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Introduction

The expansion and prosperity of a firm are highly dependant upon its marketing and strategic efficacy. In order to remain competitive and attract customers, brands are required to devise effective economic strategies that can enhance customer satisfaction and engagement. In the current era, where sustainability practices are a significant factor that influences brand image, customer group tends to have an inclination towards brands that follow sustainable practices. The major aim of this study is to analyse and evaluate the activities of the brand in broadening the customer base. Various sections in this study will include analysis of the operations of the brand through analytical tools. This will aid in understanding the business growth and development. The marketing tactics used by an organisation will be discussed through this study. additionally, the study will also cover details on the theoretical aspects of these marketing aspects such as communication, branding and engagement.

Samsung is a multinational technology brand, with its headquarters situated in South Korea. The operations of Samsung are occurring through a diverse portfolio of its subsidiaries. It is also identified as one of the largest corporations in South Korea. The major operations of this brand are happening through its subsidiaries through heavy industries, construction, electronics and military sectors which collectively constitute about 20% of the country's total exports. Furthermore, Samsung has diversified its business portfolio into other scetors such as entertainment, advertising, and insurance. Samsung was established by Lee Byung Chul as a trading enterprise in 1938, thereby initiating the commencement of business innovations of Samsung. The establishment of the firm occurred in Taegu, a city in South Korea (Jia, 2022). The firm was started as a supermarket store with limited workforce of 40 employees. This company traded and exported goods made in Taegu and the surrounding area (Hidiroglu, 2021). By 1947, Samsung had grown and expanded enough to construct a second store in Seoul. One of the biggest shipbuilders in the world by 1974 was Samsung Heavy Industries (Roozitalab, 2022).

Samsung Sanyo created the first monochrome television in 1970. The business was successful in creating a variety of additional items and equipment during the ensuing decades that appealed to consumers. Samsung produced 5 million TVs, a significant milestone, in 1978 (Farahani et al., 2020). With the manufacturing of digital TVs, chips, and forced Samsung motors throughout the ensuing years, Samsung quickly rose to prominence as a global brand (Solihin et al., 2021). Samsung was soon recognised by other corporates and high end brands

in the market when they involved in manufacturing of digital TVs, forced Samsung motors and chips (Solihin et al., 2021). The activities of Samsung is also spread over other sectors such as home appliances, electronics makers and telecommunications.



Communication

Communication can be defined as the process of transmitting information from one individual or group to other. This definition illustrates that communication expands beyond the mere transmission of data. It suggest that there is a certain level of proficiency in delivering a message. According to Enke and Borchers (2021), at a minimum, any form of communication involves a sender, a message from the sender, and a recipient. Despite of the simplicity in its components, communication is considered as multifactorial and are influenced by external factors (Zhao, 2020). Few of the factors that holds a significant place in determining the effectiveness of communication are emotional state, the sociocultural aspects, and the mode of communication. The complexity involved in the process of communication could also be considered as an underlying reason why effective communication skills are appreciated at many circumstances. Attaining a communication that is precise, effective and clear is often considered to be a challenging task (Kalogiannidis, 2020). The sender is involved in sending a message, which includes both verbal and non-verbal cues, which is further decoded by the receiver (Dainton and Zelley 2022). Ali et al. (2021) mentioned that complexity of the communication increases, when there is more than one receiver.

Models of communication

The use of communication models helps students comprehend certain ideas and procedures involved in communication, as well as communication principles and definitions. Even though

representation of the models might vary, the basic elements in models of communication remains the same. There are three main categories for communication models: linear, transactional and interactive. Linear models consider one-way communication, transactional models consider two-way communication where messages become more complex as communication progresses, and interactive models considers two-way communication. Aristotle model of communication, a linear and speaker centri model is explained here.

