

# "Analyzing Samsung Phone Sales in Kanpur: A Comprehensive Examination of Online and Offline Channels"

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**Abstract-** The mobile phone market experienced a slowdown in 2019, primarily due to technical issues and marketing blunders from major brands such as Samsung and Google. Despite this setback, factors like local consumer preferences, competition from other brands, and pricing strategies are expected to improve smartphone sales in the coming years. Samsung, a leading smartphone manufacturer, has a diverse product portfolio and a strong presence in the Indian market. To enter the Kanpur market, Samsung should consider local consumer preferences, competition, and pricing strategies. Samsung operates through various distribution channels, including retail stores, online platforms, and partnerships with mobile network operators. The company's strong brand recognition, diverse product portfolio, advanced technology, and manufacturing capabilities provide competitive advantages. To effectively target the global market, Samsung should conduct thorough market research, develop a comprehensive market entry plan, and focus on the four Ps of marketing: Product, Price, Promotion, and Place. People and processes should also be considered to adapt to local markets. Sales professionals may face challenges in Kanpur, such as intense competition, price sensitivity, limited awareness, and resistance to change. Samsung can overcome these challenges by improving internet connectivity, conducting digital literacy campaigns, building strong relationships, and highlighting unique features and benefits. Samsung's success in India is attributed to its wide range of offerings, strong distribution network, marketing campaigns, and after-sales service. The market value of Samsung is influenced by various factors and market conditions. Samsung has been a strong competitor to Apple, particularly with its introduction of foldable phones. The company collects and processes data from various sources for analysis and insight extraction. When comparing Samsung models, factors like specifications, features, pricing, and target audience should be considered. Samsung adopts a varied pricing strategy and competes with brands like Apple, Xiaomi, Vivo, Oppo, and Realme. The competitive landscape is dynamic, and continuous innovation is necessary for market leadership. Recommendations for Samsung phones include models like the Galaxy S21 Ultra, Galaxy Note 20 Ultra, Galaxy A52, and Galaxy M31s, catering to different user needs and price ranges.

**Keywords-** Mobile phone market, Slowdown, Technical issues, Marketing blunders, Samsung, Kanpur Market, Local consumer preferences, Pricing strategies, Distribution channels, Brand recognition, Product portfolio, Advanced technology, Manufacturing capabilities, Market research.

## INTRODUCTION

The mobile phone market has experienced a slowdown in 2019, with a 7% drop from 14.4% in 2019. This is due to technical issues and marketing blunders, such as the Galaxy Note 7's overheating and Pixel 2's screen issues. However, factors such as local consumer preferences, competition from other brands, and pricing strategies are expected to improve smartphone sales in the coming years. Samsung, a major smartphone manufacturer, offers a diverse product portfolio at different price points to cater to different market segments. To enter the Kanpur market, Samsung may consider factors such as local consumer preferences, competition from other brands, and pricing strategies. The company entered the Indian market in 1995 and has since established a strong presence across various product categories, including smartphones. In recent years, Samsung has focused on strengthening its manufacturing and R&D capabilities in India, aiming to make the country a hub for global operations. The company has established several manufacturing facilities in India and established an R&D center in Bengaluru. In the Kanpur market, Samsung may have a significant presence through its network of retail partners and distributors, tailoring its product offerings and marketing strategies to suit local market preferences. Samsung's strong brand recognition, diverse product portfolio, advanced technology, and manufacturing capabilities provide several competitive advantages, including a strong reputation for quality and innovation, a wide product portfolio catering to various consumer segments, advanced technology, and significant manufacturing capabilities.

### Samsung's distributing system.

Samsung operates its own retail stores, known as Samsung Experience Stores, in various locations worldwide, providing a direct sales channel for customers to purchase Samsung products. The company has partnerships with authorized retailers, carrier partnerships, and online sales platforms, ensuring wider availability and reach for customers. Samsung also collaborates with mobile network operators (carriers) to distribute its smartphones and other mobile devices. Samsung operates its official online store, Samsung Shop, and offers products through various e-commerce platforms and marketplaces. Distribution partners, such as

