

## A Study of Brand image of Samsung Mobile Phones in the Market of Gwalior

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### Abstract

In a competitive market like India, building brand image of mobile phones is a challenging task. In this context, present study examines the brand positioning strategy of Samsung mobile phones. It is a comparative study of Samsung Mobile phones with other mobile phones like Sony Ericsson, Nokia, Motorola and LG. Data was collected from 100 customers who owned mobile phones in Gwalior, a City of Madhya Pradesh through structured questionnaires. The researchers converted the raw score into tabulated form and percentile method was used to calculate and analyze different responses to each question. They found that out of the sample of 100 people, more than 50% mobile handset users are having Samsung cell phones followed by Motorola, Nokia, LG and Sony Ericsson in Gwalior.

**Keywords:** Brand Image, Samsung Mobile Phones, Technology, Gwalior.

### INTRODUCTION

Telecommunication industry is recognized to be an important support for the Indian economy or for that reason a support to any developing economy. Global competitiveness necessitates an excellent communication infrastructure or somewhat the enlargement of telecommunication industry infrastructure that is equivalent to the progress of the country and for its competitiveness in the global market. A few years ago, this industry was cornered in many countries, has now increase a higher drive in growth rate. Particularly for developing countries, this industry has gained a vital proportion of the communication industry.

#### The Indian Mobile Phones Industry

Due to the unfriendly telecom policies of the Indian government, high licensing fees and absence of a proper telecom regulatory body, the mobile phones industry made a slow start in India from 1995. Thus, the Government of India have to announce a new telecom policy that allows cellular mobile service providers to share infrastructure with other operators. From then, Indian telecommunication industry had also shown a tremendous growth rate in last 10years. At present scenario, the Indian telecommunications network is the fifth largest network in the world and the second largest network in Asia generating nearly 1% to India's GDP.

#### Objectives of the Study

- To study the current brand positioning strategy of Samsung mobile phones in India.
- To study the brand recall for the various cellular companies.
- To know how customers recognize Samsung mobile phones as a brand. The answers and information's have been acquired with the help of questionnaires and interviews.
- To offer any kind of recommendations to Samsung.
- To study the brand positioning strategy of Samsung mobile phones in India.
- To analyze how customers perceive Samsung mobile phones as a brand.

### METHODOLOGY

#### Research design

Exploratory research is the chosen methodology for this study to be carried. A mix of qualitative and quantitative research would be used to obtain the data required for the analysis.

**Data sources**

Data was collected through primary source with the use of structured questionnaire including mix of 3 kinds of questions which are open ended, close ended and a mix of open & close ended questions, the interview and focus group discussion.

**Sample population**

The sample selected were individuals from Gwalior, a city of Madhya Pradesh. The selected samples were on random basis. The samples were people who owned Mobile phones.

**Method**

Random sampling

**Sample Size**

The sample size for the research was 100 respondents for questionnaire filling.

**Tool for Data Analysis**

The researchers converted the raw score into tabulated form and percentile method was used to calculate and analyze different responses to each question.

**DATA ANALYSIS AND INTERPRETATION**

**Question 1: Which Company's Mobile Phone you are using?**

VALUE LABEL	VALID FREQUENCY	VALID PERCENTAGE
SAMSUNG	52	52%
SONY ERICSSON	5	5%
MOTOROLA	14	14%
NOKIA	13	13%
LG	7	7%
OTHERS	8	8%
NO RESPONSE	1	1%

**Interpretation**

The researcher found that out of the sample of 100 people, more than 50% mobile handset users are having Samsung cell phones followed by Motorola, Nokia, LG and Sony Ericsson.

**Question 2: Are you satisfied with your Current Mobile Phone?**

VALUE LABEL	VALID FREQUENCY	VALID PERCENTAGE
VERY SATISFIED	48	48%
SATISFIED	32	32%
NEITHER SATISFIED NOR UNSATISFIED	12	12%
NOT SATISFIED	3	3%
NO RESPONSE	5	5%
TOTAL	100	100%

**Interpretation**

In a sample size of 100 people, almost half of mobile users are Very satisfied with their mobile phones.

