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MARKETING MANAGEMENT – ASSESSMENT 1

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Introduction

The assessment shall focus on providing in-depth information regarding the company chosen. The organisation that has been chosen for the study is **Samsung**. Based on the quotation "to maximise customer satisfaction, companies have long emphasised touchpoints. But doing so can divert attention from the more important issue: the customer's end-to-end journey", The way Samsung can take initiative of creating innovative marketing strategies that shall help in raising brand awareness among the customers will be evaluated. In addition to that, the way the innovative marketing strategies take part in customer journeys through different communication channels will also be analysed.

Company Overview

Samsung Electronics Co., Ltd. is one of the renowned South Korean multinational major appliance and consumer electronics corporations which are headquartered in Yeongtong-gu, Suwon, South Korea (Samsung, 2023). Founded in 1969 by Lee Byung-chul, the organisation took the initiative to Inspire the World, Create the future; Design for Humans; and The Next Big Thing. The mission statement of Samsung is "We will devote our human resources and technology to create superior products and services, thereby contributing to a better global society." In addition, Samsung has the vision of inspiring the world with its innovative technologies, products, and designs that enrich people's lives and also take part in contributing towards social prosperity and creating a new future (Research. Samsung, 2023). As per the reports of 2023, the market cap of Samsung has been recorded as \$332.97 Billion becoming the 24th most valuable company globally (Companies Market Cap, 2023). The revenue generation of Samsung in 2022 has been recorded as 233.13 \$US Billion.



Figure 1: Logo of Samsung

(Source: Samsung, 2023)

Communication definition

Communication refers to the process where the exchange of information takes place between two parties. Rimé *et al.* (2020) stated that individuals are subjected to exchange their feelings, beliefs, views and opinions through a medium and that medium is called communication. Successful communication takes place when its emphasis on the process examines the depth of the information shared and also understanding the point of view of the opposite party. The communication process is divided into two eighth most important elements, which are Source, Message, Channel, Receiver, Feedback, Environment, Context and Interference (Pearson and Nelson, 2000). A source is a person who starts communicating and he or she creates and conveys the message. Message can be defined as the stimulus which is sent by the source to the receiver. Channel is the way the message is sent and received which is connected to the recovery that evaluated the source, analysed it and further prices for interpretation. After the interpretation is done, Feedback is sent from the receiver regarding the message quality where the Environment is judged based on the Context of the communication interaction (McLean, 2005). Lastly, Interference is the obstacle that is caused during communication that changes the sender's intended meaning of the message.

A Diagram and a brief explanation of a communication model

Claude Shannon and Warren Weaver in the year 1949 developed a communication model that later on came to be known as Shannon-Weaver Model or Shannon-Weaver Communication Model. This framework helps in understanding the overall communication process which involves transmission and receiving of information (Al-Fedaghi, 2020). The communication model is one of the first influential communication models which consist of basic elements, information source, transmitter, medium, decoder, receiver, feedback and noise.

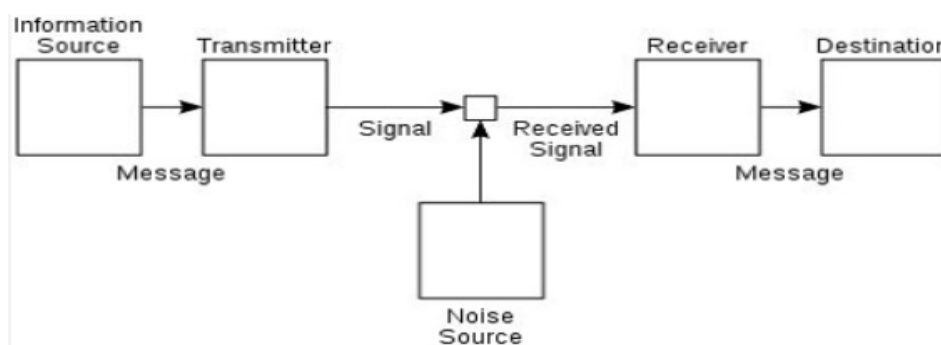


Figure 2: Claude Shannon and Warren Weaver's macro model

(Source: Al-Fedaghi, 2020)

The above figure indicates the process of how the communication process works:

Information source: It is the place where the origination of the message or the information takes place. The source can be a person, a machine or any other source which holds the information that needs to be conveyed.

Transmitter: This is also known as the encoder where the person or the machine converts the information or the message which can be further passed to the receiver. The transmission takes place using radio waves and binary numbers in machines.

Medium: Often known as the channel, this works as a device that carries the information from the sender to the receiver (Kuznar *et al.* 2020).

