CHRISTIAN SERVICE UNIVERSITY COLLEGE

SCHOOL OF BUSINESS

DEPARTMENT OF MARKETING, LOGISTICS AND CORPORATE STRATEGY

ASSESSING STUDENTS PERCEPTION ON SAMSUNG MOBILE PHONE ATTRIBUTES IN CSUC

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A THESIS SUBMITTED TO THE DEPARTMENT OF MARKETING, LOGISTICS AND CORPORATE STRATEGY OF CHRISTIAN SERVICE UNIVERSITY COLLEGE SCHOOL OF BUSINESS IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF A DEGREE IN BACHELOR OF BUSINESS ADMINISTRATION

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STATEMENT OF AUTHENTICITY

We have read the university regulations relating to plagiarism and certify that this report is all our own work and do not contain any unacknowledged work from any other source. We also declare that we have been under supervision for this report herein submitted.

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DECLARATION

We hereby declare that this work is our own research towards the award of a degree in bachelor of business administration and contain no material formally published by any other person or any material which has been accepted for the award of any other degree of the universities except where suitable acknowledgement has been made in the text.

DEDICATION

We dedicate this work to all our families for their prayers and support.

ABSTRACT

The main purpose of this study was to assess how the perception of Samsung mobile phone attributes influence the decision of students in Christian Service University College to prefer Samsung mobile phones to other brands on the Ghanaian mobile market. The objectives of the study are (1) To find out the most used mobile phone brand among the students, (2) To identify the Samsung attributes that influences a buyer's decision to purchase Samsung mobile phone,(3)To identify the attributes that makes Samsung mobile phone a preferred choice of mobile phone and (4)To determine the perception of Samsung mobile phone attributes among different levels of student.

This study used deductive approach in which a qualitative survey was carried out among students in Christian Service University College, Kumasi. Both primary and secondary data were explored with the administration of questionnaire as the main tool for the data collection using convenient sampling. Moreover, six important factors i.e. price, variety of product, product portability, brand name, durability and size were selected and analyzed through the use of correlation and multiple regressions analysis. From the analysis, it was clear that brand name, variety of Samsung models strongly influenced the students to prefer Samsung mobile phones to the other brands of mobile phones on the market. Even though, these perceived attributes influenced the students of Christian Service University College to prefer Samsung mobile phones to other brands of mobile phones on the market, perceived attributes like price, size, durability, portability also had an influence in their decision making to choose Samsung mobile phones over other brands. From the study, these same attributes influenced those who do not use Samsung mobile phones. The study suggested that perceived attributes such as price and product variety should be looked at very critically to ensure that Samsung mobile phones continue to be the preferred mobile phone brand for the students of Christian Service University College.

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CHAPTER ONE

1.0 Introduction

Communication is a common habit among all living beings on earth. But human beings have more advanced and improved communication channels than animals. Communication channels can be classified as traditional methods and modern methods. Because of the new technology innovation communication is also improving day by day. Being on this environment, mobile phone is also obtained as improved way of communication among human beings. At present mobile phone can be highlighted as one of the most common information sources. According to recent findings by the Population Reference Bureau Country Statistics (2014), mobile phone is one of the most common information access devices with almost 31% of the global population having access. People are using mobile phones not only for voice communication but also other purposes as Short Message Services (SMS), Multimedia Message Services (MMS), recording, calculating, playing games etc.

Smartphone has revolutionized the way we do things. 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.

Furthermore, according to Knapman (2012), consumers of Smartphone are strongly influence by brand when it comes to choosing Smartphone. According to Ahmed (1991) a strong and clear brand image can increase consumer confidence and convince consumers to purchase. This can even affect the kind of perception a consumer has over a certain brand of mobile phone thereby influencing the decision of a buyer. Brands of mobile phones commonly used includes Samsung, Nokia,I phone, Motorola Alcatel,Huaweietc.

Samsung phones are loved by a lot of people and its name is synonymous with reliability. It is one of the biggest brands in Telecommunications Industry globally. It has its presence in every segment of the market. It offers the cheapest of phones with the most basic features as well as high-end swanky phones with all the latest features. Samsung prices are usually competitor based, in such a way as, they try to keep their prices a bit lower than those of the closest competitors, but not as low as the "smallest" competition as consumers do not mind paying the extra money for the "extra quality" they will receive with a well-known brand, such as Samsung. Samsung phones are generally sold at all established mobile phone dealers, although they are also sold at other retailers and other electrical suppliers. The products are only sold in the electrical suppliers and store other than dedicated phone dealerships after the introductory period so the phones can remain limited edition, as this will encourage younger consumers to buy them. Samsung tend to promote the new technologies and mobile devices they create using one big advertising campaign that focuses on a singular technology instead of each individual handset so they can appeal to a lot of different markets with one campaign. When the phones came out they were big and bulky and quite unattractive but now they are all quite sleek and stylish with

phones now they are small and slim. Most of the phones produced nowadays have accessories that consumers must buy with them (carry cases, hands free kits and in-car chargers) these generate Samsung a lot of profit, as they are very high priced. The company of Samsung presently offers various models of phones including Galaxy Grand Max, Galaxy E7, Galaxy E5, Galaxy J1, Galaxy A7, Galaxy Note 4, Galaxy Mega 2, Galaxy S5 MINI, Galaxy Core 2, Galaxy S5 Sport, Galaxy S5 Active, SM-G9098, Galaxy K zoom, Galaxy Beam etc.

1.1 Background

Mobile phone has become an indispensible part of the everyday life of students in the tertiary institutions and students in Christian Service University College are of no exception. The telecom revolution has made it possible for a developing country like Ghana to even have access to all forms of emerging technological way of doing things. Mobile phone markets are one of the most turbulent market environments today due to the increased competition and rapid change of technology. The mobile market is also increasingly becoming important in developing countries such as Ghana, with benefits such as increased employment and wages. Ghana has a big mobile market industry and the industry is expanding very quickly. This is evident in the number of telecommunication service providers currently operating in Ghana.

Since launching the first cellular mobile network in sub-Saharan Africa in 1992, Ghana has developed one of the continent's most vibrant mobile markets with six competing operators including regional heavy weights such as MTN, Vodafone, Airtel and Millicom (Tigo). The entry of Nigeria's Globacom as the sixth player in 2012 has also delivered another boost to the sector. This is to say that there has been a consistent increase in the purchase of mobile phones in

the country. Regular reports shows 87% year –on-year increase in the usage purchase of mobile phones in the country.

Over the years, phone business firms have experienced enormous changes in the rate at which political, economic, social and technological events occur. Not only is the environment rapidly changing, but phone business firms themselves are becoming complex. Majority of companies have shifted from single-product-line firms to multiple-industry and even multi-national organizations. While there have been considerable discussions of models for making strategic decisions and some key marketing variables related to long term company performance, little attention has been directed toward another important strategic issue, that is – what is the perception of students on Samsung mobile phones? In general psychological terms, perception is our ability to make some kind of sense of reality from the external sensory stimuli to which we are exposed. Several factors can influence our perception, causing it to change in certain ways. For example, repeated exposure to one kind of stimuli can either make us oversensitive or desensitized to it. Additionally, the amount of attention we focus on something can cause a change in our perception of it. Therefore knowing the perceptions of your customers enhances the purchase of the product and makes it easy for organization in branding their product or the organization.

1.2 Statement of the Problem

Consumer perception of product attributes can influence the formation and change of attitude, thereby impose its influence on buying behavior. Kotler and Armstrong(2005) said that consumers regard product as the combination of product attributes which are capable to satisfy their interests or requirements. Advances in technology, changes in consumer lifestyle and

intense competition have affected perceptions and buying behavior of consumers. The researcher is thus looking into how these perceptions associated with Samsung mobile phone attributes have affected consumer buying behaviour.

1.3 Selection of the study area

Christian Service University College (CSUC) is located at OdenehoKwadaso in the Ashanti region of Ghana. CSUC is purposely selected for the present study since, the, University is familiar to the researchers. The students in the University can be grouped based on their levels, programs, gender, session and as working and non-working. The University holds a population of about 1000 students.

1.4 Research Objectives

The main objectives of this study are;

1) To find out the most used mobile phone brand among the students.
2) To identify the Samsung attributes that influences a buyer's decision to purchase Samsung mobile phone
3) To identify the attributes that makes Samsung mobile phone a preferred choice of mobile phone.
4) To determine the perception of Samsung mobile phone attributes among different levels of student.

1.5 Research Questions

1) Which mobile phone is mostly used by students in Christian Service University College?

2) What attributes of Samsung influences a student from Christian Service University College to purchase a Samsung phone?

3) What attributes make Samsung mobile phone the preferred choice by the students?

4) What is the perception of Samsung mobile phones attributes among the different levels of students in Christian Service University College?

1.6 Significance of the study

This study will tend to add to the body of knowledge existing in the field of marketing and also seek to be a benefit to customers of Samsung and the students in CSUC in general. Investors would understand the perception CSUC students have on Samsung mobile phone attributes and it will help enhance the company's decisions based on branding policies and strategies.

1.7 Methodology

The research was based on survey. The population of the research includes Samsung phone users in CSUC. The sampling method of the research was the simple random sampling in selecting students and the convenience sampling in selecting Samsung phone users which is based on their readiness to respond. Primary data was the main source of information for this research and was obtained mainly through questionnaires and some interviews. Secondary data was also used in the research. The results were analyzed using the statistical tables, graphs and SPSS (Statistical Package for the Social Sciences).

