

The Impact of Digital Marketing on Global Marketing: Case Study of Samsung

MODULE CODE: LCBB6000

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ACKNOWLEDGEMENT

CHAPTER ONE: INTRODUCTION

The concept of digital marketing is one that involves promoting goods and services using digital tools such as the internet (Desai, 2019). In other words, the process of digital marketing involves the creation of marketing channels across websites, blogs, social media platforms, online games, and other electronic channels in both audio and video formats. The advantage of this approach is that it is borderless and can be used to reach a wide range of persons across various demography since marketing activities are not hampered by any significant physical infrastructure limitations except internet connections in most cases (Kannan, 2017).

However, the global reach of digital does not mean all marketing strategies implemented on this platform must be international at all times and target all global audiences with every digital marketing advert. Instead, it is often used as a tool to gain exposure to target high-value markets that would have been otherwise difficult to access if physical advertisement campaigns were to be followed (Silva, 2019). Such an approach increases the efficiency of the digital marketing process and also makes it cheaper than trying to target all demographics at all times (Sundaram, Sharma & Shakya, 2020). Hence for multinational organisations, digital marketing channels are applied in a manner that increases exposure to the right demography across various cultures on the internet.

To be able to fully utilize digital marketing processes, some specific skills and tools must be implemented irrespective of the size of the marketing budget. These include search engine optimisation, social media marketing, and digital content creation (Bhandari & Bansal, 2018). From the name, search engine optimisation (SEO) involves making the contents of digital marketing to be easily retrievable from popular search requests on internet search engines like Google, Bing, etc (Matta, Gupta & Agarwal, 2020). When implementing SEO involves more than just ensuring that contents are at the top of internet search engine results but rather ensuring that the best available information about the products and organisations are placed in channels-accessible locations on digital platforms (Matta, Gupta & Agarwal, 2020).

Social media marketing on the other hand involves being able to generate productive advertisement or marketing activities from social media platforms (Silvia, 2019). This includes generating important responses from customers and increasing engagement from customers based on the products or services that are in focus (McGruer, 2020). Thus, it has become essential for various organisations to develop complete marketing strategies with the increasing integration of internet and digital platforms across human daily life. This is especially important for large organisations like Samsung whose products are sold worldwide and thus need to create content that is far-reaching and relevant to different demography.

1.1 Rationale for the Study

The impact of digital marketing on revolutionising marketing as a profession cannot be overemphasized with digital marketing providing cheaper marketing channels with a far wider reach across the customer demographics than traditional marketing channels (Nyagadza, 2022). This comparative advantage is hugely popular among smaller organisations that have limited budgets and that enjoy access to exclusive markets through digital marketing tools (Bala & Verma, 2018). On the other hand, mega-corporations or multinationals still have exclusive rights on various traditional advertising marketing channels such as TVs and radios (Bala & Verma, 2018). This, however, does not mean that they are non-participatory in digital marketing channels. However, insights into the process they use to implement digital marketing are shrouded in mystery as these organisations hardly share their marketing strategies. However, by examining how digital marketing has been utilized and its impact on a case study organisation like Samsung it will be possible to gain insight into how these multinational organisations develop their strategies and utilize digital marketing. Samsung was selected as the case study organisation because of the large-scale range of its products and its wide acceptance across various demographics even in low-income countries (Chattopadhyay, 2020).

1.2 Research Aims and Objectives

The research aims to evaluate the influence of digital marketing on the global marketing strategies of Samsung. Based on the above aim, the following objectives will be considered:

- To analyse the different digital marketing strategies implemented by Samsung
- To investigate global marketing strategies utilised by Samsung
- To determine the role of digital marketing in the global marketing strategies of Samsung.

1.3 Thesis Structure

The second chapter of this thesis will present a review of the literature and relevant theories concerning the research objectives. The chapter will conclude with research questions informed by the literature gaps discovered. The third chapter will present the methods used in the thesis and the fourth will provide the results collected in the study the fifth presenting the result's discussion of the results and the final chapter will present the conclusion and recommendations of the study as well as the limitations of the result.

