

A Study on Brand Equity Towards Samsung Mobile's (With Special Reference To Vellore City)

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ABSTRACT

Marketing is the process of creating and maintaining customers for their products. Branding is one of the important strategy of marketing to retain the existing customers and also to create new customers. Brand is an identification of the product in the market where more number of competitive substitutes are available. Branding is a practice of giving a specified name to a product or a group of products of a seller. Branding is the process of finding and fixing the means of identification. Brand equity is that the power of a brand lies in the minds of consumers and what they have experienced and learned about brand over time. Brand equity creates the consumer relationship by bringing consumers and marketers closer by developing a bond of faith and trust between them. The present paper focuses on the study of Brand Equity for Samsung mobile phones with reference to Vellore city. The primary objectives of the study is to know about Brand Equity, for Samsung mobile phones and it also identifies about factors that influence the consumer to buy a particular brand of Samsung mobile phones.

1. INTRODUCTION

The essence of marketing is an transaction – an exchange – intended to satisfy human needs and wants. That is marketing is a human activity directed at satisfying needs and wants through a exchange process. ‘A product is made in the factory a brand something that is bought by a customer. “A product can be copied by a competitor a brand is unique. A product becomes outdated soon a successful brand is timeless”.

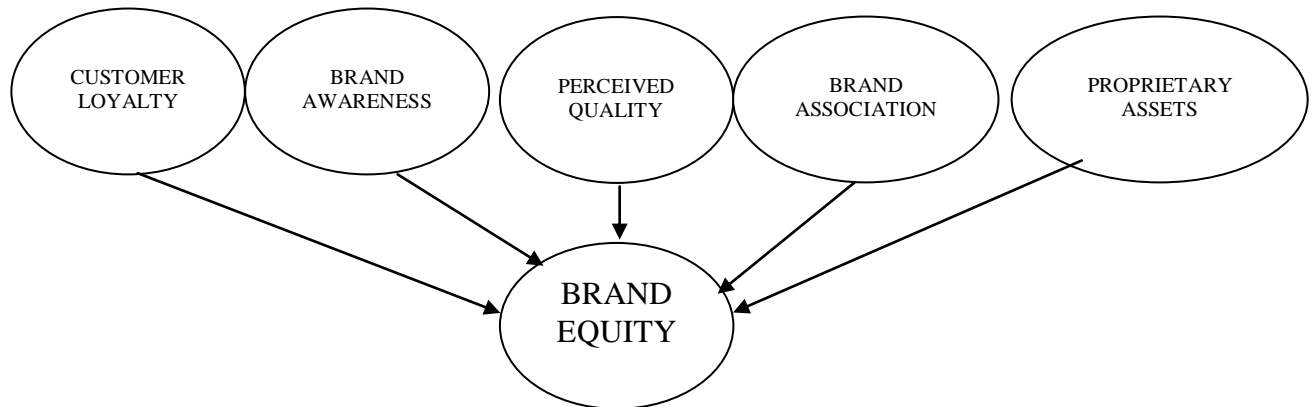
Brand make money. Brands make images branding is one of the most effective competitive tools and it is a challenging task for the marketer to nature a brand into a strong profitable brand.

Brand equity refers to the value added to a range of product/services that is over and above the net book value of the company or cash flow from product/services with brand name compared with the cash flow without brand name. In short, it refers to total value the brand brings over above its net book value.

Brand equity denotes the net results of investments and efforts put in by marketer. Brands command varying value in the market place. Product with strong brand equity is a valuable asset. In the words of Philip kotler, Brand commands brand equity to the extent it has created great awareness among consuming public, perceived quality, higher brand loyalty, strong brand association and other assets such as patents, trademarks and channel relationships. It provides value to a firm in the form of price premium or trade leverage wise or competitive advantage. It enhances the value of brand.

David A. Aaker defines, brand equity as a set of assets and liability linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and or to the firm competitor.

THE FOLLOWING CHART CLEARS THE CONCEPT OF “BRAND EQUITY”



2. OBJECTIVES OF THE STUDY

- To study the current brand positioning strategy of Samsung mobile phones.
- To know how customers recognize Samsung mobile phones as a brand.
- To know about the possible reasons that lead a brand switch over.
- To know about factors that influence the consumer to buy a particular brand of Samsung Mobiles
- To evaluate the re-purchase behavior of Samsung Mobile consumers

3. LIMITATION OF THE STUDY

- This study is confined to only 50 respondents in Vellore city.
- Time is the major constraint to my study.