Decoder: It is one of the most important parts of the communication model where the signal of information that is required to be revised is decoded or can be converted into information that can be easily understood by the receiver.

Noise: It can be said that noise is the interruptions taking place during the communication process. It interferes in the process of accurate transmission of information leading to changes in messages that would be received.

Receiver: It is the destination where the information which is generated from the source is required to reach. It is the endpoint of communication where the person or machine gets the message.

Feedback: It can be defined as the response that is received from the receiver to that of the sender.

A Definition of Integrated Marketing Communications

The process that is undertaken by the organisation or abroad to ensure that customers are being contacted using brand messaging to make it consistent across all media is called integrated media communication. Muhammedrisaevna *et al.* (2020) stated that the strategic approach focuses on delivering messages to the target audiences for a unified brand experience.

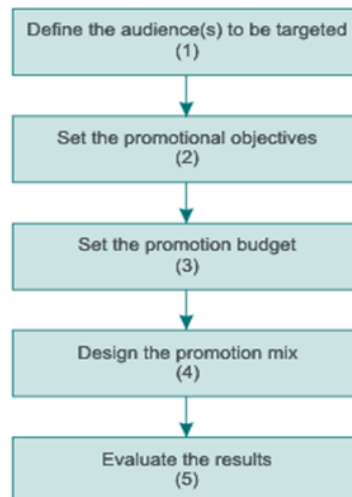


Figure 3: The Stages in an IMC Campaign

(Source: Zuhria and Ratnaningtyas, 2023)

From the above figure, it can be evaluated that there are 5 steps towards the IMC campaign. These are: defining the targeted audience which shall be focused on, promotional objectives needed to be set along with the promotional budget, designing the promotion mix and finally evaluating the results. PR is the discipline that focuses on reputation, aims at learning to understand and also supports and influences opinion and behaviour. Public Relations (PR) is a part of IMC as it works as an organisational function that manages communication for achieving objectives (Kushwaha *et al.* 2020). Thus, for building and maintaining a positive image, it is essential to address and manage adverse events and retain positive relations with the media.

New promotional strategies that the company can use to raise awareness of the brand

Promotional strategies are the planning done by an organisation to increase the demand for the products and increase their sales. It is essential to bring up new promotional strategies by organisations for to raise brand awareness among the target audiences. Following are some of the new promotional strategies that Samsung can use to raise brand awareness:

- ***Collaborative Product Design***

It is a modern-day promotional strategy that can be adopted by Samsung for gaining brand awareness. Collaborative Product Design is the process where organisations work together to bring up new product designs (Tao *et al.* 2019). In the style of the work process, the

customers are also able to participate in designing where voting through social media posts and stories can be done which will evolve as a customisation option for the customers. This shall create a sense of excitement among the audience regarding the new product launch. For example, Samsung can offer customers options in terms of color, shades, storage and camera. Based on the customer's choice, every customisation shall be available at a particular rate and the customer has to pay extra for dedeed personalised experience.

- ***Personalised Experiences***

This promotional strategy provides target audiences with a guide range of varieties on how they want their products to be personalised. It can be said that sending personalised marketing messages to customers can also initiate better promotions (Els, 2019). Leveraging data-driven insights based on the preferences of customers shall be helpful.

- ***Virtual Product Launches***

This type of product launch is different from conventional or live launch events and can be an appropriate promotional strategy that Samsung can adopt. Virtual Product Launches are the events where the products are launched virtually (Vfairs, 2022). Here, the goal, and the audience, are all expected to be the same as they are happening on a virtual basis. Samsung can take the strategy where it can organise a virtual launch of its new products by leveraging the live streams and engaging the audience from all over the world to interact.

- ***Gamification***

It is a strategic attempt that can be taken by an organisation to attract audiences towards their brand and also contribute to increasing brand awareness. As opined by Spais *et al.* (2022), Gamification is the process that adds game mechanics into nongame environments such as websites, online communities, businesses and others to attract audiences and increase participation. It is one of the unique promotional strategies that can be used by Samsung where audiences can play games and participate in challenges and activities for winning, rewards, coupons and even Samsung products. Gamification goals are to achieve consumer, employee and partner engagement and contributing to collaboration, sharing and better interaction.

- ***Limited-Time Exclusives***

Promotional strategy is one of the best ways of treating customers and for that, Limited-Time Exclusives can work in the best ways. By the term Limited-Time Exclusives, it defines the

products that are only limited for a particular time. Samsung can use this as a new promotional strategy where it can launch products that will be exclusive and would only be avoidable for a shorter period (Ali and Anwar, 2021). On the other hand, Samsung can also undertake the strategy of offering exclusive deals to create urgency, demand and excitement among the customers.

