

Project Report

"A Comparative Analysis of Marketing Strategies of Samsung with Apple Inc."

Submitted to

G. S. College of Commerce & Economics, Nagpur

Affiliated to

Rashtrasant Tukadoji Maharaj Nagpur University,

Nagpur

In partial fulfilment for the award of the degree of

Bachelor of Business Administration

Submitted by

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Under the Guidance of

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G.S. College Of Commerce & Economics, Nagpur

Academic Year 2022-23



G.S. College Of Commerce & Economics , Nagpur

Academic Year 2022 – 23



CERTIFICATE

This is to certify that “**Mehwish Ghazal Ansari**“ has submitted the project report titled “**(A Comparative Study of Marketing Strategies of Samsung with Apple Inc.)**”, towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

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Place: Nagpur

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G.S. College Of Commerce & Economics , Nagpur

Academic Year 2022 – 23



DECLARATION

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

Mehwish Ghazal Ansari

Place: Nagpur

Date:

G.S. College Of Commerce & Economics , Nagpur

Academic Year 2022 – 23



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I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

Mehwish Ghazal Ansari

Place: Nagpur

Date:

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INTRODUCTION

INTRODUCTION

Brief overview of study:-

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

Importance of Customer Satisfaction

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

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

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

- **Make sure your employee operate with the same principles**

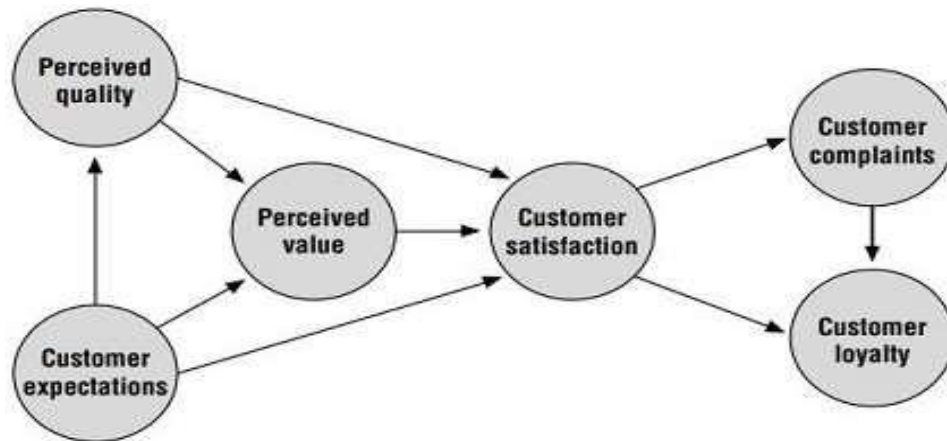
A big part of customer satisfaction is reliability. If customers come to expect a certain mode of behaviour from you and your employees, you should deliver it them to each and every time. Customers want to be able to rely on you. They expect consistent delivery times(if applicable) and support. By training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

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

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

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

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



Satisfaction Measurement: Affective Measure of Customer Satisfaction

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

INDUSTRY OVERVIEW

A population of over 1 Billion people and rising disposable income levels (per capita income rose to ~Rs. 197000 or US\$ 2376 in 2022 from ~Rs. 95000 or US\$ 1301 in 2019) make India one of the most lucrative markets for smartphones. The market has recorded a 10-fold expansion from ~14.5 million shipments in 2011 to ~150 million in 2020. In 2020, the Indian market declined by 4%, but still outperformed markets such as North America, Latin America and Africa.

The global smartphone market will see 2% YoY growth in 2023, according to Counterpoint's Market Outlook Service. The latest forecast has been revised downwards from the previous forecast of 6% YoY growth in 2023, as macroeconomic headwinds and consumer weakness continue to pressure the smartphone sector. It is expected to continue underperforming through H1 2023 and only start to grow from Q3 2023.

Shipments grew 11% in 2021 to 169 million units as the pandemic led users to buy smartphones for remote work and education. While an analyst from the International Data Corporation (IDC) predicted a flat 2023, a Counterpoint analyst forecast single-digit growth at best. Retailers also reported lower store footfalls.

A few years ago, the market was dominated by Blackberry and Nokia. But now, the Chinese brands, along with Samsung, have swarmed the market with cheaper smartphones. Samsung, Xiaomi and Transsion were the leading companies in the total mobile phone market. Brand-wise, Xiaomi maintained lead with 18.6% market share in Q4 2022. Samsung stood second with 18.4% share. Vivo came third with 17.6% share.

Trends in the Indian smartphones market Increasing sales through online channel: The sale of smartphones through online platforms like Amazon and Flipkart overtook sales through offline retailers for the first time in 2022, a report in the Economic Times (ET) said. This was the first time when channels of sales were operating at their normal capacity since the onset of the Covid-19 pandemic.

