- To know about the consumer preference level associated with APPLE & SAMSUNG
- To find out the customer satisfaction towards APPLE & SAMSUNG

1.5 HYPOTHESIS

A prediction statement that describes, what you expect, will happen or will be the end result of the study.

Null Hypothesis (Ho): There is no significant difference in consumer preference regarding Apple and Samsung brands of Smartphones in Nagpur City.

Alternate Hypothesis (Ha): Consumers prefer to use Apple Smartphone more as compared to Samsung in Nagpur City.

1.6 RESEARCH METHODOLOGY

The process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information.

1. **Area of Study:** The survey was conducted in Nagpur city in Maharashtra state. Nagpur is upcoming smart city in Maharashtra. Nagpur is a right area for conducting research.

2. **Sources of Data:** The study has used both the primary data and secondary data. Field survey method was employed to collect primary data from 50 respondents in three areas from Nagpur (DT). Framed questionnaire is used for data collection. Secondary data were collected through various journals, magazines, reports and newspapers.

3. **Sampling Design:** For the purpose of the study 50 respondents have been chosen in Nagpur city by using stratified random sampling technique. The questionnaire was prepared and administered in person to all the respondents.

The present study is brand building of Colgate by adopting the descriptive and analytical research based on empirical observations and comprehensive survey. The descriptive research means it includes surveys and fact - findings enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present. In analytical research, the researcher has to use facts or information already available and analyze these to make a critical evaluation of the material. Initially the researcher develops a set of questions relating to the consumers' behavior towards various brands of shampoo. Then the questions are developed and reviewed by the subject experts. Some modifications, additions and deletions of questions are made according to the opinion of the experts.

1.7 RESEARCH DESIGN

Descriptive Research is being used because a large number of respondents are to be studied based upon the various factors. This research is adopted so as to know what is happening in the market with respect to product, the customer and their attitudes.

Sources of Data: - 1) Primary Data 2) Secondary Data.

Primary Data:

Primary data are those, which were collected afresh and for the first time and thus happen to be original in character. However, there are many methods of collecting the primary data; all have not been used for the purpose of this project. The one that has been used is:-

- Questionnaire.

Secondary Data:

Secondary data is collected from previous resources and literature to fill in the respective project.

The secondary data was collected through:-

- Text Book.
- News Papers.
- Articles.

- Journal
- Website.

1.8 SAMPLE SIZE

A sample size of 100 respondents was used for this study.

1.9. SCOPE OF THE STUDY

The present study is conducted in Nagpur city and it is decided to consider different between Samsung and iPhone mobile phones.

- This study helps to know the factors which influencing the consumer to purchase Mobile Phones between Samsung and iPhone.
- A Study on Customer Purchase Behavior towards Mobile Phone with Special Reference to Nagpur.
- This study helps to know the marketing strategy of Samsung and iPhone.
- This study also helps to know the consumers satisfaction level towards iPhone and Samsung branded mobile.

1.10 LIMITATIONS OF THE STUDY

- The research has been prepared within a span of one month and thus there was limited time for conducting the research and literature review.
- The research is based on the sample size of 50 and mainly quantitative measure was taken to measure the brand preference of mobile phones among customers.
- The age group has been selected above 15 years so as to reduce the response error.
- Opinions of respondents have been taken as a sense of truth which may not be correct.
- Research is limited to within Nagpur City.

2. REVIEW LITERATURE

SIMONSEN, 2012

On one hand technology innovation is an opportunity, on the other hand it is a danger as well to apple with increasing innovative competitors for instance Samsung. (Simonsen, 2012). The growing technology gives innumerable opportunities to join the high-tech market thus curtailing the life of a product. Consumers use smart phones for everything from browsing the internet to doing business. Phones now come with utilities like flashlights, tip calculators and a digital level. Smart phones are also widely used for gaming. Graphics on these devices have improved immensely in the last decade and are expected to get even better (Alexa LoMonaco, 2014). Smartphones are becoming hand held computers and are being for shopping, browsing sharing information and paying for products. According to Knap man (2012) a user of Smartphone is strongly influenced by brand during purchase.

AAKER 1991,

Aaker (1991, p. 270) proposed that brand equity views comprising of brand awareness, brand loyalty, perceived quality, brand associations and brand assets is reinforced by brand association, delivering good quality product, attracting loyal customer , creation of high brand awareness and celebrity endorsement. Perceived quality is just the complete assessment of a customer for a standard process of receiving customer services (Hellier, et al, 2003). In recent studies the deep correlation between perceived quality and customer satisfaction has been proved (Parasuraman, et al, 1994). As per Keller (1998, p.54) brand loyalty is frequently attributed to a behavioral intellect through which a number of repeated buying takes place and it compels the customer to keep buying with the same brand and cast off the advances of contenders. In accordance with Cush (2010) Samsung had numerous content customers in the United States and Samsung concluded 2009 as the top market share holder for handsets, in addition no. 1 phone marketer in 2010 according to Strategic Analytics. Aaker (1991, p.48) reports that a portion of brand loyalty is mirrored in the willingness of the consumer to pay additional price to get their chosen brand of smartphone. As presented by Aaker (1991, p. 85), the comprehended value apportions with the consumer's point of view of the overall quality and dominance of a service or product with

respect to its anticipated purpose relative to the alternative. The cause for very great perceived quality of Apple in comparison to Samsung could be accredited to Apple's diversity of products. Apple is well known for its ground breaking designs, providing the customers with a justification to buy their products.

DAVIS 1989

(Davis 1989; Sanders and Manrodt, 2003; Venkatesh, 2000). A vital form of empirical study in information systems has gathered proof for the presence of an influence of user friendliness on preliminary user reception and continued usage of them. (Venkatesh, 2000). Brand is a structure and it deals with the physical viewpoint. It is an amalgamation of the most important aims and features which come to mind when brands are mentioned. It symbolizes the strength and its evident added value. The physical viewpoint of a brand is the most important thing that defines a brand and also consists of brand's model. Kapferer (2004, p.108) Brand is a tradition and in a way it has its own different culture which one can derive from the products. A product symbolizes not only the tradition but also the way of interaction. Brand puts across the culture and is driven by the sense that they express the culture of the place they start from. One important role that culture plays is that it links brand to the organization and plays vital role in distinguishing brand.

KAPFERER (2004),

Kapferer (2004, p.108).The smart phone company has transfigured into the topmost industry and has become one of the most competitive market. The clash within the smartphone industry is growing with fresh handsets being presented and the extent of pioneering technology dissolving hurdles. Technical advances have made a significant effect on smart phones. Cell phones were used to take pictures make only phone calls, play and send messages. As per the online education portal, students of college who are in the age group of 18-29 year old use their phones for real-time data greater than other age group. Three-fourth of students use their phones during free time, 74% when commuting and 52% even use it before they get out of bed in the morning.

3. COMPANY PROFILE

Introducing Apple – iPhone



Apple Inc. is an American multinational technology company headquartered in Cupertino, California, that designs, develops, and sells consumer electronics, computer software, and online services. It is considered one of the Big Four of technology along with Amazon, Google, and Facebook.

The company's hardware products include the iPhone smartphone, the iPad tablet computer, the Mac personal computer, the iPod portable media player, the Apple Watch smartwatch, the Apple TV digital media player, and the HomePod smart speaker. Apple's software includes the macOS and iOS operating systems, the iTunes media player, the Safari web browser, and the iLife and iWork creativity and productivity suites, as well as professional applications like Final Cut Pro, Logic Pro, and Xcode. Its online services include the iTunes Store, the iOS App Store and Mac App Store, Apple Music, and iCloud.

Apple was founded by Steve Jobs, Steve Wozniak, and Ronald Wayne in April 1976 to develop and sell Wozniak's Apple I personal computer. It was incorporated as Apple Computer, Inc., in January 1977, and sales of its computers, including the Apple II, grew quickly. In August 2018,

Apple became the first public U.S. company to be valued at over US\$1 trillion. The company employs 123,000 full-time employees and maintains 504 retail stores in 24 countries as of 2018.

It operates the iTunes Store, which is the world's largest music retailer. As of January 2018, more than 1.3 billion Apple products are actively in use worldwide. The company also has a high level of brand loyalty and is ranked as the world's most valuable brand. However, Apple receives significant criticism regarding the labor practices of its contractors, its environmental practices and unethical business practices, including anti-competitive behavior, as well as the origins of source materials. Apple has been in the business for quite some time now and they have indeed reported great success. It is currently one of the leading companies in the technological world and their products are growing in popularity with each passing day.

Apple's success was not automatic; work was put into achieving it. Proper measures were put in place and high quality and effective delivery of both products and services was ensured.

The history of iPhone began with a request from Apple Inc. CEO Steve Jobs to the company's engineers, asking them to investigate the use of touchscreen devices and tablet computers (which later came to fruition with the iPad). Many have noted the device's similarities to Apple's previous touch-screen portable device, the Newton Message Pad. Like the Newton, the iPhone is nearly all screen.

In April 2003, at the "All Things Digital" executive conference, Jobs expressed his belief that tablet PCs and traditional PDAs were not good choices as high-demand markets for Apple to enter, despite receiving many requests for Apple to create another PDA. He believed that cell phones were going to become important devices for portable information access, and that mobile phones needed to have excellent synchronization software. At that time, instead of focusing on a follow-up to their Newton PDA, Jobs had Apple focus on the iPod. Jobs also had Apple develop the iTunes software, which can be used to synchronize content with iPod devices. iTunes was released in January 2001. On September 7, 2005, Apple and Motorola released the ROKR E1, the first mobile phone to use iTunes. Jobs was unhappy with the ROKR, feeling that having to compromise with a non-Apple designer (Motorola) prevented Apple from designing the phone they wanted to make. In September 2006, Apple discontinued support for the ROKR, and released a version of iTunes that included references to an as-yet unknown mobile phone that could display pictures and video.

On January 9, 2007, Steve Jobs announced iPhone at the Macworld convention, receiving substantial media attention. Jobs announced that the first iPhone would be released later that year. On June 29, 2007, the first iPhone was released.

Corporate identity

Logo

According to Steve Jobs, the company's name was inspired by his visit to an apple farm while on a fruitarian diet. Jobs thought the name "Apple" was "fun, spirited and not intimidating"



FIRST APPLE LOGO
(1976-77)



OFFICIAL LOGO
(1977-98)



APPLE THIRD LOGO
(1998-03)



CURRENT LOGO
(SINCE 2003)

Apple's first logo, designed by Ron Wayne, depicts Sir Isaac Newton sitting under an apple tree. It was almost immediately replaced by Rob Janoff's "rainbow Apple", the now-familiar rainbow-colored silhouette of an apple with a bite taken out of it. Jobs insisted that the logo be colorized to humanize the company. The logo was designed with a bite so that it would not be confused with a cherry. The colored stripes were conceived to make the logo more accessible, and to represent the fact the Apple II could generate graphics in color.

Stores

The first Apple Stores were originally opened as two locations in May 2001 by then-CEO Steve Jobs, after years of attempting but failing store-within-a-store concepts. Seeing a need for improved retail presentation of the company's products, he began an effort in 1997 to revamp the retail program to get an improved relationship to consumers.

Over the years, Apple has expanded the number of retail locations and its geographical coverage, with 499 stores across 22 countries worldwide as of December 2017. Strong product sales have placed Apple among the top-tier retail stores, with sales over \$16 billion globally in 2011.

