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ENCYCLOPEDIA

MAGAZINES REFERRED

- Business Today
- Marketing Master Mind.

WEBSITES

- www.samsungelectronicslimited.com
- www.google.com

JOURNALS AND ANNUAL REPORTS OF VIVEKS

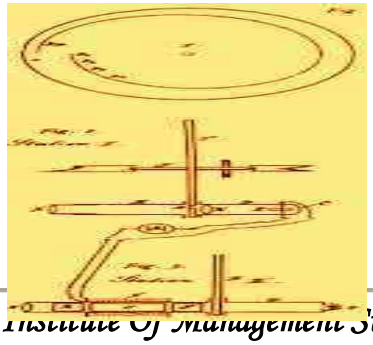
INDUSTRY BACKGROUND

INVENTION OF TELEVISION AND ITS HISTORY

German engineering student, Paul Nipkow proposed and patented the world's first electromechanical television system in 1884. Paul Nipkow devised the notion of dissecting the image and transmitting it sequentially. To do this he designed the first television-scanning device.

Paul Nipkow was the first person to discover television's scanning principle, in which the light intensities of small portions of an image are successively analyzed and transmitted. In 1873 the photoconductive properties of the element selenium were discovered, the fact that selenium's electrical conduction varied with the amount of illumination it received. Paul Nipkow created a rotating scanning disk camera called the Nipkow disk, a device for picture analyzation that consisted of a rapidly rotating disk placed between a scene and a light sensitive selenium element. The image had only 18 lines of resoution.

How It Worked ?



"The Nipkow disk was a rotating disk with holes arranged in a spiral around its edge. Light passing through the holes as the disk rotated produced a rectangular scanning pattern or raster, which could be used to either generate an electrical signal from the scene for transmitting or to produce an image from the signal at the receiver. As the disk rotated, the image was scanned by the perforations in the disk, and light from different portions of it passed to a selenium photocell. The number of scanned lines was equal to the number of perforations and each rotation of the disk produced a television frame. In the receiver, the brightness of the light source would be varied by the signal voltage. Again, the light passed through a synchronously rotating perforated disk and formed a raster on the projection screen. Mechanical viewers had the serious limitation of resolution and brightness."

No one is sure if Paul Nipkow actually built a working prototype of his television system. It would take the development of the amplification tube in 1907 before the Nipkow Disc would become practical. All electromechanical television systems were outmoded in 1934 by electronic television systems.

INVENTION OF TELEVISION

Who is the inventor of television? You have really opened up a can of worms with that question! Probably no other invention in history has been so hotly disputed as the prestigious claim to the invention of 'Tele-vision or 'long-distance sight' by wireless."

Since Marconi's invention of wireless telegraphy in 1897, the imagination of many inventors have been sparked with the notion of sending images as well as sound, wirelessly. The first documented notion of sending components of pictures over a series of multiple circuits is credited to George Carey. Another inventor, W. E. Sawyer, suggested the possibility of sending an image over a single wire by rapidly scanning parts of the picture in succession.

On December 2, 1922, in Sorbonne, France, Edwin Belin, an Englishman, who held the patent for the transmission of photographs by wire as well as fiber optics and radar, demonstrated a mechanical scanning device that was an early precursor to modern television. Belin's machine took flashes of light and directed them at a selenium element connected to an electronic device that produced sound waves. These sound waves could be

received in another location and re-modulated into flashes of light on a mirror.

Up until this point, the concept behind television was established, but it wasn't until electronic scanning of imagery (the breaking up of images into tiny points of light for transmission over radio waves), was invented, that modern television received its start. But here is where the controversy really heats up.

The credit as to who was the inventor of modern television really comes down to two different people in two different places both working on the same problem at about the same time: Vladimir Kosma Zworykin, a Russian-born American inventor working for Westinghouse, and Philo Taylor Farnsworth, a privately backed farm boy from the state of Utah.

"**Zworykin had a patent, but Farnsworth had a picture…**"

Vladimir Zworykin demonstrates electronic television, 1929

Zworykin is usually credited as being the father of modern television. This was because the patent for the heart of the TV, the electron scanning tube, was first applied for by Zworykin in 1923, under the name of an iconoscope. The iconoscope was an electronic image scanner - essentially a primitive television camera. Farnsworth was the first

of the two inventors to successfully demonstrate the transmission of television signals, which he did on September 7, 1927, using a scanning tube of his own design. Farnsworth received a patent for his electron scanning tube in 1930. Zworykin was not able to duplicate Farnsworth's achievements until 1934 and his patent for a scanning tube was not issued until 1938. The truth of the matter is this, that while Zworykin applied for the patent for his iconoscope in 1923, the invention was not functional until some years later and all earlier efforts were of such poor quality that Westinghouse officials ordered him to work on something.

ANOTHER PLAYER OF THOSE TIMES

John Logie Baird with his mechanical TV

Copyright MZTV

Another player of the times was *John Logie Baird,* a Scottish engineer and entrepreneur who 'achieved his first transmissions of simple face shapes in 1924 using mechanical television. On March 25, 1925, Baird held his first public demonstration of 'television' at the London department store Selfridges on Oxford Street in London. In this demonstration, he had not yet obtained adequate half-tones in the moving pictures, and only silhouettes were visible.'

In the late thirties, when RCA and Zworykin, who was working

for RCA, tried to claim rights to the essence of television, it became evident that Farnsworth held the priority patent in the technology. The president of RCA sought to control television the same way that they controlled radio and vowed that, "RCA earns royalties, it does not pay them," and a 50 million dollar legal battle subsequently ensued.

PHILO Farnsworth's WITH HIS TELEVISION

Philo Farnsworth with his television

In the height of the legal battle for patent priority, Farnsworth's high school science teacher was subpoenaed and traveled to Washington to testify that as a 14 year old, Farnsworth had shared his ideas of his television scanning tube with his teacher.

With patent priority status ruled in favor of Farnsworth, RCA for the first time in its history began paying royalties for television in 1939.

Philo Farnsworth was recently named one of TIME Magazine's 100 Greatest Scientists and Thinkers of the 20th Century.

HISTORY

The earliest practical demonstration of television was given by JOHN LOGIE BAIRD before the royal institution in 1926. In 1928, the BBC experimented with the transmission of still picture using the fultograph and in same year J.L.Baird transmitted a low definition service from the crystal place and in August 19332 the BBC conducted test in conjunction with the Baird company using a 30 line system validated from Brookman's park station. The postmaster general appointed a television advisory committee in 1934 followed by a public service. The first high television service in the world began in November 1936 with thw opening of the BBC station at Alexandra palace. The first regular Tv transmission service was started from the Alexandra palace of London on 2nd November 1936.

ENTRY OF TELEVISION IN INDIA

In India, TV transmission service started on the 15th September 1959 in Delhi. Till October 2nd, 1972, there was only one T.V center in India. The Bombay center, which was commissioned on 2nd October 1972, was the beginning of television entry in our communicatiob system. At the end of the decade 1970's as many as 18 high power transmitters has been commissioned covering newly 20% of the population.

During the year 1970 to 1982 almost every part of the Indian subcontinent was covered by Television broadcast. Then finally came the break through in the history of India in the year 1982. The Asian games were held in New Delhi and the Doordarshan took the initiative to broadcast its telecast in colour. Since then the Indian television has evolved into what it is today.

INTRODUCTION OF COLOUR TELEVISION IN INDIA.

In November 1982 offered a new era in the history of Indian electronic Industry. The indigenous TV manufacturer could prove their capability of producing 90000 C.T.V sets in a record time of three months and in supplying the same to consumers at fixed as decided by the government.

THE EXPANSION OF TELEVISION

In 1980's in fact the very concept of the special TV expansion plan, accepted by the Government of India is during the Asian games in 1982 added the other dimension. It established that through a communication satellite the large number of L.P.T's (Loco Power Transmitter), the TV programs could be extended to reach any part of the country with much less expenditure than through setting up TV centers.

INTRODUCTION OF TELEVISION IN BANGALORE CITY.

Before 1981, the people in Bangalore who owned T.V tried to catch the programs from Madras and Bombay directly with thw aid of boosters. It was in November 1st 1981, low power transmitter (100 watts) relying stations was commercial in Bangalore. The programmes were relayed from Madras and Bombay under the severe pressure of the public, action has been expanded and started producing programmes on its own.

This expansion paid way for the spurt in the demand for TV sets.

Consumer as King?

Historically, the consumer is king in both international trade and business management. Preferences play a pivotal role in economic and political arguments for free trade. David Ricardo identified the concept of comparative advantage in the early 19th century, suggesting that free trade can increase total welfare across countries.

The business management literature -

The business management literature has also touted consumer preferences as a driving force in the economy. In *Management Challenges for the 21st Century*, Peter Drucker argues that customer values are the foundation of any business decision and that consumer expenditures will determine business survivability. Today's consumers are increasingly vocal and discriminating in demanding specific food-product attributes. Wealthy, educated, and ethnically diverse consumers, who are concerned about food safety and nutrition, have access to food products across the international marketplace. Many consumers seek more personalized attention from retailers. Discriminating consumers lead to discriminating retailers who will impose new demand In the Name of Consumers

If the consumer is king, then why so much controversy? If we truly believe that consumers will vote with their pocketbooks and move the

economy towards greater efficiency, why isn't there a rush to provide consumers with the maximum number of choices? What political economy forces are at work? Marketers and advertisers have known for years that consumer preferences can be influenced through a variety of sources. US advertising expenditures were more than $117 billion in 2002 alone. Consumer advocacy affects the demand for a product through information campaigns. For instance, the "Five a Day" campaign increased US consumer awareness of health benefits from balancing their diets with fruits and vegetables and is credited with increasing consumption of these products.

CONSUMER PREFERENCE

Consumer information campaigns require funding. Influencing the behavior of diffuse consumers is more costly and less certain than lobbying for (or against) a tariff or other border intervention. Each consumer's spending decisions make only marginal impacts on aggregate trade flows. Yet, firms, industries, or even governments have rich opportunities to determine aggregate ongoing buying trends. Consumer advocacy may have noble goals, but its pursuit can be manipulated and influenced by other political and economic interests. Motives for negative consumer information campaigns are often questionable, especially if supported by protectionist domestic producers.

If consumer preferences become a recognized force in evaluating international trade policies, then motivations arise to influence those preferences. Have consumer information campaigns now moved into the arena of trade-policy discussions? Assessment of technical barriers to trade and issues of multifunctionality suggest the answer is yes. Regardless of whether consumer-information campaigns are new or just another policy layer, how to recognize and govern the influence of consumer preferences on trade policy are growing matters of concern.

Consumer is the central figure of all Marketing activities. The ultimate objective of marketing strategy is to provide marketing mix to bring about desired responses from the customer. It is the basis for marketing plans and policies. Potential customer is regarded as a black box as we cannot see what is going on in his mind. The marketer need to understand fully the working of buyer's mind and devise suitable strategies to create negative or favorable orientation in the minds of consumers.

Consumer preference is reflected from awareness right through past purchases eveluation indicating satisfaction and non – satisfaction from purchases. Preference towards a brand is social in nature. Environment plays an important role in shaping buyer behaviour.

DESIGN OF THE STUDY

This chapter briefly describes the design of the study, beginning from the title of the study and goes on to explain the explain the objectives, scope of the study, methodology, sampling field work analysis and finally limitations of the study.

AREA OF THE STUDY

Marketing

TITLE OF THE PROJECT

"A STUDY ON CONSUMER PREFERENCE TOWARDS TELEVISION WITH SPECIAL REFERENCE TO SAMSUNG"

STATEMENT OF THE PROBLEM

In the changing scenario of modernization and sophistication it is very important and essential to invent and implement new technology in order to improve quality of the product and also to ensure better action oriented results from the product. Thus marketing success largely depends on the ability to anticipate what buyers will do. Presently a great deal of awareness has been created in studying consumer preference, in recent times many popular brands of television are being introduced by India as well as Multinational Companies.

As a result this study has been **focused on the consumer preference for consumer durable mainly television and analysis of the consumer response for Samsung televisions, as there are lots of MNC's that produce the same quality product to satisfy customer needs and wants.**

SCOPE OF THE STUDY

The study is designed to provide information regarding the consumers' preference of televisions, as on the basis of its attributes, availability, brand loyalty and attractiveness of advertisements in Bangalore City with special reference to Samsung Television.

