Name-Rohit Sah

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**DECLARATION**

I, the undersigned, solemnly declare that the project report is based on my own work carried out during the course of my study under the guidance of Rupam Dasgupta (In-charge & Asst. Professor, Dept of Commerce. I assert the statements made and conclusions drawn are an outcome of my research work. I further certify that

* The work contained in the report is original and has been done by us under the general guidance of my project guide.
* The work has not been submitted to any other Institution for any other degree/diploma/certificate in this university or any other University of India or abroad.
* I have followed the guidelines provided by the university in writing the report.

Whenever I have used materials (data, theoretical analysis, and text) from other sources, I have given due credit to them in the text of the report and giving their details in the references

**CERTIFICATE**

Certified that this Project titled **"A comparative study of consumers' brand preferences between Samsung and Vivo smartphone in Dimapur"** is the bonafide work of **Jaya Jha (Roll. No. CH20200005)** who carried out the work under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project or dissertation based on which a degree or award was conferred on an earlier occasion on this or any other student.

**Place:** Dimapur

**Date:**

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**CHAPTER 1 INTRODUCTION**

* **1.1 Overview and Introduction**

Smartphone has revolutionized the way we do thing, the role Smartphone play in today's society is phenomenal. Today's Smartphone is taking the role of computer, making it possible to do a lot with this small hand held device. It has a broad use such as sharing information, paying for products, browsing, and shopping. Virtually every activity today has a Smartphone application for it. Mackenzie ( 2011).

According to Cassavoy (2012) Smartphone can be defined to be a device that enables the user to make telephone call and at the same time has some features that allow the user to do some activities that in the past was not possible unless using a computer or a personal digital assistant (PDA), such as sending and receiving e-mails, amending an office document. Nowadays brand plays a very vital role in consumer buying decision. While consumers usually go for a familiar brand, but the concept of brand transcend beyond a trademark or name. The concept of brand encompasses much more than trademark.

Further to Knapman (2012) consumers of Smartphone are strongly influence by brand when it comes to choosing Smartphone. According to Ahmed (1991, p.25) a strong and clear brand image can increase consumer confidence and convince consumers to purchase. The brand name signified a level of quality and consistency consumers could trust. Thus, Quaker Oats, Ivory Soap, and Levi have instilled in consumers a degree of confidence that their unbranded competition did not, according to The Freeman Ideas on Liberty (2011). An increasing number of high-technology companies have undertaken brand-building initiatives under the premise that these initiatives can create an asset that generate long-term profit, e.g. Intel's Intel inside campaign, which began in 1991. Brand equity is the value associated with the marketing activities that enhanced the overall offering such that a premium could be earned over the same offering if it were unbranded. This indicates that customers see and interpret brands in different ways, giving brands meaning and validity. Davis (2010, p.51). Brand equity describes stakeholder response in the form of an increase in customers, revenues, and margins than would otherwise be possible without marketing support to build awareness. Davis (2010, p.32) Healey (2008, p. 82) describes brand personality, is a set of characters similar to a person's personality and characteristics that customers can associate as if it would be true companion. Consumer defines

brand personality in words such as "honest", "inspiring", "sympathetic", "fun" and

"supportive" to illustrate their preferred brands. Brand identity is defined by Malik (2009, p 37) to be "the audio-visual trade dress of the brand that expresses, and brings to artistic life". The defined brand concepts are the keywords of this research study and it is vital to this research study. The findings of this research study would be significant to Smartphone producers, in understanding the bases for student's preferences between Samsung and Vivo brands of Smartphone. An understanding of brand equity, personality and identity in Smartphone is crucial, it cannot be over emphasized. A profound knowledge or understanding would provide a clue as to student preferences of one brand over the other, the motive behind brand loyalty and how brand awareness is built. The benefit of brand knowledge is relevant for high tech companies such as, Samsung and Vivo. If Smartphone producers could understand this, they would have edge over their competitors. It is also vital in comprehending the role that brand plays in consumer buying Behaviour, whjch would help Smartphone producers in building preference for their brand.

The knowledge gained from this research would also provide Smartphone producers with the strategic ways they could build strong brand equity and identity that would lead to increasing their sales volume. Fmther to Knapman (2012), this study would signify many prospects for Smartphone makers to take on new means with the consumers of Smartphone and to present brand utility-by understanding the basis for student brand first choice and identify the critical roles that brand playin Smartphone preference.