Corporate culture

Apple was one of several highly successful companies founded in the 1970s that bucked the traditional notions of corporate culture. Jobs often walked around the office barefoot even after Apple became a Fortune 500 company.

As the company has grown and been led by a series of differently opinionated chief executives, it has arguably lost some of its original character. Nonetheless, it has maintained a reputation for fostering individuality and excellence that reliably attracts talented workers, particularly after Jobs returned to the company. Numerous Apple employees have stated that projects without Jobs's involvement often took longer than projects with it.

At Apple, employees are specialists who are not exposed to functions outside their area of expertise. Jobs saw this as a means of having "best-in-class" employees in every role. In 2015, Apple had 110,000 full-time employees. In September 2017, Apple announced that it had over 123,000 full-time employees.

Apple has a strong culture of corporate secrecy, and has an anti-leak Global Security team that recruits from the National Security Agency, the Federal Bureau of Investigation and the United States Secret Service

SAMSUNG



Samsung Mobile Division is one of five divisions within Samsung Electronics, belonging to the Samsung Group.

Samsung is a South Korean multinational conglomerate headquartered in Samsung Town, Seoul. It comprises numerous affiliated businesses, most of them united under the Samsung brand, and is the largest South Korean chaebol (business conglomerate).

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 four business groups – Samsung Group, Shinsegae Group, CJ Group and Hansol Group. Since 1990, Samsung has increasingly globalised its activities and electronics; in particular, its mobile phones and semiconductors have become its most important source of income. As of 2017, Samsung has the 6th highest global brand value.

Samsung has a powerful influence on South Korea's economic development, politics, media and culture and has been a major driving force behind the "Miracle on the Han River". Its affiliate companies produce around a fifth of South Korea's total exports. Samsung's revenue was equal to 17% of South Korea's \$1,082 billion GDP.

Samsung Electronics commenced its operations in India in December 1995 and is today a leading provider of Consumer Electronics, IT and Telecom products in the Indian market. Samsung India is the Regional Headquarters for Samsung's Southwest Asia operations, which provides employment to over 45,000 employees with around 11,500 employees being involved in R&D. Samsung began operations in India through its manufacturing complex located at Noida (UP), which today houses facilities for Colour Televisions (including 3D, LED and LCD Televisions),

Mobile Phones, Refrigerators, Washing Machines and Split Air Conditioners categories. Samsung commenced operations of its second state-of-the-art manufacturing complex at Sriperumbudur, Tamil Nadu in November 2007. Today, the Sriperumbudur facility manufactures Colour Televisions, Fully Automatic Front Loading Washing Machines, Refrigerators and Split Air Conditioners. Samsung India has three R&D Centres in India—two in NCR and one in Bangalore. While the Noida R&D Centres develops software solutions for high-end televisions such as Plasma TVs, LCD TVs and Digital Media Products, the other Centre is engaged in R&D solutions for product hardware. The Bangalore R&D Centre works on major projects for Samsung Electronics in the area of telecom, wireless terminals and infrastructure, Networking, SoC (System on Chip) Digital Printing and other multimedia/digital media as well as application software.

Apart from development of innovative technology, Samsung places great importance on acting as a responsible corporate citizen in the communities where it operates. Its CSR programs respond to the social and environmental needs and seek to give back to communities that support the company. In 2009, Samsung launched the company’s Corporate Social Responsibility initiative ‘Samsung Hope Project’ with projects in the areas of education, culture, sports, social welfare and community development. Each programme, under the Hope Project, uniquely addresses the needs of individual communities while emphasizing on innovations for development of the community including education, technology, engineering and IT technical training.

Logo



First Logo



1960s



1980-1993



Current Logo

Font

In July 2016, Samsung unveiled its SamsungOne font, a typeface that hopes to give a consistent and universal visual identity to the wide range of Samsung products. SamsungOne was designed to be used across Samsung's diverse device portfolio, with a focus on legibility for everything from smaller devices like smartphones to larger connected TVs or refrigerators, as well as Samsung marketing and advertisements. The font family supports 400 different languages through over 25,000 characters.

Audio logo

Samsung has an audio logo, which consists of the notes E \flat , A \flat , D \flat , E \flat ; after the initial E \flat tone it is up a perfect fourth to A \flat , down a perfect fifth to D \flat , then up a major second to return to the initial E \flat tone. The audio logo was produced by Musikvergnuegen and written by Walter Werzowa.

Corporate culture

The Company's CSR initiatives such as Samsung Smart Class and Samsung Technical Schools have been recognised by several reputed organisations, and the Company has won accolades from these projects aimed at giving back to the society. Samsung donates around US\$100 million per annum to the Samsung Medical Center, a non-profit healthcare provider founded by the group in 1994. Samsung Medical Center incorporates Samsung Seoul Hospital, Kangbuk Samsung Hospital, Samsung Changwon Hospital, Samsung Cancer Center and Samsung Life Sciences Research Center. The Samsung Cancer Center, located in Seoul, is the largest cancer center in Asia.

Samsung Medical Center and pharmaceutical multinational Pfizer have agreed to collaborate on research to identify the genomic mechanisms responsible for clinical outcomes in hepatocellular carcinoma.

A BRIEF HISTORY OF MOBILE PHONE AS TECHNOLOGY

The idea for cellular telephony originated in the US. The first cellular call and the first call from a hand held cellular device also were placed in the US.



The mobile phone merges the landline telephony system with wireless communication. The landline telephone was first patented in 1876. Mobile radio systems have been used since the early 1900's in the form of ship to shore radio, and were installed in some police cars in Detroit starting in 1921. The blending of landline telephone and radio communication came after the Second World War. The first commercially available "mobile radiophone service" that allowed calls from fixed to mobile telephones was offered in St. Louis in 1946. By 1964 there were 1.5 million mobile phone users in the US. This was a non-cellular system that made relatively inefficient use of the radio bandwidth. In addition, the telephones were large, energy intensive car-mounted devices. In the drive to produce a more efficient mobile telephone system, researchers W. Rae Young and Douglas Ring of Bell Labs developed the idea of cellular telephony, in which geographical areas are divided into a mesh of cells, each with its own cell tower. This allowed a far more efficient use of the radio spectrum and the "cell" phones needed less power to send and receive a signal. The first installation was in 1969 on the Amtrak Metroliner that traveled between New York City and Washington. Four years later Martin Cooper of Motorola made the first cellular call from a prototype handheld cell phone.

MARKETING:

Consumer buying is not mere transfer of item from seller to buyer. Consumer wants buying to become a happy affair. They would like to see, touch and feel the commodities that they buy. Understanding this psychology for the consumer many organizations have come to make purchase of happy affair.

Marketing is more important as it relates to consumer and their needs, whatever may be the objectives of business, the main in which it has to concentrate will be marketing. Business today, concentrating on marketing is found to be fairly successful though success depends on many other factors.

Why Mobile Marketing is Important?

Mobile marketing is important because your customers treat their mobile phones like someone who is closer to them than their lovers, parents, or pets. Who wouldn't love mobile phones? Mobile phones now outnumber us. There are more mobile phones on the planet than humans. Mobile phones are the best devices for you in advertising your products. Mobile marketing makes businesses succeed faster than older forms of marketing.

The following are five considerations on the importance of mobile marketing that marketers need to evaluate as part of their digital strategy:

1. Time Spent On Mobile Devices Is Increasing

In 2016, Americans spent an average of 10 hours per day on mobile devices. Nearly a third of this time was spent on smartphones or tablets, according to eMarketer. This means that the average American spends over 500 hours per year navigating websites or talking on their mobile device, providing ample opportunity to capture their attention and get them discussing your business on a device they use so frequently as part of their daily lives. Advertising trends are also responding to this development: It is estimated that by 2019, nearly 72% of marketing dollars will be spent developing apps and advertisements for mobile platforms.

2. Mobile Commerce And Mobile Marketing Go Hand-In-Hand

Consumers are using their mobile devices to purchase items from Amazon, eBay and other e-commerce platforms. Businesses as large as Walmart and as small as mom and pop shops are recognizing this, and developing user-friendly portals and websites to facilitate sales. In fact, it is projected that by the end of 2017, 60% of e-commerce visits will start on a mobile device. Businesses that develop integrated mobile campaigns that guide consumers from product introduction to sale will see a considerable boost in revenue.

3. Shoppers Purchase in Stores

Mobile technology gives consumers the opportunity to shop and compare while they walk down the store aisle. Businesses that have active mobile marketing campaigns can take advantage of this: Search engine optimization and an easily navigable website can give your business an edge when the consumer is ready to purchase. Moreover, search engines are altering their algorithms to give higher preference to mobile-friendly sites. This creates the need for businesses to improve their web presence and tie new forms of automated marketing into their operations.

4. Short Message Service (SMS) Open Rates Are Higher Than Email

SMS has an open rate of 98%, and up to 90% of people who open the message will read it within three seconds. This is far higher than email marketing or other digital channels. Tailoring your SMS messages so they appeal to prospective customers will give them a reason to further research your products or services, and they will likely start on the device in which they just received the message.

5. Mobile Marketing Reaches A Broader Market

Smartphones and tablets are becoming increasingly popular tools for communication across all demographics. They are smaller, lighter, cheaper and more portable than computers and laptops. Manufacturers are also responding to consumer demand and developing faster, more powerful and less expensive mobile devices. These developments mean that marketers have a golden opportunity to put their marketing messages into the hands of their consumers, and mobile allows marketers and advertisers to reach a much wider audience by doing so.

Digital marketing is continually evolving, and mobile marketing plays a key role in that strategy. The shift toward mobile devices is a trend that will continue to progress, and businesses need to ensure they have a cohesive mobile marketing plan to connect with those digital consumers.

CONSUMER

A consumer is an individual who pays to consume the goods or services produced by a Seller. The consumer engages in any of the following activities;

- Evaluating of goods and services
- Acquisition of goods and services
- Using of goods and services
- Disposing of goods and services

A consumer firstly determines his wants then buys a product and uses it further for personal use or organizational use.

CONSUMER BUYING BEHAVIOUR:

Consumer behavior is defined as “the process and activities that people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires” (Belch and Belch, 1993). It is the only consumer who consumes goods and services in the market.

Today’s customer is more educated, informed, knowledgeable and highly demanding. The marketer’s main aim is to convince them to buy their products. The global marketplace is a study of diversity among consumers, producers, marketers, retailers, advertising media, cultures and customs and of course the individual or psychological behavior. The study of consumer behavior is also very important to the marketers because it enables them to understand and predict buying behavior of consumers in the marketplace. Consumer research is the methodology used to study consumer behavior; it takes place at every phase of the buying process. It starts before the purchase of a product continues during the purchase and even after the purchase. Researchers viewed two different buyers buying the same product for different reasons, paid different prices, used in different ways and have different emotional attachments towards the things. The market

strategies are framed and reframed again and again to achieve organizational objectives by knowing and influencing their consumers. Therefore, the knowledge and information about consumers is critical for making successful marketing strategies. The relationship between consumer buying behavior and marketing strategy must be consistent to attain organizational objectives. Consumer behavior is interdisciplinary approach based on concepts and theories about people that have developed by behavioral scientists, philosophers and researchers in diverse disciplines of psychology, sociology, social psychology, cultural anthropology and economics. The study of consumer behavior also helps management to understand consumer needs to recognize the potential of consumer in lieu of new technology and to articulate new things in term of the consumers' needs so that products will be universally accepted in the market well.

