

**“A study on Brand awareness and Brand preference with
special reference to Ernakulam District”**

Dissertation submitted to

MAHATMA GANDHI UNIVERSITY, KOTTAYAM

In partial fulfilment of the requirement for the degree of

BACHELOR OF COMMERCE

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(Affiliated to Mahatma Gandhi University

Accredited by NAAC with “A+” Grade)

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BONAFIDE CERTIFICATE

This is to certify that this dissertation entitled “**A study on Brand awareness and Brand preference with special reference to Ernakulam District**”, has been prepared by **Pranav Manoj, Antony Shaiju and Fathima Faisna Noushad** under my supervision and guidance in partial fulfilment of the requirement for the Degree of Bachelor of Commerce of Mahatma Gandhi University. This is also to certify that this report has not been submitted to any other institute or university for the award of any degree.

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DECLARATION

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CONTENTS

SL. NO.	TITLE	PAGE.NO
1.	INTRODUCTION	1-5
2.	REVIEW OF LITERATURE	6-9
3.	THEORETICAL FRAMEWORK	10-19
4.	DATA ANALYSIS & INTERPRETATION	20-42
5.	FINDINGS, SUGGESTIONS & CONCLUSION	43-48
6.	BIBLIOGRAPHY	---
7.	APPENDIX	---

LIST OF TABLES

TABLE NO.	LIST OF TABLES	PAGE NO.
4.1	AGE OF RESPONDENTS	21
4.2	GENDER OF RESPONDENTS	22
4.3	EDUCATIONAL QUALIFICATION OF RESPONDENTS	23
4.4	OCCUPATION OF RESPONDENTS	24
4.5	INCOME OF RESPONDENTS	25
4.6	FAMILIARITY WITH SAMSUNG PRODUCTS	26
4.7	HEARD ABOUT FOLLOWING SAMSUNG PRODUCTS	27
4.8	RATING OF SAMSUNG PRODUCTS ON THE BASIS OF AWARENESS	28
4.9	SAMSUNG PRODUCTS PURCHASED BY THE CUSTOMERS	29
4.10	SAMSUNG PRODUCTS CURRENTLY USED BY CUSTOMERS	30
4.11	HOW LONG OWN SAMSUNG PRODUCTS	31
4.12	KNOW ABOUT SAMSUNG BRAND	32
4.13	RATE THE SATISFACTION LEVEL ON USE OF SAMSUNG PRODUCTS	33
4.14	ADVERTISEMENT INFLUENCES PURCHASE DECISION	34
4.15	MOST NOTICED MEDIA ADS OF SAMSUNG	34
4.16	ATTITUDE TOWARDS CALLS FROM A DEALER	35
4.17	MOST DOMINATING REASON FOR PREFERENCE ON SAMSUNG	36
4.18	RATE THE QUALITY OF SAMSUNG PRODUCTS	37
4.19	OPINION ABOUT AFTER SALES SERVICE OF SAMSUNG	37
4.20	WILL STICK TO THE SAME BRAND IF PRICE IS INCREASED	38
4.21	IF SAMSUNG BRAND IS NOT READILY AVAILABLE	39
4.22	LOYAL CUSTOMERS FOR SAMSUNG PRODUCTS	40
4.23	USAGE OF SAMSUNG PRODUCTS BECAUSE IT IS READILY AVAILABLE	41
4.24	LEVEL OF EMOTIONAL ATTACHMENT TO SAMSUNG BRAND	42

4.25	COMPANY'S VISION RESPONSE	
4.26	IDENTIFICATION OF SAMSUNG	
4.27	RECOMMENDATION OF SAMSUNG BRAND TO OTHERS	
4.28	WHEN HEARD ABOUT SAMSUNG WHICH COMPETITOR'S NAME COMES IN MIND OF CUSTOMERS	
4.29	PROBLEM WITH SAMSUNG PRODUCTS PURCHASED BY CUSTOMERS	
4.30	WHICH OF THE FOLLOWING HELPS TO CREATE A GOOD BRAND IMAGE OF SAMSUNG	

LIST OF FIGURES

TABLE NO.	LIST OF FIGURES	PAGE NO.
4.1	AGE OF RESPONDENTS	21
4.2	GENDER OF RESPONDENTS	22
4.3	EDUCATIONAL QUALIFICATION OF RESPONDENTS	23
4.4	OCCUPATION OF RESPONDENTS	24
4.5	INCOME OF RESPONDENTS	25
4.6	FAMILIARITY WITH SAMSUNG PRODUCTS	26
4.7	HEARD ABOUT FOLLOWING SAMSUNG PRODUCTS	27
4.8	RATING OF SAMSUNG PRODUCTS ON THE BASIS OF AWARENESS	28
4.9	SAMSUNG PRODUCTS PURCHASED BY THE CUSTOMERS	29
4.10	SAMSUNG PRODUCTS CURRENTLY USED BY CUSTOMERS	30
4.11	HOW LONG OWN SAMSUNG PRODUCTS	31
4.12	KNOW ABOUT SAMSUNG BRAND	32
4.13	RATE THE SATISFACTION LEVEL ON USE OF SAMSUNG PRODUCTS	33
4.14	ADVERTISEMENT INFLUENCES PURCHASE DECISION	34
4.15	MOST NOTICED MEDIA ADS OF SAMSUNG	34
4.16	ATTITUDE TOWARDS CALLS FROM A DEALER	35
4.17	MOST DOMINATING REASON FOR PREFERENCE ON SAMSUNG	36
4.18	RATE THE QUALITY OF SAMSUNG PRODUCTS	37
4.19	OPINION ABOUT AFTER SALES SERVICE OF SAMSUNG	37
4.20	WILL STICK TO THE SAME BRAND IF PRICE IS INCREASED	38
4.21	IF SAMSUNG BRAND IS NOT READILY AVAILABLE	39
4.22	LOYAL CUSTOMERS FOR SAMSUNG PRODUCTS	40
4.23	USAGE OF SAMSUNG PRODUCTS BECAUSE IT IS READILY AVAILABLE	41
4.24	LEVEL OF EMOTIONAL ATTACHMENT TO SAMSUNG BRAND	42

4.25	COMPANY'S VISION RESPONSE	37
4.26	IDENTIFICATION OF SAMSUNG	38
4.27	RECOMMENDATION OF SAMSUNG BRAND TO OTHERS	39
4.28	WHEN HEARD ABOUT SAMSUNG WHICH COMPETITOR'S NAME COMES IN MIND OF CUSTOMERS	40
4.29	PROBLEM WITH SAMSUNG PRODUCTS PURCHASED BY CUSTOMERS	41
4.30	WHICH OF THE FOLLOWING HELPS TO CREATE A GOOD BRAND IMAGE OF SAMSUNG	42

CHAPTER - 1
INTRODUCTION

CHAPTER - 2
REVIEW OF LITERATURE

CHAPTER - 3
THEORETICAL FRAMEWORK

CHAPTER - 4
DATA ANALYSIS AND INTERPRETATION

CHAPTER - 5
FINDINGS, SUGGESTIONS AND CONCLUSION

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ANNEXURE

QUESTIONNAIRE

Dear Madam/Sir,

We, the student of Bharata Mata College, Thrikkakara is engaged in during a dissertation on **“A study on Brand awareness and Brand preference with special reference to Ernakulam District”**.We request your kind response in this regard by filling up this questionnaire. We assure you that the data collected will be kept confidential and only for academic purpose.

1. Name :
2. Age
 - Below 20
 - 20-40
 - Above 40
3. Gender
 - Male
 - Female
 - Others

4. Educational qualification

- Graduation
- Post graduation
- Professional
- Technical qualification

5. Occupation

- Student
- Govt employee
- Non govt employee

6. Income

- Below 25000
- 25000-50000
- 50000-100000
- Above 100000

7. How familiar you are with Samsung products?

- Never heard it
- I am aware but never used
- Used it only sometimes
- Use it on a regular basis

8. Have you heard about the following products of Samsung?

Yes No

Television

Washing machine

Smart phone

Refrigerator

Laptop
Air conditioner
Microwave
Printer

9. Rate the following products of Samsung on the basis of your awareness

High Moderate Poor

Television
Washing machine
Smart phone
Refrigerator
Laptop
Air conditioner
Microwave
Printer

10. Have you ever purchased the following Samsung products?

Yes No

Television
Washing machine
Smart phone
Refrigerator
Laptop
Air conditioner
Microwave
Printer

11. Do you currently use any Samsung products?

Yes No

Television
Washing machine

Smart phone
Refrigerator
Laptop
Air conditioner
Microwave
Printer

12. How long do you own Samsung products?

- Less than 6 months
- 1-3 years
- 3-5 year
- More than 5 years

13. How did you come to know about Samsung brand?

- Friends/Relatives
- Television/Radio
- Newspaper/Magazines
- Internet
- Dealers

14. How would you rate your satisfaction level on use of Samsung products?

- Highly satisfied
- Satisfied
- Average
- Poor
- Very poor

15. Does advertisement influences yours purchase decision?

- Yes, always
- Sometimes
- Never

16. Which among the following media ads of Samsung you have noticed the most?

- Television
- Radio
- Internet
- Newspaper/magazine
- Poster/hoardings

17. What is your attitude towards calls from an dealer?

- I do not entertain such calls
- I get irritated and scold them
- I listen to them but calmly say no
- I don't forward such calls

18. Choose the most dominating reason for your preference on Samsung?

- Affordable price
- Long durability
- Easy to use
- Safe
- Stylish
- Essential
- Good after sales service
- Easy availability

19. How would you rate the quality of Samsung products?

- Highly satisfied
- Satisfied
- Good
- Not satisfied

20. What is your opinion about after sales service of Samsung according to your experience?

- Excellent
- Very good
- Good
- Average
- Poor

21. Will you stick to the same brand Samsung if the price is increased

- Yes, I prefer Samsung irrespective if price increases
- No , I may look for different brands

22. If Samsung brand is not readily available what will you do?

- Postpone purchase
- Switch over to other brands
- Search for our brand

23. Are you a loyal customer for Samsung products?

- Yes always, I stick to Samsung
- No ,I keep experimenting new brands

24. Do you use Samsung products because it is readily available?

- Yes
- No
- Mostly

25. How would you describe your level of emotional attachment to Samsung brand?

- Highly attached
- Moderately attached
- No emotional attachment

26. Do you know company's vision?

- Yes
- No

27. Can you identify Samsung logo

- Yes
- No

28. How likely would you recommend Samsung brand to others?

- Yes ,always
- For some products only
- Never recommend

29. When you heard about Samsung, which competitor's name comes to you mind?

- LG
- Onida
- Sony
- Haier
- Whirlpool

30. Have you had any problem with Samsung products you have purchased?

- Yes sometimes
- No, I had not
- Yes always

31. As per your opinion which of the following helps to create a good brand image of Samsung?

- Promotional measures (discounts)
- Communication
- Good value added services
- Quality of products
- Competitive pricing

1.1 INTRODUCTION

Now a day's companies utilize various strategies in order to attract new customers, retain current customers and differentiate their product from their competitors. Perhaps, the most important and effective strategy to influence consumer behavior in the product selection is using the brand for the products. Brands are valuable to customers for two reasons: first, they lower their risks for consumers. Second, it results in decision making costs being reduced. Furthermore, brands can help buyers make decisions more easily, guarantee a certain level of quality, and or foster trust. Branding is the process of creating a distinct identity, giving a meaning to specific organization, company, product or services. A brand is a name, term, design, symbol or any other features that identifies one seller's good or service as distinct from those of other sellers. Therefore, brands are significant because they help customers distinguishing a company. Customers can choose from a wide variety of brands, but they have a limited amount of time. The brand helps the customers in decision making to purchase a right product with less risk.

Therefore, we deal with two important concepts: consumer behavior and brands. The study of consumer behavior examines how people or groups choose, acquire, use or discard goods, services, concepts or experience to satiate their needs and desires. On the other hand a brand is a name, term, sign, symbol etc. to identify the goods or services. People think that the brand and product are same, but they are different. A product can be copied by a competitor and is made in factory, a brand is unique.

Our aim in this study is to show the influence of Samsung brand on consumer purchasing behavior. Samsung is a South Korean company that is one of the world's largest producers of electronic devices. Samsung brand specializes in the production of a wide variety of consumer and industry electronics including appliances, digital media devices, 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. Samsung was founded by Lee Byung – chul in 1938 as a trading company. Samsung entered in electronic industries in the late 1960s. As the Samsung brand became popular and best in the world it greatly influence the purchasing behavior of the consumer.

Samsung uses different kinds of promotional measures such as advertising and selling strategies. Also they promote their new products, up gradations, offers and discounts etc through social media platforms. Consumer purchasing behavior helps them a lot in achieving their goals. The aim of the Samsung brand is to increase profit and give equal importance to customer satisfaction.

1.2 OBJECTIVE

- To know factors influencing consumer buying behavior.
- To find out the competitive difference of Samsung brand with other electronic brand or other brand.
- To understand the concept of branding and consumer behavior.
- To know the branding strategies adopted by the Samsung company.

1.3 SIGNIFICANCE OF THE STUDY

With the help of an intensive research through books, articles and internet, it was found that even though 'Samsung' brand is a widely used brand by customers with the studies related to its working, perceptions of consumers towards its services and influence of branding on consumer purchasing behavior. Studying consumer behavior is important because it helps marketers understand what influences consumer buying decisions. By understanding how consumers decide on a product, they can fill in the gap in the market and identify the products that are needed and the products that are obsolete.

1.4 SCOPE OF THE STUDY

This study is based on the data collected from customers using Samsung brand products, and to know about the scope of consumer behavior may describe the decision process and individual engagement in evaluating, acquiring using goods and services. The present study to evaluate the performance of Samsung products are : The information has been under taken to know the function of Samsung products, the study will help you to identify the strength and weakness of Samsung products, the period of study regarding the information given by Samsung products.

1.5 STATEMENT OF PROBLEM

Samsung electronics is facing a major problem with Taiwanese company TSMC stripping semiconductor market share from the south Korean manufacturer that has resulted in the tech giant reporting a 16% fall in profits at its semiconductor division with some concerned about future components for Samsung own products. The competitors like apple, Sony, Dell, HP are the main buyers of Samsung Electronics products as well as the firm's main competitors, such situation would be favorable to Samsung like the competitors could not find complementary products a relatively low share Samsung's revenue, because of it could use its bargaining power over competitors. Due to reserve conditions like competitors can find complimentary and they form a relatively high share of firm's revenues, the Samsung cannot use its bargaining power over competitors as it can easily lose its customer and sales. Software and OS production has a high profit margin, can increase integration of company's products and brand loyalty. Samsung is a hardware leader but has too much of dependence for software from other parties, without strong software and OS Samsung is at disadvantage over its competitors. Chinese products focus on economics of scale and dump into Indian market for lesser cost. These results Samsung Company get a reduction of sales and lose the market share.

1.6 RESEARCH METHADODOLOGY OF THE STUDY

1.6.1 TOOLS FOR DATA COLLECTION

- **PRIMARY DATA**
The primary data is collected through questionnaire method. Questionnaires were distributed to the people in Ernakulam District who are using Samsung products.
- **SECONDARY DATA**
The secondary data is collected through books, journals, internet etc.

