

A Study on Brand Awareness, Brand Loyalty and Brand Satisfaction towards Samsung Smartphone, Bengaluru

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Abstract:

The research study is based on Brand Awareness, Brand Loyalty, and Brand Satisfaction towards Samsung Smartphones. The main objective of the study is to assess the Brand Awareness of Samsung Smartphones and analyze the overall satisfaction level of the customers regarding the Samsung Smartphone Company and their loyalty towards the Company. The Study assists us in assessing to what extent the people of Bangalore City region are aware of Samsung Brand Smartphones and their perceptions towards the Brand with a sample size consisting of 125 random people who use Smartphones. The findings of the study suggest that most of the customers are aware of Samsung brand Smartphones, have a positive brand perception, are loyal to the brand and the majority are willing to consider this brand again when purchasing smartphones. The study concludes that the company must think of taking measures to maintain consistency in the quality they provide now and improve the features.

Key words: Brand, Awareness, Satisfaction, Loyalty, Customer, Perceived Quality

INTRODUCTION

An individual's capacity to recall or recognize a brand is known as brand awareness. Customers who possess a great sense of brand awareness are bound to know about your company and are capable to identify your products in your sector. The likelihood that your brand will stay "top-of-mind" in consumers' minds increases with brand familiarity. Brand loyalty and brand satisfaction are two crucial components of a successful and enduring customer-brand relationship. Brand satisfaction refers to a customer's overall contentment with a brand's products or services. It reflects their perception of quality, value, and meeting of expectations, and it can lead to positive word-of-mouth and repeat purchases. Brand loyalty, on the other hand, goes a step further. It signifies a deep commitment and attachment to a brand, where customers consistently choose that brand over alternatives, even when faced with tempting offers from competitors. The study was conducted to assess the brand awareness and analyze the brand satisfaction and Brand loyalty

of the customers towards Samsung Smartphones. This study is conducted on the basis of primary data, which is obtained through a questionnaire-based survey from which conclusions are drawn.

NEED FOR THE STUDY

Brand awareness consists of two primary components, namely recall and recognition. The goal of the majority of associated studies is to know one thing: what percentage of my target audience is aware of my brand? and consumers like items with positive reputations. Brand satisfaction and brand loyalty are crucial for businesses' long-term success. Brand satisfaction reflects customers' contentment with a company's products or services, leading to positive experiences and repeat purchases. On the other hand, brand loyalty goes beyond satisfaction, fostering a strong emotional connection and trust between consumers and the brand. It not only ensures ongoing patronage but also encourages customers to become brand advocates, spreading positive word-of-mouth and attracting new customers. In today's competitive market, businesses must prioritize both brand satisfaction and loyalty to maintain their market share and thrive.

OBJECTIVES

- To assess the Brand Awareness of Samsung Smartphones.
- To analyze the overall satisfaction level of the customers regarding the Samsung Smartphone Company and their loyalty towards the Company.

HYPOTHESIS FOR THE STUDY

H₀: There is no significant relationship between brand satisfaction and brand loyalty towards Samsung Smartphones

H₁: There is a significant relationship between brand satisfaction and brand loyalty towards Samsung Smartphones

REVIEW OF LITERATURE

Dede Suleman (2021) The author observed Samsung cell phone buyers who made purchases at the Tokopedia shopping mall. There are 100 participants in this survey. The author concludes that there is a positive and significant impact of brand name value on buying choices and that there is a positive and substantial impact of item development on buy choices through brand value based on the results of this investigation, which show a positive and significant impact of the item development variable on brand value but no impact of the item advancement variable on buying decisions. **Nikola Gluhovic (2019)** The primary objective of this study is to evaluate the influence of consumer-based brand equity (CBBE)

formation on country-of-origin image, perceived quality, brand associations, and brand loyalty, using Samsung and Huawei, two well-known international smartphone brands, as examples in Bosnia and Herzegovina. A sample of 315 respondents who completed a questionnaire were used in the survey by the author. The survey's findings suggest that customers in Bosnia and Herzegovina of Chinese (Huawei) rather than South Korean (Samsung) cell phones place more weight on perceived quality and the nation of origin.