FACTORS INFLUENCING CONSUMER BEHAVIOUR

Consumer buying characteristics affect buying behavior as consumer purchases are influenced strongly by cultural, social, personal, psychological characteristics. Whenever a consumer buys anything from the market, final decision is affected by various factors like:

- Cultural
- Social
- Personal
- Psychological



The first stage of understanding buyer behavior is to focus on the factors that determine the “buyer characteristics” in the “black box”. The marketer must be aware of these factors to develop an appropriate marketing mix and strategies for its target market.

1. Cultural Factors

Consumer behavior is deeply influenced by cultural factors such as buyer’s culture, Sub-culture and social class.

- **Culture** – It is the part of every society and is the important cause of person wants and behavior. The influence of culture on buying behavior varies from region to region.
- **Subculture** - Each culture contains different subcultures such as religions, nationalities, geographic regions, racial groups etc. Marketers can use these groups by segmenting the market into various small portions.
- **Social Class** - People from different social classes tend to have different desires and consumption patterns. Disparities resulting from the difference in their purchasing power. According to some researchers, behavior and buying habits would also be a way of identification and belonging to its social class. In this way marketing activities could be tailored according to different social classes.

2. Social Factors

Social factors impact the buying behavior of consumers. The important social factors are: reference groups, family, role and status.

- **Reference Groups** - Reference groups have potential in forming a person attitude or behavior. The impact of reference groups varies across products and brands.
- **Family** - Buyer behavior is strongly influenced by the members of a family. Therefore marketers are trying to find the roles and influence of the husband, wife and children. If the

buying decision of a particular product is influenced by wife then the marketers will try to target the women in their advertisement.

□ **Roles and Status** - Each person possesses different roles and status in the society depending upon the groups, clubs, family, organization etc. to which he belongs. For example a woman is working in an organization as a finance manager. At the same time, she is playing two roles simultaneously: role of a finance manager as well as role of a mother.

3. Personal Factors

Personal factors can also affect the consumer behavior. Some of the important personal factors that influence the buying behavior are: lifestyle, economic situation, occupation, age, personality.

□ **Age** - Age and life-cycle have potential impact on the consumer buying behavior. It is obvious that the consumer's taste and preferences about goods and services changes with the passage of time. Family life-cycle consists of different stages such young singles, married couples, unmarried couples etc. which help marketers to develop appropriate products for each stage.

□ **Occupation** - The occupation of a person has significant impact on the buying behavior of consumer. For example a marketing manager of an organization will try to purchase business suits, whereas a low level worker in the same organization will purchase rugged work clothes.

□ **Economic Situation** - Consumer's economic situation has great influence on his buying behavior. If the income of a customer is high then choice of more expensive products will be there and a person with low income will purchase inexpensive products.

□ **Lifestyle** - Lifestyle of customers is another import factor affecting the consumer buying behavior. Lifestyle refers to the way a person lives in a society and purchases the things according to his surroundings.

□ **Personality** - Personality changes from person to person, time to time and place to place. It also has a great influence on the buying behavior of customers. Personality is the totality of characteristics of a man.

4. Psychological Factors

There are four important psychological factors affecting the consumer buying behavior.

These are perception, motivation, learning, beliefs and attitudes.

□ **Motivation** - The level of motivation affects the buying behavior of customers. Every person has different needs such as physiological needs, biological needs, social needs etc.

□ **Perception** - Selecting, organizing and interpreting information in a way to produce a meaningful experience of the world is called perception. There are three different perceptual processes which are selective attention, selective distortion and selective retention.

□ **Beliefs and Attitudes** - Customer possesses specific beliefs and attitudes towards various products. Since such beliefs and attitudes make up brand image and affect consumer buying behavior therefore marketers are interested in them. All these factors combine to perform a comprehensive model of consumer behavior that reflects consumer decision making process. The major factors and the process of decision-making shape the behavior and preferences of consumer behavior.

Mobile Phones Market Growth in India



Mobile phone services have recognized the world over as an important tool for socio-economic development of a nation. India is currently the world's second-largest telecommunications market and has registered exceptional growth in the past few years. The reasons for growth of the telecom sector in India are reform measures by the Government of India, active participation of the private sector and wireless technology. With the intense competition operators need to work closely with mobile handset makers and software developers to match their handset portfolios according to consumer's desires and needs. The increasing availability and rapid take up of sophisticated connected devices is changing the way of our lives and communication. The convergence of mobile phones broadcast and internet markets has created a burden of choice for consumers – the choice to consume more than ever before, anywhere, anytime and anyhow.

The mobile phone market has expanded by over 5percent to about 1.91 billion units in 2014. The opportunity for smart phones in the premium category is now fading, global research firm Gartner has said.

The main aim of marketing is meet and satisfy target customers need and wants buyer behavior refers to the peoples or organization conduct activities and together with the impact of various influence on them towards making decision on purchase of product and service in a market. The field of consumer behavior studies how individuals, groups and organization select, buy, use and dispose of goods, service, ideas, or experience to satisfy their needs and desires understanding consumer behavior and knowing customer are never simple. The wealth of products and service produced in a country make our economy strong.

The main factors of more competition are:

- Customers want better services and products at a lower cost.
- A number of functions in just one mobile phone: E-mail, text messaging,
- Internet surfing, 3D, Wi-Fi, gaming, Mp3, Mp4.
- New technology improvement in mobile phones as 4D technology in smartphones.
- Better network services

The rapid upheaval of technology and storming fast internet has led to an enormous growth in the number of smartphone users in India. The unprecedented demand for smartphones in India has made it the second largest smartphone market in the world. The latest forecast by eMarketer, the US-based market research firm, suggests that more than a quarter of India's population will be using smartphones by the end of this year. People in India are steadily catching pace with technology.

THE GREAT SMARTPHONE WAR

APPLE V/S SAMSUNG; WHERE IT ALL BEGAN.



For three years, Apple and Samsung have clashed on a scale almost unprecedented in business history, their legal war costing more than a billion dollars and spanning four continents. Beginning with the super-secret project that created the iPhone and the late Steve Jobs's fury when Samsung—an Apple supplier!—brought out a shockingly similar device, Kurt Eichenwald explores the Korean company's record of patent infringement, among other ruthless business tactics, and explains why Apple might win the battles but still lose the war.

The battle between technological giants; the US owned Apple and Korean owned Samsung results in more innovative products for mobile phone users around the world. It is affecting everything from the price we pay for our phones, to what they are capable of doing and whether we have the freedom to choose between the rival brands. The rivalry on innovative technology in phones between Apple and Samsung started when Samsung unveiled its first Galaxy Smartphone; Galaxy S at the 2010 Las Vegas trade show, the Galaxy SII in Barcelona and the Galaxy SIII at a London exhibition centre. With the launching of Galaxy S4 on a chilly night in March 2013, broadcasting "live" in Times Square, in New York City, Samsung opened a competition against Apple on Apple's own turf. The consumer and media buzz generated by the launch, and the hype that preceded it, cemented Samsung's position as Apple's most serious Smartphone competitor. The New York Times called the launch "a challenge in iPhone's backyard". But with Apple as the largest technology company in the world by revenue and profit, more than Google and Microsoft combined and with legions of devoted fans, who queue for hours, sometimes days, to be the first

to get their hands on new Apple products, Apple has set about intimidating anyone who tries to come close to their innovative skills. Apple's founder, Steve Jobs, holds a mythical status among technology aficionados and the company still upholds superiority even after his death.

Apple is widely regarded as a great innovator in the consumer electronics industry. It is famous for beautiful designs and new applications. In contrast, Samsung has always been regarded as a follower for a long time. But since the launch of Galaxy S4, Samsung has regarded Apple's revolutionary design of the iPhone as "not so earthshaking" and continued to be rivals. They have battled in the marketplace and in the courts worldwide. While it is without a doubt that Apple still leads in innovative skills. Marketing seemed to have been overtaken by Samsung, which can be understood by going through their rivalry and fights over Patent, Copyright, Intellectual Property Rights and Marketing techniques. Regarded as the fiercest fights in global business today, both the companies have poured millions of dollars in lawsuits and ads attacking each other and looking for a way to gain ground.

Apple has always been very protective over its copyright and intellectual property. The founder Steve Jobs even talked about "go[ing] to thermonuclear war on Google" for allegedly copying Apple's technology. Job's successor, Tim Cook, also vowed to "use whatever weapons we have at our disposal" to protect Apple's intellectual property. In such a situation, Samsung has found itself in a place where many of their own innovative values have been undermined by Apple as violating property rights. Apple does not acquire intellectual property rights just for the sake of having them; the company vigorously enforces and defends those rights through litigation.

IPhone 13 OR SAMSUNG GALAXY S21: Top-Selling Mainstream Flagships Clash



We live in a Golden Age for flagship smartphones that cram the capabilities of a laptop into a small frame, so the iPhone 13 isn't short of competition. Its most notable rival is arguably the Samsung Galaxy S21, which also provides an advance over its forerunners while keeping itself more affordable than earlier entries in its long-running series. Like the iPhone 13, it's one of the best not-too-expensive phones out right now.

The question is, which flagship is better: The iPhone 13 or the Samsung Galaxy S21? We answer this question by putting the two devices through an exacting head-to-head comparison. We look at their specs, designs, displays, performance, cameras, software, and price.

The latest and best phones from Samsung and Apple are now on shelves, but which is best. But which is best? Let's delve into the key differences between the two devices and see which one is the best fit for your pocket and budget.

Here is a comparison chart of the two leading smartphones of the brand Apple and Samsung.

	APPLE IPHONE 13	SAMSUNG GALAXY S21
General		
Sim Type	Dual Sim, GSM+GSM	Dual Sim, GSM+GSM
Dual Sim	Yes	Yes
Sim Size	Nano+Nano SIM	Nano+Nano SIM
Device Type	Smartphone	Smartphone
Release Date	September 14, 2021	January 14, 2021
Design		
Dimensions	146.7x71.5 x7.65 mm	151.7x71.2 x7.9 mm
Weight	173 g	169 g

Display		
Type	Color OLED screen (16M)	Color Dynamic AMOLED 2X (16M)
Touch	Yes, with Multitouch	Yes, with Multitouch
Size	6.1 inches, 1170 x 2532 pixels	6.2 inches, 1080 x 2400 pixels, 120Hz
Aspect Ratio	19.5:9	20:09
PPI	~460 PPI	~421 PPI
Screen to Body Ratio		~87.2%
Glass Type		Corning Gorilla Glass Victus
Features	Super Retina XDR Display, HDR Display, True Tone, Wide Color (P3), Haptic Touch, 1200 Nits Max Brightness (HDR), Support for Display of Multiple Languages and Characters Simultaneously	Always-on Display, HDR10+
Notch	Yes, Small Notch	Yes, Punch Hole
Memory		
RAM		8 GB
Storage	128 GB	128 GB
Storage Type		UFS 3.1
Card Slot	No	No
Connectivity		
GPRS	Yes	Yes
EDGE	Yes	Yes
3G	Yes	Yes
4G	Yes	Yes
5G	Yes	Yes
VoLTE	Yes	Yes, Dual Stand-By
Wifi	Yes, with wifi-hotspot	Yes, with wifi-hotspot
Bluetooth	Yes, v5.0, A2DP, LE	Yes, v5.0, A2DP, LE
USB	Yes, Lightning Port	Yes, USB-C v3.2
USB Features	USB on-the-go, USB Charging	USB on-the-go, USB Charging
Wireless Charging	Yes	Yes, 15W
Extra		
GPS	yes with A-GPS, Glonass	Yes, with A-GPS, GLONASS, BDS, GALILEO
Fingerprint Sensor	No	Yes, In Display
Face Unlock	Yes	Yes
Sensors	Barometer, Three-axis Gyro, Accelerometer, Proximity Sensor, Ambient Light Sensor	Accelerometer, Gyro, Proximity, Compass, Barometer
3.5mm Headphone Jack	Lightning	No
Extra	NFC	NFC
Water Resistance	Yes, 6 m upto 30 min	Yes, 1.5 m upto 30 min