**Question 3: How Many Brands do you Know That Exist in the Market?**  
**SAMSUNG**

VALUE LABEL	VALID FREQUENCY	VALID PERCENTAGE
YES	99	99%
NO	0	0%
NO RESPONSE	1	1%
TOTAL	100	100%

**SONY ERICSSON**

VALUE LABEL	VALID FREQUENCY	VALID PERCENTAGE
YES	54	54%
NO	39	39%
NO RESPONSE	7	7%
TOTAL	100	100%

**MOTOROLA**

VALUE LABEL	VALID FREQUENCY	VALID PERCENTAGE
YES	81	81%
NO	14	14%
NO RESPONSE	5	5%
TOTAL	100	100%

**NOKIA**

VALUE LABEL	VALID FREQUENCY	VALID PERCENTAGE
YES	89	89%
NO	7	7%
NO RESPONSE	4	4%
TOTAL	100	100%

**LG**

VALUE LABEL	VALID FREQUENCY	VALID PERCENTAGE
YES	47	47%
NO	44	44%
NO RESPONSE	9	9%
TOTAL	100	100%

**Interpretation**

Most commonly known brand of mobile in Gwalior is Samsung.

**Question 4: Which Brand of Mobile Phone you prefer the Most?**  
 (Rank in the scale of 1-5, 1 – most preferred, 5 – least preferred)

**SAMSUNG**

VALUE LABEL	VALID FREQUENCY	VALID PERCENTAGE
MOST PREFERRED	66	66%
PREFERRED	21	21%
UNCERTAIN	10	10%
SOMEWHAT PREFERRED	3	3%
LEAST PREFERRED	0	--
NO RESPONSE	0	--
TOTAL	100	100%

**SONY ERICSSON**

VALUE LABEL	VALID FREQUENCY	VALID PERCENTAGE
MOST PREFERRED	17	17%
PREFERRED	22	22%
UNCERTAIN	34	34%
SOMEWHAT PREFERRED	16	16%
LEAST PREFERRED	8	8%
NO RESPONSE	3	3%
TOTAL	100	100%

**MOTOROLA**

VALUE LABEL	VALID FREQUENCY	VALID PERCENTAGE
MOST PREFERRED	10	10%
PREFERRED	23	23%
UNCERTAIN	27	27%
SOMEWHAT PREFERRED	22	22%
LEAST PREFERRED	12	12%
NO RESPONSE	6	6%
TOTAL	100	100 %

**NOKIA**

VALUE LABEL	VALID FREQUENCY	VALID PERCENTAGE
MOST PREFERRED	4	4%
PREFERRED	11	11%
UNCERTAIN	17	17%
SOMEWHAT PREFERRED	49	49%
LEAST PREFERRED	14	14%
NO RESPONSE	5	5%

TOTAL	100	100%
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**LG**

VALUE LABEL	VALID FREQUENCY	VALID PERCENTAGE
MOST PREFERRED	3	3%
PREFERRED	3	3%
UNCERTAIN	11	11%
SOMEWHAT PREFERRED	14	14%
LEAST PREFERRED	64	64%
NO RESPONSE	5	5%
TOTAL	100	100%

**Interpretation:** Samsung is the most preferred mobile phone in market of Gwalior.

**Question 5: How frequently do you Change your Mobile Phone Handset?**

VALUE LABEL	VALID FREQUENCY	VALID PERCENTAGE
VERY OFTEN	22	22%
OFTEN	51	51%
WHEN NEED ARISES	25	25%
HAVEN'T CHANGED TILL NOW	1	1%
NO RESPONSE	1	1%
TOTAL	100	100%

**Interpretation:** Maximum number of customer often changes their mobile phones.

**Question 6: Rate the Major Criteria you look for while purchasing a Mobile Phone?**

**TECHNOLOGY**

VALUE LABEL	VALID FREQUENCY	VALID PERCENTAGE
VERY IMPORTANT	84	84%
IMPORTANT	16	16%
UNCERTAIN	0	0%
SOMEWHAT IMPORTANT	0	0%
NOT IMPORTANT	0	0%
NO RESPONSE	0	0%
TOTAL	100	100%