1.6.2 SAMPLING DESIGN

- **SAMPLE SIZE**
The sample size taken for the study is 50 and it represents the number of respondents.
- **SAMPLING TECHNIQUE**
Simple random technique is used for the study.
- **STATISTICAL TOOL**
Statistical tools like percentage method, bar diagram and pie chart are used for analyzing and interpreting the data.

1.7 LIMITATIONS OF THE STUDY

- The study is carried out only with sample of 50 respondents, hence the results cannot be considered for generalization.
- Bias of the respondents may affect the study.

1.8 CHAPTERISATION

- Chapter-1 Introduction includes significance, statement of the problem, objectives, scope, research methodology and limitation of the study etc.
- Chapter-2 Review of literature includes the study of the prevalent materials which are related to topic of research.

- Chapter-3 theoretical Framework includes history, objective, features, advantages and disadvantages of branding, objective of branding, importance, characteristics etc.
- Chapter-4 Data Analysis and interpretation includes tables, figures and interpretations of each question answered by the respondents.
- Chapter-5 Findings, Suggestions and Conclusion includes the reports made on valuing each graph.

REVIEW OF LITERATURE

A literature review is an objective, through summary and critical analysis of the relevant available research and non-research literature on the topic being studied.

In this chapter, the concept relevant to the present study are compiled and presented in a logical order. To support and enrich the theoretical orientation of the present study, an attempt was made to review similar and relevant past studies and literature available in books, scholar, journals, magazines, newspaper and other resources. There is a great body of literature and previous studies which discussed branding, its influence on purchasing behavior, purchase intention, brand image etc.

- ❖ According to Schmitt (1999), branding cannot only be seen as an identifier. He states that a memorable name and a good image are not enough. A company has to deliver experiences. Schmitt suggested two approaches, to branding; the first is to see the brand as an identifier where the names, logos and slogans give the consumer awareness and specific image. The other approach is to see the brand as an experience provider where the names, logos, slogans, events and other consumer contact give the consumer sensory, affective, creative relations and lifestyles with the brand. A brand's image is also defined as an explanation of what the firm has to offer, including the symbolic significance that the company's products and services have for their target audiences. An understanding of a brand in the minds of customers is called a brand image. Only the brand's distinct edge, strong reputation, popularity, trust, and readiness to deliver the finest service may increase the fair and positive perception.

- ❖ In regard to Marten P (2003) Consumer behavior is significantly influenced by social proof. The opinions of others, including those of friends, family, and online reviews, frequently have an impact on consumers. Famous brands take advantage of this by developing appealing products and marketing strategies that encourage positive buzz and word-of-mouth. Another strategy used by brands to convince customers to buy their goods is emotional branding. Through advertisements, slogans, and brand positioning, emotional branding appeals to the emotions, aspirations, and wishes of people. Brands may, for instance, employ advertisements to inspire joyful or nostalgic feelings, which might help people associate the brand favorably with those feelings. Aspects of branding that have a significant impact on customer behavior include packaging and appearance. Companies may project a sense of quality by investing in premium packaging and presentation. Quality and complexity, which might raise the products perceived worth. Finally, a key element in influencing consumer behavior is brand awareness. Customers are more likely to select well-known and recognizable brands. Customers are more likely to be drawn to and kept by brands that make an investment in raising awareness through advertising, sponsorships, and other marketing initiatives.

- ❖ In regard to Peter and Donnelly (2004) explain how the product affects consumer behavior. Many attribute of a company's products, including brand names, quality, newness and complexly can affect consumer behavior. The physical appearance of the product, packaging and labeling information can also influence whether consumer notice a product in store, examine it and purchase it. One of the key tasks of marketer is to differentiate their products from those of competition and create consumer perceptions that the product is worth purchasing. A significant strategy for grabbing people's attention and altering their perception of a product favorably is advertising. The link between customer buying intent and environmental factors is minimal. An emotion experienced by the buyer is linked to their preference to buy the product. Individuals also switch brands to test out different ones. Moreover, advertisements alter consumers' intent to buy.

- ❖ According to Paul and Jerry C (2005) Consumer purchase behavior is significantly influenced by brand image and reputation as well. Because of their opinions of the brand's reputation and image, consumers frequently have preconceived preconceptions about specific brands. Consumer confidence and purchase decisions can be influenced by a brand's reputation and image. Product difference, brand personality, and brand associations are other ways that branding can affect customer purchasing behavior. A product's brand can set it apart from its rivals, give it a distinctive personality that appeals to consumers, and help people link it with positive qualities like quality, dependability, and innovation. Ultimately, branding is an essential part of marketing strategy and has a significant influence on customer buying habits. The branding components that companies and marketing specialists use must be properly considered employ and how they build a strong and enduring brand image in order to successfully sway customer behavior and boost sales.

- ❖ According to Malhotra (2005), Branding affects how consumers make purchases. The perceived worth of the brand is one of them. Since they believe these products to be of superior quality and prestige, consumers are willing to pay more for things that are associated with premium or high-end brands. An additional element that affects consumer behavior is a brand's emotional appeal. Brands that make customers happy, nostalgic, or feel like they belong can boost the likelihood that customers will choose those products. The social sphere is another crucial component of branding. Individuals frequently base their purchases on social considerations like peer pressure, social standing, and cultural conventions. Consumers are more inclined to choose brands that are positively linked with certain social aspects. Finally, branding can affect customer purchasing habits by using sponsorships and endorsements. A celebrity or other well-known figure's endorsement of a good or service can boost consumer confidence in the brand and affect their purchasing decisions. Also, supporting a cause or group that has the same values as the brand can have a favorable impact on consumer behavior. In summary, branding has a wide range of effects on customer

purchase decisions. In order to boost sales and foster brand loyalty, businesses and marketing professionals must comprehend the numerous aspects that contribute to this influence.

- ❖ According to Asker (2006) in modern society, people are quite aware of their social position and want to utilize branded goods to flaunt it. Brand is seen as an implicit tool by which every corporation may acquire customers and enjoy the competitive edge. In our local context, it is also seen as a vital asset for any firm because it has the power to alter consumer behavior. It might be essential to the growth of any company. Any product's brand can be developed via the use of effective marketing techniques and instruments. When a brand is maintained well, a company may attract the greatest possible number of clients and create profitable long-term relationships with them. Any business's social obligations and product quality can have a favorable impact and the attitudes and actions of consumers towards brands, satisfaction, and loyalty.
- ❖ According to scholars and marketing professionals (2010) conducted significant study and demonstrated the impact of branding on customer purchase behaviour. Consumer behaviour, especially purchase decisions, has been demonstrated to be significantly influenced by branding as a marketing tool. Brand awareness is one of the main ways that branding affects customer purchase behaviour. Customers are more likely to think about a brand when making a purchase the more familiar they are with it. Advertising, public relations, and other forms of marketing communication are frequently used to build brand awareness. Brand loyalty is another way that branding affects consumer behaviour. Even if it means spending more, brand-loyal customers are more likely to pick that particular brand over competitors. Higher cost for the same item. Brand loyalty may be attained through providing customers with consistently high-quality products, efficient customer service, and engaging emotional connections with them.
- ❖ According to Tripureshwar Sash (2012), consumer behavior refers to the mental and emotional process and the observable behavior of consumers during searching, purchasing and post consumption of a product or service. Present the key concepts behind branding, its values and its usage in modern day marketing campaigns by reviewing current literature pertaining to the subject matter. Today nearly all the companies are focusing more and more on building strong brands. The concept of brand equity and its management has come to the fore like never before more and more companies are refocusing on select strong brands. By defining consumer behavior, it is possible to make reference to how consumers behave when choosing, buying, and utilizing brands. goes it further by describing consumer behavior as the collection of steps customers take when choosing, acquiring, and using goods, services, and ideas to meet their needs. Information on all competing brands is necessary if you plan to purchase a specific brand. Before making a purchase, consumers consider the brand, features, prices, performance, quality, user convenience, and friendliness.

- ❖ According to Sheehan Srivastav (2017), customers all over the world now prefer branded products. The degree brand of consciousness goes on decreasing in higher age groups price & brand were the major attributes that customers gave most importance and 80% peoples believe that brands in fashion industry have become a status symbol. Brand is a guarantee, an assurance for a defined standard of quality for the first time and for every time but not the vice versa. Brand is name or logo that plays a major role in the mind of the customers. Comprehensive literature review on branding, brand loyalty, brand awareness, brand equity and brand perceptions, price sensitivity and willingness to pay. Consumers favor brands that meet their needs and desires. Committed purchasers are those who are the most devoted to their business. They place a great deal of importance on the brand and have no interest in switching. Customers that are devoted to a brand do so because it closely aligns with their own personal values. So, he suggests that a loyalty program is the ideal marketing tactic to keep this consumer demographic. This could be accomplished effectively by implementing loyalty point program, loyalty card program, etc.

- ❖ According to Sudhanshu Lekha (2017), by brand consistency, branding can affect consumers' purchase decisions. By conveying a sense of dependability and stability to customers, branding consistency helps businesses gain their trust. Instead of a fresh, unproven brand, customers are more inclined to select one they are familiar with and trust. Brand differentiation is a distinct approach. Consumers are more likely to notice and remember brands that stand out from their rivals in terms of their distinctive value proposition, marketing, and visual identity. A brand is more likely to be picked above rivals if it is distinctive and memorable. Another key element influencing consumer purchase behavior is brand reputation. Customers are more inclined to select a brand they believe to be moral, socially conscious, and reliable. Customers are also more likely to choose brands with a solid reputation for quality and customer support. Finally, a key element influencing customer purchase behavior is brand loyalty. Customers are more inclined to prefer a brand over rivals when they form an emotional or psychological connection with it, even if it costs more. Consistent branding, satisfying customer experiences, and successful marketing initiatives that speak to consumers' beliefs and goals can all help to foster this loyalty.

INTRODUCTION

Products are made for consumers and consumers are those who buy different product according to their needs. They consume those products in order to satisfy their needs and wants. There are lots of factors which affect the consumer buying and that lead him towards purchasing. Due to the globalization, competition is increased and every time innovation is needed for making the brands globally known and for maintaining their status. For every brand to be successful, brand identity and recognition is very important. Now people perceive the brands as their recognition achievement and status symbol.

Consumers choose products they want not only on the basis of product features and benefits but also on the basis of the name of brand. A brand name helps them to differentiate a product from other similar products in the market. A brand is a name, term, sign, symbol, design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers. Actually a brand name resides within the hearts of the customers. It is the sum total of their experiences and perceptions about a product. Branding is referred to as a process of creating a unique name and image for a product in the minds of the consumers through advertisements and other product and promotion measures. It aims to establish a significant and differentiated position for the product in the target market that so as to attract and retain customers. It attempts to make people loyal to the product of the firm.

OBJECTIVE

- To help consumers to remember the product.
- To deliver the product message clearly.
- To reach the targeted customers emotionally.
- To make consumers loyal to the product. When people have a positive experience with a memorable brand, they are more likely to purchase that product again than competing brands.
- To increase the familiarity of the product in the target market.
- To give a premium image for the product in the market. Premium image helps firms to charge high price.
- To easily expand the product line. Well established brands help firms to introduce new products in the market.
- To reduce the expenses of marketing. People will search, find and purchase established brands. Company is not required to spend more on advertisements and sales promotion.

IMPORTANCE OF BRANDING

- A systematic brand strategy helps a firm to attain a distinct position in a market. It clearly tells customers in what way the firm is different from its organization competitors.
- A strategically developed brand strengthens the firm in all respects. Firms offering good brands can easily acquire the monetary and human resources it wants from different sources.
- A clear brand strategy empowers employees by reducing ambiguity and emphasizing on better brand outcome.
- The identity generated by branding helps firms to communicate with its internal and external stakeholders over phone, internet and other means of communication.

CHARACTERISTICS OF A GOOD BRAND

- ✓ The name should be easy to read and understand.
- ✓ It should be easy to pronounce.
- ✓ It should be suitable for the features of the product.
- ✓ It should be easy to memoires.
- ✓ It should be unique.
- ✓ It should be one that describes the quality, features and superiority of the product.
- ✓ It should be one that meets the legal stipulations of the country.

ADVANTAGES OF BRANDING

Advantages to the producers/companies:

- It acts a tool which helps firms to create a unique image for their products in the minds of the customers.
- A strong brand name helps companies to reduce their product promotion expenses.
- Branding allows companies to easily introduce new products and expand their product lines. Customers of a brand will be more likely to purchase new products from the company.

- Branded products increases the sales volume and market share of a firm.
- Branding helps a firm to clearly differentiate its products from that of the competitors.
- A company having branded products is usually considered as more reliable and trustworthy than an unbranded business.

Advantages to the Dealers

- Dealers need not take heavy efforts in selling a branded product. They need not canvass customers for purchasing branded items. Customers Voluntarily enquire, search and purchase branded products
- Branded products give loyal and regular customers to a dealer.
- By keeping branded products, a dealer can also promote and increase the sale of other products in his store.
- Customer's complaints are low in the case of branded goods and so the dealers can run their business smoothly.
- Branded dealers enjoy a competitive advantage over the competitors.

Advantages to the Consumers

- Branded goods usually maintain top quality and offer more benefits to the consumers compared to unbranded goods.
- Firms offering branded products usually follow a wide distribution network so as to make the products easily available in major retail outlets in the market. As a result, customers need not have to face any difficulty in purchasing the products.
- A branded product is available at a uniform price throughout the whole market. This avoids customer exploitation in terms of excessive pricing by the dealers.

Disadvantages of Branding

- ❖ Usually, customers have to pay high prices for branded products compared to unbranded products. The higher price is explained by the additional production costs and marketing expenditure incurred.
- ❖ Companies have to incur heavy promotional expenses and follow strict quality control measures to differentiate branded products from unbranded products.
- ❖ Branded products give low profit margin to the dealers. When the customers are highly loyal to a brand, the firm enjoys a supremacy over the dealers and they will be forced to deal at a profit margin decided by the firm.
- ❖ Branding may lead to brand monopoly which is not a desirable situation in a market. A monopoly brand can exercise control over the demand for the product.

BRAND EQUITY

Brand equity is the sum total of values, assets and liabilities generated by a branded product over a period of time. It is referred to as the additional amount of money consumers are willing to pay for a brand compared to other brands.

Companies can create brand equity for their products by making them memorable, easily recognizable and superior in quality and reliability. Brand equity is important if a firm wants to expand its product line. If the existing brand's equity is positive, then company can add new product with the existing, successful brand expecting a favorable response from the customers.

KEY ELEMENTS OF BRAND EQUITY

1. Brand Loyalty

It is a measure of the attachment that a customer has to a brand. It reflects how likely a customers will be to switch to another brand, especially when that brand makes a change, either in price or in product features.

2. Brand Awareness

Consumer will repeatedly buy a familiar brand because they are comfortable with the brand. A recognized brand will be more likely to be selected than an unknown brand. Brand equity is evaluated on the basis of the degree of the consumer's awareness about a brand.

3. Brand Association

It is the degree to which a particular brand is associated with the general product category in the mind of the consumer. Usually, consumer asks for a product by the specific brand name rather than the general name.

4. Other Proprietary brand assets

These assets can take several forms. For example, a trademark will protect brand equity from competitors who might want to confuse customers by using a similar name, symbol, logo or package. A patent can prevent copying or imitation of the brand.