distributors and wholesalers, manage the logistics of product distribution. Samsung has an extensive network of retail partners and distributors in India, ensuring accessibility to its products. The company has set up several Samsung Experience Stores (SES) across the country, allowing customers to try out Samsung products and get hands-on experiences. Samsung has launched initiatives to boost offline sales channels, such as the Samsung Opera House in Bengaluru and the 'Reward Yourself' program. Samsung's strong online presence, partnerships with popular e-commerce platforms, and initiatives to boost online sales channels are likely to have a positive impact on phone sales through online channels in the Kanpur market. Samsung phones have had a significant influence on the Kanpur market by providing consumers with access to advanced technology and innovative features. The company's strong brand recognition and reputation for quality have also influenced the Kanpur market, as consumers are more likely to trust and purchase from a well-known brand like Samsung. Samsung's diverse product portfolio and competitive pricing have also influenced consumer preferences in the Kanpur market. The company offers a wide range of smartphones at different price points, allowing consumers to choose a device that fits their budget and needs. Overall, Samsung's advanced technology, strong brand recognition, diverse product portfolio, and competitive pricing have significantly influenced the Kanpur market, and the company's phones are likely to continue to be popular among consumers in the city.

### **Global Marketing Strategy**

In order to effectively target and segment the global market for Samsung phones, it is essential to conduct thorough market research, identify regulatory barriers and cultural differences, assess the competitive landscape, and develop a comprehensive market entry plan that considers the company's strengths and weaknesses. To do this, Samsung should conduct extensive market research to identify target demographics, consumer preferences, and trends in different regions. Then, Samsung should define its brand positioning as a leader in innovation, cutting-edge technology, and user-friendly experiences. Product differentiation should highlight unique features and benefits of Samsung phones, such as superior camera quality, extended battery life, and innovative display technologies. Regional customization should be adapted to resonate with cultural, social, and technological nuances in various global markets. Influencer partnerships should be established to endorse and promote Samsung phones, while emotional storytelling should create compelling narratives around Samsung phones, emphasizing how they enhance and simplify users' lives while fostering emotional connections. Omni-channel presence should be established through retail partnerships, exclusive stores, e-commerce platforms, and social media channels. Localization should be translated into multiple languages to cater to diverse markets effectively. Integrated campaigns should be developed that leverage multiple channels, including TV, digital advertising, social media, and print media. Community engagement should foster brand loyalty and engagement by organizing events, contests, and social initiatives that involve Samsung phone users. User-generated content should encourage users to share their experiences with Samsung phones through user-generated content campaigns, reviews, and testimonials. Product launches should create buzz around new product launches through teaser campaigns, exclusive previews, and press events in key global markets. Strategic partnerships should be established to enhance the overall user experience and expand the phone's ecosystem. Customer support should be offered efficiently and responsively across different time zones, ensuring user satisfaction and loyalty. Data-driven marketing should be utilized to measure campaign effectiveness, track user behavior, and make informed decisions for future marketing initiatives. Social responsibility should be promoted through targeted initiatives, loyalty programs, and augmented reality (AR) experiences. Competitive analysis should be conducted to monitor and analyze competitors' strategies, pricing, and product offerings to maintain a competitive edge. Customer feedback loops should be collected and analyzed to identify areas of improvement and incorporate user suggestions into future product developments. Co-branding opportunities should be explored to expand brand reach and tap into new markets. Network expansion should be strengthened through partnerships with mobile carriers worldwide to ensure extensive network coverage and promote Samsung phones as reliable devices. To create tailored marketing campaigns for each market segment, Samsung should consider the four Ps of marketing: Product, Price, Promotion, and Place. These elements can be tailored to appeal to different market segments, considering cultural preferences, language, and regulatory requirements. Samsung should also develop a comprehensive promotion strategy that includes advertising, public relations, and sales promotions, using a mix of traditional and digital channels to reach customers. In conclusion, Samsung should conduct thorough market research, identify regulatory barriers and cultural differences, assess the competitive landscape, and develop a comprehensive market entry plan that considers the company's strengths and weaknesses. By focusing on these elements, Samsung can effectively target and segment the global market for Samsung phones, ensuring long-term success and growth in the market.

