

Digital Marketing Strategies: A study on Samsung Mobile Phones

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Abstract

This study investigates the impact of digital marketing strategies on brand awareness and consumer engagement with a specific focus on Samsung mobile phones. As the mobile industry becomes increasingly competitive, brands must leverage digital platforms such as social media, search engines, and influencer marketing to stay relevant and connected with their audience. This research aims to assess the effectiveness of these channels in influencing consumer perceptions, fostering engagement, and driving brand loyalty. Through a combination of surveys and data analysis, the study explores consumer interactions with Samsung's digital marketing strategies, such as social media advertising, video marketing, and email campaigns. It evaluates how these strategies shape brand awareness and consumer behaviour, providing insights for improving Samsung's digital marketing approach. Findings from this study will offer practical recommendations to enhance Samsung's digital presence, increase consumer engagement, and maintain competitive advantage in the mobile phone market.

Key words

Digital marketing Strategies, Brand awareness, Consumer engagement, Samsung mobile phones.

Introduction

The purpose of this study is to investigate the impact of digital marketing channels on brand awareness and consumer engagement for Samsung Mobile. With the rise of social media, search engine marketing, influencer collaborations, and content marketing, it has become imperative for brands to develop strategies that resonate with digital-savvy consumers. This study will focus on how these channels contribute to shaping Samsung's brand image and how they drive consumer interaction and loyalty in a fast-evolving mobile industry. Additionally, it will analyse the effectiveness of various digital platforms in Samsung's marketing mix and provide insights into optimizing their digital presence.

The mobile industry has undergone a remarkable transformation since its early beginnings in the mid-twentieth century. Initial developments in mobile communication during the 1940s and 1950s were limited to short-range, cumbersome devices primarily used by emergency services. It wasn't until the 1980s that the first practical handheld mobile phone, the Motorola DynaTAC 8000X, emerged, marking a significant milestone in communication technology. Despite its high cost and limited functionality—operating solely on analog 1G networks - the DynaTAC paved the way for future advancements in mobile technology, setting the foundation for what would eventually become a ubiquitous mode of communication.

In recent years, the mobile industry has continued to evolve rapidly, driven by innovations such as 5G technology and the integration of artificial intelligence. The rollout of 5G networks promises faster internet speeds and improved connectivity among devices, facilitating advancements in smart homes, self-driving cars, and the Internet of Things (IoT). Key players like Apple, Samsung, and Xiaomi have shaped the

competitive landscape, each offering unique devices that cater to varying consumer preferences. Additionally, the adoption of digital marketing strategies, including social media and influencer marketing, has revolutionized how brands engage with consumers, enhancing brand awareness and driving growth in this dynamic sector. As India's mobile industry expands, it reflects a similar trajectory of rapid growth and innovation, positioning itself as one of the largest mobile markets in the world.

Samsung Electronics Co., Ltd., founded in 1938 in South Korea by Lee Byung-chul, has evolved from a trading company into a global leader in technology and electronics, particularly in the consumer electronics and telecommunications sectors. Its vision, "Inspire the World, Create the Future," reflects a commitment to technological innovation, while its mission emphasizes delivering superior products that benefit society. Samsung's core values—customer focus, innovation, quality, people, partnership, and responsibility—drive its diverse operations, which include consumer electronics, mobile communications, semiconductor manufacturing, and display technologies. As a dominant player in the smartphone market, Samsung's commitment to innovation, exemplified by its pioneering 5G devices and foldable smartphones, solidifies its reputation as a market leader catering to a wide range of consumer needs.

Digital marketing is a broad term that encompasses various online strategies and techniques used by businesses to promote their products and services, engage with customers, and enhance brand visibility. At its core, digital marketing leverages the internet and digital technologies to reach target audiences more effectively than traditional marketing methods. Key components include social media marketing, where platforms like Facebook, Instagram, and Twitter are used to share content and interact with users, fostering community engagement and direct communication. Search Engine Marketing (SEM) plays a vital role by utilizing paid advertising, such as pay-per-click (PPC) campaigns, to increase visibility in search engine results, driving targeted traffic to websites.

Samsung Mobiles uses a variety of digital marketing channels to efficiently promote its products, engage customers, and raise brand awareness. Social media sites such as Facebook, Instagram, Twitter, and LinkedIn are critical components of this strategy, allowing Samsung to publish content, run targeted adverts, and create real-time interactions with customers, resulting in a strong community around the brand. Search Engine Marketing (SEM) enhances this visibility by leveraging pay-per-click advertising on platforms such as Google AdWords, directing significant traffic to Samsung's online storefronts and increasing its appearance in search results. Furthermore, Samsung uses email marketing to maintain direct touch with customers, providing newsletters, incentives, and product releases to foster loyalty and keep subscribers up to date on the latest innovations.