Increased usage of smartphones: Buoyed by 5G push and a high installed base, the India smartphone market is projected to grow 10 per cent in 2023 to reach 175 million units, a report showed on Friday. Following the government curbs on social distancing and lockdown in 2020, there was a 39% rise in the average time spent by an Indian user on smartphone. Indians spent 4.9 hours daily on their smartphones last year, making India the eighth country with the highest average hours spent on mobile per day per user. Perhaps unsurprisingly given that China is the most populated country on earth, it tops the chart when we look at smartphone users by country, with over 911 million users.

India comes in second place with over 439 million smartphone users. Interestingly, this is less than half that of China, despite the fact that India has a very similar population count (around 1.34 billion compared to China's 1.4 billion).

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

Demand for 5G phones to grow multi-fold: The India 5G smartphone market is expected to expand by more than 70 per cent (on-year) by the end of CY2023. The India smartphone market recorded more than 13 times growth in its 5G shipments from the year of its initial introduction in 2020. 5G smartphones are expected to capture a potential 45% share of the market in CY2023 from a mere 4% in CY2020. The research firm said after around 100 5G

smartphones were launched in the market in 2022, close to 75% of the new smartphones launching this year will be 5G supported.

The 5G smartphone market was led by Samsung, OnePlus and Vivo in 2022. However, in the Rs 10,000-20,000 segment, Xiaomi and Realme were the top brands contributing to 5G shipments. The shipment growth in 5G smartphones will depend on their availability in the value-for-money segment, as well as the availability and accessibility of the 5G networks across the country.

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

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

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



Oppo

Though the report says that Oppo has an 11% market share and lags behind Vivo, but if we include Realme, then it is even ahead of Samsung. The share of Oppo in the mobile phone market across India in December 2022 was around 11.56 percent.

Realme

Realme is succeeding in India and now has an equivalent share to Oppo. Realme became the fastest brand to reach 50 million cumulative smartphone shipments in India, in 2021. Realme led the 5G segment in the sub-INR 20,000 price tier with the highest ever shipments.

OnePlus

OnePlus grew 50% YoY in 2022 driven by the OnePlus Nord CE 2 series. It captured the second spot in the affordable premium segment with a 22% share.

Xiaomi

Xiaomi has taken a tight grip on the third position, accounting for a market share of 11 in the fourth quarter of 2022 in India. Xiaomi is the third-largest smartphone brand, with 12.51% of the total market share.

Vivo

Vivo market share in India in Q4 2022 was 18% helping it capture second spot in terms of shipment volumes. 5G smartphones in India captured a 32% share in 2022. Samsung shipped 6.7 million units for a market share of 21%, while Vivo captured the second spot with 6.4 million units shipped.

Nokia

For the full year of 2022, Nokia's India sales grew 25% (15% in constant currency), from 1,035 million euros in 2021 to 1,290 million euros. Its share of the global handset market fell slightly to about 3.2%, down from 3.3% last quarter, but up from under 2.7% in Q2 2021.

Asus

In the fourth quarter of 2022, Asus had a market share of 7.5 percent of global PC unit shipments, up from 6.7 percent in the same quarter of the previous year. ASUS India becomes the No. 2 consumer notebook company in India with a 20.6% market share and registered a 9% (YoY) growth in Q3 2022 as compared to Q3 2021.

COMPANY PROFILE

COMPANY PROFILE

Apple Inc.



Apple Inc. is an American multinational technology company headquartered in Cupertino, California, United States. Apple is the largest technology company by revenue and as of June 2022, is the world's biggest company by market capitalization, the fourth largest mobile company vendor by unit sales and second largest mobile phone manufacturer. It is one of the Big Five American information technology companies, alongside Alphabet (Google), Amazon, Meta (Facebook) and Microsoft.

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

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

Apple may be best known as the inventor of the iPhone and iPad, but there is more to this tech giant than meets the eye. In fact, you may be surprised by some of the inner workings of Apple, one of the most successful and yet polarizing brands in the world. When Apple was founded on April 1, 1976, there was no way Steve Jobs, Steve Wozniak and Ronald Wayne could have envisioned just how successful the company would become. Now, it's a household name, with a rich and storied history.

Interesting facts about Apple:

- In early 2015, Apple became the first ever \$700 billion company. More recently, Apple overtook Google as the most valuable brand in the world.
- You might think of them only as fierce competitors, but Apple and Samsung have a different sort of relationship. Samsung actually manufactures the retina display on the Apple iPad and a portion of the memory chips used in the iPhone 6 (though Apple has cut back on its reliance on Samsung).
- In June 2014, an even-for-one stock split took the trading price of Apple from approximately \$645 to \$94.
- One of the original Apple computers sold for more than \$387,000 in 2013.
- The revenue generated by Apple is more than the GDP of many countries, including Ecuador, Libya and Iraq (among hundreds of others).
- In 2005, there were 116 Apple retail stores scattered throughout the world, with the largest number in the United States. This total reached 317 by 2010 and 437 by 2014. The number of Apple stores has increased each year since 2005.

