

A STUDY ON MARKETING MIX TOWARDS SAMSUNG MOBILE PHONES

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ABSTRACT

The marketing mix thought got conspicuousness following an article named "The Concept of the Marketing Mix" by Neil Borden circulated in 1964. Borden explained how he started using the term animated by James Culliton who during the 1940s depicted the marketing manager as a 'mixer of fixings.' Borden's article low down these fixings as thing, masterminding, esteem, stamping, assignment, appear, packaging, publicizing, progressions, singular selling among various others. At long last E. Jerome McCarthy assembled these various things into four raised level orders that we at present known as the 4 P's of marketing. "Its segments are the basic, vital pieces of a marketing plan". Together, segments in these four classes help make marketing procedures and methodologies.

Moller anyway contended that the lacks of the 4Ps marketing mix idea, as the foundations of the conventional marketing the executives are dependent upon outrageous analysis.

Keywords: executives, marketing mix, marketing plan.

INTRODUCTION

Marketing is limitedly described as 'putting the right thing in the helpful spot, at the right expense, at the ideal time.' Though this appears to be a basic enough proposal, a huge amount of troublesome work and examination needs to go into setting this clear definition up. Likewise, if even one segment is confused, a promising thing or organization can bomb absolutely and end up costing the association impressively.

The use of a marketing mix is an unbelievable strategy to help ensure that 'putting the right thing in the fortunate spot, will happen. The marketing mix is a fundamental gadget to help grasp what the thing or organization can offer and how to prepare for a compelling thing

offering. The marketing mix is most ordinarily executed through the 4 P's of marketing: Price, Product, Promotion, and Place.

These have been broadly added to and stretched out through additional P's and even a 4C thought. Regardless, the 4Ps fill in as an inconceivable spot to start making game plans for the thing or even to evaluate a current thing offering.

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OBJECTVIES OF THE STUDY

- To understand the marketing strategies adopted by the company.
- To understand the market position of the Organization.
- To think about the attention to the products in the market.
- To understand the marketing mix of SAMSUNG MOBILES.
- To break down the information gathered and make inferences from the equivalent.

NEED FOR THE STUDY

An association uses various techniques to impact the interest of its contributions. The 4P's must be very much used according to each other to stay away from struggle in brains of purchasers. A decent quality product in an extravagance showcase can't have significant expense and a huge rebate simultaneously.

LIMITATIONS OF THE STUDY

- The study was absolutely founded on the data gave by the respondents and they might be one-sided.

- The study was directed in the brief timeframe and a point by point study was unrealistic.
- This being a scholarly investigation experiences cost limitations.
- The region of study is restricted to just Hyderabad city.
- Due to classified requirement certain data, not all subtleties could be gotten.

RESEARCH METHODOLOGY

Research Philosophy is an efficient method of taking care of a difficult it incorporates the examination techniques for taking care of an issue. Descriptive research is used. Data is collected both Primary and Secondary resources. Primary data is collected through questionnaire method. Sample size is 100.

Sampling Technique

The testing procedure that adjusted to lead the overview was 'Helpful Random Sampling' and the zone of the examination was moved in the city of Hyderabad only.

Data Source

The assignment of data assortment starts after an examination issue has been characterized. In this investigation data was gathered through both primary and secondary data source.

A. Primary Data

Primary data is a data, which is gathered for social event data first time and to examine the issue. In this investigation the primary data was gathered among the shoppers utilizing survey.

B. Secondary Data

Secondary data comprise of data that as of now exists some place, having been gathered for some other reason. In this investigation secondary data was gathered from sites, magazines and pamphlets.

Statistical Tool

Simple percentage analysis is used as a statistical tool. It is calculated based on the following formula.

Percentage of respondents = (Number of respondents * 100) divided by Total respondents.

REVIEW OF LITERATURE

Pranav Jindal (2020)

The authors study differences in the effects of prices, nonprice promotions, and brand line length on brand shares at different retail formats. Their conceptual framework rests on the presence of trip-level fixed and category-level variable utility components and shows how the trade-off between these components results in (1) different formats visited on different types of shopping trips and (2) differential marginal sensitivities of brand shares to changes in marketing-mix variables across trip types. Together, these provide predictions on how marketing-mix variables differentially affect brand shares at various retail formats. The authors use Nielsen Home scan and store-level data from 2011–2014 and analyse the top ten spending product categories across four retail formats—convenience stores, drugstores, supermarkets, and mass merchandisers—in over 200 Nielsen markets. Implications for brand manufacturers managing the marketing mix across different formats are offered.

Khalid Sudan Al Bade (2018)

This investigation means to feature the job of marketing mix (product, price, place, and promotion) on accomplishing the upper hand in the Small and Medium Enterprise (SME) segment in the Al Brahim Governorate in Oman. This article expresses the hugeness of upper hand in accomplishing marketing objectives and picking up the fulfilment of clients by utilizing marketing mix idea. A spellbinding examination approach is utilized to break down the gathered data with respect to the degree of effect of the marketing mix (product, price, place, and promotion), on the upper hand of the SME division in Al Brahim. The data have been gathered using a poll that is dispersed to SMEs in the Al Brahim district as per the Oman Chamber of Commerce and Industry (OCCI). There were 100 SMEs chose haphazardly; in any case, just 75 polls were processed because of missing data. As indicated by the data examination, the outcomes show that all of marketing mix components (product, price, place, and promotion) significantly affect accomplishing upper hand on account of Al Brahim's SMEs (p esteem for all marketing mix components is not exactly $\alpha = .05$). The best component with regards to accomplishing upper hand is price. The SME area in Al Brahim ought to build up its product's quality, dissemination channels, and promotion strategies to confront the nearby and universal contenders. The marketing mix and upper hand speak to a generally new direction in Al Brahim's SME division.

