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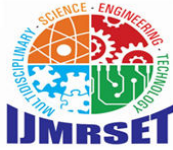
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## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

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# Marketing Strategies of Samsung Electronics Pvt Ltd

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**ABSTRACT:** This research paper analyzes Samsung's effective marketing strategies, detailing how Korea's largest chaebol has dominated the global market. It traces Samsung's evolution from its origins to its current stature and future plans, emphasizing the use of the 4 Ps of marketing mix in its campaigns. The paper highlights the significant revenue and market share growth in 2020 and 2021, attributing this to its strategic marketing. The research is based on secondary data from journals and websites, considering the global market and the diverse range of Samsung's products.

**KEYWORDS:** Samsung, Chaebol, Campaigns, Global Market

### I. INTRODUCTION

Samsung's journey from a grocery store to a tech giant is remarkable. Founded in 1938 as a grocery chain in South Korea, Samsung ventured into the electronics market in 1969, starting with black-and-white televisions. During the 1970s, the company began exporting home electronics overseas and acquired a 50% stake in Korea Semiconductor, solidifying its position in the industry. Over the years, Samsung has continued to innovate, and its recent achievement includes designing the world's first-ever foldable phone, showcasing its growth and adaptability in the global market.

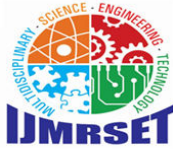
Samsung really took off in the 2000s with its Galaxy smartphone series, quickly becoming some of the most popular phones worldwide. Interestingly, they also made the microprocessors for Apple's first iPhones, being a major player in that industry too. Since 2006, they've been the top global TV manufacturer. Expanding the Galaxy series, they launched the Galaxy Tab tablets in 2010 and Galaxy Gear smartwatches in 2013. Then, in 2019, they introduced the Galaxy Fold, their first foldable smartphone.

("Samsung Dominated India's Phone Market in 2021", 2022) India's mobile phone market grew by 7%, with Samsung emerging as a leader. Samsung captured a 17% share of the overall handset market and dominated the feature phone segment with a 24% market share, shipping 86 million units. This demonstrates Samsung's strong presence across both smartphones and feature phones, highlighting its effective market strategies. Despite stiff competition from brands like Lava and Jio, Samsung maintained its leadership, showcasing its ability to adapt and meet diverse consumer needs in a highly competitive market. This achievement underscores Samsung's global influence and innovative prowess.

("TIME100 Most Influential Companies 2021: Samsung", 2021) Samsung has a huge impact on South Korea's economy, with its 2019 revenue making up about 13% of the country's GDP. During the rise in remote work and online learning, Samsung Electronics, a major player in producing chips and smartphones, became even more essential. Their influence isn't just limited to technology—they're a key component of South Korea's economic strength. It's amazing how one company can play such a crucial role in the prosperity of an entire nation.

### II. REVIEW OF LITERATURE

This article gives a straightforward overview of what global marketing is all about. It covers several key areas such as the company's structure, how they segment and position their markets, standardizing products, and building a global brand. It also looks at pricing and distribution strategies, especially focusing on the issue of gray trade, and touches on global promotional tactics, including advertising. Additionally, the article discusses the strategic differences between



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global and multi-domestic markets, and it examines the strengths and weaknesses of competing against local companies (Johansson, 2010).

This paper looks at how big multinational companies (MNCs) handle corporate social responsibility (CSR) in emerging markets to support their main business activities. The authors notice that CSR is becoming more of a strategic move, especially in these markets. They aim to build a theoretical framework to better understand how these CSR practices help MNCs expand internationally. Essentially, it's about how companies use CSR to boost their business and grow in new markets (Hadjikhani, Lee & Park, 2016).

Samsung Electronics developed a global strategy. On the one hand, it can be described as a high rate of global integration and cost efficiencies and quite a low responsiveness and differentiation (Raisch, 2014).

This study looks at how Samsung's innovative strategies have played a role in its organizational success. In today's fast-changing smartphone market, which has become essential to daily life, Samsung stands out by introducing new features that meet customer needs and boost sales. The research focuses on these innovative strategies that have helped Samsung outshine its competitors. It also explores how Samsung uses 5G technology to stay ahead in smartphone innovation. The findings show that innovative strategies are closely linked to the company's success (Binti Mohd Haizar, Kee, Chong & Chong, 2020).

### III. RESEARCH METHODOLOGY

This descriptive research utilizes secondary data, which refers to data that has already been collected and is available from various sources. The data for this study is derived from journals, websites, books, reports, and government portals, with notable sources including the International Journal of Business and Management, the International Marketing Review, and the Asia Pacific Journal of Management and Education. This secondary data, published within the last 10-11 years, provides valuable insights for the research. The primary focus of this study is on Samsung's impact in the global market, with a particular emphasis on India and South Korea. By analyzing Samsung's strategies and their effects in these regions, the research aims to understand how the company's innovative approaches contribute to its success in diverse markets. The findings from this study will shed light on Samsung's role in shaping the mobile handset market and its influence on the economic landscapes of these countries. This comprehensive analysis of Samsung's market strategies and their outcomes will provide a deeper understanding of the company's global presence and its ability to adapt to and thrive in varying market conditions.

