

RESEARCH PROJECT
ON
"SAMSUNG BRAND CONSUMER PREFERENCE"
SUBMITTED FOR THE PARTIAL FULLFILMENT OF THE REQUIREMENT FOR THE
AWARD OF

B.COM (HONOURS)
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SUBMITTED BY

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UNDER THE GUIDENECE OF

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ACKNOWLEDGEMENT

I express my gratitude to Mr. Tej Singh my guide. Who guided me through the project and also gave valuable suggestions and guidance for the completing the project. He help me to understand the intricate issues involved in making the project, besides effectively presenting it. These intricacies would have been loss otherwise. My project has been a success only because of his guidance.

Shashank

1708101067

DECLARATION

Title of undertaking report" Samsung brand customer preference"

I comprehend what unoriginality is and I am mindful of the College's approach in such manner The work put together by me in half way satisfaction of the prerequisite for the honour of degree Boom (Hones) assessment in this is my own; it has not recently been introduced for another appraisal.

I proclaim that Samsung brand consumer preference" this is my unique work.

(a) I have not utilized work recently delivered by another under study

or some other individual to submit it as my own.

(b) I have not allowed, and won't license, anyone to duplicate my work to make it look like their own work.

(c) The work fits in with the rules for format, substance and style as set out in the Guidelines and Rules.

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Name of student- Shashank Joshi

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INTRODUCTION

It was established by Lee Bushel in 1938. Since 3 decades the company is the king in the manufacturing sector of smartphones and television it has also given many people employment. The strength of working employees is also a record of this company. And it is growing its sectors immensely and diversifying its products with very new forms

of technology.

COMPANY PROFILE

Samsung Gadgets started its tasks in India in December 1995 and is largest smartphone maker it has established in many countries and it the most powerful labour in terms of technology and advancement. It is very important to understand that Samsung enjoys to market share in many countries and it has very big investments in India too. In NCR Noida we have the largest producer of smartphones in the world

Sriperumbudur office fabricates Shading TVs, Completely Programmed Front Stacking Clothes washers, Coolers and Split Forceair systems. Samsung India has three Research and development Focuses in India—two in NCR

LITERATURE REVIEW

Forward-looking estimates energized surprising execution and started unrivalled advancements, including large scale manufacturing of the world's first 20nm Measure and V-NAND with 3-piece innovation; the dispatch of a cell phone with the world's initially bended showcase; wearable gadgets.

Objectives

- To identify the brand preference of the customer
- To know the satisfaction level of the customer towards the services given
- To know the major problem that are faced by the customers
- To know the level of build quality of Samsung

Research methodology

It is as follows

Universe- Samsung industries pvt ltd

Sample size- 55

Technique- Convenient

Method used- Questionnaire

Study- Secondary

Samsung Marketing Strategy

Samsung has a huge item portfolio in a few item classes. The brand picture driver for Samsung is the Samsung Cell phones, for example, the Samsung world arrangement. In general, Samsung is available in the accompanying item classes.

Items in the promoting blend of Samsung:-

- 1) Tablets
- 2) TVs – LEDs, LCDs. Plasma television, Savvy television, HDTV and so on
- 3) Cameras and Camcorders
- 4) Coolers
- 5) Forced air systems
- 6) Clothes washer
- 7) Microwaves
- 8) IT – Workstations, printers and extras) Cell phones – Advanced cells, typical telephones

Samsung is the market leader in its way the way of marketing is very good and many small companies also try it. There is no player in the market who can give a straight competition to Samsung

My findings

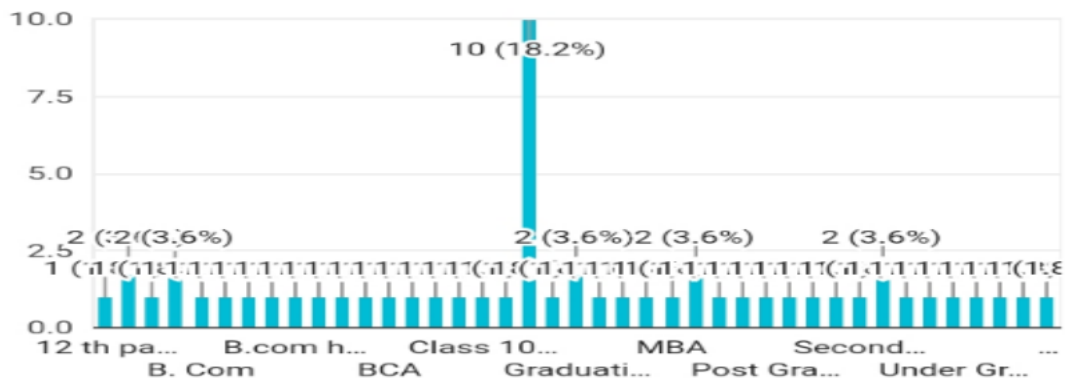
It has opinions of different people some of them are just students or some of them are employees in different companies so that's why these findings are very different in

nature. Everyone has given there different opi ni ons based on there use and knowl edge about the company.

