

A  
Project Report  
On

**“THE STUDY OF FACTORS AFFECTING THE BRAND  
LOYALTY OF SAMSUNG SMARTPHONES”**

Submitted to  
**G. S. College of Commerce & Economics, (Autonomous)  
Nagpur**

Affiliated to  
**Rashtrasant Tukadoji Maharaj Nagpur University**

In partial fulfilment for the award of the degree  
**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by  
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Under the guidance of  
**DR. KAMLESH THOTE**

**G. S College of Commerce and Economics, Nagpur  
Academic year 2023-2024**



**G. S College of Commerce and Economics, Nagpur**  
**Academic year 2023-2024**



**CERTIFICATE**

This is to certify that **MADHAVI THAPE** has submitted the project report titled **“THE STUDY OF FACTORS AFFECTING THE BRAND LOYALTY OF SAMSUNG SMARTPHONES”**, 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 she has ingeniously completed her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Dr. Kamlesh Thote  
(Project Guide)

Dr. Afsar Sheikh  
(Co-Ordinator)

Place: Nagpur

Date:

**G. S College of Commerce and Economics, Nagpur**  
**Academic year 2023-2024**



**DECLARATION**

I here-by declare that the project with title “**THE STUDY OF FACTORS AFFECTING THE BRAND LOYALTY OF SAMSUNG SMARTPHONES**” 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.

Place: Nagpur

MADHAVI THAPE

Date:

**G. S College of Commerce and Economics, Nagpur**  
**Academic year 2023-2024**



**ACKNOWLEDGEMENT**

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

I am extremely thankful to my Project Guide Dr. KAMLESH THOTE for his guideline throughout the project. I tender my sincere regards to Co-Ordinator, Dr. AFSAR SHEIKH for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

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

Place: Nagpur

MADHAVI THAPE

Date:

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**CHAPTER-1**  
**INTRODUCTION**

## **INTRODUCTION**

Businesses plan different creative marketing strategies like reward and loyalty programs, incentives, trials and brand ambassadors to create brand loyalty. Those who are loyal to a particular brand do not purchase a substitute brand in case the preferred brand is unavailable. Loyal customers search multiple stores for their preferred brands are more likely to forego their purchase in case the brand is not available.

This buying decision can be either conscious or unconscious, however, it is based upon trust that the brand fulfils the consumers. Brand Loyalty is based upon emotional involvement which is created between the brand and the consumer. It is perceived by the customer that the brand will fulfil some type of emotional want or physical need in a unique way and which evokes emotions during the process of purchasing and using it.

### **WHAT IS BRAND LOYALTY?**

Brand loyalty is a customer's attachment to a certain brand or product and their tendency to make repeat purchases. It also includes consumers' positive emotions and feelings associated with a company and its word- of -mouth promotion.

The modern consumer is looking for more than just a good deal—they want brands they can trust. They want brands that consistently provide superior customer care experiences that adapt alongside their changing preferences. Once that trust is secured, businesses can reap the benefits.

## WHY IS IT IMPORTANT?

Business owners allocate their marketing and customer service resources to ensure the best customer experience. This way, they try to build brand loyalty with a certain product or service and maintain good relationships with consumers. Clients loyal to a particular brand will buy from it without considering purchasing from competitors. They can buy products they need even at a higher price.

Since there are hundreds of options available for customers both online and offline, your company needs to be the best option for them. If everything goes well, brand loyalty enables a company to grow its customer base and encourage consumers to refer friends. Brand loyalty allows companies to establish emotional connections with customers and make customized offers. Everything is built on trust, which means that companies shape their reputation for years to make people choose them for credibility, quality, and innovation.

Brand loyalty is critical for the long-term efficiency and success of a company. By boosting brand loyalty, business owners can obtain the opportunity to increase their constant profits, reduce expenditures, and improve sales volume and the number of repeat purchases.

As market competition heats up and consumers become pickier about what they buy, brand loyalty helps ensure that your product or service doesn't end up on the chopping block. The loyalty of your top customers is what keeps them from being tempted by other offers, acting as a protective shield that prevents competitors from chipping away at your market share.



## BUILDING BRAND LOYALTY



1. Deliver on quality and value (more than what is expected)
2. Talk to your client regularly
3. Be consistent with everything
4. Become known in your community
5. Focus on customer experience and services
6. Provide (unexpected) incentives
7. Stay on your toes

The primary reason that brand loyalty is so important to profitability is straightforward: 65% of revenue in most companies comes from repeat business with existing clients. Not only do existing customers loyal to brands purchase 90% more frequently than new customers, but maintaining the brand-loyal segment is also far less expensive than marketing to attract new customers.

Once established, brand loyalty is fairly easy to retain—assuming, of course, that product quality and service level remain high. Brand loyalty is also less expensive to retain than customer loyalty, which requires constantly offering low prices and regular discounts to maintain best-deal-on-the-market status.

**CHAPTER-2**  
**COMPANY PROFILE**

## COMPANY PROFILE



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.

**Samsung**, South Korean company that is one of the world's largest producers of electronic devices. Samsung specializes in the production of a wide variety of consumer and industry electronics, including appliances, digital media devices, semiconductors, memory chips, and integrated systems. It has become one of the most-recognizable names in technology and produces about a fifth of South Korea's total exports.

## ELECTRONICS



Samsung first entered the electronics industry in 1969 with several electronics-focused divisions. Their first products were black-and-white televisions. During the 1970s the company began to export home electronics products overseas. At that time Samsung was already a major manufacturer in Korea, and it had acquired a 50 percent stake in Korea Semiconductor.

The late 1970s and early '80s witnessed the rapid expansion of Samsung's technology businesses. Separate semiconductor and electronics branches were established, and in 1978 an aerospace division was created. Samsung Data Systems (now Samsung SDS) was established in 1985 to serve businesses' growing need for systems development. That helped Samsung quickly become a leader in information technology services. Samsung also created two research and development institutes that broadened the company's technology line into electronics, semiconductors, high-polymer chemicals, genetic engineering tools, telecommunication, aerospace, and nanotechnology.