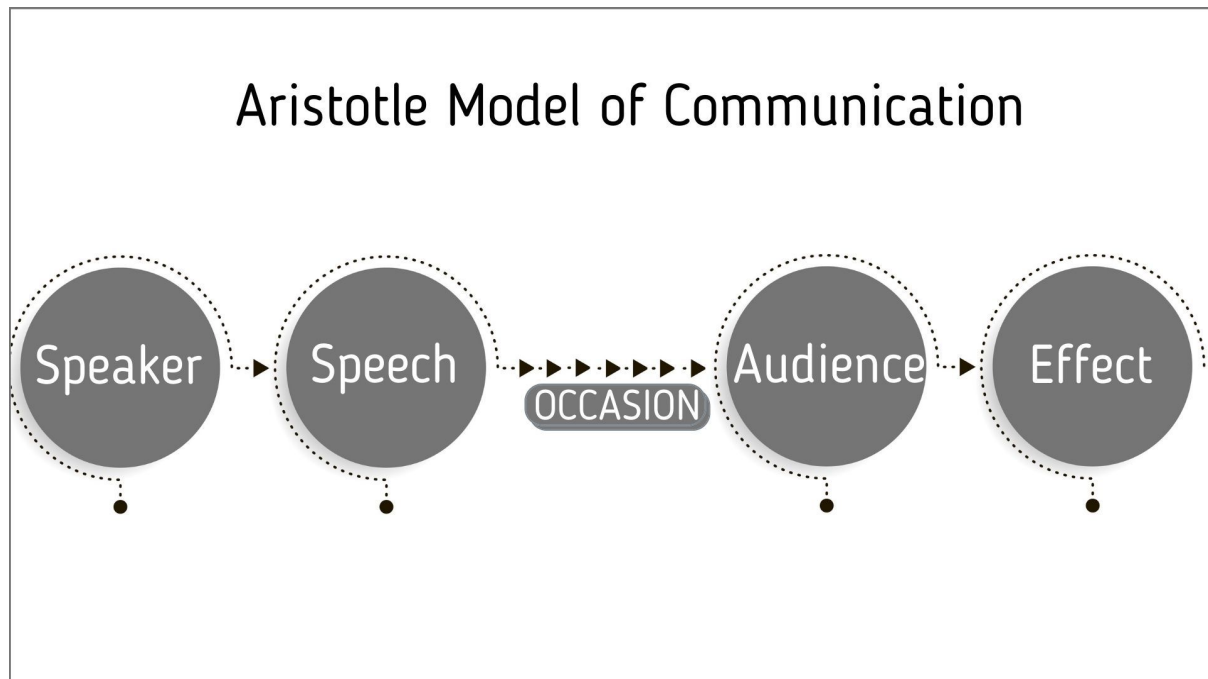


Figure 1: Aristotle model of communication (Adapted from Bhasin, 2021)

The Aristotle model of communication is a widely used model of communication. In this model, the sender sends a message, which is capable of influencing the receiver at the other end to respond in a particular manner (Mehta, 2022). This model of communication is widely considered when it comes to public speaking, seminars and lectures. This attribute is because of the potential of influencing the receiver. Effective crafting of the message is a peculiarity of this model, in which, the sender modifies the message to be influenced (Bhasin, 2021). According to Umeozor (2020), the sender assumes an active role while the recipient assumes a passive role in this model of communication.

Integrated marketing communication

The concept of integrated marketing communications is easily comprehensible. This ensures that all the forms of communication and interactions are connected in certain ways. The concept of integrated marketing communication involves combination of all the promotional tools and marketing tools that are used by the firm (Laurie and Mortimer, 2019). It is also noted all these communication and interactions are targeted at the same goal. The aim of this process is to communicate the messages and announcements from the organisation to a large number of audiences. In today's market, where competition is at the high end, promotion is considered as the integral component of integral marketing communication. Hence to obtain the better results from the communication activities, a brand must consider all the internal and external aspects that can influence the communication process with the audiences (Porcu et al., 2019). Thus, few of the authors have mentioned integrated marketing communication as the strategic coordination of all the communication channels. It is thus, necessary for a brand to ensure its marketing strategy and communication channels are efficient to lead the firm to success (Whitburn et al., 2020)



Figure 2: Integrated marketing communication (Adapted from Lumenlearning.com, 2023)

Promotion

Using promotion as a marketing strategy facilitates the communication between the brand and its customers. This approach will aid the influence and communicate with the customers on a continuous basis which is supposed to have great influence in the marketing and sales of the brand. Communicating with the customers effectively regarding the products and offerings of the brand are essential. This promotional strategy is used by many of the enterprises to grab the attention of customers (Kiran and Arumugam, 2020). Product promotions are a popular marketing strategy used by both big and small businesses to draw in new customers. The advantage of product marketing is to draw attention to a new brand or particular product.