In order to succeed in the global marketing mix for Samsung phones, the company should consider two additional elements: people and processes. People should be hired locally and develop relationships with local partners to better understand the local market and build trust with customers. Processes should be tailored to the local market, offering local language support, adapting to local regulations, and providing localized training to employees. Samsung phones are a popular smartphone brand globally, and product decisions play a crucial role in its success. Samsung should design phones that are visually appealing, comfortable to hold and use, and have a high-quality look and feel. Product features should include high-quality cameras, long-lasting batteries, advanced security features, and new technology innovations. Product line extensions should include complementary products and accessories that enhance the customer experience. Product differentiation should be achieved by highlighting unique features and benefits, offering customization options, using high-quality materials, or incorporating proprietary technology. Product branding should be consistent across all marketing channels, creating a memorable brand name, logo, and tagline that resonates with the target audience. Product packaging should be visually appealing, functional, and environmentally friendly. Pricing strategies are essential for Samsung's success in the global market. They can use skimming pricing, penetration pricing, bundle pricing, and geographic pricing to set prices that are competitive, profitable, and attractive to customers. By balancing these factors, Samsung can set prices that are competitive, profitable, and attractive to customers. When developing communication strategies for Samsung phones in Kanpur, it is essential to understand the market's characteristics, customer preferences, and competitors. Samsung can use various forms of advertising, social media marketing, public relations, sales promotions, personal selling, and community engagement to build a

strong brand image, increase sales, and maintain a competitive edge in the Kanpur market. By using a mix of communication strategies, Samsung can build a strong brand image, increase sales, and maintain a competitive edge in the Kanpur market.

### **Problem facing while doing Sales in Kanpur Region**

In the Kanpur region, sales professionals face several challenges in sales, including intense competition, price sensitivity, limited awareness, inefficient distribution channels, cultural and language differences, and resistance to change. To overcome these challenges, Samsung can invest in improving internet connectivity and conduct digital literacy campaigns to provide customers with a better online shopping experience. In the offline sales of Samsung phones in the Kanpur region, competitors may face challenges such as intense competition, price sensitivity, and limited digital literacy. To stand out from the crowd, Samsung should focus on building strong relationships with potential clients, offering personalized solutions, and highlighting unique features and benefits. Price sensitivity can be difficult to convince customers to invest in higher-priced products or services, so it's essential to emphasize the value and long-term benefits of your offerings. Limited awareness can be a significant hurdle, especially if you're new to the market or have limited visibility. To overcome this, Samsung should invest in targeted marketing and advertising campaigns, leverage local media outlets, online platforms, and social media channels, collaborate with local influencers or businesses, and streamline their supply chain. Cultural and language differences can also pose challenges for customers in Kanpur. Hire local sales representatives who have a deep understanding of the local culture and provide language training to bridge communication gaps and build trust. Additionally, customers may exhibit resistance to adopting new technologies or technologies, preferring traditional methods or established brands. To overcome these challenges, Samsung can invest in improving internet connectivity and conducting digital literacy campaigns to educate customers about the benefits of online shopping and how to use Samsung's online sales platform. Additionally, Samsung should focus on improving customer service, increasing brand awareness, and addressing the challenges faced by other brands in the Kanpur region.

### **Samsung Smartphone Shipments Market Data**

Samsung is the second-largest smartphone brand in India with a market share of around 17%. In Q1 2021, their shipments grew by 19% YoY due to strong demand for mid-range and budget smartphones. Samsung's success in India can be attributed to its wide range of offerings, strong distribution network, marketing campaigns, and after-sales service. The Indian smartphone market is highly competitive, with brands like Xiaomi, Vivo, Oppo, and Realme also vying for market share.

When it comes to the materials and manufacturing processes involved in Samsung phones, they typically use Super AMOLED or Dynamic AMOLED displays. The housing is made of materials like aluminum, glass, and polycarbonate, varying based on the phone model. Internal components include a PCB, microprocessors, memory chips, sensors, batteries, and camera modules. The manufacturing process involves PCB assembly, display assembly, enclosure assembly, testing, software installation, and final inspection and packaging.

Market value is influenced by factors such as brand reputation, features, technological advancements, performance, and user experience. It is determined by metrics like market capitalization, P/E ratio, revenue, profitability, and comparable analysis. The market value of Samsung is dynamic and subject to change based on various factors and market conditions.

