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## **Search Engine Marketing Analysis of Selected E-Tailing Brands with Special Reference to Consumer Electronics**

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**Abstract:**

*Search engine marketing is abbreviated as SEM is a type of digital marketing that includes promotion of websites through keywords, metatags usage by increasing their visibility in search engine result pages through advertising and optimization. SEM uses search engine optimization that recodes webpage and rewrites website content to gain competitive edge in internet marketing by achieving higher ranking in search engine results pages or use pay per click listings etc. Search engines such as Bing, Yahoo, and Google etc are important source which acts as interface between consumers and manufacturers. The SEM also involves the familiarity in social media like more likes in Facebook with regular updates and connectivity with consumers, blogs, twitter, posting YouTube videos, Pinterest marketing, etc. More positive web presence enables better Search Engine Marketing which results in better ranking of web pages.*

*This paper explores what are the leading consumer electronics companies in India and World, extensive comparison analysis is done on these brands with relevance to Internet marketing to understand the scope of Search Engine Marketing.*

**Keywords:** Consumer Electronics, Search Engine Marketing, Marketing, Search Engine Optimization, SEO, SEM, Search Engine, Ranking, Optimization, Advertising, India

### **1. Introduction**

Consumer Electronics are electronic equipments meant for everyday use, most often in communications, entertainment, atomization and office productivity. Consumer Electronics products are televisions, PlayStation, tablets, DVD players, digital cameras, satellite radios, camcorders, personal computers, tablets, smart watches, video game consoles, telephones, mobile phones, etc.. The largest consumer electronics companies are mostly from United States and to lesser extent South Korea and Taiwan.

India is considered to be one of the top markets for consumer electronics in the World. According to Accenture (Consulting firm) report (ref: Jan 6, 2014, economic times) India is poised to become a significant market for wearable technology like smart watches and fitness monitors influenced by consumer electronics in these trendy gadgets and growing spending on consumer durables.

Global Consumer electronics companies consider India as a good investment destination because of its growing young population, rising income levels, changing lifestyles. Rapid urbanization has also lead to significant increase in culture of consumerism in this country. India is now the third largest country in terms of purchasing power parity (PPP) and is expected to become one of the largest consumer markets by the end of this decade according to EY's attractiveness survey INDIA 2014 report.

The Accenture report based on Digital consumer Tech Survey 2014, respondents from India were more interested in buying consumer electronics like fitness monitors, smart watches, Internet-enabled eyeglasses, Smartphone, high definition TV, tablet Pc and laptop pc.

### **2. Growth of Consumer Electronics**

1950s	Radios
Late 1960s	B&W TV Transmission
1982	Color TV Transmission
1992	Liberalization Process initiated
1993-94	Dismantling of controls such as licenses, use of foreign Brand Names etc.
1994-95	Entry of MNCs – Panasonic, Sony, LG, Samsung etc. Lowering of Import duties. Cable TV Started

1995- Till Date	Entry of Many MNCs & Rapid Growth
2001	Non-Tariff Barriers on Imports removed
2004	Free Trade Agreement with Thailand implemented, resulting in reduction of import duties on Color Television sets, Color Picture Tubes, Refrigerators and Air Conditioners, thus more competition.

Table 1

The Indian Consumer Durables segment can be segmented into three groups

- **White Goods:** Air conditioner, Refrigerators, Washing Machines, Sewing Machines, Watches and clocks, Cleaning equipments, other domestic appliances, etc.
- **Brown Goods:** Microwave Oven, Cooking Range, Chimneys, Mixers, Grinders, Electronic fans, Irons, etc.
- **Consumer Electronics:** TVs, Audio and Video systems, Electronic accessories, PCs, Mobile phones, Digital cameras, DVDs, Camcorders, etc.

Urban Markets account for 65 percent share of total revenues in the consumer durables sector in India. Demand in urban market is likely to increase for non essential products such as LED TVs, split ACs, Laptops. (According to a Report by “Corporate Catalyst India”)<sup>1</sup>

### 3. Search Engine Marketing (SEM)

Search engine marketing (SEM) is a type of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages through optimization and advertising. SEM may use search engine optimization that adjusts or rewrites website content to achieve a higher ranking in search engine results pages or use pay per click listings. The objective of SEM is to make the website available in the first page for internet consumers when they search for a key word using any Search Engine.

Search engine is a main medium for search engine marketing. A search engine can be defined as an information retrieval system which is designed to help the browsers to search the information stored in the internet. The search results are presented in a list which are commonly called as hits. Search engines like bing, yahoo, google etc. helps to minimize the time required to find information.