The benefit of this research extends beyond professional field to academic field. The reason why it was chosen to write about brand preference among students' is because most student purchases Smartphone, they are enthusiastic about technology. In addition to that, another reason to write about student preference is that they can be accessed easily for interview and questionnaires. This research study compares between two major Smartphone brands, Samsung and Vivo, according to Singh (2012) these are the two largest Smartphone brands producers, who are constantly competing and challenging each other and in result of this competition they are providing consumers with best quality and cheaper products. Perez (2012) note that according Neil Mawston, Executive Director at Strategy Analytics, Samsung became the market leader for Vivo ranked 19%

* **1.2 Scope of the Study**

From this research, consumers' brand preference between Samsung and Vivo brand of smart phones can be described and analysed. The helps to know the factors that influence customers in choosing a particular brand of smart phones on the basis of their different brand components.

* **1.3 Objectives**

To analyze customers' brand preferences between Samsung and Vivo smart phones.

**1.4 LITERATURE SURVEY**

**Overview and Summary**

The Literature Survey is used to provide a brief overview and explanation about the reference papers. Literature survey conveys the technical details related to the project in a proper and detailed manner.

Researcher found the brand have most preferred attribute while choosing a smart phone in respect of quality, price, technology and durability. The company satisfies the consumer needs in the competitive market has high preference on brands among the consumers. It was concluded that most of the respondents were selecting the smart phones for the reason of its 'high quality' and 'price' (Karthikeyan, 2011).

Liu (2002) found that the choice of a cellular phone is characterized by two attitudes: towards the mobile phone brand on one hand and attitude towards the network on the other.

While purchasing the mobile phone, customer is influenced by different factors which ultimately affect the purchase decision. Most important factor which influence the customers during purchase are physical quantities, advertising, charging and functional facilities, size and weight, recommendations by friends, neighbours, colleagues, and pricing (Uddin et al., 2014).

Maryam Safaei (2012)had presented an empirical study to investigate the effects of different marketing efforts on brand equity in mobile industry. The results show that there is a positive and meaningful relationship between marketing mix efforts and brand equity. In other words, more advertisements could help better market exposure, which means customers will have more awareness on market characteristics. Among all mixed eff01ts, guarantee influences more on brand equity, which means consumers care more on product services than other features. Finally, among different characteristics of brand equity, product exclusiveness plays an important role. In other words, people are interested in having exclusive product, which is different from others.

Nasr Azad (2012) states that there are many evidences to believe that customers select their products based on brand name. Products also maintain their own characteristics, which make them differentiable from others. In this paper, researchers have present an empirical study to determine important factors influencing customers' purchasing intend for cellular phones in Dimapur. The results of the study show that there are some positive relationships between exclusive name and quality perception, between exclusive name and word of mouth advertisement, between quality perception and fidelity, between word of mouth advertisement and brand name and between brand name image and brand name.

Arvind Sahay and Nivedita Sharma (2010) focused on brand relationships are indeed important for different categories of young consumers; second, to investigate the effect of peer influence, family influence, and brand relationships on switching intentions amongst young consumers; and third, to look at the impact of price changes on switching intentions in the context of brand relationships. Researcher's results suggest that young consumers develop relationships on all brand relationship dimensions.

Jari Karvonen et al, (2005), had analyzed that Mobile phone markets are one of the most turbulent market environments today due to increased competition and change. Thus, it is of growing concern to look at consumer buying decision process and cast light on the factors that finally determine consumer choices between different mobile phone brands. On this basis, this research deals with consumers' choice criteria in mobile phone markets by studying factors that influence intention to acquire new mobile phones on one hand and factors that influence on mobile phone change on the other are some general factors that seem to guide the choices. The two studies show that while technical problems are the basic reason to change mobile phone among students; price, brand, interface, and properties are the most influential factors affecting the actual choice between brands.

Luca Petruzzellis (2010), referred and concluded that technology nowadays is overcome by customer preferences and needs. In particular, the role of the brand is to be analysed with respect to its influence in shifting customer preferences from the technical performances (tangible elements) to the emotional/symbolic ones (intangible

elements). The researchers had provided an analysis of the brand attitude and perception tested and viewed through user eyes.

To compare Samsung and Vivo smart phones on the basis of brand components.

**CHAPTER 2**

**RESEARCH METHODOLOGY**

* **2.1 Research Design**

The present research work is to study the consumers' brand preferences between Samsung and Vivo Smart phones. The population study was chosen to be the customers of Dimapur and the sample size was 15 people. A structured questionnaire was distributed to 15 customers. The steps that were taken for this research study were firstly, selecting a topic and since brands in the smart phone industry was a common area of interest, so it was chosen. Secondly, information was obtained by using secondary data from different sources such as journals, articles and internet. Primary data was collected directly from the customers through the questionnaire method.