# SUMSUNG IN INDIAN MARKET

## **Executive Summary**

Samsung is a dominant force in the Indian electronics market, offering a diverse range of products across smartphones, televisions, home appliances, and laptops. This report explores Samsung's position in the Indian market, analysing its product offerings, market share, and potential challenges.

## **Company Background**

Samsung, a South Korean multinational electronics company, is a leading global brand. They established their presence in India in 1995 and have since grown significantly.

## **Product Offerings**

- **Smartphones:** Samsung holds a significant market share in Indian smartphones, particularly popular with the Galaxy S, Galaxy A, and foldable phone series.
- **Televisions:** They offer a wide range of TVs, catering to various budgets, with high-end models featuring Neo QLED 8K technology.
- **Home Appliances:** Samsung is a major player in the Indian home appliance market, offering washing machines, refrigerators, air conditioners, and more.

**Laptops:** The Galaxy Book series offers laptops catering to different needs and user segments.

## MARKET SHARE AND PERFORMANCE

Samsung currently has a market share of 24% in 2024. The brand came in second to Apple with a difference of 5% in market share. The two smartphone manufacturers have been closely competing for the first rank since the third quarter of 2021.

Around 1.033 billion people worldwide use Samsung smartphones in 2024. At around 7.41 billion smartphone users globally in 2024, it shows that Samsung's smartphone penetration rate is relatively high, making it one of the leading Android manufacturers in the world. Approximately 259 million Samsung units were shipped worldwide in 2022, with Samsung aiming to surpass that figure and sell around 270 million units in 2023.

Samsung smartphones' market share came only second to Apple's iPhones at 24.25% in the first quarter of 2024. Apple took the first spot at 29.43% market share. This was not always the case, as the Samsung Galaxy market share has mostly taken the largest share for several years. Apple, however, managed its first lead in Q4 2021 and Q1 2022 and has closely competed with Samsung for the top spot after that.

Samsung's 2024 market share in India is 13.69%, a decrease of 0.11% compared to Q4 2023. Samsung holds the third-largest market share in the country.

## MARKETING CAMPAIGNS BY SAMSUNG

The phone branding company, Samsung, is at the forefront of innovation in the Indian market. With a focus on innovative technology, creative imagery and compelling messaging, this marketing campaign of Samsung creates a strong brand presence and raises awareness of the company's products. Samsung advertising is designed to engage customers and drive sales.

The company focuses on creating unique and innovative content that engages people and inspires them to take action. With its creative approach, Samsung India has managed to create a strong brand presence in the Indian market.

In India, Samsung has managed to reach out to a wide audience through its marketing campaigns. The company has used various strategies such as digital advertising, TV commercials and print media to promote its products and services.

Being a community-oriented brand that impacts audiences worldwide, Samsung introduces various marketing campaigns. The promising Samsung marketing strategy focuses on leveraging the power of exceptional marketing campaigns to promote its products and appeal to the audience.

Social media ads, sponsorships, and online advertising strengthened the brand. Some exceptional Samsung marketing campaigns are as follows:

- **#YouMake Campaigns:** It brings up a global marketing platform for consumers to take the lead with device customization. It brings a better way of personalization via customized control enabled by SmartThings IoT solutions. The #YouMake campaign offers continuous services and virtual benefits, encouraging customer participation by utilizing the best metaverse platforms.

- Growing Up: Another commercial on YouTube that made people reconsider their options. The company directly targeted its main competitor–Apple, and the video took the internet by storm.

### Samsung's marketing campaigns aim for three things:

1. Reach the intended consumers
2. Increase product sales
3. Strengthen relationships with existing customers

To achieve this, Samsung equips itself with different digital marketing strategies, such as:

- Sponsorships and partnerships to create more brand awareness
- Celebrity endorsements to boost sales
- Use of social media for continuous contact with customers

Let's look at their different strategies to understand what helps them succeed at marketing.

### Celebrity endorsements and brand ambassadors

When a beloved celebrity endorses a product, who wouldn't buy it? Celebrity endorsement is a powerful part of Samsung's marketing strategy to influence the target audience.

From sports celebrities to Music artists, the company has partnered with numerous high-profile celebs, such as:

- Lionel Messi, Cristiano Ronaldo, Wayne Rooney, and more, in their 2013 commercial



- Collab with Amir Khan and Priyanka Chopra as brand ambassadors in 2010
- Release of banging collab with Bangtan Boys (BTS) in two digital films in 2022

### Sponsorships and partnerships

Name a better way to reach a broad audience than showing side-by-side with the most notable brands or at the most awaited events of the year.

Samsung's everywhere! At the Olympics, with Guild Esports and Channel 4, TwitchCon Paris, New York and London Fashion Weeks, and many more.

Through these collaborations, partnerships, and sponsorships, Samsung reaches a tremendous audience to raise awareness of its diverse product offerings.

### An innovative approach to emotional tweaks

We all know the power of storytelling in marketing, and Samsung doesn't undermine it either. Samsung's marketing strategy involves carefully crafting every piece of content in each marketing campaign to narrate stories that reach the audience's hearts.

Samsung's marketing campaigns have a reputation for being both creative and effective. The brand relies on three pillars in its advertising strategy for effective marketing messaging:

- How its product features inspire innovation
- How does the product improve the lifestyle of its users

- How the company beats the competitors

Our favourite five Samsung campaigns through the years genuinely illustrate the core of Samsung's marketing strategies.



