

A MINI PROJECT REPORT

ON

**“A STUDY ON FACTORS INFLUENCING BRAND
SWITCHING BEHAVIOUR OF AMONG CONSUMERS
OF SAMSUNG MOBILE IN BANGALORE CITY”**

MINI PROJECT SUBMITTED IN FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF THE DEGREE OF

MASTER OF BUSINESS ADMINISTRATION

FROM

BENGALURU CITY UNIVERSITY



SUBMITTED BY

NEHA SIDDIQUA KHANUM

Reg No. MB206235

UNDER THE GUIDANCE OF

Prof. MOHAMMED ABDUL WAJID

ASST. PROFESSOR, AIMS



AI-AMEEN INSTITUTE OF MANAGEMENT STUDIES

AFFILIATED TO BENGALURU CITY UNIVERSITY

(2021-2022)



ಅಲ್-ಅಮೀನ್ ಇನ್ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್

AL-AMEEN INSTITUTE OF MANAGEMENT STUDIES

NAAC B++ ACCREDITED & ISO 9001: 2015 CERTIFIED

Hosur Road, Near Lalbagh Main Gate, Bangalore - 560 027.

Tel.: 080 22114492, 22279235 Fax: 080 22114493 Email: infoalameenmba@gmail.com

(AFFILIATED TO BANGALORE UNIVERSITY)

Ref. No. AIMS/

CERTIFICATE OF INSTITUTION

This is to certify that this Project entitled “A STUDY ON FACTORS INFLUENCING BRAND SWITCHING BEHAVIOUR OF AMONG CONSUMERS OF SAMSUNG MOBILE IN BANGALORE CITY” has been successfully completed by **MOHAMMED ARIF** of Reg. No. **MB206235** during the year **2021-22** and the report is submitted in partial fulfillment of the requirements for the award of the degree of “**Master of Business Administration**” as prescribed by the “**Bengaluru City University**” under the guidance of **Prof. MOHAMMED ABDUL WAJID**.

Place: Bangalore

Date:

Principal
Dr. BA Anuradha





ಅಲ್-ಅಮೀನ್ ಇನ್ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್

AL-AMEEN INSTITUTE OF MANAGEMENT STUDIES

NAAC B++ ACCREDITED & ISO 9001: 2015 CERTIFIED

Hosur Road, Near Lalbagh Main Gate, Bangalore - 560 027.

Tel.: 080 22114492, 22279235 Fax: 080 22114493 Email: infoalameenmba@gmail.com

(AFFILIATED TO BANGALORE UNIVERSITY)

Ref. No. AIMS/

CERTIFICATE OF GUIDE

This is to certify that this Project entitled “A STUDY ON FACTORS INFLUENCING BRAND SWITCHING BEHAVIOUR OF AMONG CONSUMERS OF SAMSUNG MOBILE IN BANGALORE CITY” Submitted by **NEHA SIDDIQUA KHANUM** bearing Reg. No. **MB206235** is an original work of the student and is being submitted in partial fulfillment of the requirement for the award of the degree of “**Master of Business Administration**” of “**Bengaluru City University**” under the guidance of **Prof. MOHAMMED ABDUL WAJID**. This report has not submitted earlier either to this university/ institution for the fulfillment of the requirement of a course of study.

Place: Bangalore

Date:

Guide's signature

Prof. Mohammed Abdul wajid





ಅಲ್-ಅಮೀನ್ ಇನ್ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್

AL-AMEEN INSTITUTE OF MANAGEMENT STUDIES

NAAC B++ ACCREDITED & ISO 9001: 2015 CERTIFIED

Hosur Road, Near Lalbagh Main Gate, Bangalore - 560 027.

Tel.: 080 22114492, 22279235 Fax: 080 22114493 Email: infoalameenmba@gmail.com

(AFFILIATED TO BANGALORE UNIVERSITY)

Ref. No. AIMS/

CERTIFICATE OF HEAD OF THE DEPARTMENT

This is to certify that this Mini Project Report is submitted by **NEHA SIDDIQUA KHANUM** is an original work of students and is submitted in partial fulfillment of the requirements for the award of the degree of “**Master of Business Administration**” of “**Bengaluru City University**” under the guidance of **Prof. MOHAMMED ABDUL WAJID**. This report has not submitted earlier either to this university/institution for the fulfillment of the requirement of the course study.

Place: Bangalore

Date:

Prof. Mohamed Abdul Wajid

Associate Prof.





ಅಲ್-ಅಮೀನ್ ಇನ್ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್
AL-AMEEN INSTITUTE OF MANAGEMENT STUDIES

NAAC B++ ACCREDITED & ISO 9001: 2015 CERTIFIED

Hosur Road, Near Lalbagh Main Gate, Bangalore - 560 027.