These are as fol l ows-

Qualification

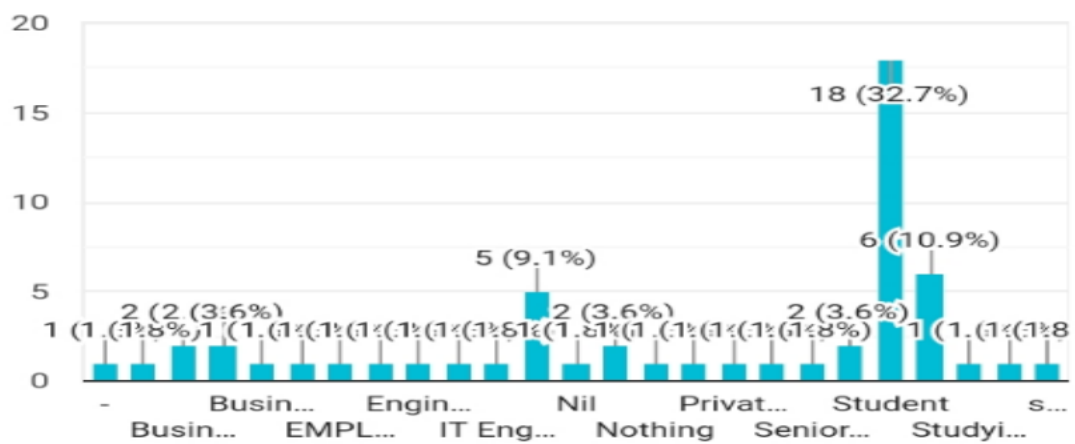
55 responses



Qual i f i c a t i o n o f t h e p e o p l e u s i n g a n d n o t u s i n g
S a m s u n g p h o n e

Occupation

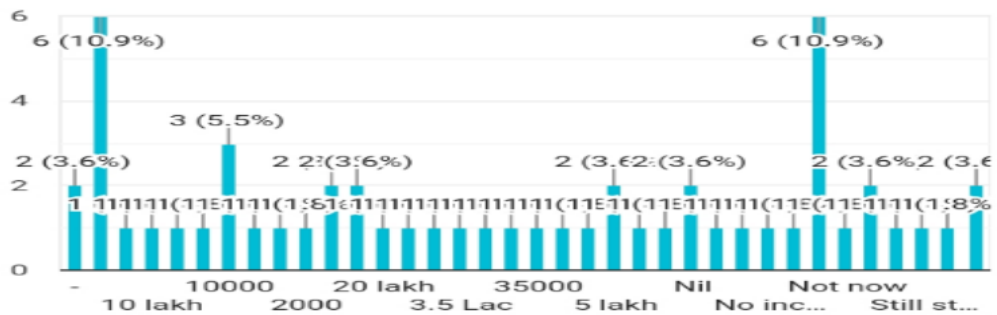
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Occupation of the people using and not using Samsung phone

Income

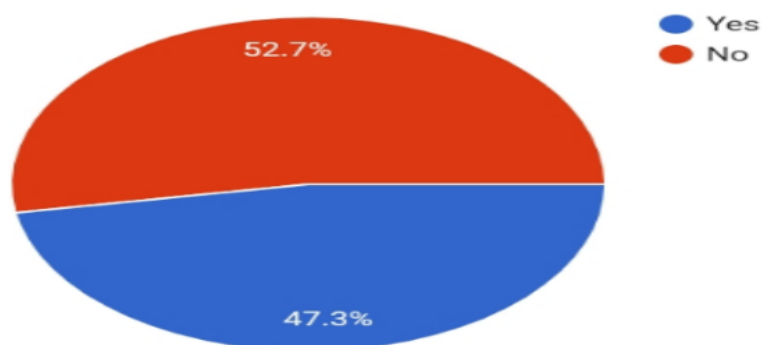
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Income of people using and not using Samsung phone

Are you using samsung smartphone

55 responses

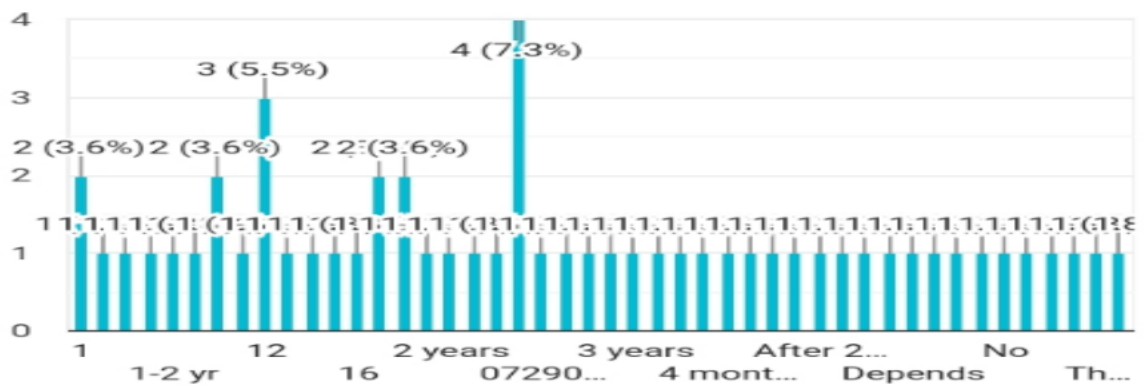


The chart shows the number of people using and not using Samsung phone. The part which is of red color is showing the people not using Samsung phone and the blue color is showing number of people who are using the Samsung phone. It is quite disturbing that how a company having millions turns over but people are not using their

smart phone which directly indicates that people are not interested in purchasing the Samsung phone

