**A STUDY ON BRAND AWARENESS TOWARDS SAMSUNG MOBILE IN ERODE**

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**ABSTRACT :** Brand awareness is the extent to which consumers are familiar with the qualities or image of a particular brand of goods or services. The consumer's ability to recognize or recall a brand is central to purchasing decision-making. Purchasing cannot proceed unless a consumer is first aware of a product category and a brand within that category. As brands are competing in a highly globalized market, brand awareness is a key indicator of a brand's competitive market performance. Brand awareness is one of the major brand assets that adds value to the product, service or company. Investing in building brand awareness can lead to sustainable competitive advantages, thus, leading to long-term value. Buying behavior is the consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. This study analyses the buying behavior of the customers and their awareness about the brand Samsung and their satisfaction towards the android mobile phones of Samsung.

**INTRODUCTION**

Brand awareness refers to the extent to which customers are able to recall or recognize a [brand](https://en.wikipedia.org/wiki/Brand). Brand awareness is a key consideration in [consumer behavior](https://en.wikipedia.org/wiki/Consumer_Behaviour), [advertising management](https://en.wikipedia.org/wiki/Advertising_management), [brand management](https://en.wikipedia.org/wiki/Brand_management) and strategy development. The consumer's ability to recognize or recall a brand is central to purchasing decision-making. Purchasing cannot proceed unless a consumer is first aware of a product category and a brand within that category. Awareness does not necessarily mean that the consumer must be able to recall a specific brand name, but he or she must be able to recall sufficient distinguishing features for purchasing to proceed. For instance, if a consumer asks her friend to buy her some gum in a "blue pack", the friend would be expected to know which gum to buy, even though neither friend can recall the precise brand name at the time.

Different types of brand awareness have been identified, namely brand recall and brand recognition. Key researchers argue that these different types of awareness operate in fundamentally different ways and that this has important implications for the purchase decision process and for marketing communications. Brand awareness is closely related to concepts such as the evoked set and consideration set which is Samsung be specific aspects of the consumer's purchase decision. Consumers are believed to hold between three and seven brands in their consideration set across a broad range of product categories. Consumers will normally purchase one of the top three brands in their consideration set.

**OBJECTIVES OF THE STUDY**

**PRIMARY OBJECTIVE**

To Study the Brand awareness towards Samsung Mobile In Erode

**SECONDARY OBJECTIVE**

* To analyze the awareness among the public about Samsung mobile.
* To identify how the public are influenced to buy Samsung mobile.
* To know how the public are aware of the showroom location.
* To find out the public preference for the particular model Samsung mobile.
* To analyze the awareness among the public about Samsung mobile logo and slogan.
* To provide suggestion to create more brand awareness.

**STATEMENT OF THE PROBLEM**

The numbers of mobile cellular phone users are increasing day by day in India. Companies make aggressive marketing, advertising and promotional efforts which compel other manufacturers to focus on their marketing efforts as well. These companies resort to price reductions, new function additions, value additions and focus advertising and promotional campaigns. Despite the various systems introduced by each manufacturer, customers are going to face technical problems like network busy problems, improper coverage, and advertising agencies, poor customer care, improper communication, interruption while speaking with others

**RESEARCH METHODOLOGY**

**Definition of research**

Defining of and redefining problems, formulating hypothesis or suggested solutions; collecting, organizing and evaluating data; making deductions and reaching conclusions to determine whether they fit hypothesis.

**Type of Research:**

**Descriptive research**

 Descriptive research includes surveys and fact finding enquires of different kinds. The major purpose of research is Descriptive of the state of affairs as it exists at present.

**SOURCES OF DATA:**

**Primary data**

Primary data required for the study is collected by circulating questionnaire among respondents.

**Secondary data**

Secondary data needed for conducting the research work is collected from various documents & other reports.

**SAMPLE SIZE:**

Total sample size for the research is 90

**SAMPLING PROCEDURE:**

 Sampling technique used for the collection of data required for the research study is multi stage random sampling method.