CHAPTER TWO: LITERATURE REVIEW

This chapter will provide a brief background into Samsung as well as an insight into its marketing strategies as described in the literature. The chapter will present a theoretical framework for the study followed by the research questions to be considered in the study.

2.1 The Marketing History of Samsung

Samsung in its early days in the 1970s started making cheap TV sets using the brand name Sanyo (Farahani *et al.*, 2020). From these humble beginnings transform transformed into a conglomerate of innovation that has continued to develop state-of-the-art flatscreen TV and mobile phones, air conditioners, and other electronics. The major competitive strategy adopted by Samsung during this time is through its technical competence which allowed it to produce vital components for products that are eventually marketed by other more popular brands such as Hewlett Packard (hp), Dell, and even Apple (Solihin, 2021). Within its own brands in the 1990s, Samsung started producing low-cost products such as televisions, microwaves, and radios which were sold under supermarket retail chains such as Walmart (Solihin, 2021). This strategy began to unravel in 1997 during the Asian market crisis that occurred that year. Samsung suddenly found itself in a position where it had excess chips to sell to electronic makers due to increased competition and product sales under its own brands were suddenly recording abysmal sales (Farahani *et al.*, 2020).

The result of this crisis required that Samsung find innovative ways to boost its sales and recover its competitive position within the market. Hence, Samsung changed its tactics and began redesigning its promotional advertisement strategies. The strategy was to develop products that were of superior quality which are stylish and worth paying a premium for (Solihin, 2021). This approach was born out of the confidence that Samsung could produce products that are of equal quality to other brands in the Asian electronic market at that time, especially against Sony their major competitor (Solihin, 2021). This approach began to change

the targeted market from the low-cost group to those younger uptowns and stylish customers worldwide who can afford to pay premiums for their electronics.

Thus, this changed marketing approach was accompanied by a change in the promotional campaign which now focused on gradually establishing a brand image of Samsung with their associated markets (Phinari, 2020). Since the previous advertisement processes targeted different demography, the new products which are expensive to make are just entering the market. The first process that Samsung implemented was to revamp its distribution chain to fit its new market. The meaning result in the end of partnerships with a dealership with low-cost retail reputations followed by a focus on marketing products through electronic stores to offer the image of technological stylish products that are worth the premium (Solihin, 2021).

Another significant effort that was made during this period was the creation of fashion-related advert campaigns that associated the Samsung brand with stylish sophistication. The general brand position was strengthened through various strategies including sponsorships, product placement, and digital marketing.

2.2 Digital Marketing in Samsung Marketing Strategy

It can be said that the marketing strategy adopted by Samsung in improving the digital marketing position of its brand position in recent years had helped to reposition its products as a market leader in the luxury electronics sector (Phinari, 2020). Thus, Samsung is one of the few organisations that have successfully converted its digital marketing processes into a strong brand position in its market. Some of the important features that were identified from the literature concerning the digital strategy of Samsung include critical content marketing, active online markets, use of influencers for paid social media promotion. These steps will be critically discussed below.

The content marketing process for Samsung involved creating active content that increased its brand awareness of Samsung while ensuring that its content is SEO optimized so that they are

available and accessible to the targeted customers (Chattopadhyay, 2020). Since the target population was technology-conscious younger generations who were active on various platforms, the contents were published as videos, images, and memes that could be easily shared by this demography which increased both exposure and customer engagement (Chattopadhyay, 2020). Such an approach gave Samsung a double boost in terms of the impact of its campaign strategy and customer engagement.

Likewise, Samsung was conscious to place their online advertisement on important sites and blogs that are easily accessed by their targeted customers (Jamali & Khan, 2018). This was the feature that cost the most resource since it might be expensive to gain specific positions on platforms such as social media and video and game streaming channels. Furthermore, Samsung employed writers to create promotional writeups concerning their products while using social media influencers to demonstrate the advantages that Samsung product ownership confers on the customer (Jamali & Khan, 2018).