Tel.: 080 22114492, 22279235 Fax: 080 22114493 Email: infoalameenmba@gmail.com

(AFFILIATED TO BANGALORE UNIVERSITY)

Ref. No. AIMS/



CERTIFICATE OF ORIGINALITY OF PLAGIARISM

Name of the Student: **NEHA SIDDIQUA KHANUM**

Registration Number: **MB206235**

Title of the Project: **"A STUDY ON FACTORS INFLUENCING BRAND SWITCHING BEHAVIOUR OF AMONG CONSUMERS OF SAMSUNG MOBILE IN BANGALORE CITY"**

Name of the Guide: **Prof. Mohammed Abdul Wajid**

Similar Content (%) identified: 07%

Mini Project Submission ID in Turnitin: 1735903826

The project report has been checked using it in plagiarism software and found within limits as per plagiarism policy instruction issued by university (CBMS). We have verified the contents of Mini Project report as summarized above and certified that the statement made above are true to the best of our knowledge and belief.

Signature of HOD

Principal

Dr. BA Anuradha



STUDENT DECLARATION

I hereby declare that the Project Report entitled “**A STUDY ON FACTORS INFLUENCING BRAND SWITCHING BEHAVIOUR OF AMONG CONSUMERS OF SAMSUNG MOBILE IN BANGALORE CITY**” has been prepared by me under the supervision and guidance of **Prof. Mohammed Abdul Wajid**, during the year **2021-22** in a partial fulfillment of the university regulations for the award of the degree of “**Master of Business Administration**” by “**Bengaluru City University**”.

I further declare that this project is based on the original study undertaken by me and has not been submitted at any time to any university or institution for the award of any other degree or diploma.

Place: Bangalore

NEHA SIDDIQUA KHANUM

Date:

MB206235

ACKNOWLEDGEMENT

This Project has been a great learning experience in valuable source of knowledge and information for me, which was only possible through the guidance and help of some eminent people, to whom I would like to, render my deepest appreciation and regards.

I like to thank the principal **Dr. B.A.Anuradha**, other faculty members and the institution itself without whom this experience would have been a distant reality.

I am really thankful to **Prof. Mohammed Abdul wajid** faculty of management department, **Al-Ameen Institute of Management Studies**, for his valuable guidelines and suggestion which helped me to structure my Mini Project.

I am also thankful to **Bengaluru City University** for making this Mini Project a part of our curriculum. It has been a wonderful experience which has helped me gain knowledge and practical exposure in the process of the Mini Project.

Last but not the least I present my heartfelt thanks to my family, Friends and well-wishers for their help and support.

NEHA SIDDIQUA KHANUM

TABLE OF CONTENTS

CHAPTERS	PARTICULARS	PAGE NO.
CHAPTER 1	INTRODUCTION	1 – 16
CHAPTER 2	RESEARCH METHODOLOGY	17 – 21
CHAPTER 3	SWOC ANALYSIS	22 – 24
CHAPTER 4	OUTCOMES OF THE STUDY	25 – 28
CHAPTER 5	LEARNINGS AND CONCLUSION	29 – 31
CHAPTER 6	BIBLIOGRAPGY	32 – 34

CHAPTER-1

INTRODUCTION



INTRODUCTION TO TELECOM INDUSTRY

The second-largest telecommunications market in the world is India. Wireless, wireline, and internet services are the three segments of the telecom market. In August 2021, the overall subscriber base was 1,209.58 million. Rural subscriber tele-density increased to 60.27 percent in August 2021, up from 59.06 percent in August 2020, showing potential demand growth in the rural sector.

From 1,147.92 million in August 2020 to 1,186.72 million in August 2021, the overall wireless or mobile telephone user base grew to 1,186.72 million. In August 2021, the total number of internet customers was 813.5 million. There were 24.29 million wired internet subscribers and 787.94 million wireless internet subscribers among this subscriber base.

India is also the world's second-largest internet subscriber country. India is one of the world's largest data consumers. According to TRAI, the average monthly wireless data usage per wireless data subscriber was 11 GB in FY20. The number of app downloads in the country climbed from 12.07 billion in 2017 to 19 billion in 2019, with 37.21 billion predicted by 2022F. In the first quarter of FY22, India's overall wireless data usage increased 16.54 percent quarterly, reaching 32,397 PB.

The contribution of 3G and 4G data usage to the total volume of wireless data usage was 1.78% and 97.74%, respectively, in the third quarter of FY21. Share of 2G data usage stood at 0.48% in the same quarter.

Tele-density was 88.51 percent in July 2021. In July 2021, the total number of internet subscribers reached 808.60 million. As of July 2021, Jio has 443.61 million wireless subscribers, Bharti Airtel had 198.23 million, and Vodafone Idea had 119.63 million.

In the first quarter of FY22, the telecom sector's gross revenue was Rs 64,801 crore (US\$ 8.74 billion). The government's strong policy backing has been critical to the sector's development.

Foreign Direct Investment (FDI) cap in the telecom sector has been increased to 100% from

74%. In October 2021, the government notified 100% foreign direct investment (FDI) via the automatic route from previous 49% in the telecommunications sector. FDI inflow in the telecom sector stood at US\$ 37.97 billion between April 2000 and June 2021.