### 4. Brands in Consumer Electronics Sector: Multinational Companies that sell Consumer Electronic Products in India

BRAND	HEAD QUATER	REVENUE
LG Corp	SOUTH KOREA	US\$143 Billion (2012)
SAMSUNG	KOREA	US\$ 268.8 billion ( 2012)
Philips	HOLLAND	US\$34.04 billion(2012)
Panasonic	JAPAN	US\$ 75.8 billion (2013)
Sharp Corporation	JAPAN	US\$ 23.84 billion (2012)
Sony Corporation	JAPAN	US\$ 72.349 billion (2013)
Hitachi	JAPAN	US\$ 94 billion (2012)
Sansui	JAPAN	Not Available
Toshiba`	JAPAN	US\$ 60.37 (2012)
Akai	SINGAPORE	Not Available
Haier	CHINA	(USD 29.5 billion) (2013)
Hp	USA	US\$ 112.298 billion (2013)
Apple	USA	US\$ 170.910 billion (2013)
Dell	USA	US\$ 56.94 billion (2013)
Microsoft	USA	US\$ 77.85 billion (2013)
Nokia	FINLAND	US\$ 41.44billion (2012)

Table 2

<sup>1</sup>Jump up [Japan's IC needs met at home](#), Jump up [Mike Deng](#) (23 October 2012). "China Moves to Automate Electronics Manufacturing". Quality Digest. Retrieved 11 June 2013. <http://www.indiatvnew.com/business/india/breeding-news-india-top-trusted-brands-samsung-sony-tata-nokia-9905.html?page=11>

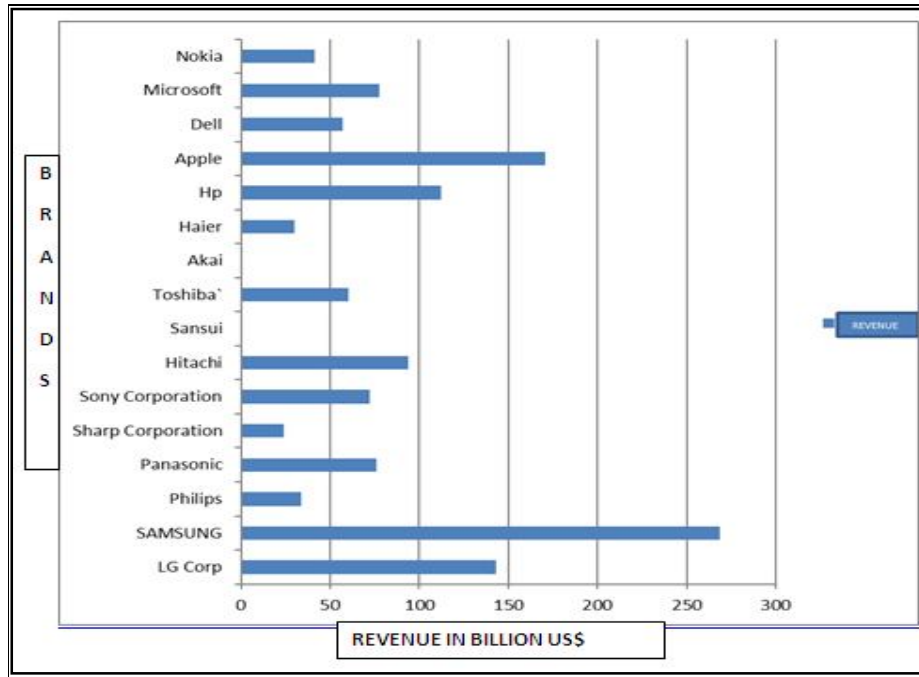


Figure 1

5. The top 25 electronic brands websites in consumer electronics category in the World are as follows

Sl. No.	Brands	Website	Description
1	Samsung	www.samsung.com	Manufactures TVs, digital cameras, DVDs, VCRs and audio systems.
2	Sony	www.sony.com	Manufacturer of a wide range of consumer electronics products including audio, video, communications, and computer systems.
3	LG	www.lg.com	Global manufacturer of electronics products such as mobile phones, plasma and LCD TV, domestic appliances, DVD recorders, home cinema systems and IT products.
4	TOSHIBA	www.toshiba.com	Manufacturer of laptops, televisions, recording equipment, and other electronics. Includes information about products, online shopping, and support.
5	PANASONIC	www.panasonic.com	Manufacturer of consumer electronics, computer products, business and office equipment, broadcast audio and video equipment, building and commercial tools, security systems, and industrial electronics components.
6	PHILIPS <sup>2</sup>	www.philips.com	Manufacturer of TVs, Blu-Ray Players, DVDs, VCRs and audio systems.
7	ROKU	www.roku.com	Makes and design a radio Wi-Fi music system and network music player. USA.
8	BELKIN	www.belkin.com	Manufacturer and supplier of audio, video and computer cables, power protection, desktop and mobility accessories. USA.
9	BOSE	www.bose.com	Manufacturers of complete home audio systems such as home theater systems, DVD systems and accessories.
10	SONOS	www.sonos.com	Manufacturer of multi-zone digital music system. Online store. California, USA.
11	PIONEER ELECTRONICS	www.pioneerelectronics.com	Worldwide manufacturer of automotive stereo equipment and electronics.
12	JVC	www.jvc.com	Manufacturer of car audio speaker systems, CD changers/receivers, amplifiers and equalizers