2.3 Theoretical Foundation of Effective Digital Marketing

One of the theories that have been used to explain the impact of the effectiveness of digital marketing activities is the RACE model. The focus of the RACE model is to help organisations increase customer engagement through their digital marketing activities which will then increase brand awareness and perception among the target customer base (Chaffey & Ellis-Chadwick, 2019). The core concept of the RACE model is made of 4 major steps: reach, act, convert and engage (RACE). The four steps are related to the lifecycle of a customer's interests and interactions with a product which ranges from being aware of the product to purchasing and after purchase interactions. An evaluation of these stages is presented below:

2.3.1 Reach

The Reach stage is the first step of the RACE model and it reflects the stage where the customer becomes aware of the product (Vieira *et al.*, 2019). The major focus of this stage is to direct traffic of digital activities and campaigns towards the targeted demography so that they can

interact with the campaigns that the customers can form a positive perspective of the product. The critical knowledge of this stage is to be able to provide the right direction to the traffic activities generated across the online platforms without which the campaigns will be randomly published with lower effectiveness (Erkollar & Oberer, 2017). Such knowledge includes increased awareness of the type of social interactions that the targeted demography engage-in or the types of blogs and websites they visit.

2.3.2 Act

Under the second act, it is expected that digital marketers help to create an avenue where the customers engage with the product or brand (Erkollar & Oberer, 2017). This includes providing a base for online look-up such as a landing web page where all the information concerning the product is displayed. It might also be a social media page that is more accessible on the platform where the digital activity is directed. The alternative might be to create newsletters or product information posts on a certain website where potential customers can obtain more information about the advertised brand.

2.3.3 Convert

This step is the trickiest and it involves encouraging customers that have shown interest in the product to make a purchase or buy products associated with the advertised brand (Chaffey & Ellis-Chadwick, 2019). Such customers must be tracked either through online payment processes or feedback from offline sales activities (Nair & Gupta, 2021). This step is key to the effectiveness of the marketing activities because, without payment, it becomes impossible for the advertising organisation to generate revenue or increase its profitability.

2.3.4. Engage

The engage step involves creating online relationships that solidify customer loyalty with customers who are engaging the products for the first time to ensure they revisit and purchase

other products (Nair & Gupta, 2021). Customer retention is an important factor as it reduces the need for a higher budget for sales since the organisation can always enjoy repeated purchases from already converted customers and it represents a major performance index in marketing management (Gaitniece, 2018).

2.4 Conclusion and Research Question

The review has demonstrated that the activities of digital marketing have had a profound impact on the brand position and business outcomes of Samsung at least from what is gleaned from the available literature. However, the perception of workers concerning the impact of this marketing tool on the general strategy of the organisation is not fully described in the literature. Therefore, the research questions that will be considered in this study include the following:

1. What are the different digital marketing strategies implemented by Samsung?
2. What are the global marketing strategies utilised by Samsung?
3. Does clever digital marketing effectively impact the global marketing of Samsung?

CHAPTER THREE: METHODOLOGY

This chapter will outline the methods that were used to collect data and analyse the data as well as the philosophical paradigms that underline the adopted methods. The structure begins with the philosophical review of the methods included in this study followed by the specific data collection and analysis processes and finally the ethical considerations for the study.

3.1 Philosophical Paradigm

Understanding the philosophy underlying a method that will be implemented in any research study is critical to both the selection process of methods to choose and the correct implementation of the method (Baškarada & Koronios, 2018). The focus or aim of the present research study is to describe the impacts that digital marketing has had on the global brand positioning of Samsung from the perspective of workers who are the study's participants. Such research focus could be evaluated using both an objective and subjective perspective since the opinions of the participants is been sampled (Rahi, 2017). However, the study opted to include the positivism or objectivity paradigm to investigate the study.

Positivism is defined as the conscious research perspective that defines the truth based on established universal laws and theories that have been pre-set before the study is implemented. For instance, the perspective holds that if the observation collected fits within the provisions of a theory, then it will be recorded as true or vice versa (Alharahsheh & Pius, 2020). This means that if the perspectives of the participants do not meet a specific proposition, then it will not be considered true. The provisions of this paradigm are different from what is obtainable under the interpretivism paradigm where the subjective perspective of participants is considered true in itself.

The appropriate research approach that should be considered under the positivism paradigm is the deductive approach. The deductive approach correlates with the proposition of the positivism paradigm in that it provides a comparative platform to compare data with pre-set

theories (Rahi, 2017). Hence, it is fitting that this study will collect quantitative data from the participants.