**DATA COLLECTION INSTRUMENT:**

The instrument used for data collection is a structurally planned questionnaire.

**Tools Used in the Study**

**Percentage analysis**

Percentage analysis is the method to represent raw streams of data as a percentage

(a part in 100 - percent) for better understanding of collected data. It represents or summarizes the relevant features of a set of values. This can be calculate by this formula

Percentage analysis $= \frac{Number of frequency}{Total number of frequency}\*100$

**Chi-square**

The chi-square test is an important test amongst the several tests of significant'. Chi theoretical variance Square, symbolically written as, is a statistical measure used in the context of sampling analysis for comparing a variance to a.

This can be calculated using the formula

 = 

Where

O = Observed frequency.

E = Expected frequency.

**Classification of respondents on the basis of occupation**

| occupation | No.of respondents | Percentage |
| --- | --- | --- |
| Government employee | 10 | 11.1 |
| Private company employee | 30 | 33.3 |
| Businessman | 18 | 20.0 |
| Farmer | 27 | 30.0 |
| Others | 5 | 5.6 |
| Total | 90 | 100.0 |

**Inference**

From the above table it can be inferred that 11.1% of the respondents were Government employee, 33.3% of them belonging to private company employee, 20% of them belonging to businessman, 30% of

them beloging to farmer and the 5.6% of them were others.



**Classification of respondents on the basis of occupation**

**CHI-SQUARE**

**Relationship between what is the nature of job are indulged in and in your opinion, what could be the most important reason**

**Null hypothesis (h0)**

There is no significant relationship between what is the nature of job are indulged in and in your opinion, what could be the most important reason.

**Alternative hypothesis (h1)**

There is a significant relationship between what is the nature of job are indulged in and in your opinion, what could be the most important reason.

**Level of significance** 5%

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Therefore P Value=0.716,

P>0.05, 0.716>0.05,

Therefore H0 is ACCEPTED.

**Inference**

It is evident from the table that the calculate value is more than the table value. Therefore Null hypothesis is accepted. Hence there is no significant relationship between what is the nature of job are indulged in and in your opinion, what could be the most important reason.

**FINDINGS, SUGGESTION AND CONCLUSION**

**FINDINGS**

* Majority of the respondents 48.9% belong to category of 30-40 years of age.
* Majority of the respondents 90% belong to category of male.
* Majority of the respondents 35.6% belong to category of had some UG.
* Majority of the respondents 33.3% have Private company employee.
* Majority of the respondents 51.1% belong to category of live in urban area.
* Majority of the respondents 56.7% have Rs.10000-15000 as income per month.
* Majority of the respondents 50% belong to category of the nature of job indulged in farmer.
* Majority of the respondents 51.1% belong to Samsung.
* Majority of the respondents 36.7% have the model of compressor .
* Majority of the respondents 96.7% belong to category of yes for recommend your brand of pump to other .
* Majority of the respondents 40% belong to category of the Rectification of field complaints for the services offered by the company preferred are by respondents.
* Majority of the respondents 37.8% belong to category of SAMSUNG brand for fast moving in respondents area
* Majority of the respondents 46.7% belong to category of low price.
* Majority of the respondents 27.8% belong to category of friends and relatives for respondents got information about it brand of pump

# **SUGGESTIONS**

**For consumers**

* Companies should try to improve awareness about the model like Open-well submersible , Bore-well submersible .
* Company should improve services like Operational demonstration, Briefing of check lists.
* Most people have opinioned low price and durability as reason for preference thus, SAMSUNG should focus which are low price with durability.
* The company should improve advertisements like radio advertisements, outdoor advertisements.
* The company should create and interactive website and think about social media marketing.

**For Retailer**

* The company should try to improve relationship with retailer.
* The company should offer move profit margin to retailer.

# **CONCLUSION**

* The study provides vital information of the company regarding the customer’s opinion and their expectation towards the brand. From the study the researcher had identified that the companies has to cater to the needs and wants of customer in order to increase the preference level. By innovating on new products and more concentration on electronic items the company can survive in the long run.

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