<sup>2</sup> Source: <http://www.alexatop.com/topsites>

13	Audio-Technica	www.audio-technica.com	Designs and manufactures microphones, headphones, systems, mixers, ear-clips, and electronic products for home and professional use.
14 <sup>3</sup>	ONKYO	www.onkyo.com	Japanese mass-market audio.
15	TOMTOP	www.tomtop.com	Chinese supplier of digital cameras, camcorder, MP4 player, car electronics, and security products.
16	JBL	www.jbl.com	Manufacturer of subwoofers, loudspeakers, component systems, and amplifiers for home and car
17	POL AUDIO	www.polkaudio.com	Manufactures car audio speaker systems.
18	Bang & Olufsen	www.bang-olufsen.com	Manufacturer of a complete line of audio and video products.
19	VOLUMERATE	www.volumerate.com	Volume Rate is your one stop source for first-quality consumer electronics products at a very competitive price.
20	SHARP USA	www.sharpsusa.com	Manufacturer of a wide range of consumer and business products, from appliances, audio and video equipment, calculators, printers and copiers
21	HITACHI	www.hitachi.com	Manufactures electronic and electrical equipment. Operations are divided into the following segments: Information systems and electronics, electronic devices, power and industrial systems, and consumer products.(NYSE:HIT).
22	KLIPSCH	www.klipsch.com	Wide range of speakers, from computer monitors to home audio.
23	AKG	www.akg.com	Manufacturer of studio microphones, broadcast and live sound equipment, as well as headphones for consumers.
24	HARMAN KARDON	www.harmanardon.com	Manufacturer of a wide range of home and car audio and video products. USA.
25	PRESTIGIO	www.prestigio.com	Manufacturer of electronics and hardware such as LCD monitors and TV, GPS navigation systems, and data storage.

Table 3

Source: <http://www.alexa.com/topsites/category/>

The above mentioned websites are said to be top famous websites globally according to Alexa a web information or analytics website, which is the leading provider of global web matrix. The main reasons which made this website so popular with number of hits is

- These website are search engine friendly
- Content of the website is filled with search friendly keywords
- Use of extensive hyperlinks which includes site to accrue more visitors from social networking sites by adding social sharing buttons to company's blog posts.
- Use of meta tags and search engine friendly coding in the WebPages<sup>4</sup>

#### 6. The top electronic brands sites in consumer electronics with reference to top 500 brands in India are

Rank	Brand	Website	Description
209	Samsung	www.samsung.com	Manufactures TVs, digital cameras, DVDs, VCRs and audio systems.
388	Dell	www.dell.com	Dell is your place to learn about and buy a notebook, desktop, server, printer, software, service, monitor or TV.

Table 4

- Interpretation: Only 2 consumer electronic brands websites exists in top 500 websites in India in terms of website popularity.

<sup>33</sup>Source: <http://www.alexa.com/topsites>

<sup>4</sup> [http://en.wikipedia.org/wiki/Search\\_engine\\_%28computing%29](http://en.wikipedia.org/wiki/Search_engine_%28computing%29), Academic and Scholar Search Engines and Sources, An Internet Annotated Link Dataset Compilation By Marcus P. Zillman

7. Popularity of Consumer Electronic Brands websites in India and World Data as on Feb 2014

Brands	Website	Global Rank	Rank in India (NA – Not Available)	Daily Page views per visitor (People engagement)	Daily Time on Site
SAMSUNG	www.samsung.co.in	1003128	84123	NA	NA
Sony Corporation	www.sony.co.in	9231	793	3.33	3:30
LG Corp	http://www.lg.com/in	1622	NA	2.78	3:33
Philips	http://www.philips.co.in/	30411	3,187	3.68	<b>3:29</b>
Panasonic	http://www.panasonic.com/in	3952	NA	3.02	3:08
Sharp Corporation	http://www.sharpusa.com/	56386	21699	2.64	2:47
Hitachi	http://www.hitachi.co.in/	195852	44662	2.50	2:34
Sansui	http://www.sansui-india.com/	588445	69208	5.50	6:45
Toshiba`	www.toshiba-india.com/	83472	11078	4.10	4:19
Akai	http://akai-india.net/	1261873	199241	4.30	3:41
Haier	http://www.haier.com/in/	30480	NA	3.11	3:09
Hp	http://www.hp.com	289	NA	4.24	4:56
Dell	http://www.dell.co.in/	43917	4851	1.02	0:47

