



## Use of social media as a marketing tool to communicate value proposition, an analytical study of Samsung and Volkswagen

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### Abstract

This is a commissioned work for a medium sized business about to endeavor in the world of social media marketing. The company intends to increase the prevalence on the web and particularly to launch their portfolio on the social Medias such as Face book, Tweeter, Instagram. Social media has become such a big player in the daily lives of people, that companies of all sizes should pay attention towards whether to sue it has a marketing channel. The culprit on this occasion is the case company, and their endeavor in the vast waters of social media marketing. This Thesis aims to illustrate clear view on the phases and actions a company must go through in pursuit of a more powerful online presence. This writing is the result of gathering information on the subject by the literacy available on the subject, both online and on link and paper. The latter segment comprises the coloration results the case company achieved with the hired help. Most points interrelate to the topics discussed in the theory portion.

**Keywords:** Samsung, Volkswagen, social media marketing

### 1. Introduction

Online Social Networks are increasingly being recognized as an important source of information influencing the adoption and use of products and services, Subramanian and Rajagopalan. This is especially appropriate for smaller firms, for the opportunity to compete with their competitors is now possible without having to make any larger investments in marketing. Through Social media, newly established firms can influence and communicate their product or service by finding potential customers online. Subramani and Rajagopalan explain this by stating, the plan of creating a process where interested people can market to each other is therefore emerging as an important means to develop-the-word and stimulate the trial, adoption, and use of products and services. Marketing Professor Dahlen emphasizes the importance of marketing products today by claiming that it is not the best product that wins but the one that is marketed the best. The key is to get as close to the potential customer as possible. Dahlen says that it's a matter of for a company to produce a "good enough" of a product and then focus on how to get close to the customer, and especially figuring how to get closer than your contest. Dahlen adds this as the product must find the customer. He also points out the necessity for the company to recognize the importance of understanding how people think. This is why Dahlen says that in order to be successful, a firm must get to know their potential customers and stay closely connected to them. One marketing instrument that is built on relationship marketing is Social Networks. Either Social Networks are a solution to establish stronger

relationship between the firms or the customer is interesting to investigate. Breakenridge explained that with the new technology and ways of communicating online, communication is no longer controlled or monitored like it has been by the traditional ways of marketing. To enlargement Breakenridge states that no longer do businesses need to communicate through an influence, like media, now the communication can be directly approached to the customer by the business. This he claims is not only a possibility for large organizations, but to any company size.

### Objectives of the study

1. To study the exposure and engagement that social media provides to Samsung products.
2. To study the exposure and engagement that social media provides to Volkswagen products.

### Materials and Methods

#### Analysis and interpretation of the data

##### 1. Method to collect data

Both primary and secondary data were chosen to collect the data that were used on analyzing the research study. Given the nature of the research topic, it is most suitable to employ both primary and secondary data collection method.

**1.1 Collection of primary data:** Structured questionnaires were distributed to people through paper.

A sample size of 100 people was chosen given that it is considered adequate and representative for this research study. The aim is to obtain data that are representative sample of

Samsung & Volkswagen users.

**1.2 Collection of secondary data:** Secondary data consist of data retrieved from articles, journals, literatures in addition to books or retrieve from Google books and Google Scholar.

These materials would facilitate this research study. In addition they would be critically interpreted with caution in order to avoid creating a false impression with the originators observation or vie

**2. Sampling Procedure**

1.	<b>Sampling technique</b>	<b>Non probability sampling: A non-bribability sampling technique is that which each element in the population does not have an equal chance of getting selected.</b>
2.	Sampling unit	People who use Samsung and Volkswagen products.
3.	Sampling size	100 respondents (age ranging between 15 to 65 years).
4.	Method	Direct interview through questionnaire.
5.	Data analysis method	bar diagrams, pie chart
6.	Area of research	Allahabad

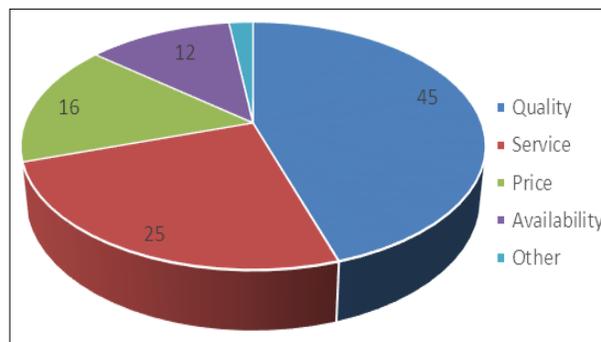
**Results and Discussions**

**Analysis and interpretation of the data base on Samsung products**

**1. Preferred Brand**

**Table 1:** Various brands which are preferred by people

Different brands	No. of respondents	Percentage
Samsung	38	38
Apple	17	17
HTC	20	20
Huawei	5	5
Other	20	20
Total	100	100