According to a Zenith Media survey, India is expected to become the fastest-growing telecom advertisement market, with an annual growth rate of 11% between 2020 and 2023.

Currently, India is the world's second-largest telecommunications market with a subscriber base of 1.16 billion and has registered strong growth in the last decade. The Indian mobile economy is growing rapidly and will contribute substantially to India's Gross Domestic Product (GDP) according to a report prepared by GSM Association (GSMA) in collaboration with Boston Consulting Group (BCG).

In 2019, India surpassed the US to become the second largest market in terms of number of app downloads.

The liberal and reformist policies of the Government of India have been instrumental along with strong consumer demand in the rapid growth in the Indian telecom sector. The Government has enabled easy market access to telecom equipment and a fair and proactive regulatory framework, that has ensured availability of telecom services to consumer at affordable prices. The deregulation of Foreign Direct Investment (FDI) norms has made the sector one of the fastest growing and the top five employment opportunity generator in the country.

MARKET SIZE

The second-largest telecommunications market in the world is India.

In August 2021, the overall subscriber base was 1,209.58 million. Rural subscriber tele-density increased to 60.27 percent in August 2021, up from 59.06 percent in August 2020, showing potential demand growth in the rural sector.

From 1,147.92 million in August 2020 to 1,186.72 million in August 2021, the overall wireless or mobile telephone user base grew to 1,186.72 million. In August 2021, the total number of internet customers was 813.5 million. There were 24.29 million wired internet subscribers and 787.94 million wireless internet subscribers among this subscriber base.

In the first quarter of FY22, the telecom sector's gross revenue was Rs 64,801 crore (US\$ 8.74 billion).

In the first quarter of FY22, India's overall wireless data usage increased 16.54 percent quarterly, reaching 32,397 PB. In the third quarter of FY21, 3G and 4G data usage contributed 1.78 percent and 97.74 percent, respectively, to the overall volume of wireless data usage. In the same quarter, 0.48 percent of people used 2G data.

Over the next five years, rise in mobile-phone penetration and decline in data costs will add 500 million new internet users in India, creating opportunities for new businesses.

MAJOR DEVELOPMENT

With daily increasing subscriber base, there have been a lot of investment and development in the sector. FDI inflow into the telecom sector during April 2000 – March 2021 totalled US\$ 37.97 billion according to the data released by Department for Promotion of Industry and Internal Trade (DPIIT).

❖ Some of the developments in the recent past are:

- In October 2021, Vodafone Idea stated that it is in advanced talks to sell a minority stake to global private equity investors including Apollo Global Management and Carlyle to raise up to Rs. 7,540 crore (US\$ 1 billion) over the next 2-3 months.
- In October 2021, British satellite operator Inmarsat Holdings Ltd. announced that it is the first foreign operator to get India's approval to sell high-speed broadband to planes and shipping vessels. Inmarsat will access the market via Bharat Sanchar Nigam Ltd. (BSNL) after BSNL received a license from the Department of Telecommunications.
- In October 2021, Dixon Technologies announced plans to invest Rs. 200 crore (US\$ 26.69 million) under the telecom PLI scheme; this investment will include the acquisition cost of Bharti Group's manufacturing unit.
- In September 2021, Bharti Airtel announced an investment of Rs. 50 billion (US\$ 673 million) in expanding its data centre business to meet the customer demand in and around India.
- In August 2021, Tata Group company Nalco announced that the company is in talks with Canadian firm Tele sat to sign a commercial pact for launching fast satellite

broadband services in India under the latter's Lightspeed brand, a move which will pit the combined entity against Bharti Enterprises-backed One Web, Elon Musk's SpaceX and Amazon.

- In March 2021, Vodafone Idea Ltd. (VIL) announced that the acquired spectrum in five circles would help improve 4G coverage and bandwidth, allowing it to offer 'superior digital experience' to customers.
- In March 2021, Advanced Television Systems Committee (ATSC) and Telecommunications Standards Development Society, India (TSDSI) signed a deal to boost adoption of ATSC standards in India in order to make broadcast services available on mobile devices. This allows the TSDSI to follow ATSC standards, fostering global digital broadcasting standard harmonisation.
- In the first quarter of FY21, customer spending on telecom services increased 16.6% y-o-y, with over three-fourths spent on data services. This spike in consumer spending came despite of the COVID-19 disruption and lack of access of offline recharges for a few weeks.
- India had over 500 million active internet users (accessed Internet in the last one month) as of May 2020.

INTRODUCTION TO COMPANY

Samsung Group is a multinational industrial firm based in Samsung Town, Seoul, South Korea. It is the largest South Korean chaebol, with multiple connected businesses, the majority of which are grouped under the Samsung name (business conglomerate). Samsung has the eighth greatest worldwide brand value as of 2020.

Lee Byung-chul launched Samsung as a commercial company in 1938. The company expanded into food processing, textiles, insurance, securities, and retail during the next three decades. In the late 1960s, Samsung entered the electronics business, and in the mid-1970s, it entered the construction and shipbuilding industries;

these industries would drive the company's following expansion. Samsung was divided into five business organisations after Lee's death in 1987: Samsung Group, Shinsegae Group, CJ Group and Hansel Group, and Joongang Group.