SAMSUNG

Samsung is committed to complying with local laws and regulations as well as applying a strict global code of conduct to all employees. It believes that ethical management is not only a tool for responding to the rapid changes in the global business environment, but also a vehicle for building trust with its various stakeholders including customers, shareholders, employees, business partners and local communities. With an aim to become one of the most ethical companies in the world, Samsung continues to train its employees and operate monitoring systems, while practicing fair and transparent corporate management.

The Samsung Group or simply Samsung is a South Korean global industrial corporation with its headquarters in Samsung Town, Seoul. It is the largest South Korean chaebol and consists of multiple connected companies, the majority of which are unified under the Samsung name (business conglomerate). Samsung has the eighth-highest worldwide brand value as of 2020.

In 1938, Lee Byung-chul established Samsung as a trading firm. The company expanded into industries like food processing, textiles, insurance, securities, and retail over the course of the following three decades. In the middle of the 1970s, Samsung began operating in the construction and shipbuilding sectors after making its entry into the electronics sector in the late 1960s. Samsung was divided into five business groups upon Lee's passing in 1987: Samsung Group, Shinseki Group,

Among the notable Samsung industrial affiliates are Samsung Electronics, which according to 2017 revenue was the largest manufacturer of chips, consumer electronics, and information technology worldwide. Samsung Engineering and Samsung C&T Corporation, which rank as the world's 13th and 36th largest construction firms, respectively. Samsung Heavy Industries, the second-largest shipbuilder in the world based on 2010 revenues. Other notable subsidiaries include Samsung Ever land, which runs Ever land Resort, the oldest theme park in South Korea, and Samsung Life Insurance, which ranks as the world's 15th-largest advertising agency based on 2012 revenues. Samsung Life Insurance is the 14th-largest life insurance company in the world.

HISTORY

Early Years: On January 19, 1969, in Suwon, South Korea, Samsung Electric Industries was founded as an industrial division of the Samsung Group. The public in South Korea at the time knew Samsung Group as a trading firm with a focus on fertilisers and sweeteners. Samsung Group improved its position in the manufacturing industry by working with Japanese companies, despite its lack of technology and resources, which left it behind even its domestic rivals. This decision sparked a significant amount of anti-Japanese public outcry and significant backlashes

from the competitors who feared the Japanese would completely subordinate the industry. Only after the government and Samsung announced that the business would only concentrate on exporting was the plan able to gain traction. Lee Byung-Chul, the founder of Samsung, was a beginner in the electronics industry, and the creator of Sanyo served as an advisor to him. In December of that same year, Samsung Electric, Sanyo, and Sumitomo Corporation formed a joint venture known as Samsung-Sanyo Electric. This was Samsung Electronics' immediate forerunner.

Early products produced by the joint venture included electrical and electronic appliances such as televisions, calculators, refrigerators, and washing machines. To produce home appliances and audiovisual equipment, Samsung founded the joint venture Samsung-NEC in 1970 with the NEC Corporation and Sumitomo Corporation of Japan. The group's display and battery business unit, Samsung-NEC, later changed its name to Samsung SDI. Samsung-Sanyo Parts, the forerunner of Samsung Electro-Mechanics, was founded in 1973 by Samsung and Sanyo. Samsung Electric produced more than 10 million products by 1981 televisions in black and white.

By purchasing Korea Semiconductor, which was on the verge of bankruptcy and was at the time constructing one of the first chip-making facilities in the nation, Samsung Group entered into the semiconductor industry in 1974. Soon after, Korea Telecommunications, a Samsung Group firm that makes electronic switching systems, took over the semiconductor industry and changed its name to Samsung Semiconductor & Communications.

In a statement afterwards known as the "Tokyo declaration," made in February 1983, Lee announced that Samsung intended to start selling dynamic random-access memory (DRAM), with the support of the board of the Samsung industry and business. Samsung revealed the successful development of a 64 kb DRAM a year later, narrowing the technological gap between the two businesses from more than a decade to roughly four years for the emerging electronics manufacturer and first-world nations. Samsung utilised technologies that were purchased from Sharp Corporation of Japan for its SRAM and ROM and Micron Technology of the United States for the creation of DRAM. In order to become Samsung Electronics, Samsung Electric Industries and Samsung Semiconductor & Communications united in 1988. Prior to that, the two companies did not exist as a single entity or as a major firm, although they were not competitors and had been in talks to join for some time.

Samsung sold personal computers under the Leading Technology name throughout the 1980s and early 1990s. However, Samsung produced the equipment, and the FCC filings from this time generally refer to Samsung products.

AFFILIATE

The flagship business of the Samsung Group and a multinational electronics and IT firm with its headquarters in Suwon is Samsung Electronics. Mobile phones, display monitors, computer printers, refrigerators, active-matrix organic light-emitting diodes (AMOLEDs), computers, digital television sets, semiconductors, and telecoms networking equipment are among its products.

With a global market share of 25.4% in the first quarter of 2012, it was the largest manufacturer of mobile phones in the world by unit sales. By 2011 revenue, it was also the second-largest semiconductor manufacturer in the world (after Intel).

The joint venture known as Steco was founded in 1995 by Samsung Electronics and Toray Industries of Japan. A joint venture between Samsung Electronics and Toshiba of Japan, Toshiba Samsung Storage Technology Corporation (TSST) specializes in the production of optical disc drives. In TSST, founded in 2004; Toshiba has 51% of the company's equity, with Samsung holding the remaining 49%. Samsung Electronics is a publicly traded company on the Korea Exchange (number 005930).

PRODUCTS

Samsung Electronics manufactures a wide range of goods, including LCD and LED panels, mobile phones, solid-state drives, memory chips, NAND flash, digital theatre screens, laptops, and many more. Previously, the company made printers and hard discs. Samsung continually makes innovations investments. With 3,093 patent applications published in 2020, Samsung ranked second globally in the number of PCT patent applications submitted as of the World Intellectual

Property Organization's (WIPO) annual World Intellectual Property Indicators report in 2021. With 2,334 applications, they were previously ranked third, moving up to this place.

1. OLED and LCD displays

The Samsung Galaxy Note 10 has a Dynamic AMOLED Infinity-O screen with a camera punch hole. With a 40% global market share in 2004 and a 98% global AMOLED market share in 2018, Samsung was the leading OLED manufacturer in the world. In 2006, the business earned \$100.2 million of the \$475 million in revenue from the global OLED market. It was the largest AMOLED technology patent owner as of 2006, with more than 600 American patents and more than 2,800 foreign ones. The Samsung Wave S8500 and Samsung i9000 Galaxy S were released in June 2010, and both feature Samsung's Super AMOLED trademark. The company announced its Super in January 2011. Real stripe matrix (50 percent more sub pixels), slimmer form factor, brighter image, and an 18 percent decrease in energy usage are just a few of the improvements that AMOLED Plus displays offer over the earlier Super AMOLED displays.

2. Smartphone

Despite having started with the Solstice line and producing clamshell-style cell phones, Samsung's flagship Smartphone brand is the Galaxy S series, which many see as a direct rival to the Apple iPhone. In June 2010, it was first introduced in Singapore, Malaysia, and South Korea. The United States followed in July. Within the first 45 days of going on sale in the United States, it sold more than one million units. Samsung employed multiple different operating systems at one point, including Symbian, Windows Phone, the Linux-based Limo, its own Touch Wiz, Beda, and Tizen, while most other mobile manufacturers tended to concentrate on one or two. Samsung had abandoned all mobile operating systems by 2013 with the exception of Android and Windows Phone. Samsung released a product at least two Windows Phones and 43 Android Smartphone or tablets.

By the conclusion of the third quarter of 2010, the business had shipped more than 70 million phones, giving it a 22 percent global market share, placing it 12 percent behind Nokia.

The firm sold 280 million mobile phones worldwide in 2010, giving it a market share of 20.2%. During the third quarter of 2011, the business passed Apple in terms of global Smartphone sales, with a total market share of 23.8 percent as opposed to Apple's 14.6 percent. With sales of 95 million Smartphone's in the first quarter of 2012, Samsung overtook Apple as the leading Smartphone maker in the world.

Samsung's Smartphone sales increased in emerging markets like India during the third quarter of 2013. And the Middle East, where less expensive phones were most common. On its US website as of October 2013, the business provides 40 Smartphone models, including the Samsung Galaxy Flip Z.

Due to a lack of Chinese demand, Samsung said in 2019 that it has stopped producing mobile phones in China. As of 2019, Samsung employs approximately 200,000 people to manufacture Smartphone in the Hanoi region of Vietnam, outsourcing some production to China and producing the majority of its devices in India.

The boot loader cannot be unlocked on Samsung Galaxy cell phones sold in the US. Samsung Electronics announced the launch of Samsung Knox Guard in May 2022, expanding the company's Samsung Knox enterprise mobile security platform. It enables businesses to quickly make phones unusable to potentially deter theft and reduce risk of fraud and data breaches.

3. Hard-drives

A Samsung Spin point hard disc with 640 GB

In the field of storage media, Samsung attained a ten percent global market share in 2009 thanks to the release of a new hard disc drive with a capacity of 250 GB per 2.5-inch disc. The largest HDD on the market, with 320GB per disc, was first marketed by the business in 2010. Furthermore, it concentrated more on marketing external hard drives. After experiencing financial setbacks, Seagate purchased the hard disc division in 2011 in exchange for a 9.6% ownership part in the company.

4. Televisions

105-inch 4K ultra-high resolution Samsung UN105S9 television

A Samsung LED TV of 31"

With sales of about 31 million flat-panel TVs in 2009, Samsung was able to continue holding the greatest market share for a fourth straight year. In March 2010, Samsung unveiled their first full HD 3D LED television. At the 2010 International Consumer Electronics Show (CES 2010), which was held in Las Vegas, Samsung has displayed the product.

Within six months of launch, Samsung sold more than one million 3D televisions. This estimate for global sales of 3D televisions for the year is comparable to that predicted by numerous market researchers (1.23 million units). It also introduced the 3D Home Theater (HT-C6950W), which enables users to simultaneously enjoy surround sound and 3D images with the launch of 3D Home Theater, Samsung became the first company in the industry to have the full line of 3D offerings, including 3D television, 3D Blue-ray player, 3D content, and 3D glasses.

5. Monitors

The business originally produced cathode ray tube (CRT) displays for computers in the 1980s as a low-cost display monitor brand, from which it later developed. Samsung sold more than 8

million monitors by 1989, making it the leading monitor producer in the world by the end of the decade.

Samsung began making LCD monitors with TFT technology in the 1990s and 2000s, and while it continues to compete mostly in the low-priced segment, it has begun to shift its attention to the middle- and upper-end sectors through joint ventures with companies like NEC and Sony. Later, as it expanded and developed, it purchased the joint venture companies to create the present Samsung OLED and S-LCD.

6. Printers

In the past, Samsung created mono-laser printers, color laser printers, multifunction printers, and enterprise-use high-speed digital multi-function printer types for both home and business usage. In the fall of 2017, they sold their printer division to HP and quit the printing industry. The business unveiled the ML-1660, the smallest mono laser printer in the world, and the CLX-3185, a color laser multifunction printer, in 2010.

7. Speakers

Samsung purchased Harman International in 2017. AKG, AMX, Becker, Crown, Harman Cardoon, Infinity, JBL, Lexicon, dbx, DigiTech, Mark Levinson, Martin, Revel, Sound craft, Studier, Arc am, Bang & Olufsen, and BSS Audio are just a few of the various brand names under which Harman produces earphones.

8. Cameras

The digital SLR Samsung GX-10 camera

The WB550 camera, the ST550 dual-LCD mounted camera, and the HMX-H106 are just a few of the new digital camera and camcorder models from Samsung (64GB SSD-mounted full HD camcorder). The business finished second in the mirror less camera market in 2014. The corporation has since placed a stronger emphasis on more expensive things. The business introduced the NX10, a new series of interchangeable lens cameras, in 2010.

9. Refrigerator

These cutting-edge marketing strategies in the market for branded refrigerators incorporate the brand image, which offers enormous advantages to be sustained with long-term brand equity. Customers may definitely notice the positive and increasing aspects of the Samsung refrigerator as they are aware of which brand to choose for the appropriate product. The various designs available for the Samsung refrigerator will help it meet consumer desires. Whether customers require a refrigerator for standard storage needs or for a specific purpose, Samsung is the brand that captures their hearts. Samsung refrigerators come with a unique freezing mechanism that keeps food and beverages cold. These refrigerators guarantee that whatever you put inside will be kept fresh and protected. The refrigerators are made by Samsung. In a method that creates ice for the drinks automatically and includes extra controls for changing the inside temperature. Additionally, it makes sure that every product is tested once before it is sold to the market. Samsung devices satisfy all of the consumer's requirements, from power supply to storage capacity.

COMPANIES MISSION

Samsung's mission statement is 'we will devote our human resources and technology to create superior products and services, there by contributing to a better global society'.

- Human resources and technological resources.
- Superiority of products and services
- Improvement of the global society.

COMPANIES VISION

"Inspire the world our innovative technologies, products and design that enrich peoples' lives and contribute to social prosperity by creating a new future."

- Global inspiration.
- Innovation.
- Improvement of lives and future social prosperity.

OBJECTIVE

- Gaining leadership position.
- To provide best quality products.
- Give priorities to customer care.
- Satisfaction of customers.
- Gained its customers trust in terms of brand loyalty.
- Products should be long-lasting, well made and useful to costumers.
- To devote its talent and technology to creating superior products and services that contribute to a better global society.
- Sets a high value on its people and technologies.

CONCLUSION

In conclusion, Samsung is a huge and a powerful empire that covers many sectors. Such a company should have a really good strategy and management structure to manage the different sectors of the company. Samsung has made it a culture to invent new products and seek the new opportunities. That has given it the advantage on its competitors on the process of implementing new ideas before anyone else and that also explains the verity of Samsung's products in the market. The company believes that time is money and used that to be the first in innovations unlike the competitors who focuses on making their products on the pre existed technologies. That has given Samsung the trust of the customers and they always expect new things from Samsung and look forward for their new products. Despites that, as any other company, obstacles and problems are an inevitable and thing, and every company should manage their way to overcome those problems. Samsung had multiple cases of defected products which considered being dangerous for the customers who bought them. The cause of such an incident could be coming from deferent factors, such as the production line being overruled to get the product in the market before the deadline, the ignorance of the safety and quality department concerns of

the products and could be as well the culture of the management structure of the company for that, it could be suggested to the company to always take the concerns of its quality team seriously and not to push the production of the products before it is confirmed to be ready in every way.

