

**A**  
**PROJECT REPORT**  
**ON**

**“A STUDY ON CONSUMER BUYING BEHAVIOUR OF SAMSUNG**  
**MOBILE PHONES WTH RESPECT TO NAGPUR CITY”**

Submitted to

**G.S COLLEGE OF COMMERCE AND ECONOMICS**  
**(AUTONOMOUS), NAGPUR**

Affiliated to

**RASHTRASANT TUKDOJI MAHARAJ UNIVERSITY, NAGPUR**

In partial fulfillment for the award of the degree of

**Bachelor of Business Administration**

Submitted by

**VAIBHAVI MAHENDRA SONEKAR**

Under the Guidance of

**Dr. MAHESH CHOPDE**

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**G.S College of Commerce and Economics**  
**(Autonomous), Nagpur**  
**Academic year 2023-24**



**G.S College of Commerce and Economics (Autonomous),**  
**Nagpur**

**Academic year 2023-24**



**CERTIFICATE**

This is to certify that “**VAIBHAVI MAHENDRA SONEKAR**” has submitted the project report titled “**A STUDY ON CONSUMER BUYING BEHAVIOUR OF SAMSUNG MOBILE PHONES WITH RESPECT TO NAGPUR CITY**”, towards partial fulfilment 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. MAHESH CHOPDE**

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**DR. AFSAR SHEIKH**

**(Co-Ordinator)**

**Place:**

**Date:**

**G.S College of Commerce and Economics (Autonomous),**  
**Nagpur**

**Academic year 2023-24**



**DECLARATION**

I here-by declare that the project with title “**A STUDY ON CONSUMER BUYING BEHAVIOUR OF SAMSUNG MOBILE PHONES WITH RESPECT TO NAGPUR CITY**”, has been completed by me in partial fulfilment of ‘**BACHELOR OF BUSINESS ADMINISTRATION**’ degree examination as prescribed by Rashtreeya 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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**Date:**

**G.S College of Commerce and Economics (Autonomous),**  
**Nagpur**



**Academic year 2023-24**

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

**VAIBHAVI MAHENDRA SONEKAR**

**Place: Nagpur**

**Date:**

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# **CHAPTER 1**

## **INTRODUCTION**

## ABSTRACT

Smartphone industry has been booming since 1983. Since then, there have been many large mobile phone companies stepping their foot into the industry. Nowadays people seem to become dependent towards smart phone due to its convenience, great camera features, easy applications installations, and more importantly, it can do most of the computer functions on the go. Various internal factors, including consumers' demographics, psychographics, personalities, motivations, levels of knowledge, attitudes, beliefs, and emotions, impact the buying decisions they make. Culture and subculture are examples of extraneous factors that might affect an individual's behaviour. How individuals choose to spend their time, money, and energy on items connected to consuming is a central topic in the study of consumer behaviour. It's important to think about consumers' buying decisions from every angle, including what they buy, why they buy it, when they buy it, where they buy it, how frequently they buy it, how they assess it, and how that affects their decisions to buy again or to get rid of the item altogether. We regularly consume a wide variety of goods and services, including food, clothes, housing, transportation, education, equipment, vacations, requirements, pleasures, services, and even ideas. As buyers, we have a significant impact on economies on all scales. In today's constantly-evolving industry, it's more important than ever for marketers to have a deep understanding of their target demographic. Thus, today's marketing calls for an in-depth understanding of customer habits and buying patterns.

**Key Words:** Buying behaviour, SAMSUNG, customer services.

## INTRODUCTION

In today's dynamic market, understanding consumer buying behaviour is crucial for businesses to tailor their marketing strategies effectively. This study delves into the consumer preferences and purchase decisions related to Samsung mobile phones within Nagpur City. By examining factors such as brand loyalty, product features, pricing, and customer satisfaction, we aim to provide valuable insights for Samsung and other stakeholders in the mobile phone industry. Through comprehensive research and analysis, this study aims to shed light on the intricacies of consumer behaviour in Nagpur City, ultimately aiding in the formulation of strategic marketing initiatives and product development strategies.

Consumer behaviour encompasses a broad range of activities, including the selection, acquisition, use, evaluation, and eventual rejection of goods and services that consumers feel will suit their needs. We can all see that we are special in our own ways. The fact that we are, first and foremost, consumers is a unifying factor that transcends our many other distinctions. The things we use or eat consistently incorporate food, garments, lodging, transportation, instruction, hardware, get-aways, needs, delights, administrations, and even thoughts. In the grand scheme of things, customers like us are essential to the success of economies everywhere. The demand for basic raw materials, transportation, manufacturing, and banking is affected by the choices we make as consumers; this, in turn, affects the number of jobs created and the amount of resources committed to various sectors. Particularly in the present serious and quickly advancing business sector, advertisers need to have a deep understanding of their target demographic. What they desire, what they believe,



and how they use their leisure time are all examples. One who shops for themselves, their family, or as a friend is known as a "personal consumer." Products are bought by those who will utilise them in their final form; these people are known as end users or ultimate consumers.

According to Ostrow and Smith's Dictionary of Marketing, "consumer behaviour" is defined as "the behaviours of consumers in the market environment and the underlying reasons of those actions." Understanding what drives customers to buy a product or service is crucial for marketers in making decisions about product development, market expansion, and product placement. Customer lead is described as "the approach to acting that purchasers show in searching for, purchasing, using, evaluating, and disposing of things and organizations that they expect will satisfy their necessities" (Schiff man and Kanuck, 2020). Customer conduct research is the investigation of how individuals allot scant assets (time, cash, and energy) toward utilization.

### **Consumer Attitude and Personality**

Marketers have tried to win over clients by playing to their individual attributes for as long as there have been marketers. They have long held the suspicion that individual differences in personality factors affect consumer spending habits and patterns of use. Therefore, advertisers and marketers have often employed depictions of people exhibiting certain personality characteristics or features in their products and services.

- An individual's unique characteristics are reflected in their personality.
- It has a solid foundation and will survive a long time.

- It's also possible for things to shift.

As Napoleon once stated, "Nothing is more precious than the power to choose," and this maxim could not be truer when discussing customers. Because of this, it's crucial for marketers to have a firm grasp on how customers make purchases. What follows are some of the aspects that have a role in shaping consumers' final buying decisions:

- Personality
- Socio-economic backgrounds
- Culture Subculture
- Mobility
- Geographical Location
- Stages of the Life Cycle

## **CHAPTER 2**

# **COMPANY PROFILE**

## COMPANY PROFILE

# SAMSUNG

Samsung Electronics Co., Ltd.

