Assessment 1

Samsung - Marketing analyse

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Student name: Alina Dinca

Student ID: 2028809

Lecturer: Tushara Balendran

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Introduction

In this report I've analysed the marketing strategy of Samsung Electronics, how they are developing innovative marketing strategies to increase brand awareness, as well as manage and evaluate customer journeys through various communication channels to ensure current and future stakeholder expectations are met.

In my analyse I've applied marketing tools as communication model Shannon and Weaver, Keller's Brand Equity, I've analysed the integrated marketing communication , promotion strategies , brand equity , the advantages and disadvantages of different types of media and discuss the strengths and weaknesses of customer journey map and customer touch points .

Company background

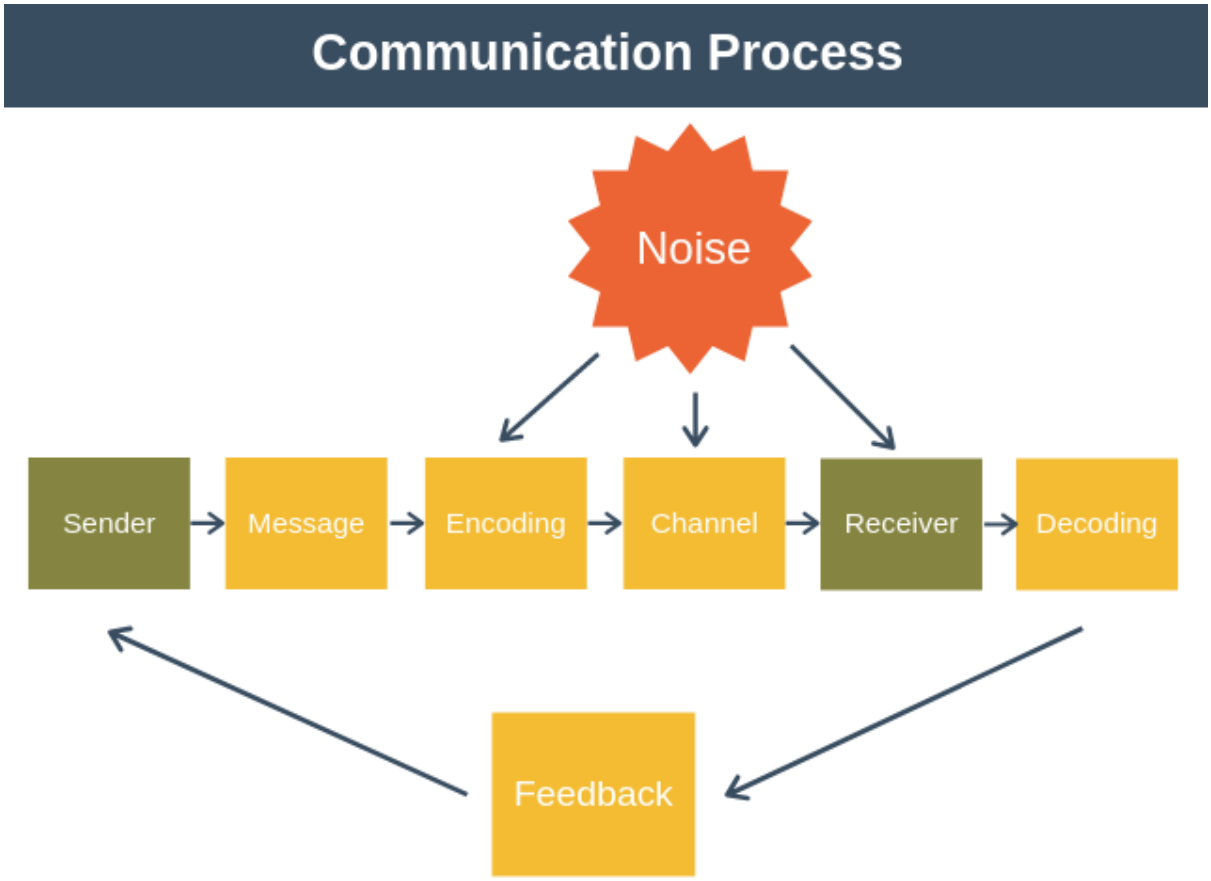
Samsung is a multinational corporation based in South Korea conglomerate based in Samsung Town, Seoul. It is made up of many affiliated companies, most of which are combined under the Samsung brand, and is the largest conglomerate in Korea. As of 2020, Samsung's global brand equity ranks eighth.