IP Rating	IP68	IP68
Dust Resistant	Yes	Yes
Camera		
Rear Camera	12 MP f/1.6 (Wide Angle) 12 MP f/2.4 (Ultra Wide) with autofocus	12 MP f/1.8 (Wide Angle) 64 MP f/2 (Telephoto) 12 MP f/2.2 (Ultra Wide)
Features	Panorama, Night Mode, Deep Fusion, Smart HDR 4, Photographic Styles, Burst Mode, Photo Geotagging	Auto-HDR, Panorama
Video Recording	4K @ 24/25/30/60fps UHD, 1080p @ 25/30/60fps FHD	8K @ 24fps UHD, 4K @ 30/60fps UHD, 1080p @ 240/30/60fps FHD, 720p @ 960fps HD
Flash	Yes, Dual LED	Yes, LED
Front Camera	12 MP f/2.2 with Retina Flash	Punch Hole 10 MP f/2.2 (Wide Angle)
Front Video Recording		4K @ 30/60fps UHD, 1080p @ 30fps FHD
Technical		
OS	iOS v15	Android v10
Chipset	Apple Bionic A15	Samsung Exynos 2100
CPU	Hexa Core Processor	2.9GHz, Octa Core Processor
Core Details		1x2.9 GHz Cortex-X1 & 3x2.80 GHz Cortex-A78 & 4x2.2 GHz Cortex-A55
GPU	Apple 4 Core GPU	Mali-G78 MP14
IP Rating	IP68	IP68
Java	No	No
Browser	Yes	Yes
Multimedia		
Email	Yes	Yes
Video	HEVC, H.264, MPEG-4 Part 2 and Motion JPEG, HDR with Dolby Vision, HDR10 and HLG	Yes
FM Radio	No	No
Document Reader	Yes	Yes
Battery		
Type	Non-Removable Battery	Non-Removable Battery
Size	Li-ion Battery	4000 mAh, Li-Po Battery
Fast Charging	Yes	25W Fast Charging
Reverse Charging		Yes

iPhone 13 vs. Galaxy S21: Tough design versus streamlined look



Both the iPhone 13 and Galaxy S21 are pleasant to behold, with a sleek shape and a shiny aluminum chassis that peeks through in all the right places. The iPhone 13 does boast the newest ceramic shield screen that has proven to be the toughest anti-crack screen on any smartphone. The Galaxy's Corning Gorilla Glass Victus is also tough with a good anti-scratch surface, but it cracks easier than the iPhone's ceramic shield. The iPhone also has a glass backing, which makes it feel a little heavier and more substantial in the hand, while the Galaxy has a lighter, polycarbonate feel. The designs are similar in quality but look quite different side by side.

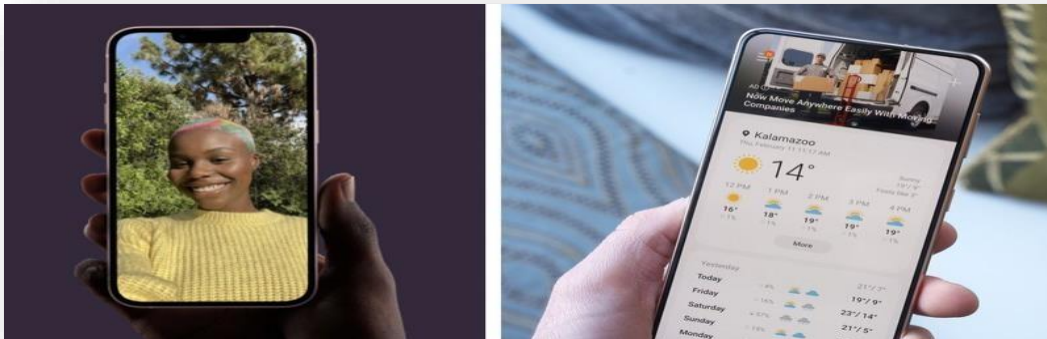
iPhone 13 vs. Galaxy S21: Brains versus brawn



The great debate between Galaxy phones and iPhones has always been the camera. Some smartphone photographers swear by the vibrant colors and amazing zoom features that are provided by Samsung, while others insist that Apple's computational photography technology can't be beat. When it comes to the new iPhone 13 versus the Galaxy S21, the same debate rages on.

Overall, when comparing the two, the Galaxy does offer more detail in zoomed-in photos than the iPhone. The Galaxy also offers a 64MP camera as opposed to the 12MP setup on the iPhone, so it definitely has its advantages.

iPhone 13 vs. Galaxy S21: Processing speed versus refresh rate



We can't talk performance without discussing refresh rate. Although the Pro versions of the iPhone 13 model have the long-awaited 120Hz refresh rate, the baseline iPhone 13 does not. Sadly, the iPhone 13 and the 13 mini will feature the same 60Hz refresh rate as the 11 and 12 models before them. This means that video playback, gameplay, and scrolling functionality will be much smoother on the Galaxy S21. That 120Hz refresh rate makes a big difference, although it can also affect battery life.

When it comes to processing speed, there's really no match for Apple's A15 Bionic chip. The performance and display of these handsets is pretty similar overall, although the iPhone 13 might have an edge because of its faster processor and brighter display.

iPhone 13 vs. Galaxy S21: Price



The iPhone 13 and the Galaxy S21 are going for nearly the same price of \$799. There's a variety of ways to buy both smartphones, so the price and buying options won't make a big difference no matter which brand you go with. It's fair to say that the two smartphones stand on fairly even footing in this regard, and that's what makes the decision potentially difficult

iPhone 13 vs Samsung Galaxy S21: Display

Samsung hits straight back with a slightly more impressive display. These are similarly sized OLEDs at 6.2-inches for the Samsung and 6.1-inches for the Apple, and both get plenty bright.

But while the iPhone 13 has the slightly sharper 1170 x 2532 resolution (versus the 1080 x 2400 Galaxy S21), the Samsung wins out in one vital aspect.

Apple restricted its 120Hz refresh rate improvement to the Pro model this year, leaving the iPhone 13 on sluggish old 60Hz. The Galaxy S21, by contrast, runs at a full 120Hz.

TAKEAWAY

The iPhone 13 and the Samsung Galaxy S21 are almost identical in price, which can make it difficult to decide which 2021 phone is right for you.

Both phones feature sharp OLED displays, with the Samsung bringing the additional advantage of a 120Hz display. Both also come in an array of colours, though the iPhone features a more premium-feeling glass back. Both phones pack powerful top-of-the-line processors that can handle gaming and offer longer battery lives than their predecessors. Both also feature 12-megapixel camera arrays, with the S21 offering better equipped for zoom with a third telephoto lens and 8K video support and the iPhone taking advantage of Apple's new Cinematic mode, along with support for Dolby Vision.

I'd give the edge to the iPhone 13, however. It's considerably newer than the Galaxy S21 for one thing. Combined with Apple's superior legacy support, this means that it's going to feel fresher for longer.

It's also way faster than the Galaxy S21, with a much more capable custom chipset. The iPhone 13's camera system takes better pictures in most scenarios, too, with the notable exception of zoomed shots.

The two phones also feature different operating systems, which may sway you depending on whether you're an Android or an iOS fan.

Both of these phones get the balance right between price and performance, offering nearly-flagship experiences for less money than their bigger brothers.

They have their flaws, but for the most part it's a safe bet buying either phone.

Marketing Strategy: Apple vs. Samsung



Earlier, the mobile phone market was ruled by companies like Nokia and Motorola, Apple took over the market when it launched 'iPhone' in 2007. The product became actually popular among users, having large and multi-touch user interface.

Apple is valued for its design, a core value of the company. The aura of Steve Jobs still hangs in the brand universe introducing a notion of worship. The reputation of Apple as it is today is based on the desire strategy that it sets up at each product launch. The company cultivates the secret and maintains the loyalty of its followers, always more numerous to queue up in front of the Apple Store. Long leader in the smartphone market since the iPhone, Apple has been dethroned by Samsung. The release of the Galaxy S3 marked this gap and the American brand had to reduce the production of the iPhone 5.

In comparison, Samsung's marketing strategy is tough and powerful. Global advertising, messaging, use of extreme and terribly expensive posters or high-impact audiovisual campaigns; the brand wants to be seen to become a leader. In 2013, nearly \$ 14 billion was spent on marketing and advertising, enough to put your eyes on it.

Samsung is banking on marketing when Apple plays all its cards on the design of its products.

Its aggressive marketing has allowed it to become world leader and gain the largest number of market shares. From the beginning, the brand stood out with relatively low prices for smartphones with capabilities equal to those of the other side. With a wide range, Samsung devices are more attractive to techies lured by open source, easy mobile customization, innovative features and technical capabilities. Recent smartphones and tablets of the brand are now positioned on the high end.

Samsung took to Social Media to troll Apple:

In 2010, Steve Job well stated that “No one is ever going to buy a big phone” – and Samsung can hardly hold its behavior.

By using this quote, in which the image also says “Guess who surprised themselves and changed their minds”. Then they promote the Galaxy Note 4 with the hashtag #MoreThanBig.

Stats & Facts

- Samsung accounted for 37% of smartphone sales and Apple 29% in May 2016.
- Samsung Galaxy S7/S7 Edge accounting for 16% of sales and the iPhone 6s/6s Plus at 14.6%.
- Apple rocked out Samsung by selling 74.8 million iPhones, leaving behind Samsung’s 73 million Smartphones sales in 2015.
- Apple doesn’t use Twitter accounts, Facebook profiles, or indeed have a blog.
- Samsung makes use of all major social media channels, celebrity endorsements, and all other good & effective marketing strategies.

Samsung is doing a lot of things to prove they are innovative and therefore, can experiment and learn from their experiences. Apple is known for innovation and don’t have to prove this by using by social media platforms. They have to make sure to keep their status as a quality leader and therefore, cannot experiment as much as Samsung. So they lay back.

Apple is the dominating brand in the US market and Samsung holds the lead globally.

Apple continued on dominating the Smartphone market within the years; however Samsung introducing Samsung galaxy series in 2013 brought increased competition for it. It was Samsung’s massive advertising coupled with unique Android features that the Samsung galaxy has overtaken the iPhone to become the most popular Smartphone brand in the world.

Apple vs. Samsung: A Battle of Marketing Relevancy

Presently, Apple and Samsung are seen as the largest manufactures of Smartphones across the world.

There is some kind of peculiarity between the Marketing Strategies of both the brands. These are:

1. INNOVATION AND TECHNOLOGY

Apple is broadly considered as a great innovator in the smartphone industry. It is famous for beautiful designs and new applications.

In comparison, Samsung is viewed as a follower for a long time. Since the launch of Galaxy S4, Samsung has considered Apple's innovative design of the iPhone as "not so stunning", and continues to be a notable competitor.

Winner: It is without a doubt that Apple leads in innovation.

