



Programme Name : Master of Business Administration

Module Name : Marketing Management

Module Code : LCMB7024

**Samsung Grow Plus A Brand Extension of Samsung's
Smart Hydroponic Gardening System for Urban
Sustainability**

Lecturer Name : Dr Haoran Liu

Student Name : Shah Ahasan Ahmed

Student ID : 2428343

Word Count : 2,657 Words

Submission Date : 21 April 2025

Table of Contents

Introduction	3
Brand Extension	3
STP for the New Brand Extension.....	5
Segmentation	5
Targeting	6
Positioning	6
Customer Personal Profile	7
Psychographic Profile.....	8
Marketing Mix Strategy for Samsung Grow+	9
1. Product	9
2. Price	9
3. Promotion	10
4. Place.....	10
5. Process.....	11
6. People	11
7. Physical Evidence.....	11
Conclusion	12
Reference.....	13

Introduction

Brand extension is when a company uses one of its established brand names on a new product or new product category. It's sometimes known as brand stretching. The technology and electronics industry knows Samsung as an iconic company which produces the celebrated Galaxy smartphone line and leads the development of semiconductor technologies and connected home devices and digital technologies. The financial risk of entering new markets has become formidable for many consumer product manufacturers. The cost of introducing a new brand in some consumer markets has been estimated to range from £50 million to more than £100 million, with a total cost estimated to run to £150 million (Aaker and Keller, 2023). The combination of engineering expertise and user-focused design philosophy enabled Samsung to establish its reputation for delivering innovative solutions that fulfil regular needs. The company's wide-ranging product range and international reach to 74 countries help Samsung keep its market control through mobile devices and smartphone platforms as well as innovative display technology and smart home systems (Lou and Yuan, 2018). People whose consumer choices now focus on sustainability and personal well-being have boosted their interest in home-based eco-friendly solutions to a significant extent. This report creates a new brand extension called Samsung Grow+ to develop a smart hydroponic gardening system which targets urban property owners. Users can grow fresh produce inside their homes effortlessly through Grow+ which Samsung developed by applying IoT capabilities automation methods and energy-efficient technologies. The global indoor farming market holds a projection of reaching £ 24.8 billion by 2030 as analysed by Grand View Research (2023) because of urbanisation trends alongside food safety concerns. This report takes on the task of evaluating Samsung Grow+ market potential and strategic alignment by conducting segmentation, targeting, and positioning analysis and creating both customer profile and 7Ps marketing mix integration.

Brand Extension

The Grow+ line of hydroponic farming equipment is built with built-in intelligence by Samsung. Users can utilise this technology to cultivate organic produce indoors through integrated advanced tools. This system offers automated water and nutrient delivery that enhances sustainable home food production by saving space in urban

living areas. Through its connection to smart home systems, Samsung Grow+ enables users to oversee and regulate their indoor gardens using a mobile application, delivering an eco-friendly solution for food self-sufficiency. Workers and managers at Linch Town Centre represent a potential consumer segment for the new Samsung Grow+ brand extension because of their technology affinity and health-oriented gardening interests. The product utilises Samsung's expertise in the Internet of Things (IoT), automation and display technology to develop one small app-managed system which enables home vegetable and herb cultivation throughout the entire year while using little water alongside soil elimination. This product segment directly enters a market segment that includes indoor farming will reach £ 5.5 billion during 2022 and exhibit a 14.5% Compound Annual Growth Rate through 2030 (Broniarczyk and Alba, 2020). The innovation sustainability and lifestyle enhancement values which define Samsung's brand perfectly match the strategy of Samsung Grow+. The Grow+ integrates with Galaxy technology while using SmartThings features to demonstrate Samsung's dedication to smart interconnected living solutions. Grow+ supports Samsung's environmental programmes while it aims to reach carbon neutrality status by 2050 through its functions of promoting local plant cultivation in addition to waste reduction and reduced emissions from food shipment processes.

The product offers a different positioning from other kitchen devices because Grow+ enables healthy lifestyles through customised lighting sequences combined with environmental controls and automatic fertiliser dispensers which operate using tracking software and AI plant health analysis. The system stands out from new competitors like LG's Tiun because it integrates firmly within Samsung's existing digital environments. Grow+ resolves various critical gaps in the market from a strategic point of view. The product addresses users with restricted space for seasonal foods through its design for city living needs. The product addresses the market preferences of millennials and Gen Z consumers because 73% of them select brands that publicly demonstrate sustainability dedication (Boush and Loken, 2021). Through its department structure, Grow+ creates new revenues for Samsung by selling seed pods and nutrient packs while utilising software-based features. Fundamentally Samsung Grow+ achieves dual purposes as it uses food tech combined with consumer electronics to build innovation reputation and better retain customers using ecosystem integration. The brand extension represents a strategic business move into

future-proof living solutions through which Samsung uses its technological expertise to develop meaningful market implications across evolving global markets.