# SAMSUNG

<b>Company type</b>	<a href="#">Public</a>
<b>Industry</b>	<ul style="list-style-type: none"><li>• <a href="#">Electronics</a></li><li>• <a href="#">Consumer electronics</a></li><li>• <a href="#">Semiconductors</a></li><li>• Computer hardware</li><li>• <a href="#">Home appliances</a></li><li>• <a href="#">Internet of things</a></li><li>• <a href="#">Medical devices</a></li><li>• Telecommunications</li></ul>
<b>Founded</b>	13 January 1969; 55 years ago, in <a href="#">Suwon</a> , South Korea
<b>Founder</b>	Lee Byung-Chul
<b>Headquarters</b>	<a href="#">Samsung Digital City</a> , Samsungno 129, Maetan-dong, <a href="#">Yeongtong District, Suwon</a> , <a href="#">South Korea</a>
<b>Area served</b>	Worldwide

<b>Key people</b>	<ul style="list-style-type: none"> <li>• <a href="#">Lee Jae-Yong</a> (executive chairman)</li> <li>• Han-Jo Kim (chairman of the board and independent director)</li> <li>• <a href="#">Jong-Hee Han</a> (vice chairman and CEO (DX))</li> <li>• <a href="#">Kye-Hyun Kyung</a> (president and CEO (DS))</li> </ul>
<b>Products</b>	<a href="#">See products listing</a>
<b>Revenue</b>	▼ <a href="#">US\$198.247 billion</a> (2023)
<b><a href="#">Operating income</a></b>	▼ US\$5.027 billion (2023)
<b><a href="#">Net income</a></b>	▼ US\$11.857 billion (2023)
<b><a href="#">Total assets</a></b>	▲ US\$349.053 billion (2023)
<b><a href="#">Total equity</a></b>	▲ US\$278.441 billion (2023)
<b>Owners</b>	<ul style="list-style-type: none"> <li>• <a href="#">National Pension Service</a> (8.69%)</li> <li>• <a href="#">Samsung Life Insurance</a> (8.51%)</li> <li>• <a href="#">Samsung C&amp;T Corporation</a> (5.01%)<sup>[2]</sup></li> </ul>
<b>Website</b>	<a href="http://samsung.com">samsung.com</a>

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.

Notable Samsung industrial affiliates include Samsung Electronics (the world's 2nd largest information technology company measured by 2015 revenues, and 5th in market value), Samsung Heavy Industries (the world's 2nd largest shipbuilder measured by 2010 revenues), and Samsung Engineering and Samsung C&T (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. South Korea) and Cheil Worldwide (the world's 15th largest advertising agency measured by 2012 revenues).

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 \$51,082 billion GDP.

## Samsung logo history

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Samsung Electronics logo, used from late 1969 until replaced in 1979



Samsung Electronics logo, used from late 1980 until replaced in 1992



Samsung Electronics logo, used from late 1993 until replaced in 2013



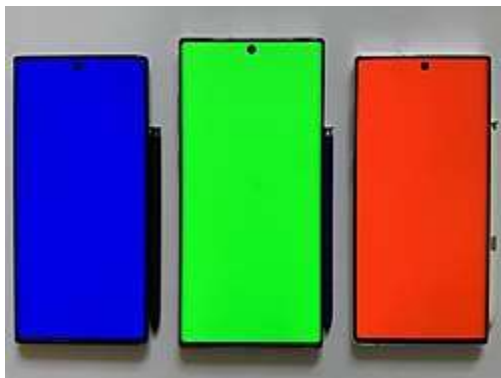
Samsung's wordmark and current logo of Samsung Electronics, in use since 2013

## Samsung products:

Samsung Electronics produces LCD and LED panels, mobile phones, memory chips, NAND flash, solid-state drives, televisions, digital cinemas screen, and laptops and many more products. The company previously produced hard-drives and printers.

Samsung consistently invests in innovation. In 2021, the World Intellectual Property Organization (WIPO)'s annual World Intellectual Property Indicators report ranked Samsung's number of patent applications published under the PCT System as 2nd in the world, with 3,093 patent applications being published during 2020. This position is up from their previous ranking as 3rd in 2019 with 2,334 applications.

### **LCD and OLED panels**



The **Samsung Galaxy Note 10**, which incorporates a Dynamic AMOLED Infinity-O (punch hole for camera) display screen.

By 2004 Samsung was the world's-largest manufacturer of OLEDs, with a 40 percent market share worldwide and as of 2018 has a 98% share of the global AMOLED market. The company generated \$100.2 million out of the total \$475 million revenues in the global OLED market in 2006. As of 2006, it



held more than 600 American patents and more than 2,800 international patents, making it the largest owner of AMOLED technology patents.

Samsung's current AMOLED smartphones use its Super AMOLED trademark, with the Samsung Wave S8500 and Samsung i9000 Galaxy S being launched in June 2010. In January 2011, it announced its Super AMOLED Plus displays which offer several advances over the older Super AMOLED displays – real stripe matrix (50 percent more sub pixels), thinner form factor, brighter image and an 18 percent reduction in energy consumption.

### **Mobile and smart phones**



Samsung's mobile cell business began with a car phone in 1984, while its first handheld mobile phone called the SH-100 was made in 1988. It expanded to other markets during the 1990s. Its first smartphone was the Samsung SPH-i300 in 2001. During the early 2000s Samsung popularised the clamshell ("flip phone") design, and the SGH-T100 was the first ever "true colour" mobile phone and the firm's first to sell over 10 million handsets. In the mid-2000s the SGH-D500 popularised the slider form factor, and later slider products such as the E250 were hits. In 2006 Samsung's X820 with a depth of 6.9 mm was the

thinnest phone, and for many years its successor U100 would remain the skinniest at just 5.9 mm. In 2007 it launched the slate style touchscreen phone F700 which would precede its increasingly relevant touch phones such as Tocco and Omnia. Samsung overtook declining Motorola to become the world's second largest mobile phone maker during 2007.

Presently, Samsung's flagship mobile handset line is the Samsung Galaxy S series of smartphones, which many consider a direct competitor of the Apple iPhone. It was initially launched in Singapore, Malaysia and South Korea in June 2010, followed by the United States in July. It sold more than one million units within the first 45 days on sale in the United States.

While many other handset manufacturers focused on one or two operating systems, Samsung for a time used several of them: Symbian, Windows Phone, Linux-based LiMo, and Samsung's proprietary TouchWiz, Bada and Tizen. By 2013 Samsung had dropped all operating systems except Android phone and Windows Phone. That year Samsung released at least 43 Android phones or tablets and two Windows Phones.

At the end of the third quarter of 2010, the company had surpassed the 70-million-unit mark in shipped phones, giving it a global market share of 22 percent, trailing Nokia by 12 percent. Overall, the company sold 280 million mobile phones in 2010, corresponding to a market share of 20.2 percent. The company overtook Apple in worldwide smartphone sales during the third quarter 2011, with a total market share of 23.8 percent, compared to Apple's 14.6 percent share. Samsung became the world's largest smartphone manufacturer in 2012, with the sales of 95 million in the first quarter.

During the third quarter of 2013, Samsung's smartphone sales improved in emerging markets such as India and the Middle East, where cheaper handsets

were most popular. As of October 2013, the company offers 40 smartphone models on its US website.

In 2019, Samsung announced that it has ended production of mobile phones in China, due to lack of Chinese demand. As of 2019 Samsung employs over 200,000 employees in the Hanoi-area of Vietnam to produce Smartphones, while offscouring some manufacturing to China and manufacturing large portions of its phones in India.

## Semiconductors



A Samsung **DDR SDRAM** module

Samsung Electronics has been the world's largest memory chip manufacturer since 1993, and the largest semiconductor company since 2017. Samsung Semiconductor division manufactures various semiconductor devices, including semiconductor nodes, MOSFET transistors, integrated circuit chips, and semiconductor memory.

Since the early 1990s, Samsung Electronics has commercially introduced a number of new memory technologies. They commercially introduced SDRAM (synchronous dynamic random-access memory) in

1992, and later DDR SDRAM (double data rate SDRAM) and GDDR (graphics DDR) SGRAM (synchronous graphics RAM) in 1998. In 2009, Samsung started mass-producing 30 nm-class NAND flash memory, and in 2010 succeeded in mass-producing 30 nm class DRAM and 20 nm class NAND flash, both of which were for the first time in the world. They also commercially introduced TLC (triple-level cell) NAND flash memory in 2010, V-NAND flash in 2013, LPDDR4 SDRAM in 2013, HBM2 in 2016, GDDR6 in January 2018, and LPDDR5 in June 2018.