2. SOCIAL MEDIA PRESENCE

Rank	Company	Category	IMPs (000)
1	Coke	Beverages	1,479,716
2	Apple	Consumer Tech	761,162
3	Google	Consumer Tech	606,805
4	Amazon	Retail	555,513
5	Samsung	Consumer Tech	469,327
6	Starbucks	Restaurants	392,215
7	Burger King	Restaurants	316,636
8	Sprite	Beverages	302,821
9	Microsoft	Consumer Tech	284,681
10	McDonald's	Restaurants	271,572

Source: PQ Media, uberVU Data based on full month period.

Apple has a strange strategy when it comes to brand promotion. It has a minimalist presence on social media. It promotes through TVCs.

Samsung, meanwhile, is present on an array of social media channels like YouTube, Twitter, and Facebook pages for Samsung Mobile, Samsung TV, and more.

Samsung has also connected with major apps and platforms to target audience with social campaigns.

Samsung India has launched a nationwide television and digital campaign showcasing its initiative to take customer service to the doorsteps of customers in the rural area. Conceptualized by Cheil India, the campaign film is called #SamsungCares.

The advertisement called as Samsung Cares has been a hit in social media, with the YouTube video reaping more than 64 million views currently.

Winner: Needless to say, Samsung wins.

3. **ADVERTISING**



Apple has launched online advertisement campaigns to reach the users. The iPhone website has clean, clear and witty interface.

The iPhone advertisement of Apple is similar, always with white background, exotically alluring to the users. And, Apple is never hesitating to highlight the advantages of the products to the target audience.

Similarly, Samsung is giving importance on advertisement of Galaxy S. It promotes mobile phones- bringing a dark blue interface in contrast to the white background brought by Apple.

Galaxy S is promoted as somewhat vibrant, fast and thinnest mobile phone and the advantages embraced are explained clearly.

Winner: There is a tie between Apple and Samsung.

4. CUSTOMER ENGAGEMENT

Apple launched 'Your Verse' to highlight how different people use iPad to do things incredibly and in their own way. This campaign launched in 2014 became more of a story of people using iPad instead of the product itself.

Samsung launched its own campaign, 'Incredible Art Piece'. This campaign was expressly designed to promote Galaxy Note pen style. This campaign itself became a Guinness World Book entry with the record of maximum number of artists working on a single art work.

It highlights the basic difference in the approach of both the brands. While Apple's epicenter lies around how people use its products to make a difference to their life, Samsung emphasizes and advertises its features.

Winner: Talking of advertising, both comes as a winner as the purpose of the strategies i.e. Customer Engagement is achieved.

5. PUBLIC RELATIONS AND PUBLICITY

Apple is using publicity for free and yet powerful way to interact with customers. In case of Apple, when more and more people are seen having an iPhone, other individuals get compelled to have the one; this is known as halo effect.

In contrast, Samsung is using Social Media such as Facebook to promote its products and all possible channels or marketing.

Winner: The winner is Apple as its effect is powerful that influence customer.

6. VIRAL VIDEO MARKETING

It got started in 2012 when Samsung brought the campaign 'The Next Big Thing is Already Here' to promote their new smartphone series, Galaxy S II.

In the ad, the company poked fun at Apple customers. The ad not only teased iPhone users with lines like "Why don't you guys just get 4G phones?" but also took the chance to feature their larger screens.

In the episode in this competition is another dig at Apple; Samsung's Grad Pool Party ad was released in May 2013 to promote their latest smartphone, Galaxy S4.

That act helped Samsung to jump-start market share, and proved to become a viral video content powerhouse.

Samsung has increased its video efforts by over 360% in the past 5 years; on the contrary, Apple has only leveraged it by 5.8% campaigns a year, within the recent 5 years.

Winner: Samsung is winning on the pure scale of its marketing efforts.

7. ENTERTAINMENT

Apple may win at innovation & publicity but when it comes to marketing, Samsung prioritize complete entertainment.

Samsung believes in its value and adores the power of a celebrity.

Samsung made sure its product was front and center at the Oscars. Millions of viewers see host Ellen DeGeneres taking selfies with guest stars using a Samsung phone.

The brand partnered with famous music icon JayZ for his 'Magna Carta Holy Grail' album, and teamed up with Usher for product placements in his 'Looking for Myself' music video.

Apple also generated the buzz among the music industry for procuring 'Beats' by Dr. Dre but it felt to be a little late.

Winner: Samsung for keeping effective entertainment value.

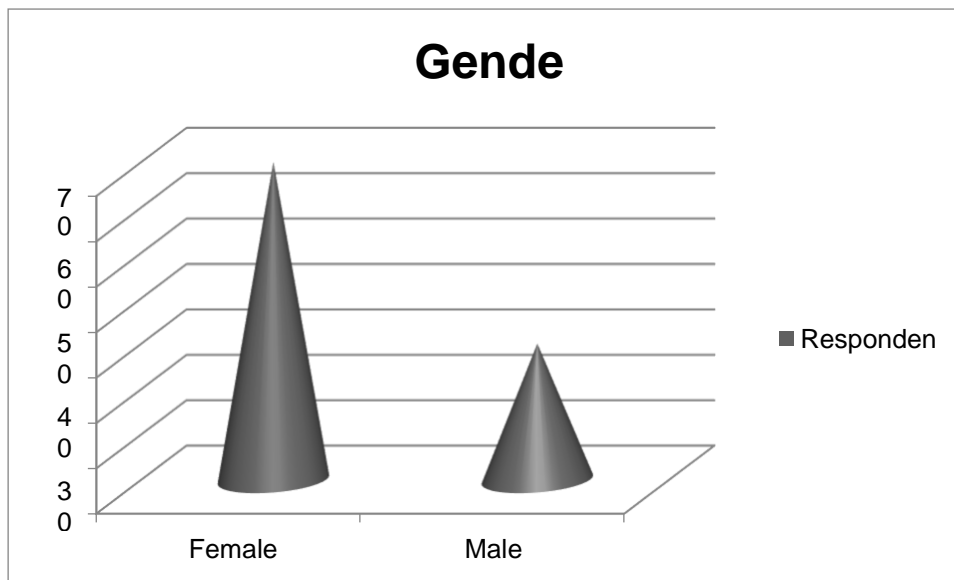
4. ANALYSIS AND INTERPRETATION OF DATA

TABLE 1

GENDER

Gender	Respondents
Female	70
Male	30

CHART 1



INTERPRETATION

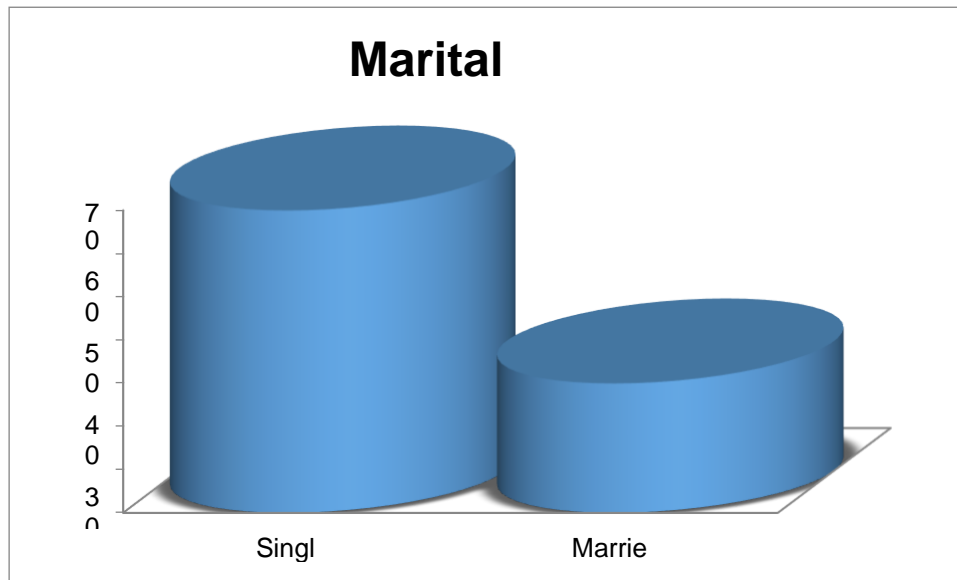
From the above table, out of 50 respondents, 70% of the respondents are females and 30% of the respondents are males. There is the majority of the females.

TABLE 2

MARITAL STATUS

Status	Respondents
Single	70
Married	30

CHART 2



INTERPRETATION

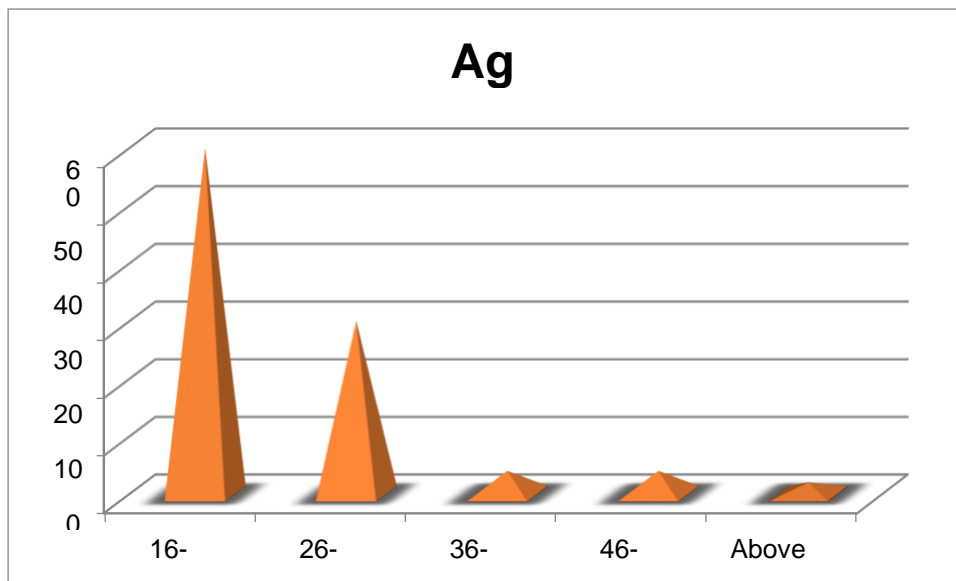
From the above table, out of 50 respondents, 70% of the respondents are single and 30% of the respondents are married. There is the majority of the females.