1.8 Limitation of the study

The research work was limited by time and financial constraints. Getting respondents to complete the questionnaires were also a challenge due to the different levels of study and sessions attended by students.

1.9 Organization of the study

This research work is in five chapters.

Chapter one talks about the background to the study, problem statement and objectives of the study. The chapter also talks about the research questions, justification for the research work and the scope of the study. Chapter Two focuses on review of relevant related literature, while methodology is dealt with in Chapter Three, this talk about the research design and the data collection instrument and procedure used in gathering data for the research work. Chapter Four, deals with discussion and presentation of findings. The summary of findings, conclusion and recommendations make up Chapter Five.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This part of the paper attempts to make a review of research articles in the related field of the study undertaken. A focused review of the available literature helped us to get in depth of the topic and to understand the contributions of others as well as to identify the research gap. Bitta (2002) observes the term customer as typically used to refer to someone who regularly purchase from a particular store or company. The term, consumer, more generally refers to any one engaging, acquiring, using or disposing goods and services. According to a famous web portal (www.brint.com) the components of customer value are simple. Product quality, service quality, price and image shape a customer's perception value. A firm's strategy and performance in these areas are integrated by customers' perception of value proposition. This is particularly important for first time customers. In this highly competitive business environment, the customers will compare the perceived value of competitive offerings. The ultimate 'winner' in the battle for the customers' pocketbook is the firm that delivers the 'best value' from the customer's perspective. In the study by Gladwin (2003), the Lancaster model of consumer demand is referred as the product attributes model to evaluate brand positioning. This model assumes that consumer choice is based on the characteristics of a brand. According to Mason & Bequette (1998) perception of product performance are more important than actual performance. The authors opined that marketing managers should know the attributes that consumers expect in a product and positive or negative attributes help develop and promote a successful product.

2.1 Concept of Perception

Consumers make decisions on a daily basis by means of the consumer decision-making process. It is documented in literature (Schiffman, Kanuk& Hansen, 2008) that the consumer decision-making process comprises a number of stages, namely need recognition, search for information, evaluation of alternative options that could meet the consumer's expressed need, purchase and post-purchase evaluation. The decision-making process as a whole, as well as each stage in the process, is influenced by a number of external influences (such as family, culture and reference group) as well as internal influences (such as perception, motivation and personality) (Schiffman et al., 2008).

Hawkins and Mothersbaugh (2010) explain that perception begins with consumers' exposure and attention to marketing stimuli and ends with their interpretation of the stimuli. Consumers' perception is not only determined by the characteristics of the stimuli, but also the characteristics of the consumer him- or herself. It is therefore essential that marketers obtain a thorough understanding of their target markets as well as how consumers will perceive various marketing-related stimuli. Four elements of the marketing mix, namely product, place, distribution (or location in the case of a store) and promotion, could influence consumers' perceptions of the business, and therefore their selection of a store. Customers perceive the product's value based on its benefits which, in turn, is influenced by the product's performance, features, quality, warranties, packaging and labeling (Schiffman, Kanuk& Hansen, 2008).

Brand perception is a term used to describe the way consumers view a particular brand of products. Consumer perception applies the concept of sensory perception to marketing and advertising. Sensory perception relates to how humans perceive and process sensory stimuli through their five senses, consumer perception pertains to how individuals form opinions about

companies and the merchandise they offer through the purchases they make (Schiffman, Kanuk& Hansen, 2008).

Merchants apply consumer perception theory to determine how their customers perceive them against other competitors. Companies use consumer perception theory to develop marketing and advertising strategies intended to attract, retain and manage customer relations for long term survival in the competitive market (Balmer et al, 2011). Consumer perception theory is any attempt to understand how a consumer's perception of a product or service influences their behavior. Consumer perception is used by marketers when designing a campaign for a product or brand (Hawkins and Mothers Baugh, 2010).

A brand is associated with an image, a set of expectations or recognizable logo (Davis et al. 2010). The goal of a brand is to set a product or service apart from others of its kind, and influence the consumers to choose the product over similar products simply because of its associations. Consumers can evaluate a product along several levels logo (Davis et al. 2010).

Consumer perception involves augmented properties, which offer less tangible benefits, such as customer assistance, maintenance services, training, or appealing payment options. In terms of competition with other products and companies, consumers greatly value these added benefits when making a purchasing decision, making it important for manufacturers to understand the notion of a "total package" when marketing to their customers (Hawkins and Mothersbaugh, 2010).

2.1.1 The Concept of Brands

Aaker (1991) defines a brand as the "name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers". A brand is often the most

valuable asset of a corporation. Brand equity is a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm/or to that firm's customers (Keller, 1998). Although the assets and liabilities on which brand equity is based will differ from context to context, they can be usefully grouped into five categories: brand loyalty, brand name awareness, perceived brand quality, brand associations, and other proprietary brand assets (Keller, 1998).

Brand owners manage their brands carefully to create shareholder value, and brand valuation is an important management technique that ascribes a money value to a brand, and allows marketing investment to be managed to maximize shareholder value. Although only acquired brands appear on a company's balance sheet, the notion of putting a value on a brand forces marketing leaders to be focused on long term stewardship of the brand and managing for value (Keller, Kevin Lane, 1998).

A brand is a product, service, or concept that is publicly distinguished from other products, services, or concepts so that it can be easily communicated and usually marketed (Keller, Kevin Lane, 1998). A brand name is the name of the distinctive product, service, or concept. Branding is the process of creating and disseminating the brand name. Branding can be applied to the entire corporate identity as well as to individual product and service names.

Brands are usually protected from use by others by securing a trademark or service mark from an authorized agency, usually a government agency. Brands are often expressed in the form of logos, graphic representations of the brand (Aaker, 2012). A company's brands and the public's awareness of them are often used as a factor in evaluating a company. Corporations sometimes hire market research firms to study public recognition of brand names as well as attitudes toward the brands (Aaker, 2012).

2.1.2 Brand Perception

Depending on the circumstances, the perception of a given brand and the products marketed under that brand can be anywhere along a spectrum, ranging from very positive to highly negative (Keller &Kevin Lane, 1998). There are several factors that can influence brand perception, including consumer experience with a brand, the opinions of other consumers, the type of advertising used to promote the brand, and even shifts in the economy (Anand and Bharat, 2010). People emerge with different perceptions of the same product because of three perceptual processes; selective distortion, selective attention and selective retention (Kotler Keller, 2009).

2.1.3 Elements influencing Brand Perception

One of the key elements with an impact on brand perception is the experience of the consumer who chooses to buy a product made under a certain brand. Assuming that the product works properly and meets consumer expectations, there is a good chance that the product will be purchased again in the future. At the same time, that positive experience will motivate that consumer to try other products marketed under the brand name, expecting to enjoy the same level of enjoyment and satisfaction obtained from the previous product (De Chernatony and Leslie 2011).

Word of mouth can also play a significant role in brand perception. When consumers share positive or negative experiences regarding use of products marketed under a given brand, this will often have some impact on how others perceive not only those products but also the brands themselves (Anand and Bharat, 2010).

For example, if enough consumers find that the ketchup and mustard marketed under a certain brand are substandard in quality, there is a good chance that those hearing the complaints will assume that the pickle relish marketed under that same brand will also be substandard. Consumers often judge the quality of a product on the basis of a variety of information cues, which they associate with the product. Some of these cues are either intrinsic to (inherent in) the product while others are extrinsic to (external to) the product e.g. price. A number of studies show that consumers rely on price as an indicator of product quality. Marketers can take advantage of the assumed price- quality relationships to position their products.

Consumers have a vast number of attitudes towards products and brands. There is a general agreement that attitudes are learned. This means that they are formed as a result of direct experience with the product, information acquired from others, and exposure to mass media (e.g. advertising).

As a predisposition, attitudes have a motivation quality- that is they might propel a consumer to a particular behavior e.g. purchase. As consumers come into contact with others, especially family, close friends and admired individuals (e.g. respected teacher) they form opinions that influence their lives. The family is an extremely important source of formation of attitude and opinions – for it is the family that provides many values and a wide range of central beliefs towards a particular behavior or repels the consumers away from a particular behavior.

2.1.4 Brand Asset Management

Hatch (2011) also argues about a new way of managing brands. He argues that brands, along with people, are a company's most valuable asset. "There is growing support for viewing and managing the brand as an asset and thus having the brand drive every strategic and investment

decision" This becomes relevant given that the top three strategic goals for brand strategy nowadays are increasing customer loyalty, differentiating from the competition, and establishing market leadership (Gobé, Marc 2011). It is important for a company to change its state of mind in order to adopt this perspective because "brand management has to report all the way to the top of the organization and has to involve every functional area" (Greene and William, 2012) defines Brand Asset Management as "a balanced investment approach for building the meaning of the brand, communicating it internally and externally, and leveraging it to increase brand profitability, brand asset value, and brand returns over time".