Review of Literature

- **Hareesh S and S.V. Praveen (2023)** – author discussed about the study conducted about the attitudes of the general public towards Samsung smart phones also came up with worthy conclusions about consumers' sentiments and preferences. It was found that people hold good feelings towards Samsung cell phones in terms of their design, features and even their brand image. The research study also revealed that a few of the factors considered by the buyers include camera, user interface etc. as some of the factors considered in the smartphone selection.
- **Agrim Dhawan (2024)** – author discussed about the necessity for Samsung to give priority and implement strong data privacy safeguards across its entire Galaxy product line. Consumer choices have to be multidimensional given the increased reliance on technology in daily activities. People do

not just want offerings that serve functional purposes, but comfort and security about one's personal and what they feel is private information goes hand in hand with such offerings.

- **Mr. Bankapur Bangarappa and Dr. Shiralashetti A.S (2017)** author concluded that customers preferred brand image, brand attributes, battery support, and residual value along with the anticipated cost. Nowadays every other invention happens to face stiff competition global. Management of the most important factor is customer fulfilments central activity. Companies are seeking to find out the preferences, desires, and requirements of the customers.
- **Rinaf Mohammed (2023)** – author discussed about the study by elaborating on the research conducted on the various factors causing customer contentment with regard to Samsung smart phones in Coimbatore city and discovered that it satisfies the following objectives: convenience of handling Samsung smart phones, and service quality in using Samsung smart phones.
- **Mr. Vaibhav Dongare, Mrs. Megha Bhoagwar (2024)** - author discussed about Customer service and satisfaction have been emphasized as the most critical aspects in today's competitive environment. It is imperative to devise a Value Proposition in the opinions of the consumers to maintain and obtain their loyalty. This will ultimately contribute to the survival and the leadership position in the market. Organizations should imbibe and practice constant and consistent investment in research and development to help by come up with new products to the market that will satisfy the customers.

Research Gap

Impact of digital marketing on brand awareness and customer expectations has been thoroughly examined, major gaps remain in understanding how these methods influence consumer perceptions, brand loyalty, and engagement, particularly for Samsung mobile phones. This study seeks to fill these gaps by examining Samsung's distinct digital marketing techniques and its effectiveness in influencing awareness of the brand and consumer engagement.

Objectives of the Study

- To identify how customers perceive Samsung mobile phones as a brand.
- To analyse the performance of various Digital Marketing Channels for Samsung mobiles phones.

Research Methodology

This study uses a descriptive research design with both primary and secondary data. The primary data is gathered using structured questionnaires distributed to 120 respondents who have interacted with Samsung's digital marketing efforts. Secondary data is gathered from academic papers, industry reports, and trusted online sources. Convenience sampling is used to target respondents who are either current Samsung mobile phone users or have had significant experiences with the brand. The data is evaluated using Chi-square testing, ANOVA, T -test and correlation analysis to determine the relates to between digital marketing channels and variables such as brand awareness and consumer involvement. These statistical studies are performed using SPSS software, which provides a robust framework for validating the study's hypotheses.

Data Analysis

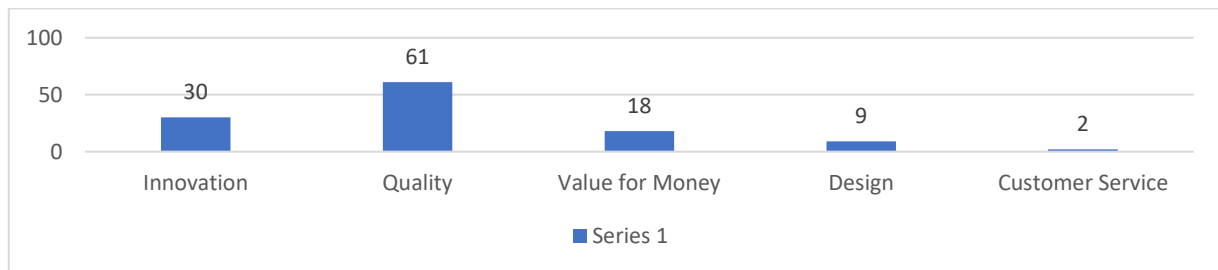
Table No 1 -Table showing the key attributes by associate with the Samsung mobile phones brand.