TABLE 3

AGE GROUP

Age Group	Respondents
16-25	58
26-35	26
36-45	7
46-55	5
Above 55	4

CHART 3



INTERPRETATION

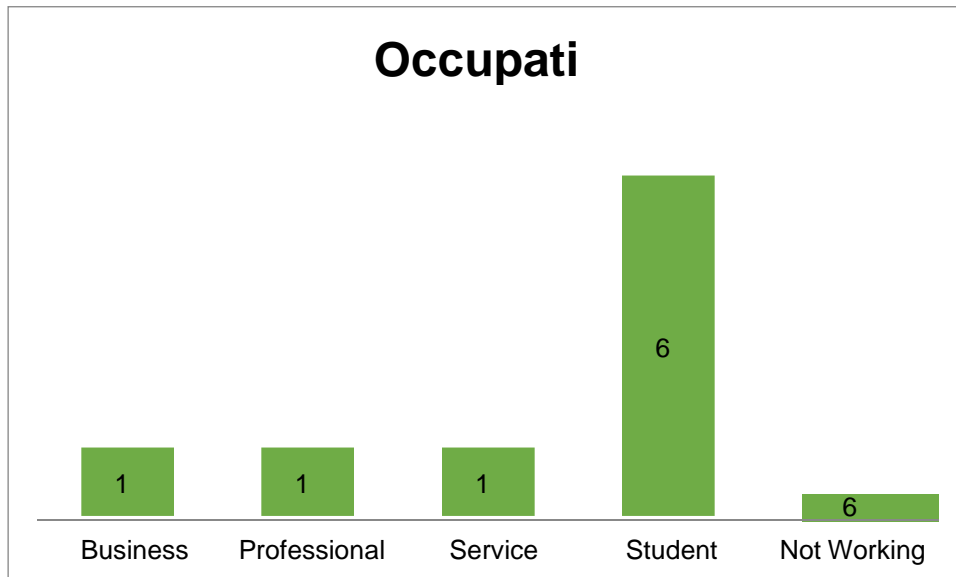
From the above table, it is evident that majority of respondents under study (60%) belong the age group of 16-25 years, 30% of respondents belong to 26-45 years category, 4% of respondents belongs 36-45 & 46-55 and the remaining 2% belong to above 55 years category.

TABLE 4

OCCUPATION

Occupation	Respondents
Business	11
Professional	11
Service	12
Student	60
Not Working	6

CHART 4



INTERPRETATION

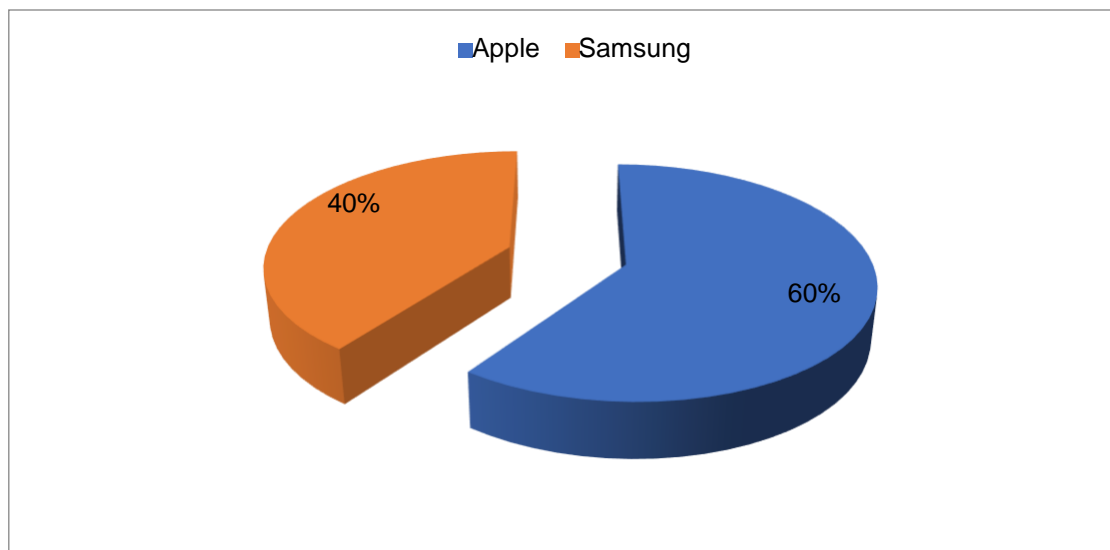
From the above table, it is found that 60% of respondents are possessing Study, 12% of respondents are possessing Business, Professional & Service & remaining 6% processing Other or Not Working.

5. BETTER SMARTPHONE CHOICE IN GENERAL ASPECTS.

TABLE 5

Answer	Percentage (%)
Apple	60
Samsung	40

CHART 5



INTERPRETATION

Out of 100 respondents 60 finds out Apple's iPhone as best as well as easy and convenient on an overall basis. iPhone has gained a market trust by proving the quality of their product in terms of all the technological aspects and has simultaneously emerged as an innovator.

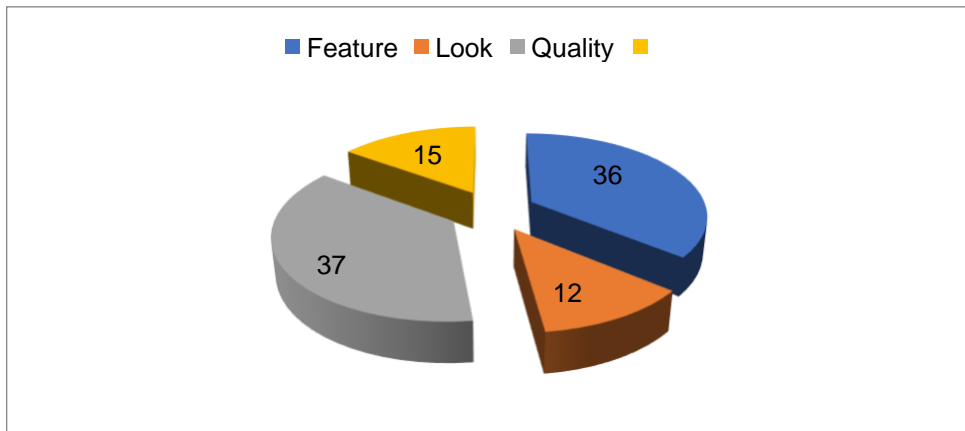
Apple chose to get their customers a product that is so useful to them that they would not even think of going for its substitute. They opted to go for a product that is easy-to-use, clean and simple to ensure that their customers were getting what they want without having to put too much effort into it. This is what set Apple apart from Samsung in the entire world and this is also what has contributed to its huge success.

6. FEATURES FOR PREFERENCE OF THE SMARTPHONE.

TABLE 6

Answer	Percentage (%)
Feature	36
Look	12
Quality	37
Price	15

CHART 6



INTERPRETATION

Out of 100 respondent 36 prefer their mobiles for features, 12 prefer look, 37 prefer their mobile quality & 15 prefer their price in the market.

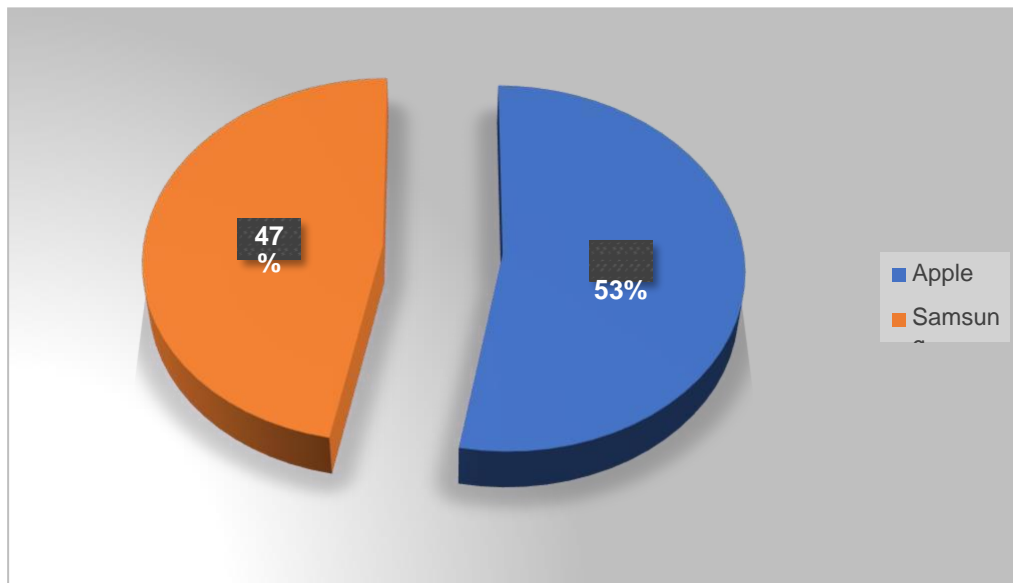
iPhone has been prominently introducing the new features in their smartphones which are accepted well by the Apple lovers. The features that are found in iPhone are unique such as more colorful OLED screen, Beastly A12 Bionic processor, Camera enhancements, new tool for portrait shots etc. Though the price of iPhone is generally higher than that of Samsung, users are ready to give up their money on iPhone as the features, quality and display of iPhone has attracted and benefited the customers in many ways. On the other hand Samsung has provided comparatively lesser features to the users which influences the decision of the customers and makes iPhone as their most preferred choice

7. REASONABLENESS OF PRICE AS PER THEIR BRAND VALUE.

TABLE 7

Answer	Percentage (%)
Apple	53
Samsung	47

CHART 7



INTERPRETATION

Out of 100 respondent 53 says APPLE has a better brand image and worthiness is while 47 says it is Samsung.

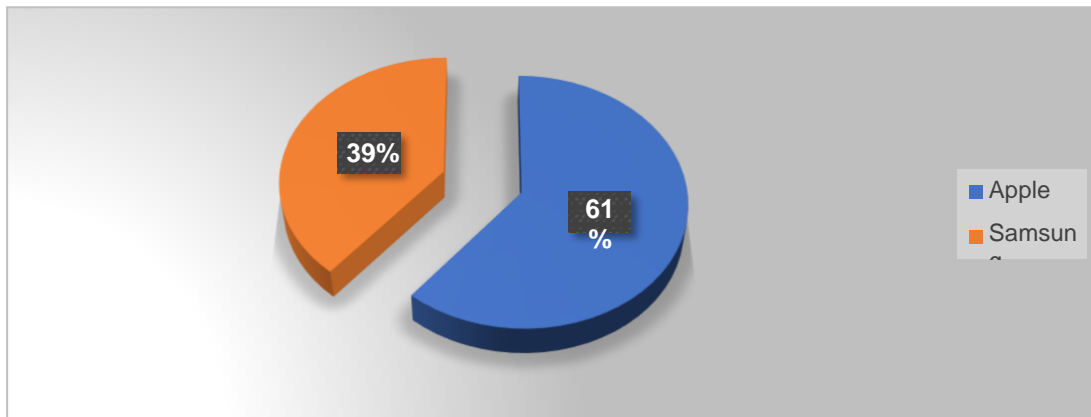
There is no denying that Apple currently enjoys a fan base that is among the most hardcore in the entire world today. Apple has made use of the Apple brand to penetrate a good number of extremely competitive markets. Apart from simply being intimate with its entire customer base, the Apple brand is also loved by its customers and it has managed to develop a real sense of community among a good number of its users. The customer franchise and brand equity that is embodied by the Apple Brand is actually very strong.

8. SMARTPHONE HAVING MORE ATTRACTIVE FEATURES.

TABLE 8

Answer	Percentage (%)
Apple	61
Samsung	39

CHART 8



INTERPRETATION

Out of 100 respondents 61 says APPLE has more features rather than Samsung.

There is no product in the market that has higher value than the Apple product and there is no software in the market that is more intuitive than the Apple Software. Compare any other smartphone to the iPhone and you will think that it was developed by rookies. There is just no way of comparing the two.