Samsung Electronics (the world's largest information technology company, consumer electronics manufacturer, and chipmaker based on 2017 revenues), Samsung Electronics (the

world's largest information technology company, consumer electronics manufacturer, and chipmaker based on 2017 revenues) are notable Samsung industrial affiliates.

The Samsung mobile users are growing gradually and Samsung users are still just 33.4% of the total population in the Samsung market share, thus making it a very promising market. Though the present mobile markets are more bloom and the same types of Samsung services, there is a tendency of rivalry for acquiring the new consumer and keeping the existing customers. In the Samsung industry, there are many types of brands with innovative features available in the market to attract consumers.

A typical Samsung mobile has a high- resolution touch screen display, wi-fi connectivity, web browsing capabilities, and the ability to accept sophisticated applications.” The majority of these devices run on any of these popular mobile operating systems: android, Symbian, iOS, blackberry OS, and windows mobile”.

A Samsung is a mobile phone that includes advanced functionality beyond making phone calls and sending text messages. Most Samsung mobiles can display photos, play videos, check and send e-mail, and surf the web. Modern mobiles, such as iPhone and android based phones can run third-party applications, which provides limitless functionality.

Social condition also has a blowy- in flax with fresh developments in selection modelling, a familiar selfhood supposition inspires that kind whip also assist socio-psychological plan besides official use maximization.

Researchers have more focused on Samsung phone’s brand switching behaviour, because, technological products especially the Samsung have very short product life cycles and international politics have more effect on the technological market. But in Bangalore, especially in the southern part, there are the least researchers done on the Samsung phone. That’s why that research provides critical analysis on brand switching behaviour of the consumers in the southern part of Bangalore due to updating technology. Samsung phone plays a great role for the consumers.

Consumer switching behaviour depends on the cause-effect relationship. Although there are numerous researches conducted on the consumer’s brand switching behaviour in the Samsung industry. None of them focused on the consumers brand switching, especially in Bangalore city. This study will address such factors that can significantly motivate the consumers of the southern part of Bangalore city for choosing the brand of Samsung.

The use of cell phones has brought about a magical change in the life style of most of the people in the country. It was only a few years back that owning a mobile phone was looked upon as a

costly affair and an invaluable possession of the well- to do. Little did anyone dream that it would become so cheap and ubiquitous.

Several reasons may be attributed for the phenomenal growth of cell phones. It has now to stay as an essential accompaniment of communication that people evince an unusual interest in it, to add to it, cell phones are handy, easy to acquire and provide wireless communication anywhere and anytime which is its great advantage. Cell phones have become a grand commercial success over the years due to reduced call rates, easy accessibility, the inadequacy of landline service and its affordable prices.

The arrival of new models with advanced features day-by-day, has opened the floodgates to a high demand for mobile phone industries and cellular service providers. Making and receiving calls were considered as the core value of the product some time ago. But at present, the thrust is on net access, music downloads, text messages and navigation and so on. In the world of mobile technology, these are some of the new services which are different from voice.

As India undergoes fast socio-economic changes, the country is seeing the emergence of several new markets as well as the extension of established ones. India's consumer market is benefiting from the country's economic expansion. In the last few years, the Indian consumer durables business has seen significant transformation. A tidal change in consumer behaviour pattern has been brought about by a changing lifestyle with access to discretionary incomes, convenient financing alternatives, and a spike in advertising.

According to a study conducted by FICCI on the Indian consumer durables industry, a shift in consumer preferences towards higher-end, technologically advanced branded products has been quite discernible.

This shift can be explained by narrowing differentials between the prices of branded and unbranded products added with the high quality of after sales service provided by the branded players. The shift has also been triggered by the availability of foreign branded products in India owing to lower import duties coupled with other liberal measures as introduced by the government.

WHAT IS BRAND

The term brand refers to a business and marketing concept that helps people identify a particular company, product, or individual. Brands are intangible, which means u can't actually touch or see them.

DEFINITION OF BRAND

According to the American Marketing Association defines a brand as “A name, term, design, symbol, or any other feature that identifies one seller good or services as distinct from those of other seller. The legal term for brand is trademark. A brand may identify one item, a family of items or all items of that seller. If used for the firm as a whole, the preferred term is trade name”.

KEY TAKEWAYS OF BRAND

- A brand is an intangible marketing or business concept that helps people identify a company, product, or individual.
- People often confuse brands with things like logos, slogans, or other recognizable marks, which are marketing tools that help to promote goods and services.
- Brands are considered to be among a company’s most important and valuable assets.
- Companies can protect their brands by registering trademarks.
- Types of brands include corporate, personal, product, and service brands.

TYPES OF BRANDS

The type of brand used depends on the particular entity using it. The following are some of the most common forms of brands:

1. CORPORATE BRANDS: Corporate brand is a method for businesses to market themselves in order to obtain an advantage over their competitors. In order to do so, they must make a number of key decisions, including pricing, mission, target market, and values.