Analysis - above shows respondents Samsung brand with responded for Innovation, 15% responded for value for money, and a smaller group of respondents for design 7.5% and customer service 1.7%.

Response	No. of respondent's	Percentage of respondent's
Innovation	30	25%
Quality	61	50.80%
Value for Money	18	15%
Design	9	7.50%
Customer Service	2	1.70%
Total	120	100%

The table that 50.8% of associate the mobile phone quality, 25%

Graph No 1 - Graph showing the key attributes by associate with the Samsung mobile phones brand.

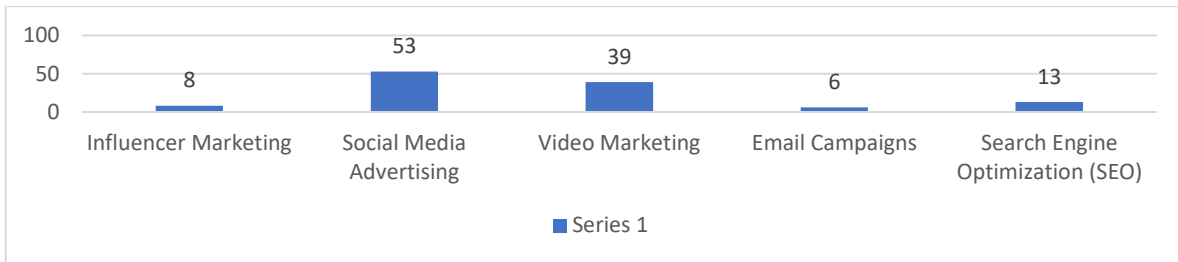


Interpretation - From the above graph, can be interpreted that the higher factors influencing Samsung mobile phone purchases. Quality became the most significant factor, followed by innovation. Value for the money was regarded as important, while design and customer service were viewed as less influential. This suggests that Samsung's reputation for producing high-quality, innovative devices, together with affordable prices and an emphasis on user experience, is a major factor in customer choice.

Table No 2 - Table showing the impact towards the digital marketing strategy of Samsung mobile phones on your purchasing decision.

Response	No. of respondent's	Percentage of respondent's
Influencer Marketing	8	6.70%
Social Media Advertising	53	44.20%
Video Marketing	39	32.50%
Email Campaigns	6	5.80%
Search Engine Optimization (SEO)	13	10.80%
Total	120	100%

Analysis -The above table shows that 34.2% of respondents believe that product quality is the most important factor in their loyalty to Samsung mobile phones, followed by brand reputation at 31.7%. Other factors, such as innovation 22.5%, price 8.3% and customer service 3.3%.



Graph No 2 - Graph showing the impact towards the digital marketing strategy of Samsung mobile phones on your purchasing decision.

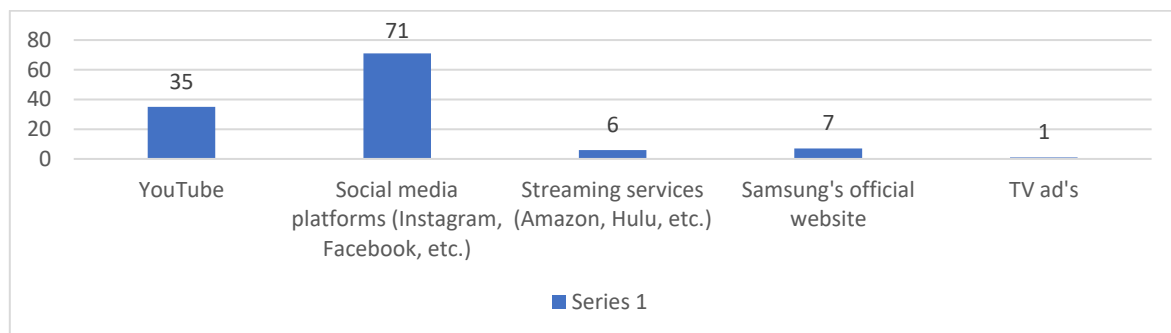
Interpretation - From the above graph, can be interpreted that Samsung's digital marketing strategy, particularly social media advertising, has a significant influence on purchasing decisions. While influencer and video marketing play important roles, social media appears to be the most influential. This suggests that Samsung's presence and engagement on social media platforms successfully persuade potential customers to consider their products.