### 1. Monster Trail Marketing Campaign

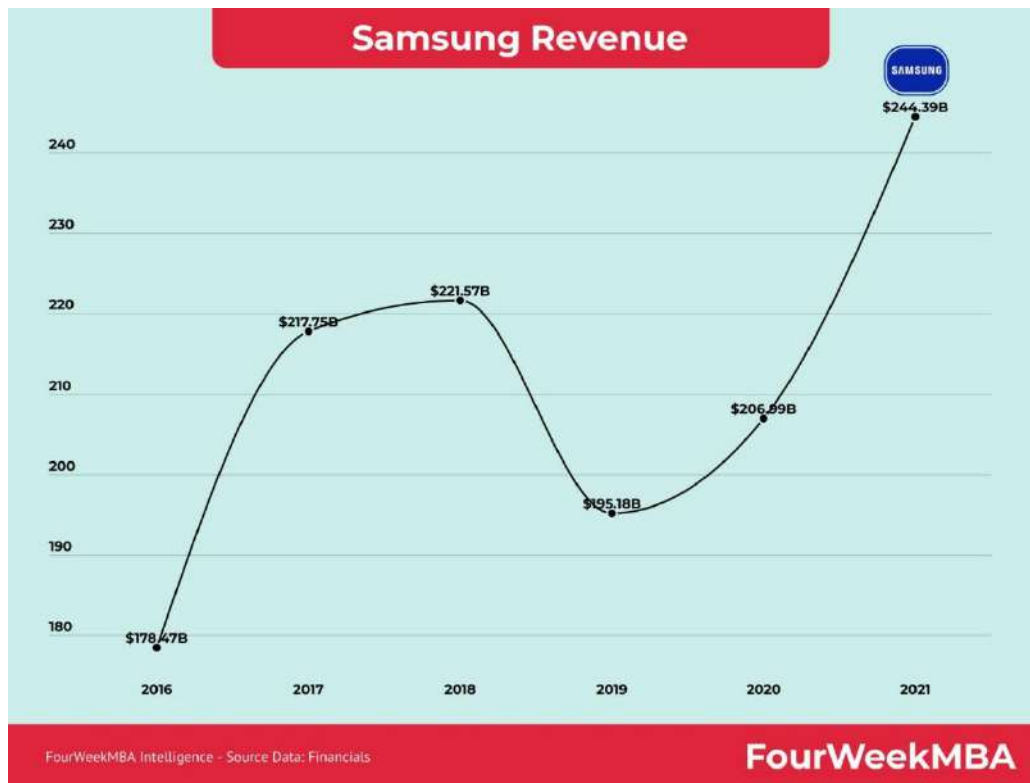
Limitations in battery life are the bane of our connected generation. Samsung released the #GoMonster campaign in India, unveiling Galaxy M3 to answer our woes. It promoted an “always on” lifestyle, spotlighting its tremendous battery life.

The campaign video features Amith Sath. He takes the Samsung Galaxy M3 on a Monster Trail from Leh to Henle, the highest astronomical observatory. Just charging the phone once keeps him company through the riskiest mountainous terrain.

## RESULTS OF CAMPAIGNS

- Samsung's revamped marketing programs and competitive strategy implementation have significantly contributed to its huge success over the years.
- Performing continuous market research, adding new features, serving customer pain points and employing special efforts to reduce costs, Samsung has paved the way for its success from the very beginning.
- Its global value increased by more than 200% in a short span ranging from 2003 to 2008.
- Samsung took over Sony—one of the most valuable consumer-electronics brands worldwide. Consequently, Samsung's sales reached \$119 billion by 2009. When the company introduced Samsung Galaxy and leveraged the power of digital platforms for promotions and marketing, its revenue grew to \$218 billion in 2018.
- Today, Samsung stands 5th on Interbrand's list of Best Global Brands with a brand value of USD 74.6 billion. It has witnessed a 20% increase in comparison to the last year.

## PRICING MIX STRATEGY



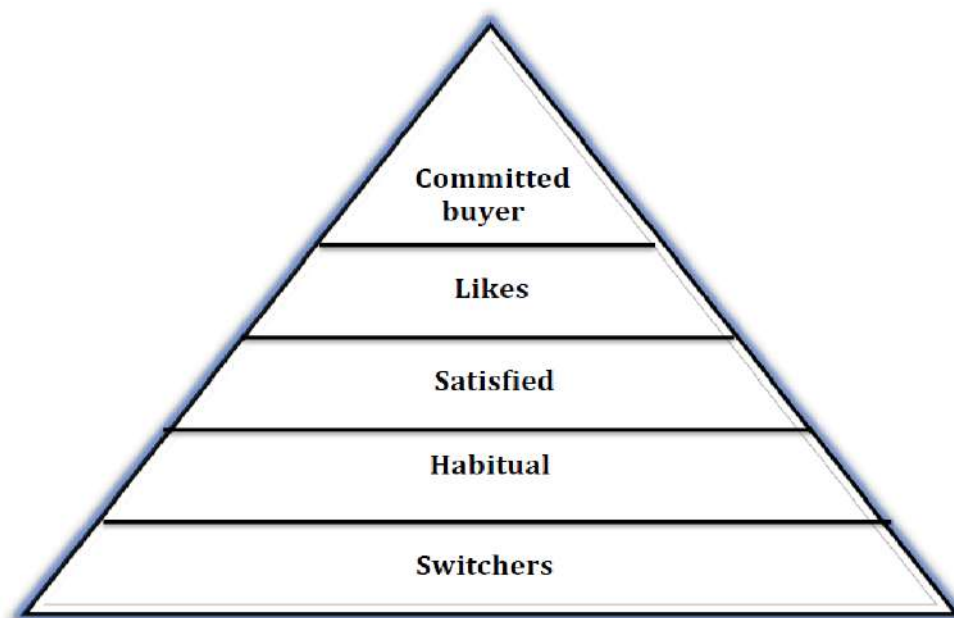
The pricing strategy is a strong suit of Samsung's marketing approach. Samsung faces stiff competition in the smartphone market. Competitors constantly release new devices with similar and better specs in a matter of weeks. To counter this, Samsung employs two pricing strategies:

1. **Price skimming:** Every time Samsung releases a new smartphone, it sets the maximum price buyers are ready to spend.
2. **Competitive pricing:** As the novelty wears off and rivals release the same features, Samsung cuts prices to maintain a competitive hold on market share.