**VALUE FOR MONEY**

VALUE LABEL	VALID FREQUENCY	VALID PERCENTAGE
VERY IMPORTANT	33	33%
IMPORTANT	48	48%
UNCERTAIN	15	15%

SOMEWHAT IMPORTANT	4	4%
NOT IMPORTANT	0	0%
NO RESPONSE	0	0%
TOTAL	100	100%

**BATTERY LIFE**

VALUE LABEL	VALID FREQUENCY	VALID PERCENTAGE
VERY IMPORTANT	72	72%
IMPORTANT	16	16%
UNCERTAIN	11	11%
SOMEWHAT IMPORTANT	1	1%
NOT IMPORTANT	0	0%
NO RESPONSE	0	0%
TOTAL	100	100%

**PRICE**

VALUE LABEL	VALID FREQUENCY	VALID PERCENTAGE
VERY IMPORTANT	28	28%
IMPORTANT	51	51%
UNCERTAIN	18	18%
SOMEWHAT IMPORTANT	3	3%
NOT IMPORTANT	0	0%
NO RESPONSE	0	0%
TOTAL	100	100%

**STYLE**

VALUE LABEL	VALID FREQUENCY	VALID PERCENTAGE
VERY IMPORTANT	23	23%
IMPORTANT	37	37%
UNCERTAIN	21	21%
SOMEWHAT IMPORTANT	14	14%
NOT IMPORTANT	4	4%
NO RESPONSE	1	1%
TOTAL	100	100%

**USER FRIENDLINESS**

VALUE LABEL	VALID FREQUENCY	VALID PERCENTAGE
VERY IMPORTANT	27	27%
IMPORTANT	36	36%

UNCERTAIN	19	19%
SOMEWHAT IMPORTANT	12	12%
NOT IMPORTANT	6	6%
NO RESPONSE	0	0
TOTAL	100	100%

**Interpretation**

Technology and battery life of mobile phones are considered to be most important feature for customers to buy a mobile phone. Although others factors like price, value of money, user friendliness and style also play an important role affecting the buying behavior of the customers.

**Question 7: How many of your Family Members own a Mobile Phone (Including you)?**

VALUE LABEL	VALID FREQUENCY	VALID PERCENTAGE
1	8	8%
2	22	22%
3	41	41%
MORE THAN 3	29	29%
NO RESPONSE	0	0
TOTAL	100	100%

**Interpretation**

From the sample taken it was found out that in a family, average number of mobile users are 3.

**Question 8: For What Purpose you purchased a Mobile Phone?**

VALUE LABEL	VALID FREQUENCY	VALID PERCENTAGE
PERSONAL USE	67	67%
OFFICIAL WORK	28	28%
STYLE	5	5%
ANY OTHER	0	0%
NO RESPONSE	0	0
TOTAL	100	100%

**Interpretation**

Most of the people prefer mobile for their personal work.

**Question 9: Rate the Major Source of Information as Regard to Mobile Phone?  
 NEWSPAPER/MAGAZINES**

VALUE LABEL	VALID FREQUENCY	VALID PERCENTAGE
VERY INFLUENTIAL	29	29%
INFLUENTIAL	46	46%
SOMEWHAT INFLUENTIAL	18	18%

NOT INFLUENTIAL	5	5%
NO RESPONSE	2	2%
TOTAL	100	100%

**TELEVISIONS**

VALUE LABEL	VALID FREQUENCY	VALID PERCENTAGE
VERY INFLUENTIAL	58	58%
INFLUENTIAL	25	25%
SOMEWHAT INFLUENTIAL	11	11%
NOT INFLUENTIAL	5	5%
NO RESPONSE	0	0
TOTAL	100	100%

**RECOMMENDATIONS**

VALUE LABEL	VALID FREQUENCY	VALID PERCENTAGE
VERY INFLUENTIAL	62	62%
INFLUENTIAL	24	24%
SOMEWHAT INFLUENTIAL	8	8%
NOT INFLUENTIAL	5	5%
NO RESPONSE	1	1%
TOTAL	100	100%

**PREVIOUS EXPERIENCE**

VALUE LABEL	VALID FREQUENCY	VALID PERCENTAGE
VERY INFLUENTIAL	56	56%
INFLUENTIAL	24	24%
SOMEWHAT INFLUENTIAL	13	13%
NOT INFLUENTIAL	5	5%
NO RESPONSE	2	2%
TOTAL	100	100%

**Interpretation**

Recommendations, television and previous experience are considered to be the major source of information as regards to mobile phones.