## Hard-drives



A 640 GB Samsung Spin point hard-drive

In the area of storage media, in 2009 Samsung achieved a ten percent world market share, driven by the introduction of a new hard disk drive capable of storing 250Gb per 2.5-inch disk. In 2010, the company started marketing the 320Gb-per-disk HDD, the largest in the industry. In addition, it was focusing more on selling external hard disk drives. Following financial losses, the hard

disk division was sold to Seagate in 2011 in return for a 9.6% ownership stake in Seagate.

## Cameras



The Samsung GX-10 DSLR camera

Samsung has introduced several models of digital cameras and camcorders including the WB550 camera, the ST550 dual LCD mounted camera, and the HMX-H106 (64GB SSD - mounted full HD camcorder). In 2014, the company took the second place in the mirrorless camera segment. Since then, the company has focused more on higher-priced items. In 2010, the company launched the NX10, the next-generation interchangeable lens camera.

## Key Competitors:

Samsung Mobile faces stiff competition from both traditional rivals and emerging players in the industry. Major competitors include:

### **1. Apple (iPhone):**

Apple's iPhone stands out as one of Samsung's primary competitors. With its premium build quality, user-friendly iOS software, and a robust ecosystem of apps and services, Apple targets the higher-end segment of the market. The iPhone's strong brand loyalty and trend-setting designs pose a significant challenge to Samsung. However, Apple's closed ecosystem and premium pricing can be viewed as potential weaknesses, limiting its market reach compared to Android-based competitors.

### **2. Huawei:**

Huawei, a Chinese tech giant, competes fiercely with Samsung in the global smartphone market. Known for its innovative designs, powerful hardware, and advanced camera systems, Huawei has carved out a significant market share, particularly in Asia and Europe. Despite facing challenges due to trade restrictions, Huawei's aggressive pricing and technological advancements remain key competitive factors. However, concerns regarding access to Google services and ongoing geopolitical tensions may impact Huawei's long-term competitiveness.

### **3. Xiaomi:**

Xiaomi, often dubbed the "Apple of China," offers high-quality smartphones at competitive prices. The company's value-for-money proposition, coupled with innovative features and strong marketing strategies, has propelled it to success in both emerging and mature markets. Xiaomi's extensive product lineup, spanning various price points and feature sets, enables it to cater to a diverse

customer base. While Xiaomi's rapid growth poses a threat to Samsung's market share, concerns regarding intellectual property issues and brand perception in certain markets may hinder its expansion.

#### **4. OnePlus:**

OnePlus has gained prominence in the smartphone market by offering "flagship killer" devices that combine premium features with relatively affordable prices. Targeting tech enthusiasts and value-conscious consumers, OnePlus prioritizes fast and clean software experiences, community engagement, and strategic partnerships. The company's lean operations and direct-to-consumer approach have enabled it to deliver high-quality devices at competitive prices. However, OnePlus faces challenges in brand recognition and distribution channels compared to established players like Samsung.

#### **5. Google (pixel):**

Google's Pixel smartphones serve as showcases for the latest Android updates and features, emphasizing a seamless integration of hardware and software. With a focus on camera excellence, AI-driven experiences, and Google's ecosystem of services, Pixel devices compete directly with Samsung's flagship offerings. Google's software prowess and brand recognition bolster the Pixel's appeal, particularly among enthusiasts and users invested in Google's ecosystem. However, limited availability, distribution challenges, and relatively high prices may hinder Pixel's mass-market adoption compared to Samsung's extensive product lineup.

## **6. Oppo:**

Oppo, another Chinese smartphone manufacturer, competes with Samsung through its focus on camera technology, design innovation, and diverse product portfolio. Oppo's sleek designs, high-quality displays, and advanced camera capabilities resonate with consumers globally. The company's aggressive marketing strategies and investments in research and development drive its growth in both domestic and international markets. Despite its strengths, Oppo faces stiff competition and brand perception challenges in certain regions, limiting its ability to challenge Samsung's dominance in the global smartphone market.



**CHAPTER 3**  
**LITERATURE REVIEW**

## Literature Review

Consumer buying behaviour plays a crucial role in shaping the success of mobile phone brands like Samsung in competitive markets. Numerous studies have investigated various factors influencing consumer preferences and purchase decisions regarding smartphones.

**According to research by Lee, Kim, and Lee (2016)**, brand image significantly influences consumers' intentions to purchase smartphones. Samsung, with its strong brand reputation and consistent delivery of high-quality products, enjoys a competitive edge in the market. Brand loyalty, perceived quality, and brand trust are among the key dimensions contributing to Samsung's success in attracting and retaining customers.

**In a study conducted by Chen and Lin (2018)**, product features and functionality emerged as critical factors influencing consumer preferences for smartphones. Samsung's focus on technological innovation and product differentiation enables it to offer a diverse range of devices catering to varying consumer needs and preferences. Features such as advanced camera systems, vibrant displays, and long-lasting battery life contribute to Samsung's appeal among consumers seeking cutting-edge technology and superior performance.

Furthermore, **research by Han and Yoo (2017)** highlights the significance of marketing communication strategies in influencing consumer perceptions and purchase intentions. Samsung's marketing efforts, including advertising campaigns, brand endorsements, and social media engagement, play a vital role

in shaping consumer perceptions and fostering brand loyalty. Effective communication of product benefits, unique selling propositions, and brand values helps Samsung maintain a competitive position in the market and drive consumer engagement.

Moreover, **studies by Li and Kim (2019)** emphasize the importance of understanding cultural and regional differences in consumer preferences and behaviours. Factors such as cultural values, social norms, and economic conditions influence consumers' perceptions of smartphone brands and their purchase decisions. Therefore, conducting region-specific studies, such as the proposed study on consumer buying behaviour in Nagpur city, can provide valuable insights into local market dynamics and consumer preferences specific to the region.

# **CHAPTER 4**

## **RESEARCH STUDY**

## **PROBLEM STATEMENT**

- This research aims to find the reason that trigger the choice for Samsung mobile phone while consumer is in purchasing of the product.
- The problem stated as “To what extent the consumer satisfied with the price and quality and also which factors create more influence on the consumers”.
- To find out the current preference and satisfaction about the mobiles rooted in the minds of consumers which could be useful in formulating the strategies in future operations of Samsung mobile company.

## **NEED OF STUDY**

- The study helps to gain knowledge about the different types of Samsung mobile brands.
- The study helps to know the consumer behaviour towards features of Samsung mobile phone.
- The study helps to know position of Samsung mobile phone in the market.
- The study helps to factor influencing the consumer to prefer a particular brand and problems phase by them on using on such brands.

## **OBJECTIVE OF STUDY**

- To understand respondents' opinion towards other brands of mobile phone with respect to Samsung Mobile Phones.
- To determine the awareness of Samsung mobile phone through appropriate advertising media.
- To understand the effectiveness of advertisement for Samsung mobile phone.
- To give valuable suggestions to improve quality and service of Samsung mobile phone in the study.

## **LIMITATIONS OF STUDY**

- The survey is restricted to 50 respondents.
- Study has been restricted to Nagpur city only.
- The study has been restricted to users of Samsung mobile phone only.



