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PROMOTIONAL STRATEGY OF SAMSUNG TABLETS

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ABSTRACT

Promotion is comprehensive terms, and covers the entire gamut of advertising, publicity, public relations, personal selling and sales promotion. The same promotional strategy was applied by Samsung to promote their products and boost up its sales. The Samsung Tab performed promotional activities like canopy, road shows, EPP, broacher distribution, etc. Market research is an efficiency tool in the hands of a marketer that helps him to take changes taking place in the market. The main purpose of survey is to throw light towards the promotional activities on the sale of the product. The promotional activity was restricted only for New Delhi. The activities were carried out only at show rooms, road shows and residential areas. This study is important in the sense as we have measured the position of the product after analyzing the data that we had with us.

OBJECTIVES OF STUDY

To study the marketing strategies of Samsung Tab and find out the effectiveness of promotional strategies of Samsung Tab. To ascertain the impact of promotional activity on purchase decision and find out the measures to boost up sales. To conduct promotional activity to boost sales of Samsung Tab and analyze the awareness among public about the Samsung products.. To find out the reasons for low sales of the products and conduct promotional activity in various places like shopping malls, residential areas, corporate etc. To increase the prescription rate among the respondents by using promotional tools.

INTRODUCTION

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Samsung Electronics is a South Korean multinational electronics and information technology company headquartered in Samsung Town, It is the flagship subsidiary of the Samsung Group. With the Galaxy S model mobile phone, Samsung's smart phone lineup has retained the second-best slot in the world market for some time. In competition to Apple's iPad tablet, Samsung released the Android powered Samsung Galaxy Tablet.

Samsung Electronics focuses on four areas: Digital Media, Semiconductor, Telecommunication Network, and LCD Digital Appliance.

RESEARCH METHODOLOGY: Analyzing data both primary and secondary.

SOURCE OF DATA:

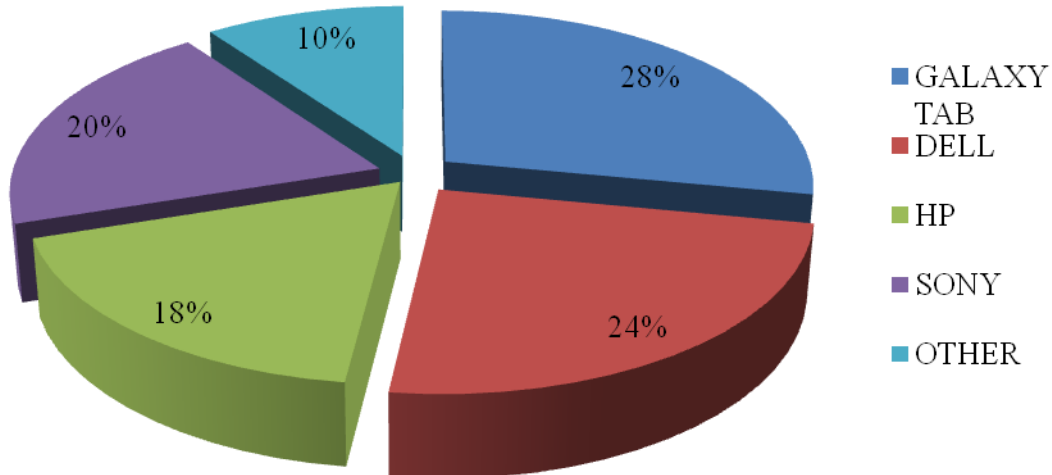
PRIMARY DATA: Interview with structured questionnaires with a sample size 100(Random) in New Delhi.

SECONDARY DATA. Websites, Academic Books and National periodicals and News Papers.

DATA ANALYSIS

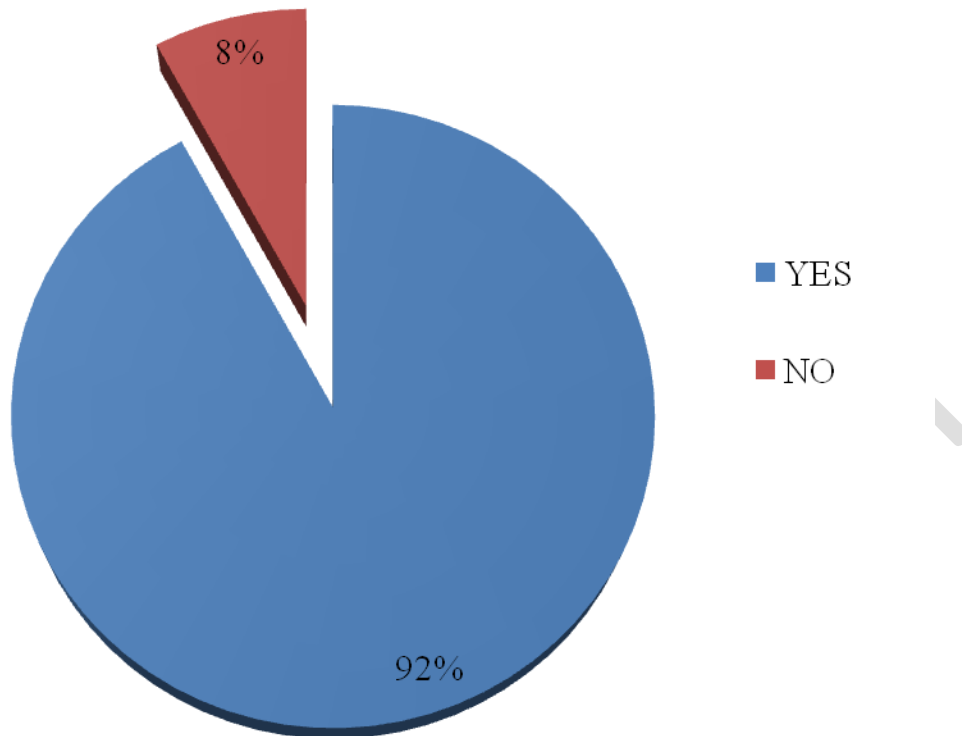
Which brand of laptop/desktop will you give the preference?