OBJECTIVES OF THE STUDY

- To know the degree of awareness of different brands of television
- To know the brands of television consumers own.
- To ascertain the level of brand preference of the consumer as regards to various brands of television and also to know the brands of television which is currently in demand. This is to know which television among the pool of television is the most preferred by the respondents.
- To identify the product attributes influencing brand preference. This is to determine attributes sought when purchasing a television.
- To know the major attributes which influenced the owners to buy Samsung and also to know the features they are most satisfied with.
- To know as to which media has the greatest influence on the respondents that is to know the most effective media for advertising the product.

- Demand forecast for Samsung television.
- User behaviour towards Samsung Television.
- Suggestions for future improvements in Samsung Television.

METHODOLOGY OF THE STUDY

To carry out research project, the following methodology was adopted

SURVEY METHOD

Sample survey method is being used in the study. Sample survey is collection of data from a sample group of consumers representing the whole universe. Structured questionnaire pertaining to users and non-users was prepared and it was administered on respondents to collect the information.

DATA COLLECTION

Primary data was collected through the use of the questionnaire. Some information essential for the study was obtained from secondary sources like books, company websites, previous studies, magazines, and journals of the company.

SAMPLING PLAN

The Marketing Researcher must design a sampling plan, which calls for three decisions.

1. **SAMPLE UNIT**

This answers: who is to be surveyed? The market research must define the target population that will be sampled. Once the unit is determined, a sampling frame must be developed so that every one in

the target population has an equal or known chance of being sampled. **In this project both the users and non- users will be surveyed.**

2. SAMPLE SIZE

This answers: How many people should be surveyed? In this project study the sample size are 100 respondents out of which 50 will be for non- users and 50 questionnaires for users of Samsung.

3. SAMPLING PROCEDURE

This answers: How should the respondents be chosen?
The respondents were randomly interviewed. All efforts were made to make this study as a representative survey of the consumers in Bangalore city.

4. FIELD WORK

Field work was carried out to collect the primary data from the respondents through the questionnaire. Data collection is carried out by meeting the television users and non users personally. Consumers did provide information to the extent they were aware of. The questonnaire was prepared keeping in mind the target group and their areas of interest concerning with the particular product.

PLAN OF ANALYSIS

All the questionnaires were processed and edited as per the objectives of the study. A sample size of 100 respondents was considered for both owners and non-owners of Samsung. The data was then transcripted from the questionnaire to work sheets.

Various diagrammatic representations like bar diagrams, Pie chart and tables are used to represent the information. Appropriate statistical techniques like averages, percentages, are included in the analysis and the interpretation of the data.

TOOLS FOR DATA COLLECTION

There are two major sources of the data through which the information will be collected pertaining to the study.

PRIMARY DATA

The following method were adopted in collecting the data from the respondents and other sources which will form the part of the study.

1) **SURVEY METHOD:**

In the questioning or survey method, well-informed and desirable persons are questioned through telephone or through personal interview. A set of questions were prepared to obtain the required information.

Under personal interview the answers to the questions of the questionnaire are collected from the respondents personally by meeting them.

Under the other method of obtaining information through telephone, the respondents are approached and will be requested to answer through the telephone.

2) OBSERVATION METHOD:

Under this method the required information is obtained not by asking questions but by observing the actions of the respondents.

SECONDARY DATA:

Sources of secondary data for the study are published surveys of a market, general library research sources, magazines, websites, News papers, Government publications and reports etc.,

LIMITATIONS OF THE STUDY

- The study is limited to Bangalore City only, because of constraints of time.

- The information furnished by the respondents may or may not be true, because in some cases the respondents may be casual in answering the questions

- The time period was limited and the study had to be carried out within the limited time. This is one of the main limitations in the presentation of the report.

- Simple statistics was used for the tabulation of data and the analysis cannot be used for future application as this project report is just a study and not for application in the consumer market.

- Percentage were rounded of to the nearest round figure in certain calculations.

COMPANY PROFILE

What makes SAMSUNG one of the world's leading companies?

How we got here-

Since its founding in 1938, SAMSUNG has maintained a mission statement that responds both to its own change, and to new developments in the world: "Economic contribution to the nation," "Priority to human resources," "Pursuit of rationalism." Each slogan represents significant moments in Samsung's history, reflecting different stages of the company's growth from a domestic industrial leader into a global consumer electronics powerhouse.

In the 1990's, we transformed our mission statement to keep pace with our growing global operations, rapid changes in the world economy, and escalating competition from well-established rivals.

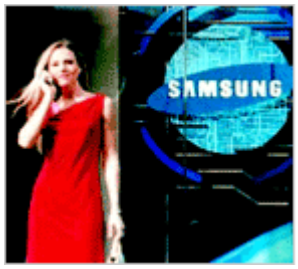
Our Management Philosophy

"We will devote our human resources and technology to create superior products and services, thereby contributing to a better global society."

Our management philosophy represents our strong determination to contribute directly to the prosperity of people all over the world. The talent, creativity and dedication of our people is key to our efforts, and the strides we've made in technology offer endless possibilities to achieve higher standards of living everywhere.

At SAMSUNG, We believe that the success of our contributions to society and to the mutual prosperity of people across national boundaries truly depends on how we manage our company. Our goal is to create the future with our customers.

SAMSUNG GROUP TIMELINE AND HISTORY



With the start of the second millennium,

SAMSUNG begins its second century.

The digital age has brought revolutionary opportunities and changes to global business. The SAMSUNG Group has responded to these changes and is currently upgrading its business structure, management perspective, and corporate culture to meet global standards.

At SAMSUNG, we see every challenge as an opportunity, and believe that we are perfectly positioned to be one of the world's recognized leaders in digital technology.

Our commitment to being "World's Best" has won us the number one global market share for thirteen of our products. Our target is to have thirty of our products rated "number one in world products" by 2005, adding digital TVs, IMT 2000, and printers to our current list of world market leaders: semiconductors, TFT-LCDs, monitors and CDMA mobile phones.

Always a step ahead, we're making historic advances in research and development of our overall semiconductor line, including flash memory and non-memory, custom semiconductors, DRAM and SRAM. An example of this is SAMSUNG Electronics, which remains one of the world's "top 10" in

US patents for four consecutive years, with 13,000 researchers representing a US$ 1.7 billion investment in Research and Development.

Financially, SAMSUNG is committed to being the World's Best, with the SAMSUNG Card, a payment solution selected as the "Best Card Company in the New Millennium" by Master card. The SAMSUNG Card secured more than 1 million members within one year through the release of "Aha Loan Pass," the first loan-only card in Korea. Euro money has also selected SAMSUNG Securities as the "Best Security Company" for the 3rd consecutive year, and Fortune's "Global 500" in the Life/Health insurance category ranked SAMSUNG Life Insurance as "10th Largest Company".

We are also actively promoting our brand value, a key engine of business growth. SAMSUNG's brand value increased to US$8.31 billion in 2002 from US$6.37 billion in 2001 and was recognized by Interbrand Corporation as the fastest growing global brand.

Our success in achieving global competitiveness is achieved through continually improving our financial structure and profitability, as we

examine the structure of our own organization. Reducing production costs and working hard to maintain our brand image has greatly contributed to our progress, and SAMSUNG Electronics has secured a nation's credit rating from S&P and Moody's, while SAMSUNG Fire also has been recognized by S&P for its stability and growth potential, receiving its second consecutive A rating.

The quick pace of our development is reflected in our management philosophy "We will devote our human resources and technology to create superior products and services, thereby contributing to a better global society."

Our active participation in sporting events has helped promote community spirit, as well as returning corporate profits to society. As a Worldwide Olympic partner in the wireless equipment sector for the 2000 Sydney Olympics, SAMSUNG provided 25,000 advanced digital wireless telecommunication devices including mobile phones. We have also served in that capacity at the 1999 Nagano Winter Olympics, and will be a Worldwide Olympic Partner in the 2006 Torino Olympics and 2008 Beijing Olympics.

SAMSUNG is an active contributor to the Asian Games, SAMSUNG Nations Cup Riding Competition, SAMSUNG Running Festival, SAMSUNG World Championship (a U.S. LPGA Tour), and many other sporting events around the world.

In 2000, SAMSUNG started its management program with a new twist and aimed to stay ahead of the great waves of digital changes now engulfing the world. We expect nothing less than to lead the digitalization of society with our advanced technologies, competitive products, and professional human resources.

2005

July	• SAMSUNG hosted the Asian Strategy Conference.
June	• SAMSUNG Electronics' BlueBlack Phone was recognized as top premium product in Europe. • SAMSUNG Electronics launched new brand campaign entitled

"Imagine".

- SAMSUNG received the most US IDEA design awards.

April

- SAMSUNG Electronics provided assistance in recovery work for Iranian earthquake.
- President Gun Hee Lee was selected as World's 100 people by the US Time Magazine.

March

- With the beginning of SAMSUNG Management Principles, SAMSUNG accelerated its efforts in boosting transparency in management.
- Announcement of 2005 Samsung Principles for Transparency Management.

Feb

- SAMSUNG selected by Fortune as '39th Global Allstar' for most admired company.
- SAMSUNG Electronics' Blue Black Phone (D500) receives 'Best Mobile Handset' from ' 3GSM World Congress 2005'

Jan	SAMSUNG donates 5 million dollars to the East-Asian tsunami relief efforts.

2004

Dec	SAMSUNG Group reaches 50 billion USD in export revenue, 21% of entire export revenue in Korea SAMSUNG Group total sales reaches 135.5 trillion and accomplishes best profit ever SAMSUNG Semiconductor celebrates 30th anniversary SAMSUNG Construction received an order to build world highest building Burj Dubai (over 700m)
Nov	Kun Hee Lee selected by FT (Financial Times) as 21st most admired CEO Kun Hee Lee receives Design Leadership Award SAMSUNG Heavy Industry receives three 'Best Ship of the Year'

Oct	• Opens SAMSUNG art gallery Leeum
Sep	• SAMSUNG Electronics opens SAMSUNG Experience Center in New York City
Aug	• SAMSUNG earns Olympic 8 medals including 4 gold medals • Opens Greece Olympic SAMSUNG advertisement booth (OR@S)
July	• SAMSUNG brand value ranked 21st in the world with an estimated value of $12.5 billion USD (Selected by Interbrand) • SAMSUNG mobile phone achieves 1st place in market possession in France, Russia and Africa
Jun	• Kun Hee Lee receives honorable 'La Legion d'honneur Commandeur' from France

2003

Dec	• Starts SAMSUNG Group 'Share the business' • Hotel Shilla selected as 2003 Korea's best hotel
Nov	• Launches SAMSUNG 2004 Olympic marketing • SAMSUNG Electronics Digital TV technology achieves #1 in the world
Sep	• SAMSUNG Electronics produces the world's first land-based DMB receiver
July	• SAMSUNG brand value ranked 25th in the world with an estimated value of $10.8 billion USD (Selected by Interbrand)

2002

Sep	Establishes Kun Hee Lee Scholarship Foundation
July	SAMSUNG Finance selected by 'Finance Asia' as Korea's best security company SAMSUNG Social Volunteer Group supported "SAMSUNG Dream Tree project" in Vietnam

2001

Nov	SAMSUNG strategically targets China to build brand awareness through premium products SAMSUNG receives 2 billion dollar Export Award
Oct	SAMSUNG Economic Research Institute opens Multimedia Service, SERICEO, for top executives. SAMSUNG SDI develops world largest 15.1" full color Active Matrix Organic Electro Luminescece Display SAMSUNG SDI commercializes high definition 65,000 color STN-

	LCD
	SAMSUNG Electronics signs strategic alliance agreement with Microsoft to create digital home technologies
	SAMSUNG develops enhanced cooperation with Hewlett-Packard in IT field
Sep	SAMSUNG Card's US$500 million ABS issued overseas
	Cheil Industries' Fashion Division ranked number one in Korean Customer Satisfaction Index by the Korea Management Association for 2nd consecutive year
Aug	SAMSUNG Electronics commercializes 1G Flash memory
	SAMSUNG Electronics develops world's largest 40 inch TFT-LCD
	SAMSUNG Electronics develops 16M DDR SRAM
	SAMSUNG Electronics begins mass production of 128M / 256M DDR333
	SAMSUNG Electronics commercializes Home-network products