Lee Byung-Chul founded Samsung as a trading company in 1938. In the next thirty years, the group diversified into food processing, textiles, insurance, securities, retail, and other fields. During the late 1960s and early 1970s, Samsung entered the electronics industry, which will drive its continued growth. It will then expand into the construction and shipbuilding industries. After the death of Lee in 1987, Samsung was divided into five business groups: Samsung Group, New World Group, CJ Group and Hansong Group, and Central Group. At the present time, the company is manufacturing world class and high quality smart phones, video cameras, TVs, LCD or LED and keeping its eyes on the current market requirement.

Communication

Marketing communications play a crucial and important role in the marketing strategy of a company. It is meant to be used for communication with the market, which will be described in any freely defined message. Marketing communications including direct marketing, advertising, packaging , branding, online presence, public relations, print, sales presentations, exhibitions, sponsorships, trade shows and more.

The communication process includes eight phases, as shown in the following figure:



The 8 phases of the communication process are:

Sender: The person/ company who is sending the communication.

Message: Information that the sender wants to deliver.

Encoding: How the message is communicated, for example verbally or in writing.

Channel: How the message is sent verbal, nonverbal, written and visual.

Receiver: The audience.

Decoding: How the audience understands or interprets the message.

Feedback: The audience response to the message.

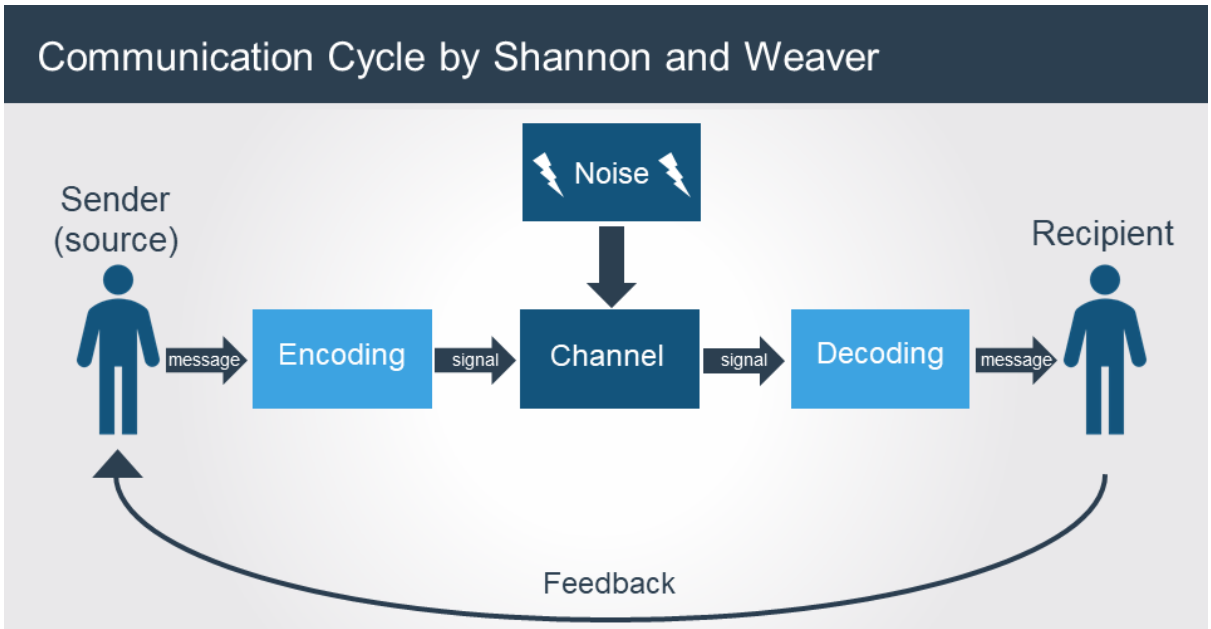
Noise: Anything that can obstruct communication or reduce the chances of successful communication.