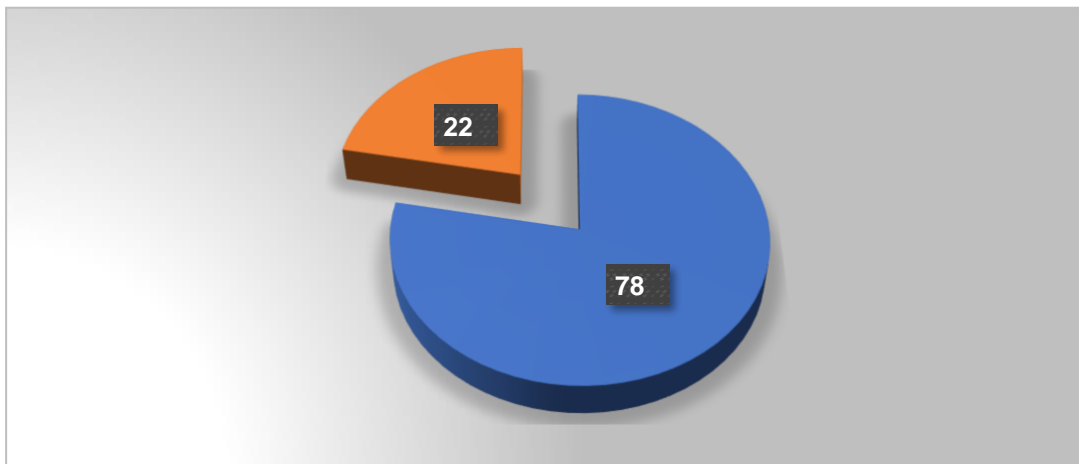
Critics might argue that both have the same core features. While we cannot deny that this is so, this is not the point to be made here. The main point here is that Apple is the top layer of the design and technology world and their customers are gladly willing to pay whatever it will cost them to get that Apple product.

9. CONSUMER SATISFACTION WITH THE PRICE OF APPLE OR SAMSUNG

TABLE 9

Answer	Percentage (%)
Yes	78
No	22

CHART 9



INTERPRETATION

Out of 100 respondent 78 respondents are satisfied with their particular mobile while only 22 were not satisfied.

Due to the fact that Apple concentrated more on catering to the customers' needs above every other thing, they really did not need to compete with others on price and they had the chance determine their own prices. This is simply because they were bringing into the market something that outshines every other thing that a company can bring into the market, value!

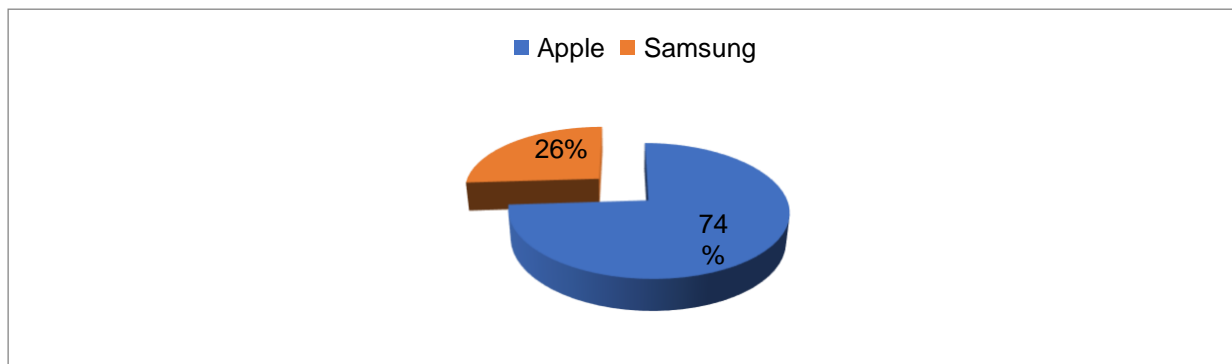
The iPhone situation has however been a bit out of the norm, Despite the fact that the phone's current retail price is in the hundreds, a good number of the buyers buy it together with a three or two year cellular service plan.

10. SMARTPHONE HAVING BETTER AFTER SALES SERVICES.

TABLE 10

Answer	Percentage (%)
Apple	74
Samsung	26

CHART 10



INTERPRETATION

Out of 100 respondents 74 says APPLE provides better service after sale while only 26 says Samsung.

Sometimes after sale service of a smartphone is of more importance than specifications when buying a new phone. Generally all phones are shipped with 1 year warranty with 6 month accessories warranty.

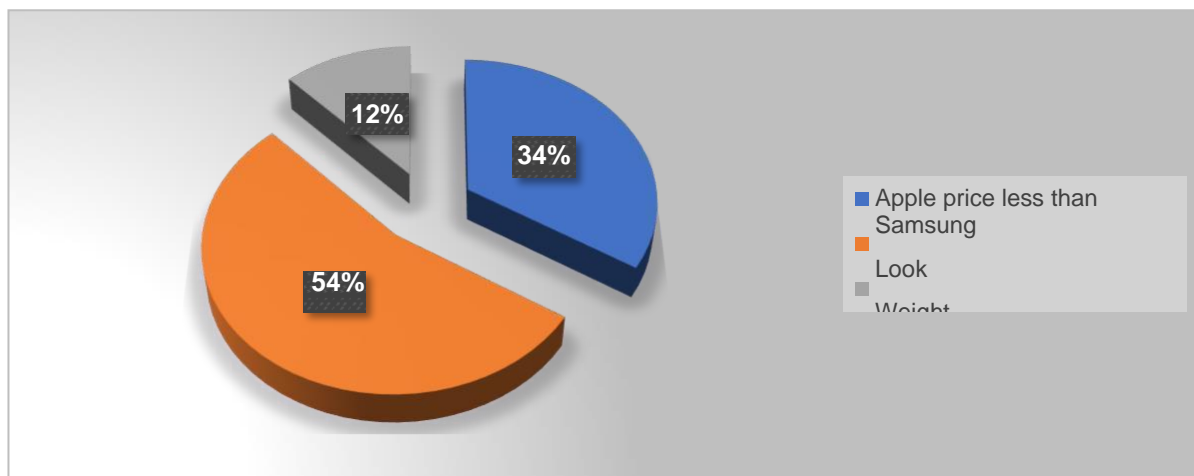
Similarly Samsung has number of service centers in India and that's why it has the biggest market of smartphones. Not every brand provides you with a good after sales service. But certainly apple has the best after sales service one can hope for. Not that it has a service center in each city but getting a service is hassle free and there on call service is great too. When you call and convey them their issue they provide you with almost every possible help they can do in real time.

11. SMARTPHONE BRANDS THAT HAS FULFILLED THE CONSUMER NEEDS AND EXPECTATIONS WITH THEIR PRODUCTS.

TABLE 11

Answer	Percentage (%)
Samsung	34
Apple	54
Other	12

CHART 11



INTERPRETATION

Out of 100 respondents 34 believes that Samsung has stood up to their expectations of a smartphone with almost every necessary features in a cell phone. 54 of the 100 feels that iPhone has been more satisfying with their inventions and didn't disappoint the Phone users and upheld their brand value. The rest 12 belongs to the other smartphone brands like MI, ASUS, HTC etc.

Not too far ago, Samsung wasn't as popular as now. They struggled to keep up with the smartphone market, but now Samsung has progressed so much that they are the main competitor of the Apple Inc. What helped Samsung to become an industry leading Technology Company, was the marketing strategy they applied.

Apple has received a very wide recognition for being a premium brand that both earns and demands a price premium.

5. HYPOTHESIS TESTING

The Hypothesis Testing assumed for the sample of data stands true for the entire population or not. Simply the hypothesis is an assumption which is tested to determine the relationship between the two data sets.

Null Hypothesis (H₀): There is no significant difference in consumer preference regarding Apple and Samsung brands of Smartphones in Nagpur City.

Alternate Hypothesis (H_a): Consumers prefer to use Apple Smartphone more as compared to Samsung in Nagpur City.

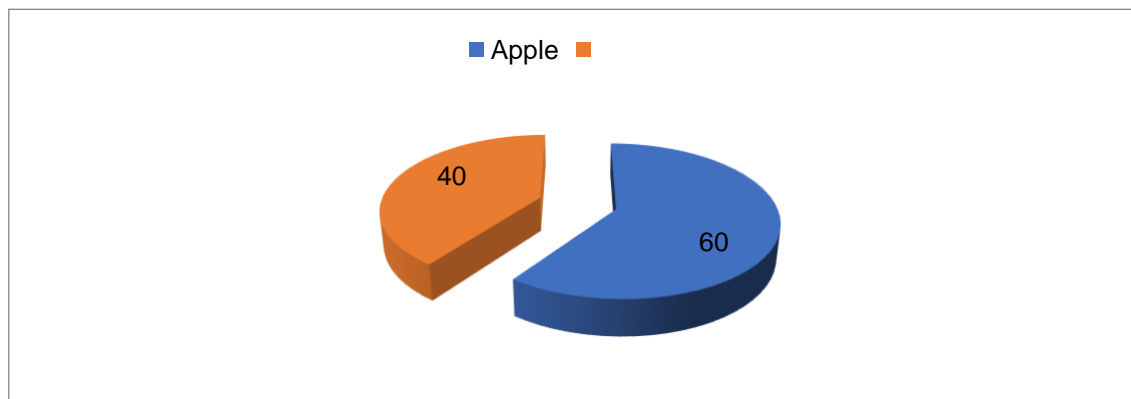
For the purpose of testing the hypothesis, the Researcher has considered the following responses;

1. BETTER SMARTPHONE CHOICE IN GENERAL ASPECTS.

TABLE 1

Answer	Percentage (%)
Apple	60
Samsung	40

CHART 1



INTERPRETATION

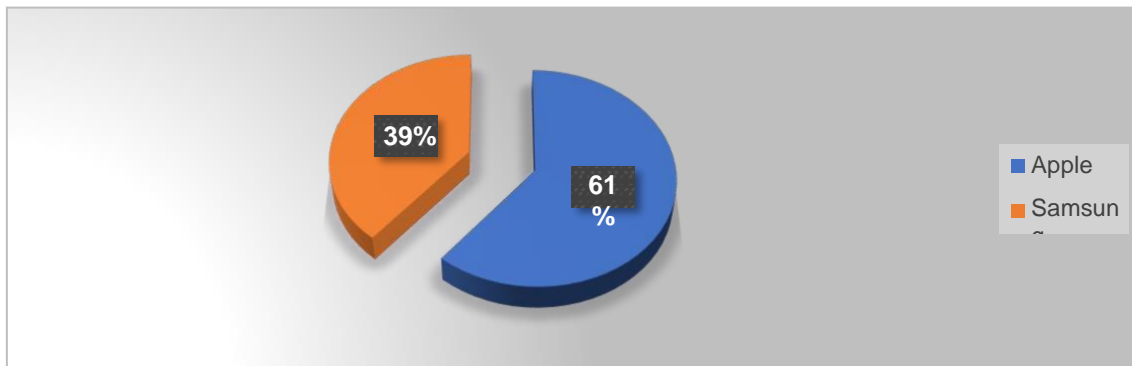
Out of 100 respondents 60 finds out Apple's iPhone as best as well as easy and convenient on an overall basis whereas only 40 choses Samsung. iPhone has gained a market trust by proving the quality of their product in terms of all the technological aspects and has simultaneously emerged as an innovator. Apple chose to get their customers a product that is so useful to them that they would not even think of going for its substitute. This is what set Apple apart from Samsung in the entire world and this is also what has contributed to its huge success.

2. SMARTPHONE HAVING MORE ATTRACTIVE FEATURES.

TABLE 2

Answer	Percentage (%)
Apple	61
Samsung	39

CHART 2



INTERPRETATION

Out of 100 respondent 61 says APPLE has more features rather than Samsung.