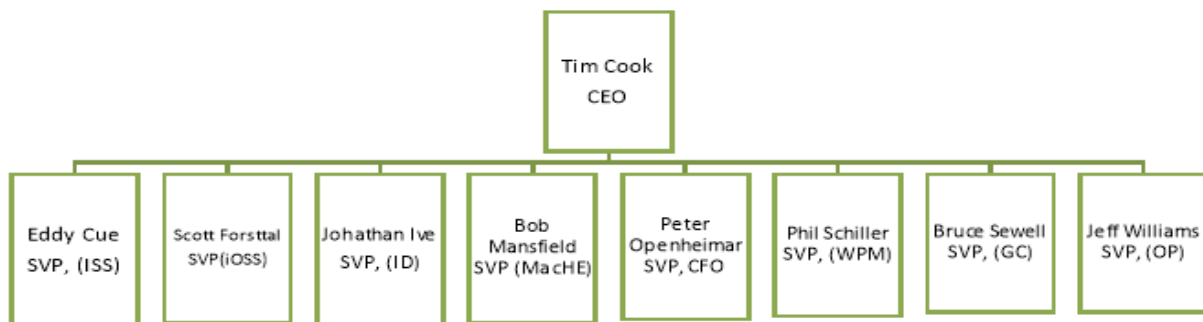
Mac and Accessories

- Mac mini, consumer sub-desktop computer introduced in January 2005.

- iMac, consumer all-in-one desktop computer that was first introduced in 1998. Its popularity helped revive the company's fortunes.
- Mac Pro, workstation-class desktop computer introduced in August 2006.
- MacBook Air, ultra-thin, ultra-portable notebook, introduced in January 2008.
- MacBook Pro, professional portable computer alternative to the Mac Book, introduced in January 2006. Xserve, rack mounted, dual core, dual processor 1 Userver.

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

ORGANISATIONAL STRUCTURE OF APPLE



SAMSUNG GROUP



Samsung Group or simply Samsung, is a South Korean multinational manufacturing conglomerate headquartered in Samsung Town, Seoul, South Korea. It comprises numerous affiliated businesses, most of them united under the Samsung brand, and is the largest South Korean chaebol (business conglomerate). As of 2020, Samsung has the eighth highest global brand value.

Samsung was founded by Lee Byung-Chul in 1938 as a trading company. Over the next three decades, the group diversified into areas including food processing, textiles, insurance, securities and retail. Samsung entered the electronics industry in the late 1960s and the construction and shipbuilding industries in the mid-1970s; these areas would drive its subsequent growth. Following Lee's death in 1987, Samsung was separated into five business groups – Samsung Group, Shinsegae Group, CJ Group and Hansol Group and JoongAng Group.

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

SAMSUNG HISTORY

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

Samsung in India

Samsung India is the hub for Samsung’s South West Asia Regional operations. The South West Asia Regional Headquarters looks after the Samsung business in Nepal, Sri Lanka, Bangladesh, Maldives and Bhutan besides India. Samsung India, which commenced its operations in India in December 1995, today enjoys a sales turnover of over US\$ 1Bm in just a decade of operations in the country, 15 Headquartered in New Delhi, Samsung India has a network of 19 Branch Offices located all over the country. The Samsung manufacturing complex housing manufacturing facilities for Colour Televisions, Colour Monitors, Refrigerators and Washing Machines is located at Noida, near Delhi. Samsung ‘Made in India’ products like Colour Televisions, Colour Monitors and Refrigerators were being exported in Middle East and SAARC countries from its Noida manufacturing complex.

Interesting facts about Samsung:

- **Samsung was never about electronics**

In the initial days of the establishment, Samsung sold noodles and other associated products. As noodles are a traditional food in Korea, it all started from noodle production. But it was later in the 1970s when the second thought buzzed in.

in the year 1970, Samsung produced its first electrical product, which was eventually a 12-inch of black and white TV. Hence, then only, following the steps, the production of electronics started.

- **Samsung is a Self-Dependent Company**

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

- **Samsung has a record of Employees**

As we know, Samsung is a worldwide company, so Samsung has its manufacturing and sales branches covering al the world. Hence, to team up well an for proper functioning, Samsung employs a huge 489,000 employers in over 79 countries. And this number is a record itself. No brand has this number of employees working all around the world.

- **What Samsung meant?**

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

- **Samsung Love for South Korea**

The relation between Samsung and South Korea is very strong and helpful. It is not only like the company originated from South Korea, but it has also been fruitful to the country. The country has gained almost 17 to 20% of the whole GDP, alone from this

company only. Samsung is the number one company, which earns revenue for South Korea. Hence, the company has been a Gospel of Mammon for the country.