Shannon and Weaver Model of Communication

The purpose of this model is to facilitate effective communication between sender and recipient. Additionally, they found a factor impeding communication called "Noise". This

model was originally created as a tool for enhancing technical communication. Since then, in the field of communication it has been generally applied.

Information source, sender, interference, messages, receivers, channels, destinations, encoding and decoding are features of the model.



Considering the case of Samsung, the organization's typical target audience are people aged 15 to 45 and even more. Samsung helps its audience maintain its popularity on international platforms. However, when it comes to the Shannon Weaver model, Samsung has found some shortcomings in digital marketing. The company is managing its online marketing strategy by leveraging its digital platform. (Bradley et al. 2012)

Using digital media Samsung acts as the sender here and sends the message to their audience. To send the message to their audience the used channel is digital media. The decoder here is the Samsung website, and the receiver is their target market. For the company to establish its target market, it is vital that it receives feedback from customers, even if it has implemented enough successful strategies to do so. With the help of the digital platform, Samsung can gain feedback from its target market. Online surveys are one way to gauge customer satisfaction, but you can also communicate directly with customers. Through personal interviews, the company can also get helpful feedback.

Speaking of Samsung, internet connection problem that can cause technical problems. Semantic issues may also occur, and the sender's message may not be understood by the audience.

Integrated Marketing Communications

The Integrated Marketing Communications (IMC) concept means coordinating and integrating all marketing communications instruments, resources, and tools that exist within an enterprise into a coherent and well-explained program. Helps maximize the impact on

consumers and other end users at minimum cost . This integration impacts all business-to-business (B2B), marketing channels, customer-centric and inside-oriented communications in the enterprise. The main idea of IMC is that communication occurs in a broader context that involves not only product and service encounters, but also traditional media and other communication efforts. Promotions refers to activities that communicate the merits of the product and persuade target customers to buy it (Epure and Lorena Clara Mihaes, 2019).

New promotional strategies

Promotions take place via social media platforms, SMS on mobile phones, newspapers, magazines ,television or retail stores. Different ways to advertise your business or product are business cards, leaflets and word-of-mouth.

Samsung set up temporary real time command centres or ''war-rooms'', to respond quickly when major events occur and to respond to the movements of its competitors. For example, with each new Apple iPhone model , at the very same time that Apple executives are on stage unveiling the features of the new phone , Samsung marketers are flooding social media with cleaver real-time '' The next best thing is already here'' responses. This strategy allows Samsung to leverage rumours about Apple's release to promote its own products. (Kotler and Armstrong, 2016)

When done right, real-time marketing can attract consumers in the moment and increase the relevance of your brand. If doesn't go well, real-time engagement can be nothing more than an annoying or inappropriate injection. (Kotler and Armstrong, 2016)

Samsung current offers are :

- For the new Galaxy Z Fold3 they take off up to £600 when you trade your old device and for Galaxy Flip3 up to £550.
- If you pre order the new Galaxy Watch4 Classic, you get a £75 Google play voucher.
- Also, if you buy the new Galaxy Book Pro 360 you receive free the Galaxy Buds .
- Samsung Galaxy S21 come with an unlimited data contract .
- When comes about home appliances they offer 15% discount when you buy a bulk of two and 20% if you buy a bulk of 3.
- Five years guaranty for all Samsung 4k QLED tv's

Samsung lunched ''Smart Ways to Shop '' and through this they offer:

- Samsung is offering a range of free delivery options, next day, same day or chosen day options. Plus, according to ''if you don't love it you can return it'' , 28-days window to return items to Samsung for any reason.
- Three ways to pay
    - buy today and pay in 30 days, no fees, interest, or credit agreement and with free returns you only need to pay for what you keep.