STP for the New Brand Extension

The STP marketing model (Segmentation, Targeting, Positioning) is a familiar strategic approach in modern marketing. STP marketing focuses on commercial effectiveness, selecting the most valuable segments for a business and then developing a marketing mix and product positioning strategy for each customer group.

Segmentation

To identify the most appropriate consumer base for Samsung Grow+, a multi-dimensional segmentation strategy is employed, incorporating demographic, geographic, psychographic, and behavioural variables.

Demographic segmentation focuses on age, income, and education. Individuals between ages 25–45 make up the main customer segment because they consist of millennials and Gen X workers who hold middle to upper-middle class positions. These consumers demonstrate a strong inclination for purchasing wellness along with smart home technology. People in this income level demonstrate 63% higher purchasing interest in health technology products mainly found in urban areas (Delgado-Ballester and Munuera-Alemán, 2024).

Geographic segmentation targets metropolitan and urban areas across Europe, where access to space and fresh produce is limited. With **68% of the world population projected to live in cities by 2050**, the urban market presents an urgent demand for sustainable home solutions like hydroponic farming (Park, Milberg and Lawson, 2022).

Psychographic segmentation focuses on values and lifestyle. Eco-aware customers who give sustainability, health, and digital integration top importance in everyday life may find attraction in Samsung Grow+ Many times early adopters, these customers prefer convenience over ethical purchases. Reiterating the potential of this market. Over 70% of customers worldwide are ready to pay a premium for sustainable goods (Aaker and Keller, 2023).

Behavioural segmentation considers usage rate and brand loyalty. Grow+ is appropriate for tech enthusiasts who already interact with Samsung's SmartThings ecosystem and those who show regular health-conscious behaviour including buying organic food, signing up for fitness apps, or following a vegetarian diet. Function, automation, and ecosystem connectedness are values this group finds important.

Targeting

A selective targeting strategy should guide Samsung to serve urban millennials and Gen Z professionals who embrace technology and sustainable lifestyles. Professionals from these segments maintain their homes in Tier 1 cities while living in small apartments and actively search for sophisticated lifestyle technology features. This audience segment welcomes advanced products and drives general market changes through their digital interactions (Aaker and Keller, 2023). The target consumers demonstrate strong lifetime value potential because they buy recurring items from the company (such as Grow+ seed pods and subscription plant-care guidance) along with spreading brand advocacy through social media networks and peer networks. The target segment matches Samsung's traditional customer group of technical early adopters whom the company has successfully attracted through its position as the smartphone and smart home device leader.

Positioning

Samsung Grow+ will be positioned as a **premium yet accessible smart farming solution** that integrates seamlessly into modern urban life. The product's unique value proposition lies in its combination of **intelligent automation, aesthetic design, and sustainability**—traits that reflect Samsung's brand DNA.

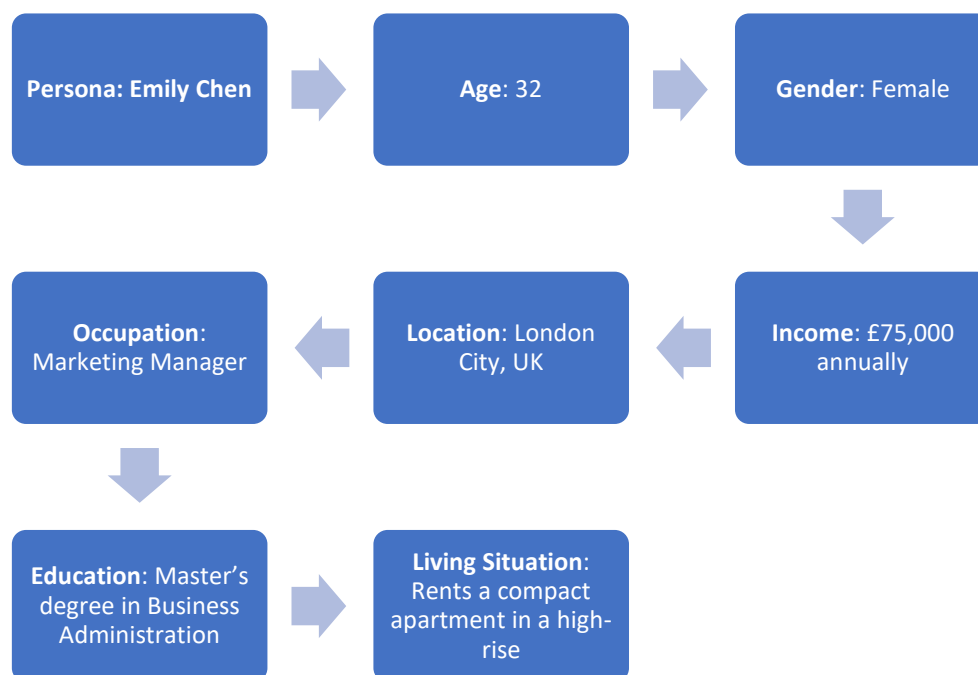
The proposed positioning statement is:

"For eco-conscious urban dwellers who seek convenience without compromise, Samsung Grow+ offers a smart, sustainable way to grow fresh food at home—fully integrated with your digital lifestyle and backed by Samsung's trusted innovation."

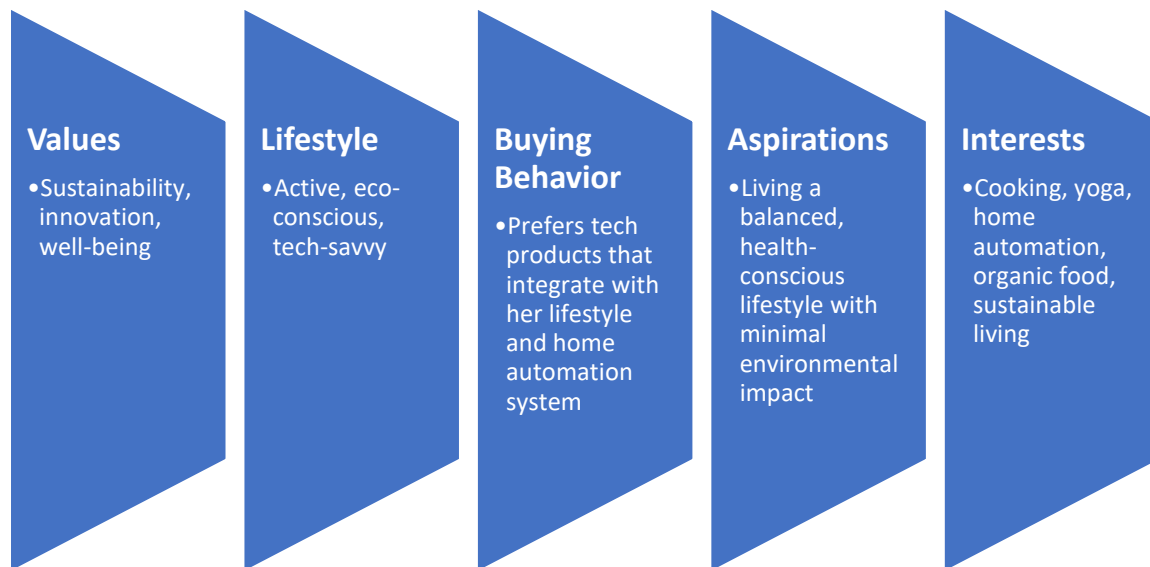
Grow+ positions itself as superior compared to LG Tiun and AeroGarden because this smart solution exists within the extensive SmartThings and Galaxy networks provided by Samsung. The device delivers exceptional combined functionality between platforms because it ties into the Galaxy network and SmartThings operation framework which lets people access remote controls and improve customization

options (Palma *et al.*, 2021). The established reputation of Samsung together with its customer base provides a strong foundation when the company enters the emerging market segment. The Samsung Grow+ functions beyond the smart appliance category by providing users with a transformational lifestyle tool that links food production to health monitoring and modern technology. The strategic market positioning of Samsung Grow+ seeks to address three fundamental customer needs which leads to improved brand assets and sustained user commitment.