Respondent's Preference



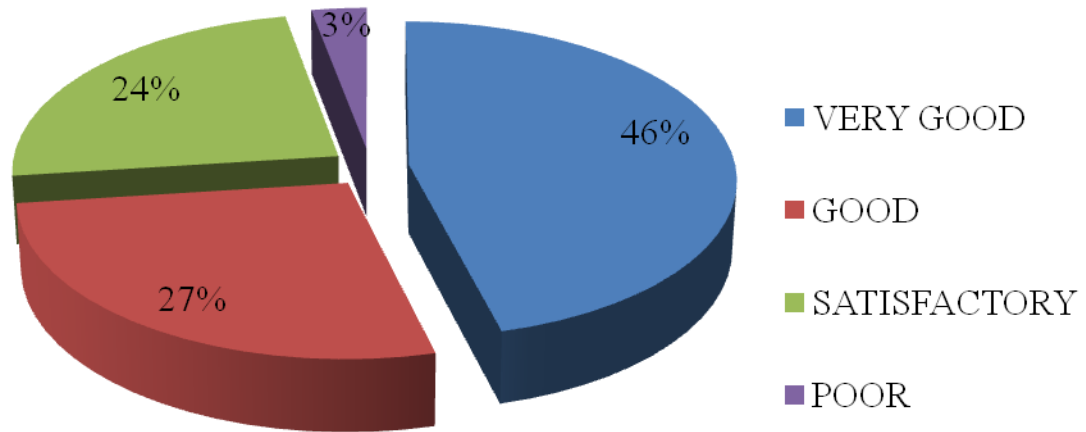
Samsung Galaxy tab were top of the mind of the respondents with 28%, HCL was just behind with 24%, the 20% were Sony and 18% of the HP and others is 10% which are Lenovo, Compaq, Toshiba, Acer.

❖ Are you aware of *Samsung* product & services?



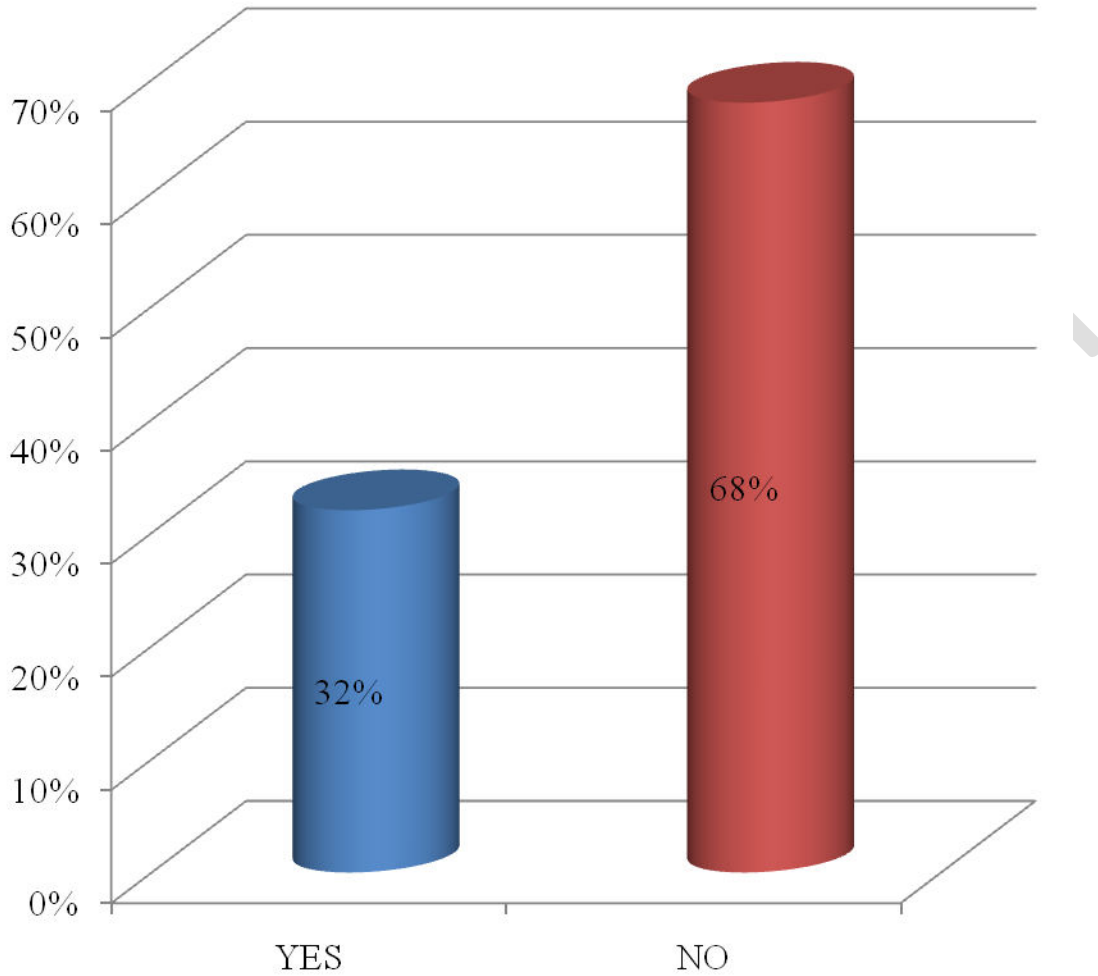
Almost 92% of the people are aware of Samsung products and services, and only 8% of the people are not aware of the Samsung products and services because of less promotions in newspapers and news channels.