Table 5

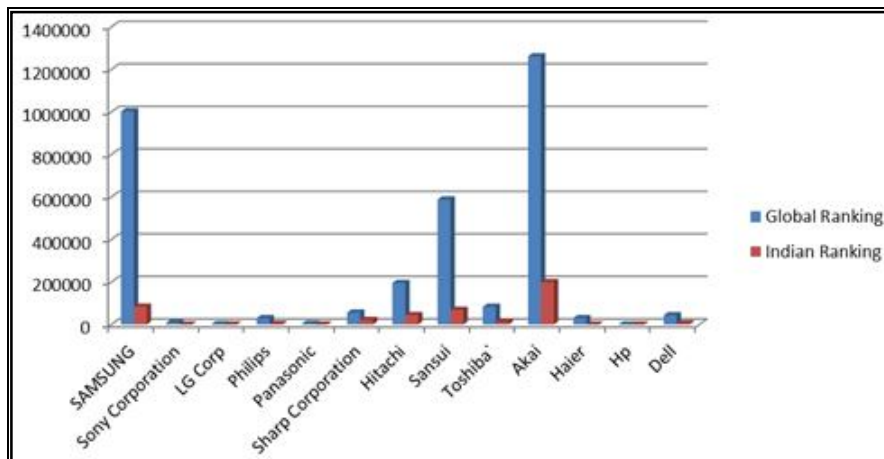


Figure 2

The Table shows the rank difference of top consumer electronics brands with visitor’s engagement with website on daily basis. As per the table, it is clear that the market leader brands like Samsung, Akai does not enjoy the leadership presence in Web World because of poor Search Engine Marketing of its website due to poor optimization. The ranking of websites as no links with sales and revenues.

BRANDS	WEBSITE	GLOBAL RANK COMPARISON & GLOBAL PERCENTAGE OF VISITORS COMPRISON		
		Country	Percent of Visitors	Rank in Country
SAMSUNG	www.samsung.co.in	India	93.6%	40,119
Sony Corporation	www.sony.co.in <sup>5</sup>	<b>Country</b>	<b>Percent of Visitors</b>	<b>Rank in Country</b>
		India	88.6%	827
		United States	1.6%	121,642
		Iran	1.2%	13,903
		Pakistan	0.7%	23,560
		Indonesia	0.6%	32,033
LG Corp	http://www.lg.com/in	<b>Country</b>	<b>Percent of Visitors</b>	<b>Rank in Country</b>
		United States	14.6%	2,778
		India	12.1%	1,343
		Russia	5.0%	1,916
		Germany	4.3%	1,962
		Spain	4.0%	1,274
		Iran	3.8%	903
		Mexico	3.3%	1,361
		South Korea	2.7%	1,346
		Turkey	2.4%	1,423
Philips	http://www.philips.co.in/	<b>Country</b>	<b>Percent of Visitors</b>	<b>Rank in Country</b>
		India	91.9%	3,364
		Indonesia	0.6%	98,251
		Iran	0.5%	72,063
Panasonic	http://www.panasonic.com/in <sup>6</sup>	<b>Country</b>	<b>Percent of Visitors</b>	<b>Rank in Country</b>
		Japan	22.2%	911
		United States	21.7%	3,473
		India	7.7%	5,307
		Germany	5.9%	2,829
		United Kingdom	4.0%	3,386
		Russia	2.9%	7,259
		Mexico	2.7%	3,374
		France	2.1%	6,385
Sharp Corporation	http://www.sharpu <sup>7</sup> sa.com/	<b>Country</b>	<b>Percent of Visitors</b>	<b>Rank in Country</b>
		United States	59.4%	21,699
		India	9.3%	63,881
		Canada	4.9%	27,073
		Iran	1.5%	47,907
		Indonesia	1.4%	82,616
Hitachi	http://www.hitachi.co.in/	<b>Country</b>	<b>Percent of Visitors</b>	<b>Rank in Country</b>
		India	100.0%	44,662
Sansui	http://www.sansui-india.com/	<b>Country</b>	<b>Percent of Visitors</b>	<b>Rank in Country</b>
		India	100.0%	69,208
Toshiba`	www.toshiba-india.com/	<b>Country</b>	<b>Percent of Visitors</b>	<b>Rank in Country</b>
Akai	http://akai-india.net/	<b>Country</b>	<b>Percent of Visitors</b>	<b>Rank in Country</b>
		India	87.0%	11,078
		<b>Country</b>	<b>Percent of Visitors</b>	<b>Rank in Country</b>
		India	98.4%	199,241

