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A Study on Marketing Strategy Analysis of Samsung Mobile

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Abstract: *This paper present about the marketing strategies of Samsung mobile. Fundamental research was been carried out to understand and identify the attitude of people towards the company. Various factors differing from the availability of Samsung products, ownership trends, differencing aspect in Samsung products were identified and analyzed. All these part and many more have been gives important findings as to how the market standing of the company has been always improving even though it has been involved a few controversies. The perception of consumers considered for understanding the market share of Samsung mobiles in India. India is a potential market for mobile phone Industry.*

I. INTRODUCTION

Mobile phones are nowadays basic need for everyone. We use it to keep in touch with our family and friends, Browse, gaming, and for various other purposes. The mobile industries have strong competition and they are forced to bring new technological innovations, and marketing strategies Samsung is one of the trusted brands in mobile market. It has been growing steadily in Indian market. Samsung has good distribution network which helps it to reach the market. To develop the ways in which it create new product and develops new and real markets with a view to offering its customers fitter service.

A. Marketing Strategy Important

Marketing strategy is a clear vision for company's future. A business and clearly laid to strategy helps to positively business goals, activities, aims and strategy marketing to prioritize each of your tasks as they arrive. Marketing strategies can help you to greatest the resources at your trading. Marketing plan makes up an development large part of marketing strategy company.

B. Marketing strategy of Samsung:

- 1) Marketing strategy explains how to identify our customers?
- 2) How to reach them? And how to retain them?

Samsung follows a good marketing strategy. It has covered its customers through ads, Samsung spends made on ads and marketing. Its distribution and direct deals help in watching the customers and after sales service help in retain the customers.

C. Benefits Of Marketing Strategies

- 1) Translate the company objectives, mission, vision into effectives of marketing initiatives.
- 2) Marketing increase sales
- 3) Marketing planning promotes successful marketing operators
- 4) Marketing is the promotion of your business getting the recognition and attention of your target
- 5) Going hand-in-hand with this is the enhanced brand recognition
- 6) The most important benefit of marketing is therefore quite simply improving the businesses profits by boosting of sales
- 7) Marketing is cheaper than traditional form of marketing.

II. REVIEW OF LITERATURE

A. Marketing comes in a advanced variety of flavors based on audience, and business in today's enlarge and dynamic market place.

- 1) *Kotler Keller:* A successful marketing plan should be developed based on the customer's value, creating, delivering, capturing and sustaining the customer value is important.
- 2) *Drucker, 1973:* this configuration is appropriate to develop a good marketing strategy we should know company mission. The main trends which are already probable and to propose in which a new competitive strategies can be fashioned to effort. What

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our business is? Who are our customers? Value of the customers and what should be the future of business.

- 3) *Noble and Mokwa (1999)* In this research work, the main drawback firms performance is that failure to implement the formulated marketing strategies.
- 4) *Hart (1992)* the strategy reveals that conclusive reads of top managers and organizational members play a very important role in strategy marketing. The common approaches important situation is few managers control the strategy development.
- 5) *Jain (1989)* the suitability of marketing strategy would be strategy's impact on company's performance.
- 6) *Levitt (1983)* The decision about marketing strategy depends on the goals of the organization, target market, an needs of the customers, company's performance depends on its marketing activities, customers need should be concentrated rather than concentrating what they think.
- 7) *Prasad .S* In this study a customer attitude model was developed to know the attitudes of customers Indian young stars are very conscious about the Smartphone they choose.
- 8) *Okazaki & Taylor (2010)* A Survey was conducted among the senior executive of MNC's, to know the factor that affected their decisions while adopting SMS based advertising, 55 senior executives were surveyed, the findings suggest that brand building as a strongest and positive factor.

B. Objectives of Marketing Strategy

- 1) To study the customer perception towards Samsung mobile.
- 2) To study the factor influence the purchase decision of Samsung mobile
- 3) To study impact of technology affects the sales of Samsung mobile.

C. Hypothesis

H₀- There is no association between Genders and decision to purchase of Samsung mobile phone.

H₀-There is no significant relationship between Education of the respondent and excellent feature of Samsung mobile phone.

III. RESEARCH METHODOLOGY

Research design	Descriptive research design
Sampling-method	Non-Probability sampling - convenience sampling
Sampling Area	Vellore
Sample size	80 respondents
Data collection	Survey - questionnaire
Data analysis	Spss 16 version

Source – primary data
 Demographic profile
 Data Analysis

A. Demographic Factor

A description of an employee includes Gender, Age, Designation, Educational Qualification, Income.

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Table No.1
 Demographic profile

Demographic Profile		No of respondents	Percentage
Gender	Male	37	47
	Female	43	53
Age	Under 20 years	19	23.75
	21-30 years	38	47.5
	31-40 years	11	13.75
	41-50 years	9	11.25
	Above 50 years	3	3.75
Educational Qualification	Secondary level	7	8.75
	Higher secondary level	10	12.5
	Graduate/Diploma	28	35
	Post-graduate	28	35
	Professional	5	6.25
	Others	2	2.5
Designation	Private	33	41.25
	Public	8	10
	Self-Employed	7	8.75
	Business	5	6.25
	Student	22	27.5
	Others	5	6.25
Monthly income	Up to Rs.20000	52	65
	Rs.20000- Rs.30000	16	20
	Rs.30000- Rs.40000	3	3.75
	Above Rs.40000	9	11.25

From the above it is depicted that 53% of the respondents are female that follows 47.5% of the respondents are from the age group 21-

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30 years that follows 35% of respondents as graduate/diploma and post-graduate and most of respondents get below up to 20,000 of monthly income level.