One of Samsung's strengths is that it can satisfy all your electronic device needs without breaking the bank. For this reason, Samsung Group and its affiliated companies contribute over 22% of South Korea's GDP

## FACTORS INFLUENCING BRAND LOYALTY

It is important to study brand loyalty as brand loyalty plays an important role in brand extensions as well as brand equity. Brand loyalty plays an important role in organization's profitability and future growth, "Loyal customers stick with their suppliers or service providers over the long run". They also express their loyalty by giving a greater share of their wallets to their high-value brands or service providers and by generating word-of-mouth referrals. All of these behaviours will directly affect profitability. It shows that researcher recognizes, brand loyalty being dependent on both attitudinal and behavioural attributes of consumers and both elements are equally important from brand loyalty perspectives. 6 Brand loyalty concept becomes easy to understand by studying brand loyalty pyramid as shown in figure proposes brand loyalty to be one of the five elements of brand equity.



### **Perceived Brand Quality:**

- **Durability and Reliability:** A long-lasting reputation for building reliable phones that can withstand daily wear and tear is crucial.
- **Flagship Innovation Trickle-Down:** Features introduced in high-end models often trickle down to mid-range phones, offering customers a perception of quality at various price points.
- **Regular Security Updates:** Consistent security updates demonstrate Samsung's commitment to protecting user data and keeping phones secure.

### **Customer Satisfaction:**

- **Seamless Integration with Galaxy Ecosystem:** Features like Samsung Knox security and seamless data transfer between Galaxy devices enhance user experience and satisfaction.
- **Software Updates and Long-Term Support:** Regular software updates with new features and bug fixes demonstrate Samsung's ongoing commitment to their products.
- **Extensive Service Network:** A wide network of service centers ensures easy access to repairs and technical support, fostering customer satisfaction.

### **Brand Image:**

- **Camera Innovation:** Samsung's focus on camera technology, including powerful megapixels and innovative features, is a major draw for many smartphone users.
- **Display Quality:** Samsung's reputation for producing high-resolution and vibrant displays enhances the overall smartphone experience.

- **Marketing Targeted at Specific User Segments:** Samsung's targeted marketing campaigns highlight features relevant to specific user groups (gamers, photographers), strengthening brand image within those segments.

#### **Brand Experience:**

- **User-Friendly Interface:** Samsung's One UI interface strives to be intuitive and easy to use, catering to a broad range of users.
- **Customization Options:** A wide range of customization options allows users to personalize their phone experience, fostering a sense of ownership and brand connection.
- **Integration with Third-Party Apps and Services:** Seamless integration with popular apps and services enhances user convenience and strengthens the overall brand experience.

#### **Value for Money:**

- **Wide Range of Options:** Samsung offers a variety of smartphones across various price segments, allowing users to find a phone that meets their needs and budget.
- **Regular Trade-In Programs:** Trade-in programs incentivize upgrades by offering value for older Samsung phones, promoting brand loyalty within the Galaxy ecosystem.
- **Competitive Feature Sets:** Samsung often equips their phones with a feature set comparable to competitors at similar price points, offering customers perceived value for their money.

All the above factors influence Samsung's brand loyalty in a huge manner but the very fact that Samsung stands NO.1 when it comes to brand loyalty is because it takes precise care of each and every factor. Samsung knows the fact that if it wants to rule the market than they must rule their customer's heart by proving them first hand services while innovating and creating better customer relations.



**CHAPTER-3**

**RESEARCH METHODOLOGY**

## **NEED OF STUDY**

This study is undertaken to analyse the various factors affecting Brand Loyalty of an organization. As SAMSUNG today is leading the android market with its continuous innovation, this study helps to understand how it retain its customers and makes their experience unforgettable. Learning these strategies might help us in fill the gap in between.

## **OBJECTIVE OF STUDY**

1. To study the factors influencing SAMSUNG'S brand loyalty
2. To study the marketing strategies used by SAMSUNG
3. To study the customer experience
4. To know SWOT Analysis of SAMSUNG

## **LIMITATION OF STUDY**

1. The scope of the study is limited to SAMSUNG'S strategies only  
it does not cover the concept of brand loyalty on a broader level.
2. The factors affecting the brand loyalty of an organization varies from industry to industry and it can't be constraint to a few factors.

## **HYPOTHESIS**

**H0:** Samsung has not created a strong brand loyalty among people of Nagpur city.

**H1:** Samsung has created a strong brand loyalty among people of Nagpur city.

**H0:** Samsung does not provide good pre and post sales services to customers.

**H1:** Samsung provides good pre and post sales services to customers.

## SWOT ANALYSIS



### Samsung's Strengths

- **Global presence-** Samsung has operations in more than 74 countries and sold more than 272 million units of smartphones in 2021
- **Vast Product range-** Samsung deals in a wide variety of products that include TVs, refrigerators, washing machines, ACs, network systems, mobile apps, etc.
- **Impressive financial performance-** Samsung has abundant financial resources. It generated a revenue of \$232 billion in 2021, an increase of 18% on yearly basis. Its free cash flow increased to \$ 34,115,412 in 2021 from \$25,681,845 in 2020. Such a huge cash flow can be beneficial to the company while dealing with any threat and it would be easily able to tap into the market opportunities.

- **Leadership position in the smartphone market-** Samsung is the global leader in the smartphone segment with a 32% market share, ahead of Apple by 4%.
- **Sustainable practices-** More than 90% of the energy used in the workplaces is produced through renewable sources. The company is promoting recycling on a large scale wherein the covers of the monitors are being manufactured from recycled materials and it has plans to reduce the greenhouse gas emissions by 25000 tons for which it would plant 3.8 million pine trees over the next two years and has initiated manufacturing of energy-efficient products.
- **R&D capabilities-** Samsung's spending on R&D is increasing over the years, it has increased from KRW 18,662,029 in 2018 to KRW 21,229,200 in 2020. It has R&D facilities in many countries such as the US, China, India, Bangladesh, Israel, and Russia along with many others.