❖ What is your opinion towards *Samsung* products & services?



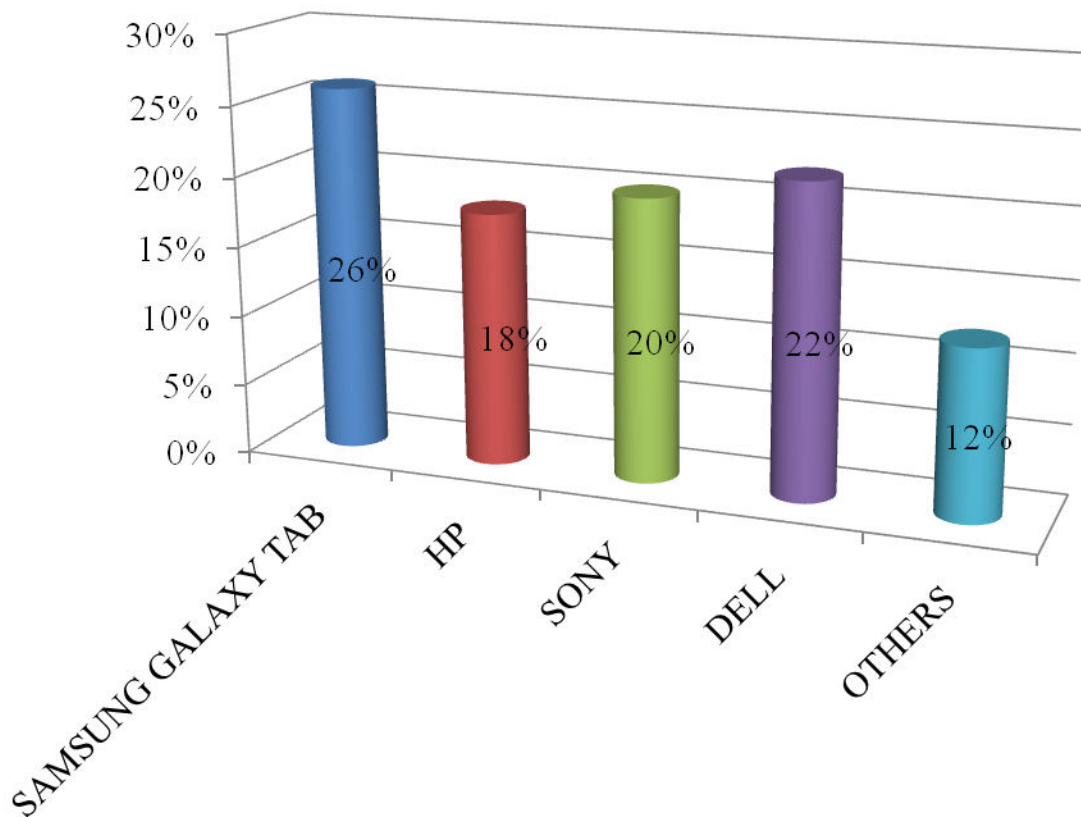
The respondent's opinion towards Samsung products and services is 27% are very good, 46% are good, 24% are satisfactory and 3% are poor.