- ***AR Campaigns***

In augmented reality advertising, users typically interact with the brand through a mobile device or wearable technology, such as smartphones or smart glasses. Samsung can take the intuitive approach of developing AR apps which shall help the customers in interacting with the brand and also can visualise the products (Kerin and Hartley, 2019). For example, Samsung can develop an AR application where customers can visualise how a Samsung TC or an AC would look in their room and then they can buy the product based on their choice and colour.

A Definition of Branding and Brand equity

Branding is the process that is used to create a strong, positive perception of a brand for its products and services. The overall branding process consists of a logo, design, mission statement, vision statement and consistent theme. The overall process of branding consists of the customer's perception regarding the brand and the services being provided (Oberlo, 2023). With the help of effective branding, a positive image of the brand can be established which shall further help in gearing up the organisation's reputation and increase product sales. There are different aspects of branding such as brand identity which includes, logo, colour, design, brand positioning about the brand's competitors, brand personality, brand experience of the customers, brand equity that is the value and perception and brand loyalty of the customers towards the brand (G2, 2019).

Brand equity is the value of a brand which depends on the perception of the customers based on the quality and desirability. As opined by Ebrahim (2020), brand equity contributes towards the ability of the brand to generate accurate demand for the products. Some of the benefits of brand equity are premium pricing, great customer loyalty, perceived quality, market entry and others.



Figure 4: Brand Equity Components

(Source: Self-Created)

The above figure indicates elements of brand equity, some of the most important ones are brand image, brand identity, brand awareness, customer perceptions, brand loyalty and brand association.

Explanation and relate Keller's Brand Equity model to the company

Keller's Brand Equity model also known as the Customer-Based Brand Equity (CBBE) model is the model which is used for outlining the steps that involve creating a strong and positive brand image with the mind of the customers. With the help of the model, customers can perceive and respond to the brand which will help in building deep connections with customers. Keller's Brand Equity model is related to Samsung in the following way:

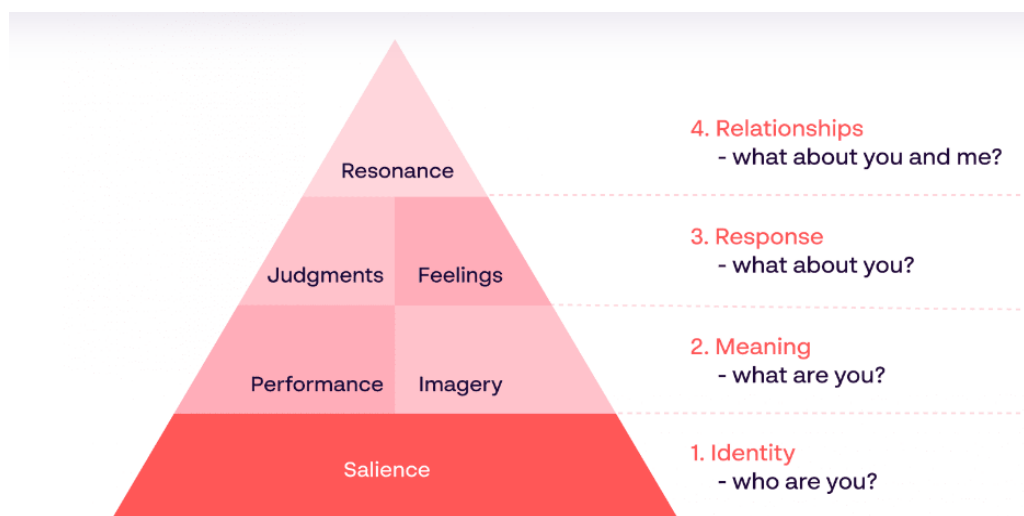


Figure 5: Keller's Brand Equity Model

(Source: Raut *et al.* 2019)

The above figure indicates that the CBBE model consists of four parts: identity, meaning, response and relationships.

IDENTITY

Salience

It is the foundation of the pyramid which indicates how much people know about the brand. It is one of the most important steps towards brand equity where proper recognition is needed for the company. For Samsung, the logo indicates the universe and global stage which has been slightly tilted to symbolise dynamism and innovation (Samsungsdi, 2023). The global presence of Samsung and its diverse product range make it the best in terms of brand awareness. The quality and cutting-edge technology that is used makes scope for a high brand reputation. The wordmark emphasises flexibility and simplicity. Samsung is well known for its multitasking feature along with Curved and smooth edges which makes it comfortable and tangible to use.