## **HYPOTHESIS OF STUDY**

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-

HO - The pricing of Samsung mobile phones does not impact the purchasing decisions for customers in Nagpur.

H1 - The pricing of Samsung mobiles significantly influences purchasing decisions in Nagpur.

# **CHAPTER 5**

## **RESEARCH METHODOLOGY**

## RESEARCH METHODOLOGY

- **Primary data**

Primary data is information collected through original or first-hand research. For example, surveys and focus group discussion. Those data which are collected afresh and for the first time and thus happened to be original in character and known as primary data. This data is in the shape of raw material.

1. Questionnaire
2. Surveys

- **Secondary data**

Those data which have been collected by someone else and which have already been palmed through the statistical process or analyse by someone else are known as secondary data. It is the data which may be published or unpublished, but, have been collected and in used for some other purpose earlier.

1. Websites
2. Internal records
3. Research papers, etc.

### **Sampling design-**

<b>Sample size</b>	- 50
<b>Sampling framework</b>	- Nagpur city
<b>Sampling method</b>	- Systematic sampling

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# **CHAPTER 6**

## **DATA ANALYSIS AND INTERPRETATION**

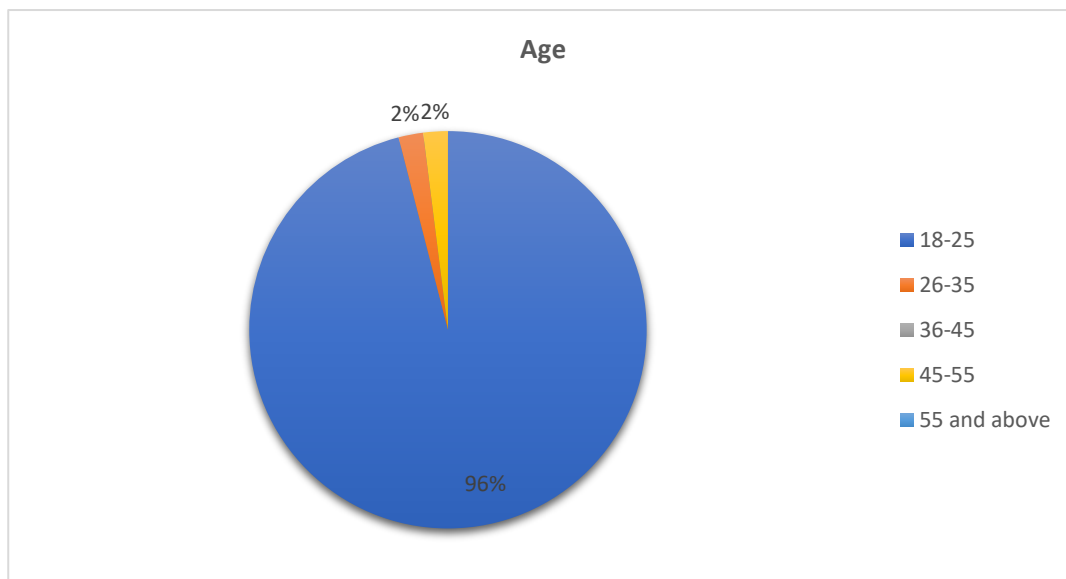
## DATA ANALYSIS AND INTERPRETATION

This survey was conducted with sample size of 50 customers.

➤ Age of respondent:

Table 1

Age group	No of people
18-25	48
26-35	1
36-45	
45-55	1
55 and above	
Total	50



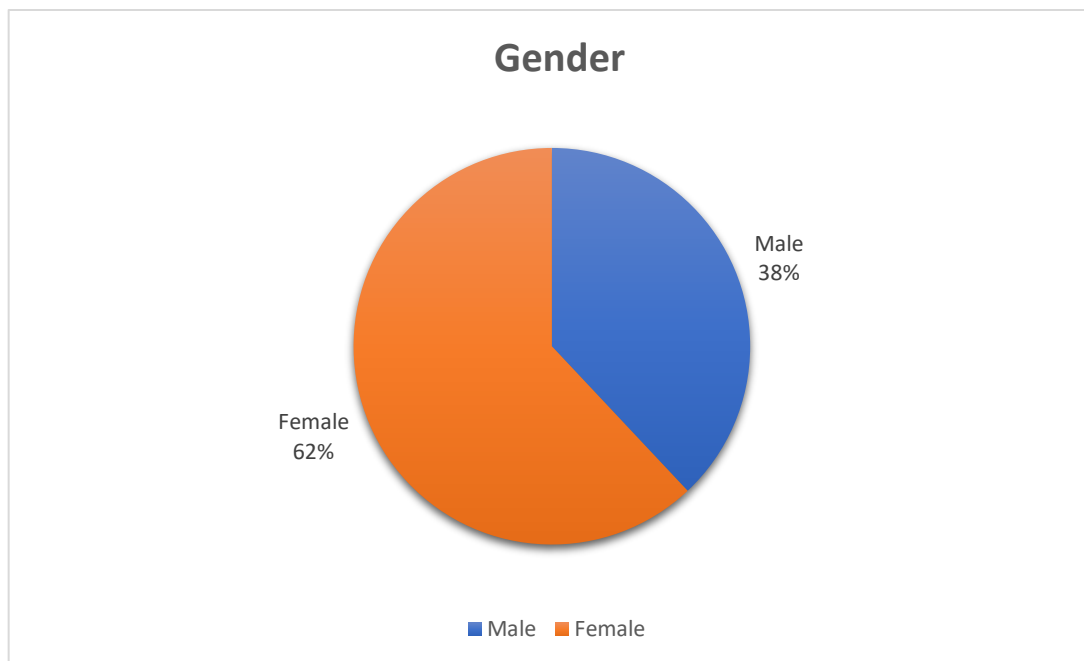
### Interpretation:

From the above table interpreted are 96% respondents are 18-25, 2% are 26-35 age, and 2% 45-55, majority of 96% is respondent between age 18-25.

#### ➤ Gender of respondents:

Table 2

Gender	No. of people
Male	19
Female	31
Total	50



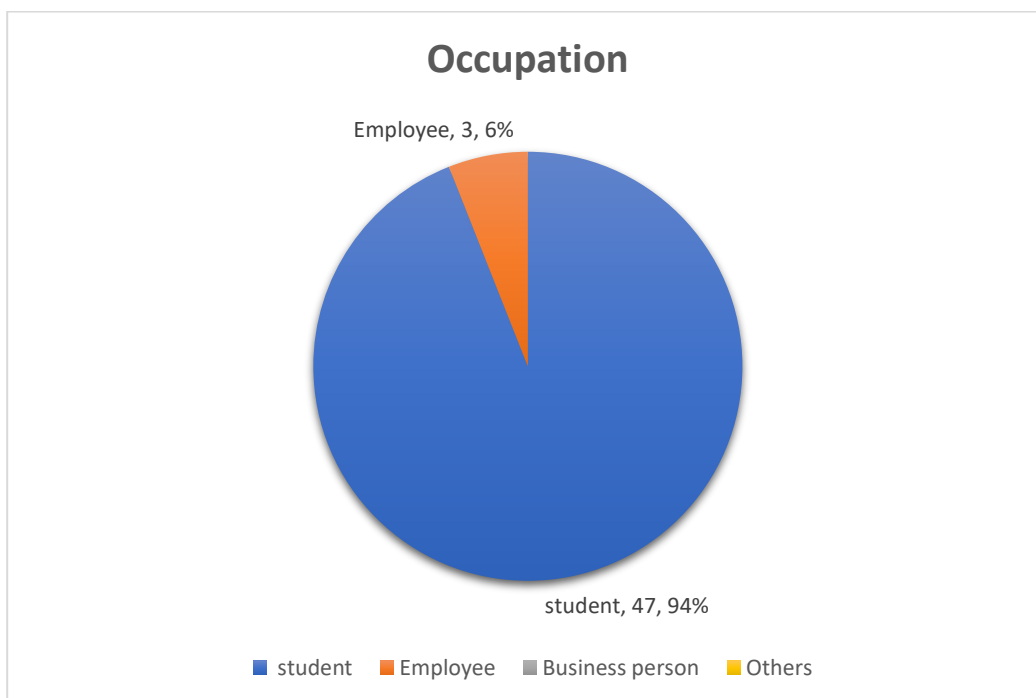
### Interpretation:

Out of 50 respondents' female respondents are 62% and male respondents are 38%. Majority of the respondents are female respondents with 62%.