Online promotion

Online advertising is still necessary for the E Marketing plan, just as it is for traditional sales. Blogs, newsgroups, and mailing lists are some popular promotional strategies that different brands have adopted. By increasing brand awareness and generating talk about the items, blogs help to form communities of like-minded individuals and indirectly advertise goods and services (Li et al., 2023). Posting messages about the specified topics to the interested groups is what news groups and mailing lists do. One of the most used strategies for online advertising is banner advertising.

Offline promotion

Marketing activities carried out without the use of internet and online platform is called offline marketing. Chen et al. (2020) mentioned that various sources such as billboards, print methods, radio and TV are few of the mediums of offline marketing. Similar to TV advertising, radio advertisements let businesses express their brand voice and image. They are typically less expensive than TV advertisements as well. TV advertisements are costly, but they offer a terrific opportunity to instantly attract people's attention (Lee et al., 2021). They can be imaginative and help your goods stand out from the competition. Every time clients use promotional things, they are reminded of your company. Organizing an event or holding a workshop might draw new clients to your business and foster favourable brand affinity. Using magazine ads and newspaper ads are also methods of offline marketing.

There are various online and offline promotional activities adopted by Samsung. Leading digital marketing campaigns like inidaReadyAction pushed Gen Z and young millennials to use their smartphones to showcase the true India. The community was greatly impacted by this, and the brand's client base grew as a result. Another online marketing campaign run by OverToYou utilised social media to promote new products (Asdi and Putra, 2020). The reports make it clear that the emphasis on flagship items and the widespread adoption of 5G devices had a stronger impact on the client base (Hidiroglu, 2021). The smartphone market has consistently been cited as having a significant impact on organisational success. Samsung addressed the requests of the customers in the oversaturated smartphone industry. Samsung has participated in social media sites like Twitter, Facebook, and Instagram (Dirwan, 2022). Consistent posting on social platforms is a good way to keep customers interested in the brand's newest products and ideas. Many Samsung consumers are among the fan bases on these platforms. A recent Wieden and Kennedy advertising with the tagline "growing up" was able to show everything, such as storage, water resistance, etc (Setiawan and Muharijin, 2022). Samsung also conducts sales promotion operations to put its items in front of consumers. Newspapers and online media are used to advertise new items. Another marketing strategy used by Samsung is partnerships with well-known people and other influencers. Samsung plays a significant role in event sponsorship even though their products are amazing in terms of quality.

Branding

Branding is the reflection of how a brand is presented. This could also be considered as how the target market and customer group view the company. Branding includes all the factors such as the logo, mission, and voice of the brand (Radu dandu, 2015). Quality of products also affects the identity of the brand. Branding helps the firms to promote their products and services. branding helps companies to stay unique from the competition and helps to develop a good image among the customer group (Poturak and Softic, 2019). Proper branding is a crucial part of an organisation. Branding will the firm to change the customer perception and attract new customers, and increases the brand value (Ebrahim, 2020).

Brand equity

In simpler terms, brand equity is considered as the value that a brand holds. This is dependant on the ability of a brand to compete and survive (Bynder, 2023). The term brand equity is also considered to be the value or worth that a brand received over the years. This could also be considered as the perception of the customers. Components of the brand equity are brand awareness, brand loyalty, perceived quality, brand association and other proprietary assets of the brand (Abigail, 2021). Brand equity is represented by different authors through different theories and models, and all together, the combination of these elements are considered to be resulting in brand equity (Bynder, 2023).

Brand equity model

Keller is a leading branding professor and author, he has developed a brand equity model, where brand equity is addressed through four key questions. The questions in the model are related to the perception of a consumer regarding a brand and their requisite attitude towards it. A diagrammatic representation of the Keller's customer based brand equity model is given below



Figure 3: Keller's customer based brand equity model

The elements in this model are brand identity, meaning, response and relationships. Brand identity, represented as who are you, demonstrates the significance of developing a strong brand identity to remain prominent among the minds of customers (Diniso, 2017). The next element brand meaning reflects on the communication process with the customers.

This also indicates that how the communication is important in defining the brand equity. Brand response, quoted by the question who are you demonstrates the response of the customers towards the brand, depending upon their emotions and perceptions (Diniso, 2017).