2.1.5 Brand Performance

Brand Performance means the value the brand has to provide to the organization and customers (Keller & Kevin, 1998). Brand performance in the market can be measured through; top-of-mind brand associations, perceived brand delivery against the most important customer benefits, attitudinal loyalty toward the brand, brand differentiation, price sensitivity, vitality (a measure of brand marketplace momentum), quality perceptions, value perceptions, accessibility perceptions, emotional connection to the brand, values alignment with its customers, distribution, market share, brand sales and brand profitability (Keller & Kevin , 1998). Investments into a brand have to be designed for the long run. Marketing plans have to be laid out in a way that it is possible to determine the return-on-investment, market share, volume of sales and profits generated from the brand (Aaker, 2012). Brands should be taken out of the general business assets and moved to associate companies which deal exclusively with brand utilization. The business purpose of a brand utilization company is the achievement of brand performance (Keller, 1998).

2.2 Product Attributes

Earlier studies such as Lancaster (1966) held that attributes are the objective Physical aspect of a product. He said that people do not acquire products for the sake of the products themselves, but for the utility that is produced by characteristics of the products attributes. However, many of the product characteristics that are important from the point of view of consumers as well as designers are neither physical nor objective. Therefore, according to Grunet (1989), product attribute is "any aspect of the product itself or its use that can be used to compare product alternatives." "Each alternative can (but need not) be characterized by all attributes, that is, using one attribute does not preclude using another"(Nelson, 1970). Attributes may concern concrete product properties, practical consequences the product and its use and possession may cause, or consequences related to consumers' personal values. Product Attributes are requirement factors placed on a product from a consumer. Every product item is viewed as a combination of correlative product attributes by the consumer. The designed functions of the product, together with the appearance, price, brand, package and after-sale service, are all parts of product attributes. "Attribute is said to be important if a change in the individual's perception of that product attribute leads to a change in the attitude toward the product." (Jaccard, Brinberg, & Ackerman, 1986). Attribute importance is characterized by the salience and determinacy of an attribute. Salience refers to the accessibility of the attribute, and determinacy to the correlation between an attribute and overall preference. Lefkoff-Hagius and Mason (1990) created a synthesis from a number of earlier studies and divided product attributes into the three categories: characteristics attributes, beneficial attributes and image attributes. Characteristics attributes are related to the physical properties of a product; beneficial attributes refer to benefits or risks that the product may cause; and image attributes are

properties of the product that have an ability to define the product owner's relation to other people or self.

2.2. 1 Influence of Product Attributes

Consumer perception of product attributes can influence the formation and change of attitude, thereby impose its influence on buying behavior. Kotler and Armstrong(2005) said that consumers regard product as the combination of product attributes which are capable to satisfy their interests or requirements. Consumers make evaluation and choice according to certain rules regarding the performance of product attributes, and the importance they put on every attribute. Payne (1976) suggested that consumers attach different importance on product attributes. In certain occasions, only one single product attribute can lead to the buying decision, while in some other occasions there is a complex process when they are making any decision based on product attributes. Bahn et al. (2007) studied how feel of material, elasticity, tactile oneness, shape, and color of the passenger car crash pad influences satisfaction. The results indicated that softness of material was the key affective response factor of satisfaction. Product attributes also influence affect. Seva et al. (2007) found strong relationship between attributes of mobile phone and prepurchase affect. For example, slimmer phones increase feeling of contentment and encouragement, larger display increase feelings of amazement and encouragement .

2.3 Brief Historical Overview of Ghana's Telecom Industry

Until 1994, Ghana's telecommunication industry was monopolized by the incumbent-government corporation, Ghana Post, Telephone and Telegraph (PTT). Between 1994 and 2000,

Ghana moved from a government controlled PTT to a competitive telecom environment that allowed strong internet and mobile telecom network providers to operate. This was as a result of the deregulation of Ghana's telecommunications sector in 1994 under the Accelerated Development Program (ADP) 1994-2000 (Addy-Nayo, 2001) when the Government announced a five-year comprehensive restructuring of the industry. The main policy objectives of the program were formulated with the assistance of the World Bank, consultants and other stakeholders, and aimed at:

) Achieve a density between 1.5 and 2.5 lines per 100 people.

) Improve public access in rural and urban areas, through the provision of payphone facilities (public and private).

) Expand the coverage of mobile services.

) Promote Ghanaian ownership and control of telecommunications companies.

) Retain an overall public regulatory control of the sector through the creation of a single agency: the National Communications Authority (NCA) (Addy-Nayo, 2001, p.7).

) The ADP adopted the following strategies to achieve the above-stated policy objectives.

) The authorization of two national network operators: Ghana Telecom and a new independent operator.

) Support of new financing arrangements which promote investment in new telecommunications infrastructure throughout the country.

) Privatization of Ghana Telecom through the sale of a strategic stake to an international operating company combined with measures to broaden share ownership in Ghana (Addy-Nayo, 2001, p.7).

As of middle of and later pert of the year 2000's there were four cellular (mobile) phone networks in Ghana namely, Millicom Ghana Ltd, Onetouch GSM Services – Ghana, MTN Ghana – Scancom Ghana Ltd and Kasapa Telecom Limited. But as of now, two have been added in the name of BhartiAirtel Company Limited, operators of Airtel and Globacom Telecommunication, operators of Glo.

2.3.1 The values that define Samsung's spirit

Samsung believes that living by strong values is the key to good business. That is why these core values, along with a rigorous code of conduct, are at the heart of every decision the company makes.

People

Quite simply, a company is its people. At Samsung, we're dedicated to giving our people a wealth of opportunities to reach their full potential.

Excellence

Everything we do at Samsung is driven by an unyielding passion for excellence and an unfaltering commitment to develop the best products and services on the market.

Change

In today's fast-paced global economy, change is constant and innovation is critical to a company's survival. As we have done since our foundation, we set our sights on the future, anticipating market needs and demands so we can steer our company toward long-term success.

Integrity

Operating in an ethical way is the foundation of our business. Everything we do is guided by a moral compass that ensures fairness, respect for all stakeholders and complete transparency.

Co-prosperity

A business cannot be successful unless it creates prosperity and opportunity for others. Samsung is dedicated to being a socially and environmentally responsible corporate citizen in every community where we operate around the globe.

2.4 Organizational profile of Samsung mobile phones

In 1938, Lee Byung-chull (1910–1987) of a large landowning family in the Uiryeong county came to the nearby Daegu city and founded Samsung Sanghoe, a small trading company with forty employees located in Su-dong (now Ingyo-dong). It dealt in groceries produced in and around the city and produced its own noodles. The company prospered and Lee moved its head office to Seoul in 1947. When the Korean War broke out, however, he was forced to leave Seoul and started a sugar refinery in Busan named Cheil Jedang. After the war, in 1954, Lee founded CheilMojik and built the plant in Chimsan-dong, Daegu. It was the largest woolen mill ever in the country and the company took on the aspect of a major company.

Samsung diversified into many areas and Lee sought to help establish Samsung as an industry leader in a wide range of enterprises, moving into businesses such as insurance, securities, and retail. President Park Chung Hee placed great importance on industrialization, and focused his

economic development strategy on a handful of large domestic conglomerates, protecting them from competition and assisting them financially.

In 1947, Cho Hong-jai (the Hyosung group's founder) jointly invested in a new company called Samsung Mulsan Gongsa, or the Samsung Trading Corporation, with the Samsung Group founder Lee Byung-chull. The trading firm grew to become the present-day Samsung C&T Corporation. But after some years Cho and Lee separated due to differences in management between them. He wanted to get up to a 30% group share. After settlement, Samsung Group was separated into Samsung Group and Hyosung Group, Hankook Tire, and others.

In the late 1960s, Samsung Group entered into the electronics industry. It formed several electronics-related divisions, such as Samsung Electronics Devices, Samsung Electro-Mechanics, Samsung Corning, and Samsung Semiconductor & Telecommunications, and made the facility in Suwon. Its first product was a black-and-white television

In 1980, Samsung acquired the Gumi-based Hanguk Jeonja Tongsin and entered the telecommunications hardware industry. Its early products were switchboards. The facility was developed into the telephone and fax manufacturing systems and became the center of Samsung's mobile phone manufacturing. They have produced over 800 million mobile phones to date. The company grouped them together under Samsung Electronics in the 1980s.

After Lee, the founder's death in 1987, Samsung Group was separated into four business groups that are, Samsung Group, Shinsegae Group, CJ Group, and the Hansol Group. Shinsegae (discount store, department store) was originally part of Samsung Group, separated in the 1990s from the Samsung Group along with CJ Group (Food/Chemicals/Entertainment/logistics) and the Hansol Group (Paper/Telecom). Today these separated groups are independent and they are not part of or connected to the Samsung Group. One Hansol Group representative said, "Only people

ignorant of the laws governing the business world could believe something so absurd", adding, "When Hansol separated from the Samsung Group in 1991, it severed all payment guarantees and share-holding ties with Samsung affiliates." One Hansol Group source asserted, "Hansol, Shinsegae, and CJ have been under independent management since their respective separations from the Samsung Group". One Shinsegae department store executive director said, "Shinsegae has no payment guarantees associated with the Samsung Group".

In 1980s, Samsung Electronics began to invest heavily in research and development, investments that were pivotal in pushing the company to the forefront of the global electronics industry. In 1982, it built a television assembly plant in Portugal in 1984, a plant in New York in 1985, a plant in Tokyo in 1987, a facility in England and another facility in Austin, Texas, in 1996. As of 2012, Samsung has invested more than US$13 billion in the Austin facility, which operates under the name Samsung Austin Semiconductor. This makes the Austin location the largest foreign investment in Texas and one of the largest single foreign investments in the United States.