- **Samsung's the first CDMA Phone**

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

- **Samsung rejected Android OS**

Everyone is concerned that; it is Google that owns the android at the moment. But back in the year 2004, when Android developers were a start-up, they pitched the idea to the Samsung Company. But at that time, Samsung didn't like the idea and rejected it. But the Android developers met Google after 2 weeks and Google was amused by the idea. Hence, Google acquired it and launched it in 2005. Hence, it might be Samsung who would have owned and dominated the smartphone business, if they would have not rejected it.

- **Samsung story behind its Logo**

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

- **Samsung has its own Font**

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

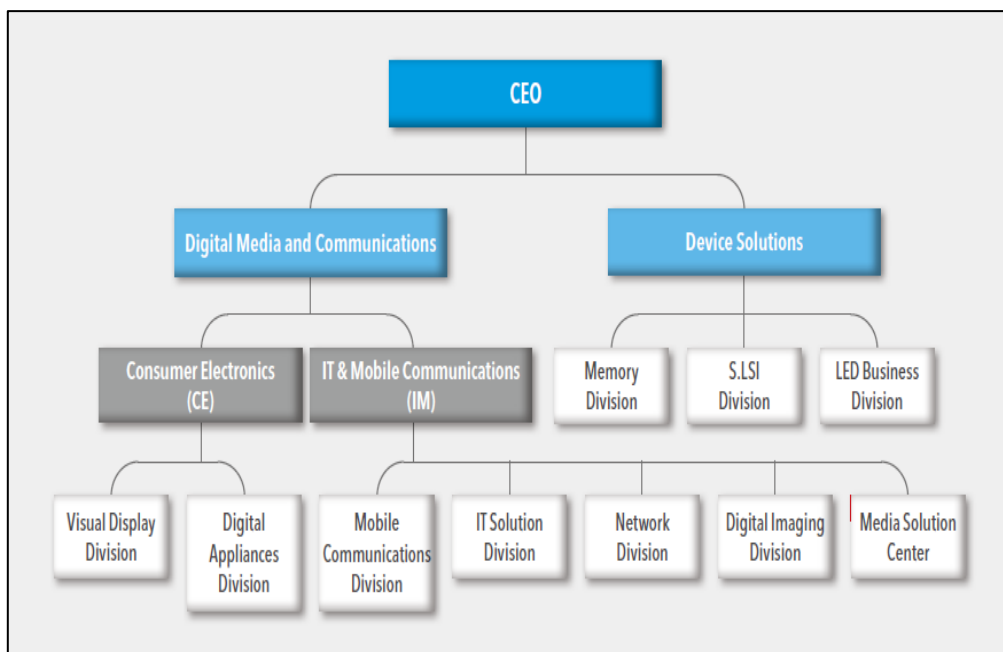
- **Samsung supplies products to rivals**

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

- **Samsung's first QLED TV**

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

ORGANISATIONAL STRUCTURE OF SAMSUNG



RESEARCH STUDY

OBJECTIVE OF ANALYSIS

OBJECTIVE OF ANALYSIS

The main objectives of the present research work are as following:

- To know the level of customer satisfaction towards Samsung or Apple.
- To understand the perception of customer towards Samsung or Apple.
- To identify the factors influencing consumer purchase decision in Nagpur.
- To determine the market image of Samsung or Apple.

SCOPE OF THE STUDY

SCOPE OF THE STUDY

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

SIGNIFICANCE OF THE STUDY

SIGNIFICANCE OF THE STUDY

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

LIMITATIONS OF THE STUDY

LIMITATIONS OF THE STUDY

The limitations of the study are:

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

HYPOTHESIS

HYPOTHESIS

A Hypothesis is an assumption that is made based on some evidence. This is the initial point of any investigation that translates the research questions into predictions. It includes components like variable, population and the relation between the variables.

A research hypothesis is a hypothesis that is used to test the relationship between two or more variables.

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

Hypothesis 1:

H0- Apple's smartphone do not have high customer loyalty.

H1- Apple's smartphone have high customer loyalty.

Hypothesis 2-

H0- Samsung smartphone is not affordable.

H1- Samsung smartphone is affordable.

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

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

- **Descriptive Research:** The research was a descriptive research as it was concerned with specific predictions, with narration of facts and characteristics concerning individuals specially entrepreneurs. In other words descriptive research is a research where in researcher has no control over variable. He just presents the picture which has already studied.
- **Sample Size:** Sample size is the number of elements to be included in a study. Keeping in mind all the constraints 40 respondents was selected.
- **Sampling Techniques:** The sampling techniques used are convenience sampling technique and simple random sampling technique.