3.2 Type of Study Design

The study will implement a case study design under the quantitative study approach adopted for this research focus. The case study approach is important in helping researchers understand the features of a research problem within the context of the case study (Hancock, Algozzine & Lim, 2021). In other words, a part of the problem is studied and this is then contributed to the larger body of knowledge about the research focus in consideration. As stated earlier, this study will use Samsung as the case study for the current study.

3.2.1 Study Population

The participants in the study are workers who have online profiles that detailed their work for Samsung. The aim of the study is to describe and collect data concerning the impact of Samsung's digital marketing activities on the perception of the participants. The study will target collecting data from at least 20 – 25 individuals who identify as Samsung Staff members. The aim is to conduct a survey involving both males and females within the age group of 25 to 35 years irrespective of the upper, middle, or lower class.

3.2.2 Sampling

A non-probability convenience sampling process is implemented for the study. This is considered appropriate since the research has to manually search for online profiles of individuals who worked for the organisation and who are fits the inclusion profile listed above. Convenience sampling helps researchers easily identify and recruit potential participants that meet specific inclusion criteria and fill the right quota (Stratton, 2021). However, it leads to sampling bias in that the demography recruited might be skewed and this affects the generalisation of the results collected (Emerson, 2021).

3.3 Data Collection and Analysis

For this study, the best option for gathering quantitative data is a survey, as it allows for gathering a considerable amount of data from a more significant sample. The survey questionnaire has been designed depending on the research objectives for the gathering of relevant information. Likert scale questions would be used for gauging the opinion and feelings of the respondents. This kind of close-ended question provides the respondents with a wide range of options beginning from 'not likely' to 'extremely likely'. Therefore, the Likert scale helps in identifying the particular feedback. There will be more than 10 questions as part of the questionnaire, and it will be administered online via survey monkey the links to the questionnaire will be emailed to the participants (see appendix 1).

The results will be analysed using quantitative methods the descriptive and frequency summaries of the questionnaire values will be estimated using SPSS, 26 (Pallant, 2020). The data will be represented in tables and figures in the results section.

3.4 Ethical Considerations

All contemporary studies must adhere to various ethical principles. For the current study, the ethical principle in consideration was to ensure that all the participants voluntarily participated in the study as well as provided their informed consent (Arifin, 2018). On the other hand, the second principle is to protect the confidentiality of the information presented by the study. This means that the participant's information was de-identified and the data collected was stored in a safe drive.

CHAPTER FOUR: RESULTS

This chapter will critically present the results obtained from the data analysis and collection processes that were described and evaluated in the third chapter. The results will be presented in form of tables and the explanations will be presented alongside. The report will first present the response rate, followed by the demography of the participants and then the results of the perspectives of the participants on the marketing strategies of Samsung will follow.

4.1 Response Results

The study set out to interview or survey the opinions of about 25 workers of Samsung who worked in different locations and capacities within the organization. However, the study was able to recruit more than the targeted 25 participants through the convenience sampling implemented in the study. This gives a response rate of more than 100%.

4.2 Demography of the Participants

Table 1 presents the demographic characteristics of the participants. The first characteristic that was included in the study is the Sex of the participant. The study recruited more males than females for the study with the male making up 59% of the demography. Concerning the educational attainments of the participants, the table showed that all were educated with tertiary education recorded all the participants including the 74% who had a bachelor's degree or higher and the 26% who have college or some form of a certificate. The next demography considered was the years of experience that the participants have with Samsung. The results showed that an equal proportion of the participant (37%) had worked for 1 – 3 years and 3-5 years with Samsung while only 26% had worked for more than 5 years. No one reported having worked above 7 years in the study. Finally, the majority of the participants were either mid-level or top management staff members in their location (37% each) with junior staff members accounting for the least proportion of the study population. Concerning the age of the

participant, the average age was 27.85 years (± 3.739 years, std dev). The youngest person surveyed in the study was 21 years old and 35 years was the highest age recorded.