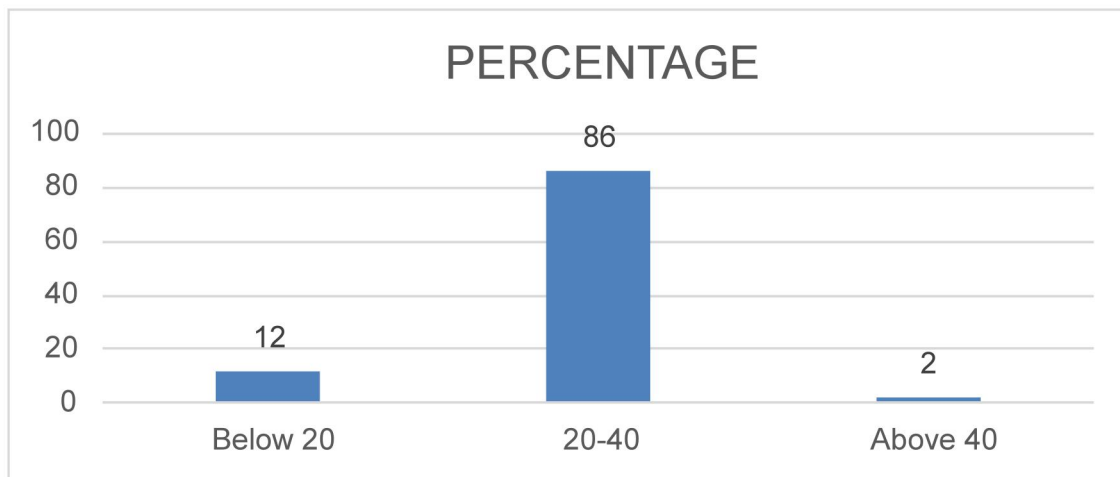
TABLE 4.1

AGE OF RESPONDENTS

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Below 20	6	12
20-40	43	86
Above 40	1	2
TOTAL	50	100

FIGURE 4.1

AGE OF RESPONDENTS



INTERPRETATION

This table shows the age group of respondents. Majority of the people fall in the category of 20-40 which is 86%. 12% of the people represents the category of below 20 and the rest of 2% represent above 40.

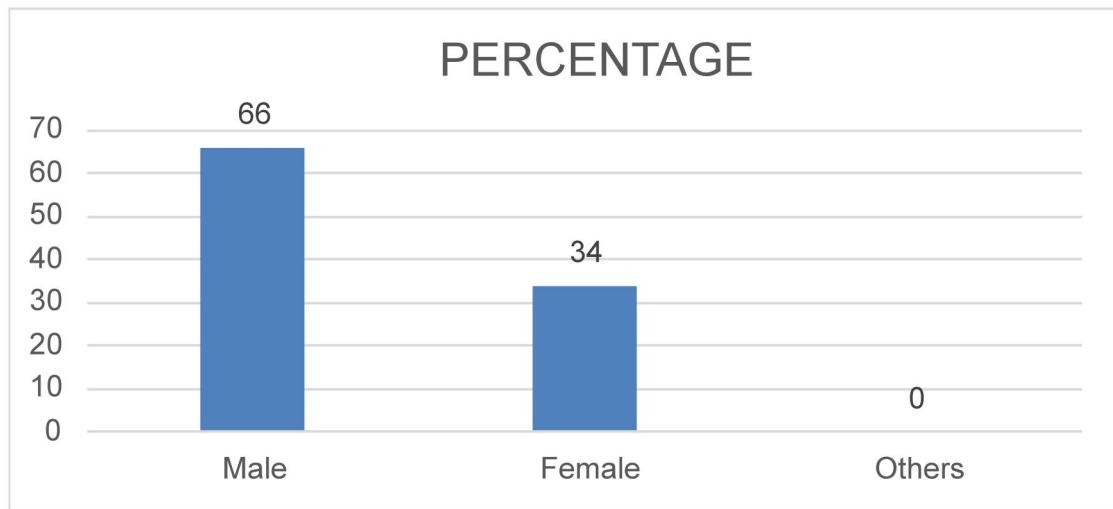
Table 4.2

GENDER OF RESPONDENTS

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Male	33	66
Female	17	34
Others	0	0
TOTAL	50	100

FIGURE 4.2

GENDER OF RESPONDENTS



INTERPRETATION

Table 4.2 shows the gender of respondents. The majority of the respondents are males than females. About 66% of male respondents share their response with us and 34% of female respondents shared their response.

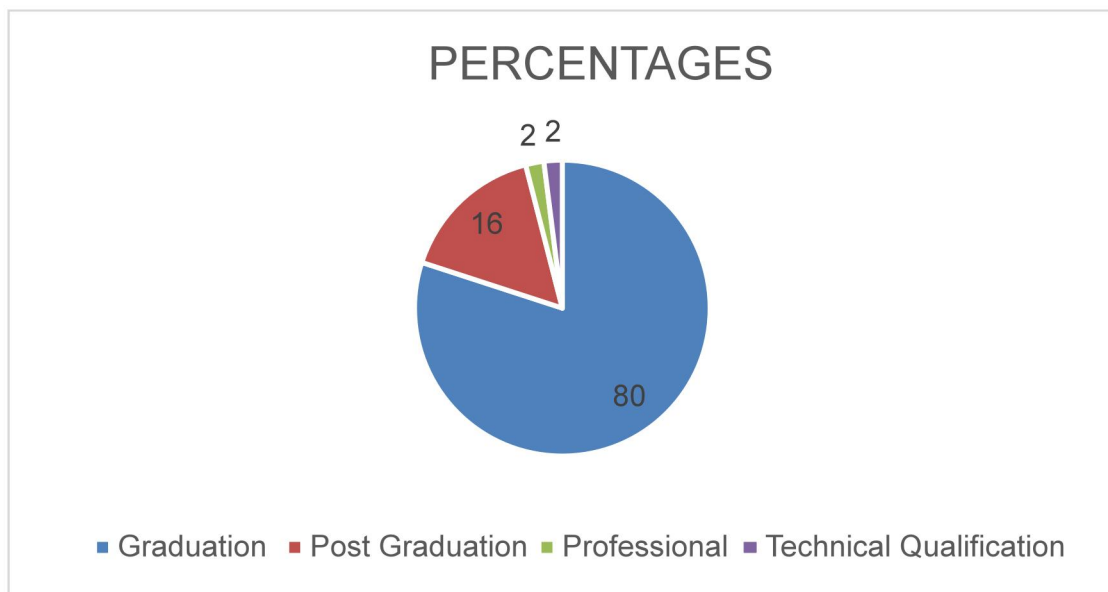
TABLE 4.3

EDUCATIONAL QUALIFICATION OF RESPONDENTS

OPINION	NO. OF RESPONDENTS	PERCENTAGES
Graduation	40	80
Post Graduation	8	16
Professional	1	2
Technical Qualification	1	2
TOTAL	50	100

TABLE 4.3

EDUCATIONAL QUALIFICATION OF RESPONDENTS



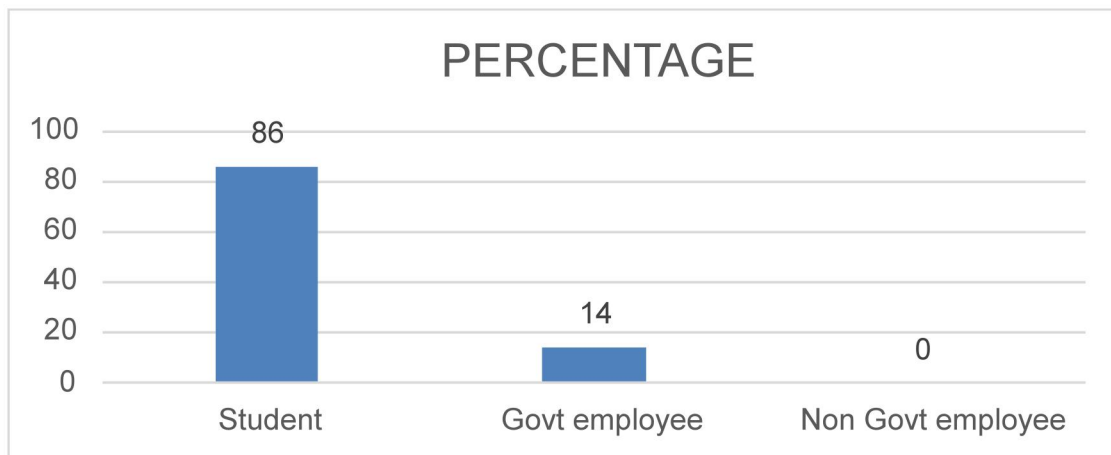
INTERPRETATION

Out of 50 people surveyed majority of the people were graduation that is 80%, 16% were Post Graduation, 2% were Professional and remaining 2% were technical qualification.

TABLE 4.4
OCCUPATION OF RESPONDENTS

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Student	43	86
Govt employee	7	14
Non Govt employee	0	0
TOTAL	50	100

FIGURE 4.4
OCCUPATION OF RESPONDENTS



INTERPRETATION

Table 4.4 shows the occupation of the respondents. Majority of the people are students that is 86% and 14% of the respondents are government employees. There is no non-government employ.

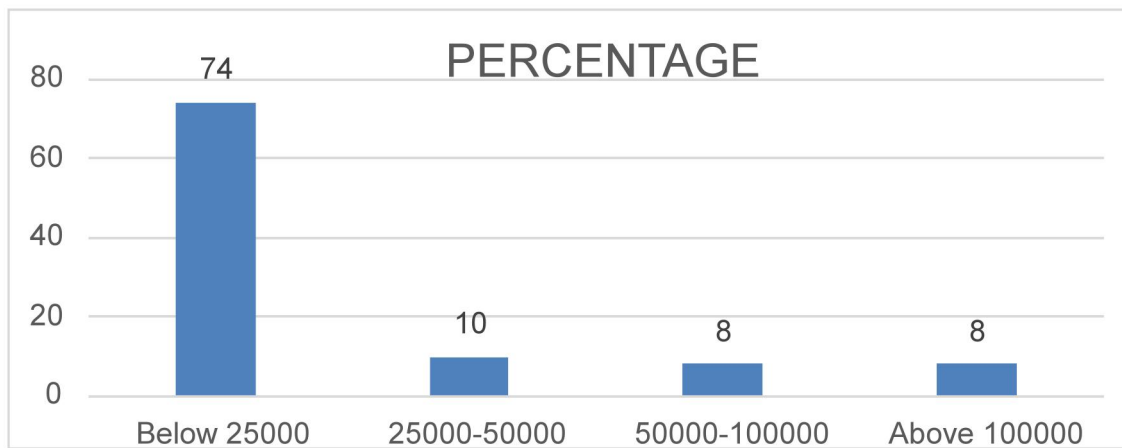
TABLE 4.5

INCOME OF RESPONDENTS

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Below 25000	37	74
25000-50000	5	10
50000-100000	4	8
Above 100000	4	8
TOTAL	50	100

FIGURE 4.5

INCOME OF RESPONDENTS



INTERPRETATION

This table shows the annual income of the respondents. People of income below 25000 are more and they are of 74%. 25000- 50000 are of 10%. People of income 50000- 100000 are of 8% and people above 100000 were 8%.

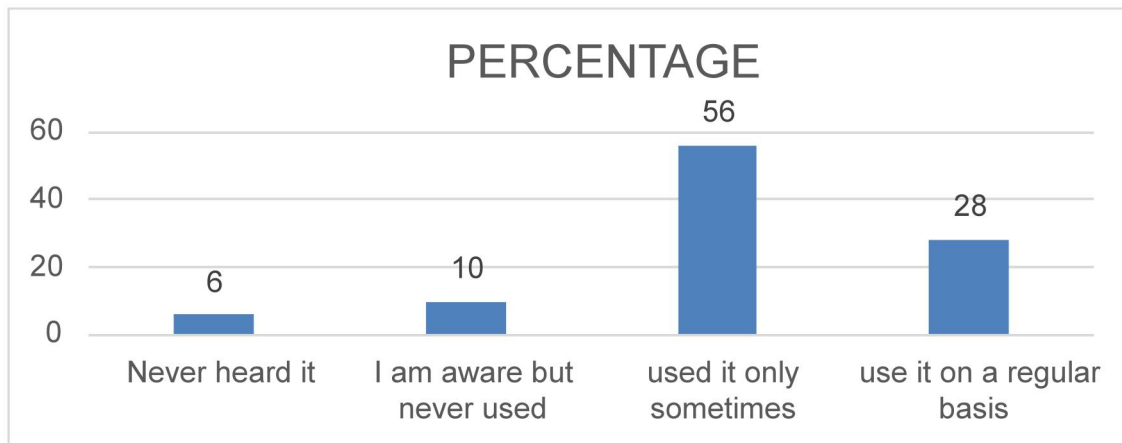
TABLE 4.6

FAMILIARITY WITH SAMSUNG PRODUCTS

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Never heard it	3	6
I am aware but never used	5	10
Used it only sometimes	28	56
Use it on a regular basis	14	28
TOTAL	50	100

FIGURE 4.6

FAMILIARITY WITH SAMSUNG PRODUCTS



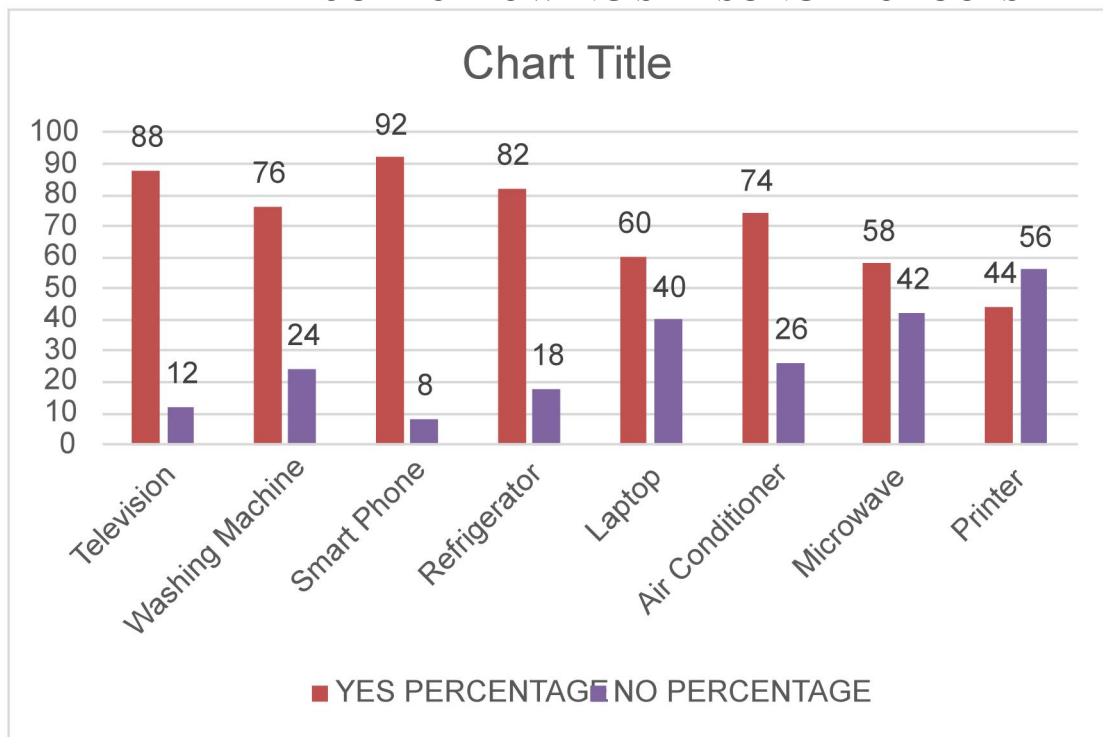
INTERPRETATION

As per the responses received 56% of the people used the Samsung products only sometimes because they switch to other brands. 28% of the people use it on a regular basis. 10% of the people were aware but never used because they do not have much knowledge about the product and the remaining 6% never heard about the product because neither they have not seen the advertisement nor nobody told them about Samsung product.