- **Methods of Data Collection:** In order to study the consumer perception regarding the uses of Apple and Samsung in Nagpur both primary and secondary data will be collected.
- **Primary Data:** Questionnaire for in-depth discussion with various respondents to be interviewed during primary survey. This involve in-depth face-to-face discussion.
- **Secondary Data:** Secondary data from various magazine, newspaper and other prominent source of information collected from different website and search engines.

Tools of Presentation and Analysis:

To analyse the data obtained with the help of questionnaire, following tools were used:

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

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

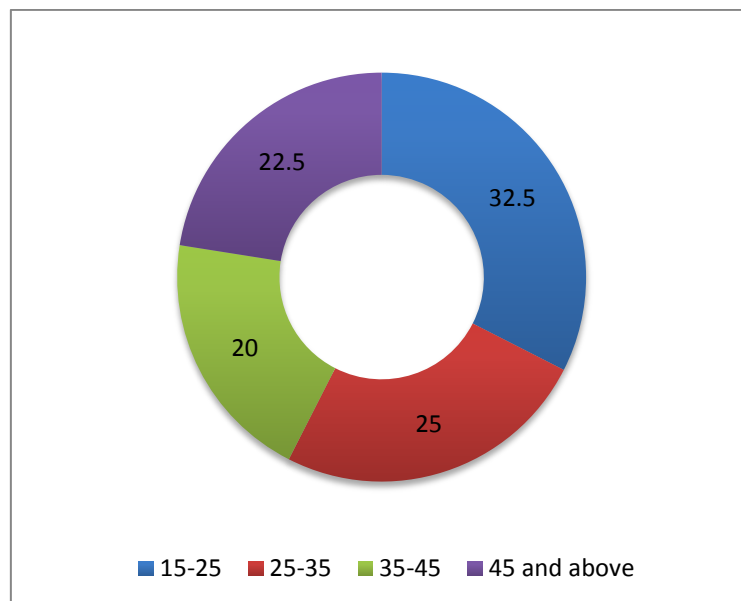
DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

Q1. Please mention your age group?

Age Groups	Rspnse
15-25	32.5% (13 Respondents)
25-35	25% (10 Respondents)
35-45	20% (08 Respondents)
45 and above	22.5% (09 Respondents)
Total	100% (40 Respondents)

Age Group Survey



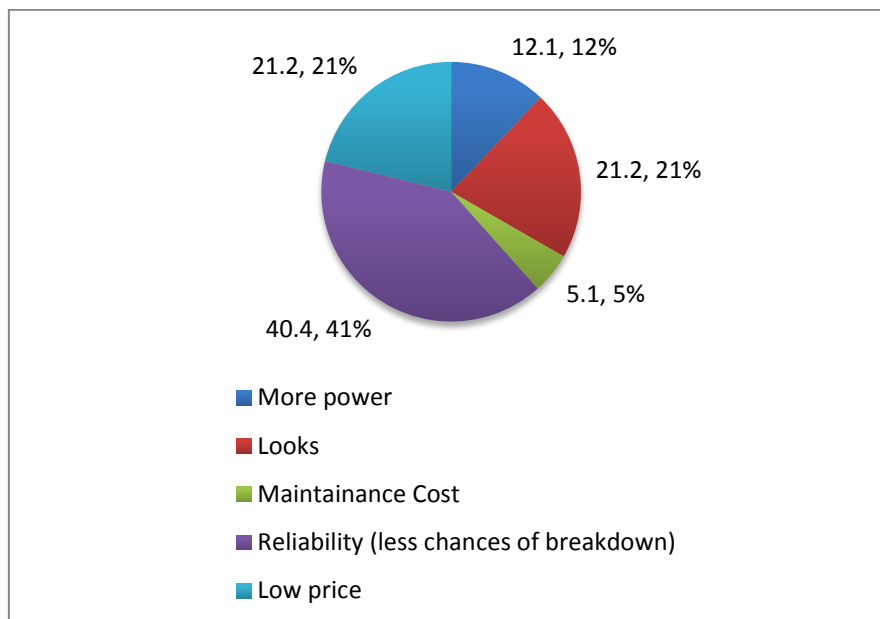
INFERENCE

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

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

• More Power	12.1% (05 Respondents)
• Looks	21.2% (08 Respondents)
• Low Maintenance Cost	5.1% (03 Respondents)
• Reliability (less chances of breakdown)	40.4% (16 Respondents)
• Low Price	21.2% (08 Respondents)
Total	100% (40 Respondents)