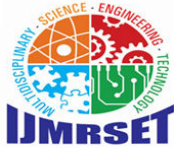
### IV. ANALYSIS AND DISCUSSION

#### What is Samsung's Marketing Strategy?

Samsung Understands that having the latest technology isn't always enough to guarantee market success. They also put a lot of effort into product development and design to make sure their products offer benefits that appeal to different groups of consumers. This can include things like stylish looks, a cool image, or high-quality cameras—attributes that people might find worth paying for, even if they are subjective. To achieve this, Samsung's new product development usually involves a close collaboration between their designers, engineers, manufacturing teams, and marketers. This team effort ensures that their products are not only technologically advanced but also appealing to consumers in various ways.

**Product** - ("Extensive Marketing Mix of Samsung - All 4Ps Explained | Howandwhat.net", 2022) As a leading electronic brand, continuously adapts to the ever-changing industry to meet customer satisfaction. By constantly innovating, adding new features, and enhancing performance, Samsung not only keeps its existing customers happy but also stays ahead of its competitors. This relentless pursuit of improvement helps Samsung maintain its position as a top player in the electronics market, delivering products that meet the evolving needs and expectations of consumers.

Samsung manufactures a diverse range of products. They include smartphones, tablets, audio sound equipment, mobile accessories, televisions, sound devices, watches, refrigerators, vacuum cleaners, washing machines, cooking appliances, cameras, printers, memory cards, USB flash drives, monitors, and air conditions (Samsung, 2023).



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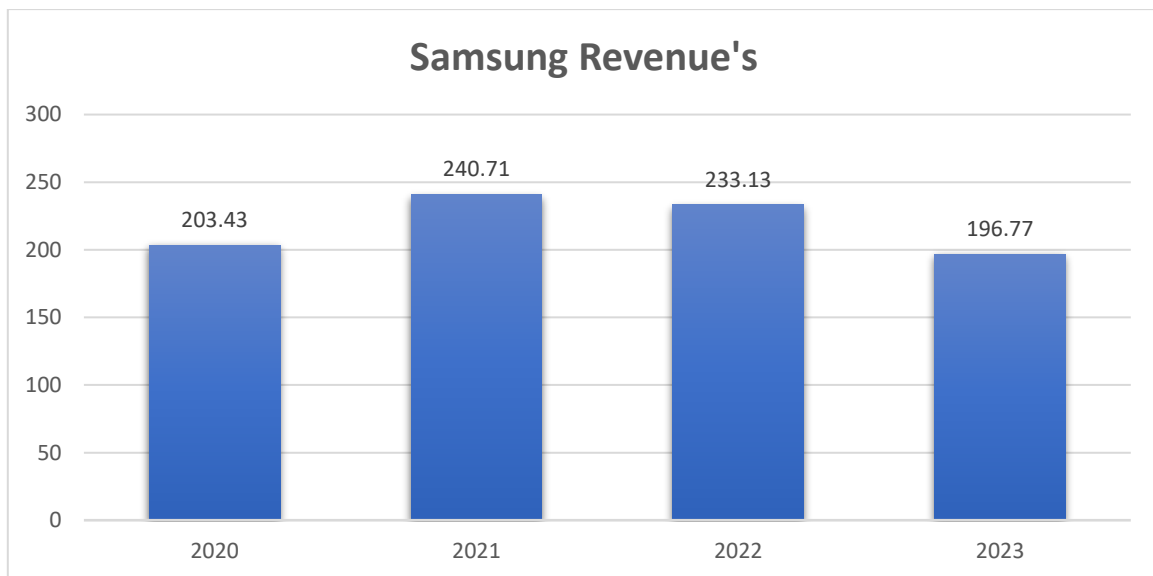
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**Price:** When it comes to pricing, Samsung uses different strategies. For new products, they might start with higher prices (price skimming), but they also use competitive pricing to attract different groups of customers.( Howandwhat.net,2022)

**Place:** Samsung has a strong global presence, with assembly plants and sales networks in over 75 countries. This ensures their products are easily accessible in multiple markets around the world. ( Howandwhat.net,2022)

**Promotion:** Samsung is very active in promoting their products. They use a mix of digital marketing, advertising, and sponsorships to reach and engage with customers. ( Howandwhat.net,2022)

**How have these strategies impacted Samsung’s growth** (companiesmarketcap.com)



Samsung's revenue saw significant growth in 2021 but experienced a slight decline in the following years.

### V. CONCLUSION

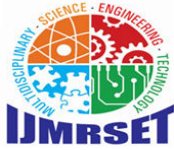
This study highlights how Samsung effectively uses its marketing strategies to attract and engage customers. Through various campaigns and techniques, Samsung creates strong customer engagement, whether it's for their phones, tablets, or semiconductor chips. They have managed to dominate the market in these areas and show no signs of slowing down anytime soon.

#### Scope For Further Research

This study looks at the global market but suggests future research focus on specific regions or groups. This approach could reveal more about how Samsung segments and targets its customers, providing deeper insights into their marketing strategies and customer engagement on a more detailed level.

#### Samsung’s Future Plans

Samsung unveiled their vision, ‘Together for Tomorrow’, aimed at creating a sustainable future. This initiative focuses on developing technology with minimal environmental impact. They are also emphasizing the responsible disposal of products after use and aiming to cut down carbon emissions from their manufacturing plants. It's a comprehensive approach to sustainability that aligns their technological advancements with environmental stewardship ("Samsung - Founder | Investments | Subsidiaries | Growth", 2022).



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