This brand response is highly dependent on perceived quality and credibility of the brand. The last component, brand relationship is indicated by a question, what about you and me (Jia et al., 2022). This illustrates the development of brand equity through strengthening the connection between the brand and customer that is visible through the factors such as frequency of purchase, and active engagement in social media.

Keller's brand equity model of Samsung

High brand salience is obtained by Samsung in studies that have been conducted as a comparison of Samsung and other brands. This brand salience of Samsung is achieved through product recognition, brand usage and likeliness of brand (Mathew and Panicker, 2017). Regarding the brand performance, Samsung is rated at a higher position when compared to competitors in the field such as Micromax, Nokia etc. the special features offered by Samsung along with user friendly applications makes it in a good position. But a few of the factors that determine performance such as reliability, serviceability, value to money and design aspects of Samsung still needs improvement. Samsung still needs to develop strategies that can improvise the brand performance. In context to brand imagery, Samsung is considered as a successful brand (Mathew and Panicker, 2017). Brand imagery is identified to be an established feature of the Samsung brand. Considering the brand judgments, the uniqueness of the brand is a special feature of Samsung. Credibility, superiority and consideration of Samsung is at a high position compared to many of the competitors (Jia et al., 2022). Still, judgements on quality is an area that Samsung needs to look forward into. Regarding brand feelings, Samsung has developed as a preference in the consumer group in terms of status symbol. The fun elements and excitement that is offered by Samsung also takes part in this brand feeling of Samsung (Cruz Milan, 2023). Moreover, social approach of Samsung is high (Mathew and Panicker, 2017). Hence, brand feelings of Samsung are always on the top notch. The brand resonance of Samsung also follows the same trend as that of brand feelings (Chithrasekara, and Karandakatiya, 2019). This indicates that a significant part of customers prioritise Samsung for their next purchase. The community characteristics of resonance of Samsung are high (Yang et al., 2019). Other resonance elements such as loyalty, community, attachment and engagement are also high in case of Samsung.

Advantages of Keller's brand equity model

- This model has a significant reflection on brand resonance, and how it can be improved. Looking forward to this element makes the organisation to undertake necessary actions to improve the brand resonance and relationship of customers with the brand.
- This model also take note of consumer buying behaviour. Various strategies that are involved in each element of the pyramid include emotional and physical aspects of consumer buying behaviour.

Disadvantages of Keller's brand equity model

- Even though the model reflects on brand resonance, there is no proper indication of the brand equity of the manufacturer in this model (Jia et al., 2022). Because most often, Kellers model is analysing a specific brand, not the whole manufacturer.

Customer journey

Customer journey is defined as all the processes and stages a customer undergo before they reach the actual stage of making a purchase. Customer journey can also be considered as all the interactions a person has developed with a particular product or services (Tueanrat et al., 2021). the interaction with the brand can be both direct interaction and indirect interactions (Batheories, 2022). There are various stages that can define the process of the customer journey in detail. The stages of the customer journey are awareness, consideration, purchase, retention and advocacy.

Awareness- the stage where the individual becomes familiar with a brand through social media, word of mouth or advertising (Becker and Jaakola, 2020).

Consideration- the stage of connecting the need they have along with the product they got to know about. Individual actively considers whether to buy or not to buy the product (Son et al., 2019).

Purchase- the stage where actual purchase happens.

Retention- after using the product, the customer seeks advice from the provider or the community (Hamilton et al., 2021).

Advocacy- the customer tend to explain their experience with the rest of the world, be it positive or negative.

This customer journey helps a company to communicate with its customers during each stage of the purchase process (Kuehnl et al., 2019). All the stages in this customer journey holds a significance in determining the overall process of purchase.

Customer touchpoints

Customer touchpoint can be considered as any direct or indirect interaction that a person has with a brand (Batheories, 2022). Since these interactions happen from the customer side, these are beyond the control of a brand. These customer touchpoints can occur during, before and after the purchase. In certain cases, the touchpoints can be under the influence of both brand as well as customers. A brand controlled touchpoint is usually visible through the advertisements (Samsung US.Newsrrrom, 2018). Advertisements of Samsung determines what customers need to see regarding the brand. This is purely brand oriented in such circumstances. It is also noted that depending on the time of contact with the brand, customer touchpoints are divided as pre purchase, purchase and post purchase (Bascur et al., 2019). Samsung utilises numerous methods to interact with the customers at the pre-purchase stage. Various promotional activities and offline and online advertisements are the method of ensuring customer touchpoints in the pre-purchase stage (Mathew and Panicker, 2017). Reviews of loyal customers regarding Samsung products and services are also contributing to the pre purchase. These social media posts act as customer touchpoints for Samsung (Eng, 2021). Conferences and workshops conducted by Samsung are another way of customer touchpoints in the pre-purchase stage (Wang et al., 2019). In the purchase stage, Samsung make use of user friendly websites and physical outlets which enables customer touchpoints in the purchase stage. Having distributors in the offline and online contexts are also methods of ensuring customer touchpoints in the purchase stage. Complimentary memberships and incentives are the methods of customer touchpoints in the post purchase stage. Providing tracking details to customers are also customer touchpoints.

