MARKETING RESEARCH & PROMOTION ANALYSIS OF SAMSUNG

Prince Kumar Sahi¹, Rahul Kumar², Nikesh Kumar Ranjan³, Akshara⁴

¹,²,³,⁴Department of MBA, Noida Institute of Engineering and Technology, Greater Noida
⁴Department of PGDM, Noida Institute of Engineering and Technology (MCA Institute), Greater Noida

Abstract: Mobile phones enhance people’s mobility, as we have entered in the 21st Century the importance of information changes rapidly. It is an era of media, news and all about information. The information plays a very important role in the decision-making, policy making and all about evaluation of services provided by an organization, which is the future of the nation. Mobile phones enhance people’s mobility, as we have entered in the 21st Century the importance of information changes rapidly. It is an era of media, news and all about information. The information plays a very important role in the decision-making, policy making and all about evaluation of services provided by an organization, which is the future of the nation. more consumers. So we can say that satisfaction level is lingered on between the commitment and fulfillment of an industry. We are fortunate enough that satisfaction of Samsung is much better than other competitors. It is also the time of competition; means if you want to survive you should beat your competitor through your policy, act and market strategy. The NOKIA cellular phones and LG mobile phones along with SONY ERICSSON are few market competitors of SAMSUNG mobile phones today. We proud that we beat all other competitors except NOKIA through our features, service, attraction, rates and technical point of view. It was with this aim that I decided to study the current scenario at one of the most important industry i.e. SAMSUNG INDIA ELECTRONICS Ltd. And find out the extent of customer satisfaction and competitive style and how it could improve its service better.

Keywords: Samsung, Marketing, Promotion

1. Introductions

On March 1st 1938, founding chairman Byung-Chull Lee started a business in Taegu, Korea with 30,000 won. At first, Mr. Lee little business was primarily in trade export, selling dried fish, vegetables, and fruit to Manchuria and Beijing. But in just over a decade, SAMSUNG –meaning literally “three stars” in Korean–would have its own flour mills and confectionary machine, its own manufacturing and sales operations, and ultimately become the roots of the modern global corporation that still that bears the same name today.

Throughout the 1970’s, SAMSUNG laid the strategic foundation for its Industries. The company’s second “Five Year Management plan”, announced in August 1973, targeted these industries and also introduced SAMSUNG to the shipbuilding industry. During this time, the company also took step to enhance its competitive position in the world textile industry, integrating its manufacturing process from raw material to final products. As a result, many new companies were created including SAMSUNG Heavy Industries Company in 1974, and SAMSUNG Shipbuilding Company (created when SAMSUNG acquired daesung heavy industry Company) and SAMSUNG precision company (now SAMSUNG TECHWIN) in 1977.

Another burst of growth for SAMSUNG came from the burgeoning home electronic business. SAMSUNG electronics, already a major manufacturer in the domestic (Korean) market, begin to export its product for the first time during this period. Another significant development was SAMSUNG 1974 acquisition of a 50 percent stake in Korea Semiconductor, Further consolidating SAMSUNG Electronics reign as a leader in semiconductor manufacturing.

The late 70s and early 80s represented a time of increasing diversification and global growth for SAMSUNG’s core technology businesses in 1978 SAMSUNG semiconductor and SAMSUNG electronics becomes separate entity as new products were introduce to the global market. SAMSUNG only produce semiconductor for the domestic market until the VLSI chip in Dec 1983, when it became a world leader in semiconductor products.
SAMSUNG precision company (established in 1977) laid the foundation in another high-tech industry-aerospace. Renamed SAMSUNG Aerospace Industry in Feb 1987 (now known as SAMSUNG Techwin), SAMSUNG has been developing its aerospace capabilities with unprecedented speed ever since. Future plans include the development of future space stations and even space facility for the Moon and Mars in the early 21st century. The mid 80s also saw SAMSUNG entering the systems development business, establishing SAMSUNG Data Systems in 1985 (now known as SAMSUNG SDS) as a leader in Information Technology services including systems integration, systems management, consulting, and networking services.

SUMSUNG’S increasing focus on technology led to another key development in mid 80s with the creation of company’s two Research & Development institutes, SAMSUNG Economic Research Institute (SERI) in 1986 and SAMSUNG Advanced Institute of Technology (SAIT) in 1987 Together, these two pioneering R&D organization have helped SAMSUNG expand its reach even future into electronics, semiconductor, high polymer chemicals, genetic engineering, optical telecommunication, aerospace and new fields of technology innovation from nanotechnology to advanced network architectures.