Customer Personal Profile



Psychographic Profile



Marketing Manager Emily Chen resides in her London apartment while being 32 years old. Emily brings £75,000 annually into her household and demonstrates expertise in technology and environmental awareness while maintaining sustainability as a life priority. Her position as marketing manager requires advanced professional knowledge gained through the completion of her Master's degree and she uses hybrid work practises that connect her personal life to career demands while prioritising her well-being. The small apartment in which Emily lives leads to space challenges for regular gardening even though she strongly supports organic food production along with environmental sustainability (Keller and Aaker, 2019). She manages her house with Samsung Galaxy smartphones as well as SmartThings components and appreciates smart technology that makes life easier. She is attracted to Samsung Grow+ because this solution allows her to grow urban plants sustainably. Emily intends to achieve an equilibrium between technological integration and well-being alongside environmental responsibility in her life. Costlier high-quality Samsung Grow+ items meet both time efficiency needs and moral requirements so Emily chooses this product for her technologically focused sustainable way of life.

Marketing Mix Strategy for Samsung Grow+

1. Product

The Samsung Grow+ system functions as a smart hydroponic gardening system that operates in indoor spaces for consumers with restricted outdoor gardening possibilities. Samsung implemented its IoT, AI technology and smart home connectivity knowledge into an automated farming system for easy cultivation of fresh produce at home through self-operation. This system comes with three main features that include climate controls which run automatically and a self-watering system combined with remote monitoring through apps. The smart combination promotes ease of use and energy conservation capabilities. The product belongs to the smart home category which strengthens its position as one of Samsung's existing products in their Galaxy and SmartThings portfolios. The global smart home market exhibits strong consumer interest because research forecasts its value to increase from £79.16 billion in 2022 to £313.95 billion by 2028 (Delgado-Ballester and Munuera-Alemán, 2024). Through its dual features, Grow+ taps into market expansion by combining capability as a smart home device with a health-conscious eco-friendly food-growing system that responds to customer interest in sustainable food production at home.

2. Price

The Samsung Grow+ product will implement penetration pricing as its strategy to boost urban market growth specifically among environmentally sensitive technology-focused consumers. The launch price for Samsung Grow+ bases ranges between £350–£400 while seed pod supply and nutrient packs and premium app services provide additional revenue streams for the company. Samsung Grow+ resides at a competitive price level within the hydroponic sector due to existing product costs between £200 and £500 (Yu and Dean, 2019). Caused by consumer trust in Samsung technology and durable product construction the company can maintain a modest price premium. Customers maintain continuous contact with the company through their subscription payment for supply maintenance which generates constant revenues.

3. Promotion

To create awareness and drive demand, Samsung Grow+ will employ a **multi-channel promotional strategy**, integrating both **online and offline channels**. The primary promotional tools include:

- ❑ **Social Media Campaigns** targeting eco-conscious consumers and urban millennials who seek tech-based, sustainable living solutions.
- ❑ **Influencer Partnerships** with wellness, tech, and sustainability influencers, who can demonstrate Grow+ as a smart, futuristic, and eco-friendly product.
- ❑ **SEO & Content Marketing**, focusing on keywords related to smart home gadgets, sustainable living, and home-grown food.
- ❑ **In-Store Experiences** at Samsung flagship stores, where customers can interact with the product, see it in action, and understand the connected ecosystem.
- ❑ **Retail Partnerships** with online retailers such as Amazon and Best Buy, offering special discounts and bundles during the launch phase.

4. Place

The Samsung Grow+ product will find its market through Samsung's online shop and brick-and-mortar retail stores. The product sales will reach consumers through Amazon and Best Buy stores together with local retailers operating in highly active markets for technologically enhanced sustainable home products. Samsung Grow+ will execute direct-to-consumer (DTC) methods for its e-commerce strategies to keep full control of the customer journey as e-commerce trends continue growing (Aaker and Keller, 2023). SmartThings by Samsung will function as a central command centre for Grow+ management through its Samsung SmartThings app. The distribution network of Samsung flagship stores will make Grow+ products available in New York because this city represents the top locations for urban dwellers seeking smart living solutions in areas with heavy foot traffic. Consumer trust along with brand loyalty can grow significantly when physical demonstrations are possible through this method.

5. Process

The final stage of Samsung Grow+ operation will automate installation walkthroughs and deliver prompt application assistance using smartphone applications with an intuitive troubleshooting menu accessible to buyers. The system's easy-to-use features will present AI-generated plant health reports that guide the automatic delivery of water and nutrient solutions without needing user interaction (Palma *et al.*, 2021). Users can access 24/7 online support through Samsung's channels that combine automated chatbots with available human agents to solve product-related challenges. New subscribers will access automated essential replacement components (such as seed pods) as part of a subscription service which simplifies the product experience.