Table 1: Demography of the Participants

		Frequency	%
Gender	Male	16	59.3%
	Female	11	40.7%
Highest level of Education	College Certificate	7	25.9%
	B.Sc. or higher	20	74.1%
Number of years working at Samsung	1-3 years	10	37.0%
	3-5 years	10	37.0%
	5- 7 years	7	25.9%
Rank in the organisational Chart	Junior staff	7	25.9%
	Supervisor or mid-level manager	10	37.0%
	Top-level management	10	37.0%
Age Grouping	Lowest to 26 years	9	33.3%
	26 - 29 years	10	37.0%
	29 years to the highest	8	29.6%

4.3 Samsung's Digital Marketing Strategy

When the participants were asked for their opinions about the strategy that Samsung use to implement its digital marketing activities, the study results showed a mixture of positive and negative responses from the participants as shown in table 2. When the participants were asked what they thought of the preference of Samsung to use digital marketing channels over traditional methods, the participants generally disagreed with the average response been 2.78 which is less than neutral (3) and agree (4) (see table 2). Thus, showing that Samsung does not prefer one over the other. However, when the participants were asked if they believe that Samsung collects feedback from customers using digital marketing channels all the participants either agreed or were neutral with the average response being 4.3 (± 0.669 S. D.) which equals to agree. Thus, showing that Samsung at least uses this channel for a vital part of its marketing processes.

Table 2: Samsung's Digital Marketing Strategy

Factors	Frequency	Minimum	Maximum	Mean	Std. Deviation
Digital marketing is preferable to Traditional	27	1	4	2.78	.934
Samsung collects feedbacks from Digital marketing channels	27	3	5	4.30	.669
Samsung tracks payment volume from digital marketing channels	27	3	5	4.07	.675
Samsung use SEO more than social media influencers in its digital marketing activities	27	2	4	3.07	.781
Samsung Website is a major marketing and sales tool	27	1	3	1.67	.620

Noted: 1= strongly disagree; 2= disagree; 3 = neutral; 4 = agree; 5 = Strongly agree

The same trend of positive response was recorded when the participants were asked if they knew about the payment volume tracking activities of Samsung. The same general positive response with no disagree response was recorded as the participants generally agreed (mean 4.07 ± 0.675) that they are sure that they were sure that Samsung tracks the payment made from digital marketing channels as a means of keeping track of the changes occurring in that aspect of its business. However, the participants were not sure if the organisation valued SEO more than social media influencer utilization within its tools of digital marketing activities. A generally neutral response (3.07 ± 0.781) was recorded from the 27 workers interviewed. But a stronger negative response was recorded for the thought that Samsung somehow uses its website as a major sales and marketing platform with the mean responses standing at $1.67 (\pm 0.620 \text{ SD})$. Thus, providing an emphatic response that the websites were not primarily used for sales and promotional activities.

4.4. Samsung Global Strategy

The study also collected data on the opinions of the participants about the global strategy of Samsung. Unlike the previous section where the responses were mixed, the survey showed a generally positive trend under the global strategy of Samsung. The results showed that all of the participants believe that Samsung is just not content to just be a strong competitor in the

electronic market, rather they believe that Samsung wants to always be the industry leader in its target markets (4.56 average $\pm$ 0.934) (See table 3). A similar pattern of response was obtained when the participants were asked if they thought Samsung valued its brand (4.59 $\pm$ 0.501 SD). Such results showed that Samsung's global strategy is focused on being the leading organisation in all its markets places and that the reputation of the brand is the highest value asset in the organisation. The participants were, however, unsure if the primary target of Samsung was still to target young stylish users in their different locations with the respondents providing a generally mixed response (3.44 $\pm$ 0.934, neutral) to the question.