MEANING

Imagery

It can be said that imagery indicates the way the brands meet the expectations and requirements of the customers. Customers' social and psychological needs are needed to be met to gain brand equity as brand imagery sees what people think about a brand. For Samsung, the user range is huge and it starts from daily users to tech enthusiasts surrounded by an audience of all ages and demographics. In addition, Samsung is well known to its customers for its creativity, sustainability and CSR practices and it portrays itself as innovative, forward-thinking being dynamic (Prabhu and Bhat, 2020).

Performance

The performance indicates the brand features which consist of certain features and capabilities, those are: Functionality, Reliability, Style or Design, Price, Durability, Customer Service and Customer Satisfaction. For Samsung, customers know the brand for its innovative approach towards technology, sleek design and user-friendly programs (Bharath *et al.* 2023). In addition, Samsung is well known for providing reliable and durable products with the best warranties and after-purchase service. The service effectiveness that is provided

by Samsung is huge and the brand works hard to provide its products accessible to a wide range of audiences through several channels.

RESPONSE

Feelings

It is the strand in the pyramid that represents customer feelings about the brand's product. As per Keller's brand equity model, there are six positive brand feelings Warmth, Fun, Excitement, Security, Social approval and Self-respect (Boronczyk and Breuer, 2020). The customers of Samsung, are focused on paying a premium price for buying the products and staying loyal to the brand. Samsung's Net Promoter Score (NPS) is 19 with 50% Promoters, 19% Passives, and 31% Detractors. NPS is responsible for tracking if Samsung's customers shall recommend using the product based on a scale of -100 to 100 (Comparably, 2023).

Judgements

It stands for the opinion of customers for the products and services of the brand. The judgement which is passed by the customers is based on Quality, Consideration, Credibility and Superiority. Customers have the judgement regarding Samsung products to be top-notch quality with a great history in the market of technology (Andhika and Jatra, 2022). It also has a wide product portfolio and stands as a superior choice for customers.

RELATIONSHIPS

Resonance

It is the strand that shows that customers are aware of the brand and things that are being sold. Resonance can be broken down into Behavioural loyalty, Attitudinal attachment, Sense of community and Active engagement.

The customer journey and customer touch points of the organisation

The term "customer journey" describes the series of interactions and touchpoints that consumers experience while dealing with a company's goods or services, from first becoming aware of them to developing a devoted following.

Awareness: At this point, prospective buyers discover Samsung and its goods via a variety of channels, including advertising, social media, online reviews, and word of mouth.

Consideration: To learn more about the features and benefits of many product categories, including smartphones, TVs, and home appliances, customers may visit the official Samsung website.

Decision: They may contrast Samsung goods with those of other companies and evaluate aspects like cost, features, warranties, and customer service.

Retention: Following a customer's purchase, the retention phase aims to maintain their pleasure and persuade them to keep doing business with Samsung (Fiorentino *et al.*, 2022).

Advocacy: Satisfied consumers promote a brand during the advocacy phase by telling others about their great interactions.

Customer touchpoints are significant times when a brand interacts with a customer. These encounters may occur online and offline via various channels, and they all add up to a positive client experience.

Online presence

- **Website:** The website of Samsung is a crucial point of contact where consumers can learn about goods, explore features, weigh alternatives, and make purchases.
- **Social media:** Customers may communicate, ask questions, share stories, learn about new goods, and get updates on Samsung products via the company's social media profiles.

Retail store

- **Physical store:** Engage with Samsung retail outlets where consumers can see and feel items firsthand, get assistance from salespeople, and make purchases (Aboueldahab, 2022).

Customer service

- **Phone support:** Call a Samsung customer service agent for questions, help with an issue and technical assistance.
- **Live chat:** For immediate decision-making help, use the website's live chat feature.

Explanation and critical analysis of a customer journey map for the company

Ramon is a 42-year-old bank employee who lives in New York City, USA.

Stages of journey	Awareness	Research	Consider	Purchasing	Post-sales
Activities & Touchpoints	Suddenly, R a m o n discovers that his TV is not working.	Look up "best cheap TV" on Google. Examines and contrasts a few of the listed merchants.	Go to Samsung's product description page. Read the product's description, specifications, and so on.	Place the order. Waiting for delivery. Receiving goods and sign-off.	H a v e questions about TV settings, calling for help.
Thinking	Feels a little nervous.	I am lucky that the search result seems to provide some relevant information. I am glad that some TV models meet the needs.	It's good that the TV model offers all the necessary functions. I am a bit confused because the product specification is too	The ordering process is smooth. Would be happier if there was a discount.	Unsatisfied with the paucity of post-purchase assistance.
Feeling					

