

## Chapter 1 : SAMSUNG Developers

*The Samsung Group is composed of numerous international affiliated businesses, most of them united under the Samsung brand including Samsung Electronics, the world's largest electronics company, Samsung Heavy Industries, the world's second largest shipbuilder and Samsung C&T, a major global construction company.*

This is a work carried out by all of them under my supervision and guidance. Business School, Andhra Pradesh and this research project work has not been performed for the award of any other degree or diploma and similar project if any. The insistence on taking up a relatively new topic helped us to understand the prospects how the consumer perceived about the consumer durable brands. We also would like to thank our respondents for giving us their valuable time and providing us with the information needed to carry out the research successfully. The first Smartphone combine the function of a personal digital assistant PDA with mobile phone. Many modern Smartphone also include high resolution camera with touch screen pad and web browser that display standard web pages. For high speed data accesses the Smartphone include WiFi function and mobile broadband. Such operating system can be installed on different mobile phones and each device can receive multiple OS Software update over its life time. Local and foreign brand choice affected by various factors such as brand image, country of origin, brand awareness, brand quality and so on. In this era of globalisation consumer have become much more aware and the perceptions regarding durable brands are changing at a rapid pace. Now in order to understand consumer perception we need to understand culture, so that behaviour of consumer is well understood. They marketing themselves by providing excellent customer services and other influential programs which can favourable influence the perception of target consumer. With the help of careful planning and execution companies can influence those perception and foster profitable consumer behaviour. Consumers continually synthesise all the information they have about a company to make a decision about whether the company offers value for the money, in a sense consumer perception is an approximation of reality. It depend not only on physical stimuli but also on the stimuli relationship to the surroundings environment and on condition within each of us. One Person might perceive a fast talking sale person as aggressive and in sincere another person might perceive that as intelligent and help full. Each person will respond to the sales person differently. People perceive differently because of three perceptual processes. But we cannot possible attend these; we screen most stimuli out a process called Selective Attention. Selective distortion is the tendency to interpret in a way that fits our preconception. Consumer will often distort information to be consistent with prior brand and product belief and expectations. Because of selective retention , we are likely to remember good points about a product we like and forget good points about competing products. Selective retention again works for the strong brands. A topic that has fascinated armchair marketer for ages is subliminal perception. They argue that marketers embed covert , subliminal message in ads or packaging. Consumer perceived value of the Smartphone tradeoff between benefit and sacrifices perceiver by consumer, in which benefits are adopted from the technology of acceptance model. Each level increases more consumer value. Five product levels are as follows: At the fifth level, the potential product is possibly the voice control system. Brand awareness refers to the ability of the customer to consider a brand under different circumstance. On the other hand Brand Image refers to the perception about the brand which is reflected by the bran associations held in consumer memory. Consumer often choose that product brand that they are familiar with because a well known brand gives people perception of being safe. Which is the reason the people compare price with the quality of product, consumer generally perceived that if the price of the product is high then the quality of the product is better. When the utility of the two product is similar and their prices differ, consumer will choose the option which choose the product with lower price to maximise the utility. Appearance of the product is now only satisfied by the needs visually but also a critical factor in marketing strategies, for example: So lifestyle can be considered as the factor which distorted consumer perception. Here we have to study how consumer perceive durable brands, how consumer behaved and what are the factors which effect the consumer perception regarding durable brands. The study is based upon the primary data collected through an online survey. These factors does not affect the perception of the

purchasing behaviour of the consumers. These factors does affect the perception of the purchasing behaviour of the consumer. The study was causal in nature with survey method being used for data collection. Sample size was respondents. Individual respondents were the sample elements. Tools used for data collection: Data was collected on a 7 point Likert type scale, where 1 indicated minimum agreement and 7 indicated maximum agreement. Tools used for data analysis: That means that each of the variables in consideration is independent on its own. The influential observations can be used for further analysis to study their buying behaviour. In other words, it is an observation whose dependent-variable value is unusual given its values on the predictor variables. An outlier may indicate a sample peculiarity or may indicate a data entry error or other problem. An observation with an extreme value on a predictor variable is called a point with high leverage. Leverage is a measure of how far an observation deviates from the mean of that variable. These leverage points can have an effect on the estimate of regression coefficients. Some of the people were not responsive. Possibility of error in data collection because many of the respondents may have not given a answer to the questionnaire. Sample size is less to represent the whole population. The time period of research was short. Respondents behaviour may be casual. Financial resources are not available. Agree Do you get attracted by the appearance and design of smartphone and then want to own it? Agree My Purchase of smartphone depends on the features the smartphone provides. Agree Brand name plays a vital role while purchasing any smartphone. Agree I prefer smartphones which are easy to carry and can be easily fit to my pocket. Agree Accessories and other free benifits effect my purchasing decision. Agree I look towards the battery life factor if the number of technical applications and functions are less. Agree Smartphones are generally high priced. Agree I believe that the type of smartphone represents my life style.

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*The project will help to learn about the growing telecom sector in India. The research will also bring to light what all factors a student considers at the time of purchase of a new mobile phone.*

### Chapter 3 : Consumer Reports criticizes Samsung Galaxy Note recall - CNET

*According to the report, Samsung isn't planning to limit its AR initiative to its phones; it has a "full-blown AR headset" in the works, though it's apparently unfinished, and if shown at.*

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*A new report out of Korea is suggesting that both Samsung Display and LG Display will forgo the introduction of 4K smartphones in , for several reasons.*

### Chapter 5 : IOC clears Iran, North Korea for gift after Samsung phone row | Reuters

*Project Report On Samsung Mobile «¿Is Samsung Mobile Business Model sustainable in China facing the growing Chinese competitors "Change everything except your wives and kids" Lee Keun-Hee, CEO of Samsung group in after he visited an electronic store and saw Samsung products gathering dust behind Sony and Panasonic products.*

### Chapter 6 : Report: Samsung and LG to pass on 4K smartphones in

*LG and Samsung are seemingly in a race to release as many phones as possible in , according to a new report out of DigiTimes. The report does not simply draw on the already-increasing evidence.*

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### Chapter 9 : Phones compatible with Project Fi – Project Fi

*Introduction: Market strategies are the result of a meticulous market analysis. A market analysis forces the entrepreneur to become familiar with all aspects of the market so that the target market can be defined and the company can be positioned in order to garner its share of sales.*