On November 19, 1987, Samsung’s founding chairman Byung-Chull Lee passed away after almost fifty years at the helm of the company. His son Kun Hee Lee succeeded him as the new chairman. On 50th anniversary of Samsung’s founding in 1988, he announced the “second founding” of the company, directing Samsung’s growth towards becoming a world class 21st century corporation.

For this “second foundation”, SAMSUNG challenged itself to restructure old business and enter new ones with the aim of becoming one of the world’s top five electronics companies. The merger of SAMSUNG Electronics and SAMSUNG Semiconductor &Telecommunication was undoubtedly a key strategic moment in the progress towards this goal. For the first time in the group’s history, SAMSUNG was now in a position to maximize its technological resources and develop value added products.

2. **Objective Of Marketing Research**
   1. To assess the sentiments and nature of buyers and ultimate consumers of various products of mobile phone.
   2. Marketing culture in the past events.
   3. Marketing culture in present.
   4. Marketing strategy in competitive market.
   5. Behavior of consumer in the seller market.

3. **Research Methodology**

   Marketing starts with consume needs and ends with consumers’ satisfaction. Marketing is set of all actual and potential buyers of products. In the field of marketing the main objective is to decide about the a certain tomorrow. Uncertainty can not be removed completely but it can only be minimized through an effective marketing situation better.

   Thus marketing research is the systematic design collection analysis and reporting of data and finding elements to a specific marketing situation facing the company.

4. **Research Design**

   The design of project report comes under the following.

   **Tools of Study**

   The study based on information given by different consumers. This is done with the interviewing different personnel’s discussion & the primary preparation from different books.
Personal interview
Personal interview are conducted so that an individual can come out with his original thought on subject. The intention is to make this entire exercise a two-way traffic so that the person feels like a contributor in the present study. Personal interview also helps in getting some of the record observations, which help in understanding the overall pictures better.

Discussion
This helps as stimulus to bring out certain observation, which could otherwise be left out. A healthy group discussion is extremely useful in forming strategies for improvement and also locating many bottlenecks.

Documents
This will give information on declared policies of the organization. Documents provide clear cut and standardize boundary of any research object. The dimensions in which research study is to under gone is predefined and clearly understood.

Observations
Observation tool is one of the most important and efficient instrument to study the research factors. The reason behind this is that no document or any other instrument is compatible with the environmental factor; this is only the researcher who compares and makes balance between the existing records and environmental factors. The environmental difference between two territories may vary; he has to collect records after the environmental scanning of concerned area.

5. Conclusion and Suggestion
After the discussion of customer satisfaction and competitive study of the various cell phone providers some important points of general interest emerge:-

Cellular industry is very fast growing industry in future.

Generally people are fully or partially aware with the cellular manufacturer.

Most of the people are familiar with name SAMSUNG.

The most demerits concerned with SAMSUNG mobile phone is price factor.

The impression of mobile in mass is that it is costly and expensive and features are available in comparatively lesser price in other mobiles.

Advertisement is the backbone of the new plans processes, so SAMSUNG has to pay more attention to it. The names of models are not familiar to come to the Indian people. The company should avoid the difficult name of models.

Company should introduce more models with latest features in the range of 3000-5000.

Business diversification is although good for overall company, but sometimes not healthy to its subsidiary and this is exactly happening with SAMSUNG’S telecom division. This division really needs some boost from its mother company.

It should learn the marketing strategy of existing competitors that how fast they reach to the customers; the Samsung should run with that speed.

It should redesign its promotional strategy & advertisement campaign accustomed to the environment.

Thus we can see that SAMSUNG is enjoying a good taste of reputation in the market but it is not so much palatable to be tasted by customers in mass. The reason behind this is that competitive market of cellular phones has fully changed and companies are coming to cope up with full forces. The need of time is that SAMSUNG has to redesign its marketing strategy and competitive intellect. The company should invite young, fresh and new ideas to construct its telecom empire once again and with an objective to be no. 1 and to touch the stratospheric highs to its field, of course.

To achieve the set goals Samsung should formulate new marketing strategy backed by the analytical study of contents pertained with the environmental scanning of the country & competitive evaluation. Although there are certain fields where SAMSUNG has to be improved but we can not forget & avoid the caliber that SAMSUNG
shown in the Telecom field. SAMSUNG has the opportunities and capability to hurl the javelin right to target market with its own leaders’ style.

References