	SAMSUNG Electronics begins mass production of 256 mega RAMBUS DRAM SAMSUNG Electronics produces world's first 40 inch TFT-LCD display
Jul	SAMSUNG Fire & Marine Insurance establishes SAMSUNG Traffic Safety Culture Research Center SAMSUNG Corning successfully develops world's first ultra-fine polishing technology for cathode-ray tube glass for use in digital Televisions SAMSUNG Electronics signs strategic marketing alliance with AOL-Time Warner SAMSUNG Electronics begins mass production of 512Mb Flash memory SAMSUNG's global brand value increases 22% (ranked 42nd worldwide, US$6.37 billion)
Jun	SAMSUNG Advanced Institute of Technology successfully develops

	world's first video object extraction technology • S1 Corporation begins Smart Card business • SAMSUNG Fire & Marine Insurance signs agreement with The People's Insurance Company of China (PICC) • SAMSUNG Corning selected best contributor to the Korean economy among all foreign companies in Korea • SAMSUNG Everland reaches 100 million accumulated visitor of
May	• SAMSUNG Card begins integrated financial transaction management service • SAMSUNG Life Public Welfare Foundation opens Noble County • SAMSUNG Economic Research Institute (SERI)'s website selected the No. 1 think-tank site in the world by Alexa • SAMSUNG Electronics awarded the Asia Award 2001 sponsored by Investor Relations
Apr	• SAMSUNG Heavy Industries acquires international certificate • SAMSUNG Fire & Marine Insurance first among domestic insurance

	company to open Shanghai branch in China • SAMSUNG Electronics selected "2001 Best Asian Company" by Finance Asia • SAMSUNG selected "The Most Reliable Korean Leading Company" by P&P research • CEO Kun-Hee Lee selected among "Asia's 25 movers and shakers of 2001" by ZDNet Asia
Mar	• SAMSUNG Heavy Industries builds first Korean-made large passenger ship • SAMSUNG Capital issues foreign currency bond (ABCP) of US$200 million, a first among domestic financial institutions
Feb	• SAMSUNG Electronics signs agreement for "2002 Busan Asian Games Sponsorship" • SAMSUNG Electronics acquires 4G DRAM technology • SAMSUNG Electronics given the first ever award to a Korean company by ISS (Institutional Shareholder Service)

Jan	SAMSUNG Life Insurance ranked 6th among Far Eastern Economic Review's "Top Ten Korean companies" SAMSUNG Electronics ranked the world's first in TFT-LCD production for third consecutive year SAMSUNG Electronics registers cellular phone production volume of 50 million handsets SAMSUNG produces 50,000,000th cell phone

2000

Dec	Five ships built by SAMSUNG Heavy Industries designated "Ship of the year"
Nov	SAMSUNG Everland awarded Customer Satisfaction prize for fifth consecutive yea SAMSUNG Card designated "Best Card Corporation in the New Millenium" by Ma

Oct	SAMSUNG Advanced Institute of Technology develops perpendicular magnetic rec technology, the world's highest recording density (60Gbits/in) technology SAMSUNG Heavy Industries develops world's biggest large-sized jumbo container (9000TEU class) SAMSUNG Corporation Otel Inox designated best enterprise in Rumania SAMSUNG Electronics donates 600 million won in education funds to UNESCO SAMSUNG Electronics wins award from Russia National Brand Contest's organizin
Sep	SAMSUNG Fire & Marine Insurance rated A (Excellent) for financial strength by A credit evaluation agency specializing in U.S. insurance companies SAMSUNG Electro-Mechanics subsidiary in Taiwan awarded Best Enterprise prize government SAMSUNG Electronics signs contract for opening of Sidney Olympic public inform and next Olympic Games sponsorship
Aug	SAMSUNG Corning subsidiary in Germany designated best foreign investment com celebrates six years since its founding

Jul	SAMSUNG SDS establishes global software Development Center in Beijing SAMSUNG SDS ranked 44th in "Best 500 software companies" in 1991 by Softwar SAMSUNG Electronics acquires U.S. patent for Next-generation Management Cont technology
Jun	SAMSUNG SDI develops world's 1st super slim, perfect flat cathode-ray tube
May	SAMSUNG Techwin develops digital camera with 2.1 million pixel CCD SAMSUNG Electronics begins manufacturing 256M Flash memory SAMSUNG Electronics participates in establishing world's biggest e-commerce con other companies including Hewlett-Packard, NEC and COMPAQ Asiaweek magazine selects CEO Kun-Hee Leeamong the 50 most influential people political & financial world for fifth consecutive year
Apr	SAMSUNG Corning localizes Wide ITO Coating Glass, core material of PDP TV SAMSUNG Electronics starts Content Certification Business

Mar

- SAMSUNG Fire & Marine Insurance creates business alliance with Kamakura Corpo for financial risk management
- SAMSUNG begins collaboration with Chosun Computer Center of North Korea
- SAMSUNG establishes Secui.com, a global information security corporation
- SAMSUNG brand value reaches US$5 billion

Feb

- Cheil Industries Inc.'s ASTRA designated one of world's best 5 golf brands
- SAMSUNG Heavy Industries signs contract for joint marketing of Shipping Nautical Raytheon Marine U.S.A.
- SAMSUNG Electronics attracts US$100 million investment from Apple Computer In
- SAMSUNG Electronics launches joint corporation with Thomson CSF France

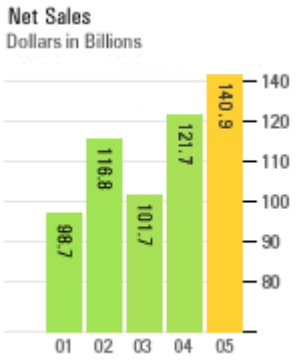
CORPORATE IDENTITY

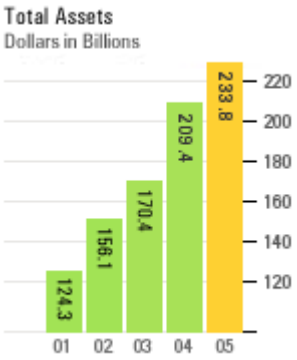
In 1993, SAMSUNG introduced a new corporate identity program in honor of its 55th anniversary and 5th anniversary of the introduction of the "second foundation." It was aimed to strengthen competitiveness by bringing the attitudes and behavior of all employees in line with Samsung's desired perception by the public. Samsung's corporate logo was redefined to project Samsung's firm determination to become a world leader.

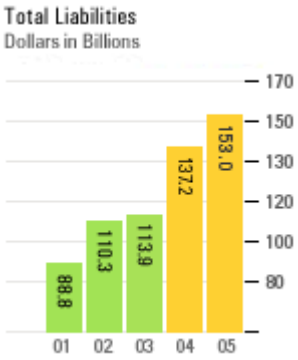
The SAMSUNG name is now written in English, expanding its global presence throughout the world. The name is superimposed over a dynamic, new logo design, giving an overall image of dynamic enterprise. The elliptical logo shape symbolizes the world moving through space, conveying a distinctive image of innovation and change. The first letter, "S", and the last letter, "G," partially break out of the oval to connect the interior with the exterior, showing Samsung's desire to be one with the world and to serve society as a whole.

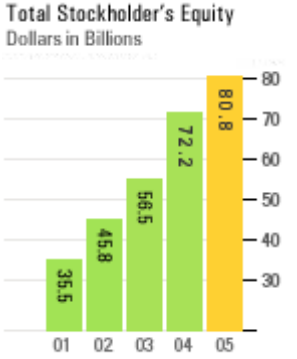
SAMSUNG GROUP ANNUAL REPORT

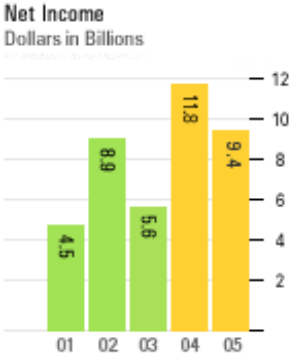
Samsung has enjoyed a year of growth and success. We are proud to be regarded as one of the world's leading companies, producing products that are highly respected in the marketplace. The Samsung name is everywhere: in Asia, Europe and the Americas; the Northern and Southern hemispheres; in long-established nations and newly emerging ones. And we have worked hard to make sure the Samsung name means quality and innovation, and represents the combined teamwork of tens of thousands of employees worldwide.

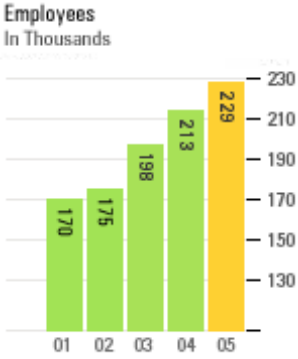












Samsung is now well into The Next Phase of its growth and development. While we strive to be one of the world's most respected enterprises, our dream is to do even more. We envision a future where Samsung will be known as a market leader. This will not be easy. The waves of change will be even greater, the rate of change will be faster, and the turbulence of transition will continue.

In today's world, some countries are surging ahead as major producers, while others are joining to function as a single economic bloc. This increased competition is requiring everyone to change substantially. This is a great opportunity, because those leading the change will emerge as front runners,

while those resisting it will be forever relegated to second- or third-tier status.

MOVING FORWARD

The 21st century is a time for harmony and interdependence; no one can develop alone. Samsung's strength comes from our people's capabilities, passion, and dedication to a single vision. In addition, the intense competition in recent years has demonstrated one key fact: only the very best companies and best products survive.

Samsung is now one of the world's distinguished brands. However, we are still working hard to reach even higher goals around the world, proceeding with a sense of urgency. If we are careless in our execution or complacent with what we have accomplished thus far, we could easily tumble to the bottom in a flash. In this sense, our struggle is with ourselves. In order to

succeed, we must create the necessary management systems and develop our own technologies.

The way to the top is clear: the power of Samsung is in its people and technology. They are the basis of Samsung's legendary achievements and they will continue to provide the foundation for our success in the future.

A Renewed Emphasis on Global Standards

As the leading company in Korea, Samsung will work hard to meet global standards in our corporate practices. Samsung recently unveiled a new set of "management principles" to be followed by all employees. Among the principles emphasized are adherence to laws and ethics, respect for customers and shareholders, and responsibility to the community.

These new guidelines provide a uniform code across all companies in the group and are a regular part of employee education. Under these official guidelines, all employees must hold to the values of fair competition and accounting transparency, as well as the protection of individual and company properties. The principles also call for management emphasis on shareholder value, environmental friendliness, co-existence with the community, and improving our employees' quality of life.

Since taking the helm at Samsung in 1987, I have emphasized the importance of ethical management. These principles of management are an extension of my philosophy, adjusted to a unified global standard.

We were very pleased when, in 2004, we once again received high marks on Fortune magazine's “Global Most Admired Companies” survey, climbing to No. 4 in the electronics category. Our management ethics contribute a significant role in achieving this ranking.

An Expanded Sense of Working Together

Our accomplishments could not have been possible without the help of our customers and society as a whole. Moving forward, we must further expand our practice of sharing, allowing local communities to benefit even more

from our business accomplishments. In the past ten years, we have contributed greatly to social welfare, environmental protection, and the arts and sciences. Today, Samsung employees are committed to be among the first to get involved in helping those in need in all our local communities. In this way, Samsung will become a stronger, future-oriented enterprise exuding vitality, limitless creativity, and a spirit that can take on any challenge. As we pursue prosperity, we must also represent hope.

Samsung's success has been built on five long-held values: Quality, Creativity, Competition, Culture, and Community. These values were emphasized at the inception of our New Management initiative and our commitment to them is just as strong today.

Most important of all are the talented, passionate People of Samsung who express these core values, demonstrating them every day, in every part of our organization around the world.

Let us now put all of our efforts into accomplishing even more than we have done up 'til now. Growing from the roots established in the first ten years of

our New Management, our mindset will be focused on preparing for the coming ten years on reaching far beyond the Next Phase to even more impressive achievements. Kun-Hee Lee

Chairman, SAMSUNG.

GROWING TO BE THE BEST

Samsung India aims to be the 'Best Company' in India by the Year 2006. 'Best Company' in terms of both the internal workplace environment as well as the external context in which the Company operates. Samsung aims to grow in India by contributing to the Indian economy and making the lives of its consumers simpler, easier and richer through its superior quality products.

"Our aim is to gain technological leadership in the Indian marketplace even as our goal is to earn the love and respect of more and more of our Indian consumers."

Mr S.H. Oh, President & CEO

Samsung South-West Asia Regional Headquaters

SAMSUNG IN INDIA

Samsung India is the hub for Samsung's South West Asia Regional operations. The South West Asia Regional Headquarters looks after the Samsung business in Nepal, Sri Lanka, Bangladesh, Maldives and Bhutan besides India. Samsung India, which commenced its operations in India in December 1995, today enjoys a sales turnover of over US$ 1Bn in just a decade of operations in the country.

Headquartered in New Delhi, Samsung India has a network of 19 Branch Offices located all over the country. The Samsung manufacturing complex housing manufacturing facilities for Colour Televisions, Colour Monitors,

Refrigerators and Washing Machines is located at Noida, near Delhi. Samsung 'Made in India' products like Colour Televisions, Colour Monitors and Refrigerators are being exported to Middle East, CIS and SAARC countries from its Noida manufacturing complex.