❖ **Have you heard about *Samsung touch* (24x7 SERVICE SUPPORT. 4000 CITIES)?**



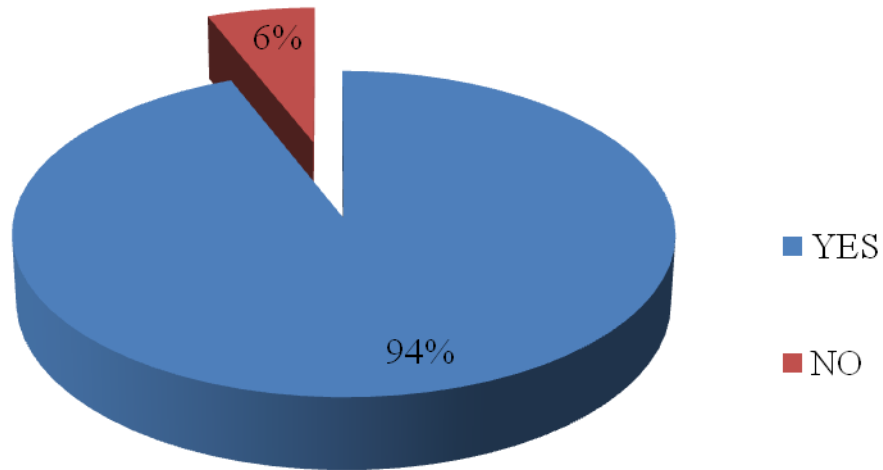
68% of the respondents have heard about the Samsung Tablets and only 32% of the respondents have heard about other company Tablets.

❖ After sales services which brand services is the best?



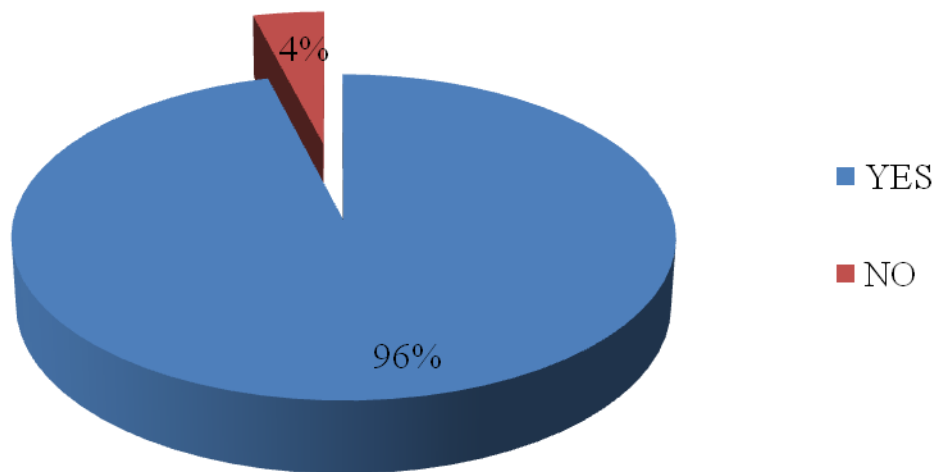
According to the survey of the project I studied that the Galaxy Tab is top of the mind in after sales services as compare to others. Galaxy is 26%, Dell is 22%, Sony is 20%, HP is 18% and others are 12%.

❖ Does the Promotion help in better product awareness?



According to the survey of the project, I studied that most of the respondents said that the promotion is helpful in better product awareness. 94% of the respondents are agreeing with this and 6% don't think so.

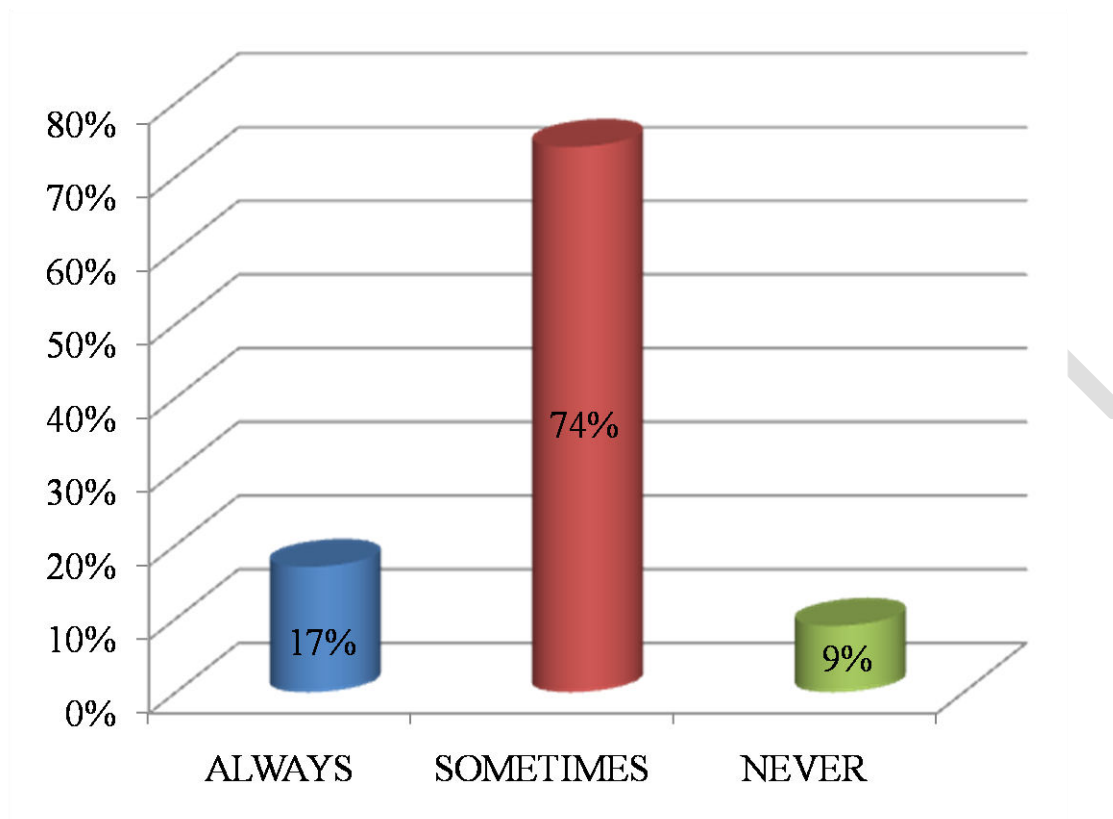
❖ **Whether Promotional activity Profitable/ beneficial to you?**