<sup>5</sup>http://www.alexa.com, http://www.trafficestimate.com

<sup>6</sup>http://www.alexa.com, http://www.trafficestimate.com

<sup>7</sup>http://www.alexa.com/topsites

Haier	<a href="http://www.haier.com/in">http://www.haier.com/in</a> <sup>8/</sup>	<b>Country</b>	<b>Percent of Visitors</b>	<b>Rank in Country</b>
		China	41.9%	4,716
		India	10.8%	24,613
		Pakistan	7.3%	5,485
		Japan	7.0%	17,461
		United States	5.5%	101,164
		Italy	3.3%	19,561
		Russia	3.2%	44,300
		Germany	2.1%	68,813
		France	1.9%	45,714
		Vietnam	1.8%	7,477
Hp	<a href="http://www.hp.com">http://www.hp.com</a>	<b>Country</b>	<b>Percent of Visitors</b>	<b>Rank in Country</b>
		United States	26.5%	284
		India	8.6%	350
		Germany	3.8%	423
		Japan	3.3%	614
		United Kingdom	3.1%	352
		Mexico	3.1%	244
		Russia	2.7%	689
		Spain	2.7%	366
		France	2.7%	465
		Brazil	2.5%	490
Dell	<sup>9</sup> <a href="http://www.dell.co.in/">http://www.dell.co.in/</a>	<b>Country</b>	<b>Percent of Visitors</b>	<b>Rank in Country</b>
		India	90.3%	4,851
		United States	6.3%	130,063

Table 6

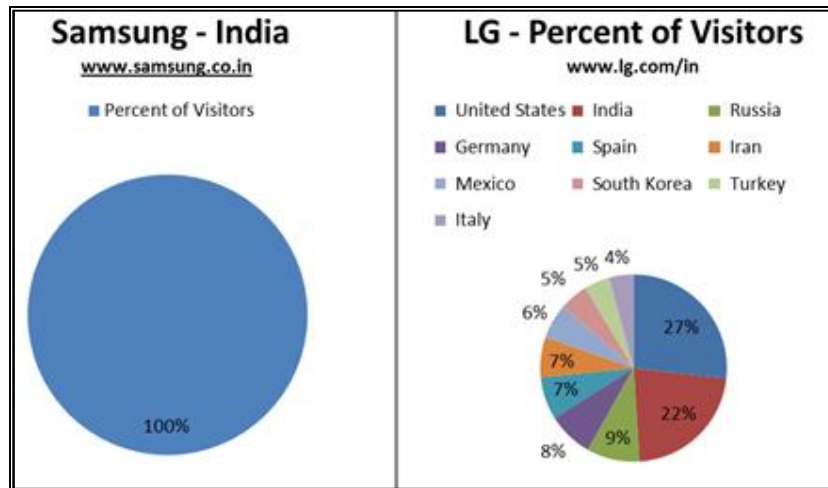


Figure 3

<sup>8</sup><http://www.alexacom>, <http://www.trafficestimate.com>  
<http://www.woorank.com>

<sup>9</sup> <http://www.alexacom>, <http://www.trafficestimate.com>  
<http://www.woorank.com>