4. SCOPE OF THE STUDY

- Brands are most powerful instruments of sales promotion
- It should have a stable life and be unaffected by time
- Branding can be applied virtually anywhere a consumer has a choice

5. RESEARCH METHODOLOGY

Data for the research was collected from 50 respondents Primary data was collected from the respondents through well structured questionnaire and Secondary data was collected from various journals, books & Magazines. Percentage and ranking method is used as a statistical tool thus to help to analysis the variables and also interpret thereof.

6. FINDINGS AND ANALYSIS

**TABLE 1
ANALYSIS FOR DEMOGRAPHIC VARIABLES**

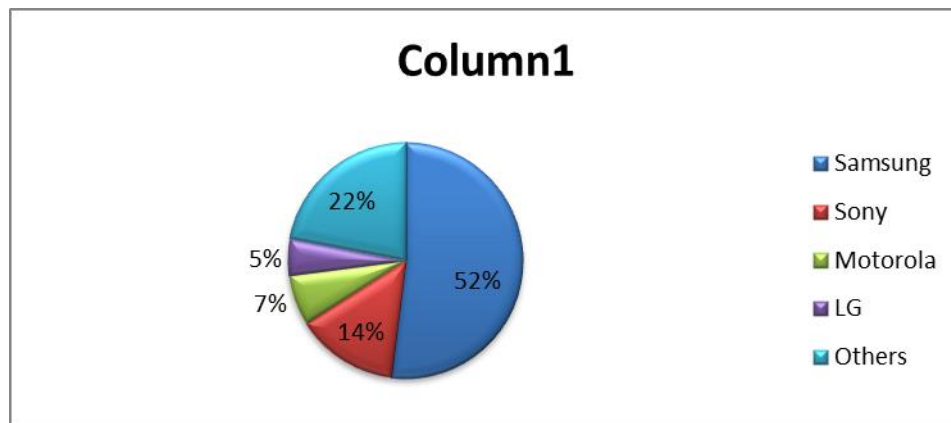
PARTICULARS			
Age	21-30 47%	31-40 40%	Above 40 13%
Educational Qualification	HSC 12%	UG 38%	PG 32%
Income	10,000-15,000 30%	15,000-20,000 42%	Above 20,000 28%

INFERENCE

- 47% of the respondents are in age group 21-30 years
- 38% of the respondents are Education Qualification is UG
- 42% of the respondents are the Income group is Rs.15,000-20,000.

**TABLE 2
TYPE OF MOBILE PHONES ARE USING BY THE CUSTOMER’S**

PARTICULARS	PERCENTAGE
Samsung	52
Sony	14
Motorola	07
LG	05
Others	22



INFERENCE

- 52% of our respondents using Samsung mobile phone

TABLE 3
FACTORS INFLUENCING PURCHASE OF SAMSUNG MOBILE

SL. NO.	PARTICULARS	YES	NO
1.	Due to lack of viable alternatives	84%	16%
2.	Prefer this brand even when another brand are basically identical	84%	16%
3.	Repurchase this brand	70%	30%
4.	Willing to pay high price to buy this brand	64%	36%
5.	Easily available in locality	76%	24%
6.	Satisfied with package	76%	24%
7.	Models in this brand is easily available in your locality	64%	36%

INFERENCE

- 84% of respondents feel that purchase Samsung mobile due to lack of viable alternatives.
- 84% of respondents prefer this brand even when another brand is basically identical.
- 70% for respondents are ready to repurchase this brand.
- 64% of respondents are willing to pay high price.
- 76% of respondents feel that this product is easily available in their market.
- 76% of respondents are satisfied with package box of their brand.
- 64% of respondents feel Samsung models are easily available in their locality.

TABLE 4
RANKING OF FACILITIES PROVIDED IN SAMSUNG MOBILE

PARTICULARS	NO OF RESPONDENTS	RANK
Message	17%	IV
Camera	20%	III
3g video call	15%	V
GPS	8%	VIII
Music player	13%	VI
Voice message	12%	VII
Video	25%	II
Games	35%	I

INFERENCE

- Games gets first rank in facilities provide in Samsung mobile.
- Video gets second rank in facilities provide in Samsung mobile.
- Camera gets third rank in facilities provide in Samsung mobile.
- Message gets fourth rank in facilities provide in Samsung mobile.
- 3g video calls gets fifth rank in facilities provide in Samsung mobile.
- Music player gets sixth rank in facilities provide in Samsung mobile.
- Voice message gets seventh rank in facilities provide in Samsung mobile.
- GPS gets eighth rank in facilities provide in Samsung mobile.