After how months do you change your smartphone

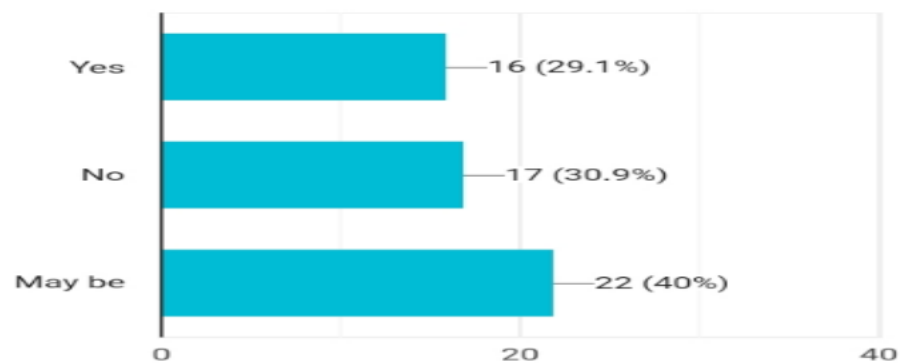
55 responses



This shows the frequency that how much time people take to change their smart phone

Do you read the user manual given with the smartphones

55 responses

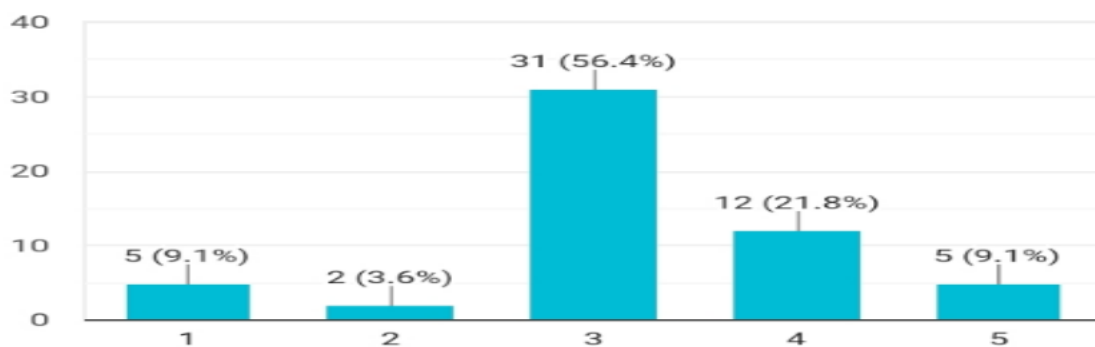


This bar graph shows that how many buyers of smart phone read the instructions manual which is given to them when they purchase their phone

All over rating of samsung smartphones



55 responses

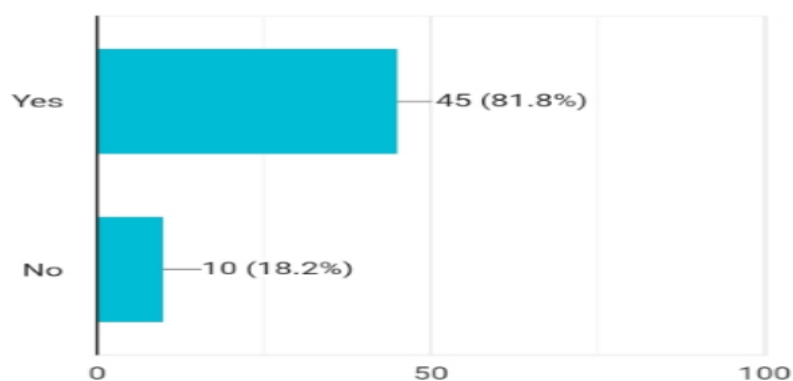


This shows that how much rating people are giving to the Samsung phone. Most of the people are giving the Samsung Smartphone .3

Are you satisfied with the features of the smartphone



55 responses



This shows the number of people who are satisfied and not satisfied with their Samsung smartphone

Concl usi on

Samsung has put itself effectively in the situation of market pioneer in electronic items. In spite that there were some destruction in deal and benefit. Through this report i got to know that samsung olny needs to work in its more stablity of phone like there is charging and probl em of ram in the Samsung phone. But the marketing department is working very good because peopl e who are not using it still know its name samsung. Samsung will al ways be a brand

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