INTERPRETATION:

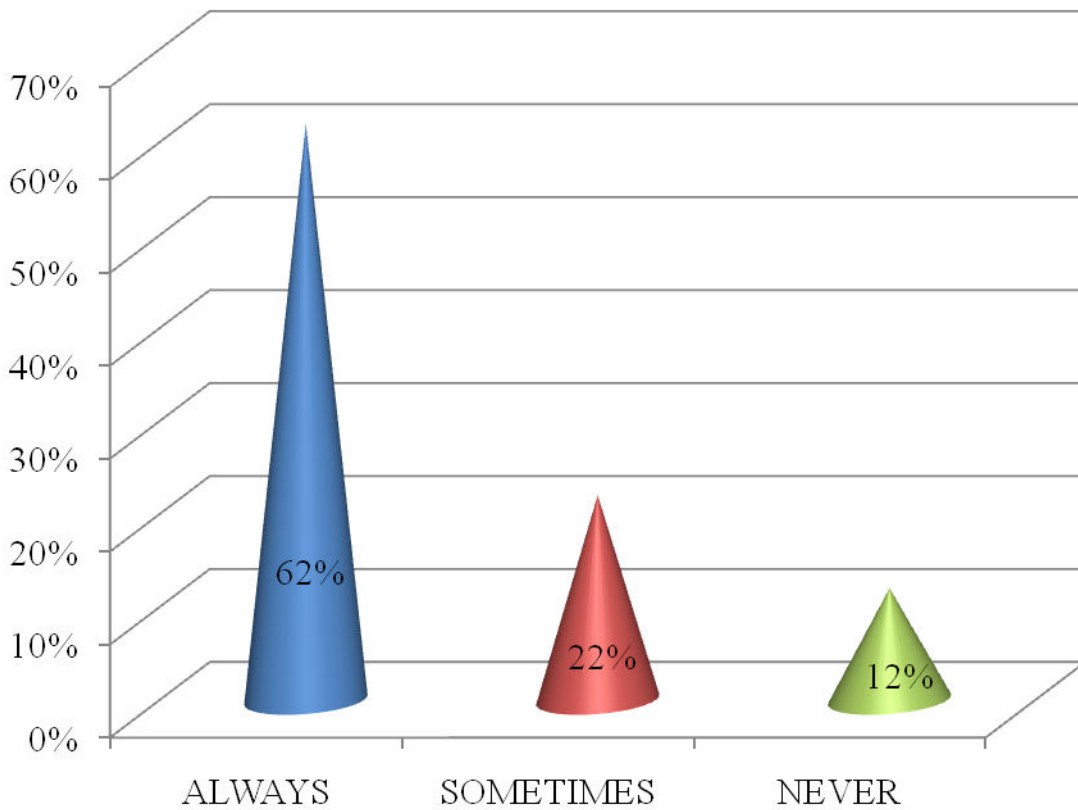
most of the respondents think that the promotional activity is profitable/beneficial to them. 96% of the respondents are agreeing with that and 4% are not thinking so.