- Pay in 3 equal payments every 30 days, no fees, interest or credit agreement, instant credit approval at checkout.
- Spread the cost from 6 months up to 48 months, 0% interest available from 6 to 36 months on selected products, 9.9% interest available from 24 to 48 months on selected products.

- Trade in and save. Even if the current phone is broken, Samsung customers can trade in the old device and get at least £75 off the new product

As Apple dose Samsung can improve their promotion and offer free pair of Galaxy Buds with all the new released phones or let customer chose is they want Galaxy Buds or new charger .

Also, on appliances and tv's in my opinion if they offer free install, they will attract more people as for some of them is a difficult to install them.

As new promotion on mobile phones Samsung can use Claude to attract more customer , as they can offer free space for a year or promotional prices when you buy giga bites of space.

Also, they can use summer sale , or back to school offer as Huawei dose ,they offer% discount on a range of products and 10% discount code on laptops on summer sale promotions plus on back to school they can offer discount coupons for students.

Branding and Brand Equity

Marketing practices that identify products and create names, symbols, or designs that differentiate them from other products. Effective branding strategies provide a major advantage in increasingly competitive markets.

Brand equity is a concept born in the 1980s. Because brand equity is closely related to brand loyalty and brand extension, it is of great interest among business strategists in a variety of industries. Besides, a successful brand provides a competitive advantage that is critical to the success of the company (Eberechukwu and Chukwuma, 2016).

Various surveys of long-standing brand values have resulted in different dimensions of brand equity that can be linked to brands. However, the denominator common to all models is the use of of one or more dimensions of the Aaker model (Eberechukwu and Chukwuma, 2016). Accordingly, the brand equity of the consumer base is the asset of four aspects: brand awareness, brand association perceived quality of , and brand loyalty. Difference effect of brand knowledge for consumer reaction for brand marketing. Brand knowledge is a complete set of brand associations associated with a brand from long-term consumer memory (Keller 1993).

Brand equity occurs when a product or brand generates positive associations in the consumers' minds and is thus the preferred purchase over non-brand products or competing brands. (Kim and Chao, 2018).

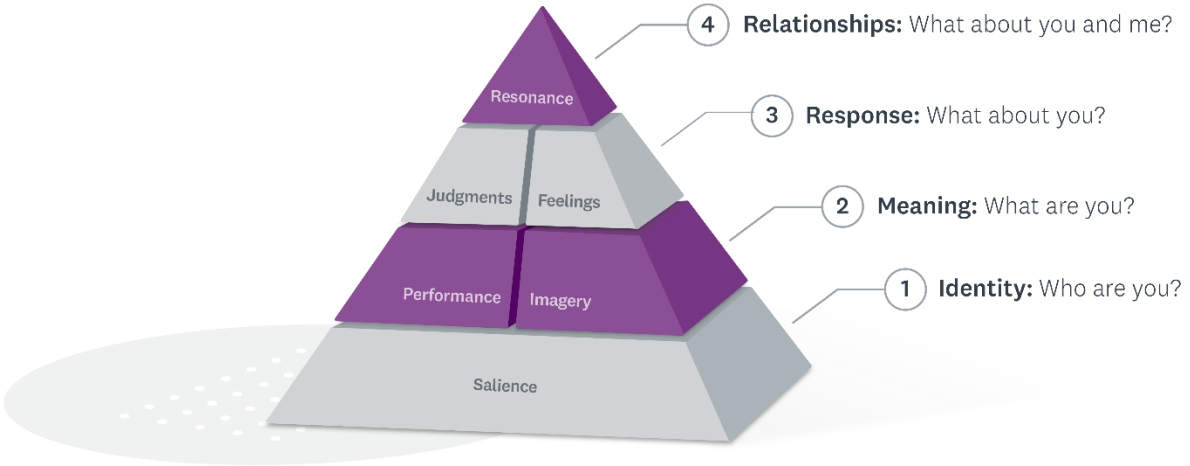
In the journey to see the success of a company, brand image plays a modal role. For Samsung, brand image has made it possible to achieve success in the broad market and global businesses. Samsung has invested much in technology brand with a robust presence in tablet and smartphones. Also, Samsung has a notable brand in the chip industry and consumer electronics. Samsung has a powerful brand image. The brand image is the primary reason for Samsung global success. The company has remained centric to consumer’s taste and preference. The company is focused on the overall consumer experience. With such notable characteristics, Samsung has resulted in the development of a substantial brand equity and brand image.