Table No 3 Table showing the most frequently watching Samsung mobile phones video advertisements.

Response	No. of respondent's	Percentage of respondent's
YouTube	35	29.20%
Social media platforms (Instagram, Facebook, etc.)	71	59.20%
Streaming services (Amazon, Hulu, etc.)	6	5.0%
Samsung's official website	7	5.80%
TV ad's	1	0.80%
Total	120	100%

Analysis - The above table shows that 59.2% of respondents watching Samsung mobile phones video advertisements on social media platforms. YouTube follows at 29.2% of respondents. Streaming services, Samsung's official website and TV ads are valued for 5%, 5.8% and 0.80% respectively.

Graph No 3 - Graph showing the most frequently watching Samsung mobile phones video advertisements.



Interpretation – From the above graph, can be interpreted that Samsung's mobile phone video advertisements are most commonly viewed on social media platforms. While YouTube and streaming services are also used, social media appears to be the most highly regarded platform for watching these

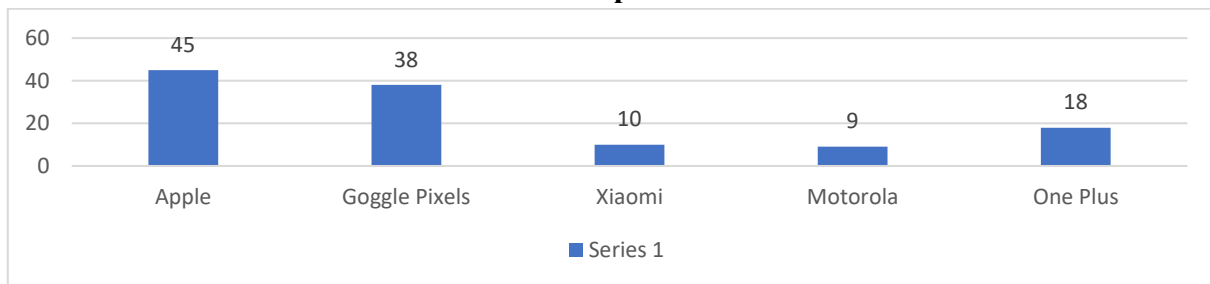
ads. This shows that Samsung's efforts using social media to market products are efficient at reaching and engaging their target audience mostly through video content.

Table No 4 - Table showing the which other brands considering as a competitor to Samsung Mobile phones.

Response	No. of respondent's	Percentage of respondent's
Apple	45	37.50%
Goggle Pixels	38	31.70%
Xiaomi	10	8.30%
Motorola	9	7.50%
One Plus	18	15%
Total	120	100%

Analysis - The above table shows that 37.5% of respondents suggested Apple to be the primary competitor to Samsung mobile phones. Google Pixels comes in second at 31.7% of respondents, while Xiaomi, Motorola, and OnePlus have significantly lower respondents at 8.3%, 7.5%, and 15%.

Graph No 4 - Graph showing the which other brands considering as a competitor to Samsung Mobile phones.



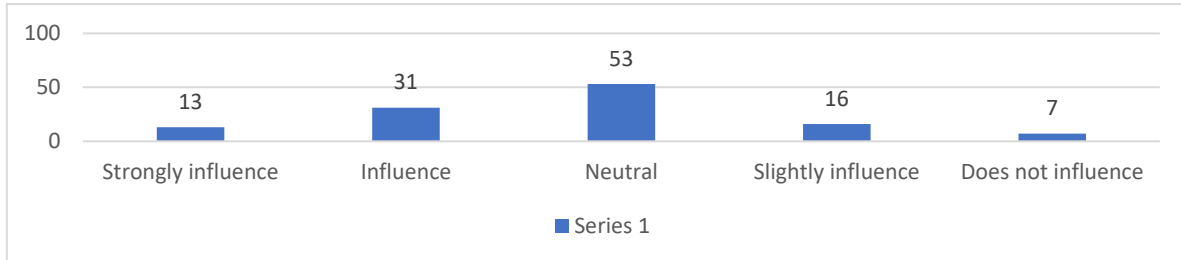
Interpretation – From the above graph, can be interpreted that the most widely considered competitors to Samsung mobile phones are Apple, Google Pixels, and Xiaomi. This implies that these brands are regarded as strong competitors in the smartphone market, providing comparable products or features that directly challenge Samsung's position.

Table No 5 - Table showing the how does your engagement with Samsung mobile phones on digital platforms influence your purchase decisions.