Farah Ahmad (2015) The researcher suggested that the companies must evaluate consumers' desire to own these brands based on their past experiences and anticipated future behaviour. In this context, the current study looks at the connection between customer happiness, brand equity overall, and brand equity components. Through the use of self-administered questionnaires and the convenience sample technique, information was gathered from 245 university students in New Delhi and nearby Indian cities. A substantial correlation between the dimensions of brand equity and overall brand equity, as well as between overall brand equity and customer happiness, was validated by multiple regressions. They can use these data to prioritise and distribute resources among significant dimensions.

Vandini Putri (2018) The researcher examined that the influence of brand image and perceived price on Smartphone purchase intention (Samsung case study). 394 customers who own or plan to purchase a smartphone were used in this study. The researcher tested the data using multiple regression, multiple validity tests, descriptive statistics, and multicollinearity tests. According to the study's findings, the brand image variable significantly affects consumers' intent to make purchases. Meanwhile, the perceived price has not affected purchase intention.

Tjahjano Djatmiko, (2016) The author investigated the factors influencing smartphone purchase decisions. Samsung smartphone prices and brand perception are the criteria that are taken into consideration. Two independent variables-Brand Image and Product Price and one dependent variable-Purchase Decision were used in the descriptive quantitative research methods with non-purposive sampling. The findings revealed that customers were influenced not only by the product but also by the price. The researcher advises including a second variable to boost R square.

As the industry evolves and new competitors arise, it is critical to examine the present level of customer knowledge of the Samsung smartphone brand. Identifying any gaps in brand awareness can assist Samsung in developing targeted marketing strategies and remaining competitive in an increasingly saturated market. This study tries to close that gap by assessing consumer awareness of Samsung Smartphones today and also in analyzing the overall satisfaction and their loyalty towards the company. Then to suggest any Strategies that the Company can adopt so that it can improve its Brand Awareness and thereby its Brand equity, which helps the company improve its Sales in the Market.

SCOPE OF THE STUDY

The Study assists us in assessing to what extent the people of Bangalore City region are aware of Samsung Brand Smartphones and their perceptions towards the Brand. Their overall satisfaction and loyalty towards the brand so that it may help the Company and other Researchers understand the factors that affect the purchasing decisions of the customers and come up with innovative and new ideas that help Samsung improve their sales in the market by filling up the observed gaps.

STATEMENT OF THE PROBLEM

Brand satisfaction and brand loyalty are crucial for businesses' long-term success. An established brand has a higher likelihood of gaining customers. Because of the brand's established reputation, the goods traded under its name more valuable. Raising awareness leads to increased familiarity and visibility, which serve as a springboard for later, beneficial interactions. Individuals will have the mindset to spend more money if they trust a brand. Furthermore, if a business does a good job, Buyers will purchase items they didn't realize they needed. This analysis aims to comprehend and assess the brand awareness plus analysing the satisfaction and loyalty towards the brand. (In this case, smartphones from Samsung).

LIMITATIONS OF THE STUDY

- Since the primary data is being used, there are chances of Personal Bias.
- The Study's conclusions only implicate Samsung's smartphone and not its other product ranges.

RESEARCH METHODOLOGY

Type of Research

Individuals and businesses utilize research as a tool to acquire and assess data. For the study, Descriptive research is carried out. Few variables are under the observer's control being researched in the descriptive research and must simply explain what is happening in the present and not why. Using descriptive research, investigators can learn about the characteristics and qualities of a specific population, group, or phenomenon. Surveys aid in the gathering of information on various characteristics such as demographics, preferences, behaviours, and attitudes.

Sampling unit and Population

Population: The Bangalore city area serves as the source of the study's population.

Sampling Unit: The People who use Smartphones.

Sample Size

The Study's Sample size consists of 125 Random people who use Smartphones.

Sampling Method

The study employed a sampling method known as Random Convenience sampling, it is a hybrid of convenience and random sampling wherein the researcher chooses participants based on their availability and accessibility rather than through a random or structured approach. Researchers may be able to obtain data reasonably rapidly due to the fact that this method readily available individuals.

