

A Study on Brand Awareness and Perception of Samsung Electronics Limited with Special Reference to Coimbatore City

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ABSTRACT: the brand image and brand awareness from the perspective of Samsung companies, focusing especially on the brand awareness aspect. As a result of this study, the goal is to find out the brand image and brand awareness of the case company Samsung; The problematic situation that gave rise to this study was that consumer perception towards electronics is a very sensitive subject from the point of view of electronics. (D. Van Oudheusden, 1990) As a conclusion of the previous statement, electronics can benefit from knowing what kind of perception consumers have of them. An electronics which seeks to succeed needs thorough knowledge of current and potential markets for its services: it must be able to identify customers and distinguish them from consumers. (Shaw, 2011) In this regard, this study was decided to carry out in order to research the phenomenon of perceptions that consumers have concerning electronics. This led to research question formulation which is the following: "How do consumers perceive Samsung companies?"

KEYWORDS: Brand, Brand image Awareness, branding, Perception, satisfaction level, consumer perception.

I. INTRODUCTION

A brand is a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers. Brands are used in business, marketing, and advertising for recognition and, importantly, to create and store value as brand equity for the object identified, to the benefit of the brand's customers, its owners and shareholders. Name brands are sometimes distinguished from generic or store brands.

The practice of branding - in the original literal sense of marking by burning - is thought to have begun with the ancient Egyptians, who were known

to have engaged in livestock branding as early as 2,700 BCE. Branding was used to differentiate one person's cattle from another's by means of a distinctive symbol burned into the animal's skin with a hot branding iron. If a person stole any of the cattle, anyone else who saw the symbol could deduce the actual owner. The term has been extended to mean a strategic personality for a product or company, so that "brand" now suggests the values and promises that a consumer may perceive and buy into. Over time the practice of branding objects extended to a broader range of packaging and goods offered for sale including oil, wine, cosmetics, and fish sauce and, in the 21st century, extends even further into services (such as legal, financial and medical), political parties and people (e.g. Lady Gaga and Katy Perry).

Definition

In order to accurately define the term "brand" we selected to use an up-to-date definition of **J. Pallister & J. Law**. According to Pallister and Law (2009), the term "brand" can be defined as a name of a brand that identifies a certain product, manufacturer or distributor. In comparison to a brand, a strong brand is a product, service, person or place that can be identified and improved in the way that the consumer or buyer gains essential, unique added values which meet their needs in the best possible way. In addition, success of a brand results from being able to maintain added values in spite of competitors' actions. (De Chernatony, McDonald, 1992) On the other hand, **American Marketing Association (AMA)** [1] defines brand as a name, term, design, symbol, or any other characteristic that clearly makes an attribute or quality of a good or service distinguishable or recognizable. AMA adds that brand can determine seller's product or service, multiple products or services or all the products or services of a particular seller. AMA specifies that

brand's legal term is trademark and broadens the definition of the term "brand" to be a customer experience that can be described as a group of ideas and images that often refer to a symbol, a name, slogan or a logo, for instance.

OBJECTIVES OF THE STUDY

- To find out the awareness level of customers of brand Samsung
- To find the satisfaction level of brand Samsung
- To study the consumer perception of brand Samsung

STATEMENT OF THE PROBLEM

Brand awareness study is a continuous process in any company. This study envisages to understand how customer perceive the brand of Samsung, How to create brand awareness among the target audience? How brand perception linked with increase in revenue? To understand whether brand and brand perception increases the value of the company?

NEED FOR THE STUDY

- How does customer opinion about the Samsung after sale service
- To learn the Samsung brand awareness among the respondents
- To learn how to increase the sales
- To know the brand perception towards the Samsung product performance
- To know how the deals can be helped
- To know adequacy of ad on making brand picture
- To know whether the brand is increasing the value of items or not

SCOPE OF THE STUDY

The study is limited to Samsung electronics limited. The study goes for estimating the consciousness, impression, perception and awareness of customer towards the Samsung.