Samsung India currently employs over 1600 employees, with around 18% of its employees working in Research & Development.

MANUFACTURING

Samsung's state of the art highly automated manufacturing facilities are located at the Company's sprawling Noida Complex. Enjoying the Number 1 position amongst all Samsung subsidiaries in terms of productivity and having been ranked as the subsidiary with the 'Best Quality System', Samsung India prides itself for its Manufacturing Value Innovation.

The manufacturing capacities of the Samsung products manufactured in India (as of Year 2004) are :

PRODUCT	CAPACITY	DETAILS
CTV	1.5 million	Curved & Flat TVs
Colour Monitor	1.5 million	CRT & TFT LCD Monitor
Refrigerator	0.6 million	Frost-free and Conventional Refrigerators
Washing Machine	0.5 million	Fully Automatic and Semi Automatic
AC	0.4 million	Window and Split ACs

Samsung India is working with and contributing to the development of the domestic component industry in the country. The Company is working with its partners to improve their product quality and processes. Thus, Samsung vendors are sent to different Samsung subsidiaries to meet the Samsung overseas vendors in order to benchmark their own processes. Samsung is also training its vendors on eco-partnership so that the components manufactured by them are 'eco friendly' as per ROHS norms.

Samsung products manufactured in India currently enjoy an average localization level of over 50%.

AWARDS

- ***Manufacturing Value Innovation*** – Gold Award for Productivity, Cost, and Speed at the Visual Display Plant – November 2004.
- ***Management Innovation Award*** – December 2004
- ***Samsung Quality Award*** – November 2004 for Colour Television & Colour Monitor Plants
- ***Samsung Innovation Award*** – November 2004 for Refrigerator Plant.

BRAND POWER

From being a virtually unknown entity in the Year 1995, brand Samsung today enjoys an awareness of over 95% and a positive opinion of around 80% in the country today (source: BAS 2004). Sports Marketing and Entertainment Marketing have been the key elements of the Company's Brand Marketing Strategy. Samsung has very successfully leveraged its association with Cricket and Cinema in the form of 'Team Samsung' and 'Samsung IIFA Award'. Samsung India sponsored the high profile

'Samsung Cup' Indo-Pak Cricket Series in the Year 2004. 'Team Samsung' or Samsung's team of cricketers endorsing Samsung products has been successfully used to create more awareness for Samsung products.

To further reinforce its lifestyle positioning, Samsung has been associated with the Lakme India Fashion Week (LIFW) for its Mobile Phones. The Company used the LIFW-2005 as a platform to launch its D-500, World's Best Mobile Phone in the Indian market.

ENRICHING THE RETAIL EXPERIENCE

To display Samsung products in a more lifestyle ambience and to communicate the product benefits in a more interactive manner, Samsung India has set up a widespread network of Samsung Digital Worlds, Digital Homes and Digital Plazas all over the country.

The Samsung Brand shop network complements the over 8500 retail points for Samsung products located across the length and breadth of the country. Samsung plans to continue enhancing its penetration levels in the country to reach out to more and more Indian consumers

SOCIAL CONTRIBUTION

Samsung strongly believes that business has a defining role in building communities, and the Samsung 'Digitall Hope' program, is in keeping with the same spirit. Samsung DigitAll Hope, represents Samsungs long-term

commitment to the people of India and its belief in the power of technology to improve the lives of the Indian people.

It is now widely acknowledged that IT and computer literacy play a key role in the growth of developing countries. Samsung DigitAll Hope is a social program that aims to bridge the gap and narrow the divide between the 'computer literates' and the 'computer illiterates'. As a global leader in Digital Technology, Samsung is committed to the cause and is certain that this program can play a very important role in the development of society at large.

Some of the key projects that have been carried out under the aegis of Samsung Digitall Hope include, the "Hope Incubator Project", by Development Alternatives, a Delhi based NGO and "Empowering Disabled People through Education and Employment", by the National Centre for Promotion of Employment for Disabled People (NCEPDP). The "Hope Incubator Project" created and implemented a "Fund" designed to help young first time entrepreneurs successfully run their own business. Modelled as a revolving fund, it was initially used to promote entrepreneurs in the districts of Bundelkhand, but has subsequently been extended to Punjab and

other areas as well. This revolving fund is enabling dozens of local young entrepreneurs to service thousands of villagers, helping them to leap frog into the digital world.

Samsung has also supported the National Centre for Promotion of Employment for Disabled People (NCEPDP) to provide Scholarships to brilliant disabled students and helped in the setting up of the Disability Placement Unit which is handholding and mentoring hundreds of disabled people in need of jobs.

SUPPORTING EDUCATION

Samsung firmly believes in supporting education and regularly organises Factory Visits for School Children to the Manufacturing Facility at Noida as well as educational Quiz programs for School Children.

Apart from education, Samsung has been actively associated with promoting Sports in India. Samsung India's association with the Indian Olympic Association commenced with the 1998 Bangkok Asian Games and ever since the Company has supported the Indian Contingent to the Y2000 Sydney Olympics, Y2002 Busan Asian Games and the Y2004 Athens Olympics. The Company even set up an Olympic Fund through which it provided Scholarship to five top Indian athletes as they prepared for the Athens Olympics. The Five 'Samsung Olympic Ratnas' who were supported include: Abhinav Bindra, Anjali Bhagwat, Anju B George, K M Beenamol and Karnam Malleswari.

TECHNOLOGY INNOVATIONS

Samsung's IT solution portfolio includes Mobile Computing Solutions, Printing Solutions, Visual Display Solutions as well as Storage & Multimedia solutions. Samsung's IT business is channeled through a network of distributors and resellers and Samsung, in India has emerged as the undisputed market leader in many product categories. Samsung also looks after the IT hardware requirements of many of India's blue chip businesses

Visual Display Solutions

Mirroring it's global leadership in TFT-LCD technology, Samsung is the No 1 brand in India as well. With a wide range of display solutions from small screen sizes to large format Plasma & LCD screens, Samsung has a solution that fits every unique display requirement. Samsung has also introduced a range of CDT monitors with it's patented 'MagicBright™ technology giving consumers the ideal monitor for a variety of new age applications like multimedia and gaming.

Printing solutions

Samsung offers a wide range of multifunction and laser printing solutions. With Samsung Multifunction Printers one can Scan, Copy, Print & Fax from a single machine and today they are the fastest growing segment in the printer market. The Samsung range also features the worlds smallest multifunction printer while offering consumers personal printing as well as heavy duty network printing solutions.

Storage solution

Samsung Electronics has been at the forefront of the global hard disk technology innovations for many years now. It's R&D labs in USA & Korea

have made possible some of the most defining technologies, greatly improving reliability, speed & performance. In India, Samsung was one the first brands to provide extended warranty options and introduce high capacity, high speed HDD's to cater to the growing needs of the industry.

PROFILE OF VIVEKS LIMITED

VIVEK Limited, is one of the largest consumer Electronics and Home Appliances retail chains in India, with 17 world showrooms in Chennai, Bangalore, Salem, Madurai and Tirunelveli covering a retail space area of over 1,25,000 sq ft and a turnover of over Rs.100 crores (Rs. 1000 million).its brand image, Vivek, is a household name. Having set standards in its field, it has established a benchmark.

Upto the year 1995, Vivek had only 3 mega showrooms in Mylapore, Purasawalkam and T.Nagar, all in Chennai, earning for itself immeasurable goodwill of its customers, built on the strong foundations of dependability of

products and dedication to service, which have brought customers into its showrooms, again and again, all through the years.

Simultaneously, Viveks has only continued to establish an excellent rapport with manufacturers and suppliers. They have been instrumental in popularizing many a brand. Naturally, thses associations have been a source of strength to the company, all along.

CONCEPT OF VIVEKS, THE UNLIMITED SHOP.

Viveks, had spent several years laying the foundation for an explosive growth. Its mission was to be India's first truly world class, consumer durable retailing chain. It aimed to achieve this through geographical expansion , upgrading standards through aggressive advertising, publicity and promotional efforts.

The strategy was to offer customers 'more' of everything, viz, more space, more product, more brands and models, more service, more attractive promotions.

On Growth Mode

By March 2008, Viveks aims to have 180 show rooms with substantial increase in sales turn over, retail space and employee strength.

WORLD CLASS STANDARDS

None of Viveks' showro0onms are ordinary. They ae exclusive and among the largest in their respective locations, with innovative layouts and excellent display systems. Each has been launched with spectacular

promotions generating tremendous response. Thanks to Viveks, Indian consumers, can now shop for their consumer durable in a world class environment, with classy comfort.

WIDE PRODUCT RANGE

Today, the co9nsumers have never had its so good. In every product category they have a wide choice of brands and models. Viveks showrooms are able to offer the consumer the largest range of products under one roof. Their product range spans into televisions, audio system, washing machines, refrigerators, air – conditioners, mixers, wet grinders, snack ,amkers, water heaters, fans, microwave ovens, moulded luggage, wrist watches and much more.

Viveks are the leading retailers fro some of the country's top brands. And practically, it is the first port of all for international brands entering India. Some of the brands represented are Sony, Samsung, LG, Panasonic, Philips, Thomson, Whirlpool, IFB, Electrolux, Godrej, Kelvinator, Summet, Videocon, Samsonite …

ADVERTISING AND PROMOTION

Through the years the company has learnt to use the power of advertising and promotion to good advantage. Its advertising reflects Viveks status, as industry leader.

It also organizes special promotional events during the year that ofer benefits to consumers shopping at Viveks. Of these, the most

eagerly awaited is the New Year Sale, a concept the company had pioneered some 20 years ago. This pioneering concept of New Year Super Sale, is now such a rage and has become an acceptable annual industry feature.

It may be mentioned in this connection that during the 2001 New Year Campaign, over 40.000 people shopped at Viveks, generating a business over Rs.24 crores in 3 days. Every year, the company has consistentle broken its record of the previous year sale, signifyimg its leadership.

THE RESULTS

Consuer appreciate, Vivek modern shopping facilities and seasonal offers. In Chennai, the company's market share has increased many fold. It out- sells the competition in several product categories and that is only the beginning. In consumer Retailing, Viveks has added new product lines like Telecom, office automation, computer, sir conditioners, and related products.

Vivek is simultaneously in the process of streamlining the operational side of business. They have introduced central Warehousing with on – line computerization, to give accurate information on purchase and inventory control, stocking and distribution.

PEOPLE ORIENTED

As is said, any organization is only as good as its people. To meet its growing requirement fro retailing professionals, Vivek have a full fledged Human Resource Department to carefully select, recruit and train caliber people suited to its needs. The company has introduced many staff welfare measures and has been duly recognized for this approach.

The company has also set up the Vikas school of Retail Manageemnt, to fine tune its work force.

Vivek is perhaps again the first of its kind to have its own Creative Communication Cell with a Design Studio to take care of a variety of specialized and artistic communication requirement of the company.

Vivek limited is being built to reflect international retailing operations, in size, in quality, in quantity, in systems, in service, in range of products and of course, in tune with the times.

DATA ANALYSIS AND INTERPRETATION

The marketing information collected is required to be analyzed and interpretated for the benefit of marketing organization. One of the steps involved in marketing research process is to extract pertinent findings from the collected data. And after collection of data is over the data is tabulated. Analysis and interpretation of information refers to analysis, classification or tabulation of information and drawing logical conclusions for the solution of marketing problems for which market information is collected.

Keeping in mind the bran outlook of the process of understanding the brand awareness, customer preference about different brands of television as on the basis of its attributes, brand loyalty, availability and attractiveness of

advertisement, the questionnaire was framed in such a way as to get the actual reflection of the minds of the consumers in Bangalore city.

The data collected was grouped into categories. This task is statistically known as data tabulation. These process were done under different headings, represented in the form of tables which have been carefully analysed arriving at the correct conclusion. The table shows the count or occurrence of individual categories among the sample.

TABLE – I

Table showing the Gender of the Respondents.

Gender	**No.Of Respondents**	**Percentage**
Male	74	76%
Female	26	26%
TOTAL	100	100

From the Above table it can be observed that 74 percent are male and 26% are females.