2. PERSONAL BRANDS: As mentioned above, brand is no longer limited to businesses. People use social media to create their own personalities, which helps to strengthen their brands. This includes posting on social media on a regular basis, sharing photos and videos, and hosting meet-and-greets.

3. PRODUCT BRANDS: This type of brand, which is also known as merchandise branding, involves marketing one particular product. Branding a product requires market research and choosing the proper target market.

4. SERVICE BRANDS: This kind of branding applies to services, which often requires some creativity, as you can’t actually services in a physical way.

IMPORTANCE OF BRAND

1. CREATES CONSUMER PREFERENCE FOR THE PRODUCT OR SERVICE BEHIND THE BRAND:

The wide variety of products leads to confusion. One-way buyers deal with these challenges is to stick with businesses they know and trust. Genuine and well-known brands are seen to be less unsafe to purchase from.

As a result, people feel that products from heavily promoted companies would always perform better. That is correct, as evidenced by the results. The more you value branding, the better off you will be in the long run.

2. GENERATES INCREASED REVENUE AND MARKET SHARE:

When a company invests much in marketing and branding, its sales and market share rise. This implies that the company can become more powerful than it was previously.

It can utilise its clout to break into new geographic markets, engage in co-branding, and expand distribution channels. Branded companies are held in high regard. Branding allows you to experiment with different market segments.

3. INCREASE EMPLOYEE PRODUCTIVITY:

When your brand is well-known, people will want to work for you. This opens your company up to the top talent and provides you with the most qualified and skilful employees for your company, once you have the best people for the job. Your company's productivity level will increase as well.

4. INCREASES PROFITABILITY BY COMMANDING A HIGHER PRICE

This is one of the most essential reasons for the significance OF marketing's. Clients are more likely to spend a higher price for a product from a well-known brand than for a similar item from a lesser-known brand.

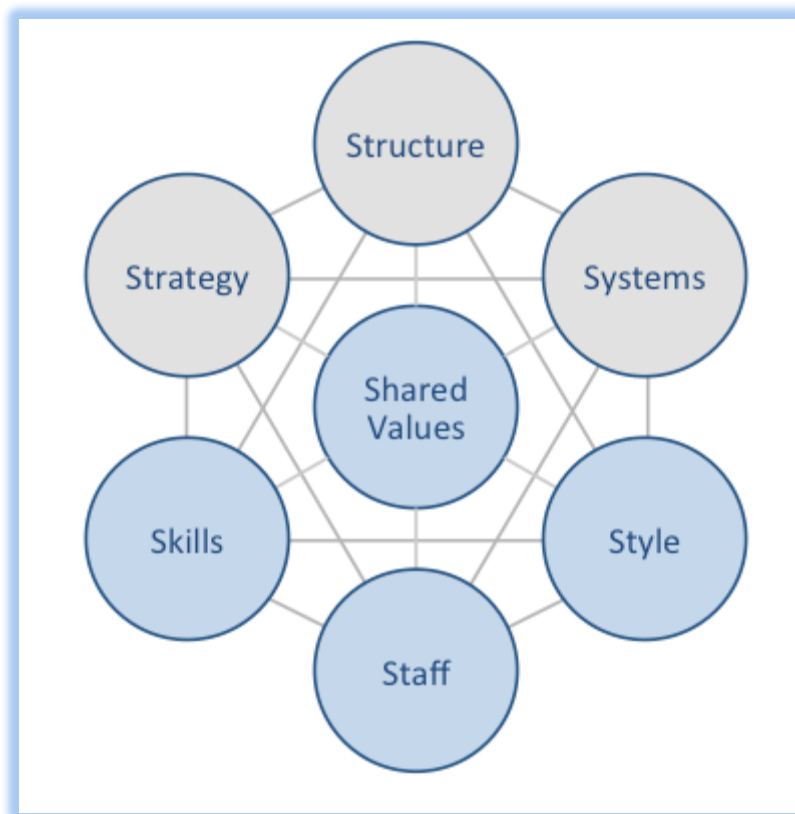
5. HELPS THE ATTRACT NEW DISTRIBUTION FOR ITS PRODUCT:

On a local and global scale, a well-known brand with well-known consumer loyalty has minimal trouble finding distribution partners. Everyone wants to work with a company that has

a high client demand and a high return on investment.

MC Kinsey 7'S FRAME WORK MODEL

The Samsung McKinsey 7S model tries to describe how seven different aspects of a company can be matched to improve efficiency. Structure and systems are hard aspects in this model strategy, whereas common values, talents, style, and employees are soft elements. According to the McKinsey 7S model, there are strong linkages between aspects such that changing one generates changes in others. Shared values are at the heart of the Samsung McKinsey 7S model, as seen in the diagram below, because they drive employee behaviour and have an impact on their performance.