The study also helps to find the effect of brand image among the customer with reference to:

- a) To know and attract towards the brand name of Samsung
- b) Find the connection between the quality of service and brand name of Samsung
- c) Find the fulfillment dimension of the customers in various ways towards the Samsung ltd.

TOOLS USED FOR ANALYSIS

- Chi square method,
- Weighted Average Method
- Ranking method

RESEARCH DESIGN

- Nature of research
- Descriptive research

SAMPLING TECHNIQUE

- Primary data
- Secondary data

LIMITATIONS OF THE STUDY

- This Study was limited in Coimbatore City

II. REVIEW OF LITERATURE

1. **Ong Huang, Emine Sarigollu**, (31 January 2014), How Brand Awareness Relates to Market Outcome, Brand Equity, and the Marketing Mix, journal of Business Research, volume 65, Shanghai college of economics finance and, shanghai, China. Joining review information with genuine market information, this examination explores brand awareness, which identifies with buyer practices and welfare, from three points of view. To begin with, it inspects the connection between brand awareness and market outcome. Second, it investigates the connection between brand awareness and brand value. At long last, it researches the impacts of marketing mix components on brand awareness
2. **Steven P. Brown, Wayne D. Hoyer**, (01 September 1990), Effects of Brand Awareness on Choice for a Common, Repeat-Purchase Product, Journal of Consumer Research, Volume 17, Result of a controlled investigation into role of brand awareness in the shopper decision making demonstrated the brand awareness was a predominant decision heuristic among subject of the awareness group. In general, Subjects with no brand awareness would exemplify more brand and chose the high-quality brand more regularly than those with brand awareness on the last decision

III. ANALYSIS & INTERPRETATION:

Comparison between Sale Service and Annual Income

H_0 = There is no association between Annual Income and Sale Service

H_1 = There is an association between Annual Income and Sale Service

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.000 ^a	2	0.135

Interpretation

In the above table the P value (0.135) is greater than the significant Value (0.05), so then null hypothesis is accepted. We conclude that there is no association between Annual Income and Sale Service

Respondents of satisfaction level about Various Products Performance

Satisfaction Level	HS (5)	S (4)	N (3)	DS (2)	HDS (1)	Total	Mean
Smart Phone	98 (490)	34 (136)	14 (42)	3 (6)	1 (1)	150 (675)	4.5
Tablet	73 (365)	45 (180)	23 (69)	5 (10)	4 (4)	150 (628)	4.19
Tele vision	60 (300)	47 (188)	35 (105)	7 (14)	1 (1)	150 (608)	4.05
Air Cooler	53 (265)	44 (176)	30 (90)	21 (42)	2 (2)	150 (575)	3.83
Refrigerator	44 (220)	48 (192)	34 (102)	11 (22)	13 (13)	150 (549)	3.66
Washing Machine	56 (280)	46 (184)	31 (93)	12 (24)	5 (5)	150 (586)	3.90
Smart Watch	50 (250)	51 (204)	30 (90)	16 (32)	3 (3)	150 (579)	3.86
Electronic Item	53 (265)	48 (192)	30 (90)	14 (28)	5 (5)	150 (580)	3.87

Interpretation:

The above Table Shows the satisfaction level of Various Samsung Products of the respondents. The highest mean score raises 4.5 for the Smart Phone.

RANK METHOD

Factor	1 (10)	2 (9)	3 (8)	4 (7)	5 (6)	6 (5)	7 (4)	8 (3)	9 (2)	10 (1)	TOTAL	RANK
Brand	37 (370)	20 (180)	24 (192)	10 (70)	13 (78)	5 (25)	10 (40)	7 (21)	10 (20)	14 (14)	1010	VI
Convenience	25 (250)	42 (318)	21 (168)	13 (91)	7 (42)	10 (50)	3 (12)	7 (21)	9 (18)	13 (13)	1043	III
Discount	30 (300)	20 (180)	39 (312)	16 (112)	12 (72)	8 (40)	2 (8)	3 (9)	8 (16)	12 (12)	1061	I