Statistical tools and techniques

- Statistical Tools: To test the hypothesis, the statistical software package SPSS (Statistical Package for Social Science), Microsoft Excel, and Google Forms were utilized.
- Statistical Techniques: Percentage Analysis (includes Tables, Bar graphs and Pie charts), Chi Square and Anova tests.

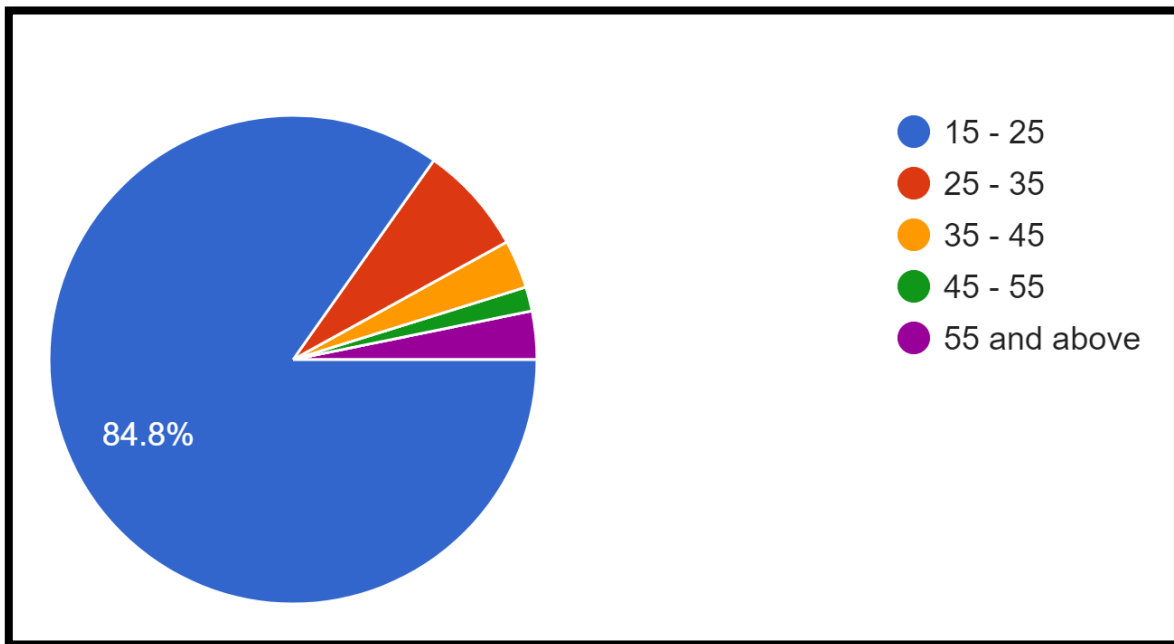
Sources of Data Collection

Using both Primary and secondary data, the subject is studied. Primary information is acquired by the use of surveys, whereas secondary information is acquired by reading a variety of sources, including books, magazines, research papers, and websites.

DATA ANALYSIS AND INTERPRETATION

1) Table 1: Representing the respondents' age group.

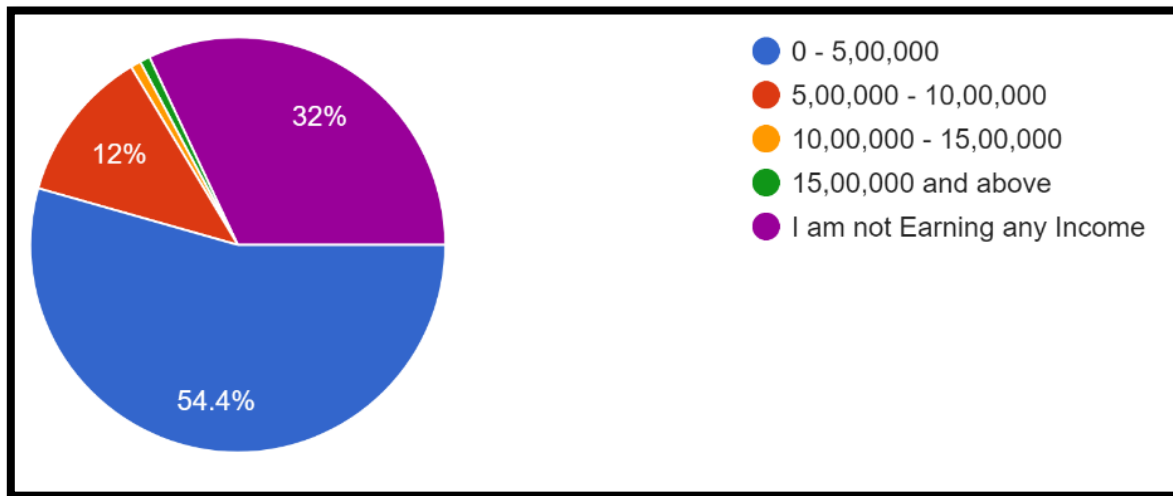
| Age | No. of Respondents | Percentage |
|-----------------|--------------------|-------------|
| 1) 15 - 25 | 106 | 84.8 % |
| 2) 25 - 35 | 9 | 7.2 % |
| 3) 35 - 45 | 4 | 3.2 % |
| 4) 45 – 55 | 2 | 1.6 % |
| 5) 55 and above | 4 | 3.2 % |
| Total | 125 | 100% |