Table 3: Samsung's Global Strategy

Factors	Frequency	Minimum	Maximum	Mean	Std. Deviation
Samsung wants to always be the industry leader not just one of the leaders	27	4	5	4.56	.506
Brand value is important to Samsung	27	4	5	4.59	.501
Products are primarily targeted at stylish young users	27	2	5	3.44	.934

Noted: 1= strongly disagree; 2= disagree; 3 = neutral; 4 = agree; 5 = Strongly agree

4.5 Role of Digital Marketing in Samsung's Global Strategy

The participants were also asked to give their perspectives on the role that digital marketing plays in the global strategy of Samsung. Surprisingly, the responses generally showed a mixed trend with an equal proportion of positive and negative responses. The respondents showed that Samsung often pays critical attention to the feedback collected from digital marketing processes as they believe that the feedback is used to inform the innovation processes used to improve and develop new products (4.07 $\pm$ 0.730 SD; agree) (See table 4). However, the participants generally gave a negative response when it was put forward to them that digital marketing has been the most dominant positive force that contributed to the global dominance of Samsung (2.48 $\pm$ 0.509, disagree). This shows that the participant's belief that various other

responses have equally contributed to the global dominance of Samsung even more than digital marketing in this case.

Table 4: Role of Digital Marketing in Samsung's Global Strategy

Factors	Frequency	Minimum	Maximum	Mean	Std. Deviation
Feedbacks from Digital marketing channels inform innovation processes	27	3	5	4.07	.730
Digital have the highest positive impact on sales and global dominance of Samsung	27	2	3	2.48	.509
Samsung can access customers better through digital marketing platforms than through traditional channels	27	2	4	2.96	.808
Digital marketing is critical to the future of Samsung	27	2	5	3.89	.974

Noted: 1= strongly disagree; 2= disagree; 3 = neutral; 4 = agree; 5 = Strongly agree

Furthermore, the participants were asked if they think that digital marketing has increased the reach of Samsung in reach various demography, the responses were not highly positive with an average neutral response received (2.96 ± 0.808). This shows that many of the participants believe that the traditional marketing reach of Samsung is large enough to penetrate various demography even without the help of digital marketing tools. However, most of the participants believe that Samsung will continue to utilize digital marketing tools as one of its strategies in the future. But not all the participants believed this proposition therefore, the study then evaluated the participants' demographic characteristics for association with the response to this last question (See table 5). The result presented then showed that the work experience of the individuals was statistically associated with their perspective on the subject with those with more experience claiming that digital marketing must be useful in the future. The same association was recorded for the managerial rank of the participants in the study as well. This shows that the opinions collected from the study concerning the future role of digital marketing tools are dependent on the demography of the participant.

Table 5: Association between perspectives and Demography

		Working Experience				Chi- Square	Managerial Rank			Chi- Square
		1-3 years	3-5 years	5- 7 years	> 7 years		Junior Staff	Supervisor or mid-level manager	Top-level management	
		N (%)	N(%)	N(%)	N(%)		N(%)	N(%)	N(%)	
Digital marketing is critical to the future of Samsung	Strongly Disagree	0	0	0	0	$\chi^2 = 12.090$ Df= 6 P = 0.040	0	0	0	$\chi^2 = 14.370$ Df= 6 P = 0.026
	Disagree	0	3(100%)	0	0		0	3(100.0%)	0	
	Neutral	4 (80%)	0	1 (20%)	0		3(60%)	1(20.0%)	1(20.0%)	
	Agree	5(45.5%)	3 (27.3%)	3 (27.3%)	0		4 (36.4%)	4(36.4%)	3 (27.3%)	
	Strongly Agree	1(12.5%)	4(50%)	3 (37.5%)	0		0	2(25.0%)	6 (75.0%)	

CHAPTER FIVE: RESULTS

This chapter will explain the result as well as compare the results collected with those that have been published in the literature. The study will first provide a summary of the results followed by a discussion. Recommendations based on the findings of the study will also be presented.

5.1 Summary of the Results

The results shown in the previous chapter showed a trend of mixed responses concerning the questions asked by the participants about the importance of digital marketing within Samsung's operations. The demography of the participants was the first aspect that was presented in the study. The study showed that there were more males than females in the study while the respondents all had a high level of education. Also, they have worked for Samsung for between 1-7 years and the majority were either supervisors or top managers with a small percentage being junior staff members. The average age of the participants was between 21 and 35 years.