## Samsung's Weaknesses

- **Dynasty leadership-** Dynasty leadership is one of the core weaknesses of the company as the company ignores meritocracy and chooses top leaders from the same family hence, leading to a potential loss of efficiency and merit.
- **Ethical issues-** Samsung has been unable to protect against employee exploitation in its supply chain wherein its suppliers have been accused of employing child labour multiple times in China, Vietnam, and Korea. This can pose a poor image among the customers, so the company must adopt strict mechanisms to keep a vigil on its suppliers.
- **Faulty products-** Product failure has been a constant issue with Samsung with a considerable number of its phones exploding and posing a risk to users. There have been several instances when the battery of the popular Note series exploded. These product failures have dented the trust that Samsung has among the consumers of smartphones and electronics.

## Samsung's Opportunities

- **Increase in the online business-** Digital sales contribute to just 15% of the total sales. The company should increase its online presence by offering exclusive discounts for the products purchased through online platforms and it can launch a loyalty program specifically dedicated to digital customers.
- **Offering a replacement for Chinese brands-** Samsung can enhance its market share by presenting itself as a suitable alternative for Chinese companies. It is notable that countries like India, the US, and so on are restricting Chinese companies. This is where Samsung has a great opportunity to offer a replacement for low-cost Chinese smartphone brands Redmi, Xiaomi, Oppo, Vivo, and so on.
- **The emergence of 5G-** With most countries already working on 5G testing, Samsung has a great opportunity to further acquire more customers globally with high-performance 5G devices.
- **Design innovations-** In recent years, Samsung has not shown much innovation in terms of the design of its smartphones with its product range having high resemblance. Samsung can further bring in more design innovations like its Galaxy Fold and Flip editions to attract more customers.

## Samsung's Threats

- **Competitors-** Samsung faces intense competition from many companies like Apple, Sony, Xiamoi, Intel, LG, etc. Apple is a tough competitor as it has control over 28% global smartphone market and LG can be a threat in both the smartphone and TV segments as it holds a strong 16.5% share in the TB segment and sold a record 13.2 million phones in the last quarter.
- **Supply chain disruptions-** The supply chain issues relating to the unavailability of the semiconductor chips because of COVID and reduction in production in Ukraine because of the ongoing war can cause disruptions in the production cycle. The supply chain crisis could further worsen in the face of the Russia-Ukraine conflict.
- **Infringement disputes-** Samsung has been involved in patent infringement controversies that have threatened its reputation and can also lead the company to more disputes and lawsuits in the future. In fact, Apple had recently sued Samsung for patent infringement. More controversies like this can make the brand infamous.



## **RESEARCH METHODOLOGY**

The methodology adopted for eliciting the data required for the study was survey method. It is the overall pattern or framework of the project that will dictate as to what information is to be collected, from which sources and by what procedures.

Descriptive research includes surveys and fact- finding enquires of different kinds. The major purpose of descriptive research is description of the state of affairs, as it exists at present.

The research conducted for this project is of 'Descriptive' type.

It is the way or a manner in which the project is carried out. Research is considered as a way to arrive at answers to intellectual and practical problems through applications of scientific methods of the knowable universe. It is the movement from the known to unknown research, which can be defined as "defining and redefining problems, formulating hypothesis, organizing and evaluating data, making deductions and reaching conclusions and at last carefully testing the conclusions to determine whether they fit formulating hypothesis."

## **Data Collection**

The primary as well as secondary source of data collection has been in this project. There are two types of data:

- Primary data
- Secondary data

### PRIMARY DATA

Primary data consist of information collected for the specific purpose at hand for the purpose of collecting primary data, survey research was used and all the retail outlets sellers using different brands and their competitors were connected survey research is the approach best suited gathering description. They are the original observation collected by the researchers or his agent for the first time and used their analysis. Once the primary data has been used, it ceases to be primary data becomes secondary.

### SECONDARY DATA

The secondary data consist of information that already exists somewhere, having been collected for another purposes. Any researcher begins the research work by first going through the secondary data. Secondary data includes the information available with company. It may be the finding of research previously done in the field. Secondary data can also be collected from magazines, newspapers, other surveys conducted by known research agencies etc.

## **CHAPTER-4**

# **DATA ANALYSIS AND INTERPRETATION**

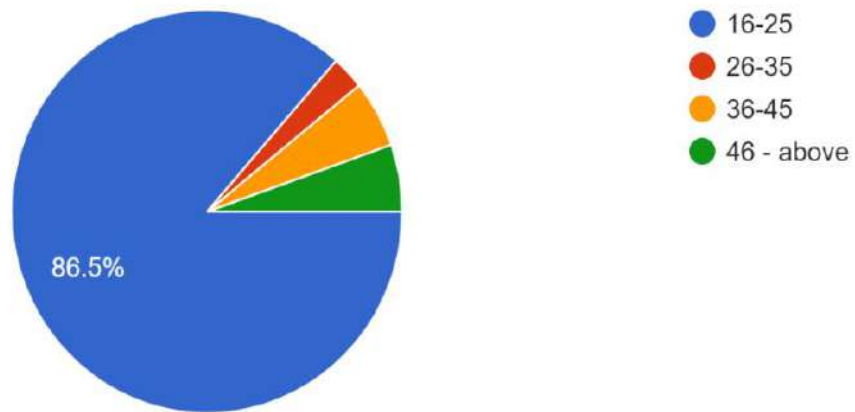
## DATA ANALYSIS AND INTERPRETATIONS

### 1. Age of Respondent

PARTICULARS	NO. OF RESPONDENT	% OF RESPONDENT
16-25	32	86.5%
26-35	1	2.7%
36-45	2	5.4%
46-Above	2	5.4%
Total	37	100%

#### Age Group

37 responses



### ANALYSIS

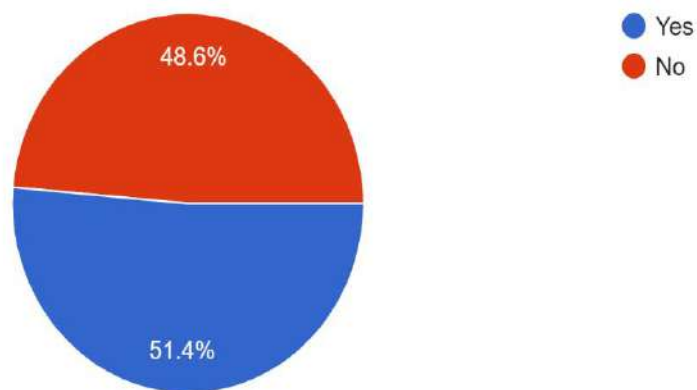
The above diagram consists of four classes of different group. Here 86.5% of respondents are of 16-25 age group, 2.7% of 26-35 age group, 5.4% of 36-45 age group and 5.4% for 46 and above. Majority of respondents belong to the age group of 16 to 25.