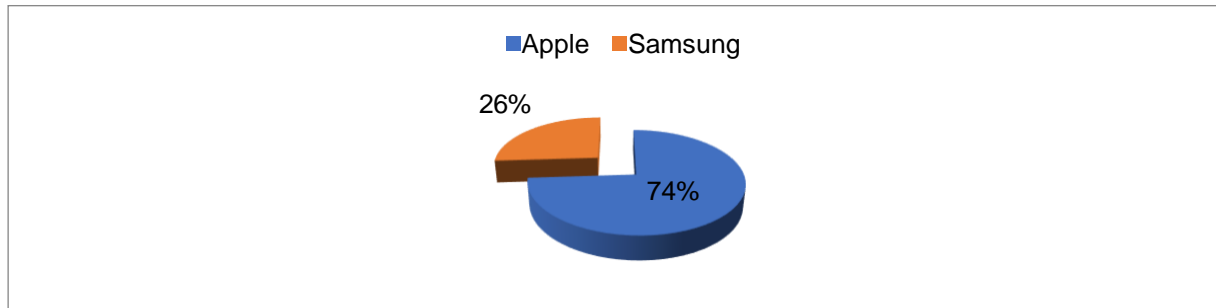
There is no product in the market that has higher value than the Apple product and there is no software in the market that is more intuitive than the Apple Software. There is just no way of comparing the two. The main point here is that Apple is the top layer of the design and technology world and their customers are gladly willing to pay whatever it will cost them to get that Apple product.

3. SMARTPHONE HAVING BETTER AFTER SALES SERVICES.

TABLE 3

Answer	Percentage (%)
Apple	74
Samsung	26

CHART 10



INTERPRETATION

Out of 100 respondents 74 says APPLE provides better service after sale while only 26 says Samsung. Not every brand provides you with a good after sales service.

But certainly apple has the best after sales service one can hope for.

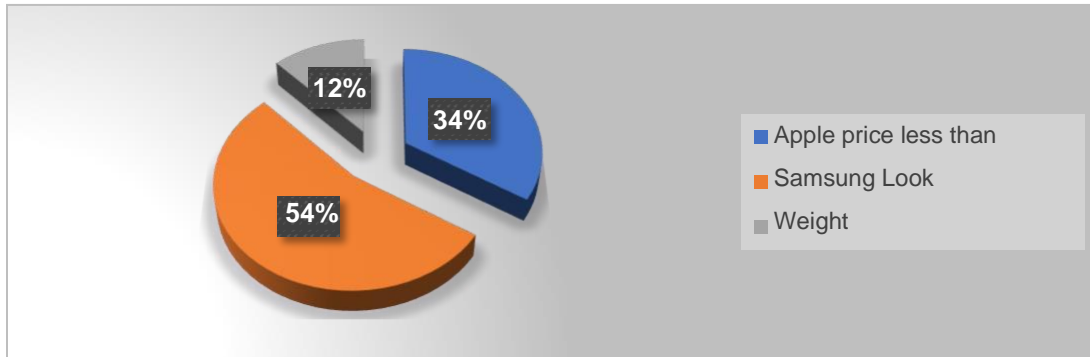
Not that it has a service center in each city but getting a service is hassle free and there on call service is great too. When you call and convey them their issue they provide you with almost every possible help they can do in real time.

4. SMARTPHONE BRANDS THAT HAS FULFILLED THE CONSUMER NEEDS AND EXPECTATIONS WITH THEIR PRODUCTS.

TABLE 4

Answer	Percentage (%)
Samsung	34
Apple	54
Other	12

CHART 4



INTERPRETATION

Out of 100 respondents 34 believes that Samsung has stood up to their expectations of a smartphone with almost every necessary features in a cell phone. 54 of the 100 feels that iPhone has been more satisfying with their inventions and didn't disappoint the Phone users and upheld their brand value. Not too far ago, Samsung wasn't as popular as now, but now Samsung has progressed so much that they are the main competitor of the Apple Inc.

OVERALL INTERPRETATION

The study of the above charts and table discloses that the people in Nagpur city are more biased towards Apple's iPhone than Samsung's smartphones. There is really no denying that Apple is at its best. Apple has received a very wide recognition for being a premium brand that both earns and demands a price premium. Though the price of iPhone is generally higher than that of Samsung, users are ready to give up their money on iPhone as the features, quality and display of iPhone has attracted and benefited the customers in many ways.

Sometimes after sale service of a smartphone is of more importance than specifications when buying a new phone. Here Apple has a commanding position as it is clearly show how the customers should be treated even after the products are sold to them. Its features has attracted the customers more and their continuous innovation has made them the leader in the smartphone world.

This reveals that the Consumers prefer to use Apple Smartphone more as compared to Samsung in Nagpur City.

Thus Researcher rejects the Null Hypothesis.

6. FINDINGS

The following are the significant findings that have been noted from the personal information of the respondents through this study.

Few years back mobile phones were not common among the consumer.

But with the mobile revolution now we can find almost every consumer with mobile and smartphones.

Most of the consumer prefers APPLE than SAMSUNG and least prefer other.

Mostly the consumers are satisfied with the services provided by the different mobile companies.

Maximum numbers of respondents were attracted towards the price & battery and the least like the style and memory.

Maximum number of consumer are loyal to their particular service providers and they were using that particular brand since a long time.

Due to the ever-changing tastes of consumers in the technology industry, companies had to follow the pace and offer progressive and evolving gadgets to their customers.

CONCLUSION

1. Customers get attracted towards the brand value of the mobile phone and they want a mobile phone to be a status symbol for them in the society.
2. Apple mobiles contain higher level of security as compared to Samsung mobiles. Samsung mobiles contain better battery backup as compared to apple mobile phones.
3. Customers are highly satisfied with the brand they use, they are generally loyal with the services provided by their mobile brand and use the same for a long period of time.
4. Consumer prefer apple more in Nagpur as compared to Samsung mobiles.
5. Customers are satisfied with apple mobiles more in Nagpur city as compared to Samsung mobiles.

Apple and Samsung keep on experimenting bringing various competitiveness strategies, such as new product launch, major innovations, mockups of the rival's offer, product line extensions, aggressive advertising campaigns as well as lawsuits.

There are differences between these two brands as they adopt several techniques to reach the audience in their market effectively.

Apple is a leader in the innovation and Samsung is a strong competitor to it.

Simply put, Apple gives customers what they want and they do not take any time to play games like many other companies do.

Samsung uses prompting strategies by lowering the prices, making it more affordable for customers.

Thus, to keep up with their existing positions and to become a declared leader, both of the brands need to have effective marketing strategies.

Null hypothesis is rejected according to the study.

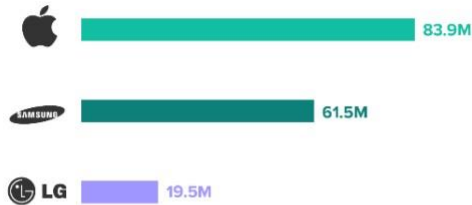
Reason- Consumer prefer apple mobile in Nagpur city.

Alternate hypothesis is accepted according to the study.

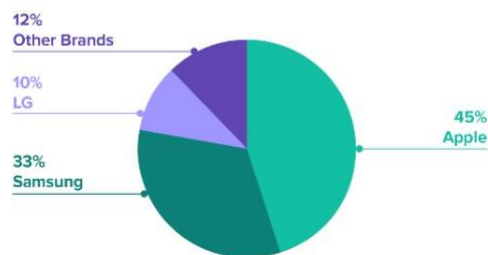
Reason- Consumer are more inclined towards apple mobiles as they provide a status symbol in the society , it also provides high security and has the best camera .

Leading Smartphone Manufacturers: Device Numbers and Market Share

Number of Smartphones in U.S. Market, January 2018



Market Share [%], January 2018



Source: Verito Welch (U.S. adults 18+), January 2018



There is no denying that over the years, there have been quite a number of companies that have been taken to be the primary competitors of Apple. In the phone market, Apple has had to compete with HTC, Palm, Nokia and Rim. In the iPod market, it has had to compete with Sony, Creative and many more than have long been forgotten.

The marketing strategy that Apple uses mainly depends on developing products that they themselves can use. For instance, the iPhone was actually developed for the Apple employees who were not satisfied with what they were getting from their mobile phones. They went out to create exactly what they would like to use.

So Samsung also had to change in order to gain upper hand on the market and the new Samsung marketing strategy was the key to revolution.

Furthermore Samsung is the largest tech business by revenue and seventh most valuable brand today. The Samsung marketing strategy was one of the most effective strategies ever created because it helped a cost-driven company to change its structure and became an authority manufacturer.

7. SUGGESTIONS

From the result inferred by the data collected and little secondary information the following suggestions are given to improve consumer buying behaviour.

- To explore the market, mobile industry have to concentrate more on youth segment by giving more advanced features.
- Compared to urban and suburban the mobile phone usage in rural is low so the mobile companies have to go for campaigns to create awareness among the rural people.

Today, Samsung has sparked in terms of innovation and instead of satisfying the needs of the society, they have literally started to create the need for people.

Regardless of what different opinions say, the fact still remains that Apple is a very successful company. One that has been able to put in place effective marketing and branding strategies that have taken it to the top. It is definitely one company that businesses can learn a lot from. This is what set Apple apart from Samsung in the entire world and this is also what has contributed to its huge success. What differentiated Steve Jobs from all other marketers the world over is the fact that it was clear to him that as a marketer his primary role was not just to increase sales and make more money. He also made this fact clear in the way he chose to present his products. Critics might argue that both have the same core features. While we cannot deny that this is so, this is not the point to be made here. The main point here is that Apple is the top layer of the design and technology world and their customers are gladly willing to pay whatever it will cost them to get that Apple product.

Therefore in order to be competitive and survive in the market it is essential for Samsung to grow and outshine

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9. ANNEXURE

Name _____

Gender

- Male
- Female

Marital Status

- Single
- Married

Age

- 16 - 25
- 26 - 35
- 36 - 45
- 46 - 55
- Above 55

Occupation

- Business
- Professional
- Service
- Student
- Not Working

1. Which model you used ?

- APPLE
- Samsung
- Other (Please Specify) _____

2. Why do you prefer APPLE or Samsung ?

- Best features Best look

Best Quality Price

3. Which provide you better touch?

Apple

Samsung

4. Which among has more features?

Apple

Samsung

5. Are you satisfied with price of APPLE or Samsung?

Yes

No

6. Which among these provide you better after sale service?

Apple

Samsung

7. What will be more preferred in APPLE or Samsung NOTE?

Lumia price less then Samsung Note

Look

Weight

8. Which Mobile Phone provide better Features. (Please Tick)

Items	Samsung	Apple
Price		
Style		
Screen Dimension		
Battery Life/Timing		
RAM (Memory)		
Camera Clarity		
Sound Quality		

Weight		
Slim		
Dual SIM		
Wi-fi/GPRS/MMS		
Fashionable		
Bluetooth, Hands free		
Service sale counter nearby		
Touch Pad/Screen		
3G Technology		
Company Services		
Models & Designs		
Mobile Accessories		
Software & Application		
Contacts Storage/Messages Storages		

9. Which companies have technical maintainence & additional (like long life)?

- Apple Samsung

10. Which are the reasons for using the APPLE or SAMSUNG NOTE?

- Wap GPRS functions
 Just to talk on it Receive email & Mms
 Download files Others

11. Why you like brand you choose above?

- Advertisement Appearance
 Functions Price
 Brand Name Quality

12. What kind of model you prefer?

- Slim Medium
 Thick Light
 Large Heavy