Interpretation: The accompanying graph indicates that both the young age & middle age people use Smartphone highly when compared to the old age people.

2) Table 2: Representing the respondent's Income.

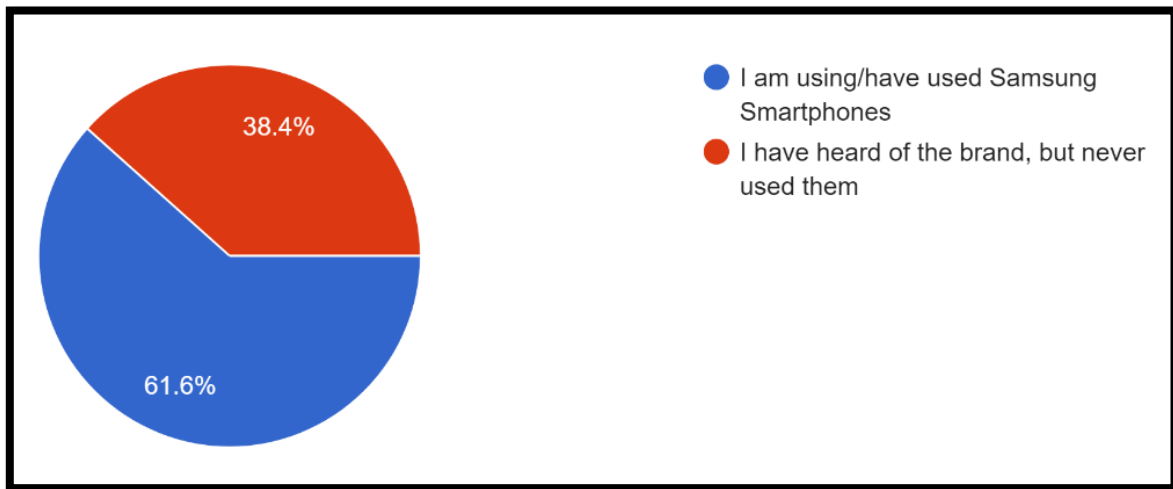
| Particulars | No. of Respondents | Percentage |
|--------------------------------|--------------------|-------------|
| 1) 0 – 5,00,000 | 68 | 54.4 % |
| 2) 5,00,000 – 10,00,000 | 15 | 12 % |
| 3) 10,00,000 – 15,00,000 | 1 | 0.8 % |
| 4) 15,00,000 and above | 1 | 0.8 % |
| 5) I am not earning any income | 40 | 32 % |
| Total | 125 | 100% |



Interpretation: In accordance with the graph mentioned above, most people who responded have incomes between 0 and 5 lakhs, while the second most people who responded do not have any sources of income. The accompanying graph indicates that people from all the income groups are using smartphones irrespective of their income, because smartphones today have grown to be necessity.

3) Table 3: Representing the familiarity of Samsung Brand among the respondents.