Price	22 (220)	31 (279)	19 (152)	24 (168)	9 (54)	7 (12)	12 (48)	5 (15)	7 (14)	14 (14)	976	X
Quality	21 (210)	25 (225)	34 (272)	15 (105)	12 (72)	9 (45)	2 (8)	10 (30)	6 (12)	16 (16)	995	VIII
Design	20 (200)	32 (329)	31 (248)	14 (98)	9 (54)	14 (70)	6 (24)	3 (9)	7 (14)	14 (14)	1060	II
Performance	30 (300)	22 (198)	30 (240)	15 (105)	6 (36)	6 (30)	13 (52)	6 (18)	10 (20)	12 (12)	1011	V
Color	20 (200)	37 (333)	30 (240)	11 (77)	15 (90)	3 (15)	11 (44)	2 (6)	7 (14)	14 (14)	1033	IV
Sale Service	22 (220)	23 (207)	31 (248)	18 (126)	16 (96)	5 (25)	10 (40)	4 (12)	11 (22)	10 (10)	1006	VII
Customer Care	20 (200)	31 (279)	28 (224)	16 (112)	10 (60)	8 (40)	5 (20)	7 (21)	10 (20)	15 (15)	991	IX

INTERPRETATION

It could be observed from the table that problem facing familiars with DISCOUNT placed as FIRST RANK, DESIGN placed as SECOND RANK, CONVENIENCE placed as THIRD RANK, COLOR placed as FOURTH RANK, PERFORMANCE placed as FIFTH RANK, BRAND placed as SIXTH RANK, SALE SERVICE placed as SEVENTH PLACE, QUALITY placed as EIGHTH RANK, CUSTOMER CARE placed as NINETH, PRICE placed as TENTH.

IV. FINDINGS:

- Majority 46% of the respondents are in the age group of 20-30.
- Majority 98.47% of the respondents are in the Gender group of Male.
- Majority 45.3% of the respondents are in the UG.
- Majority 55.3% of the respondents are in the Unmarried.
- Majority 36% of the respondents are in the Students.
- Majority 40% of the respondents are in the 1,20,000 – 3,50,000.
- Majority 41.4% of the respondents are in the Advertisement.
- Majority 27.3% of the respondents are in the 1 to 3 Years.

- Majority 39.3% of the respondents are in Quality.
- Majority 52.6% of the respondents are in Cash.
- Majority 39.3% of the respondents are in the smart phone.
- Majority 34.7% of the respondents are in the Highly Satisfied.
- Majority 43.3% of the respondents are in the Quality.
- Majority 38.7% of the respondents are in the Satisfied.
- Majority 40% of the respondents are in the Satisfied.
- Majority 30% of the respondents are in the Brand Image

CHI - SQUARE

- Null hypothesis is accepted; there is no association between age and product quality.
- Null hypothesis is rejected; there is an association between age and product Performance.
- Null hypothesis is accepted; there is no association between age and product Sale Service.

V. SUGGESTION

- Respondents feel that the price is high and suggested that it should be brought down, so that more people purchase it.

- Respondents suggest that the company should take initiative in selling up more number of authorized services centers in different locality of the city.
- Few respondents are not satisfied with the resale value, so the company should take necessary steps regarding resale value.
- Most of the respondents are very much aware of giving free service, so the company should increase free services as much as possible.
- Few respondents are much worried about the maintain, because the cost of giving it to service is very high when compared with the other brands.
- Samsung is poor in promotions so I surest them to increase their promotional activities to attract the new customers
- As Samsung is existing from past almost all are aware about its brand
- The almost all respondents are given some suggestion Reduced price level, Improve Quality etc....

VI. CONCLUSION:

The purpose of this study was to analyze the importance of brand image and brand awareness from the perspective of company. Specifically, the goal was to find out the brand image and brand awareness of the case company SAMSUNG

From this research work done in Samsung Electronics limited in, Coimbatore city. The respondents are satisfied with the present study was Samsung products. The reason because of their Convenience, Design, Discount and brand image of the Products and the comfort and also the free

services provide by them. But they are few respondents not satisfied with the sale service, Price so the company should looks on the price and Sale Service also. Samsung Company need to improve their Quality, Customer care, and Sale Service.

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