Response	No. of respondent's	Percentage of respondent's
Strongly influence	13	10.80%
Influence	31	25.80%
Neutral	53	44.20%
Slightly influence	16	13.30%
Does not influence	7	5.80%
Total	120	100%

Analysis - The above table shows that 10.8% of respondents indicated that digital engagement strongly influences their purchase decisions, while 25.8% said it only influences. A significant 44.2% remained neutral, indicating uncertainty or indifference. In addition, 13.3% reported a slight influence, while 5.8% stated that it has no influence on their decisions.

Graph No 5 - Graph showing the how does your engagement with Samsung mobile phones on digital platforms influence your purchase decisions.



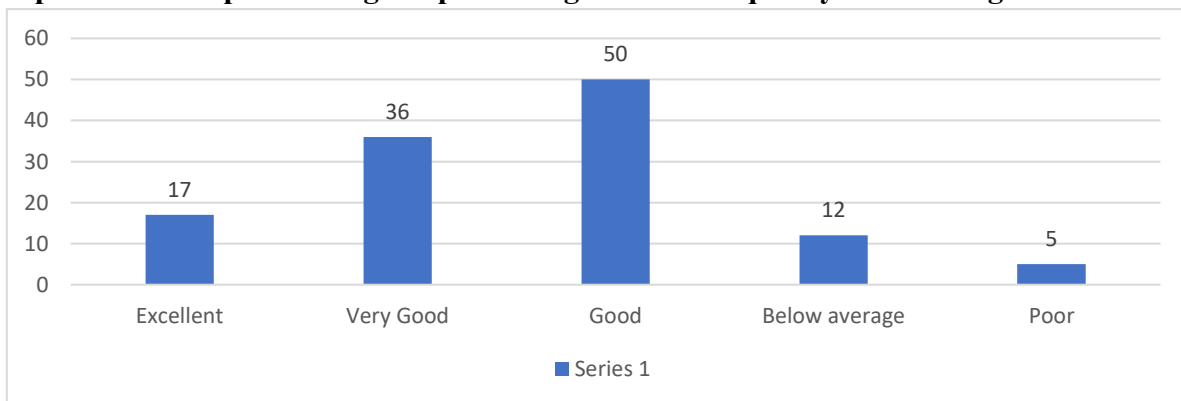
Interpretation – From the above graph, can be interpreted that a significant number among responders are neutral about how their interactions with Samsung mobile phones on digital platforms influence their purchasing decisions. While a significant number suggest it has a strongly or slightly influences their decisions, a seem to be undecided. This suggests that, while digital engagement is significant, other different factors may also have significant effect on purchasing decisions.

Table No 6 - Table showing the perceiving the overall quality of Samsung mobile Phones.

Response	No. of respondent's	Percentage of respondent's
Excellent	17	14.20%
Very Good	36	30%
Good	50	41.70%
Below average	12	10%
Poor	5	4.20%
Total	120	100%

Analysis - The above table shows that 41.70% of respondents perceive the overall quality of Samsung mobile phones to be good, whereas 30% of respondents rate it as very good, 14.2% of respondents perceived to be excellent, indicating a generally positive attitude. However, 10% rate it as below average, and 4.2% as poor.

Graph No 6 - Graph showing the perceiving the overall quality of Samsung mobile Phones.



Interpretation - From the above graph it can be interpreted that a large percentage of respondents rate the overall quality of Samsung mobile phones as excellent or very good. While a smaller group rates it as good or below average, the majority of respondents are pleased with the quality of Samsung devices. This favourable perception could be due to factors such as build quality, performance, or innovative features.

Hypothesis Testing

Hypotheses 1

Null Hypothesis (H0): There is no significant relationship between the digital marketing channels with the brand awareness for Samsung Mobiles.

Alternate Hypothesis (H1): There is a significant relationship between the digital marketing channels with the brand awareness for Samsung Mobiles.

Correlations

		11. Which digital marketing strategy of Samsung mobile phones are you aware of?	1. How familiar are you with the Samsung mobile phones brand?
Spearman's rho	11. Which digital marketing strategy of Samsung mobile phones are you aware of?	Correlation Coefficient	1.000
		Sig. (2-tailed)	.736
		N	120
1. How familiar are you with the Samsung mobile phones brand?		Correlation Coefficient	-.031
		Sig. (2-tailed)	.736
		N	120

Interpretation - The Spearman's rho correlation coefficient for respondents' familiarity with Samsung mobile Phones (Variable 1) and awareness of Samsung's digital marketing strategies (Variable 11) is -0.031. This extremely weak a negative correlation indicates the presence of almost no relationship in between two variables. Furthermore, the degree of significance (Sig. 2-tailed) is 0.736, which is significantly larger than the standard threshold of 0.05.