TABLE 5
FACTORS INFLUENCING TO MAINTAIN SAMSUNG CUSTOMERS
REASONS TO RETAIN THE BRAND

PARTICULARS	RESPONDENTS	RANK
User Friendly	10%	V
Convenience	20%	III
Price	30%	I
Quality	25%	II
Status Symbol	15%	IV

INFERENCE

- Price gets first rank in influencing the reasons to retain the brand
- Quality gets second rank in influencing the reasons to retain the brand
- Convenience gets third rank in influencing the reasons to retain the brand
- Status Symbol gets fourth rank in influencing the reasons to retain the brand
- User Friendly gets fifth rank in influencing the reasons to retain the brand

TABLE 5.1
MEDIA PREFERENCE

PARTICULARS	RESPONDENTS	RANK
Television	46%	I
Newspaper	26%	II
Magazine	4%	V
Friend	10%	IV
Others	14%	III

INFERENCE

- Television gets first rank in factors influencing the media preference
- Newspaper gets second rank in factors influencing the media preference
- Others gets third rank in factors influencing the media preference
- Friend gets fourth rank in factors influencing the media preference
- Magazine gets fifth rank in factors influencing the media preference

TABLE 5.2
PRICE INCREASE

PARTICULARS	RESPONDENTS	RANK
Continue the same Brand	64%	I
Seek for other Alternatives	36%	II

INFERENCE

- Continue the same brand gets first rank ,if the price increase
- Seek for other Alternatives gets second rank, if the price increase

TABLE 5.3
FACTORS INFLUENCING SAMSUNG MOBILES

PARTICULARS	RESPONDENTS	RANK
Quality	33%	II
Price	38%	I
Advertisement	17%	III
Special Offer	12%	IV

INFERENCE

- Price gets first rank for the factors influencing Samsung mobile
- Quality gets second rank for the factors influencing Samsung mobile
- Advertisement gets third rank for the factors influencing Samsung mobile
- Special offer gets fourth rank for the factors influencing Samsung mobile

TABLE 5.4
REASONS FOR CHANGING BRAND

PARTICULARS	RESPONDENTS	RANK
Price of old brand is high	30%	II
Quality of old brand is not good	32%	I
Old brand is not available in the market	14%	IV
New brand offer free gifts	24%	III

INFERENCE

- Quality of old brand is not good gets first rank because of respondents are changing brand
- Price of old brand is high gets second rank because of respondents are changing brand
- New brand offer free gifts gets third rank because of respondents are changing brand
- Old brand is not available in the market gets fourth rank because of respondents are changing brand

CHI-SQUARE

TABLE 6
TYPES OF OCCUPATION AND LEVEL OF SATISFACTION WITH GAMES IN SAMSUNG MOBILES

PARTICULARS	PRIVATE EMPLOYEES	GOVERNMENT EMPLOYEES	BUSINESS	OTHERS
Fully Satisfied	33	67	87	64
Satisfied	62	33	13	36
Not Satisfied	5	0	0	0

NULL HYPOTHESIS (H0)

There is no significant difference between Types of occupation and level of satisfaction with games in Samsung mobiles.

ALTERNATIVE HYPOTHESIS (H1)

There is significant difference between Types of occupation and level of satisfaction with games in Samsung mobiles.

CONCLUSION

The calculated values P value = 0.170 is greater than the table value 0.05. so the null hypothesis is accepted. So we concluded that there is no significant difference between Types of occupation and level of satisfaction with games in Samsung mobiles.

7. SUGGESTIONS

- Media viz., radio, magazines can be increased.
- Steps can be taken to improve features like 3g video calls, GPS, music player, voice message.
- More consumer can be motivated to use fashion, premium and modern series of Samsung mobiles.
- Manual can be simple and clear so that even a layman could understand it.
- Items in package box can be increased.

8. CONCLUSION

This study has showed that Samsung as a brand in India which has to achieved the identification and appreciation. Nowadays the Samsung has made an assurance to set a emotions at the heart of the brand. it is also concluded that the brand equity is high for the products with high quality and better performance compared to the competitive products in the market. Through this research the brand equity towards Samsung Mobile was favorable. By the study on brand equity of Samsung Mobiles has more competitiveness than other mobiles in Vellore city.

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