Survey



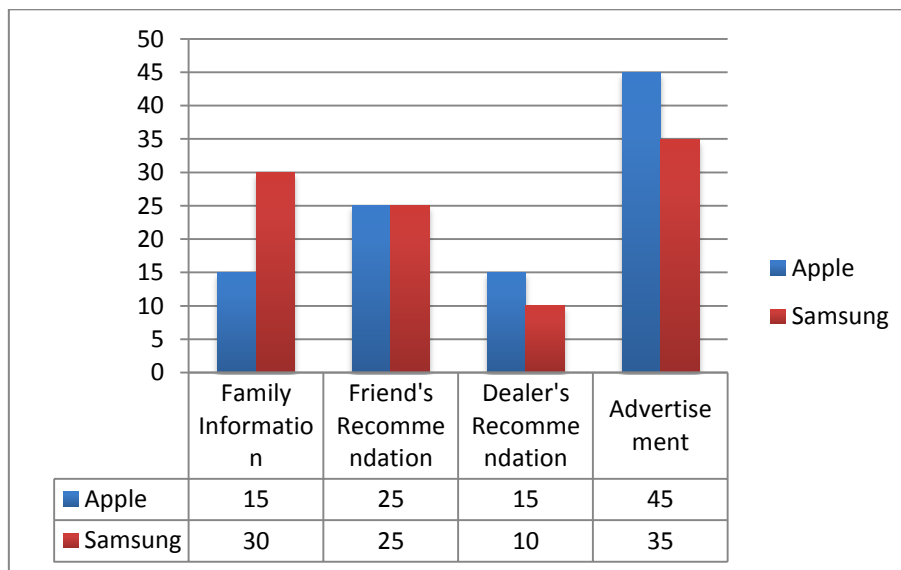
INFERENCE

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

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

Topics	Samsung	Apple
Family Information	15% (06 Respondents)	30% (12 Respondents)
Friend's Recommendation	25% (10 Respondents)	25% (10 Respondents)
Dealer's Recommendation	15% (06 Respondents)	10% (04 Respondents)
Advertisement	45% (18 Respondents)	35% (14 Respondents)
Total	100% (40 Respondents)	100% (40 Respondents)

Survey



INFERENCE

Respondents get knowledge about the Samsung through Advertisements, after that Friends Recommendations.

Respondents get knowledge about Apple through Advertisements, after that Family Recommendation.

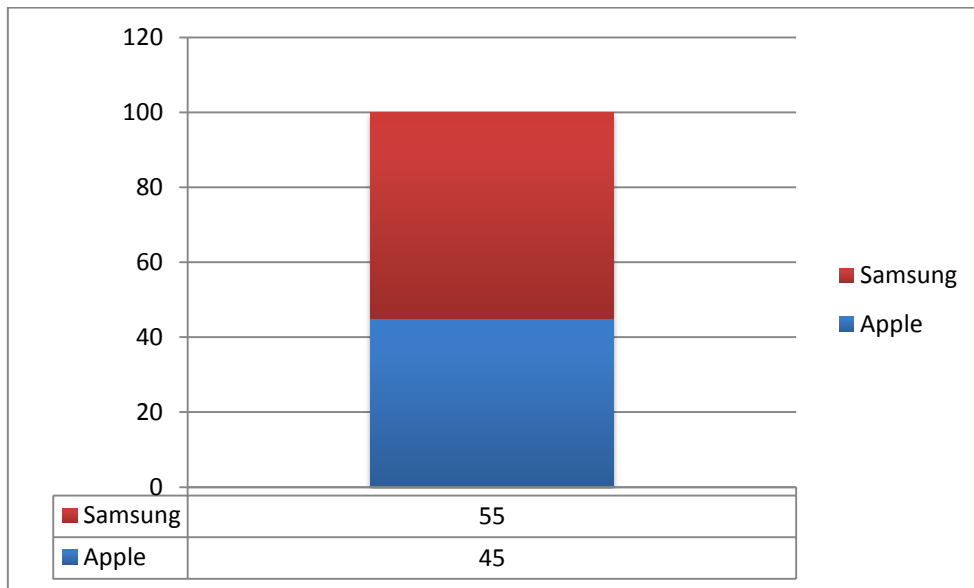
Q4. Which smartphone is more easy to use?

Apple 45% (18 Respondents)

Samsung 55% (22 Respondents)

Total=100% (40 Respondents)