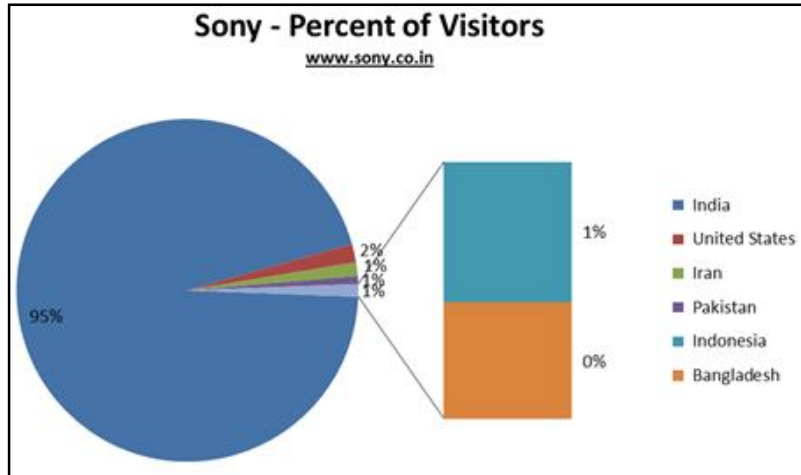


Figure 4

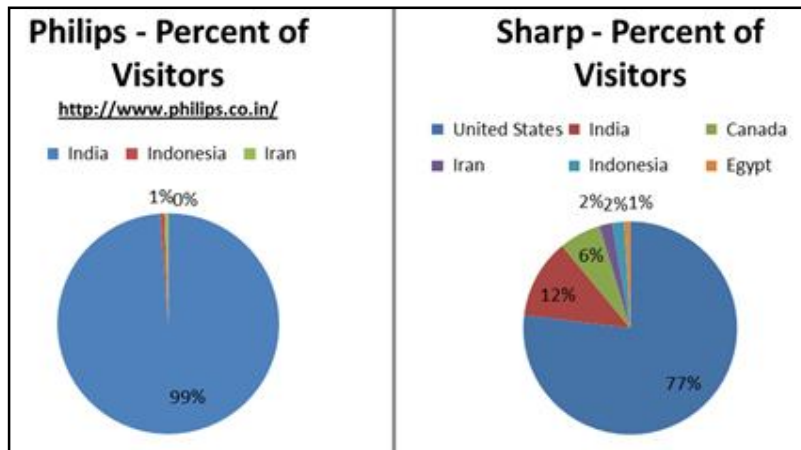


Figure 5

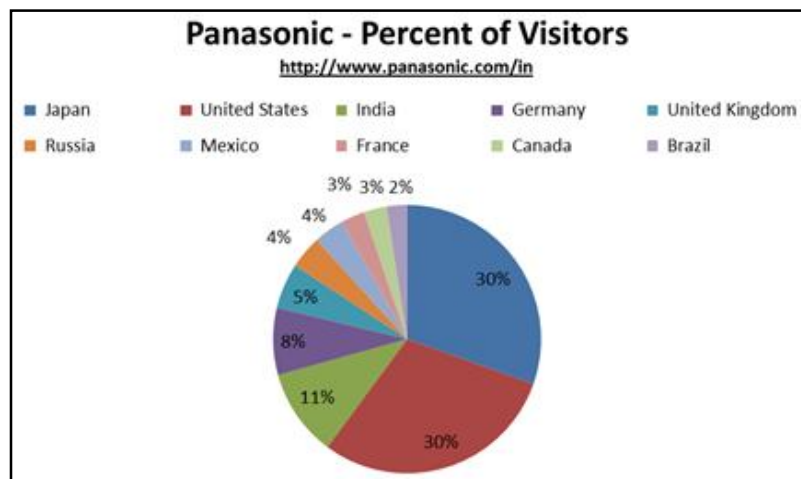


Figure 6



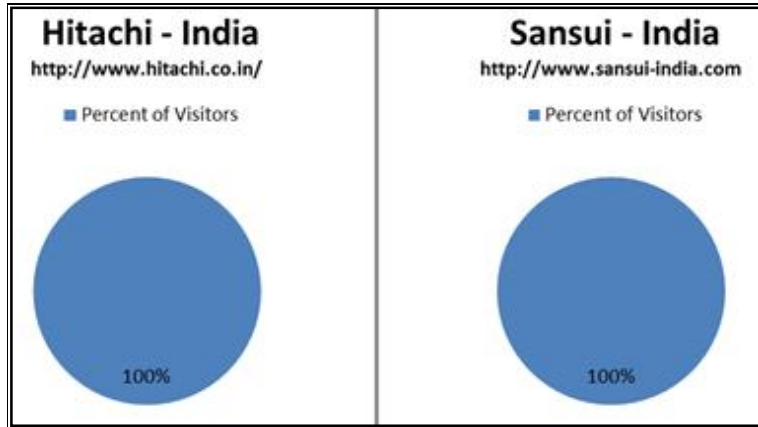


Figure 7

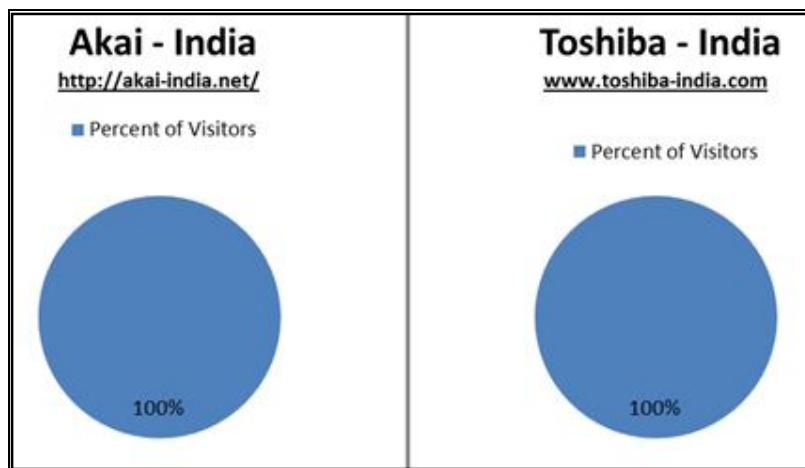


Figure 8

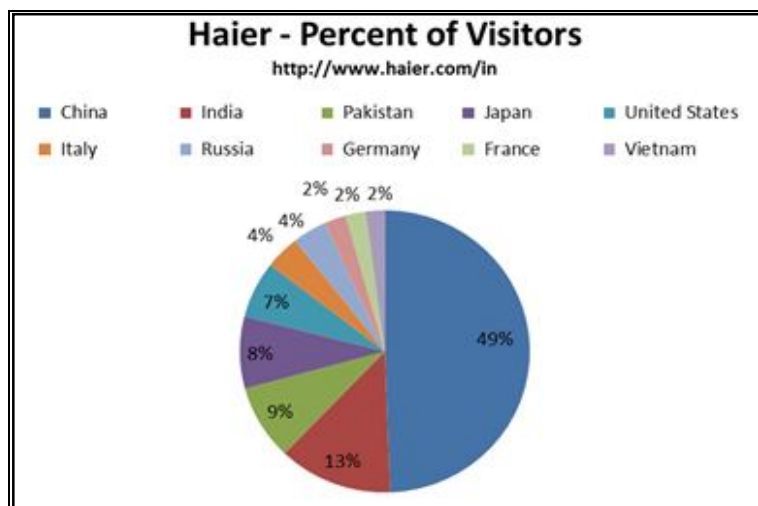


Figure 9

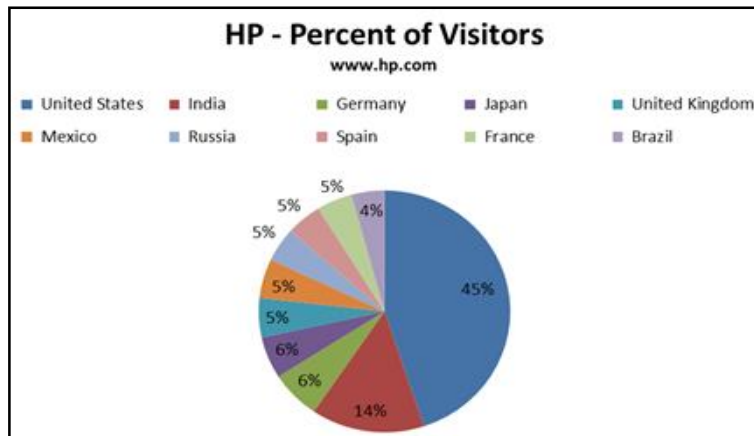


Figure 10

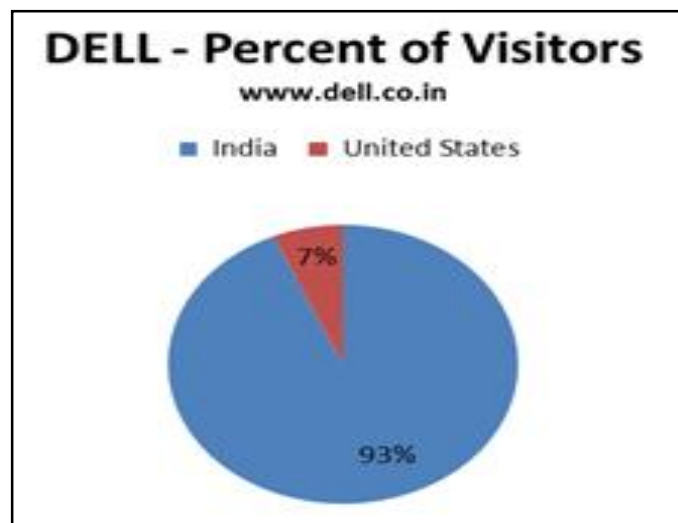


Figure 11

8. Table Showing Performance of Websites

Brands	Website	Top Key words from search engine to send traffic to this site	How fast does website load	Which sites did people visit immediately before this site	Search traffic – What percentage of visits to this site came from a search engine	Sites link to website
SAMSUNG	www.samsung.co.in	samsung.co.in, samsung .in, list of service center	NA	Google.co.in	32.7%	15
Sony Corporation	www.sony.co.in	SONY, sonyindia, sonyvaio, sony laptops, sonyvaio e series	2.756 Seconds	google.co.in, google.com, flipkart.com, sony.com, sony-asia.com	41.4%	1096
LG Corp	http://www.lg.com/in	Lg, lg g2, lgoptimus g, lgoptimus, lgtv	1.908 seconds	Google.com, facebook.com, google.co.in, yahoo.com, youtube.com, google.it	42.7%	76
Philips	http://www.philips.co.in/	Philips trimmer, Philips india, Philips aquatouch,	3.909 seconds	Google.co.in, google.com,	37.60%	314

		Philips home theatre, Philips headphones		phips.com, flipkart.com, snapdeal.com		
Panasonic	<a href="http://www.panasonic.com/in">http://www.panasonic.com/in</a> <sup>10</sup>	Panasonic, Panasonic india, Panasonic lumix, Panasonic logo	2.212 seconds	Google.com, google.co.in, Panasonic.jp, google.de, Panasonic.net	36.70%	11443