Finally, conclusion was drawn from the analysis and recommendation given.

* **2.2 Sources of Data**
* **Primary data**

For the intention to complete the research project, an attempt was made to collect primary data using a structured questionnaire . This primary data was used in the study for the purpose of the further statistical calculation. Primary data will include the interviews of the ones who use Samsung and Vivo smartphones.

* **Secondary Data**

The survey will be the backbone of the entire research work. The secondary data under consideration will be collected from different secondary sources namely newspapers, business articles, internet, reference book etc.

**2.3 COMPANY** **PROFILE**

**. Profile of Samsung**

Samsung Electronics Co., Ltd. engages in the manufacturing and selling of electronics and computer peripherals. The company operates through following business divisions: Consumer Electronics, Information Technology & Mobile Communications and Device Solutions. The Consumer Electronics business division provides cable television, monitor, printer, air-conditioners, refrigerators, washing machines and medical devices. The Information Technology & Mobile Communications business division offers handheld products, communication systems, computers and digital cameras. The Device Solutions business division comprises of memory, system large scale integrated circuit and light emitting diode. The company was founded on January 13, 1969 and is headquartered in Suwon, South Korea.

**Headquarters:** Samsung Town, Seoul, South Korea

**CEO:** Kim, Hyun Suk

**Product:** Television, Audio/ Video, Camera/Camcorder, Home Appliances, Mobile Devices, PC/Peripherals & Printer, Accessories

**Achievements:**

In 2005, Samsung surpassed Sony for the first time to become the world's largest and most popular consumer electronics brand.

In 2007, Samsung Electronics handset division overtook Motorola, making it the world's second largest mobile phone maker.

In 2008, Brand Finance ranked SAMSUNG as the number 1 global brand in electronics.

In 2009, Samsung overtook Siemens and Hewlett-Packard to take the No.l spot as the world's largest technology company.

In May 2010 they ranked 13th out of 28 leading electronics makers.

* **Profile of Vivo**

Vivo is the Silicon Valley-based IT consulting and staffing firm that solves complex technology challenges efficiently, effectively and with gracious simplicity. The firm specializes in successfully aligning the business and technical needs of IT with the expectations and cost requirements of the CFO. Regardless of a company's market focus and unique business challenges, Vivo's IT specialists optimize processes to accelerate business results. Client focused, nimble and precise - Vivo's commitment is to consistently deliver the most responsive, highest-quality results possible.

Vivo was founded in 2006 and established its corporate headquarters in the heart of the Bay Area's Tri-VaUey Region in Pleasanton, California. The company prides itself on its ability to provide exceptional service at competitive prices and values accountability, accessibility and trust in its approach to client service.

**Company:** Vivo

**Headquarters:** 7901 Stoneridge Drive Suite 440 Pleasanton, CA94588

**Type of Organization** Private

**Industry:** Consulting

**Key Executives:**

CEO: Marilyn Weinstein Operations Manager: Judy Tang

Marketing Consultant: Andrew Nguyen

**CHAPTER 3**

**DATA ANALYSIS & INTERPRETATION**

**`Data Processing**

Questionnaire was prepared keeping the objectives of the research in mind. Questions were asked to customers who were using either Samsung or Vivo smart phones or have used both irrespective of their age and sex.

Questionnaires were distributed to customers and each and every question was filled personally by the respondents and checked properly.

* **Data Analysis & Interpretation**

The study is based on comparison between two big brands in smart phones which are Samsung and Vivo from customer perspective. The answer obtained from the survey disclosed the preference that consumers have for Samsung or Vivo smart phones over the other, the relationship between brand equity, and brand identity to customer brand preference in smart phones. The statistical tools used for this purpose are percentages, columns, and clustered cylinder etc.

* **Data Interpretation of Samsung**

**1.1** What are the reasons for choosing your smart phone?

|  |  |  |  |
| --- | --- | --- | --- |
| **SI. No.** | **Options** | **Respondants** | **Percentage** |
| **01** | **Price** | **1** |  |
| **02** | **Mobile Features** | **9** |  |
| **03** | **Outlook** | **1** |  |
| **04** | **Others** | **4** |  |

**Source : Field Study**

**Source: Compiled from the data**

**Data Interpretation** : The above table and graph indicates that most of the customers are preferring SAMSUNG Smart Phone due to their mobile features i.e. 56.5%, 18.5%% Price, 6.5%% for outlook and 14.1% for others.