Easy to Use Survey



INFERENCE

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

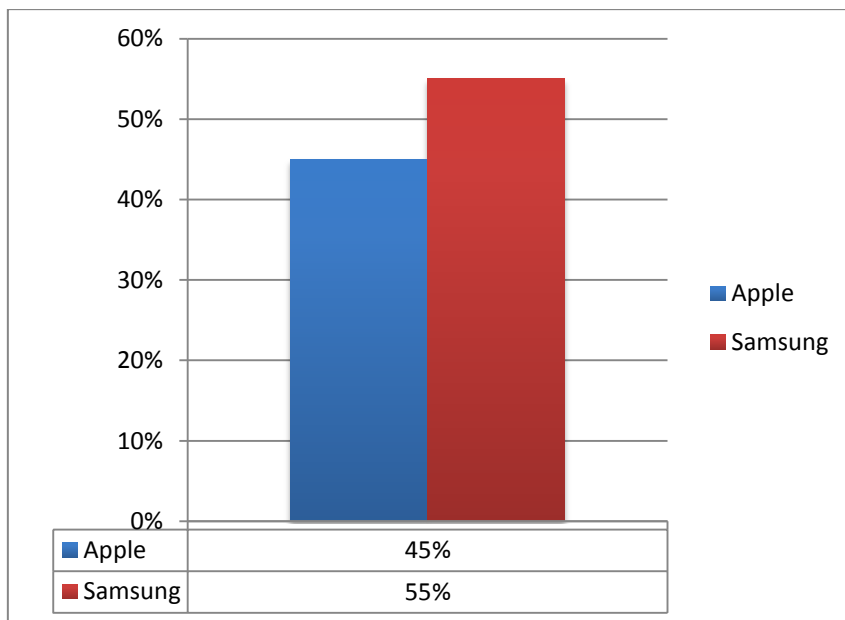
Q5. Which smartphone has more customer satisfaction level?

Apple 61% (24 Respondents)

Samsung 39% (16 Respondents)

Total=100% (40 Respondents)

Customer Satisfaction Survey



INFERENCE

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

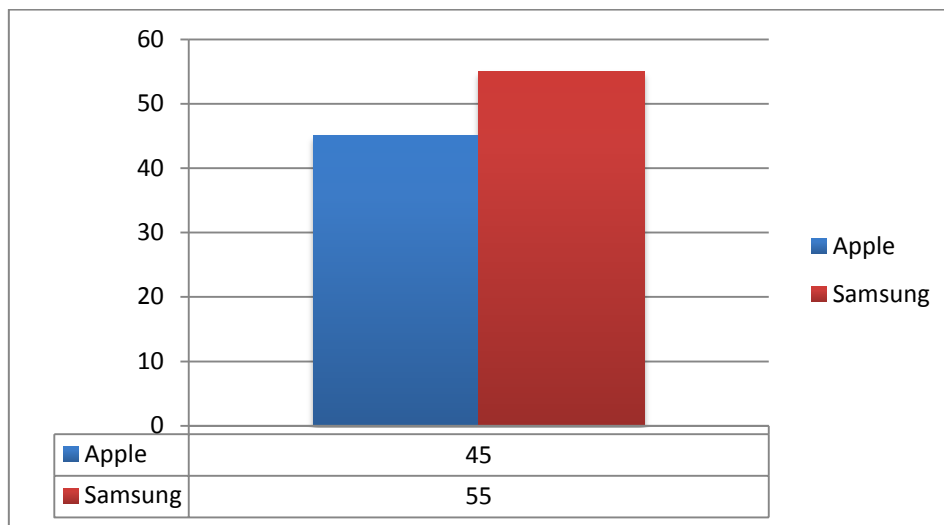
Q6. Which smartphone gives better software customization features?

Apple 45% (18 Respondents)

Samsung 55% (22 Respondents)

Total=100% (40 Respondents)

Software Customization Features Survey



INFERENCE

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

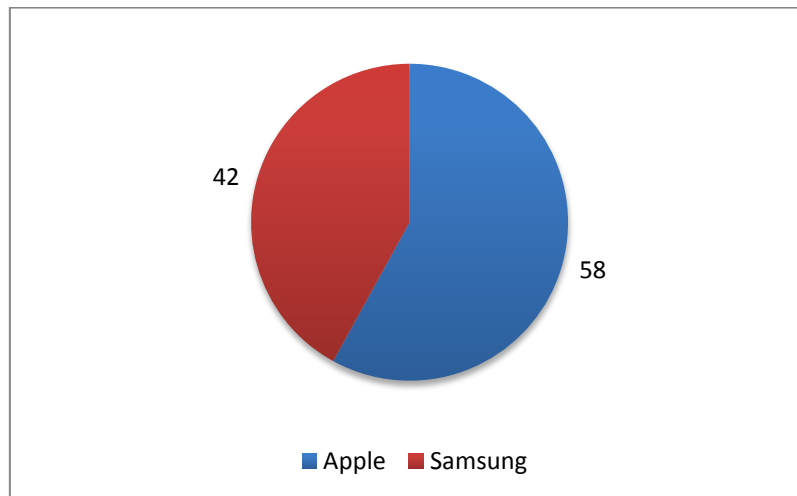
Q7. Which company is better in terms of overall design architecture?