❖ **Have you ever purchased anything during or after the promotion?**



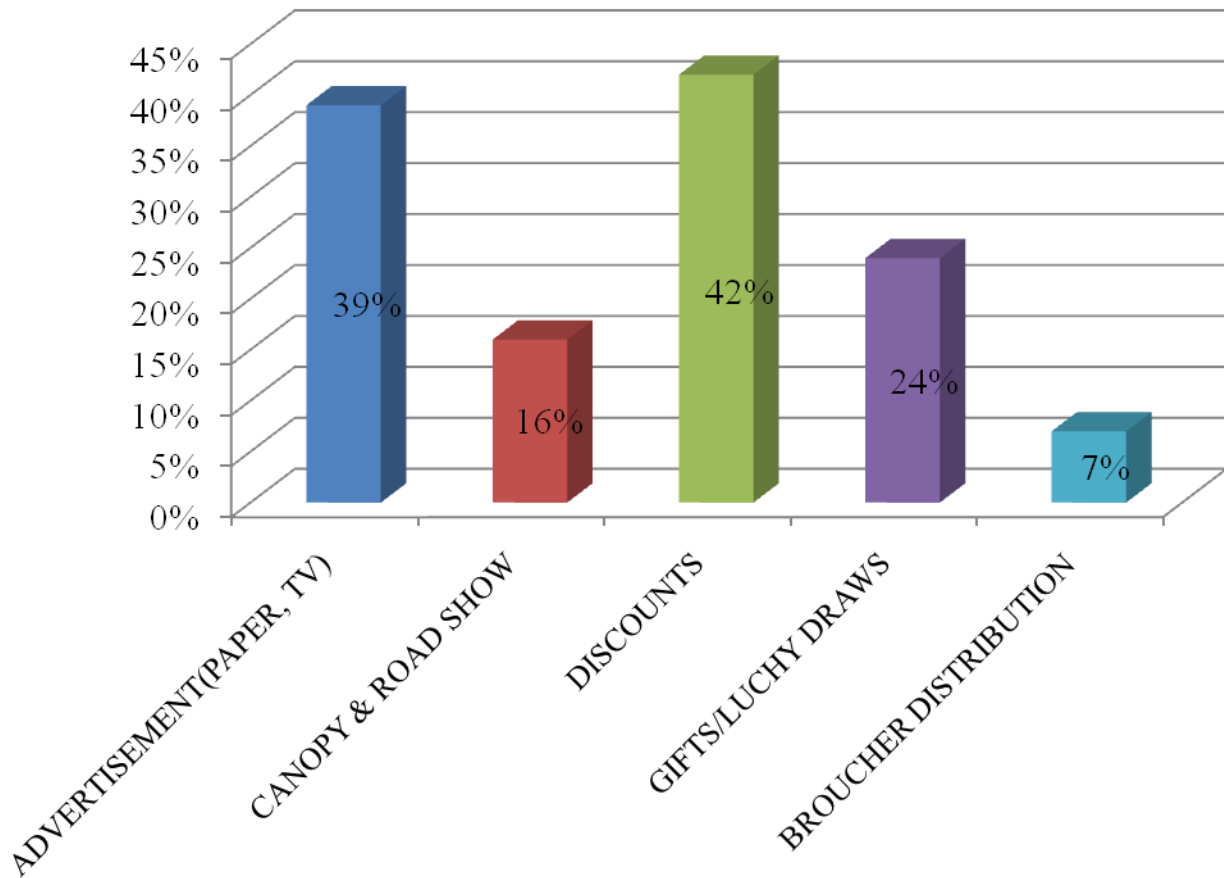
most of the respondents are not always but sometime purchased during and after the promotion. Only 17% of the respondents are purchased always during or after the promotion, and 74% are sometime purchased and 9% are never purchased.

❖ Does brand ambassador create more value in the product?



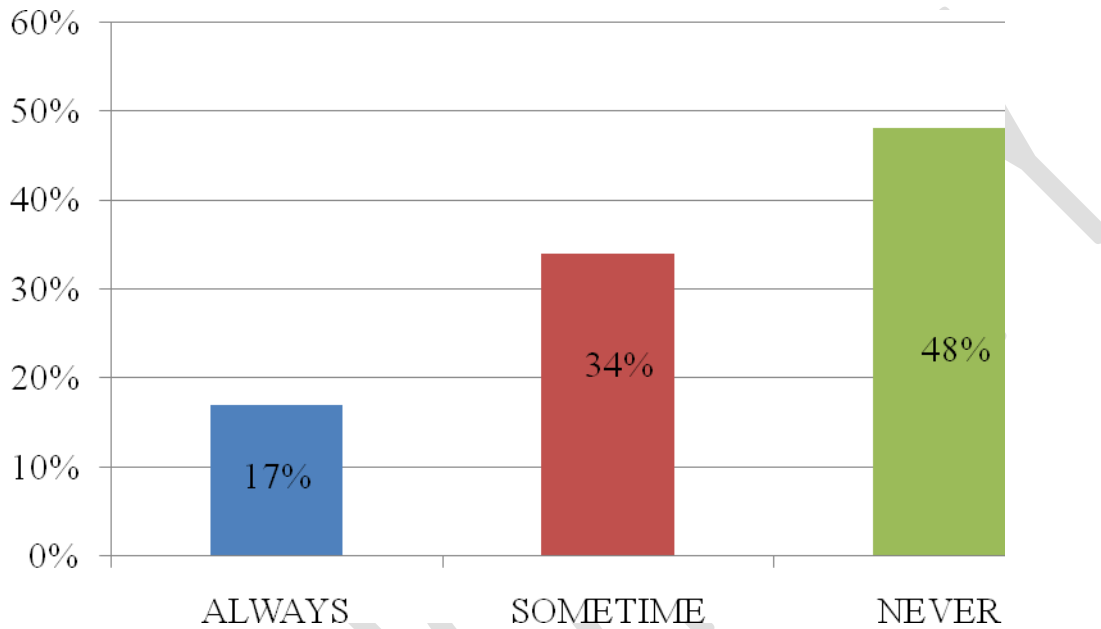
that most of the respondents are think that the brand ambassador creates more value in the product.62% respondents are always agree with that because of them product get automatically more valuable and it helps to attracts and influences us, 22% are thinking that not always but sometime they create value in the product only if they are famous celebrities, and 12% do not think so.