Keller’s Brand Equity Model

Customer-Based Brand Equity (CBBE) is a model of brand equity that is shaped like a pyramid by Keller.

According to Keller, for a brand to be successful, it must build the ideal brand image, which can be achieved by creating quality brand experiences. If you're able to provide value, you've established brand equity and your customer's convictions will spread to others. As each interaction is positive for both you and your brand, customers will be thrilled.

Keller's Brand Equity Model



In the first level, there is an element called **'salience'**. This is about brand identity. Companies need to understand how people gain knowledge about their brand and get the right message. Therefore, the task of the enterprise is to deliver to customers that its brand is at superior price in a high-quality product. If Samsung doesn't convey the correct message to their customers about the high price, the customer will think about why the price is so high. So, to speak, he has a "demo" of how his brand produces products and services that satisfy his customers. Samsung succeeded in this mission because they were able to satisfy customers and, of course, customers accepted the price and identify Samsung as a valuable brand .

Moving to the second level has "**meaning**". It can be specified in two separate sections. Performance and imagery. It can add social significance to the reputation of positioning and product, price, and product quality. For Samsung, they can build enough of this "meaningful" level. Samsung tends to give people illusions about their products by making them know themselves, or think of themselves as pros, while using them. In addition, Samsung is making people highly loyal by activating CSR appropriately.

The third level is "**response**". This is a judgment and feelings that focuses primarily on reputation. Corporate Vision You will get a good reputation if your products and services meet the needs of your customers, and these results will strengthen your brand's reputation. Samsung pursued more professional and high-quality products than its competitor Apple and continued to upgrade the brand's reputation by providing products to customers in need.

The final level is the "**relationship**" which can be called "resonance". This level is closely related to customer loyalty. This fourth step could be the “how about you and me” question. This level is the stage of building affinity between the business and its customers. It is also deeply related to the concept of resonance, and when this level is well established, customers are much less likely to switch to other brands. Also, if this level is very strongly embedded between the company and its customers, then some brands have customers

starting to form a community of businesses. Samsung has certainly been very successful in putting some consumer-produced communities under them. Over the years, Samsung's efforts to manage "pre-purchase service," "purchase service," and "post-purchase service" have only been successful in increasing loyalty. As a result, Samsung could become the 7th largest global conglomerate in the world. Samsung is a high value-added company with high customer loyalty, strongly structuring itself based on Keller's brand asset theory.

Advertising

Advertising is a way of communicating with users of a product or service. Advertisements are messages paid for by the people who send them and are intended to inform or influence the people who receive them, as defined by the Advertising Association of Great Britain.

The advertising landscape is no more noticeable than online, which has changed dramatically over the last few years. Social media phenomena can have a profound impact on a company's reputation, sales, and even survival. Many executives avoid, ignore, or are in this form of media because they do not understand what a form of media is, the different formats it can take, and how they use it and learn how to use it. We can see opportunities for a new business as "social media specialists" deal with the complexity of this platform (n, N. O., & Yilmaz, R. 2015).

Many leaders are reluctant or unable to develop strategies and allocate resources to engage effectively with social media. Many businesses may ignore or mismanage the opportunities and threats presented by creative consumers. You can provide an experience tool for your social media advertising application to eliminate threats that provide feedback on it. (Taskiran, N. O., & Yilmaz, R. 2015).

A successful marketing campaign will promote your products and services widely, attract customers and generate sales. Choosing the right form of advertising for your business depends on your target audience and how to reach them most effectively. For example, advertising in magazines that your target market reads would be a good way to reach them.