Customer journey map

Customer journey map of Samsung includes an understanding of the various stages in the customer journey and customer touchpoints.

	AWARENESS	CONSIDERATION	PURCHASE	ONBOARDING	ADVOCACY
USER ACTIONS	Ask friends and colleagues.	Browse various e-commerce websites.	Select the product and payment modes.	Try the product.	Send product recommendations to friends.
TOUCHPOINTS	Searches for 'best keyboards,' and click on the banner ad.	- E-commerce website. - Search bar. - Product pages.	- Payment page - Card acceptance - Shipping page - An error message.	Keyboard works good, and the customer keeps it.	Customer reviews and referrals page.
PAIN POINTS		There are many steps to find the desired product.	- The card is not accepted. - The checkout page does not work properly.		No follow-up after the product delivery.
SOLUTIONS		Build effective landing pages on the basis of product and query searches.	Fix checkout pages so that all payment modes can work seamlessly.		Send product feedback form to understand the user's pain points.

This customer journey map can be read in context to Samsung as a brand. The awareness stage makes potential customer to get to know about Samsung product. He asks opinions of friends and colleagues. He also makes use of search methods, and banner ads. These are the touchpoints in the pre purchase. The consideration includes using websites, browsing, searching search bar, product pages etc. this is followed by the purchase; that is characterised by selecting product and payment methods. Considerations are ongoing with the use of the product and the customer tends to keep the product, if it works well. This is followed by the advocacy of feedback through sending product recommendation to friends, providing customer reviews in review pages.

The total engagement model

Customer engagement models are targeted at improving the customer engagement with the brands. The engagement with brands have a significant place in determining the success of an organisation. as per the name indicates, the model is a combination of a few elements. This includes companies, customers and employees (Pranitasari, 2022). These elements are interlinked by a combination of factors such as brand advertising, customer experience and culture (Peterheria, 2021). The connection between organisation and employees is reflected through unique customer value proposition. Strong customer insight and delivering a strong

and planned experience are also the targets of total engagement model (Eng, 2021). Few of the elements of the model can be discussed as follows,

- Branding- A key method of enhancing customer engagement is branding. Branding strategies adopted by Samsung are strong enough to gather customer engagement.
- Internal culture- cultural aspects provided by the company also has a role in determining the customer engagement (Pranitasari, 2022). Corporate culture of Samsung is adequate to keep the employees satisfied and happy with the policies and methods of organisation.
- Customer value proposition- the value of a company in perspective of customers is depending on factors such as real value, relevance and differentiation. Samsung products are considered as a status symbol, because of high price and quality (Peterheria, 2021). This makes the real value of Samsung high. Similarly, differentiation available in different products makes the products of the brand unique. Strategies adopted by Samsung to make the products unique are successful. Rather than relevance, Samsung has succeeded in making the products a part of the daily living.
- Customer experience- this indicates the experiences that a person has with a brand. The studies indicate that most of the Samsung customers are happy with their products and brand.



Figure 4: Total engagement model (Adapted from Engaged strategy, 2017)

Conclusion

This article has provided an explanation of the many marketing methods and tools used by the Samsung brand. The brand's history featured information on how it got established and developed into a prosperous international technical enterprise. Samsung's marketing techniques are recognisable in that they support the brand's survival in the competitive industry since the corporation places priority to innovation and technological breakthroughs in its products and services. This study has shown how Samsung uses a variety of marketing techniques to increase sales and services, broaden their clientele, and scale up their business. The marketing strategies of Samsung are analysed in context to the theoretical aspects of communication, promotion, branding, brand equity and customer journey.

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