Sharp Corporation	<a href="http://www.sharp.com/">http://www.sharp.com/</a>	Sharp, sharp tv, sharp electronics, sharp aquos	1.092 seconds	Google.com, google.co.in, sharp-world.com, facebook.com, google.ca	52.00%	2446
Hitachi	<a href="http://www.hitachi.co.in/">http://www.hitachi.co.in/</a>	Hitachi, hitachiindia, hitachi ac, hitachi logo, hitachi refrigerator	1.201 seconds	Google.co.in, ndtv.com	22.20%	107
Sansui	<a href="http://www.sansui-india.com/">http://www.sansui-india.com/</a>	Sansui, sansuitv, sansuiindia, sansui led, sansuidvd player	Na	Google.co.in, google.com	50.80%	54
Toshiba`	<a href="http://www.toshiba-india.com/">www.toshiba-india.com/</a>	Toshiba india, Toshiba, Toshiba laptops, Toshiba led tv, Toshiba laptop	9.242 seconds	Google.co.in, google.com, Toshiba.com, snapdeal.com, flipkart.com	33.10%	198
Akai	<a href="http://akai-india.net/">http://akai-india.net/</a>	Akai onida, akaitv, akaitv customer care number, akai, akai smart box	Na	Google.co.in	50.00%	22
Haier	<a href="http://www.haier.com/in/">http://www.haier.com/in/</a>	Haier, haiertv, haier Pakistan, haierindia	1.503 seconds	Yahoo.com, sina.com, amazon.com, 360.cn, yandex.ru	26.90%	2075
Hp	<a href="http://www.hp.com">http://www.hp.com</a> <sup>11</sup>	Hp, hp support, hp drivers, Hewlett Packard, hp driver	2.907 seconds	Youtube.com, yahoo.com, qq.com, sina.com.cn, 163.com	37.00%	69276
Dell	<a href="http://www.dell.co.in/">http://www.dell.co.in/</a>	Dell, dell india, dell laptops, dell service center in hyderabad, dell inspiron	3.551 seconds	Yahoo.com, stackoverflow.com, secureserver.net, indiatimes.com, traidnt.net	30.90%	403

Table 7

Note: NA: Not Available

The Table clearly states the top performing websites in the Web World like Hp, Panasonic, Sony with top ranking in consumer electronics category are due to more hyperlinks, and extensive usage of search engine friendly keywords. It also shows the top web brands in this category makes the users to read the pages more compare to other websites which has lower ranking that even includes top brands like Samsung, Sony.

## 9. Conclusion

The above data with reference to many brands shows how the brand and website ranking is connected. The above data for example Samsung brand of website [www.samsung.co.in](http://www.samsung.co.in) contradicts inspite having market leadership in India the website ranking is 1003128 globally and 84123 in India, which proves that the present market trend shows having or having not leadership

<sup>10</sup><http://www.alex.com>  
<http://www.woorank.com>

in search engine optimization has a very little impact on the brand market. But I feel it is going to change and in future there will be a direct correlation between brand and search engine optimization. The SEM concept is going to become a mandatory marketing tool to achieve market leadership in sales in near future. This article states that search engine leadership may not be enough to attract customers and increase brand value as it is proved with an example of Samsung. But similar research on ecommerce sites is suggested to prove this theory.

This paper states that search engine leadership may not be enough to attract customers and increase brand value as it is proved with an example of Samsung. But similar research on ecommerce sites is suggested to prove this theory.

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