TABLE 4.7
HEARD ABOUT FOLLOWING SAMSUNG PRODUCTS

OPINION	YES		NO		TOTAL	
	NO. OF RESPONDENTS	%	NO. OF RESPONDENTS	%	NO. OF RESPONDENTS	%
Television	44	88	6	12	50	100
Washing Machine	38	76	12	24	50	100
Smart Phone	46	92	4	8	50	100
Refrigerator	41	82	9	18	50	100
Laptop	30	60	20	40	50	100
Air Conditioner	37	74	13	26	50	100
Microwave	29	58	21	42	50	100
Printer	22	44	28	56	50	100

FIGURE 4.7
HEARD ABOUT FOLLOWING SAMSUNG PRODUCTS



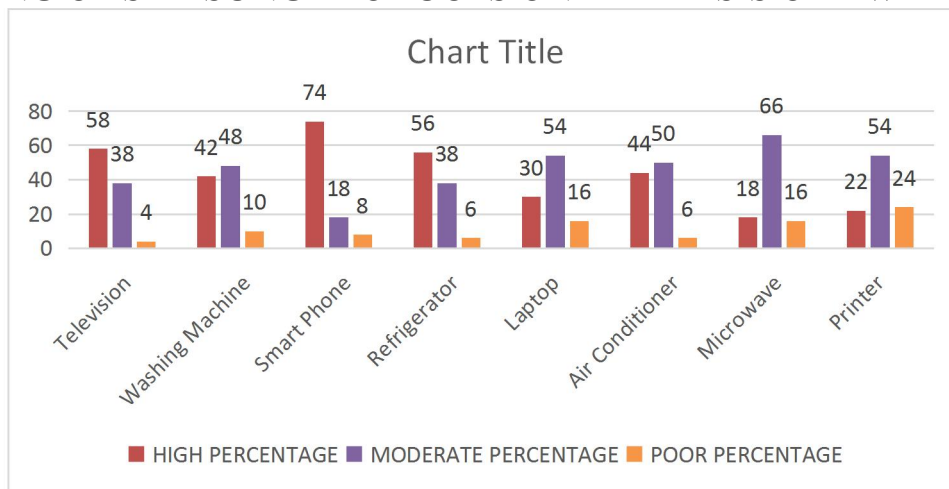
INTERPRETATION

It is found that 88% of respondents heard about television of Samsung, 76% heard about washing machine, 92% heard about Smartphone's, 82% heard about refrigerator, 60% heard about laptops, 74% heard about air conditioner, 58% heard about microwaves, 44% heard about printer.

TABLE 4.8
RATING OF SAMSUNG PRODUCTS ON THE BASIS OF AWARENESS

OPINION	HIGH		MODERATE		POOR		TOTAL	
	NO. OF RESPONDENTS	%	NO. OF RESPONDENTS	%	NO. OF RESPONDENTS	%	NO. OF RESPONDENTS	%
Television	29	58	19	38	2	4	50	100
Washing Machine	21	42	24	48	5	10	50	100
Smart Phone	37	74	9	18	4	8	50	100
Refrigerator	28	56	19	38	3	6	50	100
Laptop	15	30	27	54	8	16	50	100
Air Conditioner	22	44	25	50	3	6	50	100
Microwave	9	18	33	66	8	16	50	100
Printer	11	22	27	54	12	24	50	100

FIGURE 4.8
RATING OF SAMSUNG PRODUCTS ON THE BASIS OF AWARENESS



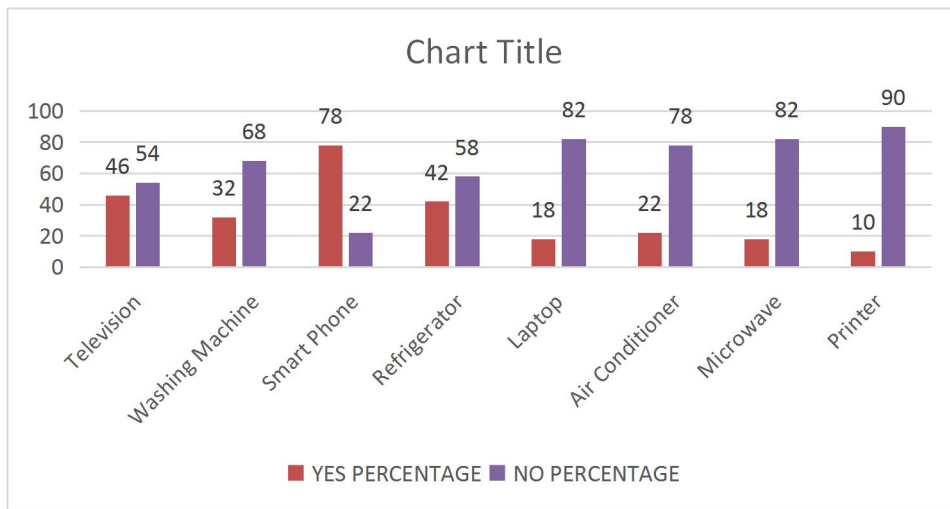
INTERPRETATION

On the basis of rating on Samsung products majority of respondents chooses Smartphone's that is 74%, 58% on television, 56% on refrigerator, 44% on air conditioner, 42% on washing machine, 30% on laptop, 22% on printer, and 18% on microwave.

TABLE 4.9
SAMSUNG PRODUCTS PURCHASED BY THE CUSTOMERS

OPINION	YES		NO		TOTAL	
	NO. OF RESPONDENTS	%	NO. OF RESPONDENTS	%	NO. OF RESPONDENTS	%
Television	23	46	27	54	50	100
Washing Machine	16	32	34	68	50	100
Smart Phone	39	78	11	22	50	100
Refrigerator	21	42	29	58	50	100
Laptop	9	18	41	82	50	100
Air Conditioner	11	22	39	78	50	100
Microwave	9	18	41	82	50	100
Printer	5	10	45	90	50	100

FIGURE 4.9
SAMSUNG PRODUCTS PURCHASED BY THE CUSTOMERS



INTERPRETATION

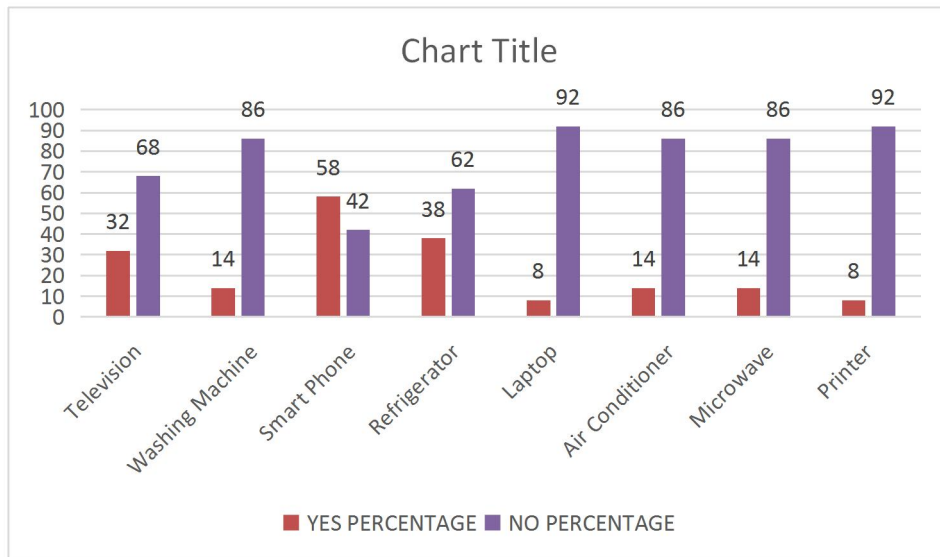
On purchase basis of Samsung products 46% of respondents purchased television, 32% purchased washing machine, 78% purchased Smartphone's, 42% purchased refrigerator, 18% purchased laptop, 22% purchased air conditioner, 18% purchased microwave, 10% purchased printer.

TABLE 4.10

SAMSUNG PRODUCTS CURRENTLY USED BY CUSTOMERS

OPINION	YES		NO		TOTAL	
	NO. OF RESPONDENTS	%	NO. OF RESPONDENTS	%	NO. OF RESPONDENTS	%
Television	16	32	34	68	50	100
Washing Machine	7	14	43	86	50	100
Smart Phone	29	58	21	42	50	100
Refrigerator	19	38	31	62	50	100
Laptop	4	8	46	92	50	100
Air Conditioner	7	14	43	86	50	100
Microwave	7	14	43	86	50	100
Printer	4	8	46	92	50	100

FIGURE 4.10
SAMSUNG PRODUCTS CURRENTLY USED BY CUSTOMERS



INTERPRETATION

On the basis of currently using Samsung products by respondents 32% uses television, 14% uses washing machine, 58% uses Smartphone's, 38% uses refrigerator, 8% uses laptop, 14% uses air conditioner, 14% uses microwave, 8% uses printer.

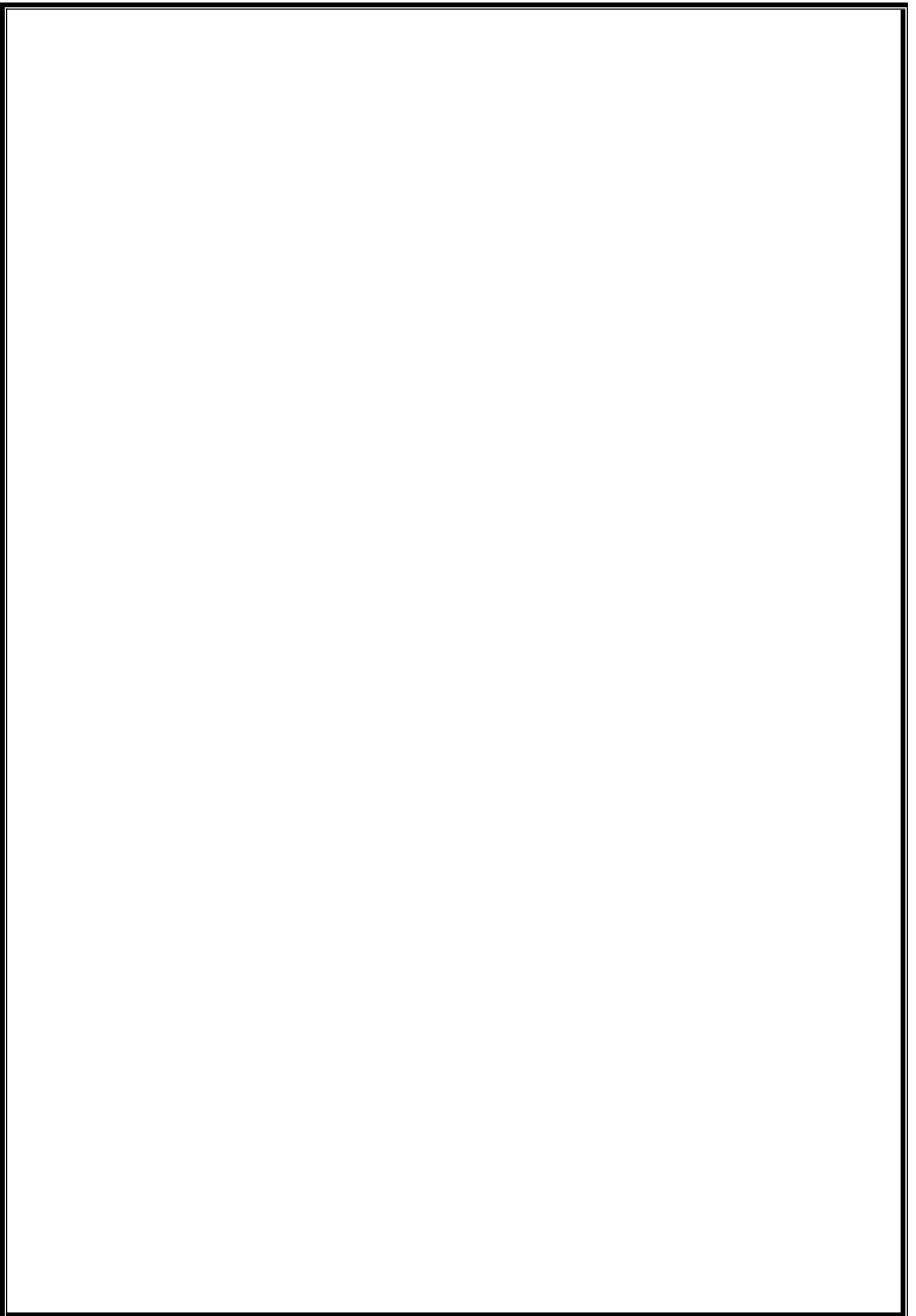


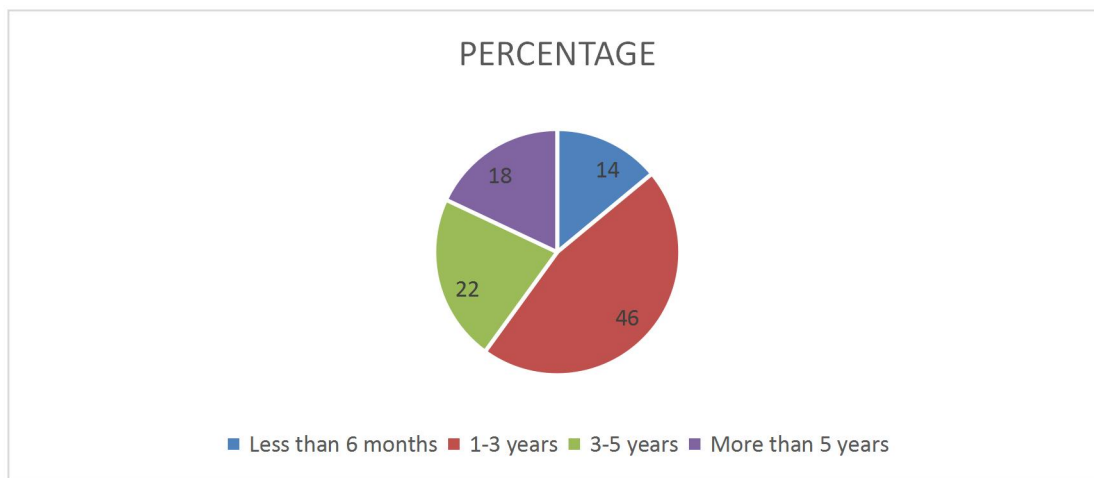
Table 4.11

HOW LONG OWN SAMSUNG PRODUCTS

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Less than 6 months	7	14
1-3 years	23	46
3-5 years	11	22
More than 5 years	9	18
TOTAL	50	100

FIGURE 4.11

HOW LONG OWN SAMSUNG PRODUCTS



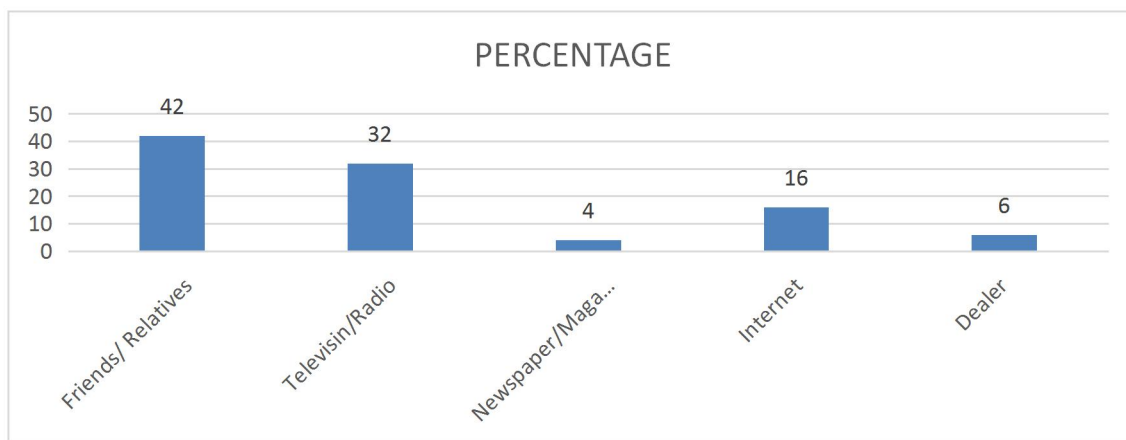
INTERPRETATION

It shows the period in which the people own the Samsung product. As the response received 46% of the respondents own the Samsung product 1-3 years, 22% respondents own more than 5 years, and the rest 14% of the respondents own the Samsung product less than 6 months.