**Question 10: According to you, Which Company provides the best Handset under the Price level Rs. 10,000?**

VALUE LABEL	VALID FREQUENCY	VALID PERCENTAGE
SAMSUNG	41	41%



SONY ERICSSON	7	7%
MOTOROLA	29	29%
NOKIA	15	15%
LG	8	8%
NO RESPONSE	0	0
TOTAL	100	100%

### Interpretation

Samsung and Motorola came out to be the company providing best handsets under price level of Rs. 10,000.

### Question 11: Which Brand you Like to Switch Later on?

VALUE LABEL	VALID FREQUENCY	VALID PERCENTAGE
SAMSUNG	49	49%
SONY ERICSSON	13	13%
MOTOROLA	26	26%
NOKIA	9	9%
LG	3	3%
NO RESPONSE	0	0
TOTAL	100	100%

### Interpretation

Most of the people prefer to switch to Samsung brand in future.

### Findings

1. In India, the development of the Samsung in the market of mobile phones has been constant; even now there is lot of aspects which are necessary to be expanded. The brand personality of Samsung is such that it is flexible in any kind of environment. Still at the present, it needs a powerful image to get in touch with the customers who are located in rural parts of India. It also needs to have a deeper insight into intellectual positioning in order to offer a new face of Samsung to the customers of India.
2. In addition, considering to style and design, Samsung needs to make extra effort on an additional lightweight and more lustrous look to match with its competitors. So, in order to target to additional customers of the middle age and middle income segment, the phone should act as the desires of these customers by making known what they want.
3. As the matter of affordability, it is a reality that Samsung needs to reduce the costs of its introductory models. This is because of the fact that by the time these models become more reasonable for the customers, its competitors such as Nokia, Sony Ericsson, LG, Motorola, etc. available in the market will provide the new and innovative models at much cheaper rates.

### CONCLUSION

This study has showed that Samsung as a brand in India which has achieved widespread identification and appreciation. Nowadays, Samsung has made an assurance to set “emotions at the heart of its brand”.

In addition, the brand positioning of Samsung has been in such a manner that it make easy the focused audience to realize magic in their day to day living. This has been one of the important

reasons that why Samsung has been considered as one of the most notorious brands of cell phones in the present era to have enter Indian market.

At the present, Samsung has two challenges before it. Primarily, it should modernize the rural parts of India and secondly, it should reveal to Indian population that it is still now the first choice of the people and the most consistent brand available in the market.

### **RECOMMENDATIONS**

As long as technology is taken into consider, numerous people understand that Samsung should improve the picture quality of its camera and also enhance the battery power. Samsung as a brand needs focusing more on an integrative technique towards improving its brand positioning strategy in a positive manner. The people of India and put more focus on acquiring the best value for their money spent. India is developing gradually and so are its people and also the mobile phone manufacturers. Consequently, in order to go ahead in the race and expand itself in a much better way, Samsung needs undertaking the authentic analysis as long as a balance among design and technology are linked.

Samsung is still holding a strong market in the Indian mobile industry, however, despite of the steady growth, it still has a lot of space in the Indian market, where it needs to build its image in the minds of rural market of India. For this area of development in India, Samsung will necessitate to redesign and improve its style of its mobile phones for the rural India.

Though Samsung manufactures innovative style of mobile phones, it also needs to focus on sleek look and light weight mobile phones as in today's competitive world, there are number of manufacturers of mobiles phone which focuses on the rural market of India. So Samsung requires targeting the right customer in the middle age and the middle income segment. Samsung also requires looking at the affordability matter of Indian people. Samsung should reduce the price of preliminary models and should also modify status positioning for its various models.

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