## ➤ Occupation of respondents:

Table 3

Sr. No	Occupation	Percentage
1	Student	94%
2	Employee	6%
3	Business person	-
4	Others	-

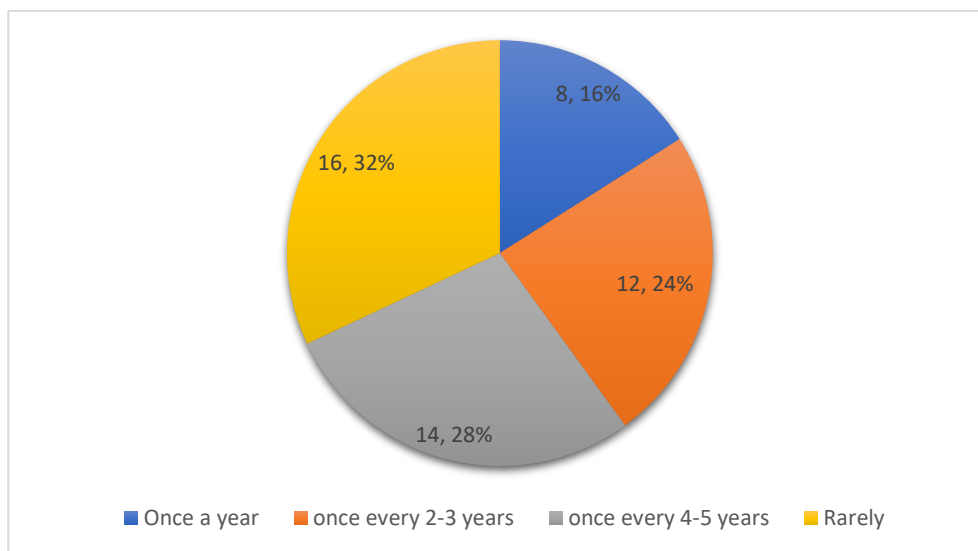
**Interpretation:**

Out of 50 Respondents 94% respondents were students and 6% of the respondents were employees. Majority of the respondents are students with 94%.

➤ How frequently do you purchase a new mobile phone?

Table 4

Sr. No	Particular	Percentage
1	Once a year	16%
2	Once every 2 - 3 years	24%
3	Once every 4 - 5 years	28%
4	Rarely	32%



### Interpretation:

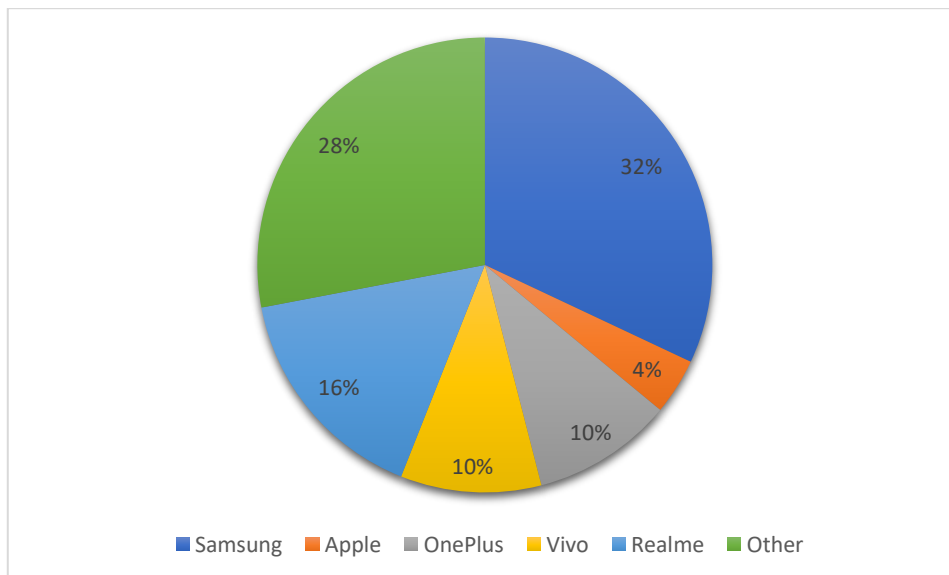
From the above table interpreted that 16% respondents are purchase in Once a year and 24% respondents are from Once every 2-3 years and 28% are purchase in Once every 4-5 years and 32% are Rarely purchase, so majority of 32% respondent from Rarely.



➤ Which mobile phone brand do you currently use or prefer the most.

Table 5

Sr. No	Particular	Percentage
1	Samsung	32%
2	Apple	4%
3	OnePlus	10%
4	Vivo	10%
5	Realme	16%
6	Other	28%



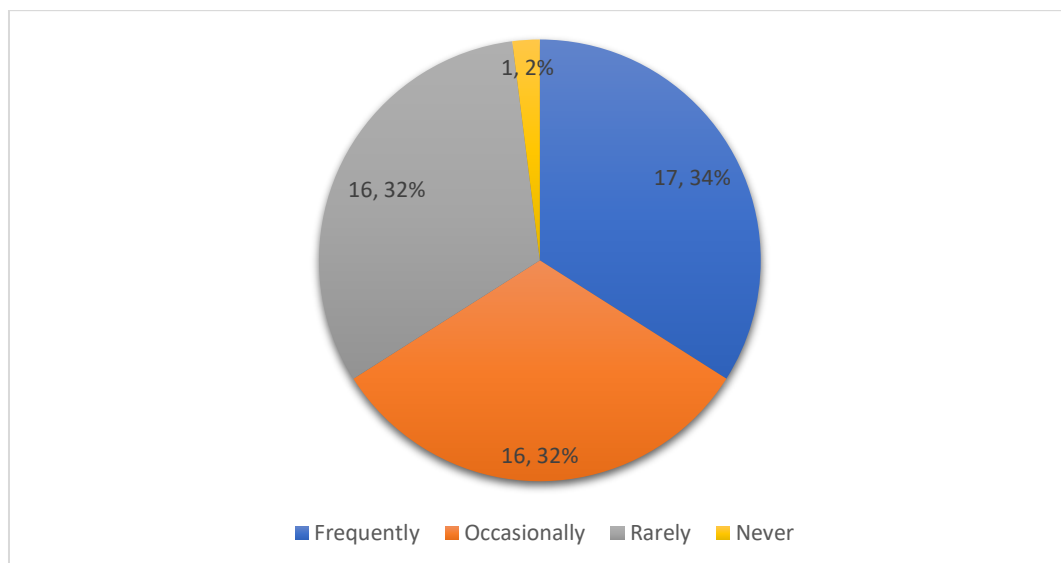
### Interpretation:

From the above table interpreted that 32% respondents are Samsung, 4% are Apple, and 10% are OnePlus, 10% are Vivo, 16% are Realme and 28% are Others, majority of the respondents prefer Samsung.