TABLE 4.12
KNOW ABOUT SAMSUNG BRAND

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Friends/ Relatives	21	42
Television/Radio	16	32
Newspaper/Magazines	2	4
Internet	8	16
Dealer	3	6
TOTAL	50	100

FIGURE 4.12
KNOW ABOUT SAMSUNG BRAND



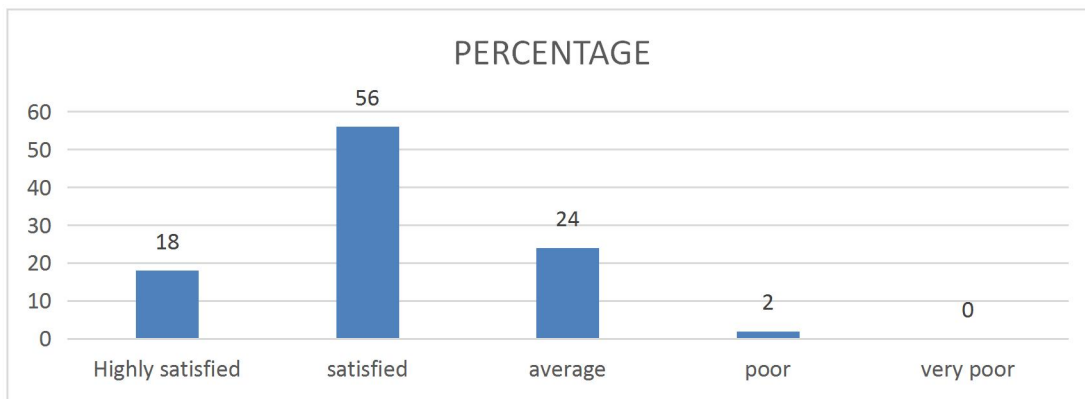
INTERPRETATION

21 respondents came to know about Samsung brand by friends/ relatives, 16 respondents came to know through television/radio, 8 respondents came to know through internet, and the other 3 respondents and 2 respondents came to know by dealer and newspaper/magazines.

TABLE 4.13
RATE THE SATISFACTION LEVEL ON USE OF SAMSUNG PRODUCTS.

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Highly satisfied	9	18
Satisfied	28	56
Average	12	24
Poor	1	2
Very poor	0	0
TOTAL	50	100

FIGURE 4.13
RATE THE SATISFACTION LEVEL ON USE OF SAMSUNG PRODUCTS



INTERPRETATION

As the responses received 56% of the people are satisfied with the use of Samsung product because it satisfy the needs of the people and make them easy to use. 24% of the people shows average. 18% of the people are highly satisfied due to the better quality of the products. Rest of 2% shows poor due to their bad experience. No people choose the option very poor.

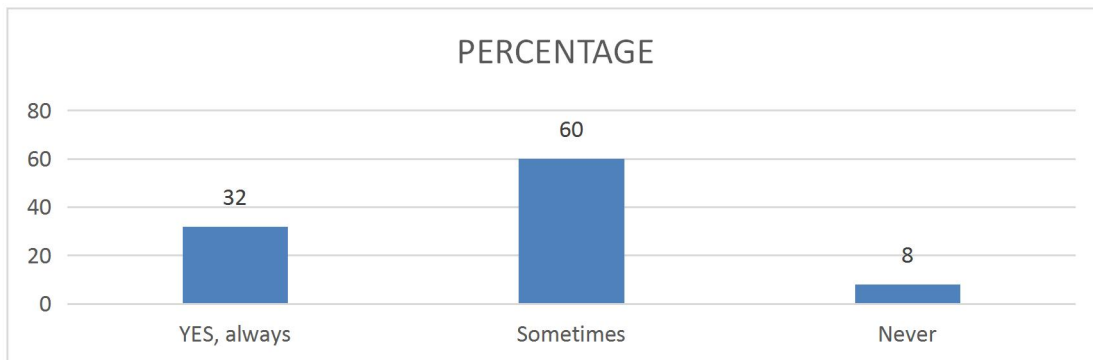
TABLE 4.14

ADVERTISMENT INFLUENCES PURCHASE DECISION

OPINION	NO. OF RESPONDENTS	PERCENTAGE
YES, always	16	32
Sometimes	30	60
Never	4	8
TOTAL	50	100

FIGURE 4.14

ADVERTISMENT INFLUENCES PURCHASE DECISION



INTERPRETATION

Out of 50 people surveyed, 30 people are influenced by advertisement for purchase decision sometimes. 16 people are always get influenced by advertisement for purchasing. For 4 people advertisement never influence purchase decision.

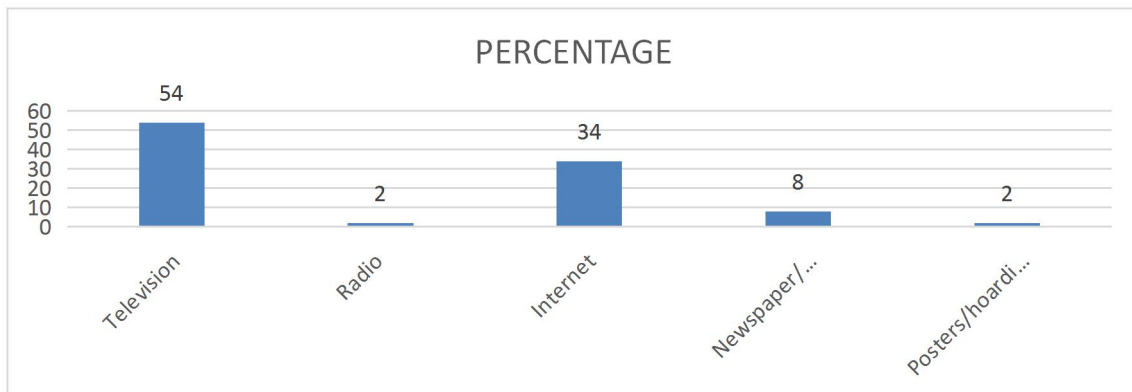
TABLE 4.15

MOST NOTICED MEDIA ADS OF SAMSUNG

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Television	27	54
Radio	1	2
Internet	17	34
Newspaper/ magazines	4	8
Posters/hoardings	1	2
TOTAL	50	100

FIGURE 4.15

MOST NOTICED MEDIA ADS OF SAMSUNG



INTERPRETATION

Majority of the respondents noticed the ad of Samsung through television that is 54% because people who are not using internet and not reading newspaper / magazines will watch the ad of Samsung on television. 34% of the respondents noticed the ad through internet in between watching films, series, videos etc on internet. 8% of the respondents noticed through newspaper/ magazines because only some people will read newspaper, magazines etc. 2% of the respondents came across on radio and the same percentage of 2 by poster/hoardings.

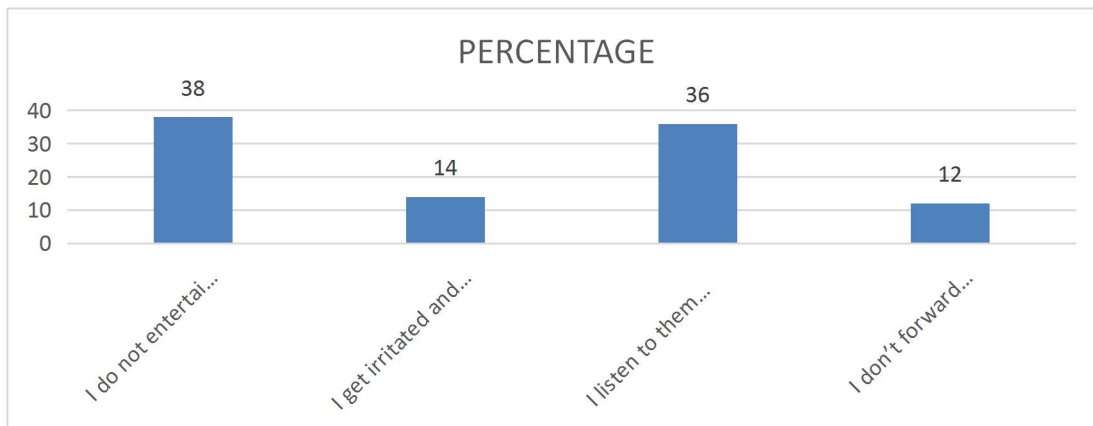
TABLE 4.16

ATTITUDE TOWARDS CALLS FROM A DEALER

OPINION	NO. OF RESPONDENTS	PERCENTAGE
I do not entertain such calls	19	38
I get irritated and scold them	7	14
I listen to them but calmly say no	18	36
I don't forward such calls	6	12
TOTAL	50	100

FIGURE 4.16

ATTITUDE TOWARDS CALLS FROM A DEALER



INTERPRETATION

38% of the people do not entertain such calls. 36% of the people listen to them but calmly say no. 14% of the people get irritated and scold them. Remaining 12% don't forward such calls.

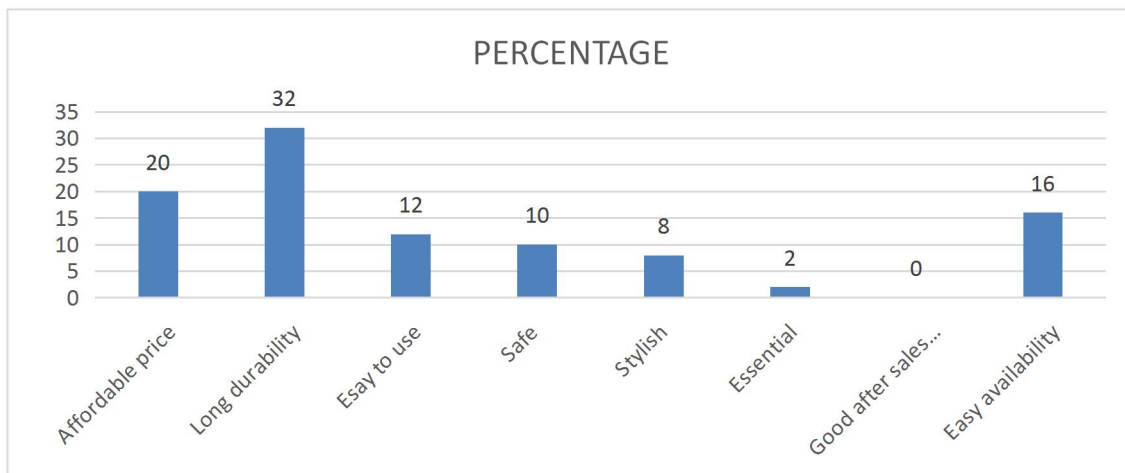
TABLE 4.17

MOST DOMINATING REASON FOR PREFERENCE ON SAMSUNG

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Affordable price	10	20
Long durability	16	32
Easy to use	6	12
Safe	5	10
Stylish	4	8
Essential	1	2
Good after sales service	0	0
Easy availability	8	16
TOTAL	50	100

FIGURE 4.17

MOST DOMINATING REASON FOR PREFERENCE ON SAMSUNG



INTERPRETATION

Majority of the people reason for the preference on Samsung is long durability which will reduce the cost of buying the products in every year that is 32%. Good quality makes long durability. 20% of the people is of the opinion that affordable price which will make them afford to buy products. 16% of people opt for easy availability, 12% choose for easy to use, 10% opt for sale, 8% for stylish, 2% opt for essential and nobody choose good after sales service.

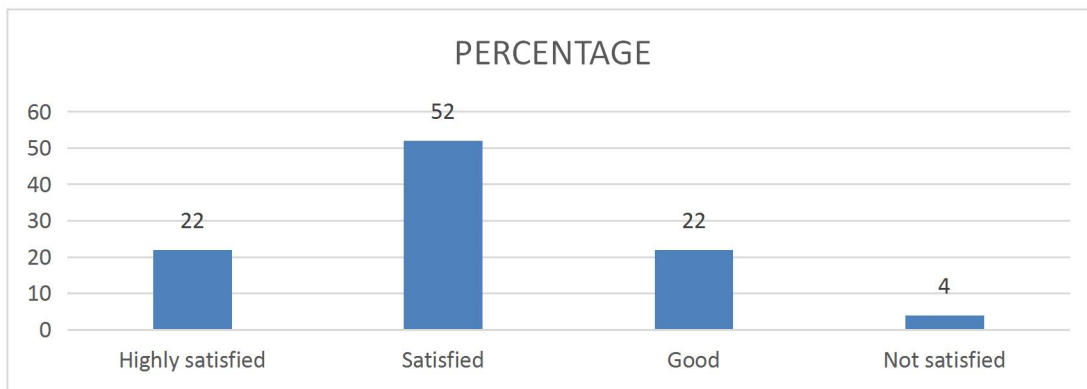
TABLE 4.18

RATE THE QUALITY OF SAMSUNG PRODUCTS

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Highly satisfied	11	22
Satisfied	26	52
Good	11	22
Not satisfied	2	4
TOTAL	50	100

FIGURE 4.18

RATE THE QUALITY OF SAMSUNG PRODUCTS



INTERPRETATION

As the responses received 52% of the respondents is satisfied, 22% of the people is highly satisfied and the same percentage of 22 opt for good. Rest of 4% is not satisfied.

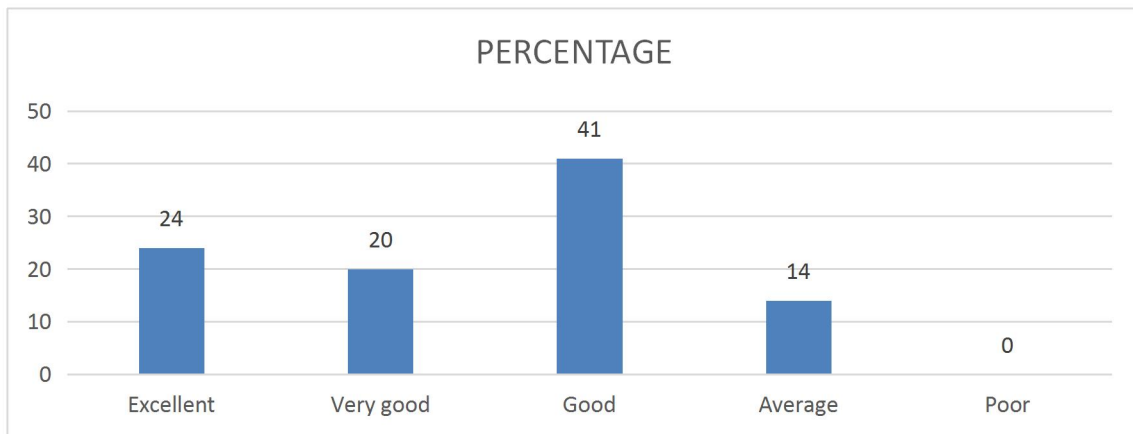
TABLE 4.19

OPINION ABOUT AFTER SALES SERVICE OF SAMSUNG

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Excellent	12	24
Very good	10	20
Good	21	41
Average	7	14
Poor	0	0
TOTAL	50	100

FIGURE 4.19

OPINION ABOUT AFTER SALES SERVICE OF SAMSUNG



INTERPRETATION

Majority of the people experienced good in after sales service of Samsung that is 41% due to quick service. 24% of the people experienced excellent because of durability after sales service. 20% people experienced very good due to easy availability of services. 14% people choose average due to slight satisfaction.