* What Influence you to buy your smart phone?

|  |  |  |  |
| --- | --- | --- | --- |
| Sl .No. | Options | Respondants | Percentage |
| 01 | Price | 1 |  |
| 02 | Durability | 4 |  |
| 03 | Handling  convenience | 4 |  |
| 04 | Quality of service | 6 |  |

**Source : Field Study**

**Source: Compiled from the data**

**Data Interpretation** : The above table and graph indicates that most of the customers buy Smart Phone due to their quality service i.e. 44.6%, 23.9% for Price, 14.1% for durability and 17.4% for handiling convenience.

* Do you agree with the following statements?
* "Samsung is a strong brand"

|  |  |  |  |
| --- | --- | --- | --- |
| SL No. | Options | Respondants | Percentage |
| 01 | Strongly Agree | 8 | 35.9% |
| 02 | Agree | 3 | 32.6% |
| 03 | Neutral | 1 | 18.5% |
| 04 | Disagree | 2 | 6.5% |
| 05 | Strongly Disagree | 1 | 6.5% |

**Source : Field Study**

**Source: Compiled from the data**

**Data Interpretation** : The above table and graph indicates that most of the customers strongly agree that SAMSUNG is a strong brand i.e. 35.9%, 32.6% Agree, 18.5% neutral, 13% disagree and 7% strongly disagree

* "Vivo is a strong brand"

|  |  |  |  |
| --- | --- | --- | --- |
| SL No. | Options | Respondants | Percentage |
| 01 | Strongly Agree | 1 | 7% |
| 02 | Agree | 1 | 7% |
| 03 | Neutral | 3 | 20% |
| 04 | Disagree | 4 | 26% |
| 05 | Strongly Disagree | 6 | 40% |

**Source : Field Study**

**Source: Compiled from the data**

**Data Interpretation** : The above table and graph indicates that most of the customers strongly disagree that Vivo is a strong brand i.e. 40%, strongly agree 7% , 7% agree 20% neutral, 26% disagree

* "I would choose my current smart phone even if the other brand has the same functionality as my current smart phone"

|  |  |  |  |
| --- | --- | --- | --- |
| **SI.**  **No.** | **Options** | **Respondents** | **Percentage** |
| 01. | Strongly Agree | 8 | 53% |
| 02. | Agree | 3 | 20% |
| 03. | Neutral | 2 | 13% |
| 04. | Disagree | 1 | 7% |
| 05. | Strongly Disagree | 1 | 7% |

**Source : Field Study**

**Source: Compiled from the data**

**Data Interpretation** : The above table and graph indicates that most of the customers strongly agree to choose their current Smart Phone even if the other brand has the same functionality as their current Smart Phone i.e. 53%, 20% agree, 13% neutral, 7% disagree, 7% strongly disagree.

* "I will switch to another brand while purchasing my new smart phone"

|  |  |  |  |
| --- | --- | --- | --- |
| **SI.**  **No.** | **Options** | **Respondents** | **Percentage** |
| 01. | Strongly Agree | -- | 0% |
| 02. | Agree | 3 | 20% |
| 03. | Neutral | 3 | 20% |
| 04. | Disagree | 3 | 20% |
| 05. | Strongly Disagree | 6 | 40% |

**Source : Field Study**

7

6

5

4

3 ■Respondents

2 ■ Percentage

1

Strongly Agree

1

Agree

2

Neutral

3

Disagree

4

Strongly Disagree

5

**Source: Compiled from the data**

**Data Interpretation** : The above table and graph indicates that most of the customers strongly disagree to switch to another brand while purchasing my New Smart Phone i.e 40% while 0% strongly agree, 20% agree, 20% neutral and 20% disagree.

* "I consider myself to be loyal to my smart phone"

|  |  |  |  |
| --- | --- | --- | --- |
| **SI.**  **No.** | **Options** | **Respondents** | **Percentage** |
| 01. | Strongly Agree | 5 | 33% |
| 02. | Agree | 5 | 33% |
| 03. | Neutral | 3 | 20% |
| 04. | Disagree | 1 | 7% |
| 05. | Strongly Disagree | 1 | 7% |

**Source : Field Study**

**Source: Compiled from the data**

**Data Interpretation** : The above table and graph indicates that most of the customers strongly agree and agree to consider themselves to be loyal to their Smart Phone i.e 33% while 20% neutral, 7% disagree and 7% strongly disagree.