6. People

The Samsung customer support staff stands essential for creating positive post-purchase experiences because they have received special training to help users with the setup process and product-related questions. The people component stands essential for Samsung brand extension success because customers expect outstanding support from this company (Sirdeshmukh, Singh and Sabol, 2020). The marketing teams will supply customised content as well as product update recommendations through targeted email campaigns and individualised recommendations for users. As key brand representatives influencers and brand ambassadors will help Samsung establish stronger connexions with its consumer base.

7. Physical Evidence

The brand positioning of Samsung's sustainability message and modern living focus will be expressed through Grow+ equipment which features a contemporary minimalist design. The physical unit will have premium finishes along with recyclable material packaging while showcasing its environmental practises through its intuitive interfaces and high-end finish (Park, Milberg and Lawson, 2022). Inside the Samsung SmartThings app users will encounter interfaces that follow the overall layout and look of Samsung's brand interface to create a smooth unified experience. The product's performance and value will be confirmed through customer testimonials as well as social media posts combined with user-generated content.

Conclusion

The Samsung Grow+ delivers a major business potential for Samsung to dominate both smart home technology and sustainable living markets. The strategic combination of new technology with urban agriculture proves beneficial for Samsung as it satisfies the rising market need for sustainable and accessible healthy solutions (Keller and Aaker, 2019). Samsung Grow+ has positioned itself advantageously to attract smart technology consumers who value sustainability because approximately 73% of millennials show a willingness to pay more for sustainable products. The product utilises the projected 24% CAGR growth of the smart home market through 2026 combined with increasing indoor farming popularity. SmartThings technology provides Samsung customers with a unified connected experience which strengthens both their relationship with the brand and their future commitment to Samsung products (Keller and Aaker, 2019). For the best growth potential, Samsung should establish strategic alliances that pair sustainability-driven influencers with the urban lifestyle brand market segment. Marketwide adoption and continuous revenue streams will result from Samsung's price penetration strategies coupled with subscription-based services. The Samsung Grow+ platform presents a new standard of modern urban living through its high-tech sustainable solution that meets all contemporary consumer requirements for innovative convenience along with eco-friendliness. The next-generation smart home market adoption will be secured by Samsung through its integration of high-quality experiences.

Reference

Aaker, D.A. and Keller, K.L. (2023) 'Consumer evaluations of brand extensions,' Journal of Marketing, 54(1), pp. 27–41. <https://doi.org/10.1177/002224299005400102>.

Boush, D.M. and Loken, B. (2021) 'A Process-Tracing Study of Brand Extension Evaluation,' Journal of Marketing Research, 28(1), pp. 16–28. <https://doi.org/10.1177/002224379102800102>.

Broniarczyk, S.M. and Alba, J.W. (2020) 'The importance of the brand in brand extension,' Journal of Marketing Research, 31(2), pp. 214–228. <https://doi.org/10.1177/002224379403100206>.

Delgado-Ballester, E. and Munuera-Alemán, J.L. (2024) 'Brand trust in the context of consumer loyalty,' European Journal of Marketing, 35(11/12), pp. 1238–1258. <https://doi.org/10.1108/eum0000000006475>.

Keller, K.L. and Aaker, D.A. (2019) 'The effects of sequential introduction of brand extensions,' Journal of Marketing Research, 29(1), pp. 35–50. <https://doi.org/10.1177/002224379202900104>.

Lou, C. and Yuan, S. (2018) 'Influencer Marketing: How message value and credibility affect consumer trust of branded content on social media,' Journal of Interactive Advertising, 19(1), pp. 58–73. <https://doi.org/10.1080/15252019.2018.1533501>.

Palma, C. et al. (2021) 'Eco-friendly technologies based on banana peel use for the decolourization of the dyeing process wastewater,' Waste and Biomass Valorization, 2(1), pp. 77–86. <https://doi.org/10.1007/s12649-010-9052-4>.

Park, C.W., Milberg, S. and Lawson, R. (2022) 'Evaluation of brand extensions: the role of product feature similarity and brand concept consistency,' *Journal of Consumer Research*, 18(2), p. 185. <https://doi.org/10.1086/209251>.

Sirdeshmukh, D., Singh, J. and Sabol, B. (2020) 'Consumer trust, value, and loyalty in relational exchanges,' *Journal of Marketing*, 66(1), pp. 15–37. <https://doi.org/10.1509/jmkg.66.1.15.18449>.

Yu, Y. and Dean, A. (2019) 'The contribution of emotional satisfaction to consumer loyalty,' *International Journal of Service Industry Management*, 12(3), pp. 234–250. <https://doi.org/10.1108/09564230110393239>.