TABLE 4.20

WILL STICK TO THE SAME BRAND IF PRICE IS INCREASED

OPINION	NO. OF RESPONDENTS	PERCENTAGE
YES, I prefer Samsung irrespective if price increases	17	34
NO, I may look for different brands	33	66
TOTAL	50	100

FIGURE 4.20

WILL STICK TO THE SAME BRAND IF PRICE IS INCREASED



INTERPRETATION

66% of the customers will not stick to the Samsung brand if the price is increased they may look for different brand which cost less compared to Samsung. And 34% of the customers prefer Samsung irrespective of price when increased as they look for quality products.

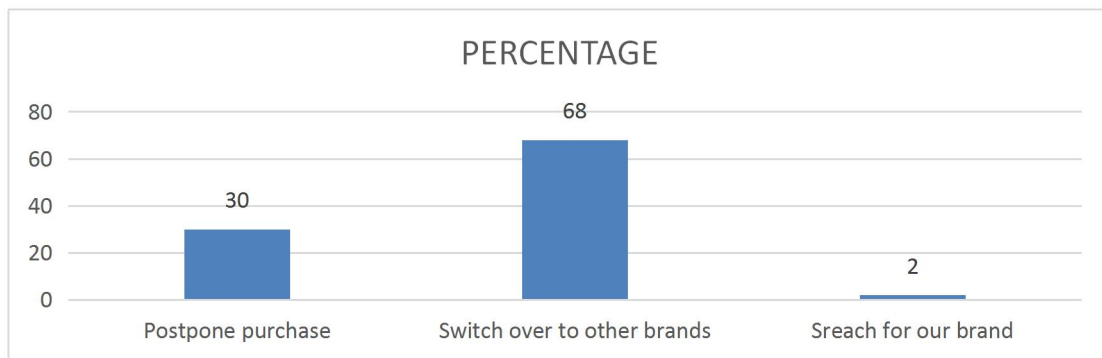
TABLE 4.21

IF SAMSUNG BRAND IS NOT READILY AVAILABLE?

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Postpone purchase	15	30
Switch over to other brands	34	68
Search for our brand	1	2
TOTAL	50	100

FIGURE 4.21

IF SAMSUNG BRAND IS NOT READILY AVAILABLE?



INTERPRETATION

Majority of the respondents will switch over to other brands if Samsung brand is not readily available that is 68% because they look for immediate use and cannot postpone purchase. 30% of the respondents postpone purchase as they may be loyal to Samsung brand. Only 2% search for Samsung brand.

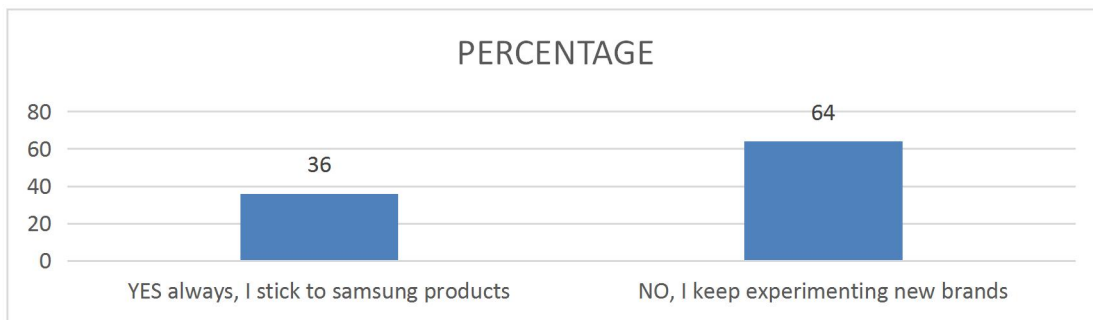
TABLE 4.22

LOYAL CUSTOMERS FOR SAMSUNG PRODUCTS

OPINION	NO. OF RESPONDENTS	PERCENTAGE
YES always, I stick to Samsung products	18	36
NO, I keep experimenting new brands	32	64
TOTAL	50	100

FIGURE 4.22

LOYAL CUSTOMERS FOR SAMSUNG PRODUCTS



INTERPRETATION

64% of the customers are not loyal to Samsung products as they keep experimenting new brands and remaining 36% of the customers will always stick to Samsung product.

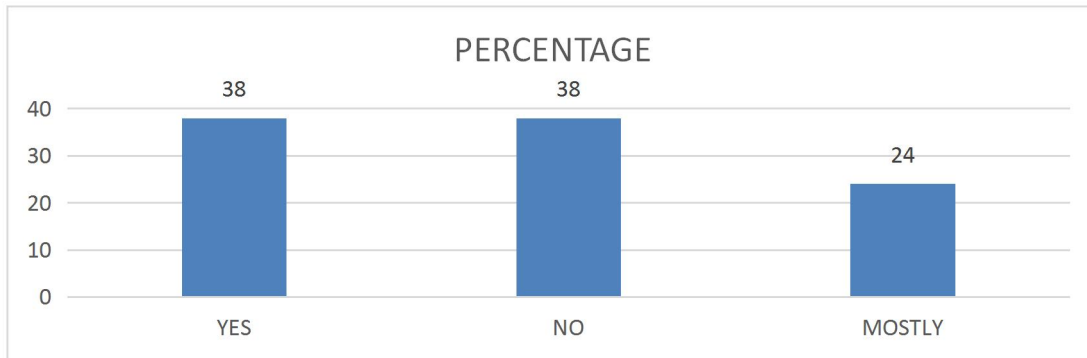
TABLE 4.23

USAGE OF SAMSUNG PRODUCTS BECAUSE IT IS READILY AVAILABLE

OPINION	NO. OF RESPONDENTS	PERCENTAGE
YES	19	38
NO	19	38
MOSTLY	12	24
TOTAL	50	100

FIGURE 4.23

USAGE OF SAMSUNG PRODUCTS BECAUSE IT IS READILY AVAILABLE



INTERPRETATION

38% of the people use Samsung products because it is readily available and the same percentage of 38 will not use Samsung because of its availability they will try other brands and 24% of people mostly use Samsung because it is readily available.

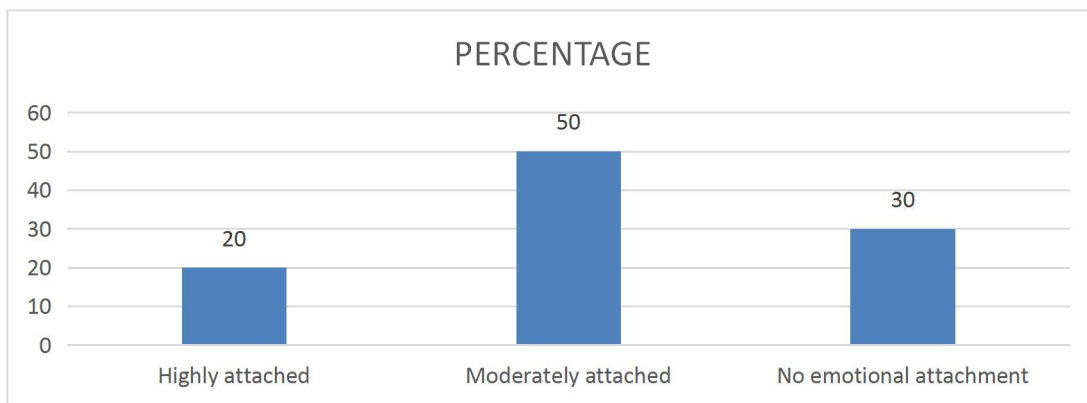
TABLE 4.24

LEVEL OF EMOTIONAL ATTACHMENT TO SAMSUNG BRAND

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Highly attached	10	20
Moderately attached	25	50
No emotional attachment	15	30
TOTAL	50	100

FIGURE 4.24

LEVEL OF EMOTIONAL ATTACHMENT TO SAMSUNG BRAND



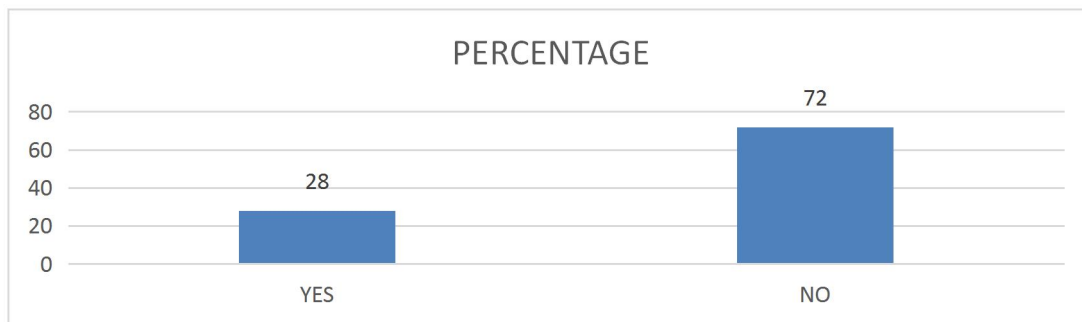
INTERPRETATION

As the responses received 50% of the people are moderately emotional towards Samsung brand. 30% of the people shows no emotional attachment to Samsung brand and 20% of people are highly attached to Samsung brand.

TABLE 4.25
COMPANY'S VISION RESPONSE

OPINION	NO. OF RESPONDENTS	PERCENTAGE
YES	14	28
NO	36	72
TOTAL	50	100

FIGURE 4.25
COMPANY'S VISION RESPONSE



INTERPRETATION

Majority of the respondents don't know company's vision that is 72% because they didn't heard about it. And rest of 28% of the respondents knows the company's vision.

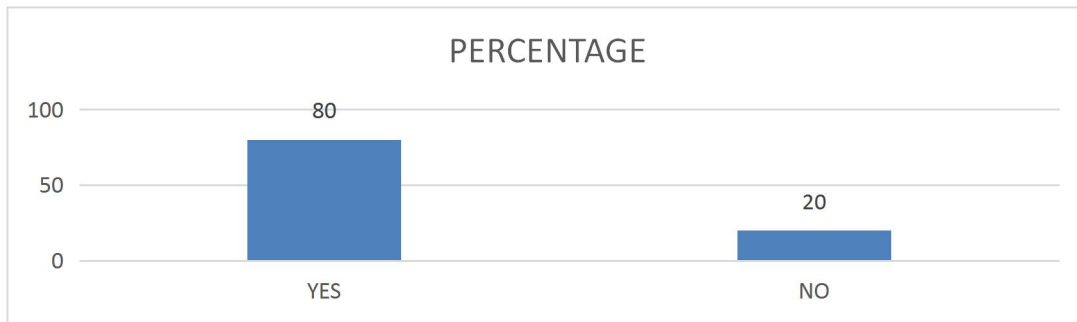
TABLE 4.26

IDENTIFICATION OF SAMSUNG LOGO

OPINION	NO. OF RESPONDENTS	PERCENTAGE
YES	40	80
NO	10	20
TOTAL	50	100

FIGURE 4.26

IDENTIFICATION OF SAMSUNG LOGO



INTERPRETATION

50 people surveyed, 40 people can identify the logo of Samsung brand as they are very familiar with Samsung brand and 10 people cannot identify the Samsung logo, because they haven't noticed the logo.

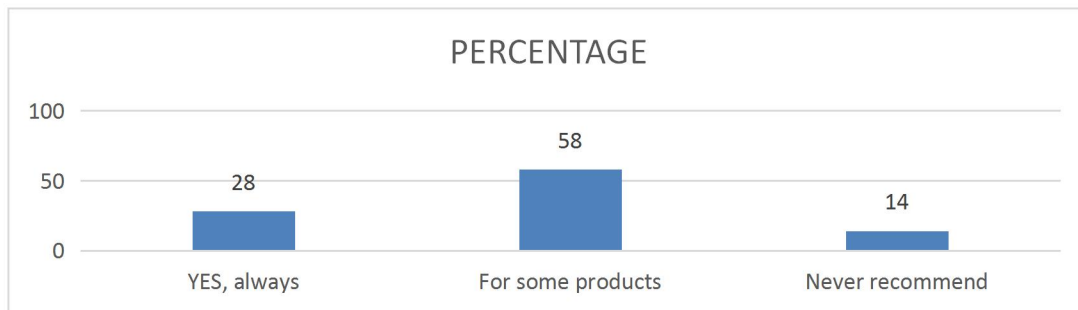
TABLE 4.27

RECOMMENDATION OF SAMSUNG BRAND TO OTHERS

OPINION	NO. OF RESPONDENTS	PERCENTAGE
YES, always	14	28
For some products	29	58
Never recommend	7	14
TOTAL	50	100

FIGURE 4.27

RECOMMENDATION OF SAMSUNG BRAND TO OTHERS



INTERPRETATION

58% of the people recommend Samsung brand to other people for some products, may be that products are good in quality. 28% always recommend Samsung brand to others from their good experience. Lastly 14% never recommend Samsung brand to others because of bad experience from their usage.

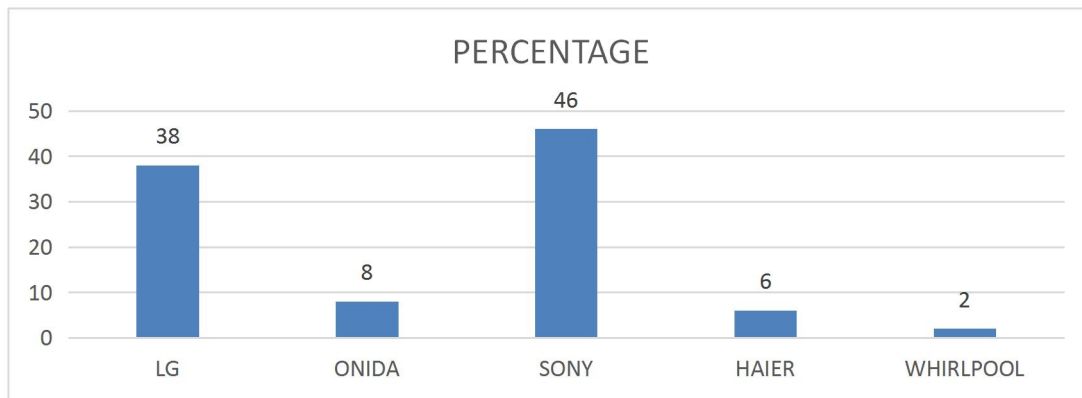
TABLE 4.28

WHEN HEARD ABOUT SAMSUNG WHICH COMPETITOR'S NAME COMES IN MIND OF CUSTOMERS.