* "The quality of my smart phone is good"

|  |  |  |  |
| --- | --- | --- | --- |
| **SI.**  **No.** | **Options** | **Respondents** | **Percentage** |
| 01. | Strongly Agree | 7 | 46% |
| 02. | Agree | 6 | 40% |
| 03. | Neutral | **1** | 7% |
| 04. | Disagree | **1** | 7% |
| 05. | Strongly Disagree | -- | 0% |

**Source : Field Study**

**Source: Compiled from the data**

**Data Interpretation** : The above table and graph indicates that most of the customers strongly agree that the quality of their Smart Phone is good i.e. 46% while 40% agree, 7% neutral and disagree and 0% strongly disagree

* "My smart phone brand is just more than a product for me"

|  |  |  |  |
| --- | --- | --- | --- |
| **SI.**  **No.** | **Options** | **Respondents** | **Percentage** |
| 01. | Strongly Agree | 3 | 20% |
| 02. | Agree | 7 | 46% |
| 03. | Neutral | 3 | 20% |
| 04. | Disagree | 1 | 7% |
| 05. | Strongly Disagree | 1 | 7% |

**Source : Field Study**

**Source: Compiled from the data**

**Data Interpretation** : The above table and graph indicates that most of the customers agree that their Smart Phone brand is just more than a product for them i.e. 46%, while strongly agree 20%, 20% neutral and 7% disagree and strongly disagree.

* "I would recommend my smart phone brand to my friends"

|  |  |  |  |
| --- | --- | --- | --- |
| **SI.**  **No.** | **Options** | **Respondents** | **Percentage** |
| 01. | Strongly Agree | 6 | 40% |
| 02. | Agree | 8 | 53% |
| 03. | Neutral | 1 | 7% |
| 04. | Disagree | -- | 0% |
| 05. | Strongly Disagree | -- | 0% |

**Source: Field Study**

**Source: Compiled from the data**

**Data Interpretation** : The above table and graph indicates that most of the customers agree that they would recommend their Smart Phone brand to their friends i.e 53% while 40% strongly agree, 7% neutral and 0% disagree and strongly disagree.

(xi) "My smart phone is a good value for the money I paid"

|  |  |  |  |
| --- | --- | --- | --- |
| **SI.**  **No.** | **Options** | **Respondents** | **Percentage** |
| 01. | Strongly Agree | 6 | 40% |
| 02. | Agree | 3 | 20% |
| 03. | Neutral | 1 | 7% |
| 04. | Disagree | 1 | 7% |
| 05. | Strongly Disagree | 4 | 26% |

**Source: Field Study**

**Source: Compiled from the data**

**Data Interpretation** : The above table and graph indicates that most of the customers strongly agree that their Smart Phone is a good value for the money the paid i.e. 40% while 20% agree, 7% neutral and disagree and 26% strongly disagree

* What do you think about the personality of your smart phone?

|  |  |  |  |
| --- | --- | --- | --- |
| **SI.**  **No.** | **Options** | **Respondents** | **Percentage** |
| 01. | Sincerity | **1** | 7% |
| 02. | Excitement | 2 | 13% |
| 03. | Competence | 6 | 40% |
| 04. | Sophisticated | 6 | 40% |

**Source: Field Study**

**Source: Compiled from the data**

**Data Interpretation** : The above table and graph indicates that most of the customers strongly think about the competence and sophisticated personality of their smart phone

i.e. 40% while 7% sincerity and 13 % excitement.

* **Data Interpretation of Vivo**
* What are the reasons for choosing your smart phone?

|  |  |  |  |
| --- | --- | --- | --- |
| **SI.**  **No.** | **Options** | **Respondents** | **Percentage** |
| 01. | Price | 3 | 20% |
| 02. | Mobile Features | 7 | 47% |
| 03. | Outlook | 2 | 13% |
| 04. | Others | 3 | 20% |

**Source: Field Study**

**Source: Compiled from the data**

**Data Interpretation** : The above table and graph indicates that most of the customers prefer their Smart Phone for mobile features i.e. 47% while 20% price, 13% outlook and 20% others.