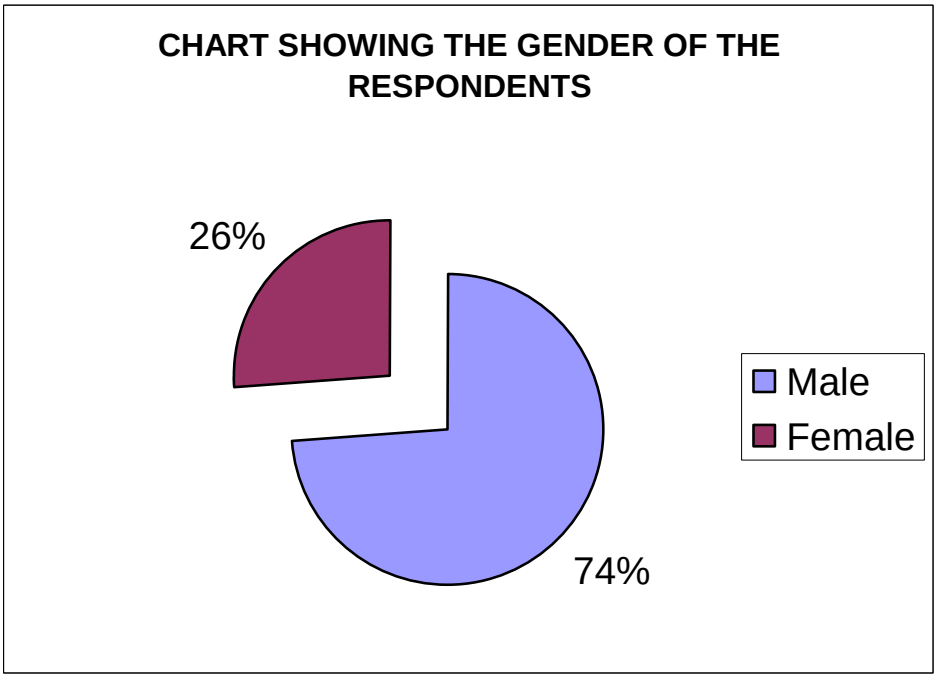


CHART SHOWING THE GENDER OF THE RESPONDENTS
26%
74%
Male
Female

TABLE – II

Table showing percentage in Age Group (Non-User of Samsung)

AGE GROUP	NO.OF RESPONDENTS	PERCENTAGE
20-30 Years	15	30
30-40 Years	25	50
40 and above	10	20
TOTAL	**50**	**100**

% is taken for 50 respondents

INTERPRETATION

From the above Table, it is observed that 30% of the respondents are in the age group of 20 to 30 years, followed by 50% who are in the age group of 30 to 40 years and the remaining 20% are in the age group of 40 and above.

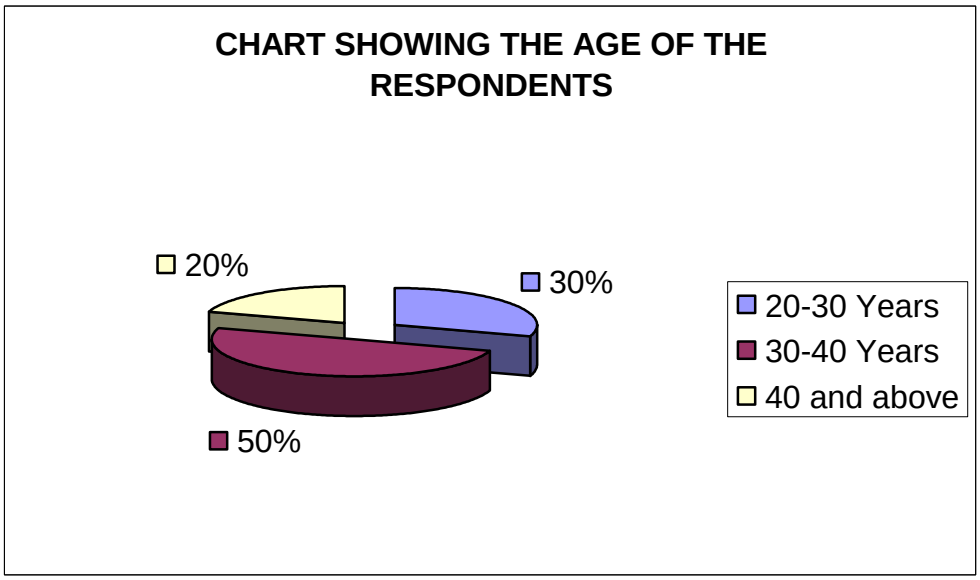


CHART SHOWING THE AGE OF THE RESPONDENTS
20%
30%
50%
20-30 Years
30-40 Years
40 and above

TABLE – III

TABLE SHOWING PERCENTAGE IN OCCUPATION

(Non – Users Of Samsung)

OCCUPATION	NO.OF RESPONDENTS	PERCENTAGE
Business	20	40
Service	13	26
Professional	10	20
Others	7	14
TOTAL	**50**	**100**

% is taken for 50 respondents

INTERPRETATION

The above Table shows the distribution of respondents according to their occupation. 40% of the respondents were business class followed by 26% of respondents were servicemen and 20% of respondents were professional and the remaining 14% belonged to different occupation like self employed, land lords, house wives etc. All of them are included under one heading i.e others.

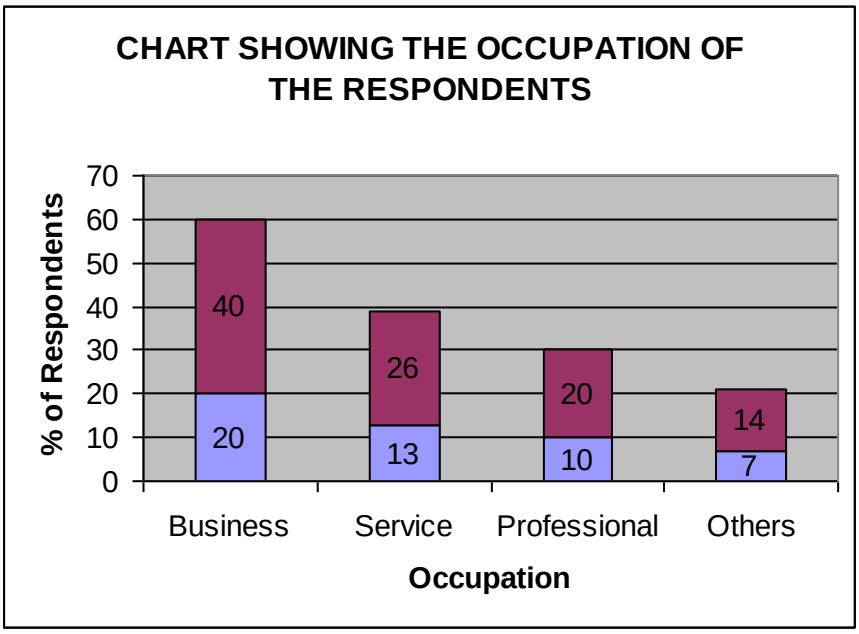


CHART SHOWING THE OCCUPATION OF THE RESPONDENTS
% of Respondents
70
60
50
40
30
20
10
0
40
20
26
13
20
10
14
7
Business
Service
Professional
Others
Occupation

TABLE –IV

TOTAL FAMILY INCOME OF THE RESPONDENTS (Non-Users)

TOTAL FAMILY INCOME	NO.OF RESPONDENTS	PERCENTAGE
Less than Rs.10000	15	30
Rs. 10000 – 20000	22	44
More than Rs. 20000	13	26
TOTAL	**50**	**100**

% is taken for 50 respondents.

INTERPRETATION

From the above table it is observed that 30% of the respondents are in the income group of less than Rs.10,000 and the 44% of the respondents are in the income group of Rs.10,000-20,000 and 26% of the respondents are in the income group of more than Rs.20,000.

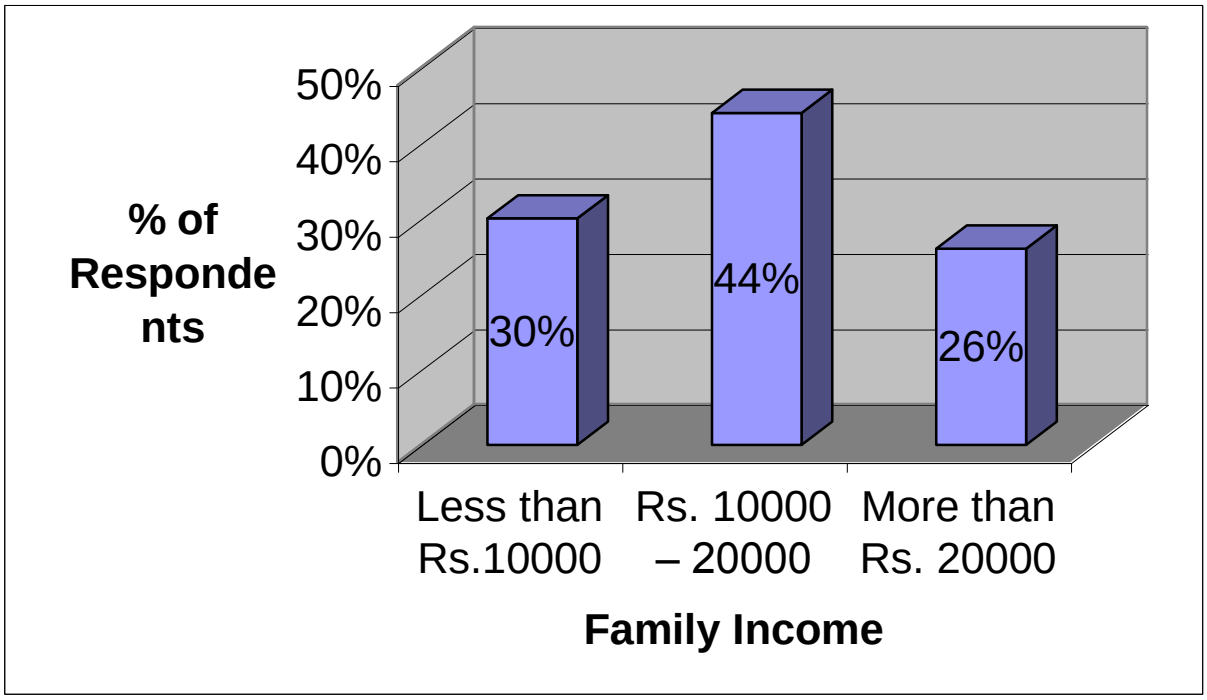

% of Respondents
50%
40%
30%
20%
10%
0%
30%
44%
26%
Less than Rs.10000
Rs. 10000 – 20000
More than Rs. 20000
Family Income

TABLE – V

Table showing percentages of Televisions owned by the Respondents (Non-Users)

Sl.No	BRANDS	NO.OF RESPONDENTS	PERCENTAGE
1	BPL	7	14
2	Videocon	6	12
3	Onida	9	18
4	LG	4	8
5	Philips	5	10
6	Sony	6	12
7	Panasonic	4	8
8	Thomson	2	4
9	Akai	3	6
10	Sansui	2	4
11	Others	2	4
	TOTAL	**50**	**100**

% is taken for 50 respondents

INTERPRETATION

From the above Table we can infer that out of 50 respondents who are non users of Samsung, 18% of respondents are owing Onida, followed by BPL with 14%, 12% of them are using Videocon and Sony, 10% of them are using Philips, 8% of them are using Akai, and 4% of them are using Thomson and Sansui and so on.

Here others refer to Bush, Weston, Crown etc are owned by the respondents.