Concerning digital marketing tools, the participants believed that Samsung does not prefer digital over traditional marketing tools but uses it to collect feedback from customers and that payment obtained from digital marketing activities is tracked. Also, there was no clear indication if SEO was considered more important than social media marketing through influencers and that the company's website is not its primary sales platform. For the global strategy, it was shown that Samsung aims to be the undisputed leader at all times through the precious value of its brand. However, the company might not necessarily be targeting stylish young users anymore. The respondents also showed that digital marketing was useful in collecting feedback that informs innovation but it is not the most impactful sales activity of the company. Likewise, it did not confer an advantage of longer reach on the company although the participants expect that it will play a larger role in the future of the company.

5.2 Discussion

The impact of convenience sampling and its potential to introduce sampling bias into a sample could be seen in some of the skewed demography of the study (Etikan et al., 2016). For instance, almost 60% of the participants were men. This does not mean that Samsung actively recruits more men than women. The reverse might be the case as Samsung is one of the multinational organisations that is committed to maintaining gender equality within its rank (Choi, 2017). Thus, the skewed demography can be blamed on the sampling process implemented in the study although there was not much choice for the study since the best way to recruit the participants who fit the inclusion criteria included in the study. Also, the observation that most of the participants had tertiary education is a product of this sampling process as well. The significant factor in the demography that must be discussed is the averagely young age of the participants. The study targeted younger staff members below the age of 35 because they are more likely to be skilled and familiar with digital marketing tools and procedures as technological adoption is fastest among people younger than 35 (Atkin et al., 2015).

The responses collected about the strategy that Samsung uses for digital marketing are closely related to the reality of current marketing activities within the organisation. For instance, Samsung still has dealerships across the globe and phones and other products are still primarily bought through these vendors (Tien, 2019; Haizar et al., 2020). This means that Samsung is not prioritising digital marketing above physical sales options. Instead, the reverse might be the case as also reported by Iblasi et al. (2016). The study also showed that Samsung does track payments made through digital marketing activities which might be an indication that the organisation is not considering digital marketing activities but might be actively evaluating and improving its strategy within the current context of use. As such it is not surprising that its main website of Samsung is not primarily used for sales and marketing activities. Such reality correlates with what is obtainable on other websites of major electronic manufacturers where the bulk of sales are still done through dealerships even including other advanced brands such as Sony and Apple (Tien, 2019; Iblasi et al., 2016).

Samsung is the second-largest smartphone maker in the world by sales volume and is the largest manufacturer of screens for devices globally (Choi, 2017). Such reputation must be based on fierce competitiveness that is documented in the fact that Samsung expects to be the leader in all of the markets where it currently engages as attested to by the participants. In the evaluation of Samsung's vision, Almutairi et al. (2019) observed that the drive for excellence and leadership is the foundation value of Samsung. Hence, the domination that is seen among Samsung's operations is a product of deliberate strategy that was cultivated within the organisation. The study demonstrated that the brand of the organisation is its largest and most valuable asset in its operation as confirmed that Ramiz et al. (2014) who claimed that the value of Samsung's value is what drives its continued acceptance among its customers.

However, the role of digital marketing in pushing the global strategy of the organisation might have been overestimated by Asdi and Putra (2020) when they claimed that digital marketing as the primary tool used by Samsung is pushing its global brand. The reason for this is that the participants did not agree that Samsung primarily depends on digital marketing to push its global dominance although this did not mean that it did not play a significant part but it is not the main strategy. Some of the important roles that the participants agree that it plays include helping to collect feedbacks that are used to improve product and service experiences. An example of this was when products produced by Samsung were exploding due to battery issues in the first decade of the 21st century (Asdi and Putra, 2020). Samsung engaged customers through digital platforms such as social media to appeal to customers and collect feedback directly from customers. Generally, the future of digital marketing remains relevant to the future of Samsung and other multinationals as less physical shopping are done within the society.

5.3 Recommendation

Based on the results of this study, the following recommendations are made for Samsung

- Samsung must consider expanding its digital marketing operations especially in developing its retail online platform that can be used to sell products to various demography as the organisation is currently underutilizing digital marketing
- Samsung must improve the knowledge of its staff on the importance of digital marketing as it is expected to be the dominant feature of sales in the future and as such must be treated as pertinent to the future of the company right now.

The following recommendations are made for future studies that want to evaluate the study.