Samsung has been a strong competitor to Apple, and one of its notable advancements is the introduction of foldable phones. The Galaxy Fold, launched in 2019, was one of the first commercially available foldable smartphones. Foldable phones offer a unique and versatile form factor that can revolutionize device usage. Samsung has continued to invest in foldable technology with subsequent models like the Galaxy Z Flip and Galaxy Z Fold 2.

Samsung collects and processes data from various sources, including customer interactions, sales transactions, supply chain activities, manufacturing processes, and product usage. Data is stored, cleaned, transformed, and processed to extract insights. Data analysis techniques like statistical analysis, data visualization, and predictive analytics are used. Data privacy and security are ensured through measures like data anonymization, encryption, and compliance with data protection regulations.

In the context of Samsung phones in the market area, data processing activities include market research data analysis, sales and revenue analysis, customer data analysis, supply chain and logistics data processing, quality assurance and product testing, user experience data analysis, marketing campaign analysis, and data security and privacy measures. The specific data processing activities can vary based on Samsung's strategies, goals, and available data sources.

### **Comparison Analysis of SAMSUNG Models**

To compare Samsung models, consider factors like specifications, features, pricing, and target audience. Analyze the product line segmentation and understand the positioning of each model. Compare specifications such as processor, RAM, storage, display, camera, battery, and connectivity. Evaluate unique features and innovations offered by each model. Assess design, build quality, and available colors. Compare pricing and value for money based on features and specifications. Evaluate user experience, software, and read customer reviews. Prioritize your needs and preferences when comparing models.

Samsung adopts a varied pricing strategy in India, offering devices across different price segments. Flagship models are positioned at the higher end, competing with premium brands like Apple. Mid-range and budget smartphones cater to price-conscious consumers, providing a balanced combination of features and specifications. Samsung occasionally offers discounts and promotions to increase affordability and accessibility.

Samsung's competitors in the smartphone market include Apple, Huawei, Xiaomi, LG, Sony, Lenovo, and Google. Xiaomi is a strong competitor in India, offering feature-rich smartphones at competitive prices. Vivo and Realme also pose challenges with attractive designs and aggressive marketing. LG, Sony, Whirlpool, Godrej, and Panasonic compete with Samsung in consumer electronics and home appliances. Sony and LG are prominent competitors in the television market.

The competitive landscape can change rapidly, and a comprehensive analysis should consider market dynamics, product portfolios, pricing, technological advancements, distribution networks, brand perception, and customer preferences.

Please note that the Indian market is dynamic, and Samsung must continue to innovate and address consumer demands to maintain its market leadership.

## Recommendations

Samsung offers a diverse range of smartphones tailored to meet the needs of different users. Here are some Samsung phones I recommend, considering their features and price range:

**Samsung Galaxy S21 Ultra:** A premium smartphone with top-of-the-line specifications. It boasts a 6.8-inch AMOLED display, a powerful Exynos 2100 processor, 12GB/16GB of RAM, up to 512GB of storage, and a quad-camera setup with a 108MP primary sensor. Ideal for those seeking a high-end device with a large display and exceptional camera performance.

**Samsung Galaxy Note 20 Ultra:** Another premium phone equipped with an S Pen stylus, providing a unique experience for note-taking, drawing, and photo editing. It features a 6.9-inch Dynamic AMOLED display, a Snapdragon 865+ processor, 12GB of RAM, up to 512GB of storage, and a triple-camera setup with a 108MP primary sensor. The S Pen stylus enhances productivity and creativity.

**Samsung Galaxy A52:** A mid-range phone that offers great value for money. It showcases a 6.5-inch Super AMOLED display, a Snapdragon 720G processor, 6GB/8GB of RAM, up to 256GB of storage, and a quad-camera setup with a 64MP primary sensor. Perfect for users desiring a phone with a reliable camera and long-lasting battery.

**Samsung Galaxy M31s:** Another mid-range option that combines attractive features with an affordable price. It sports a 6.5-inch Super AMOLED display, a MediaTek Helio G80 processor, 6GB/8GB of RAM, up to 128GB of storage, and a quad-camera setup with a 64MP primary sensor. Additionally, it boasts a massive 6000mAh battery, providing up to two days of usage on a single charge.