Newspaper

Businesses can reach a wide audience with newspaper advertising. Classified listings are found under subject headings in a specific section of the paper in addition to display advertisements. Advantages of newspaper are trust, high customer usage, heritage and targeting. As disadvantage we can consider decreasing readership, short shelf life and limited audience.

Magazine

Specialized magazines are a great way to help Samsung reach its target market quickly and easily. Mags are typically read at leisure by readers, who keep them for longer, so your ad has multiple chances of catching their attention. Magazines typically cater to consumer (by interest groups, e.g. women) and commercial (type of industry/business, e.g. hotels). If Samsung products are displayed in colour, glossy magazine ads might be ideal. As disadvantages we can identify cost, limited reach or frequency, long lead time and readership.

Radio

It can be difficult for listeners to remember what they have heard and sometimes the impact of radio advertising is lost. If Samsung can't afford to play ads on a regular basis, you'll find that radio ads do produce strong results. The best way to get the best of this is to repeat the message regularly. This will significantly increase the cost.

Television

The cost of creating a TV ad and buying an ad slot is generally expensive. TV advertising has benefits such as sight, hearing, movement, and colour, and encourages customers to buy from Samsung. They are especially useful for Samsung to show how products and services work. If Samsung want to make money from advertising, they should be able to find a buyer for the time slot in which it is shown.

Outdoor and transit

There are many ways to promote moving outside. Outdoor signage is a roadside signboard or a secret signboard at a sports stadium. Can be for transportation advertisement, bus, taxi, bike poster. Big signage makes a big impact on Samsung's message. If the same customers hand out signage every day while on a business trip, Samsung is likely to be the first company to think about when buying a product.

Direct mail, catalogues, and leaflets

The direct mail approach is more personal, as Samsung can pick its customers and plan the timing to fit their business. A cost-effective form of direct mail is the electronic delivery of newsletters and flyers to an email database. The more precise your mailing list or distribution area, the more target markets you reach.

Online

Online advertising has many more advantages as: global research, attract target audience, better brand engagement, cost-effective & time efficient, quick, and convenient delivery and helps to maintain after sales relationship. In my opinion advertising on the Internet is a cost-effective way to attract new customers. Many customers are researching their business online before deciding who to buy from. Samsung can advertise online on multiple ways, via paid commercials on different web sites, their own website, social media channels or to improve their search engine rankings.

Samsung customer journey map

A customer journey refers to the understanding and story of the users that reflects the whole sum of experiences that consumers go through with dealing with a brand or a business (Sorman, 2019). This way, you are able to gather customer feedback automatically throughout the customer journey to get the insights, where you need to improve.

Business that focusses on customer experience reduce churn and therefore increase revenue. Customer experience increases brand awareness, customer retention, employee satisfaction, and customer satisfaction.

Samsung has moved from focusing on product features to more customer benefits through a new communication hierarchy, the development of a flagship store, and shop-in-shop retailing locations worldwide (Teimouri et al., 2016).

Being able to understand your customers journey is crucial in the way to optimizing customer experience. A customer journey is the series of interactions between a company and its customers during the course of pursuit of a particular goal(Addis, 2016). Companies can build a cohesive customer journey that enables them to provide an excellent customer experience, thus making customers advocates.

By defining the customer journey stages, companies will be able to assess the entire process and adjust their processes as required after each judgment (Lemon and Verhoef, 2016). These stages include:

- Awareness - Advertising helps customers become accustomed to the company's products.
- Consideration – understanding customer needs.
- Purchase – stage when customer take the decision about buying or not.
- Retention- customer loyalty .
- Advocacy- positive or negative feedback.

Participating in online surveys and noting touchpoints, as well as developing action plans are all customer journey activities.