➤ How often do you encounter advertisement for Samsung mobile phones?

Table 6

Sr. No	Particular	Percentage
1	Frequently	34%
2	Occasionally	32%
3	Rarely	32%
4	Never	2%



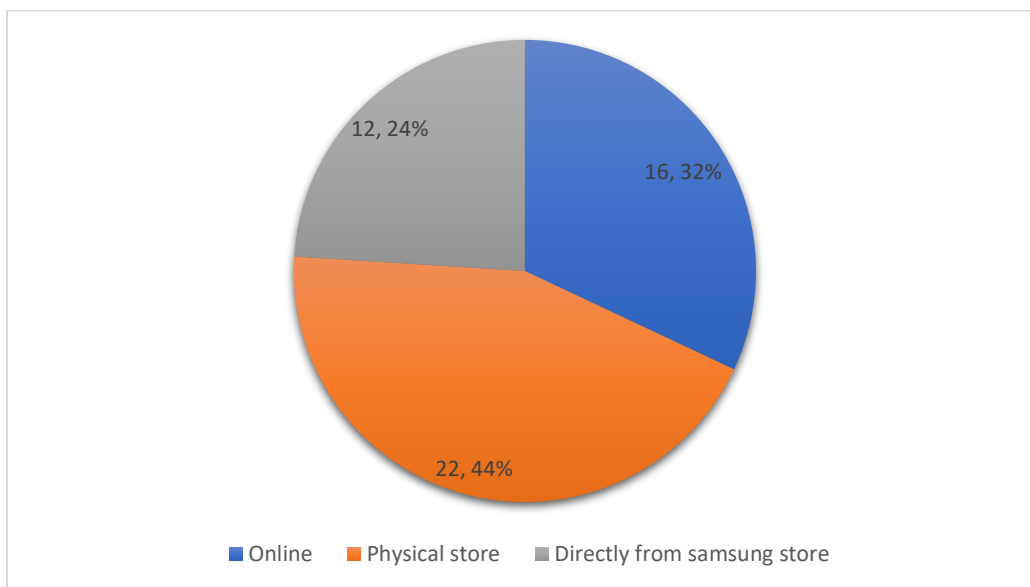
### Interpretation:

From the above table interpreted that 34% respondents are Frequently, 32% Occasionally, 32% Rarely and 2% Never, majority of the respondents are frequently encounter the advertisement of Samsung mobile phones.

➤ How do you usually purchase your Samsung mobile phone?

Table 7

Sr. No	Particular	Percentage
1	Online	32%
2	Physical store	44%
3	Directly from Samsung store	24%



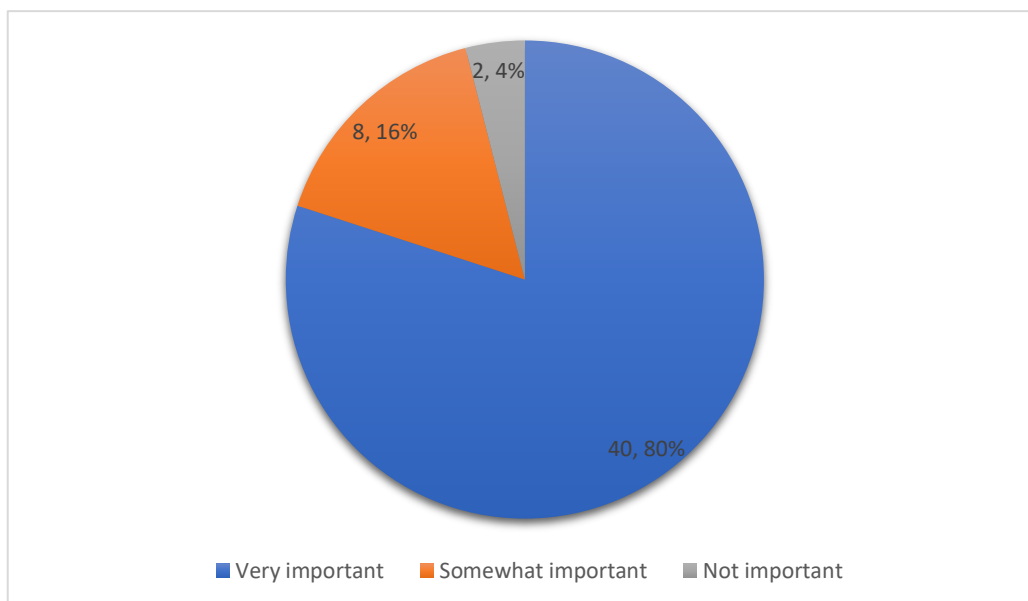
### Interpretation:

From the above table interpreted that 32% respondents are purchase Online, 44% purchase from Physical store and 24% purchase Directly from Samsung store, Majority of the respondents are 44% from Physical store.

- How important is brand loyalty to you when purchasing a mobile phone?

Table 8

Sr. No	Particular	Percentage
1	Very important	80%
2	Somewhat important	16%
3	Not important	4%



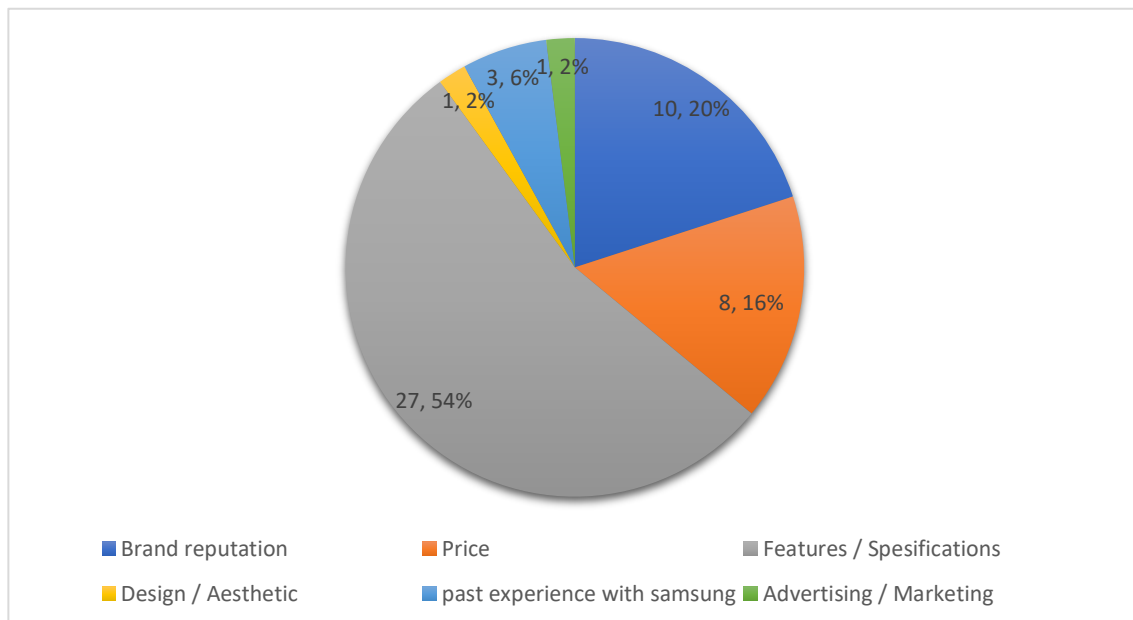
### Interpretation:

From the above table interpreted that 80% respondents are Very important, 16% are Somewhat important, and 4% are Not important so majority of the respondents are 80% from Very important.