These examples represent just a fraction of the Samsung phones available. Depending on your budget and specific requirements, you can explore other options like the Samsung Galaxy S21, Samsung Galaxy A72, Samsung Galaxy M51, and more.

### Proposals

Affordable mid-range phones are highly sought after in the Indian market, where price sensitivity is a major factor. Samsung has the opportunity to introduce more cost-effective mid-range phones that offer excellent value for money. Key features such as a good camera, long battery life, and ample storage would be well-received by users.

Considering the gradual rollout of 5G networks in India, there is a growing demand for smartphones that support 5G connectivity. Samsung can seize this opportunity by launching more 5G-enabled phones tailored to the Indian market.

Given the significant amount of time Indian users spend on their phones, having a device with robust battery life is crucial. Samsung can meet this need by introducing phones with larger batteries or optimizing their software to enhance battery performance.

Camera performance is a crucial consideration for Indian users, who often prioritize phones with excellent camera quality. Samsung can focus on improving its camera capabilities by launching phones with enhanced sensors, advanced image processing, and superior low-light performance.

In the highly competitive Indian market, pricing and marketing play pivotal roles. Samsung can gain an advantage over its competitors by offering aggressive pricing strategies and launching targeted marketing campaigns that resonate with the Indian audience.

These proposals provide a starting point for Samsung, but conducting market research and analyzing consumer behavior in the Kanpur region will be vital. By gaining insights into specific requirements and demands, Samsung can develop and launch phones that cater to the needs of the local market, thereby gaining a competitive edge.

## CONCLUSION

In conclusion, the mobile phone market experienced a slowdown in 2019 due to technical issues and marketing blunders, but factors such as local consumer preferences, competition, and pricing strategies are expected to improve smartphone sales in the coming years. Samsung, as a major player in the market, can leverage its diverse product portfolio, strong brand recognition, advanced technology, and manufacturing capabilities to make a significant impact in the Kanpur market.

To enter the Kanpur market, Samsung should consider factors such as local consumer preferences, competition from other brands, and pricing strategies. The company's strong brand recognition, diverse product portfolio, and advanced technology can help it gain a foothold in the market. Samsung's distribution system, including its own retail stores, partnerships with authorized retailers, carrier partnerships, and online sales platforms, ensures wider availability and reach for customers.

In the global marketing strategy, Samsung should conduct thorough market research, identify regulatory barriers and cultural differences, and develop a comprehensive market entry plan that considers the company's strengths and weaknesses. By focusing on elements such as market research, product differentiation, regional customization, influencer partnerships, omni-channel presence, and data-driven marketing, Samsung can effectively target and segment the global market for its phones.

In the Kanpur market, sales professionals may face challenges such as intense competition, price sensitivity, limited awareness, inefficient distribution channels, cultural and language differences, and resistance to change. To overcome these challenges, Samsung can invest in improving internet connectivity, conducting digital literacy campaigns, building strong relationships with potential clients, offering personalized solutions, and highlighting unique features and benefits.

Samsung's success in the Indian smartphone market can be attributed to its wide range of offerings, strong distribution network, marketing campaigns, and after-sales service. Samsung should continue to innovate, address consumer demands, and maintain a competitive edge against rivals like Apple, Xiaomi, Vivo, and Oppo.

In terms of comparing Samsung models, factors such as specifications, features, pricing, and target audience should be considered. Samsung's varied pricing strategy in India, offering devices across different price segments, allows it to cater to a wide range of consumers. Competitors like Apple, Xiaomi, Vivo, and LG pose challenges, and Samsung must continue to innovate and address consumer demands to maintain its market leadership.

In summary, Samsung's strong brand recognition, diverse product portfolio, advanced technology, and manufacturing capabilities provide competitive advantages in the mobile phone market. By considering local consumer preferences, competition, and pricing

strategies, Samsung can make a significant impact in the Kanpur market. Through a comprehensive global marketing strategy, Samsung can effectively target and segment the global market for its phones. Despite challenges and competition, Samsung's success in the Indian market can be attributed to its wide range of offerings, strong distribution network, marketing campaigns, and after-sales service. By continuing to innovate and address consumer demands, Samsung can maintain its market leadership and ensure long-term success and growth.

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