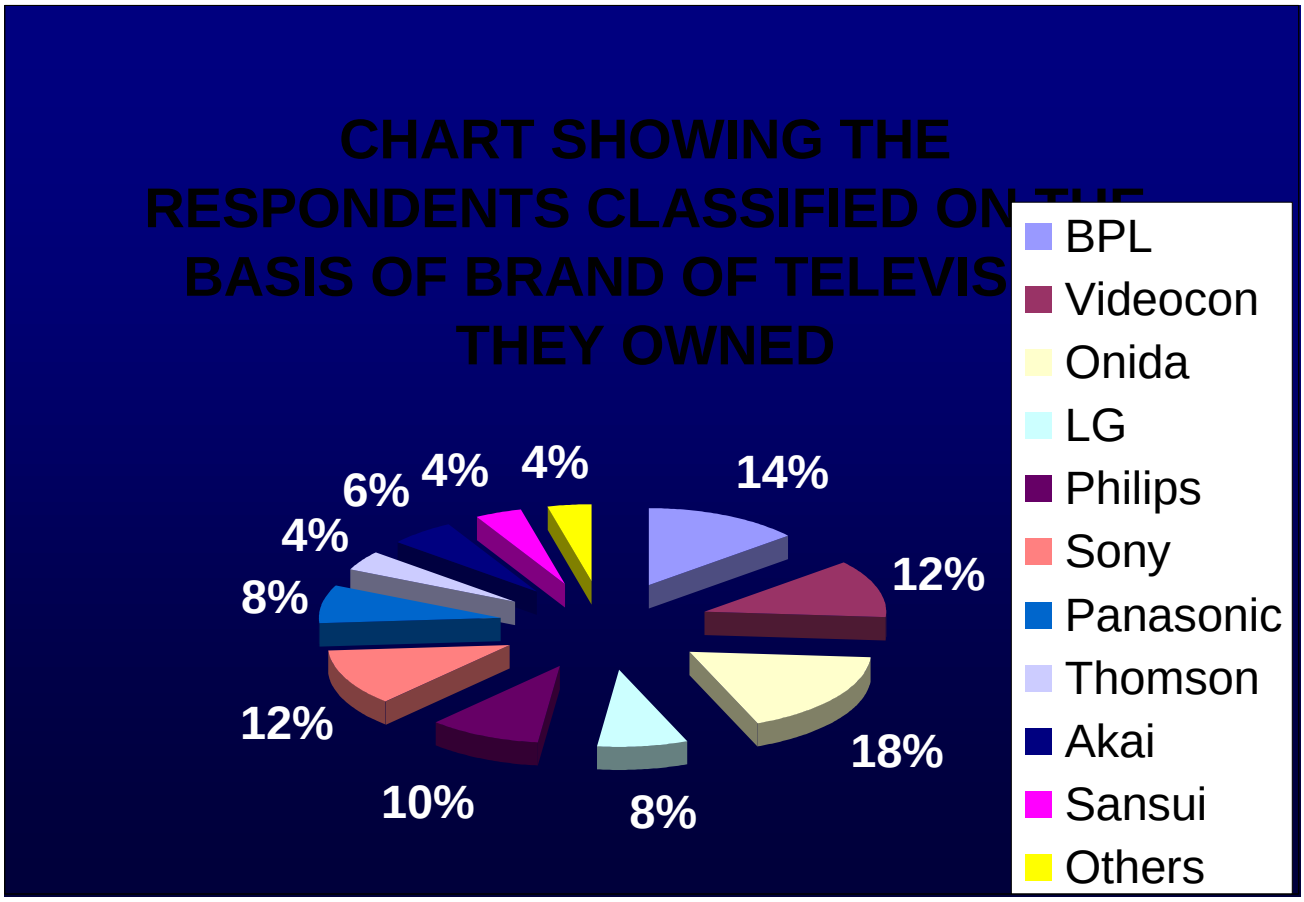


CHART SHOWING THE RESPONDENTS CLASSIFIED ON THE BASIS OF BRAND OF TELEVIS THEY OWNED
14%
12%
18%
8%
10%
12%
8%
4%
6%
4%
4%
BPL
Videocon
Onida
LG
Philips
Sony
Panasonic
Thomson
Akai
Sansui
Others

TABLE – VI

Table showing the respondents degree of importance given to each attribute in a colour television

Sl.No	Attributes	No.of Respondents	Percentage	Rank
1	Technology	47	15.1	I
2	Performance	45	14.4	II
3	Brand Name	41	13.1	III
4	Appearance	39	12.6	IV
5	Featues	36	11.5	V
6	Price	32	10.3	VI
7	Guarantee Period	28	8.9	VII
8	After sales service	25	8.0	VIII
9	Availability	19	6.1	IX
	TOTAL		**100**	

% is taken for 50 respondents

INTERPRETATION

The above table shows that technology has been given first rank by respondents followed by performance, brand name, appearance, features, price and so on.

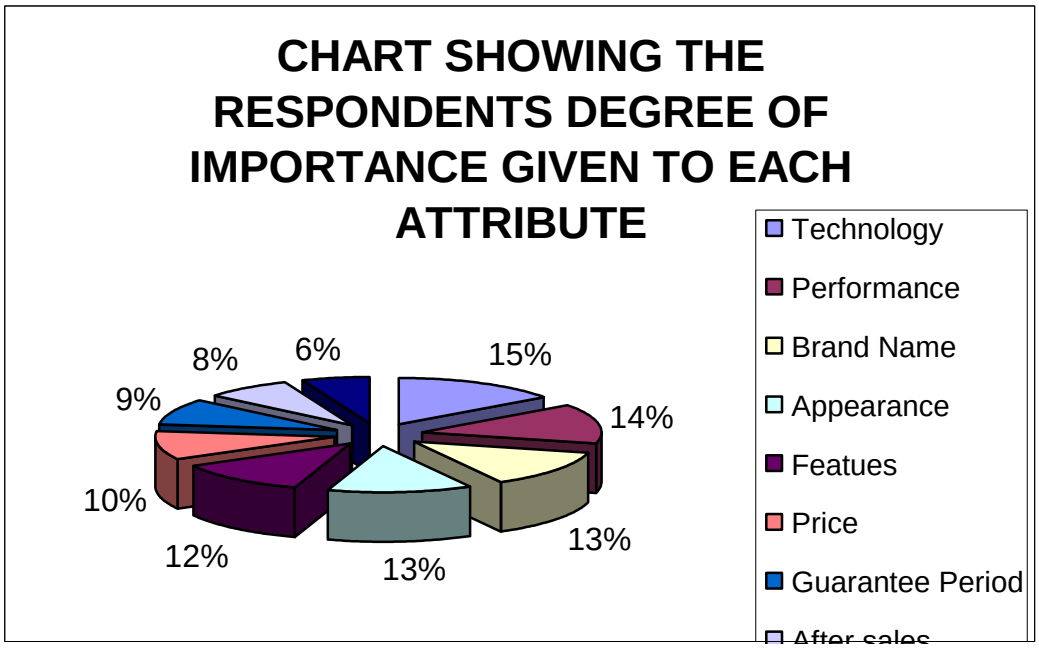


CHART SHOWING THE RESPONDENTS DEGREE OF IMPORTANCE GIVEN TO EACH ATTRIBUTE
8%
6%
15%
9%
14%
10%
13%
12%
13%
Technology
Performance
Brand Name
Appearance
Featues
Price
Guarantee Period
After sales

TABLE – VII

Table showing Respondents expectation out of a complete colour Television.

Sl.No	Features	No.of Respondents	Percentage
1	Picture	15	30
2	Durability/ Reliability	11	22
3	Sound	7	14
4	Special Features	13	26
5	Any other	4	8
	TOTAL	**50**	**100**

% is taken for 50 respondents

INTERPRETATION

From the above table we can infer that out of 100 respondents interviewed, 30% of the respondents expected the colour Television to have proper picture facility, which includes no.of channels, screen flatness, plug and play, LC/VCD compatible etc. 26% of the respondents prefer special features which include zoom, piture in picture, child lock, autovoltage etc, 22% of the respondents expect the colour television to be durable and reliable, and 14% of the respondents preferred sound which includes woofers, wattage, clarity, bars, surround sound, digital stereo etc.

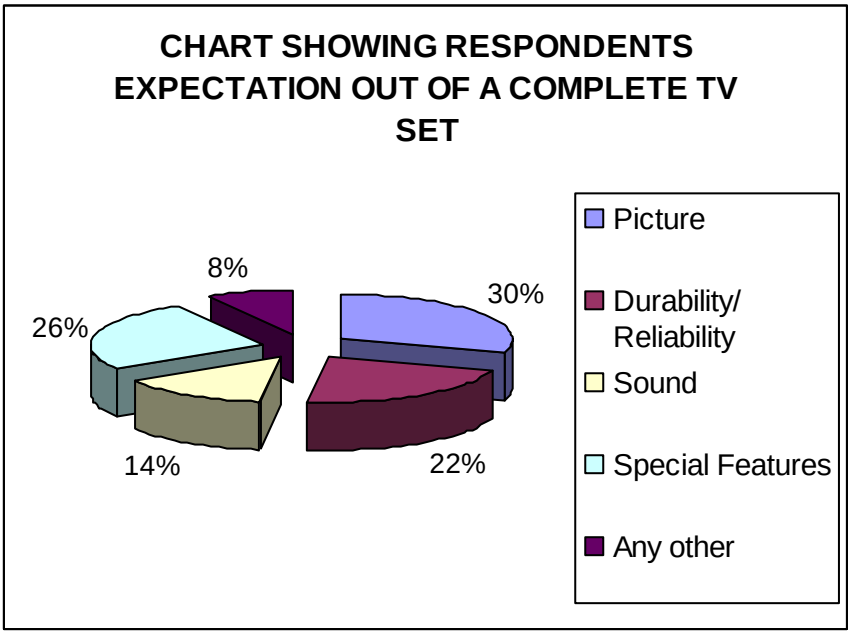


CHART SHOWING RESPONDENTS EXPECTATION OUT OF A COMPLETE TV SET
8%
30%
26%
14%
22%
Picture
Durability/ Reliability
Sound
Special Features
Any other

TABLE – VIII

Table showing the intention of Respondents towards the purchase of Samsung television.

Intention of the Respondents	No.of Respondents	Percentage
Intention to buy	38	76
Not intend to buy	9	18
Indifferent	3	6
TOTAL	**50**	**100**

% is taken for 50 respondents.

INTERPRETATION

This table shows that almost 76% of the respondents were intending to buy the television, however, 18% of the respondents did not intend to buy, some 6% of the respondents were indifferent about it i.e. they were not in the position to answer whether to buy or not to buy.

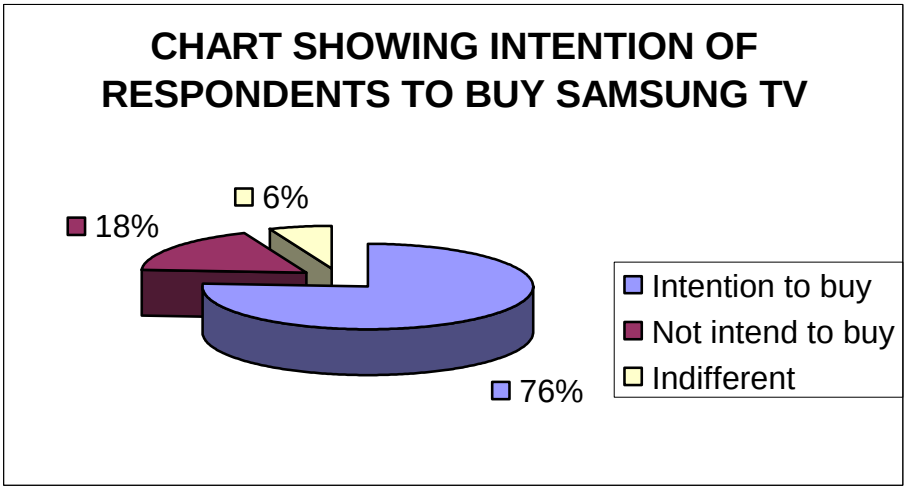


CHART SHOWING INTENTION OF RESPONDENTS TO BUY SAMSUNG TV
6%
18%
76%
Intention to buy
Not intend to buy
Indifferent

TABLE - IX

Table showing percentage in Age Group of Samsung owners

AGE GROUP	NO.OF RESPONDENTS	PERCENTAGE
20-30 Years	14	28
30-40 Years	28	56
40 and above	8	16
TOTAL	**50**	**100**

% is taken for 50 respondents.

INTERPRETATION

This table shows that 28% of the owners of Samsung are in the age group of 20 to 30 years, followed by 56% who are in the age group of 30 to 40 years and the remaining are 40 and above.