❖ What type of promotional activity attracts you more & required by company?



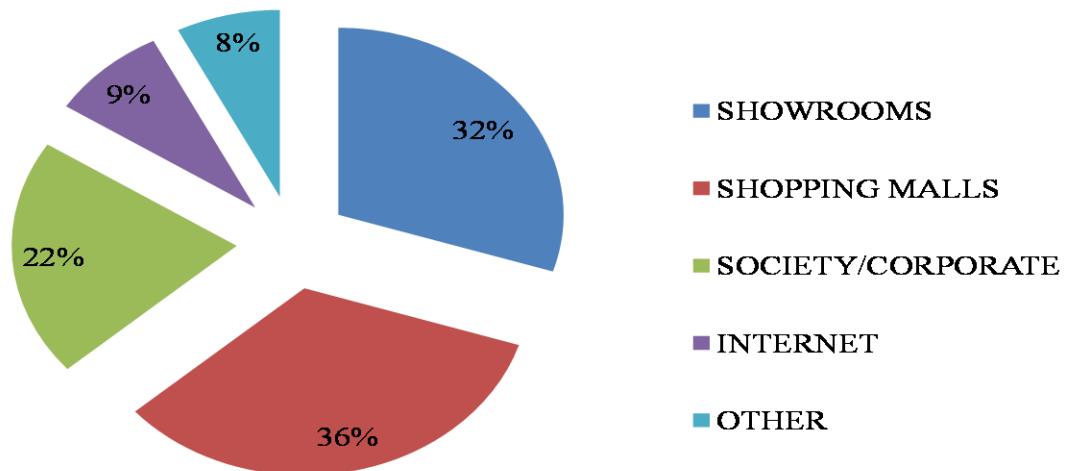
most of the respondent think that, the discounts and advertisements attract them more and required by company.42% are discounts, Advertisement(paper, TV) are 39%, gifts/lucky draws are 24%,canopy& road shows are 16% and broacher distribution are 7%.

❖ **Have you ever ignored the promotional activity? Why?**



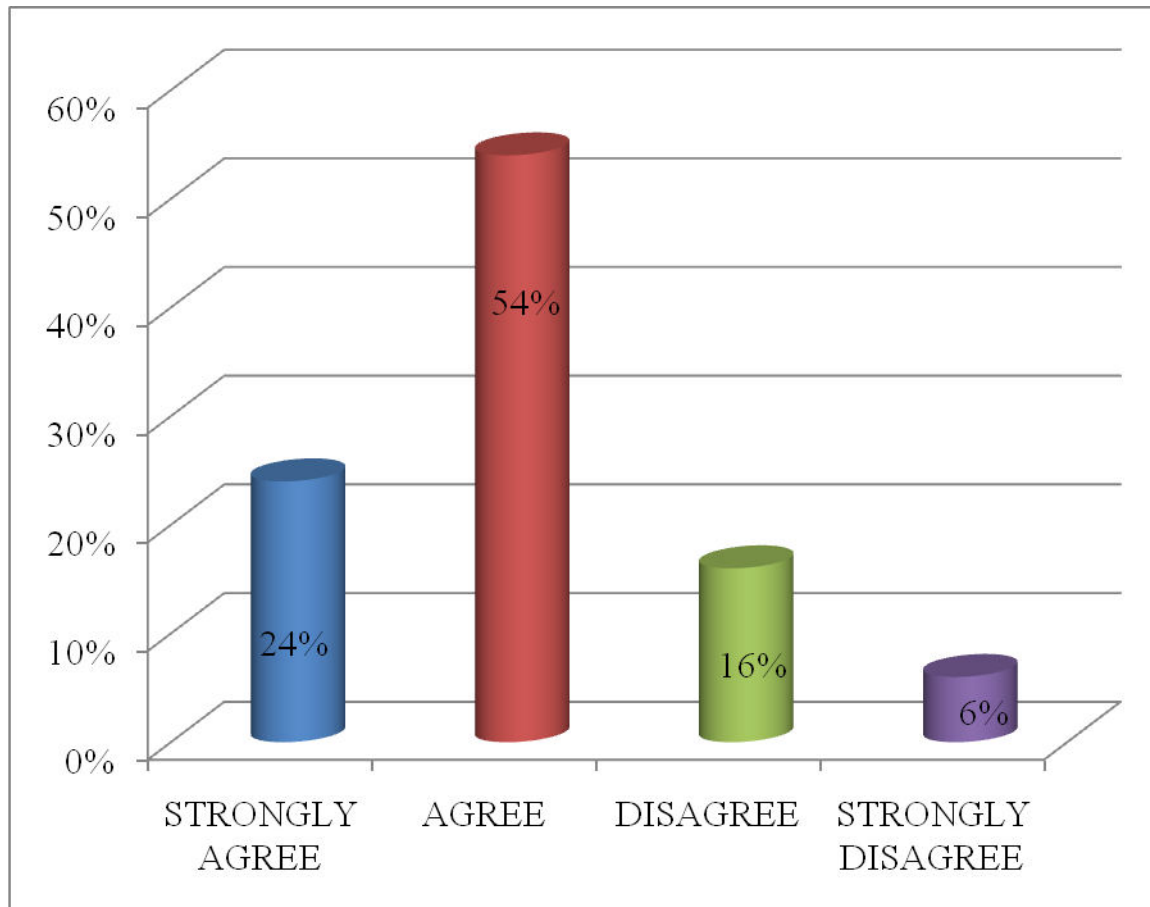
most of the respondents never ignored the promotional activities because of attractive and get information about products and company.48% never ignored, 34% ignored sometime because of not time or in hurry and 17% always ignored.