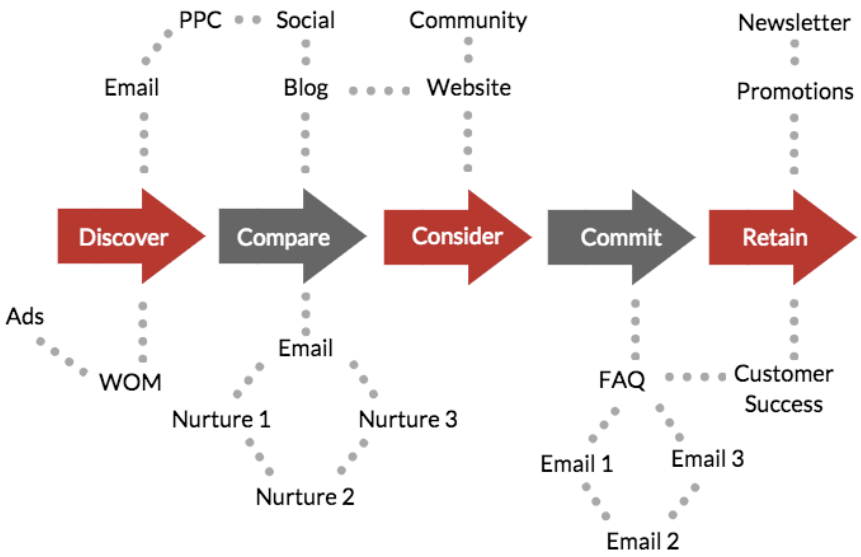
Throughout the customer journey, you need to know your customers' needs and feelings in order to give them the best experience possible.

Customer personas are fictionalised representations of your ideal customers and provide you with detailed information about them. Demographics, pain points, and consumer behaviour are part of a customer persona. An effective customer persona ensures that the preferences, needs, and goals of a particular audience are properly addressed, thereby improving the overall customer experience. Therefore, the marketing strategy is more effective and the sales team of the company has established a relationship with potential customers.

Some customer personal applications used in Samsung Identity in the UK include:

- The UK is experiencing smartphone evolution as it uses Samsung phones. Mobile devices are used mainly for education programs, businesses, and other applications. Samsung and Apple have a rivalry that will intensify over the next years (Lenggono, Syah, and Negoro, 2019). Market analysis also shows that Samsung is the favourite brand of British consumers. Samsung's application ecosystem, power sharing, fingerprint sensors, fast processors, and secure folders are some of the reasons why people use Samsung phones and make them loyal to the brand.
- Samsung needs to improve several recurring problems – they had issues with mobile phones like storage and many devices have drained batteries and slow download speeds.

Mapping the Customer Journey



As competition from other companies like Apple and Huawei has become increasingly fierce, Samsung has improved its distribution channels. First, they got into offline channels. This includes manufacturers who sell directly to consumers, sell to

retailers, sell to consumers, sell to wholesalers, and then sell to consumers. Offline channels have made direct or indirect sales to customers. Samsung used Levels 1 and 2 to reach customers (Putri et. year 2020). Samsung also provides after-sales service to customers through its service centres. Especially if you understand that your customers are focused, and the service is price sensitive.

It also helped increase mobile sales by adopting online channels such as websites. Due to the offline online conflict, Samsung Electronics has run on and off in parallel to hold on existing customers and they also launched an online shopping platform. So, the use of online and offline channels for Samsung mobile phones is very important as it increases the interaction between the customer and the corporate brand, leading to a smooth customer itinerary.