Samsung McKinsey 7S
model

1. STRATEGY:

Samsung's business strategy is mostly focused on market readership, which entails mimicking industry leaders' innovations in terms of releasing new products and/or adding innovative features to existing items. Apple, Samsung's main competitor, is the firm that Samsung most closely resembles. Furthermore, Samsung's business strategy is centred on constantly evaluating and utilising market opportunities as well as new product development.

2. STRUCTURE:

Samsung has a divisional organisational structure, with the firm separated into three product divisions: IT & Mobile Communications (IM), Consumer Electronics (CE), and Device Solutions (DS). Each division is run independently, based on the distinct features and qualities of its products. Senior management chose not to transition to a holding pattern of organisational structure as a result of the study of optimal organisational structure concluded in April 2017.

3. SYSTEMS:

The flawless operation of a wide range of systems is critical to Samsung's long-term growth aspirations. Employee recruitment and selection systems, team development and orientation systems, transaction processing systems, customer relationship management systems, business intelligence systems, knowledge management systems, and others are examples of these systems. Samsung evaluates its processes and systems on a regular basis in order to identify and implement possibilities for improvement that have a positive impact on the bottom line

4. SHARED VALUES:

Samsung core values include “people, excellence, change, integrity, and co-prosperity.” Samsung has a very rich culture in all its facilities across the globe, and all of them display similar and comparable practices. This element is because they all operate under the same values as discussed.

5. SKILLS:

Samsung Mobile has a commendable staff with outstanding abilities and talents. All personnel are hired based on their qualifications and merit. Samsung Mobile takes pride in hiring the greatest experts and grooming them to help them grow and develop.

6. STYLE:

Samsung employs a participative management approach. Samsung Mobiles is able to engage and include its employees in decision-making processes and managerial decisions by using a participative leadership style. This also allows the leadership to communicate with employees and other managerial groups on a frequent basis in order to identify and resolve any possible disputes, as well as receive feedback on strategic approaches and operations.

7. STAFF:

Samsung Mobile employs a significant number of people throughout its global activities. Employees for various job types and positions are employed both inside and externally, depending on the level of urgency and skill required. As a result, it is clear that Samsung mobiles employs individuals who are skilled in their respective job tasks and positions. To familiarise themselves with the organisation and its ideals, all workers receive on-the-job training for skill level enhancement.

STATEMENT OF THE PROBLEM

Consumer is the king and he will decide when to buy, what to buy, from where to . Sometimes purchase intention of a consumer does not result in an actual purchase. Marketers' need to understand the buying behaviour of consumers for their product to do well. It includes the psychology of consumers, that is, what they feel about a particular product and their brand on the whole marketers should also evaluate how consumers are influenced by their immediate surroundings, family members, friends, co-workers and so on. It is really important for marketers to understand what prompts a consumer to purchase a particular product and what stops him from buying. In this situation a marketer has to analyse the buying behaviour of a consumer from three angles. That is pre purchase behaviour, purchase behaviour and post purchase behaviour. Thus, it is proposed to study the factors influencing brand switching behaviour among consumers of Samsung mobile in Bangalore city.

NEED OF THE STUDY

- Brand creates consumer preference for the product or service behind the brand.
- Brand builds an emotional connection with customers, employees and the general public by establishing good reputation with them.
- brand generates increased revenues and market share

- Brand builds confidence in customers.
- Brand gives purpose and direction to customers.
- Brand keeps new competition away
- Brand helps the company to attract new distribution for its product
- Brand makes a remarkable and unique brand image.

CHAPTER-2

METHODOLOGY



OBJECTIVES OF THE STUDY

The following are the main objectives of this review: -

- ❖ To study the customer preference towards buying mobile phone
- ❖ To study the factors influencing brand switching behaviour of Samsung mobile.

METHODOLOGY OF THE RESEARCH

Research methodology is the specific procedures or techniques used to identify, select, process and analyse information about a topic. In a research paper. The methodology section allows the reader to critically evaluate a study's overall validity and reliability.

The method of conducting any study of a research in a systematic manner is known as methodology. It becomes easy and result oriented if the study is well planned and structured. Keeping this in mind. "A study was conducted on **A study on Factors influencing Brand Switching Behaviour among Consumers of Samsung mobiles in Bangalore city**".

TOOLS FOR COLLECTION OF DATA

To fulfil the information, need of the study. The data is collected from primary as well as secondary sources-

1. PRIMARY SOURCE: -

A primary data for the study will be collected through questionnaire observation and discussion with the customers who are using Samsung mobile.

2. SECONDARY SOURCE: -

. The secondary data for the study was collected from of official records, newspaper, magazines, management books, preserved information in the company's database and website of the company, periodicals, journals, and through internet.

DISCUSSION

The collected data was discussed keeping in view the objectives of the study.