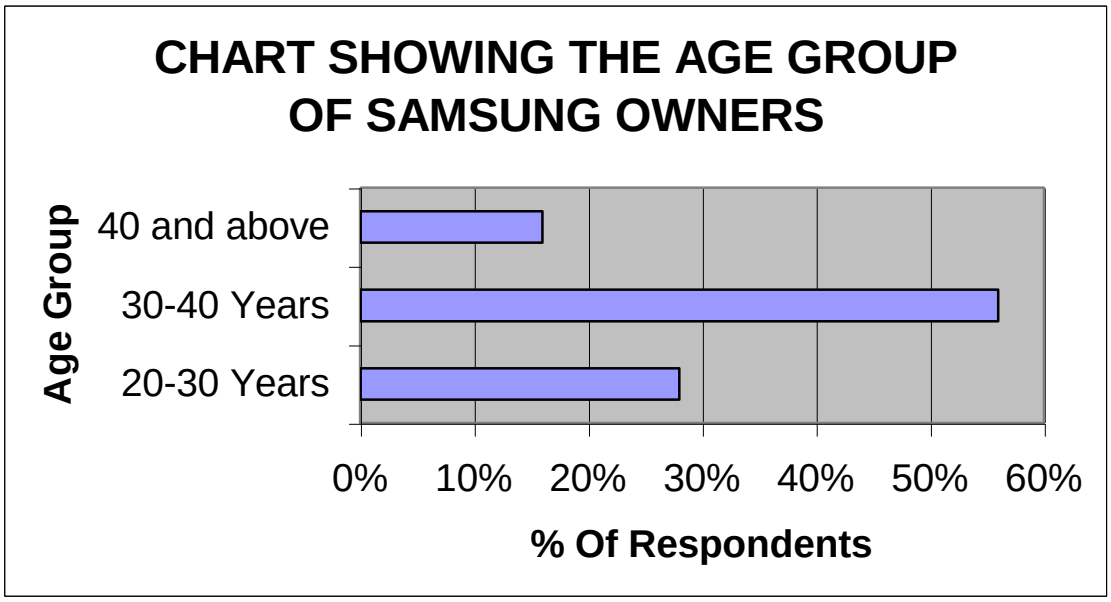


CHART SHOWING THE AGE GROUP OF SAMSUNG OWNERS
Age Group
40 and above
30-40 Years
20-30 Years
0%
10%
20%
30%
40%
50%
60%
% Of Respondents

TABLE – X

Table showing percentage in occupation – Samsung owners.

Occupation	No.of Respondents	Percentage
Business	16	32
Service	20	40
Professional	9	18
Others	5	10
TOTAL	**50**	**100**

% is taken for 50 respondents

INTERPRETATION

The above drawn table shows the distribution of owners according to their occupation. 32% of owners were businessmen, 40% of owners were servicemen and it constitutes the largest segment of the sample size. 18% of owners belong to professional categories and the remaining 10% were others. Others refer to self – employed, housewives, landlords etc.

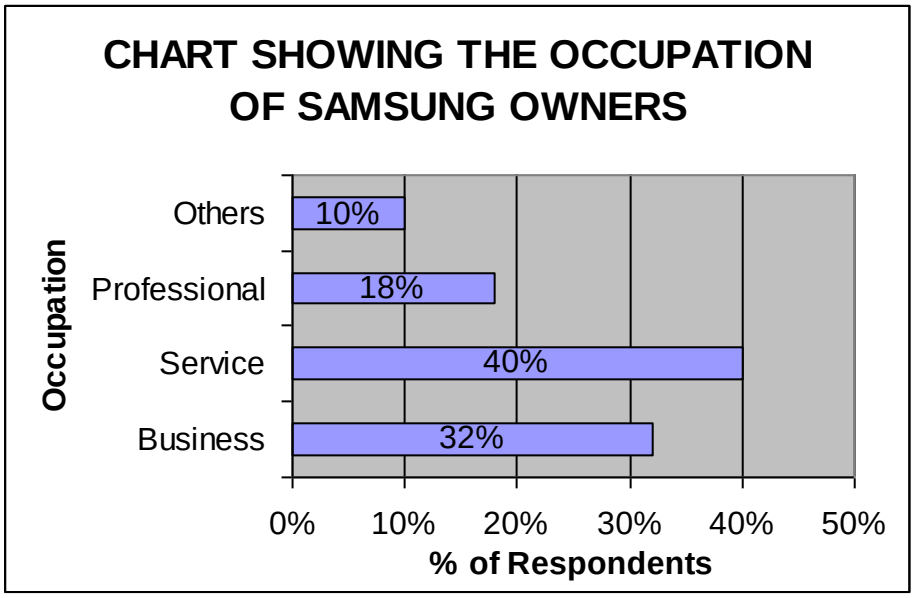


CHART SHOWING THE OCCUPATION OF SAMSUNG OWNERS
Occupation
Others
Professional
Service
Business
10%
18%
40%
32%
0%
10%
20%
30%
40%
50%
% of Respondents

TABLE – XI

Table showing the total family income – Samsung Owners

Total Family Income	No.Of Respondents	Percentage
Less than Rs.10000	10	20
Rs.10000 – 20000	26	52
More than Rs. 20000	14	28
TOTAL	**50**	**100**

% is taken for 50 respondents

INTERPRETATION

This table shows that 20% of the owners belong to the Income group of less than Rs. 10,000 and the 52% of the owners are in the income group of Rs.10,000 to Rs. 20,000 and remaining 28% of the owners are in the income group of more than Rs.20,000.

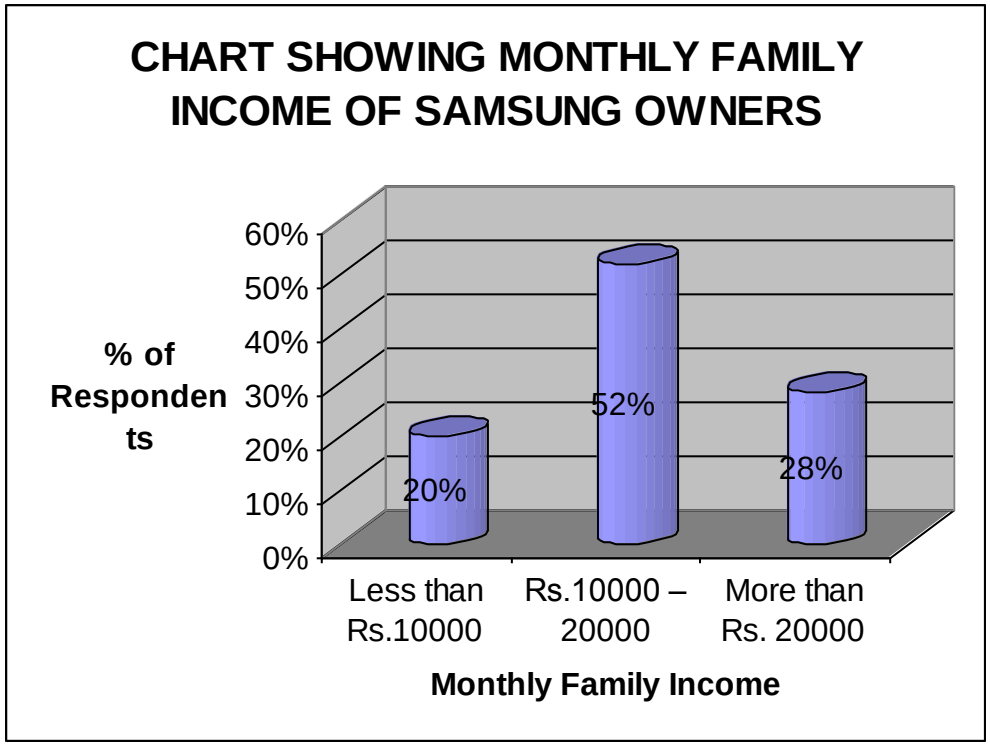


CHART SHOWING MONTHLY FAMILY INCOME OF SAMSUNG OWNERS
% of Respondents
60%
50%
40%
30%
20%
10%
0%
20%
52%
28%
Less than Rs.10000
Rs.10000 – 20000
More than Rs. 20000
Monthly Family Income

TABLE – XII

Table showing the reach of Media – Samsung Owners.

Media	No. of Respondents	Percentage
Television	13	26
Newspaper	7	14
Magazines	9	18
Relatives and Friends	15	30
Consumer Fair	6	12
TOTAL	**50**	**100**

% is taken for 50 respondents.

INTERPRETATION

From the above table, it is observed that almost 30% of the respondents decision is influenced by their Relatives and Friends, 26% of them were influenced through Television, 18% of them through Magazines, 14% of them through Newspapers and 12% of them through Consumer Fair.

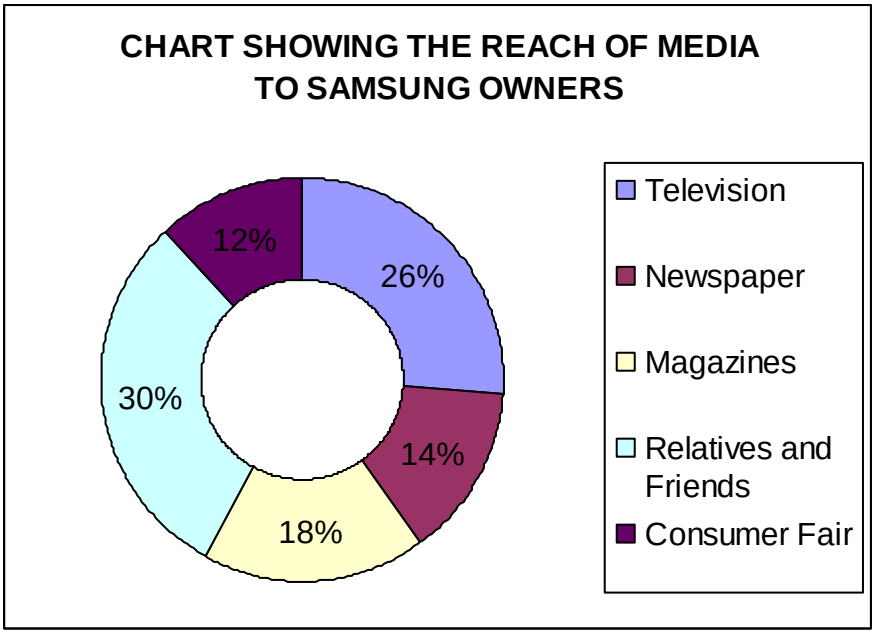


CHART SHOWING THE REACH OF MEDIA
TO SAMSUNG OWNERS
26%
14%
18%
30%
12%
Television
Newspaper
Magazines
Relatives and Friends
Consumer Fair

TABLE – XIII

Table showing how the Television has met the Expectations of Users.

Options	No.of Respondents	Percentage
Excellent	11	22
Good	32	64
Satisfactory	7	14
TOTAL	**50**	**100**

% is taken for 50 respondents.

INTERPRETATION

From the above table we can infer that out of the 50 respondents 22% of the respondents ranked the performance of Samsung Television as excellent, 64% of them, a majority of the Samsung owners have ranked the performance of Samsung television as good and 14% of the respondents ranked as satisfactory about Samsung Television.

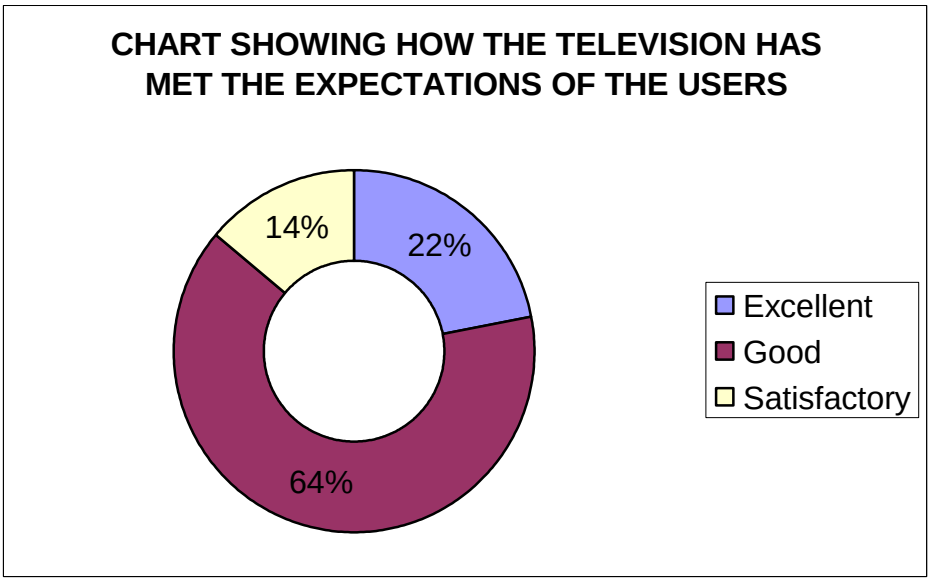


CHART SHOWING HOW THE TELEVISION HAS MET THE EXPECTATIONS OF THE USERS
14%
22%
64%
Excellent
Good
Satisfactory

TABLE – XIV

Table showing respondents opinion regarding the Future Prospects of Samsung C.T.V's.