Hypotheses 2

Null Hypothesis (H0): There is no significant impact of likelihood to recommend Samsung mobile phones to others across different income groups.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
35. How likely are you to recommend Samsung Mobile Phones to others? * Income (per month)	120	98.4%	2	1.6%	122	100.0%

35. How likely are you to recommend Samsung Mobile Phones to others? * Income (per month)
Crosstabulation

Count		Income (per month)					Total
		Below 25000	25000-60000	60000-80000	80000-100000	Above 100000	
35. How likely are you to recommend Samsung Mobile Phones to others?	Very Likely	6	4	2	0	0	12
	Likely	15	24	11	1	1	52
	Neutral	8	25	8	1	0	42
	Unlikely	4	4	0	0	0	8
	Very Unlikely	1	3	2	0	0	6
Total		34	60	23	2	1	120

Alternate Hypothesis (H1): There is a significant impact of likelihood to recommend Samsung mobile phones to others across different income groups.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.666 ^a	16	.830
Likelihood Ratio	12.512	16	.708
Linear-by-Linear Association	.149	1	.699
N of Valid Cases	120		

a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is .05.

This hypothesis is tested using **Chi-Square Test**

Interpretation - The results of the Likelihood Ratio test (p-value: 0.708) and the Pearson Chi-Square test (p-value: 0.830) show that there is no statistically significant correlation between income levels and the likelihood of endorsing Samsung smartphones. These results suggest that there is insufficient evidence in the observed data to reject the null hypothesis. The results of the Linear-by-Linear Association test, which show a p-value of 0.699, indicate that there is no significant positive correlation between referral likelihood and income. This indicates that if a relationship between these variables does exist, it is not a linear one.

Findings

- It is found that 50.8% of respondents associate the Samsung mobile phone brand with quality, 25% responded for Innovation.
- It is found that 44.2% of respondents believed that social media advertising had a significant impact on their decision to purchase Samsung mobile phones.

- It is found that 59.2% of respondents watching Samsung mobile phones video advertisements on social media platforms.
- It is found that 50.80% of respondents rated Samsung's digital marketing integration as good, 28.30% of respondents found it very good.
- It is found that 37.5% of respondents suggested Apple to be the primary competitor to Samsung mobile phones.
- It is found that 41.70% among responders perceive the overall quality of Samsung mobile phones to be good.
- It is found that there is no relationship between respondents' familiarity with Samsung mobile phones and their awareness of Samsung's digital marketing strategies, as indicated by the Spearman's rho correlation coefficient of -0.031.
- It is found that the income levels and the lack of a statistically significant association likelihood of recommending Samsung mobile phones, as indicated by the Pearson Chi-Square test (p-value = 0.830) and the Likelihood Ratio test (p-value = 0.708).

Suggestions

- Samsung should employ data analytics to develop more personalised digital marketing strategies. This could include personalized information, product recommendations, and targeted marketing based on user interests, behaviour, and demographics. Personalized marketing is more likely to engage customers and build brand loyalty.
- Samsung's social media platforms should comprise interactive features such as polls, live Q&A sessions, and user-generated content initiatives.
- Samsung should be using targeted email marketing campaigns to keep current consumers updated about new releases, promotions, and exclusive offers for Samsung mobile Phones, thereby encouraging continued engagement.
- Samsung can enhance consumer engagement by running interactive campaigns on social media networks, such as Instagram and Twitter(X), encouraging people to share their Samsung smartphone experiences and creative uses.

Conclusion

This study offers a thorough examination of the effect of digital marketing channels on brand awareness and consumer engagement for Samsung mobile Phones. The findings highlight the importance of using digital platforms to engage with customers in meaningful ways, which influences brand perception and loyalty. This study used a descriptive design to examine Samsung's digital marketing strategies, focusing on consumer engagement, brand loyalty, and perception. To ascertain the effect of these digital marketing efforts, A statistical study was carried out utilizing SPSS, including percentage analysis, Chi-square tests, ANOVA, correlation and T-tests. The findings emphasize the effect of digital marketing practices on consumer satisfaction and brand loyalty, indicating areas for improvement in Samsung's overall digital engagement strategy

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