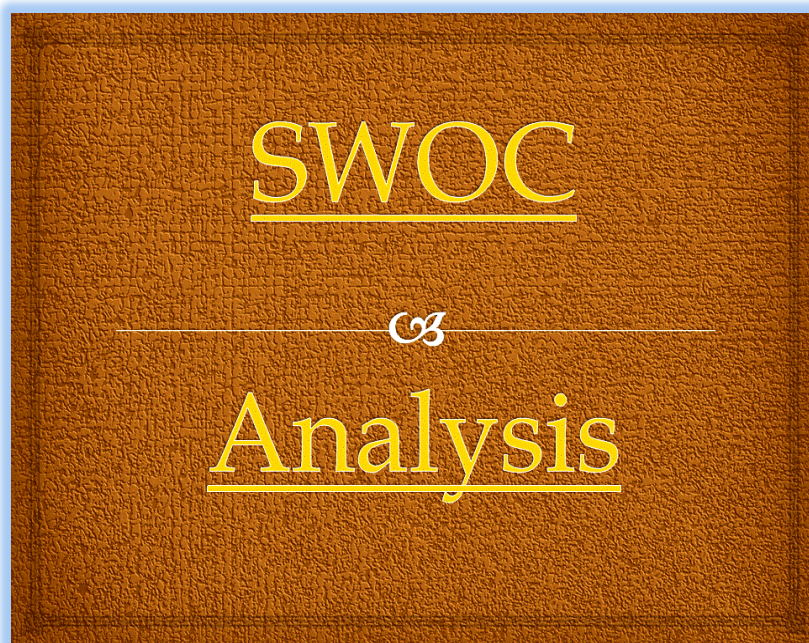
LIMITATIONS OF THE STUDY

This study also includes some limitations which have been discussed as follows:

1. Time constraint was one of the major limitation.
2. Data collection was limited to the secondary sources only.
3. There might be bias in the information provided by the respondents.
4. The research for the present which is limited to the city of Bangalore.

3. CHAPTER

SWOC ANALYSIS



STRENGTH: -

- Samsung is leading consumer electronics brand, which is present in the market for a long time and has great brand recognition.
- Samsung offers lot of models and options for every price range. Hence increasing sales e.g., Samsung galaxy series has phone in almost all the price ranges.
- It is one of the largest manufacturers of TVs, Home appliances and mobile phones
- Samsung brand awareness is at par with world's greatest tech companies.
- The company is known to launch new innovative models every year and keep the market moving its innovation.
- Samsung galaxy smartphones series is one of the most popular lines offered by the company.
- Samsung not only sells its own finished products but also provides a lot parts like LCD panels, memory etc. to other manufacturers.
- Samsung products are sold worldwide hence making it a global company.
- The company has more than 250,000 employees globally.
- The annual revenue of Samsung is more than \$200 billion.

WEAKNESSES: -

- Since 2017, the sales of smartphones have been declining in the covid-19 pandemic and the company has observed a fall in profit
- Because of intense competition, Samsung has to invest aggressively even for a small market share growth.
- Past legal issues, lawsuits and challenges from environmental agencies impact the brand image of the company.
- Samsung has delivered several faulty products to the market from the exploding Samsung galaxy A20c to a faulty foldable phone
- To maintain the high quality of its product, Samsung products has always been high priced.

OPPORTUNITIES: -

- Samsung can innovate more with their existing product line and diversify into new products.
- Introducing geography specific phones and appliances can boost the brand.

- Adopting new technologies to improve upon products can help boost its business.
- Bringing a more affordable innovative products at different price ranges can help Samsung a lot.

CHALLENGES: -

- Change in technology.
- Competition in Brand.
- Consumer preference.
- Government norms and regulations.

CHAPTER-4

OUTCOMES OF THE STUDY



OUTCOMES AND SUGGESTIONS:

OUTCOMES:

FEATURES

- The Samsung galaxy appeal is a high-end slider phone with a qwerty keypad. The phone runs on android 2.3 OS and it is powered by an 800 MHZ cortex A-5 processor. The phone also has Adreno 200 graphics processor and 512 MB RAM.
- Samsung mobile has high performance processor and RAM
- It has a better software version and future updates.
- This smartphone has better storage space and dedicated expansion slot.
- Smartphone has a feature of fingerprint scanner and face unlock which helps an individual to keep its device secured.
- Size and weight of the device is too light.
- It includes wireless charging water and dustproof, stereo speakers.
- Samsung devices leverage crisp, expensive screens to give users a variety of options for working across multiple apps.
- Samsung smartphones have featured multi window mode as far back as 2012's Galaxy Note 11, and each subsequent generation has further refined the multitasking experience.

➤ **DISPLAY**

- There is a high battery drainage problem in Samsung mobile.
- Samsung is not designing their phones properly to support the strength of the glass.
- The display of the handset has a resolution of 320*480 pixels.

➤ **BATTERY**

- There is an overheating issue in Samsung mobile.

➤ **QUALITY**

- Quality of Samsung mobile display is poor.
- Camera quality of Samsung mobile appears to be good.
- Call quality and data connectivity is speed.
- It is easy to use with ergonomic design.

➤ **NETWORK ISSUES**

- Trouble of connecting to wi-fi in Samsung mobile phones
- It appears to be lack of software updates.