Samsung started to rise as an international corporation in the 1990s. Samsung's construction branch was awarded a contract to build one of the two Petronas Towers in Malaysia, Taipei 101 in Taiwan and the BurjKhalifa in United Arab Emirates. In 1993, Lee Kun-hee sold off ten of Samsung Group's subsidiaries, downsized the company, and merged other operations to concentrate on three industries: electronics, engineering, and chemicals. In 1996, the Samsung Group reacquired the Sungkyunkwan University foundation.

Samsung became the largest producer of memory chips in the world in 1992, and is the world's second-largest chipmaker after Intel (see Worldwide Top 20 Semiconductor Market Share Ranking Year by Year). In 1995, it created its first liquid-crystal display screen. Ten years later,

Samsung grew to be the world's largest manufacturer of liquid-crystal display panels. Sony, which had not invested in large-size TFT-LCDs, contacted Samsung to cooperate, and, in 2006, S-LCD was established as a joint venture between Samsung and Sony in order to provide a stable supply of LCD panels for both manufacturers. S-LCD was owned by Samsung (50% plus one share) and Sony (50% minus one share) and operates its factories and facilities in Tangjung, South Korea. As of 26 December 2011 it was announced that Samsung had acquired the stake of Sony in this joint venture.

Compared to other major Korean companies, Samsung survived the 1997 Asian financial crisis relatively unharmed. However, Samsung Motor was sold to Renault at a significant loss. As of 2010, Renault Samsung is 80.1 percent owned by Renault and 19.9 percent owned by Samsung. Additionally, Samsung manufactured a range of aircraft from the 1980s to 1990s. The company was founded in 1999 as Korea Aerospace Industries (KAI), the result of merger between then three domestic major aerospace divisions of Samsung Aerospace, Daewoo Heavy Industries, and Hyundai Space and Aircraft Company. However, Samsung still manufactures aircraft engines and gas turbines.

In 2000, Samsung opened a computer programming laboratory in Warsaw, Poland. Its work began with set-top-box technology before moving into digital TV and smartphones. As of 2011, the Warsaw base is Samsung's most important R&D center in Europe, forecast to be recruiting 400 new-hires per year by the end of 2013.

In 2010, Samsung announced a ten-year growth strategy centered around five businesses. One of these businesses was to be focused on biopharmaceuticals, to which the company has committed 2.1 trillion.

In first quarter of 2012, Samsung Electronics became the world's largest mobile phone maker by unit sales, overtaking Nokia, which had been the market leader since 1998. On 21 August's edition of the Austin American-Statesman, Samsung confirmed plans to spend 3 to 4 billion dollars converting half of its Austin chip manufacturing plant to a more profitable chip. The conversion should start in early 2013 with production on line by the end of 2013. On 14 March 2013, Samsung unveiled the Galaxy S4.

On 24 August 2012, nine American jurors ruled that Samsung had to pay Apple $1.05 billion in damages for violating six of its patents on smartphone technology. The award was still less than the $2.5 billion requested by Apple. The decision also ruled that Apple did not violate five Samsung patents cited in the case. Samsung decried the decision saying that the move could harm innovation in the sector. It also followed a South Korean ruling stating that both companies were guilty of infringing on each other's intellectual property. In first trading after the ruling, Samsung shares on the Kospi index fell 7.7%, the largest fall since 24 October 2008, to 1,177,000 Korean won. Apple then sought to ban the sales of eight Samsung phones (Galaxy S 4G, Galaxy S2 AT&T, Galaxy S2 Skyrocket, Galaxy S2 T-Mobile, Galaxy S2 Epic 4G, Galaxy S Showcase, Droid Charge and Galaxy Prevail) in the United States which has been denied by the court.

On 4 September 2012, Samsung announced that it plans to examine all of its Chinese suppliers for possible violations of labor policies. The company said it will carry out audits of 250 Chinese companies that are its exclusive suppliers to see if children under the age of 16 are being used in their factories.

In 2013, a New Zealand news outlet reported a number of Samsung washing machines spontaneously catching on fire. The corporation is expected to spend $14 billion on advertising

and marketing in 2013, with publicity appearing in TV and cinema ads, on billboards, and at sports and arts events. In November 2013, the corporation was valued at $227 billion.

In May 2014, Samsung announced it will be shutting down its streaming service on 1 July 2014, also meaning the end of the Samsung Music Hub app that typically comes installed on its Android phones. On 3 September 2014, Samsung announced Gear VR, a virtual reality device in collaboration with Oculus VR and developed for the Galaxy Note 4.

In October 2014, Samsung announced a $14.7 billion investment to build a chip plant in South Korea. Construction will begin next year with production beginning in 2017. The company has not yet decided the type of chips to be produced. In October 2014, Samsung also announced it would invest $560 million in the construction of a new 700,000 square metre production complex in Vietnam.

Samsung plans to launch a new set of services beginning early 2015. The goal of this new suite of business offerings, dubbed Samsung 360 Services, is to become a help desk of sorts for businesses IT departments. The customizable services range from technical support to security solutions for having a Samsung employee embedded in a client's business as an on-site support manager or technology consultant.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This section discussed the research methodology that include; research design, target population, sampling size, data collection methods and data analysis method.

3.1 Research Design

This study adopted descriptive research design that took on a cross-sectional survey design aimed at Assessing Students Perception of Samsung Mobile Phone Attributes. The descriptive research design was concerned with finding out the why and how of a phenomenon. A cross-sectional survey design was chosen since in cross-sectional surveys, data was collected at one point in time from sample selected to represent a larger population (Mugenda, 2003).

3.2 Study Population

.The population of this research is based on a section of people from the Christian Service University College area. The target population is primarily students from the Christian Service University College, Odeneho Kwadaso – Kumasi.

3.3 Sample Design

The study used convenient sampling, a sampling technique which is a type of non-probability sampling. The sample was drawn from the part of population that was readily available. (Mugenda & Mugenda, 2003). The researchers used this sampling technique because it is simple and easy to use and understand. The study selected one hundred and fifteen (115) respondents

from the population which comprised of both male and female, day, evening and weekend session of students respectively.

3.4 Data Collection

The data collection instrument used was basically questionnaire. This was distributed to the target population and the responses were used for the final analysis of this research work..

3.4.1 Primary Sources

Primary data was collected using structured questionnaires with both close-ended and open-ended questions. The questionnaires were administered during break periods and after lectures by the researchers at the premises of Christian Service University College. The questionnaires were administered for respondents to fill in immediately within the premises.

3.4.2 Secondary Sources

The secondary source of data collection is the one based on already existing data. In this type`1 of research, the secondary data was mainly collected from textbooks, articles, journals and already existing information from the website of Samsung Company Limited.

3.4.3 Data Analysis

The statistical method used to analyze the data collected for the research work was the multiple regression method. This was made possible by the use of Statically Package for Social Science (SPSS). The data collected in the research was edited, coded, classified on the basis of similarity and then tabulated. To permit quantitative analysis, data was converted into numerical codes

representing attributes or measurement of variables. Descriptive statistics such as frequency distributions, percentages and frequency tables were used to summarize and relate variables which were attained from the study. The study also used regression and correlation analysis.

CHAPTER FOUR

DATA ANALYSIS

4.0 Introduction

This chapter talks about how the data collected from respondents were analyzed. The data was collected through questionnaires that were administered to the students at the Christian Service University. Out of the one hundred and fifteen (115) questionnaires administered, only one hundred (100) answered questionnaires were returned and used in the analysis.