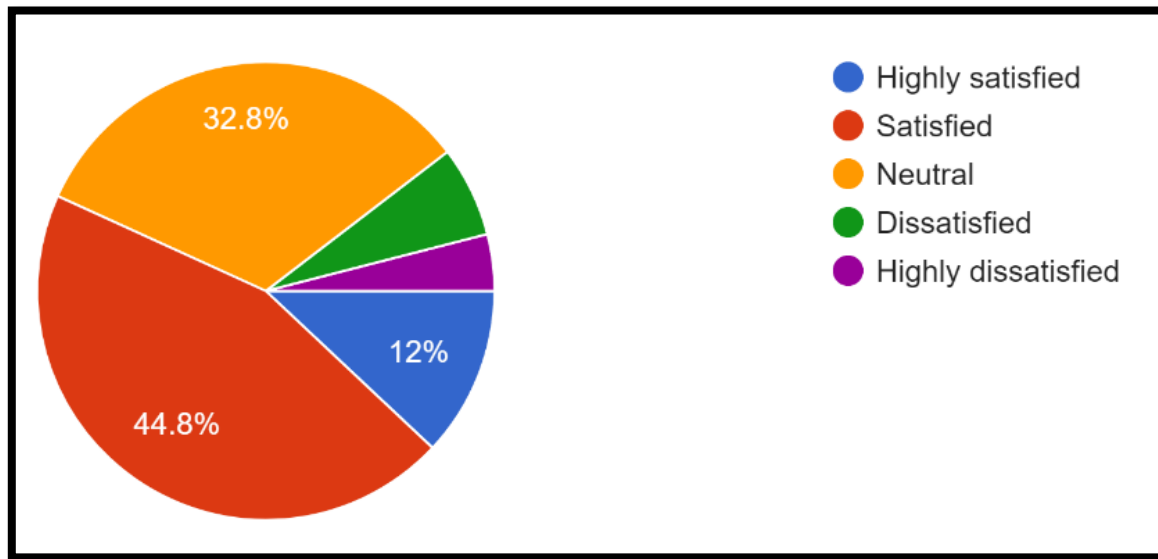
| Particulars | No. of Respondents | Percentage |
|---|--------------------|------------|
| 1) I am using/have used Samsung Smartphones | 77 | 61.6 % |
| 2) I have heard of the brand, but never used them | 48 | 38.4 % |
| Total | 125 | 100% |



Interpretation: The above Pie-chart indicates that most people use or have used Samsung Smartphones.

4) **Table 4:** Representing Satisfaction level of respondents towards Samsung smartphones.

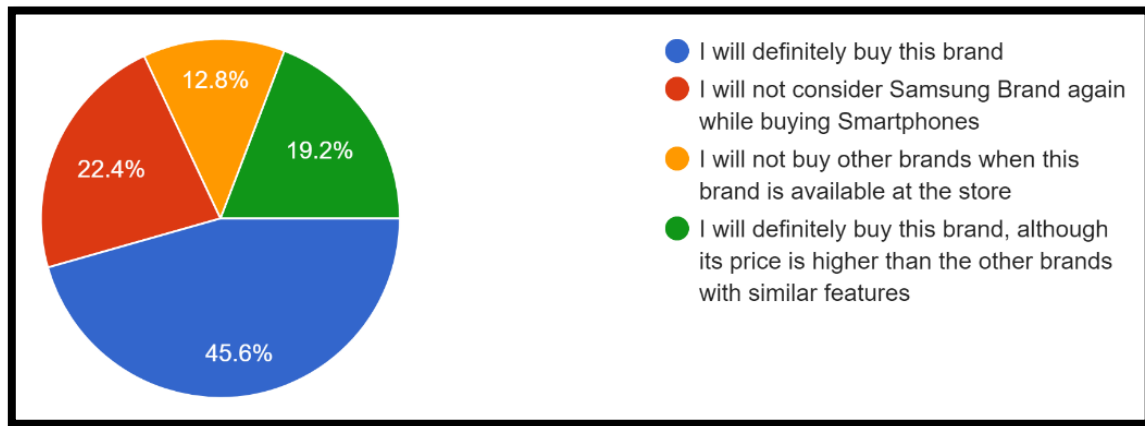
| Particulars | No. of Respondents | Percentage |
|------------------------|--------------------|-------------|
| 1) Highly Satisfied | 15 | 12 % |
| 2) Satisfied | 56 | 44.8 % |
| 3) Neutral | 41 | 32.8 % |
| 4) Dissatisfied | 8 | 6.4 % |
| 5) Highly Dissatisfied | 5 | 4 % |
| Total | 125 | 100% |



Interpretation: The accompanying graph indicates that the majority of respondents are satisfied with Samsung smartphones in general.