* What Influence you to buy your smart phone?

|  |  |  |  |
| --- | --- | --- | --- |
| **SI.**  **No.** | **Options** | **Respondents** | **Percentage** |
| 01. | Price | 5 | 33% |
| 02. | Durability | 3 | 20% |
| 03. | Handling Convenience | 3 | 20% |
| 04. | Quality of Service | 4 | 27% |

**Source: Field Study**

**Source: Compiled from the data**

Data Interpretation : The above table and graph indicates that most of the customers choose price influence to buy their Smart Phone i.e. 33% while 20% durability and handling convenience and 27% quality of service.

* Do you agree with the following statements?
* "Samsung is a strong brand"

|  |  |  |  |
| --- | --- | --- | --- |
| **SI.**  **No.** | **Options** | **Respondents** | **Percentage** |
| 01. | Strongly Agree | 2 | 13% |
| 02. | Agree | 3 | 20% |
| 03. | Neutral | 3 | 20% |
| 04. | Disagree | 3 | 20% |
| 05. | Strongly Disagree | 4 | 27% |

**Source: Field Study**

**Source: Compiled from the data**

**Data Interpretation** : The above table and graph indicates that most of the customers strongly disagree that Samsung is a strong brand i.e. 27% while 13% strongly agree and 20% neutral, agree and disagree.

* "Vivo is a strong brand"

|  |  |  |  |
| --- | --- | --- | --- |
| **SI.**  **No.** | **Options** | **Respondents** | **Percentage** |
| 01. | Strongly Agree | 10 | 67% |
| 02. | Agree | 2 | 13% |
| 03. | Neutral | 3 | 20% |
| 04. | Disagree | -- | 0% |
| 05. | Strongly Disagree | -- | 0% |

**Source: Field Study**

**Source: Compiled from the data**

**Data Interpretation** : The above table and graph indicates that most of the customers strongly agree that Vivo is a strong brand i.e. 67% while 13% agree and neutral and 0% disagree and strongly disagree.

* "I would choose my current smart phone even if the other brand has the same functionality as my current smart phone"

|  |  |  |  |
| --- | --- | --- | --- |
| **SI.**  **No.** | **Options** | **Respondents** | **Percentage** |
| 01. | Strongly Agree | 3 | 20% |
| 02. | Agree | 5 | 33% |
| 03. | Neutral | 3 | 20% |
| 04. | Disagree | 3 | 20% |
| 05. | Strongly Disagree | 1 | 7% |

**Source: Field Study**

**Source: Compiled from the data**

**Data Interpretation** : The above table and graph indicates that most of the customers would choose their current Smart Phone even if the other brand has the same functionality as their current phone i.e 33% while 20% strongly agree, 20% neutral and disagree and 7% strongly disagree.

* "I will switch to another brand while purchasing my new smart phone"

|  |  |  |  |
| --- | --- | --- | --- |
| **SI.**  **No.** | **Options** | **Respondents** | **Percentage** |
| 01. | Agree | 4 | 27% |
| 02. | Neutral | 2 | 13% |
| 03. | Disagree | 3 | 20% |
| 04. | Strongly Disagree | 6 | 40% |

**Source: Field Study**

7

6

5

4

3 ■Respondents

* Percentage

2

1

0

Agree

1

Neutral

2

Disagree

3

Strongly Disagree 4

**Source: Compiled from the data**

**Data Interpretation** : The above table and graph indicates that most of the customers strongly disagree to switch their Phone to another brand while purchasing their new Smart Phone i.e. 40% while 27% agree, 13% neutral and 20% disagree.

* "I consider myself to be loyal to my smart phone"

|  |  |  |  |
| --- | --- | --- | --- |
| **SI.**  **No.** | **Options** | **Respondents** | **Percentage** |
| 01. | Strongly Agree | 1 | 7% |
| 02. | Agree | 3 | 20% |
| 03. | Neutral | 5 | 33% |
| 04. | Disagree | 3 | 20% |
| 05. | Strongly Disagree | 3 | 20% |

**Source: Field Study**

**Source: Compiled from the data**

**Data Interpretation** : The above table and graph indicates that most of the customers is neutral to consider themselves to be loyal to their Smart Phone i.e. 33% while 7% strongly agree, 20% agree and 20% disagree and strongly disagree.

* "The quality of my smart phone is good"

|  |  |  |  |
| --- | --- | --- | --- |
| **SI.**  **No.** | **Options** | **Respondents** | **Percentage** |
| 01. | Strongly Agree | 5 | 46% |
| 02. | Agree | 5 | 40% |
| 03. | Neutral | 1 | 7% |
| 04. | Disagree | 4 | 7% |

**Source: Field Study**

**Source: Compiled from the data**

**Data Interpretation** : The above table and graph indicates that most of the customers is strongly agree that the quality of their Smart Phone is good i.e. 46% while 40% agree and 7% neutral and disagree.