4.1 Demographic Analysis
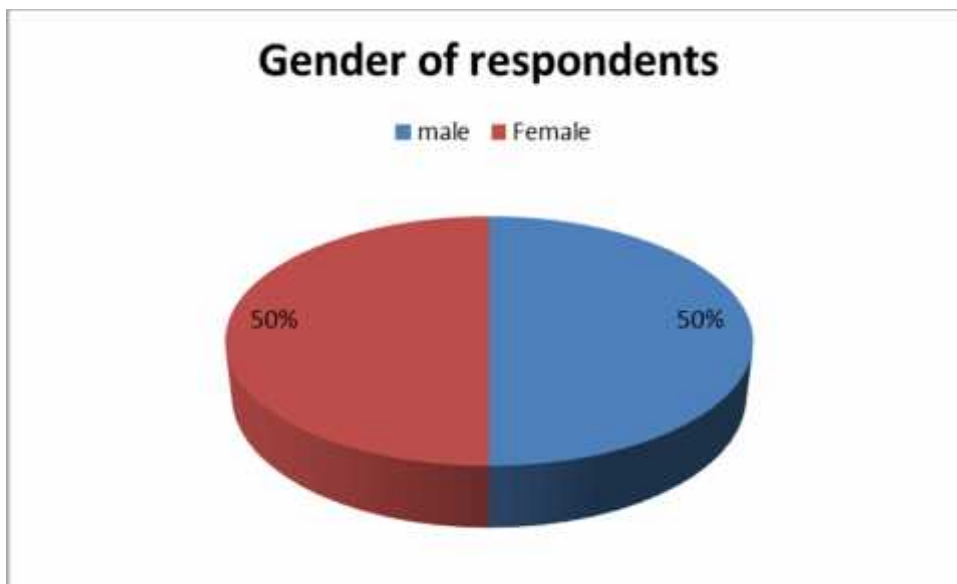
Source: Researcher's field survey, April, 2015

Figure 4.1.1 Gender of Respondents

An inquiry made into the gender of the respondents show in figure 4.1 that the numbers of males who answered and returned the questionnaires are the same as the number of females. That is the male respondents were 50% whiles the female respondents were also 50%.
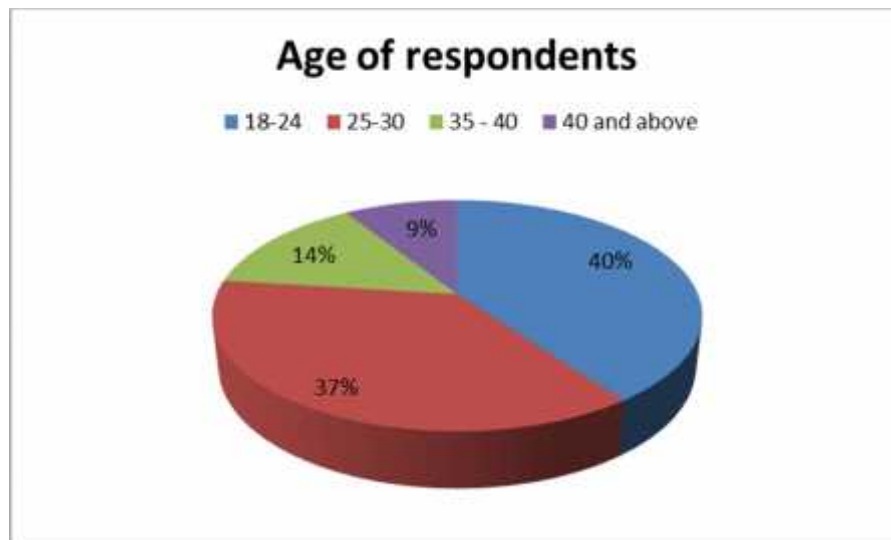
**Figure 4.1.2: Age of Respondents**

An inquiry into the age of the respondents was made through the questionnaires distributed. The results from the inquiry showed that 40% of the respondents are aged between 18 – 24 years. 32% and 14% of the respondents are also aged between 25 – 30 years and 35 – 40 years respectively. Whiles the remaining 9% are aged 40 years and above.
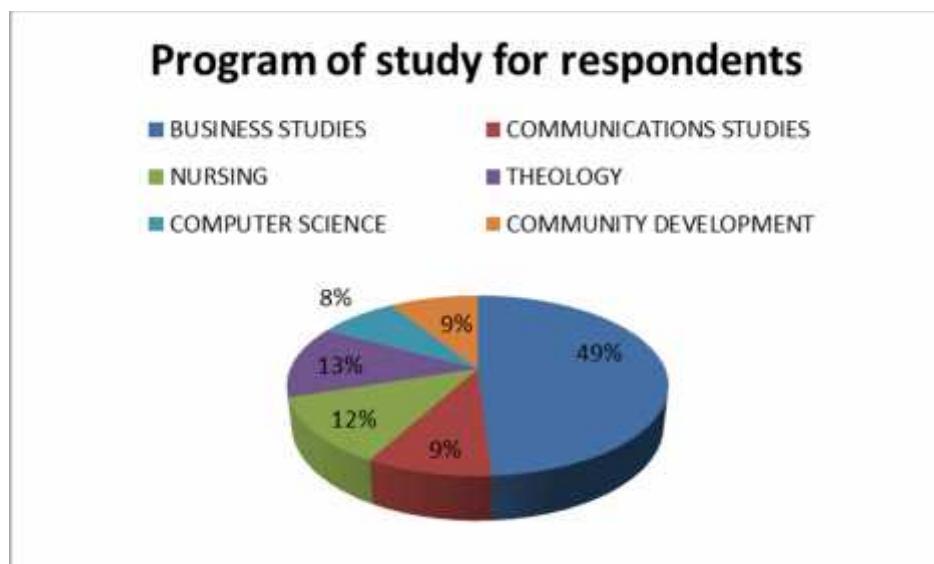
**Figure 4.1.3: Programs studied by respondents**

The findings from figure 4.3 shows that majority of the respondents are business studies students, which represents 40% of the respondents.13% and 12% of the respondents are theology and nursing students respectively. Whiles 9% each of the respondents also represents those who study communication studies and community development respectively. The remaining 8% are computer science students.
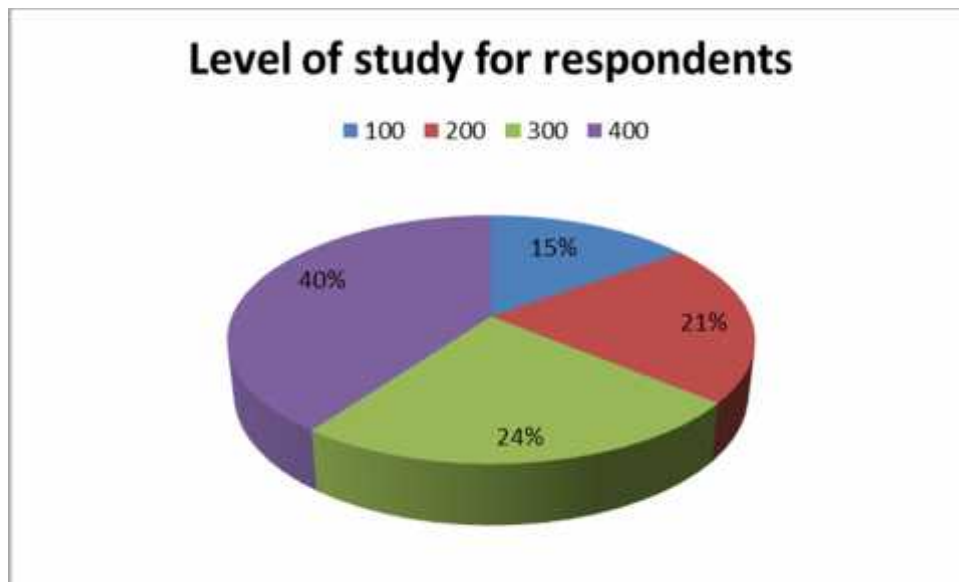
Source: Researcher's field survey, April 2015

**Figure 4.1.4: Respondents level of study**

Figure 4.4 shows that 40% of the respondents are level 400 students and they form the majority whiles the level 300 students form 24% of the respondents.21% of the respondents are level 200 students whiles the remaining 15% are level 100 students.
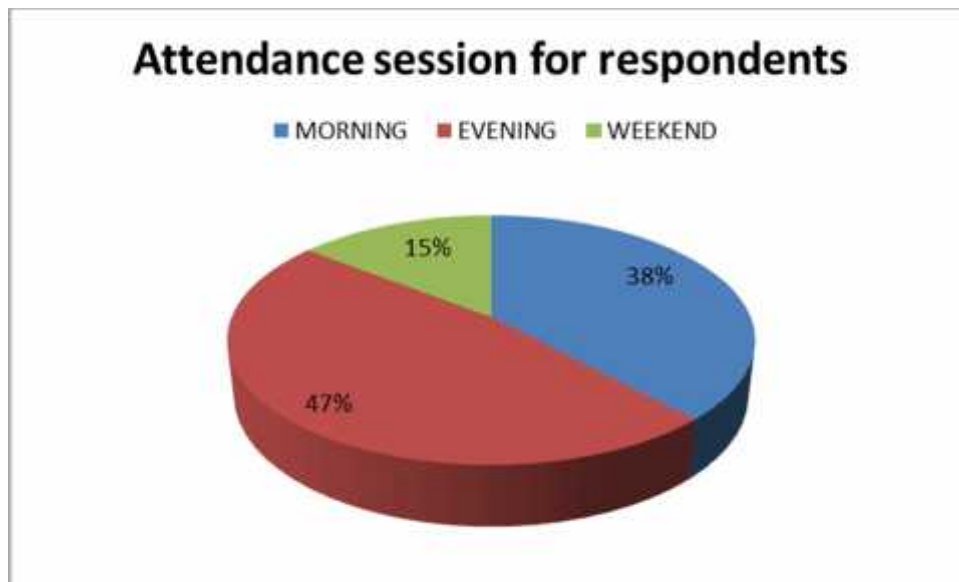
Source: Researcher's field survey, April 2015