Opinion	No.of Respondents	Percentage
Very Good	38	76
O.K	12	24
Not so good	-	-
TOTAL	**50**	**100**

% is taken for 50 respondents

INTERPRETATION

From the above table it is observed that 76% of the respondents considered the future prospects of Samsung Television to be very good, where as the remaining 24% of the respondents considered the future prospects of Samsung Television to be O.K

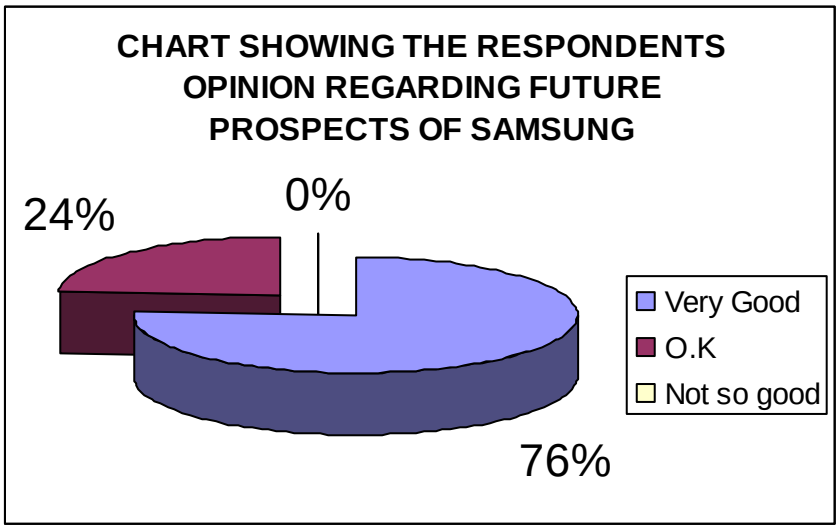


CHART SHOWING THE RESPONDENTS OPINION REGARDING FUTURE PROSPECTS OF SAMSUNG
24%
0%
76%
Very Good
O.K
Not so good

TABLE – XV

Table showing the respondents response to recommend Viveks to others.

Opinion	No.of Respondents	Percentage
Yes	39	97.5
No	1	2.5
TOTAL	**40**	**100**

% is taken for 40 respondents

INTERPRETATION

From the above table we can infer that 97.5% of the respondents are most likely to recommend Viveks to others.

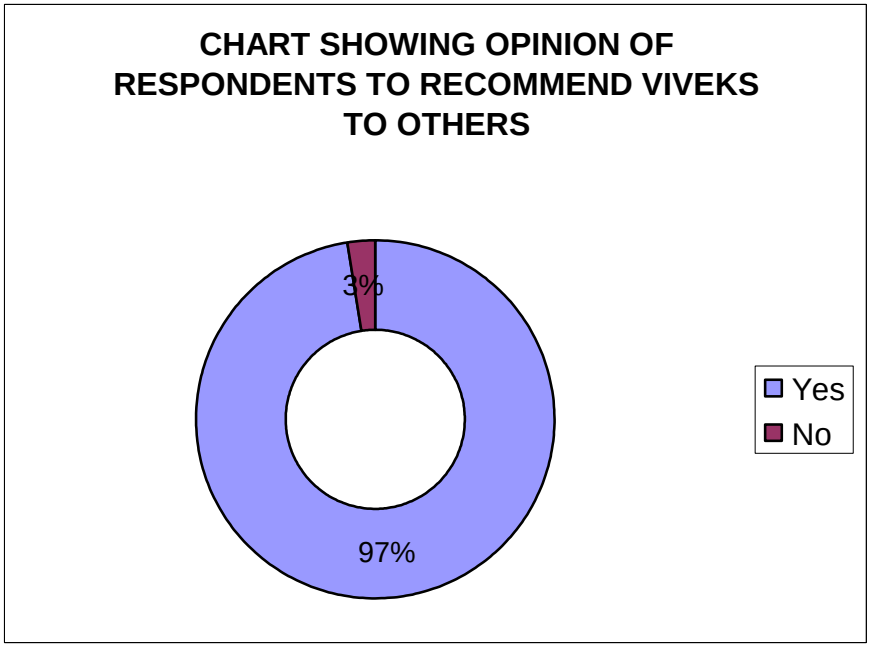


CHART SHOWING OPINION OF RESPONDENTS TO RECOMMEND VIVEKS TO OTHERS
3%
97%
Yes
No

TABLE – XVI

Table showing rating of Viveks in terms of Total Satisfaction

Level of Satisfaction	No.of Respondents	Percentage
Excellent	11	27.5
Good	26	65
Fair	3	7.5
Poor	-	-
TOTAL	**40**	**100**

% is taken for 40 respondents

INTERPRETATION

from the above table it is observed that 27.5% of them rated Viveks as Excellent, 65% of them as good and 7.5% of them as fair.

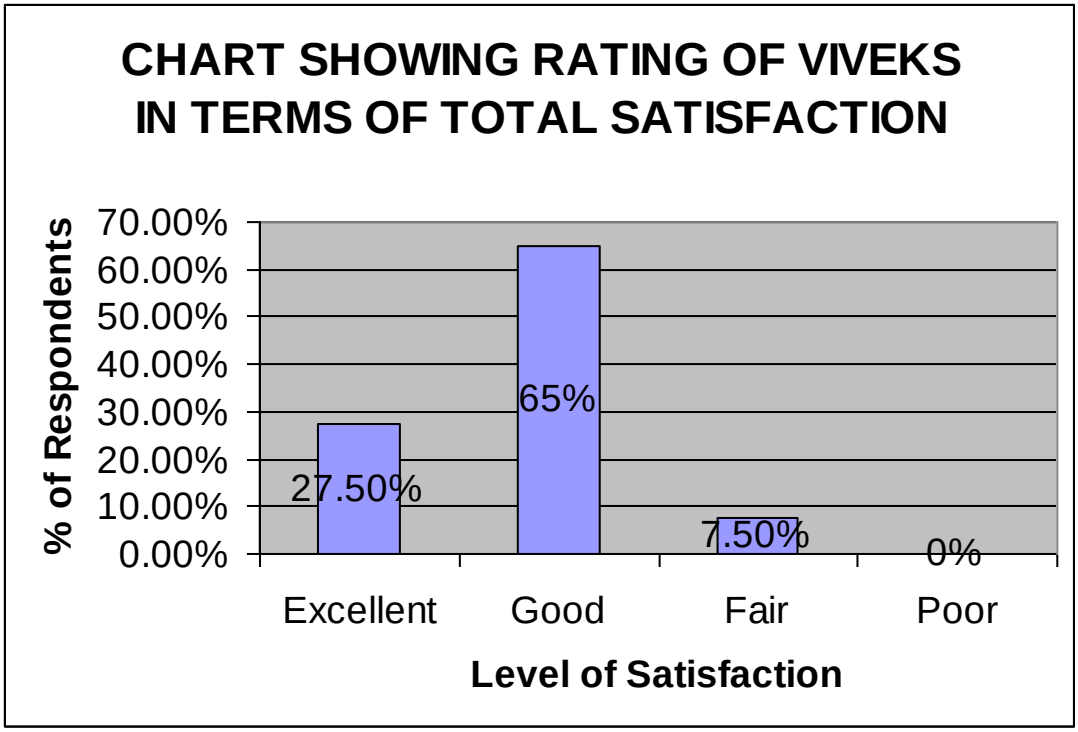


CHART SHOWING RATING OF VIVEKS IN TERMS OF TOTAL SATISFACTION
% of Respondents
70.00%
60.00%
50.00%
40.00%
30.00%
20.00%
10.00%
0.00%
27.50%
65%
7.50%
0%
Excellent
Good
Fair
Poor
Level of Satisfaction

SUMMARY OF FNDINGS

This chapter gives a Summary of the Findings of the data analyzed in the previous chapter and on the basis of these findings, appropriate suggestions are given.

FINDINGS

The project " **A STUDY ON CONSUMER PREERENCE TOWARDS TELEVISION ITH SPECIAL REFERENCE TO SAMSUNG."** has brought forth the following founding's:-

It was seen that the c\respondents ranked technology as the most important attribute followed by performance, brand name. Most of the owners of Samsung Television were in the age group of 30-40 years and were servicemen. Reach of the media for a Samsung owner was mainly through Relatives and friends and television.

Samsung Television was mainly preferred for its technology, performance, features and brand name. Awareness among the consumers about the Samsung Television is also high.

Thus the respondents had a good opinion regarding Samsung television and considered the future prospects of Samsung television to be very good.

Samsung television was found to be doing well in the market and found to be fastest moving brand of television in the market. Thus it can be inferred that Samsung is emerging as one of the most preferred television and hence has a very good market in the near future also.

RECOMMENDATIONS

After analyzing the response received from the respondents of Samsung Television with great care and thoroughness, the following suggestions have been drawn. Implementation of the same would lead greater satisfaction of the needs and wants of the consumers as well as large market share and profitable results to the manufacturer.

Therefore the following suggestions are made which will plug the loopholes in its strategy and increase the sales of its television.

- The awareness of Samsung Television is mainly through television and relatives and friends. By concentrating more on other forms of media in advertising, the company may improve sales. Stronger distribution and promotion network to cover all the uncovered areas.

- It is noticed that most of the Television companies offer exchange schemes. It could be beneficial for Samsung to introduce such schemes.

- Advertising can be made more effective so that it appeals to more and more people in order to persuade them to buy the product. Thus future frequency of advertising should be more.

- The price of the Samsung Television could be reduced, this would certainly increase their sales especially in the middle and lower income group.

- Can come up with Televisions with more fa\eatures and varying models. A few technical features according to the respondents need improvement such as sound system and the remote control.

- Ensure regular and assumed supply to all the dealers for easy availability and arrange for regular dealers meet.

QUESTIONNAIRE

"A STUDY ON CONSUMER PREFERENCE TOWARDS TELEVISION WITH SPECIAL REFERENCE TO SAMSUNG"

Dear Respondents,

I Ambarin Anwar , a student of M.B.A, Al – Ameen Institute of Management Studies, Bangalore University, conducting the above survey as my project study. I request you to kindly fill in this questionnaire and help me in achieving my objective.

1. Name : _____
2. E – Mail : _____
3. Gender
   a) Male [ ] b) Female [ ]
4. Age
   a) 20 – 30 years [ ]
   b) 30 – 40 years [ ]
   c) 40 and above [ ]
5. Occupation :

a) Business [ ]
b) Services [ ]
c) Professional [ ]
d) Any other specify _____

6. Total Family Income :
   a) Less than 10000 [ ]
   b) 10000 – 20000 [ ]
   c) More than 20000 [ ]
7. which brands of Television do you own?
   a) BPL [ ] f) Samsung [ ]
   b) Philips [ ] g) Sony [ ]
   c) Onida [ ] h) Thomson [ ]
   d) Panasonic [ ] I) Videocon [ ]
   e) LG [ ]
   j) Any other specify _____
8. How much importance do you give to the following parameters/attributes In a colour television.
   a) Appearance [ ] f) Brand Name [ ]
   b) Availability [ ] g) Technology [ ]
   c) Features [ ] h) After Sales Service [ ]
   d) Price [ ] I) Guarantee period [ ]
   e) Performance [ ]
9. What are the expectations out of a complete CTV set. Please tick against The appropriate box based on your preference.
   a) Picture [ ]

(Noo.of channels, screen flatness, plug and play, (CD, VCD, Compatible)

b) Durability / Reliability [ ]

c) Sound [ ]

(woofers, Wattage, Clarity, Surround sound, Bass, Digital screen)

d) Special Features [ ]

(Zoom, Picture in picture, child lock, volume lock, Auto voltage)

e) An other specify _____

14. Have you ever thought of purchasing a Samsung Television?

a) Intention to buy [ ]

b) Not intend to buy [ ]

c) Indifferent [[

15. If No, why?

_____

_____

SAMSUNG OWNER

16. Age

d) 20 – 30 years [ ]

e) 30 – 40 years [ ]

f) 40 and above [ ]

17. Occupation:

a) Business [ ]

b) Services [ ]

c) Professional [ ]

d) Any other specify _____

18. Total Family Income:

a) Less than 10000 [ ]

b) 10000 – 20000 [ ]

c) More than 20000 [ ]

19. How did you come to know about Samsung Television?

a) Television [ ] d) Relatives/Friends [ ]

b) Newspaper [ ] e) Consumer Fair [ ]

c) Magazines [ ]

f) If any other specify _____

20. After buying how has the T.V met your expectations ?

a) Excellent [ ] c) Satisfactory [ ]

b) Good [ ] d) Not satisfactory [ ]

21. What is your opinion regarding the future prospects of Samsung C.T.V's?

a) Very Good [ ] c) Not so good [ ]

b) O.K [ ]

22. Please rate Viveks in terms of total satisfaction

a) Excellent [ ] c) Good [ ]

b) Fair [ ] d) Poor [ ]

23.Would you recommend Viveks to others ?

a) Yes [ ] b) No [ ]