Table No.2 Preference to Purchase a smart phone

Options	No of respondents	Percentage
Good previous experience	24	30
Friends recommendations	37	46.25
Internet Reviews	6	7.5
Printed ads	2	2.5
Television	6	7.5
Social Media	3	3.75
Other	2	2.5
Total	80	100

The above table reveals majority 46.25% of respondent decide to buy smart phone from their friend recommendation and least 2.5% of respondents decide to buy smart phone from printed advertisement.

Table No.3 Necessity of progress aspects

Options	No of respondents	Percentage
Buy it without this feature	30	37.5
Yes it is rather important	35	43.7
No it is not really important	7	8.7
No it is not important at all	8	10
Total	80	100

The above table reveals that majority 43.75% of respondent necessity of advance feature to purchase smart phone and 8.75% respondent necessity of advance feature is not really important to purchase smart phone.

Table No.4 Feature affects the buying of Samsung mobile

Options	No of respondents	percentage
Camera	12	15
Internet/applications	30	37.5
Text messaging	4	5
Gaming	8	10
Other utilities	4	5
Above all	22	27.5
Total	80	100

The above table reveals that majority 37.5% of respondent's opinion that internet application and usage is favorite feature in

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Samsung mobile and only 5% respondent opinions that text message and other utilities are favorite feature in Samsung mobile.

Table No.5 Preference of purchase

Options	No of respondents	Percentage
Mobile shop	39	48.75
Online	19	23.75
Place that offer	6	7.5
Installment	10	12.5
Any Place	3	3.75
Store to my home or work	2	2.5
Other	1	1.25
Total	80	100

The above table reveals that majority 48.75% of respondents prefer to purchase mobile in exclusive Samsung outlet and least 2.5% of respondents prefer to purchase where the store near to home or work place.

Table No6.1

Gender of the respondents * decision to purchase

Table No6.2

		Decision to purchase							Total
		Good previous experience	Friends recommendations	Internet reviews	Printed ads	Television	Social media	others	
Gender wise respondent	Male	17	11	5	2	2	0	1	38
	Female	8	24	2	3	2	2	1	42
Total		25	35	7	5	4	2	2	80

From the cross tabulation it reveals that majority of female respondents reveals that friend recommendations is the major source to purchase Samsung mobile phone.

Testing the Hypothesis

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.383 ^a	6	.077
Likelihood Ratio	12.362	6	.054
Linear-by-Linear Association	1.341	1	.247
N of Valid Cases	80		

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Chi –square test is used to prove the hypothesis.

H₀- There is no association between Genders and decision to purchase of Samsung mobile phone.

H₁- There is association between Genders and decision to purchase of Samsung mobile phone.

The Chi-square value is 11.383 and p value is .077 >.05, hence the null hypothesis is accepted and alternative hypothesis rejected.

Table No.7
 Education of the respondents * Excellent feature offered by Samsung mobile
 Cross Tabulation

		excellent features to Samsung mobile				Total
		yes i wouldn't buy it without this feature	yes it is rather important	no it is not really important	no it is not important at all	
education wise distribution	secondary level	2	2	2	2	8
	higher secondary level	4	4	0	1	9
	graduation/diploma	11	15	2	1	29
	post-graduate	10	11	2	4	27
	Professional	2	1	1	1	5
	Others	0	2	0	0	2
Total		29	35	7	9	80

Source - primary data

Table No.7.1
 Education and excellent feature offered by Samsung mobile
 ANOVA

education wise distribution					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.760	3	.253	.190	.903
Within Groups	101.190	76	1.331		
Total	101.950	79			

Source-primary data

H₀- accepted by ANOVA test from table number 7.4 the F value is .190 and the p value is .903 > .05. So null hypothesis is accepted.

There is no relationship between Education of the respondents and excellent feature of Samsung mobile phone.

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IV. FINDINGS

53.7% of the respondents are female, which is highest recorded percentage.

23.7% of the respondents fall on the age group below 20 years, which is highest recorded percentage that followed by 3.7% of the respondents falls Above 50 years.

35% of the respondents belong to graduate/diploma and post graduate, which is highest recorded percentage.

41.2% of the respondents working private sector, which is highest recorded percentage.

65% of the respondents are getting below Rs.20000 income per month.

27.5% of the respondents feel that feature of the Samsung mobile phone is old.

29% of the respondents are satisfied with the new technology of Samsung mobile phone.

33.7% of the respondents are satisfied with the new mobile version of Samsung mobile phone.

34% of the respondents say that they know about Samsung mobile from their friends.

48% of the respondents feel product offer is good.

53% of the respondents feel that price of Samsung mobile is affordable then it competitors.

43.7% of the respondents reveal that excellent feature of Samsung mobile motivate them to purchase.

37.5% of the respondents say that there favorite feature is internet browsing and applications usage of Samsung mobile phone.

73.7% of the respondents agree that price is very reasonable of Samsung mobile phone.

It is found out from chi-square test that gender does not hinder respondents decision to purchase from Samsung mobiles.

It is found out from anova table that education has no association with buyer's decision of Samsung mobiles considering its excellent features.

V. SUGGESTIONS

- A. In order to attract and make the customer to purchase through online, the company can provide special offer who purchase through online mode.
- B. From the table No 7.1 is found that there is no relation between education level of respondent and excellent feature of mobile. So this prove that latest technology is required all type of people, so marketing strategy can be adopted to retain the old customer as well as to bring new customer. Provide the product with latest technology as well as user friendly model.

VI. CONCLUSION

The conclusion of this research of Samsung mobile is expected to show another success by making the right strategic decision. They have positioned their products well, and they have let their customers know they are offering something for everyone. This research each study help the company to make right position of product in the market. This study help the researches for further research.

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