Figure 4.1.5: Sessions Respondents Attend

The result from figure 4.5 shows that majority of the respondents are part of the evening session as they represent 47% of the total number of respondents who took the questionnaire, answered and returned it.38% of the respondents are with the morning session whiles the remaining 15% are with the weekend session.
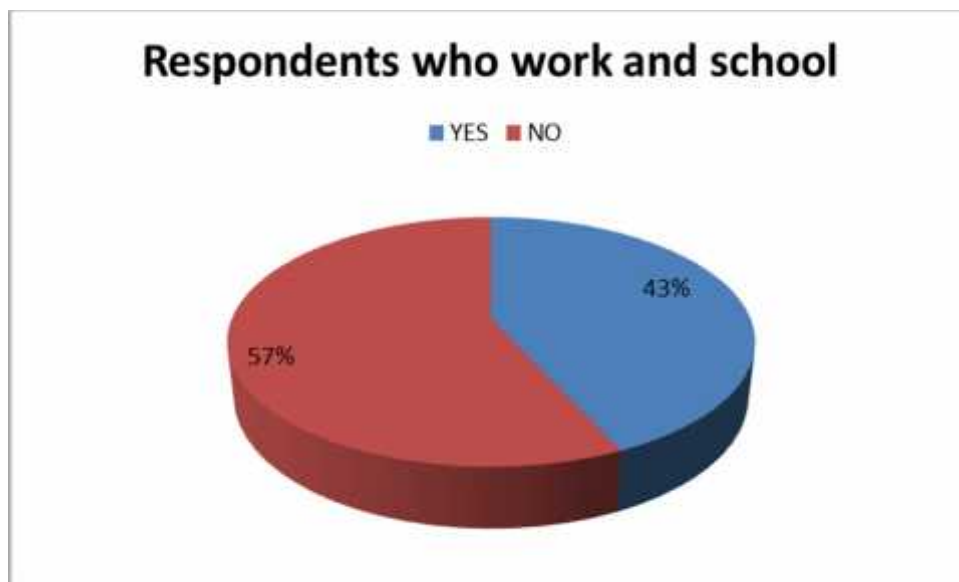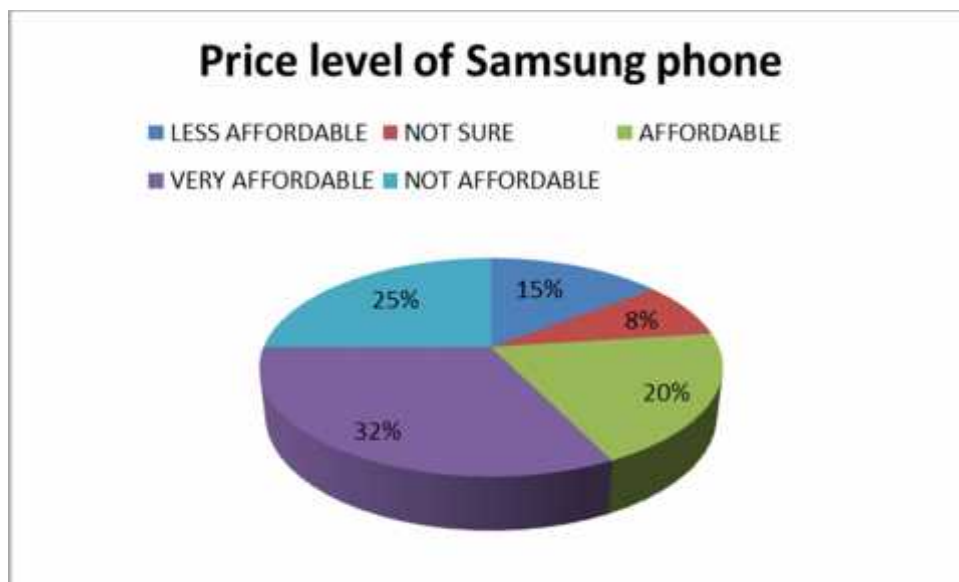

Source: Researcher's field survey, April 2015

Figure 4.1.6: Respondents who work and school and schooling only.

Inferences drawnfrom figure 4.6 shows that more than half of the respondents are not working and schooling at the same time. This is due to the fact that 57% of the respondents rated No when asked whether they work and school at the same time. Whiles the remaining 43% rated Yes as they school and work at the same time.

4.2 Analysis and Discussion of main Data

Source: Researcher's field survey, April 2015

**Figure 4.2.1 Respondents view on the price level of Samsung phones**

The result from figure 4.7 shows that, 32% of the respondents are of the view that Samsung mobile phones are very affordable as compared to the brands of mobile phones. On the contrary, 25% of the respondents think it is less affordable as compared to the other brands. Whiles 20% of the respondents still think its affordable, 15% of the respondents rebutted it sharply that it is not affordable. The remaining 85 of the respondents are not sure whether Samsung mobile phones are affordable as compared to the brands or not.

32
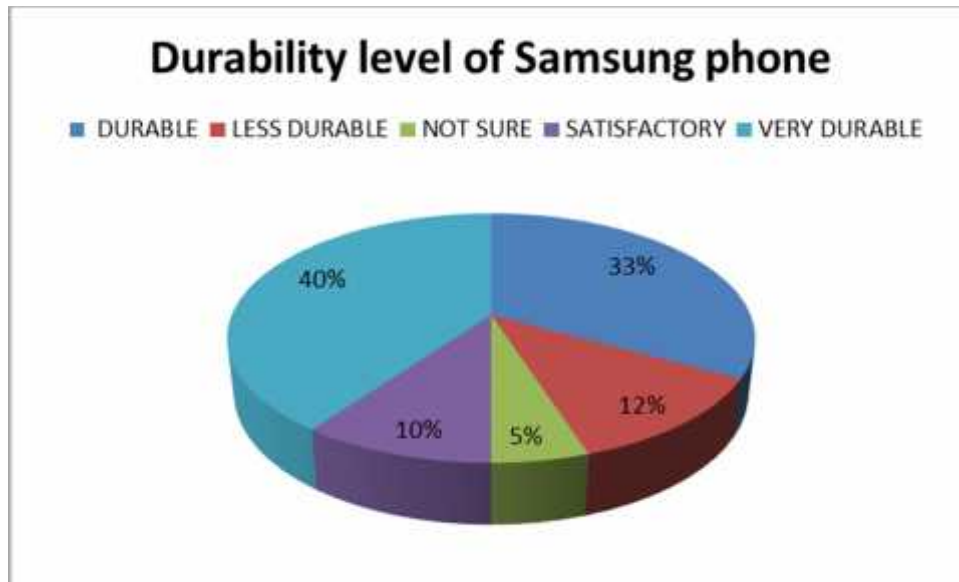
Source: Researcher's field survey, April 2015

**Figure 4.2.2Respondents view on the durability of Samsung phones**

Questionnaires were distributed to find out how durable Samsung mobile phones are as compared to the other brands of mobile phones on the market. The findings as showed in figure 4.1.8 shows that most of the respondents rated that Samsung mobile phones are durable as compared to the other phones.40% of the respondents ratted very durable whiles 33% of the respondents rated durable.12% of the respondents rated less durable whiles 10% of the respondents rated satisfactorily durable. The remaining 5% of the respondents are not so sure whether in terms of durability, Samsung mobile are better as compared to the other brands so they rated not sure.
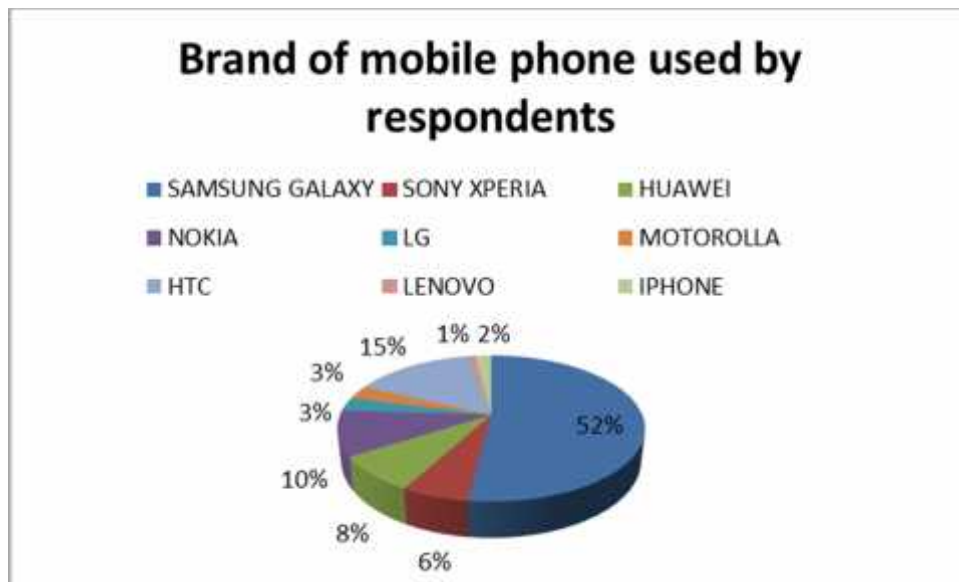
Source: Researcher's field survey, April 2015

**Figure 4.2.3: Brands of mobile phones used by Respondents**

An inquiry was made into the brands of mobile phones been used by respondents. The results showed that more than half of the respondents used Samsung mobile phones, as this represents 52% of the total of respondents.15% and 10% of the respondents use HTC mobile phone and Nokia mobile phone respectively.8% of the respondents use Huawei whiles 6% uses Sony Xperia.3% each of the respondents uses Motorola and LG mobile phone respectively. The remaining 1% and 25 of the respondents also use Lenovo and I phone respectively. The results further imply that most of the respondents prefer Samsung mobile phones to the other brands of mobile phones available on the market.
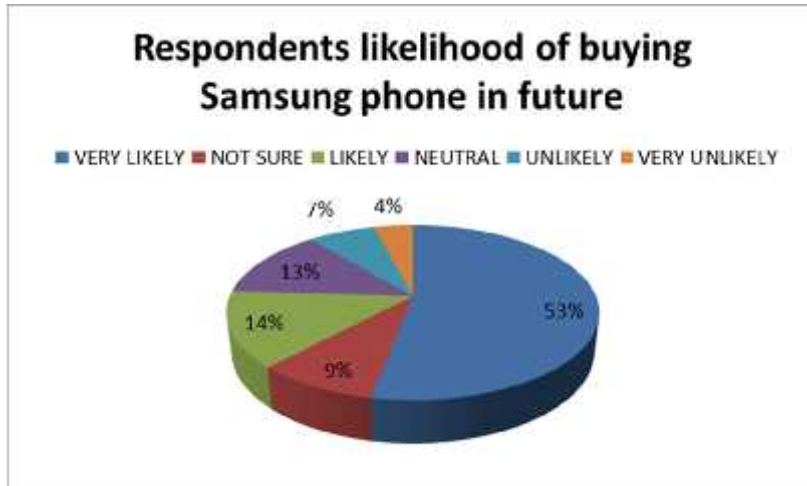
Source: Researcher's field survey, April 2015