➤ **BRAND PERFORMANCE**

- Samsung consumers switch to other brands because there is a huge mismatch between price and value.
- Consumers have more choice on various brands of Samsung mobiles.
- Trends can be positive when it is associated customer adoption or acquisition.
- Brand fatigue is a phenomenon in which a customer is tired of brand and makes the switch.
- Sometimes Samsung mobile is non-performing according to the expectation.

➤ **FACTORS**

- The major factor which influences the consumer for switching other brands due to poor customer service and brand fatigue.
- Trends can be negative when associated with customer defection.
- It is influenced by friends, relatives and family members.

➤ **SERVICE**

- Customer service provided by the Samsung company is non- satisfactory.
- Most of the consumers wants to Samsung mobile because it has multitasking devices.

SUGGESTIONS

- The company has to manufacture more mobile phones at affordable rate to customers.
- The company should collect the feedback from the customer after they purchase the product.

- Complaints and suggestions of each customer considered well. It will help to create loyal customers and build goodwill.
- The company should address the queries immediately as soon as they receive so, that the customer will be loyal to the brand.
- The company should promote the mobile phones in the rural areas.
- The company should bring awareness about the latest features of the products to its customers.
- The company should consider the feasible feedback regarding the product and the suggestion should be implemented in the product.

CHAPTER – 5

LEARNING EXPERIENCES AND CONCLUSION



LEARNING EXPERIENCES:

By conducting this project, the experience which I came out was knowledgeable from the study we came to know the reasons why the customer switch from one brand to other. The main reason being poor after sales service and brand fatigue.

So, the company should provide proper after sale service to retain the customer and make the customer loyal to the brand.

CONCLUSION

The project is on “A STUDY ON FACTORS INFLUENCING BRAND SWITCHING BEHAVIOUR AMONG CONSUMERS OF SAMSUNG MOBILE IN BANGALORE CITY”. Samsung is a well-known and reputed brand in the mobile industry Samsung brand is a familiar mobile company in Bangalore city. But the factors which influences consumers switch to other brands due to poor customer service, brand fatigue and service provided by the Samsung company is not satisfactory.

The study reveals data on brand switching among consumers is depends upon the satisfactions of the consumers such as quality people purchase brand products trust them in quality.

Quality products are the highlight of Samsung brand.

The study reveals data success of a brand depends upon the satisfaction of consumers such as quality, availability, price etc.

REFERENCE

(Dr. Varsha Agarwali, 2020)

(Tapas Bala, 2020)

(Vinod Kumar Bishnoi, 2019)

Bibliography

Dr. Varsha Agarwali, P. S. (2020). *switching behaviour of mobile phone users in india: An emperical study*. Bangalore: Journal of Xi'an University of Architecture & Technology.

Tapas Bala, I. J. (2020). *Factors influencing brand switching of smartphones among university students: A study on Bangladesh*. Bangladesh: international journals. Retrieved from WWW.internationaljournalsrsg.org

Vinod Kumar Bishnoi, R. B. (2019). *Cab aggregators in india: A study of ola and uber*. Bangalore: Ulrich's Periodicals Directory.

WEBSITES

Shodhganga.inflibet.ac.in

www.researchgate.com

www.indianjournalofmanagement.com

www.ibef.org/industry

BOOKS REFERED

Business marketing management (Michael D. HUTT, Thomas W. Spehn) 2004.

Marketing and consumer research in the public interest (Ronald Paul hill) 2005.

Marketing research (B. Kumar) 2015.

WORK DAIRY

DATE OF SPOKE WITH GUIDE	TOPICS DISCUSSED	SIGNATURE OF GUIDE
01-Dec-2021	Discussion of title of the study, objectives of the study, statement of the problem, and need of the study.	
07-Dec-2021	Discussion of research methodology, tools for data collection and limitations of the study.	
15-Dec-2020	Discussion of brand switching behavior and SWOC Analysis.	
22-Dec-2021	Discussion of outcomes of the study, learning experiences and conclusion.	

rand_switching_Behaviour-converted_2_-converted-converted_1.pdf

by

Submission date: 27-Dec-2021 08:52PM (UTC+0800)

Submission ID: 1735903826

File name: rand_switching_Behaviour-converted_2_-converted-converted_1.pdf (731.81K)

Word count: 2342

Character count: 40937

rand_switching_Behaviour-converted_2_-converted-converted_1.pdf

ORIGINALITY REPORT

7%

SIMILARITY INDEX

3%

INTERNET SOURCES

1%

PUBLICATIONS

6%

STUDENT PAPERS

PRIMARY SOURCES

1

edkentmedia.com

Internet Source

3%

2

Submitted to American InterContinental University

Student Paper

2%

3

Submitted to Michigan Technological University

Student Paper

1%

4

. "My project title is "COMPARATIVE STUDY OF HOME LOANS". I selected this topic because the Indian housing finance industry has grown by leaps and bounds in few years.", university degree/business and administrative studies/finance/1, 2012.

Publication

1%

5

Submitted to Grwp Llandrillo Menai

Student Paper

1%

Exclude quotes Off
Exclude bibliography On

Exclude matches Off