* "My smart phone brand is just more than a product for me"

|  |  |  |  |
| --- | --- | --- | --- |
| **SI.**  **No.** | **Options** | **Respondents** | **Percentage** |
| 01. | Strongly Agree | 2 | 13% |
| 02. | Agree | 6 | 40% |
| 03. | Neutral | 1 | 7% |
| 04. | Disagree | 3 | 20% |
| 05. | Strongly Disagree | 3 | 20% |

**Source: Field Study**

**Source: Compiled from the data**

**Data Interpretation** : The above table and graph indicates that most of the customers is agree that their Smart Phone brand is just more than a product for them i.e. 40% while 13% strongly agree, 7% neutral and 20% disagree and strongly disagree.

* "I would recommend my smart phone brand to my friends"

|  |  |  |  |
| --- | --- | --- | --- |
| **SI.**  **No.** | **Options** | **Respondents** | **Percentage** |
| 01. | Strongly Agree | 5 | 33% |
| 02. | Agree | 6 | 40% |
| 03. | Neutral | 2 | 13% |
| 04. | Disagree | **1** | 7% |
| 05. | Strongly Disagree | **1** | 7% |

**Source: Field Study**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 7 | Strongly Agree  1 | Agree  2 | Neutral  3 | Disagree  4 | Strongly Disagree  5 | * Respondents * Percentage |
| 6 |
| 5 |
| 4 |
| 3 |
| 2 |
| 1 |
| 0 |

**Source: Compiled from the data**

**Data Interpretation** : The above table and graph indicates that most of the customers is agree that they would recommend their Smart Phone brand to their friends i.e 40% while 33% strongly agree, 13% neutral and 7% disagree and strongly disagree.

* "My smart phone is a good value for the money I paid"

|  |  |  |  |
| --- | --- | --- | --- |
| **SI.**  **No.** | **Options** | **Respondents** | **Percentage** |
| 01. | Strongly Agree | 7 | 47% |
| 02. | Agree | 5 | 33% |
| 03. | Neutral | 2 | 13% |
| 04. | Disagree | 1 | 7% |
| 05. | Strongly Disagree | -- | 0% |

**Source: Field Study**

**Source: Compiled from the data**

**Data Interpretation** : The above table and graph indicates that most of the customers strongly agree that their Smart Phone is a good value for the money they paid i.e. 47% while 33% agree, 13% neutral, 7% disagree and 0% strongly disagree.

* What do you think about the personality of your smart phone?

|  |  |  |  |
| --- | --- | --- | --- |
| **SI.**  **No.** | **Options** | **Respondents** | **Percentage** |
| 01. | Sincerity | 2 | 13% |
| 02. | Excitement | 6 | 40% |
| 03. | Competence | 3 | 20% |
| 04. | Sophisticated | 4 | 27% |

**Source: Field Study**

**Source: Compiled from the data**

**Data Interpretation** : The above table and graph indicates that most of the customers is excitement to think about the personality of their Smart Phone i.e. 40% while 13% Sincerity, 20% competence and 27% Sophisticated.

**CHAPTER 4**

**FINDINGS**

* **Findings of the study**
* The study revea]s that the features were the main reason of customers, choosing their smart phones. It was found that Samsung has much better feature than Vivo.
* Samsung users were more influence by quality of service of their smart phones and Vivo users were more influence by the price.
* An interesting observation made in this report is that a number of Vivo users (20%) agreed that Samsung is a strong brand while 13% strongly agreed. The percentage of Samsung users agreed and strongly agreed that Vivo is a strong brand was only 1%. This shows that Samsung is a stronger brand as compared to Vivo.
* Samsung commands a high level of brand loyalty with stern from the fact that 53% of users answered that they would choose their current smart phone even if other smart phones has the same functionality as Samsung while it is only 20% in case of Vivo users. The scores of Vivo are fairly high but not higher than Samsung.
* It is found that Samsung has higher perceived quality as compared to Vivo. Vivo also have perceived high quality among its customers but not as high as Samsung
* Samsung smart phones users are highly satisfied with the product and would recommend it to their friends. For Vivo, it is slightly lower than Samsung.
* Incase of price factor the Vivo users were more satisfied than Samsung users.
* The data obtained shows all 5 personalities that are associated with Samsung and Vivo. Samsung was ascribed with competence and sophistication. Vivo was ascribed with excitement.
* **Limitations of the study**
* This study is limited to Dimapur city only.
* The sample size is limited to each 15 customers only.
* Time is one of the major constraints.
* The study is based upon primary data, so any wrong information given by the respondents may mislead the findings.
* **Recommendations**
* Vivo smart phones producers should concentrate on their brand loyalty and perceived quality. Customers have high brand loyalty towards a brand if they are satisfied with the product delivered by it.
* Vivo smart phones producers should focus on their strategy to attract customers by delivering a high quality product as this will result in long term commitment and sales volume will increase.
* Vivo producers should try to globalize their product in the international market.