DATA ANALYSIS AND INTERPRETATION

1. Based on which following option, do you buy a Smartphone?

- A) Good previous experience
- B) Friends recommendation
- C) Internet reviews
- D) Social media reviews

S.NO	Response	Respondents	percentage
1	Good previous experience	9	9%
2	Friend's recommendation	36	36%
3	Internet reviews	24	24%
4	Social media	31	31%
	Total	100	100%

INTERPRETATION:

36% buy a smartphone based on friends' recommendation. 24% buy based on reviews. 31% based on social media recommendation. However, 9% of the respondents buy smartphone based on their previous experience.

2. When you buy a smartphone, what's your preferred payment method?

- A) Cash
- B) Credit card
- C) E-Wallets

S.NO	Response	Respondents	percentage
1	Cash	32	32%
2	Credit card	26	26%
3	E-wallets	42	42%
	Total	100	100%

INTERPRETATION

From the above pie chart, 42% of respondents prefer to pay through E-Wallets. 26% prefer to pay through credit cards. Whereas, 32% of the respondents prefer cash as payment option.

3. Which outlet do you prefer buying your mobile from?

- A) Mobile shop

B) Hypermarkets & malls

C) Online market

S.NO	Response	Respondents	percentage
1	Mobile shop	26	26%
2	Hyper markets & malls	19	19%
3	Online market	55	55%
	Total	100	100%

Interpretation

55% prefer online market to buy mobile phones, 26% prefer from mobile shop and remaining 19% of respondents prefer Hypermarkets & malls to buy mobiles.

4. Samsung phones are very stylish in appearance?

A) Strongly disagree

B) Disagree

C) Agree

D) Strongly agree

S.NO	Response	Respondents	percentage
1	Strongly disagree	16	16%
2	Disagree	24	24%
3	Agree	28	28%
4	Strongly agree	32	32%
	Total	100	100%

Interpretation

32% strongly agree that Samsung phones are very stylish in appearance. 28% just agree. Whereas 16% strongly disagree that Samsung phones are very stylish in appearance and 24% just disagree with the previous statement.

5. Do you think, Samsung Mobiles give long durability?

A) Yes

B) No

S.NO	Response	Respondents	percentage
1	Yes	32	32%
2	No	68	68%
	total	100	100%

Interpretation

32% expressed that Samsung mobiles give long durability. But 68% expressed that Samsung mobiles do not give long durability.

6. What do you think about quality of Samsung mobiles?

- a. Bad
- b. Good

S.NO	Response	Respondents	percentage
1	Bad	15	15%
2	Good	85	85%
	Total	100	100%

Interpretation: 85% expressed that Samsung mobiles are good quality mobiles. However, 15% are contradicted.

7. What do you think is the differentiating factor of Samsung compared with its competitors?

- A) Affordable price
- B) Innovative
- C) Design
- D) Technology
- E) Others

S.NO	Response	Respondents	percentage
1	Affordable price	13	13%
2	Innovative	25	25%
3	Design	22	22%
4	Technology	21	21%
5	Others	7	7%
	Total	100	100%

Interpretation: 25% said innovation is the key factor of Samsung when compared with competitors. 22% said design, 21% told technology, and 13% said affordable price is the key factor of Samsung when compared with competitors. However, 10% said others are the reasons.

FINDINGS

- Mobiles play crucial role in the present generation. Now-a-days, most of the respondents use mobile phone.
- Majority of the smart phone users are students, business people, employees. These are willing to spend 5000-10000 rupees to Samsung Mobiles.
- In the present scenario, number of respondents prefers e-wallets, cash and credit card as payments method to buy mobile phone.
- 55% buy Samsung mobiles through online market.
- 60% expressed that Samsung mobiles are very stylish when compare to others' mobiles. They also expressed that Samsung mobiles do not give long durability (life).
- 85% said that Samsung mobiles are very qualitative products.
- Samsung products are innovative, stylish and come in affordable prices.
- 74% buy Samsung mobiles on the basis of its brand name.
- Only 48% believe Samsung may become market leader in mobile segmentation.
- 88% buy Samsung smart phone based on offers, brand and recommendations of friends and family members.
- Only 23% opinion that Samsung mobiles come in convenient budget.
- Only 32% are impressed by Samsung advertisements.
- 96% watch Samsung smart phone advertisement on a daily basis.
- 46% told that they gain product knowledge by watching Samsung mobile phones'

advertisements.

SUGGESTIONS

- Majority of the mobile users are students, middle class families. So, Samsung Company should introduce mobiles with in the budget of 10,000/- rupees.
- Samsung Company should introduce high performance and stylish mobiles with long durability.
- Majority of the mobile market in India is shared by brands like Redme, Vivo, One Plus, Real me...etc. These mobile companies become very successful because they introduce highly featured mobiles with in the middle-class family budgets. So, to increase mobile market share by the Samsung, it should release with low budget by providing better features than other competitors.
- There is no scope for read manual description of Samsung mobiles; hence company will be implemented different techniques for the sake of description about Samsung mobiles.
- The main aim of every respondent is any mobile should be given long durability but Samsung doesn't provide long durability to their customers, however they have to increase long durability.
- In the current situation, there is heavy competition among mobile manufacturers, So, to capture mobile market in India, Samsung should release mobiles with lot of features in the medium budget.
- The Samsung Company should make better innovative and impressive advertisements to attract a greater number of customers.

CONCLUSION

At present in India there is a heavy competition among mobile manufacturers. To capture mobile market share, Samsung should introduce highly featured mobiles for competitive price. Because, few years back Samsung was the market leader in India. Due to advanced features and with competitive price other manufacturers occupied Samsung market. So, retain the market, Samsung should introduce highly featured, stylish mobiles at middle class family budget

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