Total Engagement Model

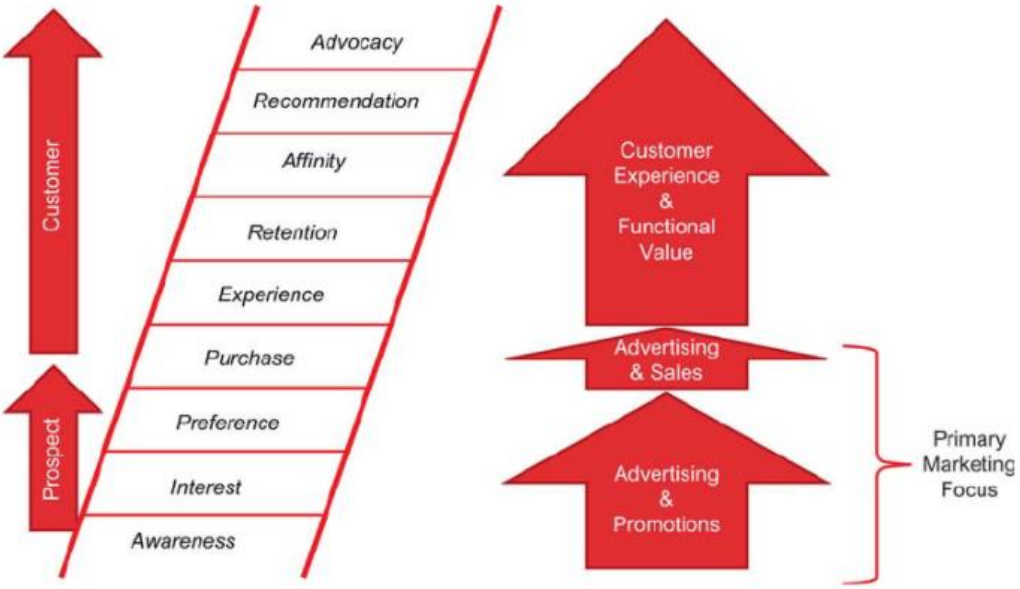
A customer engagement model is an approach that companies take to engaging and building relationships with their customers.

It is essential for Samsung to deliver a clear value proposition and customer experience, and to align two other important factors in order to create enthusiastic customers. The first is your brand, and you need to systematically communicate your value proposition. The second is the company culture. This is an important factor for delivering a clear value proposition and a planned customer experience through dedicated employees (Roberts, C. & Alpert, F., 2010).

The Total Engagement Model puts it all together into an efficient and effective system. Importantly, it will focus on aligning all of the company's activities with a unified plan of customer engagement, including advertising, services, products, and corporate culture. An important advantage of the total engagement model is the synergy through the coordination of the entire company-wide brand strategy. The whole (by consolidation) is greater than the sum of the parts (some are already good and some are not, but they may be fragmented).

As Samsung is looking at increasing customer cynicism, it needs to fully utilize and optimize all its communications and interactions with its customers and treat its avid customer as a creation opportunity. The important thing is that all interactions are accordant and must work side by side to achieve these goals. In the below image we will see what promotes loyalty and referrals.

Figure 1 Marketing and the consumer loyalty ladder



In the above image are summarized in general the stages a customer goes through in a journey towards a nomination or supporter. The stage of interest or favour is where Marketing plays an important role . In the purchasing phase an important role is played by sales and advertising . The next stage is when the buyer is testing the product.

Here, the role task areas include tasks such as design, manufacturing and billing of products, IT, and fulfilment centres.

To create a participating customer, Samsung needs to fulfil the following:

1. Develop their promise of value to be delivered based on solid customer insights.
2. Second, they need to consistently deliver this value proposition to their customers with branded commercials.
3. Ideally, this commitment is met by employees who support and understand the strategy. It is important to understand your personal role in the success of the strategy.

The Samsung mobile industry puts customer communication first for customer satisfaction. They carry out various preventive and work with technical quality, such as quality, rating support, retail, and problem management. Also, Samsung is striving to provide high quality customer service through VOC, Return Material Authorization and Change Notification management. (Shamout, 2020)

Conclusion and recommendation

Samsung succeeded in this mission because they were able to demonstrate in the market that their brand had “something” to satisfy customers and, of course, customers accepted the price and identify Samsung as a valuable brand . Customer effort scores also help Samsung Mobile predict customer loyalty and determine friction points that can improve the customer experience. As Samsung is looking at increasing customer cynicism, it needs to fully utilize and optimize all its communications and interactions with its customers and treat its avid customer as a creation opportunity.

However, Samsung mobile can incorporate some customer experience processes in enhancing a more excellent customer experience, such as reusable mementos and making the mundane in the customer's journey magical. Samsung mobile is likely to be the best smartphone that many people will use if they work on increasing the customer experience since their products are always of high quality.

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