**Figure 4.2.4: Respondents likelihood of buying Samsung mobile phone in the future**.

The results from figure 4.2.4 shows that more than half of the respondents are likely to purchase Samsung mobile phones in the near future as 53% of the respondents rated very likely.14% and 13% of the respondents rated likely and neutral respectively.9% of the respondents are not sure they will purchase Samsung mobile in the near future so they rated not sure whiles 7% of the respondents rated unlikely. The remaining 4% of the respondents rated very unlikely.
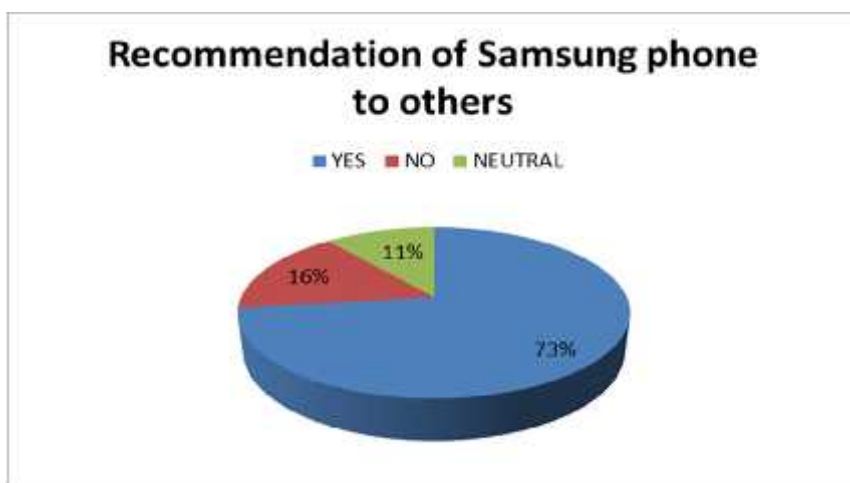
Source: Researcher's field survey, April 2015

**Figure 4.2.5: Recommendation of Samsung phones by Respondents**

Information was gathered from respondents to find out if they will recommend Samsung mobile phones to other people. The results from figure 4.11 shows that majority of the respondents will recommend Samsung mobile phones to other as 73% of the respondents rated Yes.16% of the respondents rated No whiles 11% of the respondents are so sure so they rated neutral.
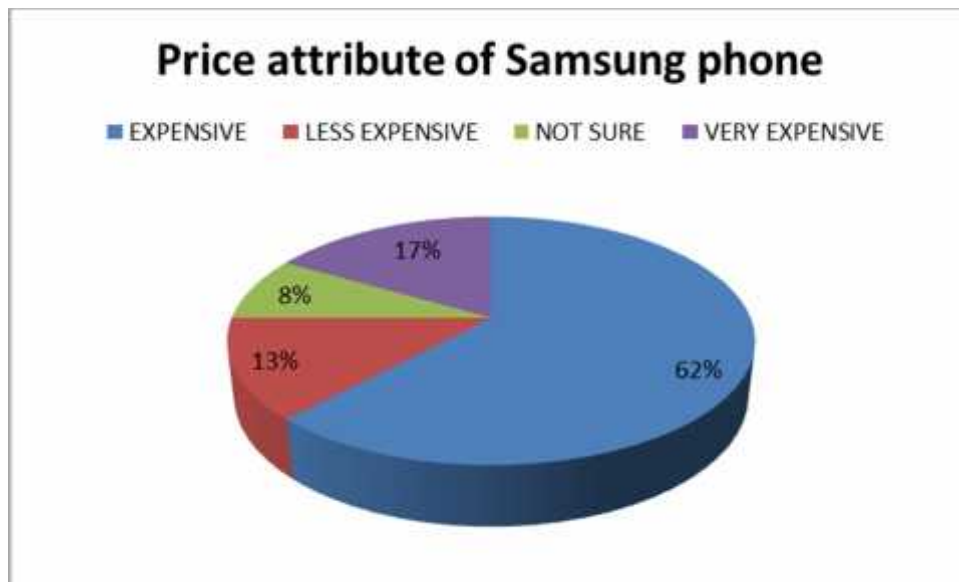
Source: Researcher's field survey, April 2015

Figure 4.2.6: Price as an attribute of Samsung

An inquiry was made into price as an attribute of Samsung mobile phones. The results as shown on figure 4.2.6 indicates that, more than half of the respondents believe that Samsung mobile phones are expensive as compared to the other brands of mobile phones on the market.62% of the respondents rated expensive.17% rated very expensive and 13% rated less expensive as compared to the other brands of mobile phones on the market. The remaining 8% of the respondents are not so sure whether price as an attribute can make them prefer Samsung mobile phones to the other brands.
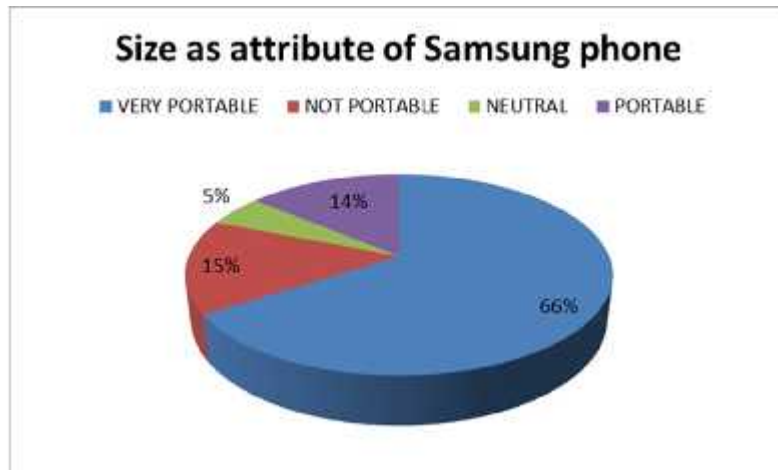
Source: Researcher's field survey, April 2015

Figure 4.2.7: Size as an attribute of Samsung mobile phone

The results from figure 4.2.7 shows that, more than half of the respondents will be attracted to purchase Samsung mobile phones because of the sizes of the mobile phone. This is because 66% of the respondents rated very portable, meaning they are satisfied with the size of Samsung mobile phones. Whiles 15% of the respondents rated not portable, 14% of the respondents countered it by rating portable. The remaining 5% rated neutral.
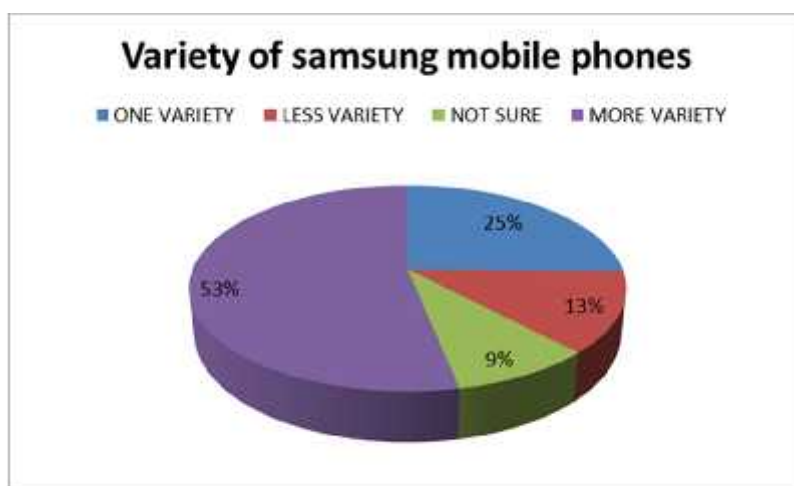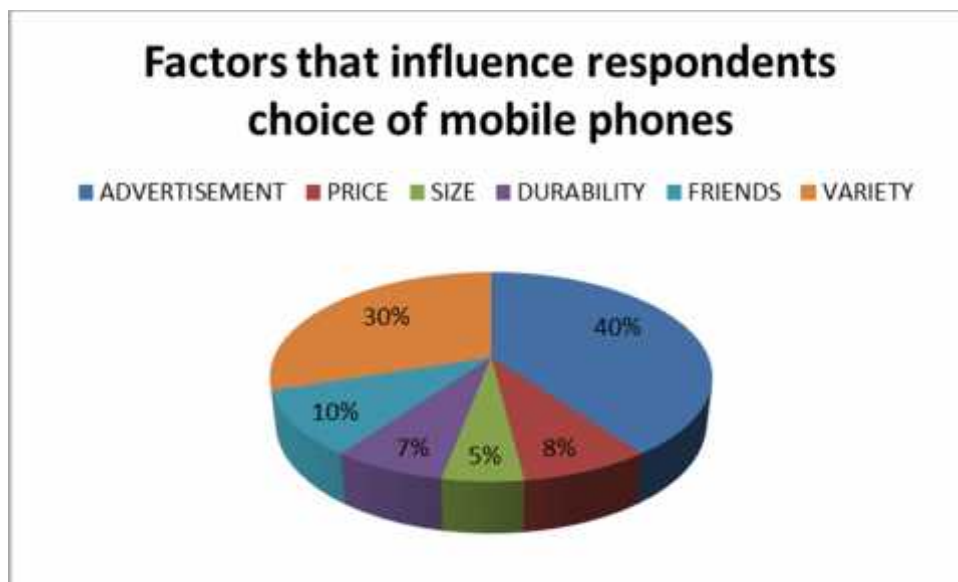

Source: Researcher's field survey, April 2015

Figure 4.2.8: Variety as an attribute of Samsung mobile phone

The result from the findings in figure 4.2.8 shows that, majority of the respondents are influenced by the variety of Samsung mobile phones.53% of the respondents rated more variety whiles 25 % of the respondents rated one variety indicating that they are not influenced that much in terms of variety as an attribute.13% and 9% rated less variety and not sure respectively.