**2. Are you a Samsung user?**

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Yes	19	51.4%
No	18	48.6%
Total	37	100%

Are you a Samsung user?

37 responses

**ANALYSIS**

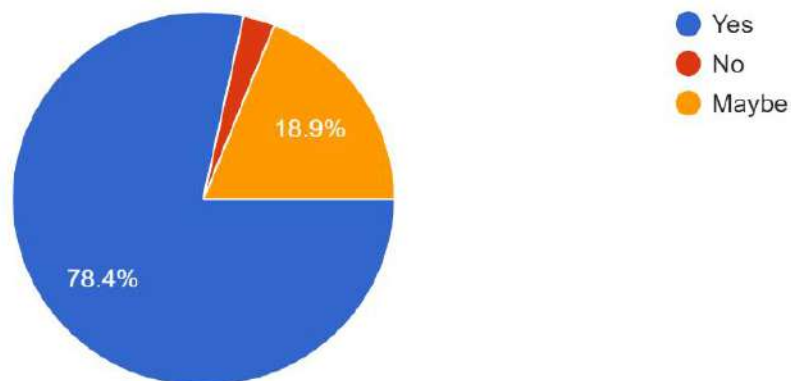
Among the 37 respondents 19 are Samsung users and 18 are not.

### 3. Will you prefer buying a Samsung smartphone?

PARTICULARS	NO. OF RESPONDENTS	%OF RESPONDENTS
Yes	29	78.4%
No	1	2.7%
May be	7	18.9%
Total	37	100%

Will you prefer buying a Samsung smartphone?

37 responses



### ANALYSIS

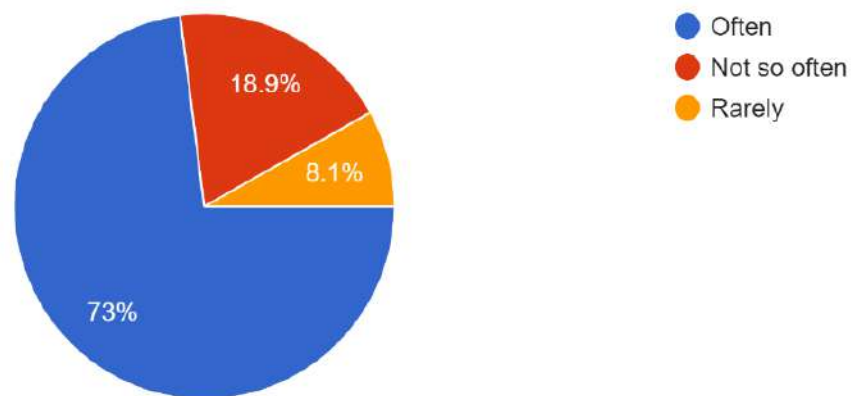
Among the 37 respondents 29 of them would prefer buying a Samsung smartphone i.e.78.4% of the total. 18.9% respondents gave may be as the answer and only one respondent marked no as the answer.

#### 4.How often you see people using Samsung products?

PARTICULARS	NO. OF RESPONDENTS	%OF RESPONDENTS
Often	27	73%
Not so often	7	18.9%
Rarely	3	8.1%
Total	37	100%

How often you see people using Samsung products?

37 responses



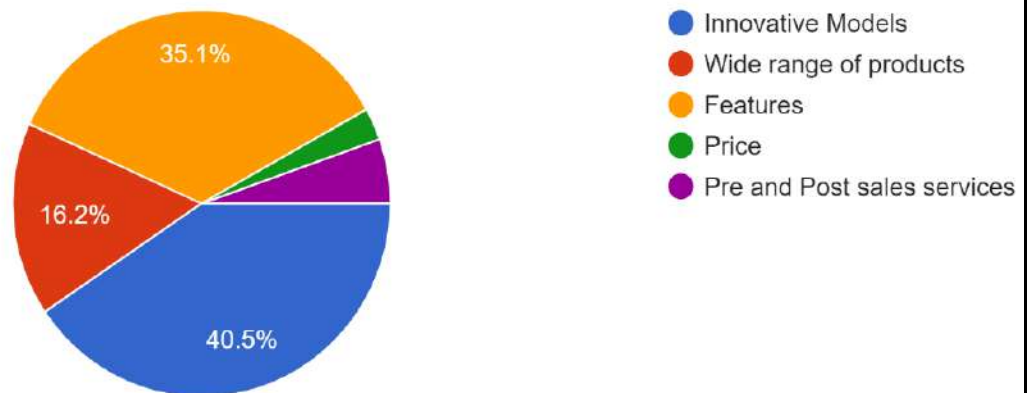
#### ANALYSIS

27 of the respondents say that they see people using Samsung products often. 7 respondents marked not so often as their favourable option and only 3 respondents marked the rarely option.

### 5. The factors influencing your buying decisions for Samsung smartphone is or will be

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENT
Innovative Models	15	40.5%
Wide range of products	6	16.2%
Features	13	35.1%
Price	1	2.7%
Pre and Post sales services	2	5.4%
Total	37	100%

The factor influencing your buying decision for Samsung smartphone is or will be  
37 responses



### ANALYSIS

Buying decisions vary from person to person and factor to factor. The survey states that majority of respondents are attracted towards Samsung due to its innovative models i.e. 40.5% , the other factor is its features which is marked by 35.1% respondents, Wide range of products is influential for 16.2% respondents, Price is favoured by 2.7% and Pre and Post services are favoured by 5.4% of respondents.