❖ Where the promotional activities can be effective and get more response?



most of the respondents think that in the shopping malls and showrooms promotional activities can be effective and get more response. For shopping malls 36%, for showroom 32%, for society/corporate 22%, for internet 9% and for other (multiplex, road shows) 8%.

What is your opinion towards “less promotion more discount?”



most of the respondents are agree with “less promotion and more discount”.54% are agree with that, 24% are strongly agree, 16% are disagree and 6% are strongly disagree.

FINDINGS

Through this project I got to many of the things related to IT products, Sales Promotion, Consumer behavior, making of new customers and handling of old customers and Selling & marketing Concepts at New Delhi.

- Before the use of promotional tools the products of Samsung were not known to the public but after the use of promotional tools the products got good exposure in the market.
- The reason for low sales of the products was lack of promotional activities due to this most of the public was not aware of Samsung Tablets.
- After using promotional tools I found that the prescription rate of the Samsung galaxy Tab was increased to a considerable extent.
- Maximum customers first see the affordable price & look of the product.
- At the time of purchasing customer also demand for free accessories like pen drive, head phone & Memory card, etc.

- Samsung is 32 yrs old and the IT company among the entire IT giant like LG, Sony, HP, Lenovo.
- Samsung is having maximum number of service centre all over India.
- Samsung provides most economic Laptop & Desktop in India At Samsung Store, one can get wide range of products such as Laptops, Desktop, Milliamps, iPods, Cameras, Printers, Mobile phones, x-box, LCD TVs, Plasmas & Projectors, etc.
- Samsung is only company in India which provides service 24x7x365.
- Samsung has launched World's smallest laptop, i.e. Mileap x- series 1.
- Samsung Ltd is a national distributor for NOKIA Cells and Accessories, LCD TVs, Plasmas & Projectors, Apple iPods & Accessories, Kodak Camera, Canon printers, Microsoft software, X-box & Microsoft Accessories.

CONCLUSION

The sample size of my survey was 100. I have tried my best to get the maximum out of survey. After analyzing the result of my questionnaire I have arrived to the conclusion, which is as follows:

- Samsung has successfully achieved their objective of getting the potential customers through promotional activities and also to boost the sale.
- The promotional activity was helpful to know the customer's perception towards Samsung by getting information from promotion.
- Regular use of promotional tools is necessary for giving more exposure to the product in the market.
- The customers came to know about Samsung products/services and its benefits through promotional activities which seemed to be the key factor to achieve the prospective customers.
- Most of the respondents believe in brand name and good configuration. As such many of them are attracted to the Samsung brand. Moreover, the existing users of Samsung are found to be satisfied from the features as well as accessibility of the laptops/desktops.
- The company also should open more showroom of Samsung for getting more publicity and positive response. This means Samsung has very high reputation in cities like New Delhi.
- Samsung should also promote through the TV Channels, magazines and national newspapers which will make the brand more and more popular.
- According to Survey I found that the position of Samsung Desktop is No. 1 and the Laptops are No. 3 in retail market.
- Maximum 49.48% customers are satisfied with his service also.
- The customer needs a better look, good quality and after sales service in cheaper price.
- At the time of buying a product customer is also curious about the free accessories which comes with the product.

RECOMMENDATIONS

After conducting this survey, it was founded that HCL is sharing a good reputation in the market. Samsung Tablet/desktop users are satisfied with Samsung.

I could hardly suggest the following suggestion:-

- The Company should open exclusive showrooms for Samsung Products and accessories in New Delhi.
- The advertisement campaign should be made more effective, attractive so that people will be able to understand it or recall.

- Customer makes their purchase decision before entering the shop it means that a customer decides which brand of laptop they want to buy. So it is very necessary to get their attention before they enter shop this can be done by putting glow signboards and other attractive hoardings on busy places.
- A regular use of promotional tools should be done till the products get good exposure in the market.
- The company should advertise more in newspapers and news channels.
- Effective schemes should be launched to differentiate the products than others and to interact the customers.
- The company should make tie-ups with more shopping malls and multiplexes for promotional activities.
- The company should also make tie-ups in residential areas and organize game shows, canopy shows and contest etc. so that they can get the data of their targeted customers.
- The company should make offers like giving free gifts and discounts to attract the people towards buying the products.
- Advertisement campaign should be made more effective for increasing the sales.
- After sales service should be more improved.
- Easy loan facility should be provided to customers so as to increase the sales.

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