A Study on Retailer Perception on Samsung Mobile with Special Refrence to Namakkal City

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ABSTRACT: A retailer is a person or business that sells goods to the public in small quantities for use and consumption rather than for resale. The aim of the study is to cover the retailer opinion about electric fans. Thorough discussions had been made with the retailers to gather information about different brand in Namakkal region supplemented with the day together from the field survey and analysis is done according to response given by respondents. A survey is conducted on the 150 retailers in Namakkal region covering major markets of harini electronics, mayuri electronics etc. The study had been done with the help of structure questionnaire prepared for retailers. Every question is analysed with the help of pie chart followed by interpretation. The study concluded that majority of the retailers of this industry deal with multiple brands in their outlet in Namakkal region but Samsung is the most demanded brand. The study has also concluded that on time delivery is the key to success of a particular brand followed by after sales service according to retailers. Key words: Brand, strategy, retailer, Namakkal.

I. INTRODUCTION:

Day by day, mobile phones are turning more of necessity in world. The benefits of the mobile phone are far too many. Ease of communication, the anywhere, anytime contact - with friends, relations, colleagues and in theory at least the efficiency brought to busy lives. Samsung growth in India has been substantial. They have led the market with 70% share for long time now. What is interesting is that there is further scope of improvement in sales. It is a high technology market and India being developing country, will see more and more subscribers to this technology in the future.

This research aims at studying the strategies applied by Samsung in India, the product life cycle of Samsung products and the conclusions drawn therein. Androulida kis; G Kandus (2001) correlated the brand of mobile phone to users' security practices. Users show different behaviour in an array of characteristics, according to the brand of the mobile phone they are using. As such, there is a categorization of areas, different for each brand, where users are clearly lacking security mind, possibly due to lack of awareness. Such a categorization can help phone manufacture enhance their mobile phone in regards to security, preferably transparently for the user.

Objectives:
1. To identify the consumer buying behaviour towards Samsung mobile products in retail outlets.
2. To study the retailer's perception regarding Samsung mobile product sales.
3. To study the retail service quality.
4. To inquire the problems and difficulties experienced by the retailers.

Scope Of The Study
This study helps to identify Retailer's perception on awareness and sales volume of samsung mobiles products. Also determines its demand, pre-post purchase experience of consumers. It focused on consumer's attitude towards Samsung mobiles products. In future it helps to find how to make aware of Samsung mobiles products among retailers and consumers, increase sales volume of Samsung mobiles products, better promotional techniques, handling smooth SCM techniques, built the gaps between retailers.

This study helps to find the impact of the brand names among customers with reference to.

☐   To find how far people are aware and attracted towards the brand name of particular product.

1. Research Methodology:
INTRODUCTION:-
Research refers to search of knowledge. The pattern in which a research is carried out to arrive at a conclusion or to final new relationship within a particular framework is called research methodology. Research methodology also refers to the various sequences, steps to be adopted by a researcher to study a problem with certain objectives in view.

RESEARCH DESIGN:-
Research design is the framework or plan for a study that guides the collection and analysis of the data. It is a map or blue print according to which research is to be conducted.

DATA TYPE:--
The two main types of data for present study have been primary data and secondary data.

A)   PRIMARY DATA:-
Primary data is collected in the form of questionnaire. Through the questionnaire which consists of a number of questions printed in a definite order on a set of forms, the respondents were expected to read and understand the questions itself. The respondents need to answer the questions on their own and according to their perception.

B) SECONDARY DATA:-
Secondary data consists of information that already exists. Somewhere having been collected for specific purpose in the study .The secondary data for this study was collected from various books, internet etc.

2.Theory and Calculation:
- Simple percentage method,
- Chi square method.

1.   SIMPLE PERCENTAGE ANALYSIS:
The percentage method is used for comparing certain feature. The collected data represented in the form of tables and graphs in order to give effective visualization of comparison made.

$$\text{Percentage} = \frac{\text{Individual respondents}}{\text{Total number of respondents}}$$

2.   CHI SQUARE ANALYSIS:
The chi-square test is used to test whether the two factors are independent or in other words this is to find whether the two factors have influence over the other. For this purpose the factor in this study can be classified under two groups and chi-square test is applied between the factors of each group with suitable hypothesis, in this study, it was decided to use x^2 (Chi- square) statistical test which was carried out at 5%level of significance to test the statistical significant of the framed hypothesis. The statistic x2 defined by

$$X^2 = \sum \frac{\{(O-E)\}^2}{E}$$

Where O-**Observed frequency** and E-**Expected frequency**

Degree of freedom = (R - 1) (C – 1)
When
 R = Row total
 C = Column total

Retailer perception:
Retailers Perception Retailer perception is the study of how he purchases, how he sells, how they get feedback from consumers and after that he came to conclusion about particular company. It is a subcategory of marketing that element from different fields. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics, psychographics and behavioural variables in an attempt to understand people wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in generals. By understanding the consumer, we will be able to make a more informed decision as to which strategy to employ.