**Fig 2:** Analysis of Factor to Buy Samsung

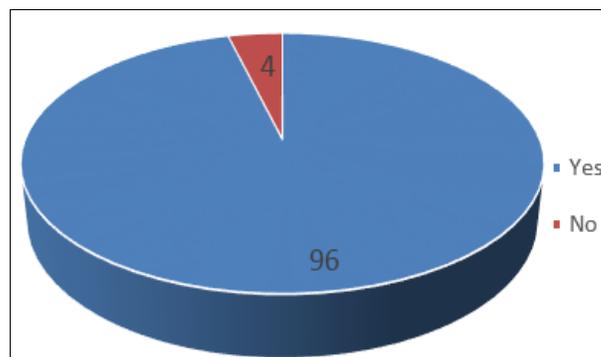
45% of respondents buying Samsung products for its good quality, 25% of respondents use for its service, 16% of its price consideration, 12% of its easy availability and 2% belong to other factors.

**3. Purchasing Place**

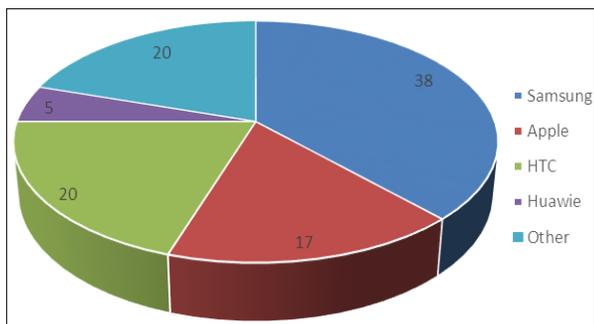
Purchase place is also important to know where users choose their purchase point. This helps to marketer to design various promotion and distribution programs. The data is collected to know the various purchase place and availability.

**Table 3**

Easily Available	No. of Respondents	Percentage
Yes	96	96
No	4	4
Total	100	100



**Fig 3:** Analysis of Availability of Samsung Products from the Dealers



**Fig 1:** Analysis of Preferred Brand

**Interpretation**

The most Preferred brand presently is Samsung 38%, Apple by 17%, HTC by 20%, Huawei by 5% and the rest of percentages are belong to other branded.

**2. Purchasing Factors for Samsung Mobile Phones**

The various factors such as quality, price easy available etc. is influencing lot and influences positively. The following data reveals how various factors are influencing to buying of Samsung mobile phone.

**Table 2**

Factors	No. of Respondents	Percentage
Quality	45	45
Service	25	25
Price	16	16
Easy availability	12	12
Other	2	2
Total	100	100

**Interpretation**

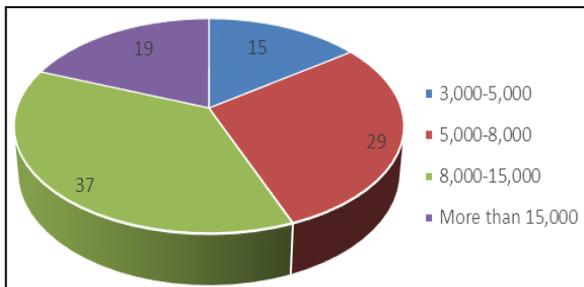
96% of the respondents said that they are agreeing with easy availability of Samsung products, and 4% of respondents disagree with the easy availability of Samsung products.

1. What is the range you are willing to pay for Samsung Smartphone?

The information bellow shows that how much people are willing to pay for a Smartphone.

**Table 4**

Range	No. of Respondents	Percentage
3,000-5,000	15	15
5,000-8,000	29	29
8,000-15,000	37	37
More than 15,000	19	19
Total	100	100



**Fig 4:** The range which people are willing to pay for a smartphone

**Interpretation**

According to this survey 15% of the respondents are willing to pay 3,000 to 5,000 for a Smartphone, 29% of the respondents are willing to pay 5,000 to 8,000 for a Smartphone, 37% of the respondents said that they willing to pay 8,000 to 15,000 for a Smartphone, and 19% of the respondents pay more than 15,000 for a Smartphone.