Apple 58% (23 Respondents)

Samsung 42% (17 Respondents)

Total=100% (40 Respondents)

Design Survey



INFERENCE

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

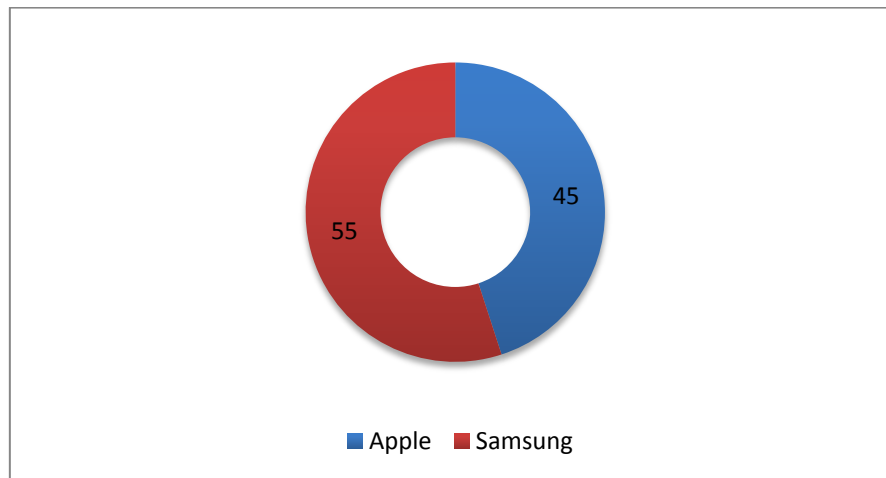
Q8. Which company is better in terms of better software compatibility?

Apple 45% (18 Respondents)

Samsung 55% (22 Respondents)

Total=100% (40 Respondents)

Software Compatibility Survey



INFERENCE

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

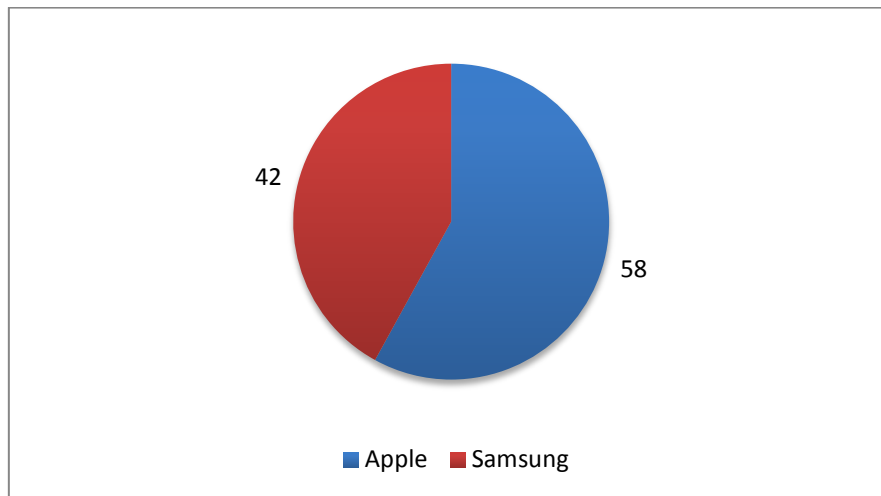
Q9. Which company provides better battery life?

Apple 58% (Respondents)

Samsung 42% (Respondents)

Total=100% (40 Respondents)

Battery Life Survey



INFERENCE

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

HYPOTHESIS TESTING

HYPOTHESIS TESTING

Hypothesis 1:

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

H1- Apple's smartphone have high customer loyalty.

Hypothesis 2:

H0- Samsung smartphone are not affordable.

H1- Samsung smartphone are affordable.

Hypothesis 1 Testing:

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

Hypothesis 2 Testing:

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

FINDINGS

FINDINGS

- Samsung is the company which basically knows the mind-set of maximum citizen & they know which product is helpful for increasing sales.
- It's water tight pack department competition between two giant companies Apple & Samsung.
- It shows that there is very high competition between two giant organisations named Apple & Samsung.
- In this race Samsung is in position to capture the whole market but they should also know that Apple is not far away from Samsung.
- Still users prefer to purchase those cells which are good in looks instead of features that the cell has.
- Apple gives more customer satisfaction level of needs than Samsung gives.

RECOMMENDATIONS

RECOMMENDATIONS

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

CONCLUSION

CONCLUSION

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

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

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

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

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APPENDICES

QUESTIONNAIRE

Questionnaire on Samsung and Apple Smartphones:

Name: _____

Address: _____

Gender: _____

Q1. Please mention your age group?

15-25

25-35

35-45

45 and above

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

More Power Saver

Looks

Low Maintenance Cost

Low Price

Q3. Which smartphone is more easy to use?

Apple

Samsung

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

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

Q5. Which smartphone has more satisfaction level?

Apple

Samsung

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

Apple

Samsung

Q7. Which company is better in terms of design architecture?

Apple

Samsung

Q8. Which company is better in terms of better software compatibility?

Apple

Samsung

Q9. Which company provides better battery life?

Apple

Samsung