➤ What factors influences your decision to purchase a Samsung mobile phone?

Table 9

Sr. No	Particular	Percentage
1	Brand Reputation	20%
2	Price	16%
3	Features / Specifications	54%
4	Design / Aesthetics	2%
5	Past experience with Samsung	6%
6	Advertising / Marketing	2%



### Interpretation:

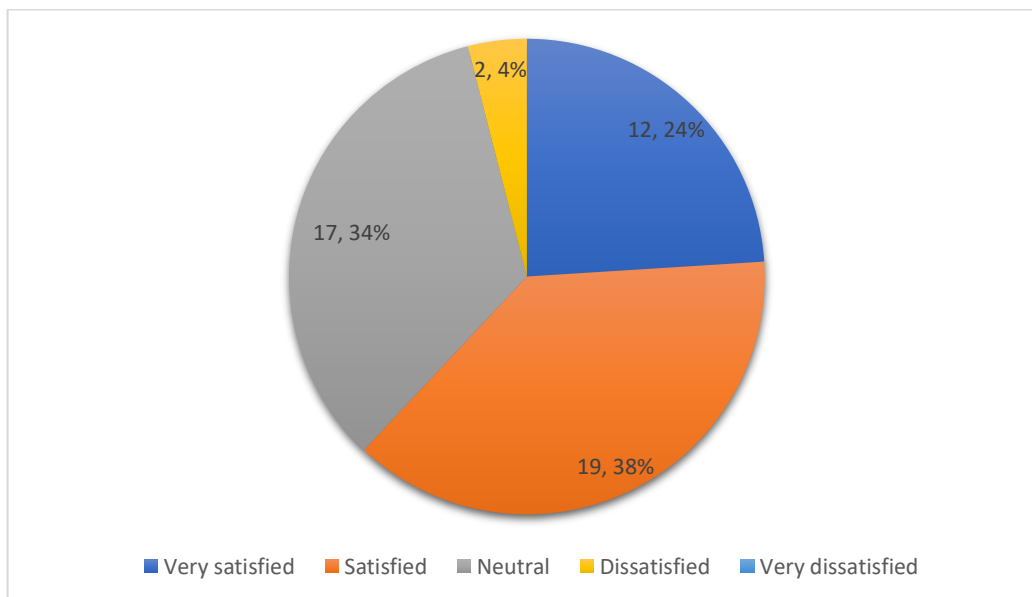
From the above table interpreted that 20% respondents decision influenced by Brand reputation, 16% are Price, 54% are Features / Specifications, 2% are Design / Aesthetics, 6% are Past experience with Samsung and 2% are

Advertising / Marketing, so majority of the respondents are 54% Features / Specifications that influence consumers decision to purchase Samsung mobile phone.

➤ How satisfied are you with the customer service provided by Samsung for mobile phones?

Table 10

Sr. No	Particular	Percentage
1	Very satisfied	24%
2	Satisfied	38%
3	Neutral	34%
4	dissatisfied	4%
5	Very dissatisfied	-



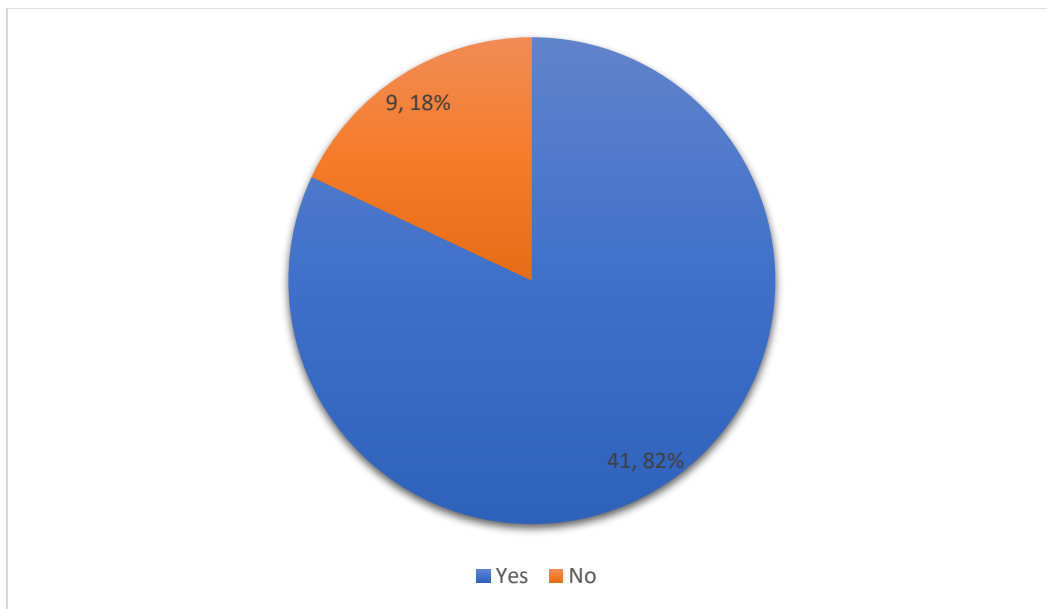
**Interpretation:**

From the above table interpreted that 24% respondents are Very satisfied, 38% are satisfied, 34% are Neutral, and 4% are Dissatisfied, Majority of the respondents are Satisfied with 38%.

- Are you willing to try other brands mobile phone apart from Samsung in the future?

Table 11

Sr. No	Particular	Percentage
1	Yes	82%
2	No	18%

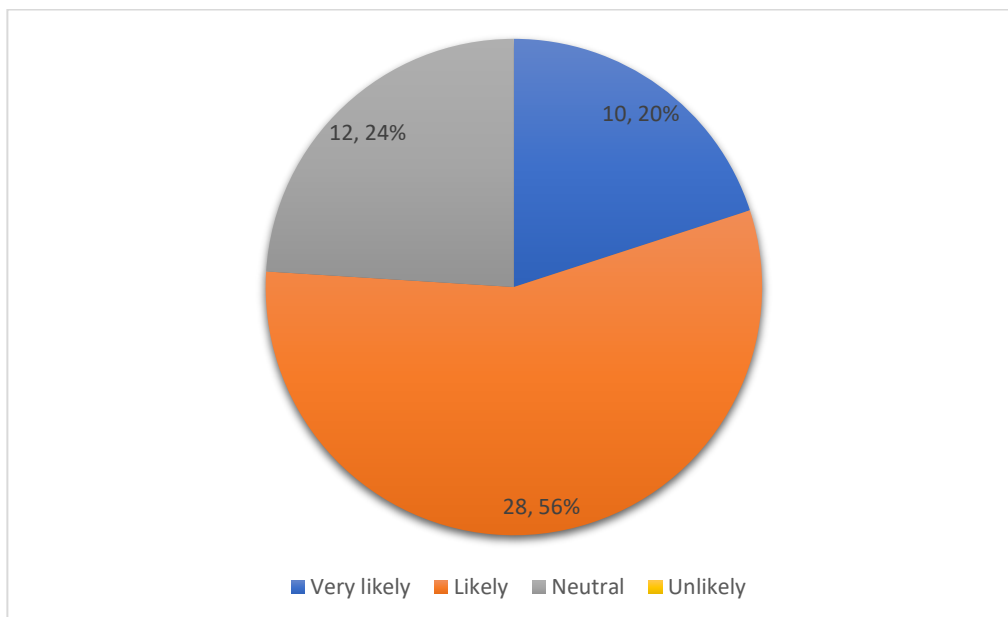
**Interpretation:**

From the above table interpreted that 82% respondents are Yes, and 18% respondents are No, majority of the respondents are Yes 82%.

