

A STUDY ON BRAND PERCEPTION OF SAMSUNG PRODUCTS WITH REFERENCE TO CHENNAI CITY

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ABSTRACT:

Today in Electronic world Samsung is recognized as an important brand. Samsung Electronics produced LCD and LED panels, televisions, cinema screens, laptops, mobile phones and many more. The consistent investment in innovation created a brand name for Samsung. As every business is running with competition in the market place it is essential to create a brand name to differentiate it from others. Everyone in business is trying to create a unique feature to market their products. Consumer perception is a factor that creates a brand name for every organization and hence they need to assess the brand.

Key words: Samsung, Brand, Perception

INTRODUCTION:

Samsung is a south Korean multinational company which serves many areas such as communication, construction and entertainment. They provide leading products focused on making a difference in lifestyle by bringing a variety of products. They remain committed to offer new age digital based products to the society. They have come very closer to the Indian consumer because of their consistent commitment towards service. In order to become an innovative company and world leader Samsung has provided a strong company culture. The business culture followed by Samsung not only makes them the market leader but also teaches them the lesson to struggle and success.

Brand awareness is a key to promote the company's product. The capacity to review a brand is a key to obtain leadership. Perception does not simply mean the capacity to review a particular brand name however they should be able to highlight the distinct feature of the brand. One of the effective tools to enhance consumer's brand personality perception is by giving attention on package design. Samsung has created a brand name by creating a resilient business model, focusing on image and supply chain management. With the help of innovation, culture and product ideas they have proved themselves as a fast-paced organization.

REVIEW OF LITERATURE:

Reham Ebrahim et.al (2016) provided an insight into the importance of consumer perceptions on brands preference. They demonstrated the significance of consumer experiential response towards brand preference. The model offered new perspective for building strong brands to gain consumer preference.

Dr.P. Balathandayutham & Dr. R.Sritharan(2019) brand loyalty plays a crucial role among the service organizations, brand loyalty is linked with the purchase behavior of consumers which happens repeatedly. Findings of the research shows that the brand loyalty is highly influenced by the consumers perception of the FMCG product buyer.

OBJECTIVES OF THE STUDY:

1. To identify the demographic profile of the respondents.
2. To find the buying behavior of the respondents.
3. To analyze the factors that motivate the customers to buy the product.
4. To identify the customer perception towards Samsung products.

ANALYSIS AND FINDINGS:

Table 1
Demographic Profile of the Respondent

Particulars	No:of respondents	Percentage
Gender:		
Male	37	37%
Female	63	63%
Total	100	100.00
Age of respondent:		
20-30	30	30%
30-40	42	42%
40-50	20	20%
Above 50	8	8%
Total	100	100.00
Monthly Income		
Below 40,000	23	23%
40,000 - 80,000	43	43%
80,000 - 1,20,000	21	21%

Above 1,20,000	13	13%
Total	100	100.00
Martial Status		
Married	57	57%
Unmarried	43	43%
Total	100.00	100.00
Educational Qualification		
Higher Secondary	12	12%
Under graduate	11	11%
Post graduate	63	63%
Others	14	14%
Total	100	100.00

Source: Primary data

Inference:

1. 63% are female
2. 42% are of the age group 30-40
3. 43% of the respondent are having an income level of 40,000 to 80,000
4. 57% of the respondent are married
5. 63% of the respondent are post graduate

Table 2
Buying behavior of respondents

Options	Frequency	Percentage	Cumulative Percentage
Philips	8	8%	8
LG	14	14%	22
Sony	36	36%	58
Samsung	42	42%	100
Total	100	100	

Source: Primary Data

Inference:

It is inferred that 42% of the respondents prefer Samsung brand, 36% of the respondent prefer Sony brand, 14% prefer LG and remaining 8% prefer Philips.

Table 3
Factors that motivate the customer to buy the product

Particulars	W5	W4	W 3	W 2	W1	Total Weight	Final Ranking
Quality	21 (105)	17 (68)	38 (114)	4 (8)	20 (20)	315	III
Price	5 (25)	42 (168)	25 (75)	20 (40)	8 (8)	316	II
Appearance	39 (195)	30 (120)	19 (57)	2 (4)	10 (10)	386	I
Service	10 (50)	10 (40)	17 (51)	20 (40)	43 (43)	224	V
Brand name	19 (95)	18 (72)	0 (0)	30 (60)	33 (33)	260	IV

Source: Primary Data

Inference:

It is inferred from the above table that Appearance is ranked first followed by price, quality, brand name and service.

Table 4

Customer perception towards Samsung products

Samsung brand influence the purchase decision	Frequency	Percentage	Cumulative Percentage
Strongly Agree	25	25%	25
Agree	42	42%	67
Neutral	15	15%	82
Disagree	11	11%	93
Strongly disagree	7	7%	100
Total	100	100	

Source: Primary Data

Inference:

It is inferred that 42% of the respondent agree that Samsung brand influence the purchase decision.

CONCLUSION:

The study reveals that Samsung has created a real impression in the mind of customers as far as electronic products are concerned. It has become a great competitor for Sony because of the price and quality. They play a vital role in service when compared to their competitors.

REFERECE;

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