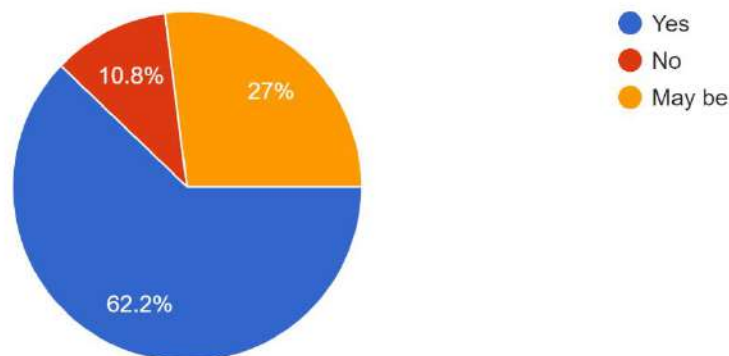


### 6. Do you agree that Samsung is leading the Android market?

PARTICULARS	NO. OF RESPONDENTS	%OF RESPONDENTS
Yes	23	62.2%
No	4	10.8%
May be	10	27%
Total	37	100%

Do you agree that Samsung is leading the Android Market?

37 responses



### ANALYSIS

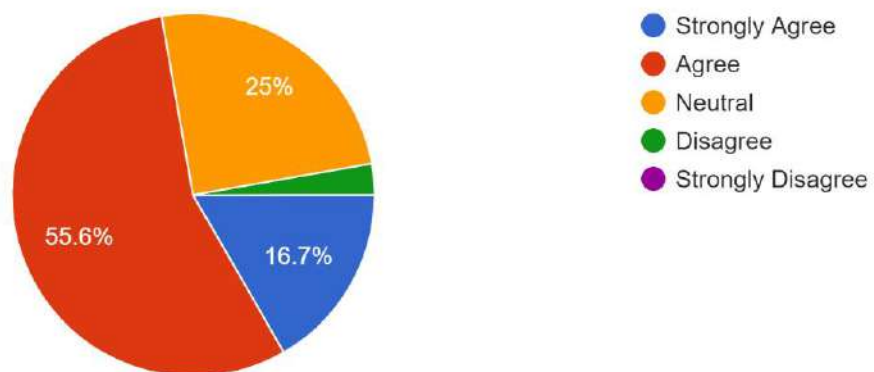
23 of the respondents agree that Samsung is leading the Android market, 4 respondents agree that it's not leading the android market and 10 respondents are not sure about the market situation.

### 7. Do you agree that Samsung provides a healthy post sales service

PARTICULARS	NO. OF RESPONDENTS	%OF RESPONDENTS
Strongly Agree	6	16.7%
Agree	20	55.6%
Neutral	9	25%
Disagree	1	2.8%
Strongly Disagree	0	0%
Total	36	100%

Do you agree that Samsung provides a healthy post sales service

36 responses



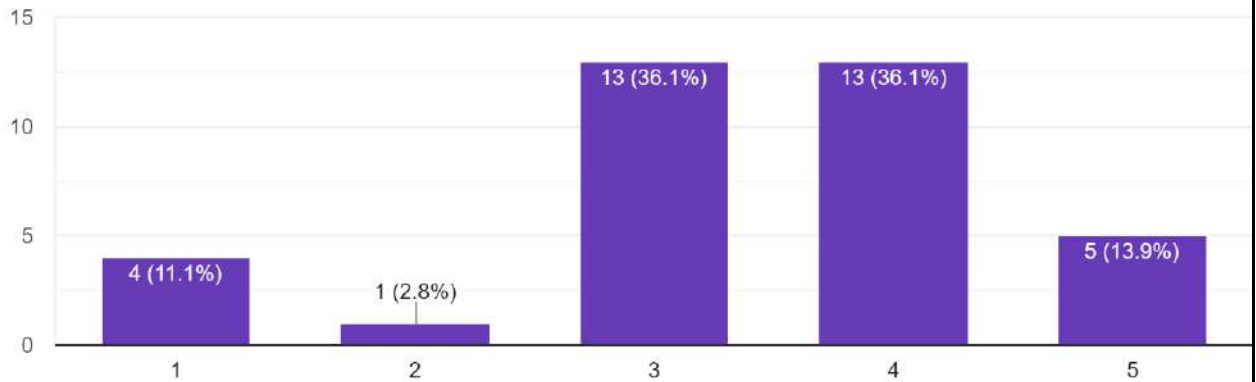
### ANALYSIS

6 out of the 36 respondents strongly agree that Samsung provides a healthy post sales service, 20 respondents agree that it provides a healthy post sales service, 9 respondents are neutral about the fact and 1 respondent disagrees with the fact that Samsung provides a healthy post sales service.

## 8. How will you rate Samsung's social media presence

How will you rate Samsung's social media presence (5 being the highest)