- How likely are you to recommend Samsung mobile phone to others?

Table 12

Sr. No	Particular	Percentage
1	Very likely	20%
2	Likely	56%
3	Neutral	24%
4	Unlikely	-



### Interpretation:

From the above table interpreted that 20% respondents are Very likely, 56% are Likely, and 24% are Neutral, majority of the respondents are 56% Likely to recommend Samsung mobile phones.



# **CHAPTER 7**

## **FINDINGS**

## FINDINGS

Based on research objectives the researcher applied appropriate analysis and tools to know about Consumer Buying Behaviour of Samsung Mobile Phones with Respect to Nagpur City From the analysis, the researcher found the important findings of the study. In this section the researcher presents all the findings that had been discovered by using the data are that was collected.

- A. From the above table interpreted are 96% respondents are 18-25, 2% are 26-35 age, and 2% 45-55, majority of 96% is respondent between age 18-25.
- B. Out of 50 respondents' female respondents are 62% and male respondents are 38%. Majority of the respondents are female respondents with 62%.
- C. Out of 50 Respondents 94% respondents were students and 6% of the respondents were employees. Majority of the respondents are students with 94%.
- D. From the above table interpreted that 16% respondents are purchase in Once a year and 24% respondents are from Once every 2-3 years and 28% are purchase in Once every 4-5 years and 32% are Rarely purchase, so majority of 32% respondent from Rarely.

- E. From the above table interpreted that 32% respondents are Samsung, 4% are Apple, and 10% are OnePlus, 10% are Vivo, 16% are Realme and 28% are others, majority of the respondents prefer Samsung.
- F. From the above table interpreted that 34% respondents are Frequently, 32% Occasionally, 32% Rarely and 2% Never, majority of the respondents are frequently encountering the advertisement of Samsung mobile phones.
- G. From the above table interpreted that 32% respondents are purchase Online, 44% purchase from Physical store and 24% purchase Directly from Samsung store, Majority of the respondents are 44% from Physical store.
- H. From the above table interpreted that 80% respondents are Very important, 16% are Somewhat important, and 4% are Not important so majority of the respondents are 80% from Very important.
- I. From the above table interpreted that 20% respondents' decision influenced by Brand reputation, 16% are Price, 54% are Features / Specifications, 2% are Design / Aesthetics, 6% are Past experience with Samsung and 2% are Advertising / Marketing, so majority of the respondents are 54% Features / Specifications that influence consumers decision to purchase Samsung mobile phone.

- J. From the above table interpreted that 24% respondents are Very satisfied, 38% are Satisfied, 34% are Neutral, and 4% are Dissatisfied, Majority of the respondents are Satisfied with 38%.
- K. From the above table interpreted that 82% respondents are Yes, and 18% respondents are No, majority of the respondents are Yes 82%.
- L. From the above table interpreted that 20% respondents are Very likely, 56% are Likely, and 24% are Neutral, majority of the respondents are 56% Likely to recommend Samsung mobile phones.

# **CHAPTER 8**

# **CONCLUSION**

## CONCLUSION

Through this study on the consumer buying behaviour of Samsung mobile phones in Nagpur city, several key insights have been garnered. Firstly, it's evident that Samsung enjoys a significant market presence in Nagpur, with a substantial portion of consumers opting for Samsung mobile phones. This indicates a level of brand loyalty and trust among consumers towards Samsung products.

Secondly, factors such as brand reputation, product features, pricing, and promotional activities play crucial roles in influencing consumers' buying decisions. Samsung's strong brand image, coupled with innovative features and competitive pricing, contribute to its popularity among consumers in Nagpur.

Additionally, the study highlights the importance of understanding demographic characteristics and psychographic traits of consumers in shaping their preferences towards Samsung mobile phones. Factors such as age, income level, lifestyle, and technological proficiency influence consumers' perceptions and choices.

Moreover, the emergence of online channels as a preferred mode of purchase underscores the need for Samsung to adapt its marketing strategies to cater to the changing consumer preferences and behaviours. Enhancing online presence,

providing seamless digital experiences, and leveraging social media platforms can further strengthen Samsung's position in the Nagpur market.

Overall, this study provides valuable insights for Samsung to tailor its marketing strategies and product offerings to better meet the needs and preferences of consumers in Nagpur. By understanding the dynamics of consumer behaviour, Samsung can enhance its market share and maintain its competitive edge in the rapidly evolving mobile phone industry.

**CHAPTER 9**  
**SUGGESTIONS**



## **SUGGESTIONS**

Based on the foresaid findings and the observations made by the researcher during the survey, the following suggestions are made by the respondents of Nagpur district and by the researcher.

Mobile phone usage in rural areas is low when compared to urban areas, hence mobile providers must launch campaigns to raise awareness among rural residents. In order to expand the market, the mobile sector must focus more on the youth group by providing more innovative features. The corporation may sell the Samsung mobile at a fair price and of good quality, resulting in increased product sales. Consumers are devoted to Samsung mobile phones provided the device is of good quality, has a pleasing look, and includes Wi-Fi and Internet connectivity. The Samsung Company may open more service centers that will make customers feel more at ease. Because advertising is so important in drawing a big number of customers, the corporation can choose the most successful medium for advertising the Samsung mobile phone. Television is an effective medium for product promotion.

**CHAPTER 10**  
**BIBLIOGRAPHY**

## **BIBLIOGRAPHY**

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### **Books**

Research Methodology – methods and techniques, C R Kothari

## **ANNEXURE**

## **QUESTIONNAIRE**

1. What is your age group?

- 18-25
- 26-35
- 36-45
- 45-55
- 56 and above

2. What is your gender?

- Male
- Female

3. What is your Occupation?

- Student
- Employee
- Business Person
- Others

4. How frequently do you purchase a new mobile phone?

- Once a year
- Once every 2-3 years
- Once every 4-5 years
- Rarely

5. Which mobile phone brand do you currently use or prefer the most

- Samsung
- Apple
- One plus
- Vivo
- Realme
- Others

6. How often do you encounter advertisement for Samsung mobile phones?

- Frequently
- Occasionally
- Rarely
- Never

7. How do you usually purchase your Samsung mobile phone?

- Online
- Physical store
- Directly from Samsung store

8. How important is brand loyalty to you when purchasing a mobile phone?

- Very important
- Somewhat important

- Not important

9. What factor influences your decision to purchase a Samsung mobile phones?

- Brand Reputation
- Price
- Features / Specifications
- Design / Aesthetics
- Past experience with Samsung
- Advertising / Marketing

10. How satisfied are you with the customer service provided by Samsung for mobile phones?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

11. Are you willing to try other brands mobile phone apart from Samsung in the future?

- Yes
- No

12. How likely are you to recommend Samsung mobile phone to others?

- Very likely
- Likely
- Neutral
- Unlikely