**CHAPTER 5**

**CONCLUSION**

This research study explores the brand preferences by comparing Samsung and Vivo smart phones brand, having analyzed the data obtained in this study, the following conclusion were drawn:

Each of the brand equity dimensions of Samsung when compared with Vivo brand equity reveals that Samsung has relatively strong brand name as compared to Vivo. Customers choose smart phones on the basis of its brand. The brand loyalty is high among Samsung users; hence Samsung has strong brand preference over Vivo, because Samsung has built its various components resulting in strong brand equity. When each of the brand components of Samsung brand were compared with Vivo brand component in terms of brand loyalty, Samsung score consistently higher than Vivo.

Secondly, when Samsung was compared with Vivo in dimension of perceived quality, Samsung score higher than Vivo owing the fact that Samsung is more innovative. Customers choose brands that reflect their personality, hence their brand preference between Samsung and Vivo are based on the smart phones brands that reflect their personality. This show how important is brand personality.

The finding also reveals the prime reasons why Samsung has higher brand equity lies on the fact that Samsung builds its strong brand through reinforcing the various components. Each component of brand equity and identity played a vital role in the customers' brand preferences.

Thus, Vivo is a strong competition to Samsung, but Samsung is still leading ahead as the main leader of smart phones on Dimapur. This study shows that customer prefer Samsung brand over Vivo brand.

As stated earlier, the objectives of this study is to compare customer preference between Samsung and Vivo based on brand components which influence customer in purchasing smart phones. Hence it can be said that the objective of this study is fulfilled.

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* International Journal of Multidisciplinary Research and Development, 2014; Vol. 1(7): pp. 213 - 220.
* Pillai. S.N and Bagavathi, (2010), *"Modern Marketing Principles and Practices",* S.Cband and Company Ltd. New Delhi

**Online Resources**

1. [www.google.com](http://www.google.com/)

* [www.researchgate.net](http://www.researchgate.net/)

m. [www.allsubjectsjournal.com](http://www.allsubjectsjournal.com/) 1v. [www.prweek.com](http://www.prweek.com/)

* [www.samsung.com](http://www.samsung.com/) v1. [www.v1vo.com](http://www.v1vo.com/)

**QUESTIONAIRE**

* What are the reasons for choosing your smart phone?
* pnce
* Mobile features
* Outlook
* Company sponsor
* Others
* What influence you to buy your smart phone?
* Price
* Durability
* Handbng convenience
* Quality of service

**3). Do you agree with following statements?**

* "Samsung is a strong brand"
* Strongly agree
* Agree
* Neutral
* Disagree
* Strongly disagree
* "Vivo is a strong brand"
* Strongly agree
* Agree
* Neutral
* Disagree
* Strongly disagree
* "I would choose my current smart phone brand even if the other brand has the same functionality ability with my current smart phone"
* Strongly agree
* Agree
* Neutral
* Disagree
* Strongly disagree
* "I will switch to another brand while purchasing my new smart phone"
* Strongly agree
* Agree
* Neutral
* Disagree
* Strongly disagree
* "I consider myself to be loyal to my smart phone"
* Strongly agree
* Agree
* Neutral
* Disagree
* Strongly disagree
* "The quality of my smart phone is good"
* Strongly agree
* Agree
* Neutral
* Disagree
* Strongly disagree
* "My smart phone brand is just more than a product for me"
* Strongly agree
* Agree
* Neutral
* Disagree
* Strongly disagree
* "I would recommend my smart phone brand to my friends"
* Strongly agree
* Agree
* Neutral
* Disagree
* Strongly disagree
* "My smart phone is a good value for the money I paid"
* Strongly agree
* Agree
* Neutral
* Disagree
* Strongly disagree

(4 ) " What do you think about the personality of your current smart phone" ?

* Sincerity
* Excitement
* Competence
* Sophisticated