36 responses



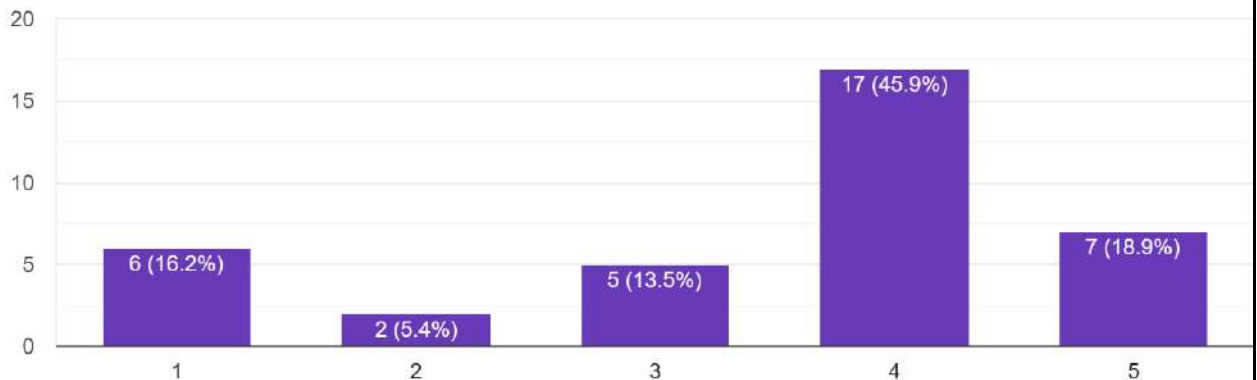
### ANALYSIS

The bar graph above presents ratings about Samsung's social media presence on a scale of one to five (five being the highest). 13 among the 37 respondents gave the rating of 3 showing that its middle ranged and 13 respondents marked 4 showing that it's at a better level and 5 respondents rate the social media presence as 5 showing that its widely done. 4 respondents rate its presence as 1 showing that it needs improvement and 1 respondent mark as 2.

### 9. As a Samsung customer how will you rate the customer satisfaction level

As a Samsung customer how much will you rate the customer satisfaction level (5 being the highest)

37 responses



#### ANALYSIS

The bar graph above presents ratings about the customer satisfaction level of a Samsung user. Among the 37 responses 17 respondent rate Samsungs customer satisfaction level at 4 and 7 of them as 5 stating that they are a satisfied customer of Samsung, 3 of them are neutral and 6 are not that satisfied with

## HYPOTHESIS TESTING 1

**H0:** Samsung has not created a strong brand loyalty among people of Nagpur city.

**H1:** Samsung has created a strong brand loyalty among people of Nagpur city.

From the above research conducted it is found that the Hypothesis H1 that is “Samsung has created a strong brand loyalty among people of Nagpur city” is found to be true, hence accepted. Where the Null hypothesis H0 that is “Samsung has not created a strong brand loyalty among people of Nagpur city.” is rejected.

## HYPOTHESIS TESTING 2

**H0:** Samsung does not provide good pre and post sales services to customers.

**H1:** Samsung provides good pre and post sales services to customers.

From the above research conducted it is found that the Hypothesis H1 that is “Samsung provides good pre and post sales services to customers.” Is found to be true hence accepted. Where the Null hypothesis H0 that is “Samsung does not provide good pre and post sales services to customers.” Is rejected.

**CHAPTER-4**

**FINDINGS AND SUGGESTIONS**

## **FINDINGS**

1. It is found that majority of Samsung users in the survey belong to the age group below 25. Here 86.5% of respondents are of 16-25 age group. A little more than a half people are Samsung users (51.4%).
2. When asked if they would prefer buying a Samsung smartphone, 78.4% people said yes indicating a strong presence of Samsung in the market. 18.9% people were not sure and gave neutral answers.
3. Being asked about how often they see people using Samsung products many agreed that they witness Samsung users on a large scale i.e. 73% of respondents. Only 8.3% people said that they rarely see people using Samsung.
4. People purchase Samsung for various reasons and according to the research conducted majority of customers are buying Samsung due to its innovative products, the second most customer attracting force is its creative features, the third factor influencing the buying decision is its wide range of products.
5. When asked about whether Samsung is leading the android market or not, majority of the respondents being 62.2% agreed that it is leading the market.
6. 55.6% agrees on the fact that Samsung provides a healthy post sales service, 16.7% strongly agrees on the fact about post sales service.

The high percentages indicate that Samsung takes care of its customers even after the purchase is been made.

7. When we talk about Samsung's social media presence it requires more attention as only 36.1% people gave ratings of 4 and 13.9% of them gave the rating of 5.
8. Samsung customers are satisfied customers 45.9% gave the rating of 4 stating they are happy with the service and 18.9% gave the best ratings.



## **SUGGESTIONS**

1. The company should focus more on building its social media presence.
2. The company should focus on its pricing factor on its wide range of products.
3. The company's primary focus is customer satisfaction so it should always continue to pay attention to their customers.

**CHAPTER -5**

**CONCLUSION**

## **CONCLUSION**

The conclusion for the said research work “THE STUDY OF FACTORS AFFECTING THE BRAND LOYALTY OF SAMSUNG SMARTPHONES” will be drawn based on the study and research done during the particular time period and based on finding and analysis.

Samsung is a brand which is leading the Android market and is best to all other brands in the market to all terms from variety of products to effective marketing strategies to its innovative features. Samsung is at the top due to its consistency and its influential services which they provide to its customers.

Samsung is aware of the fact that without its customers they can't proceed further and that's why Samsung always puts its primary focus on customers satisfaction and that is the reason why its on the top. Samsung customers are loyal to the brand because Samsung always focused on building its brand by innovative marketing campaigns.

**CHAPTER-6**

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## **BIBLIOGRAPHY**

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**CHAPTER-7**  
**QUESTIONNAIRE**

## **QUESTIONNAIRE**

1. Age of respondent?

A) 16-25

B) 26-35

C) 36-45

D) 46- above

2. Are you a Samsung user?

A) Yes

B) No

3. Will you prefer buying a Samsung smartphone?

A) Yes

B) No

C) Maybe

4. How often you see people using Samsung products.

A) Often

B) Not so often

C) Rarely

5. The factor influencing your buying decision for Samsung is or will be

- A) Innovative Models
- B) Wide range of products
- C) Features
- D) Price
- E) Pre and Post sales services

6. Do you agree that Samsung is leading the Android Market?

- A) Yes
- B) No
- C) Maybe

7. Do you agree that Samsung provides a healthy post sales service

- A) Strongly Agree
- B) Agree
- C) Neutral
- D) Disagree
- E) Strongly Disagree



8. How will you rate Samsung's social media presence (5 being the highest)

A) 1

B) 2

C) 3

D) 4

E) 5

9. As a Samsung customer what will you rate the customer satisfaction level (5 being the highest)

A) 1

B) 2

C) 3

D) 4

E) 5