OPINION	NO. OF RESPONDENTS	PERCENTAGE
LG	19	38
ONIDA	4	8
SONY	23	46
HAIER	3	6
WHIRLPOOL	1	2
TOTAL	50	100

FIGURE 4.28

WHEN HEARD ABOUT SAMSUNG WHICH COMPETITOR'S NAME COMES IN MIND OF CUSTOMERS.



INTERPRETATION

For 46% of the customers, Sony name comes in their mind when they heard about Samsung. For 38% of the customers, LG name comes in their mind. And for 6% and 2% of the customers Haier and Whirlpool name comes in their mind.

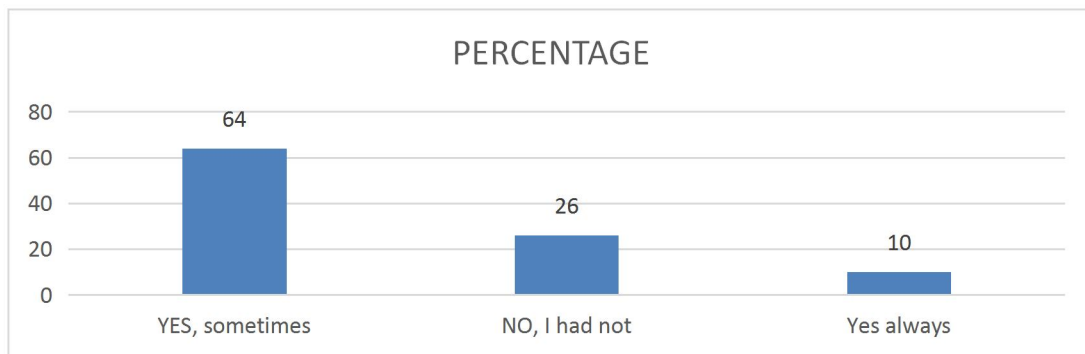
TABLE 4.29

PROBLEM WITH SAMSUNG PRODUCTS PURCHASED BY CUSTOMERS.

OPINION	NO. OF RESPONDENTS	PERCENTAGE
YES, sometimes	32	64
NO, I had not	13	26
Yes always	5	10
TOTAL	50	100

FIGURE 4.29

PROBLEM WITH SAMSUNG PRODUCTS PURCHASED BY CUSTOMERS.



INTERPRETATION

Among the total 50 respondents 64% of the respondents sometimes faced problem with Samsung products they have purchased due to their bad experience from usage. 26% not had any problem with Samsung product due to better quality. Only 10% of the respondents always faced problem with Samsung products because of less durability, poor quality or easily get damage.

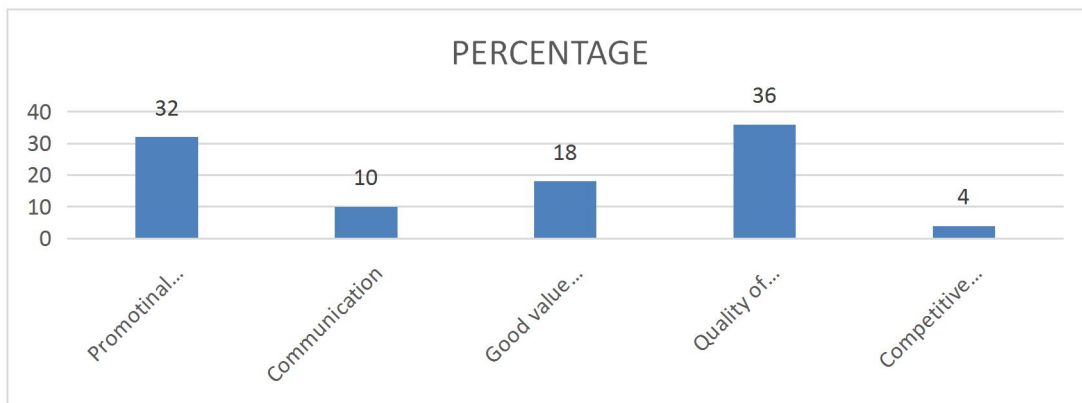
TABLE 4.30

WHICH OF THE FOLLOWING HELPS TO CREATE A GOOD BRAND IMAGE OF SAMSUNG.

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Promotional measures (discounts)	16	32
Communication	5	10
Good value added services	9	18
Quality of products	18	36
Competitive pricing	2	4
TOTAL	50	100

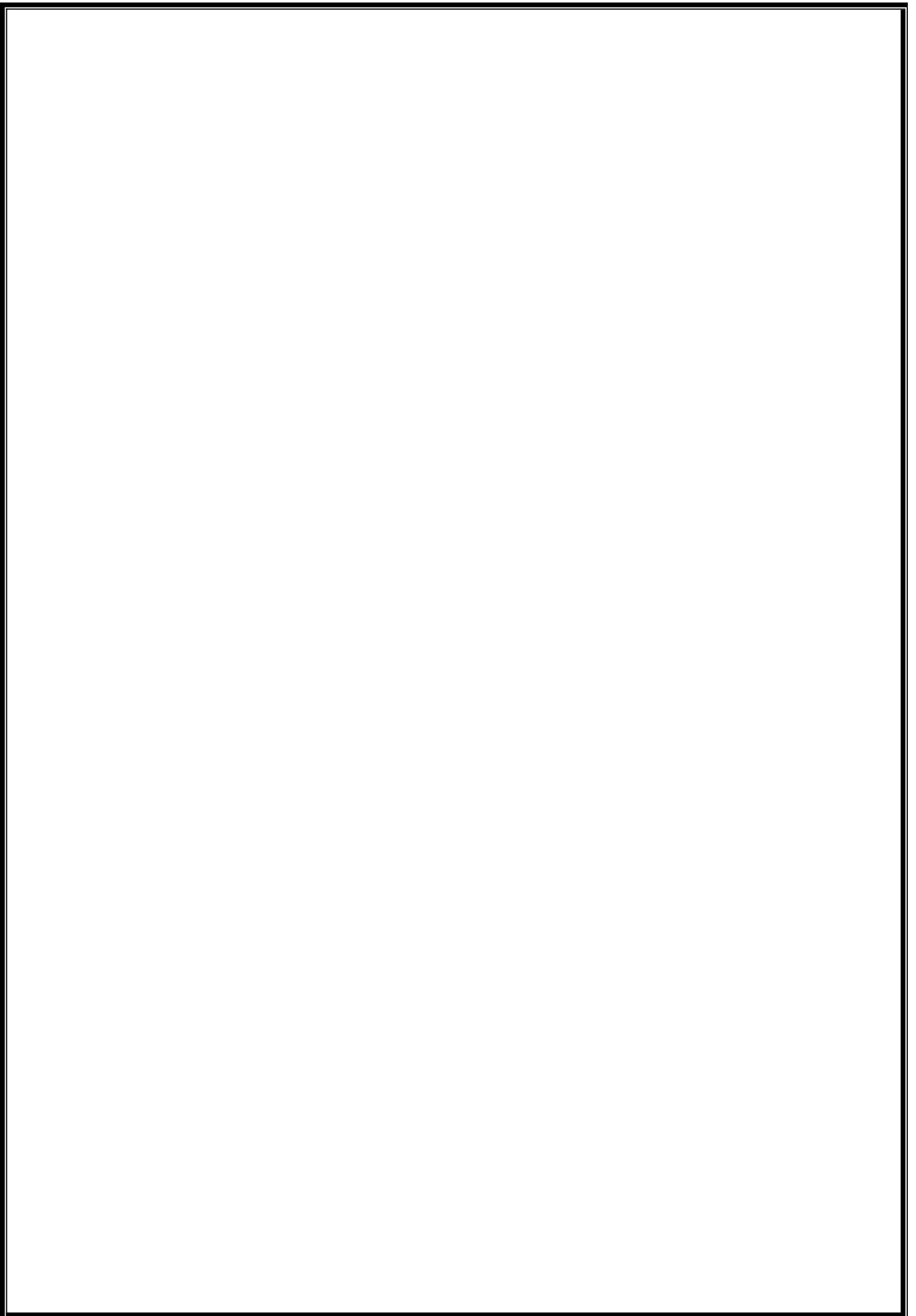
FIGURE 4.30

WHICH OF THE FOLLOWING HELPS TO CREATE A GOOD BRAND IMAGE OF SAMSUNG.



INTERPRETATION

As the responses received, 36% of the people feels that quality of products helps to create a good brand image of Samsung because the quality can increase customers to buy the product. 32% people choose for promotional measures such as discount, offer etc to create brand image. Following 18% choose for good value added services, 10% opt for communication and only 4% people choose for competitive pricing.



FINDINGS

1. The ages of the respondents who are using Samsung products, majority are from the category of 20-40 that is 86%. 12% are from below 20, 25% from above 40.
2. The gender of the respondents who are using Samsung products, majority are male that is 66%, rest of 34% are female.
3. It is found that 80% of graduation respondents are using Samsung products, 16% are post graduation, 2% were professionals and 2% were technical qualification.
4. The occupations of the respondents for the majority are students that are 86% and 14% of respondents are government employees, there are no non-government employees.
5. The annual income of respondents who are using Samsung products, majority earns an income below 25000 that is 74%. 10% respondents earn 25000-50000, 8% between 50000-100000 and 8% between above 100000.
6. It is found that 56% of respondents uses Samsung products only sometimes, 28% of respondents uses on a regular basis, 10% of respondents were aware but never used, and 6% of respondents never heard about it.
7. It is found that 88% of respondents heard about television of Samsung, 76% heard about washing machine, 92% heard about Smartphone's, 82% heard about refrigerator, 60% heard about laptops, 74% heard about air conditioner, 58% heard about microwaves, 44% heard about printer.
8. On the basis of rating on Samsung products majority of respondents chooses Smartphone's that is 74%, 58% on television, 56% on refrigerator, 44% on air conditioner, 42% on washing machine, 30% on laptop, 22% on printer, and 18% on microwave.
9. On purchase basis of Samsung products 46% of respondents purchased television, 32% purchased washing machine, 78% purchased Smartphone's, 42% purchased refrigerator, 18% purchased laptop, 22% purchased air conditioner, 18% purchased microwave, 10% purchased printer.
10. On the basis of currently using Samsung products by respondents 32% uses television, 14% uses washing machine, 58% uses Smartphone's, 38% uses refrigerator, 8% uses laptop, 14% uses air conditioner, 14% uses microwave, 8% uses printer.

11. It is found that 14% of respondents own Samsung products less than 6 months, 46% own 1-3 years, 22% own 3-5 years, 18% own more than 5 years.
12. It is found that around 42% of respondents came to know about Samsung products by friends/relatives, 32% by television/radio, 4% by newspaper/magazines, 16% by internet, 6% by dealer.
13. It is found that around 18% of respondents are highly satisfied with Samsung products, 56% are satisfied, 24% have average level of satisfaction, 2% has poor level of satisfaction and nobody has very poor level of satisfaction.
14. It is found that 32% of respondents are influenced by advertisement on purchasing decision and 60% are sometimes influenced, 8% are never.
15. It is found that majority of respondents noticed ads of Samsung products through television that is 54% and 2% through radio, 34% through newspaper/magazines, 2% through posters/hoardings.
16. It is found that 38% of respondents do not entertain calls from dealer, 14% gets irritated, 36% listens to it but says no and 12% don't forward such calls.
17. It is found that majority of the respondents reason for the preference on Samsung products is long durability that is 32%, 20% chooses affordable price, 16% chooses easy availability, 12% chooses easy to use, 10% chooses safe, 85 chooses stylish, 2% chooses essential.
18. It is found that 52% of respondents are satisfied with quality of Samsung products, 22% are highly satisfied, 22% chooses good, 4% are not satisfied.
19. It is found that majority of respondents experienced good in after sale service of Samsung products that is 41% and 24% of respondents experienced excellent service, 20% of respondents experienced very good service, 14% of respondents experienced average.
20. It is found that majority of respondents will not stick to the Samsung brand if the price is increased that is 66%, remaining 34% stick on to Samsung brand.
21. It is found that majority of respondents will switch over to other brands if Samsung products are not readily available that is 68%, 30% of respondents postpone their purchase, 2% search for Samsung products.

22. It is found that 64% of customers are not loyal to Samsung products, remaining 36% of customers are loyal.
23. Majority of respondents uses Samsung products because it is readily available that is 38% and same percentage of respondents will not use, 24% of respondents mostly uses Samsung products.
24. It is found that 50% of respondents are moderately attached emotionally towards Samsung products, 30% of respondents shows no emotional attachments and 20% of respondents are highly attached.
25. It is found that around 72% of respondents don't know company' vision and remaining 28% of respondents knows it.
26. Around 80% of respondents can identify the logo of Samsung and remaining 20% don't know it.
27. It is found that around 58% of respondents recommend Samsung brand to other people for some products, 28% of respondents always recommend and remaining 14% never recommend.
28. For 46% of respondents, Sony name comes in their mind when they heard about Samsung, 38% of respondents come LG, 8% of respondents come Onida, 6% comes Haier and 2% comes Whirlpool.
29. It is found that around 64% of respondents sometimes faced problem with Samsung products, 26% of respondents does not faced any problem and 10% of respondents always faced problems.
30. It is found that around 36% of respondents feels that quality of the product helps to create a good brand image of Samsung, 32% chooses promotional measures, 18% chooses good value added service, 10% chooses communication and 4% chooses competitive pricing.

SUGGESTIONS

- Buying behavior changes from one person to another. Samsung dealers should attract the customer in the way of advertisement, proper after sale service and other promotional tools.
- There is strong influence of brand in buying decision because of the quality, so Samsung manufacturer should always produce standard quality of goods.
- Customers are loyal only to quality products from the brand, if there is no quality, customers would prefer another product in the market. So, brand loyalty built a stronger brand image.
- The seller should not increase the price often, this may lead the customer to buy another product from market. There should be certain limit in price increase.
- The Samsung dealer should make easy availability of their products in all areas.
- Packaging of branded products should be more attractive.
- Samsung is recommended to target the middle and upper-class market for its products. Presently, the target market of Samsung is not very defined and most of its consumers come from the lower to middle class market.
- Samsung Company should improve the after sales services of product as it is the main factor for the sales of consumer products.
- Dealers desire more advertisement to be done through local newspaper and cable TV ads and internet. To make consumer aware about the product.
- Around 58% of respondent will recommend Samsung brand to their relatives and other people and 28% will always recommend to other people.

CONCLUSION

A major electronic company in India, Samsung India Ltd. has experienced significant growth in its electronic product line for the past five years. As their standard of life rises, Indian consumers are likewise spending more on technology. Samsung has effectively established itself as the industry leader in electronic goods. Although though the company's sales and profits declined slightly at the start of this decade, Samsung has since seen a notable increase in both sales and profits. Given that the Indian electronic market is continually growing, we can fairly assume that Samsung will be able to maintain its top spot among electronic device manufacturers in the future.

The study helps us to comprehend the brand that has found success in the Ernakulam district market and is capable of persuading customers to buy Samsung products by raising their awareness of the brand and demonstrating their preference for the brand. The questionnaire was created using suggestions from earlier researchers as well as responses from the respondents. In today's electronic age, many consumers choose to use branded goods, regardless of price range. According to many, branding encourages us to treat others with respect and to feel gratitude. After doing this study, I learned that branding can alter a person's behavior and way of life.