Selection of the study area:
Namakkal district in the state of Tamilnadu is purposely selected for the present study since, the district, is familiar to the

researchers. This district takes its name from the town of Namakkal at the southern tip of India. Namakkal District is a newly formed district from Salem District. It is functioning from 01-01-1997.It consists of 8 Taluks namely Namakkal. Rasipuram, Tiruchengode, Paramathi Velur, KolliHills, Sendamangalam, Komarapalayam and Mohanur. The district is bounded by Salem on the north, Karur on the south, Trichy and Salem on the east and Erode on the West. The Geographical area of the district is 3368.21 Sq kms which lies between 11.00 and 11.360 North Latitude and 77.280 and 78.300 East Longitude.

Samsung phones are generally sold at all established mobile phone dealers, although they are also sold at other retailers and other electrical suppliers. The products are only sold in the electrical suppliers and store other than dedicated phone dealerships after the introductory period so the phones can remain limited edition, as this will encourage younger consumers to buy them.

II. RESULT AND DISCUSSION

1. Majority 82% of the respondents are Male.
2. Majority 30% of the respondents of retail outlet is E-trailers.
3. Majority 39% of respondents are between 11-20 handsets.
4. Majority 41% of the respondents are in the average.
5. Majority 33% of the respondents are good in product offer.
6. Majority 42% of the respondents are good in market.
7. Majority 49% of the respondents purchased in the age of 20-30.
8. Majority 44% of the respondents are good based on Samsung distributers.
9. Majority 52% of the respondents are good in marketing effort compared to competitors.

TABLE OPINION OF PRODUCT BY SAMSUNG DISTRIBUTOR

| OPINION OF PRODUCT	NO.OF.PERSON	PERCENTAGE
EXCELLENT	42	28%
GOOD	66	44%
AVERAGE	35	23%
BELOW AVERAGE	7	5%
TOTAL	150	100%

INTERPRETATION:
From the above table shows that out of 150 respondents, 28% of them are in excellent, 44% of them are good, 23% of them are in average, 5% of them are in below average. The finding states that the product. Delivery is average. Due to unavailability of proper shipping facilities in the town or else poor distribution channel management i.e. arranged by the company is bringing out such consequences. Distribution channels are probably the most visible aspects of any company's marketing efforts. In this case, there might be spatial discrepancy caused in the exchange process because of the geographical distance. Or else it could be temporal discrepancy caused in the exchange process because of the time gap the time the product consumed or time the product is produced.

Majority 44% of the respondents are good based on Samsung distributers.
CHART
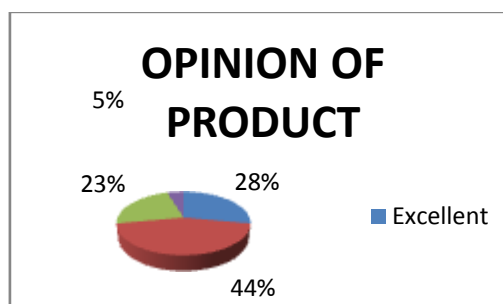
The above diagram shows the respondents of deliver of products by Samsung distributor.

CHI-SQUARE ANALYSIS
Comparison between Handset sold and Marketing effort.
Table no: 4.2.1

H0 = There is no association between handset sold and Marketing effort.
H1 = There is an association between handset sold and Marketing effort.

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2sided)
Pearson Chi-Square	10.929[a]	9	.281

Source: Primary Data
Interpretation:
In the above table the P value (0.282) is greater than the significant Value (0.05), so then null hypothesis is accepted. We conclude that there is no association between handset sold and marketing effort.

III. CONCLUSION:
In this chapter the conclusion of the research is presented including the answer to the research question and suggestions for the case company, as well as, for further researching of this topic. Majority of the retailers of this industry deal with multiple brands in their outlet in Namakkal region but Samsung comes out to be the best selling brand. Most of the retailers have shown the highest satisfaction towards Samsung because of its affordable prices, design, material, display, etc. The present study has also concluded that the promotional strategies like discounts given by the retailers affect the sales of the particular brand. From this research work done in Samsung Electronics limited in, Namakkal city. The present study suggested that, on time delivery (OTD) followed by after sales services is the key that decides the success of a particular brand.

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VIDEOTAPE

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