5) **Table 5:** Representing would respondents consider Samsung smartphone before purchasing a smartphone.

| Particulars | No. of Respondents | Percentage |
|--|--------------------|-------------|
| 1) I will undoubtedly purchase this brand. | 57 | 45.6 % |
| 2) I won't buy smartphones from the Samsung brand in the future. | 28 | 22.4 % |
| 3) When this brand is offered at the store, I won't purchase any other brands. | 16 | 12.8 % |
| 4) Despite the fact that this band costs more than other brands with comparable functionality, I will undoubtedly purchase it. | 24 | 19.2 % |
| Total | 125 | 100% |



Interpretation: According to the aforementioned graph, the majority of individuals are prepared to purchase Samsung brand smartphones possibly in the future and can be regarded as devoted clients.

HYPOTHESES TESTING

H₀: There is no significant relationship between brand satisfaction and brand loyalty towards Samsung Smartphones

H₁: There is a significant relationship between brand satisfaction and brand loyalty towards Samsung Smartphones

ONEWAY

ANOVA

Will you consider Samsung Brand while buying Smartphones in future?

| | Sum of Squares | df | Mean Square | F | Sig. |
|----------------|----------------|-----|-------------|-------|------|
| Between Groups | 17.060 | 4 | 4.265 | 3.397 | .011 |
| Within Groups | 150.652 | 120 | 1.255 | | |
| Total | 167.712 | 124 | | | |

Interpretation:

➤ **p value: 0.011**

➤ **Level of Significance: 0.05 (5 %)**

From the above output of SPSS, the level of significance is 0.05 and p-value (0.011) is lesser than 0.05, Therefore the null hypothesis is rejected and the alternative hypothesis is accepted. Hence, we can state that

there is a significant relationship between brand satisfaction and brand loyalty towards Samsung Smartphones

FINDINGS

The findings of the study in accordance with the data analyzed are follows:

- ❖ The vast majority of responders (61.6%) are knowledgeable about and use/have used Samsung brand smartphones.
- ❖ Most of the respondents (44.8%) are satisfied with Samsung – branded smartphones.
- ❖ From the study it can be interpreted that the majority of people are willing to buy Samsung brand Smartphones in the future.
- ❖ From the output of SPSS, it can be interpreted that there is a significant relationship between brand satisfaction and brand loyalty towards Samsung Smartphones

CONCLUSION

The project entitled " A Study on Brand Awareness, Brand Loyalty and Brand Satisfaction towards Samsung Smartphone, Bengaluru" was done to study about brand awareness and analyze the brand satisfaction and brand loyalty towards Samsung Smartphones. From the study, it was understood that the majority of the customers are aware of Samsung brand Smartphones, have a positive brand perception, are loyal towards the brand and majority are willing to consider this brand again when purchasing smartphones.

To conclude from the findings of the study and the open ended opinions of respondents, the company must think of taking measures to maintain consistency in the quality they provide now and improve the features like fixing bug issues in the software, improving camera quality, fixing battery issues, developing a budget phone with competitive features, improving their standards in the market and making efforts to hold a prominent place in customers minds as a necessary step to retain their existing and loyal customers.

SUGGESTIONS

The Samsung Smartphone Company is one of the most reputed brands in the world, and the study also indicates that the majority of people are well aware of the company, but based on the study and respondent's opinions there are some areas for improvement that can be suggested for the betterment of the company in the future.

- ❖ The company must conduct market surveys and provide the products as per the customers' requirements.
- ❖ The company must continue engaging with customers and prospects and also continue building strong loyalty so that they can retain their loyal or future customers.
- ❖ The company must maintain the quality of what they are offering.
- ❖ The company must focus on fostering positive feelings and judgements among its prospective customers.

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