- Larger studies must be completed to evaluate the results of this study to see if it fits the general perspective of other workers
- Interviews with higher-ranked staff members might shed more direct light on the strategies that are currently employed within digital marketing and sales activities for Samsung
- Other studies can also explore the use of qualitative methods to collect more in-depth data from participants which will provide more competitive opinions than what was described in this study

CHAPTER SIX: CONCLUSION

This chapter will provide a summary of the study and a precise conclusive statement. The limitations of the study will be presented as well.

6.1 Conclusion

This study aimed to evaluate the influence of digital marketing on the global marketing strategies of Samsung. Under the aim, 3 different objectives were implemented including To analyse the different digital marketing strategies implemented by Samsung; To investigate global marketing strategies utilised by Samsung, and determining the role of digital marketing in the global marketing strategies of Samsung. To answer this research question, the study utilized the quantitative methods which collected the opinions of about 27 participants who answered the survey questions sent to them electronically. The results of the participants showed that Samsung does not primarily use digital marketing as its main sales and marketing focus.

The results specifically showed that the participants believed that Samsung does not prefer digital over traditional marketing tools but uses it to collect feedback from customers and that payment obtained from digital marketing activities is tracked. Also, there was no clear indication if SEO was considered more important than social media marketing through influencers and that the company's website is not its primary sales platform. For the global strategy, it was shown that Samsung aims to be the undisputed leader at all times through the precious value of its brand. However, the company might not necessarily target stylish young users anymore. The respondents also showed that digital marketing was useful in collecting feedback that informs innovation but it is not the most impactful sales activity of the company. Likewise, it did not confer an advantage of longer reach on the company although the participants expect that it will play a larger role in the future of the company.

The study then recommended that Samsung improve its utilisation of digital marketing activities as well as train its staff to be ready to inevitably implement on a larger scale shortly. The study also recommended that larger studies be conducted as well to improve the understanding of the study. In general, it was shown that digital marketing remains an important component of Samsung's business operations even if it's not fully used across all its sales and operational activities.

6.2 Limitation of the Study

The major limitation of the study is its smaller sample size which makes it difficult to generalise the results of the study as the result might be only representative of the participants in the study and not the general population of Samsung workers. Convenience sampling is also a major flaw that limits the applicability of the results across general demographics since the sampling is susceptible to sampling bias. The study is also not able to collect in-depth opinions of the participants due to the adopted quantitative method.

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APPENDIX

Appendix 1: Data collection Tool

Instructions: Please select the option that mist describe your demography and opinion

PART A: Demographic Characteristics

Questions 1. Please indicate your age in years

Question 2 Please indicate your gender a) Male [] b) Female []

Question 3. What is your highest level of educational attainment?

- a) Primary education []
- b) Secondary education []
- c) College Certificate []
- d) Bachelor degree or higher
- e) None []

Question 4: How long have you worked with the organisation

- a. 1-3 years []
- b. 3 – 5 years []
- c. 5 – 7 years []
- d. Above 7 years []

Question 5. What position best describe your rank in the organisation

- i) Junior staff member []
- ii) Supervisor or mid-level managers []
- iii) Top level management []

PART B: Digital Marketing Strategies of Samsung

S/N	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Digital marketing is one more preferable by Samsung to traditional marketing channels					
2	Samsung considers collecting feedbacks from customers as part of					

	digital marketing processes					
3	Samsung tracks the payment volume generated from digital marketing sales					
4	Search engine optimization is more utilized by Samsung than paid advertisements with social media influencers					
5	Samsung website is major marketing and sales tool for the company					

PART C: Global Strategies of Samsung

S/N	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Samsung is concerned about to been ahead of all its competitors not just been an industry leader					
2	Brand value is one of the highest priorities of Samsung					
3	Samsung products are target at young uptown users who are stylish					

PART D: Digital Marketing and Global Strategy

S/N	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Feedbacks collected from digital marketing channels inform product innovation					
2	Digital Marketing activities has the highest positive impact on Samsung's global dominance in sales					
3	Samsung is able to access its targeted customers through digital marketing than through traditional advertising channels					
4	In your opinion digital marketing is critical to future market dominance of Samsung products and brand					