Final Assertion	These trends on social media
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Figure 6: Customer Journey Map

(Source: Self-Created)

The Total Engagement Model could be explained and related to the company

It may be claimed that a company must comprehend and concentrate on how consumers choose to purchase its items to succeed. By analysing product purchases and evaluating customers' wants and requirements, one may determine if organisations are more inclined to concentrate on customer interactions. Instead of attempting to create an engaged consumer, the company is more likely to see improved commercial performance if it starts to take action to encourage people to interact with their brand by making one-time purchases. The primary objective of the whole interaction model is increased sales (Batidzirai *et al.*, 2021). Key strategic components must be created based on the need to generate consumer engagement. The "customer value proposition, branding, internal culture elements and customer experience" are strategic components.

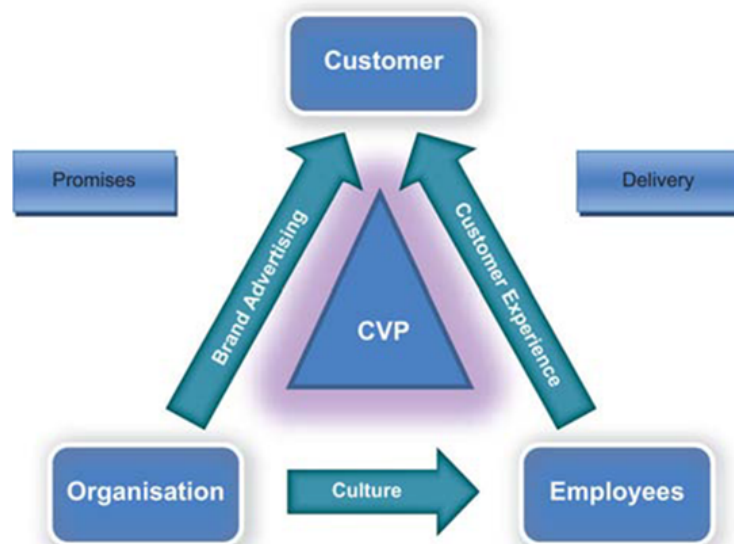


Figure 7: Total Engagement Model

(Source: Batidzirai *et al.*, 2021)

Customer value proposition: The special advantages a business provides its clients are described in the customer value proposition. It focuses on how a product or service fits their requirement or resolves their issue superior to the alternatives. The foundation of client engagement is the promise of value. For instance, Samsung's value proposition emphasises cutting-edge technology, bettering people's lives via new goods, and building a brand that is recognised for its cutting-edge usefulness and design (Aydin *et al.*, 2021). This claim emphasises the benefits of choosing Samsung over rivals, establishing compelling engagement by satisfying their unique demands and needs.

Branding: A purposeful attempt to create a distinctive and recognisable identity for a company is called branding. Along with intangible characteristics like values and emotions, it also contains visible components like colours, designs, and logos. Samsung is a brand that stands for innovation, excellence, and impact on a worldwide scale (Anjani and Astuti, 2022). Customers will recognise and trust a brand that maintains a consistent image. An effective brand image forges a solid connection between the client and the business, encouraging dedication and loyalty.

Internal culture elements: Shared values, attitudes, and behaviours inside a company are referred to as internal culture elements. They influence how workers communicate, come up with ideas, and connect with clients. Fostering a culture of invention, teamwork, and customer attention is crucial for Samsung. Superior goods, outstanding customer experiences, and a strong brand reputation arise from people who are committed to the vision and values of their employers (PRANATA, 2022). A healthy internal culture encourages staff engagement, motivation, and innovation, which in turn influences the satisfaction and engagement of customers.

Customer experience: The term "customer experience" refers to all interactions a consumer has with a brand, from first contact through engagements after a purchase. It's critical for Samsung to provide a streamlined, user-focused experience across all touchpoints. This covers pleasant product user interfaces, effective customer assistance, and tailored communications. A satisfying customer experience fosters loyalty, fosters trust, and fosters consumer loyalty (Ngoc Dan and Ngo Trong, 2023). This demonstrates Samsung's dedication to satisfying customer demands and surpassing expectations, which encourages ongoing involvement and support.

Conclusion

The overall study has focused on providing information on the concepts of communication and the way the communication model works. The concept of IMC has been used along with branding and brand equity. From the above, it can be concluded that Samsung being a renowned organisation in the market of electronics needs to focus on certain promotional strategies for targeting customers and raising brand awareness. In addition, the way Keller's Brand Equity model and The Total Engagement Model can be related to Samsung has been evaluated focusing on the customer journey of the company's customer.

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