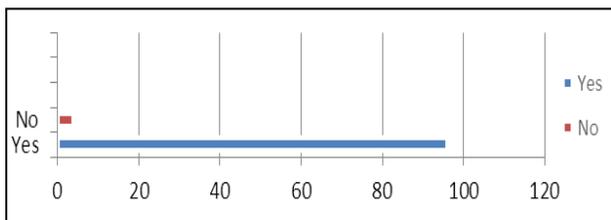
**2. Analysis and interpretation of the data base on Volkswagen products**

**Value for the Money**

Consumers always think while paying price to the products such as how much they are paying toward products and how much they are getting. This data is gathered to know what value they are receiving from the Volkswagen products

**Table 5**

Response	No. of Respondents	Percentage
Yes	96	96
no	4	4
Total	100	100



**Fig 5:** Value of Money

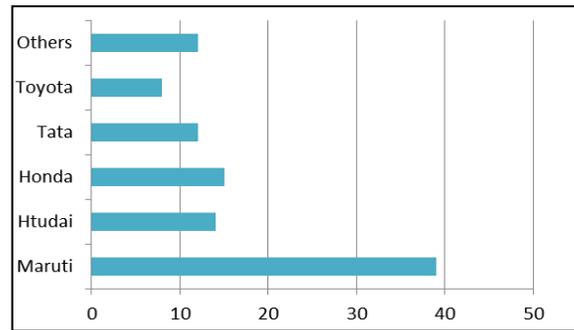
**Interpretation**

96% of the respondents feel that they get the value for money they paid. Only 4% of the respondents feel that they are not getting the value for money what they paid.

From the above table we can conclude that majority of the respondents are agreed that they are getting the value for money they paid.

**Table 6:** Percentage of Various Car Companies

Brand	No. of respondents	Percentage
Maruti	39	39
Hyundai	14	14
Honda	15	15
Tata	12	12
Toyota	8	8
Others	12	12



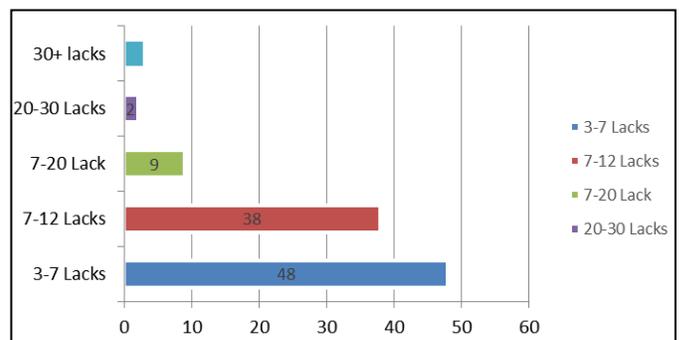
**Fig 6:** Various car companies

**Interpretation**

From this analysis it came to know that 39% of the domestic car market is owned by Maruti and then followed by Honda 15%, Hyundai 14% Tata 12%, Toyota 8%, and others 12%.

**Table 7:** Price Wise Distribution of Car

Range of cars	No. of respondents	Percentage
3-7 Lacks	48	48
7-12 Lacks	38	38
12-20 Lacks	9	9
20-30 Lacks	2	2
30+ Lacks	3	3



**Fig 7:** Range wise distribution of car

**Interpretation**

From this analysis it came to know that the cars with range 3-7 lacks holds 48% of the market while the cars with range 7-

12 lacks holds 38% of the market and rest of the market is holed by other range of cars. Which means more of the market is hold by 2-7 lacks and 7-12 lacks.

**Table 8:** Mode of purchase

Mode of Purchase	No. of respondents	Percentage
Cash	23	23
Finance	77	77

**Interpretation**

From this analysis it came to know that 77% of customer prefers to purchase cars on finance due to various reasons. And this ratio also shows the purchasing power of the customer.

**Conclusion**

Generally, the respondents were busy in their work and were not interested in responding. Respondents were reluctant to disclose complete and correct information about themselves and their organization. Most respondents were reluctant to provide exact information as why they preferred particular company’s car. The research was conducted in present prevent prevailing conditions. There can be some fluctuations in the market which can offset the finding. The sample size was also 100 respondents.

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