Figure 4.2.9 Factors that influence respondents choice of mobile phone

Source: Researcher's field survey, April 2015

Figure 4.2.9 Factors that influence respondents choice of mobile phone.

An inquiry was made into the factors that will influence respondents to choose Samsung mobile phones. The results as shown in figure 4.2.9 indicates that, most of the respondents preferred Samsung mobile phones because of how it is advertised. This is represented by 40% of the respondents.30% of the respondents rated variety because they prefer Samsung mobile phones because it has a wide range of varieties.10% and 8% of the respondents rated friends and price to show that it is price and friend's influence that makes Samsung mobile phone their preferred

mobile phone. On the other hand, the remaining 7% and 5% of the respondents chose durability and size respectively to indicate the factor that influences them to prefer Samsung mobile phone to other brands of mobile phones. Aaker (1991) notes that a brand can be nurtured and maintained through advertisement.

Figure 4.2.10 Attributes that influence respondents decision.

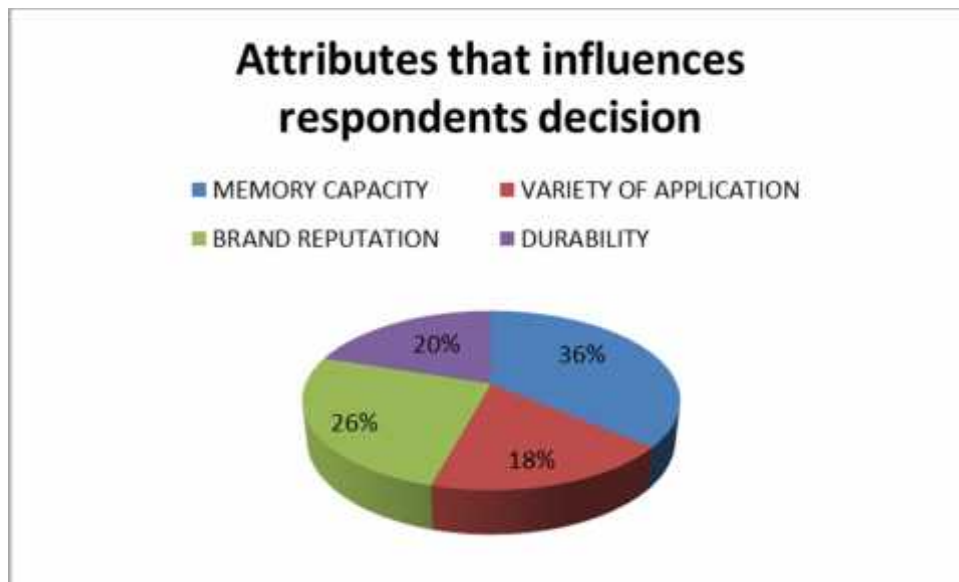Source: Researcher's field survey, April 2015

Figure 4.2.10 Attributesthat influence respondents decision

An inquiry was made into the attributes that influences students in Christian Service University College to prefer Samsung mobile phones to the other brands. The results form figure 4.2.10 shows that most of the respondents are influenced by the memory capacity of Samsung phone which represents 36% of the respondents. This is followed by brand reputation which is also represented by 26% of the respondents. The remaining 20% and 18% of the respondents rated durability and variety of application respectively as the attributes that influences them to prefer Samsung mobile phones to other brands.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter takes into consideration the summary of findings, recommendations and conclusion of the study by the researchers.

5.1 Summary of Findings

From the data analysis, the following summary of findings, conclusions and recommendations were made. The findings and recommendations are based on the objectives of the study as outlined in chapter one of this study.

One of the objectives was to determine the brand of mobile phone mostly used by students in Christian service University College. The findings from that research showed that most of the students in Christian service University College use Samsung mobile phone. The students preference of Samsung mobile phone was very clear as more than half of the returned questionnaire indicated.

On the attributes of Samsung that makes it a preferred choice by the students, the factors that were found to have the greatest influence were memory capacity followed by brand reputation. This is then followed by durability and then variety of application being the least of the attributes that influences the students' decision to prefer Samsung mobile phones to the other brands of mobile phones on the market.

The findings also showed that, there difference between the students of Christian service university college In terms of how the perceive the attributes of Samsung mobile phones. The differences were evident with respect to price, durability size, portability etc.

5.2 Conclusion

Based on the findings, it can be concluded that the perception of Samsung mobile phone attributes have an influence on the decision of a student to choose Samsung mobile phone over other brands of mobile phones on the market. The perception of those using Samsung mobile phone and those who are not using Samsung mobile phones are entirely different. Whiles attributes such as price, size, durability, portability etc. Influences those who use Samsung mobile phones, that same perceived attributes also influences them not to choose Samsung mobile phones.

However, it is important to note that, perceived attributes like brand name, variety of Samsung models strongly influences the students to prefer Samsung mobile phones to the other brands of mobile phones on the market. This reveals that any change in the brand name and a reduction of the variety of Samsung mobile phones will affect negatively the preference of Samsung mobile phones to other brands of mobile phones on the market.

5.3 Recommendations

Based on the findings of this study, the researcher therefore recommends the following.

) The company needs to shift focus from price in influencing customer perception and improve on quality in influencing students' opinion and enhance experience, as the result

from figure 4.7 shows that, 32% of the respondents are of the view that Samsung mobile phones are very affordable as compared to the other brands of mobile phones.

) More varieties of Samsung mobile phones to be brought on the market for easy access to them by students. This is due to the fact that findings from figure 4.14 shows that, majority of the respondents are influenced by the variety of Samsung mobile phones thus 53% of the respondents rated more variety and these make them prefer Samsung mobile phones to other brands of phones.

) A critical look should be taken on the attributes like price that influences the customers negatively.

) Students complaints form should be filled by consumers who purchase Samsung mobile phones. This can be done at the point of sales.

) Mobile phone companies need to collaborate with mobile phone service providers to educate customers on how to get easy access to their preferred choice of mobile phone.

5.4 Further Research

Further research can be conducted on the other aspects of attributes of a mobile phone and how it influences the consumer behavior. Moreover, further research can be conducted and extended to public universities as well

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QUESTIONNAIRES FOR THESIS

This set of questions is to help evaluate, understand and asses students perception on Samsung mobile phone attributes. We would be grateful if you could assist us through the provision of answers to the questions below. The study is being made to serve a purely academic purpose and information given out would be treated confidential.

[Please answer all questions by ticking the appropriate box and providing own answers where applicable in the spaces provided.]

PART ONE

DEMOGRAPHIC

1. Gender

 a. Male   [   ]   b. Female   [   ]

2. Please indicate your age

   a.18-24   [   ]   b.25-30   [   ]   c.35-40   d.40 and above

3. Program of study

   a. Business studies   b .Communication studies   c. Nursing   d. Theology

   d. Computer science

4. Level of study

   a.100   [   ]   b.200 [   ]   c.300   [   ]   d.400   [   ]

5. Session

   a. .Morning   [   ]   b .Evening   [   ]   c. Weekend

6. Are you working and schooling

a. Yes   [   ]   b. No   [   ]

PART TWO

Please tick if you are a user of Samsung mobile phone

7. How do you regard Samsung mobile phone based on the following attributes?

	High	Medium	Low
8. Durability	[ ]	[ ]	[ ]
9. Size	[ ]	[ ]	[ ]
10. Price	[ ]	[ ]	[ ]
11. Color	[ ]	[ ]	[ ]

12. Others (please specify)…………………………………………………………

PART THREE

Please tick if you are a user of other mobile phones

13. Please what brand of mobile phone do you use …………………………………………..

What do you think about Samsung mobile phone attributes?

	High	Medium	Low
14. Durability	[ ]	[ ]	[ ]
15. Size	[ ]	[ ]	[ ]
16. Price	[ ]	[ ]	[ ]
17. Colour	[ ]	[ ]	[ ]

18 others (please specify)………………………………………………………….

19. How likely would you be to purchase a Samsung phone in the near future?

 a. Very likely   [   ]   b. Likely   [   ]   c. Neutral   [   ]   d. unlikely   [   ]

 e. very unlikely   [   ]