A Study on Advertisement Marketing Strategy on Samsung Smart Phones

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Abstract

Promotion is one in every of the key parts of the selling combine, and deals with anybody or two-way communication that takes place with the patron. This text concentrates may be a high level introduction to developing a promotional strategy for your business specializing in advertising and different ways. Deciding on a selling communications strategy is one in every of the first roles of the selling manager and this method involves some key choices concerning United Nations agency the client is, the way to contact them, and what the message ought to be. These queries are often answered employing a 3 stage method, that is equally relevant for all parts of the selling mix. For the needs of advertising, targeting is that the method of communication with the proper segment(s) and guaranteeing the most effective potential response rate. The ways you employ to focus on your audience should relate to your promoting arrange objectives. Highly targeted communications typically cause higher results. However, personal letters to a couple of your most loyal customers would cause a dramatically enlarged rate of come back. once deciding that media to use contemplate the reach, frequency, media impact and what you’ll be able to expect for your budget however most of all, guarantee your target client can see the message within the 1st place. Media selection could be a matter of compromise between volume of individuals versus the personalisation of the message. Once it has got created the audience alert to your whole, work doesn’t stop there. The client must be target-hunting through the getting method. this implies distinctive the key stages within the client journey and making certain communications messages square measure personalized and relevant.

Key Words: Promotion, segments, employ, promoting, targeting, media selection, budget.
1. Introduction

Advertising in other words mobile advertising is the technique that focuses on marketing smart phones. Marketing which forms an bridge gap between the product and customer. A market generally takes into consideration the 4 important Ps that is Product, Place, Price, Promotion. The marketer while decided to promote a product he tries to fulfill the 4ps so that the product information reaches perfectly to the target consumers. Promotion is the medium through which the marketer communicates directly to the public or the consumers of the product. For that initially the marketer must chose the medium of communication which is cost efficient to him and also to reach and attract large numbers of consumers in the market. Every business should have a clear cut plan of marketing various modes of communication how the product is transported and deciding on which distribution channel the product reaches the ultimate consumer. The target audience are divided into segments and according to that the budget is allocated by the marketer for an perfect marketing plan and decides in the form of promotional campaign. The advantage of segmentation of consumers the marketer will have information about consumer needs and produce a product that satisfy the needs and thus results in positive response and gains reputation. (Setria L. Manerek, Sifrid Far lane 2015).

The methods of marketing communication can be in the form of advertisement through television, radio, business directories, magazines, radio and news agent. Money related concessions on sales promotion will lead to brand loyalty. (YLee, Gina Colareli, O’Conor 2003) Advertisement is an strategy that gives importance to culture and traditions that leads to ultimate profits. (Ran Wei, Jin Jiang 2005)

The marketing strategy must give importance to budget and placement of idea that attracts an individual and apply on traditional customary ideas that attracts eastern India the marketer must understand the changing tastes and preferences of the consumer in-order to survive in the market. (Hairong Li 2009) The business always depend on best marketing strategy because the rival competitors is more so to steadily survive there must be an strategy in market. (Steven P. Schannars 1998) Advertisement is the appeal through which the sense of emotions is conveyed and the interpretations is multiple. (Desai Ashok 2000) The decision of environment is the basis to determine the quality perception effect of consumers. (Neil H. Borden 2000) Every marketer must attract the standardisation and must understand the localization of advertising strategy. The perception of the consumers differs according to the locality, region and standardised products and expectations regarding the product. (Jae H Pae 2008). Nowadays the company spend on consumer commitments and building loyalty of the consumers. (Robert N. Stoneet. 1993) The equity of the brand is having direct relationship that increases the commitment and increase trust towards the product. Implications of proper managers will increase in product sales of the company. (Robert C. Ford, Cherill P. Heaton, Stephen W. Brown 2001) The consumer decides to choose the product when the company has gained proper reputation, producing quality products on these
basis the consumer decides to purchase the product of a particular company. (Bhave, Ashish 2002) Samsung which forms an leading company in the world that reason for success is that there is proper laid marketing strategy. (P.Rajeshwari, R.Aruna 2017) The strong market position may affect the consumer decision making process. The categorisation of the brand must be proper inability can be due to lack of proper information about the consumer and current market conditions. (Androudikalis G.Kandus 2011) An advertising strategy is way to reach the consumer and through the advertisement and urge them to purchase the product analysing the market definition and perfect product assessment decides the advertisement strategy (Abdul Majeed C 2007)

2. Objectives

- To create awareness about the product in the market by producing innovative advertisement by producing innovative advertisement.
- To reveal the company’s profile advantages of Samsung

3. Hypothesis

**NULL**: There is no significant difference between Samsung company advertisement marketing strategy to other companies.

**ALTERNATE**: There is significant difference between Samsung company advertisement marketing strategy to other companies.

4. Materials and Methods

The research is done in the form of empirical research. The data for this research is taken from 70 respondents according to which the result of the study will be ascertained. A detailed questionnaire is taken from respondents regarding the marketing strategy of Samsung smart phones and questions was raised on advertisements of Samsung smart phones regarding that they frequently watch advertisements of Samsung and the degree to which the advertisement has an effect on their buyer behaviour and the features that has urged them to buy Samsung smart phones.

5. Results and Findings

The results for the above questionnaire that majority of 95% of people use android mobiles and 5% of people do not use smart phones so this shows that the hype for mobile is higher in the current market. And the next question answers that the respondents say that the majority of 91.3% watch Samsung advertisements on tv and that proves that the advertisement strategy has reached since they are aware of the Samsung advertisement and minority of 7.6% said that they’re re not aware of the Samsung smartphone advertisement. The respondents says that they have good impression of Samsung advertisements and 20.3% said that they have impression on advertisement and 14.5% have
attractive impression towards impression followed by the minority of people have said that they are unhappy with Samsung advertisements and had bad experience while watching it on television. 59.4% of respondents have said that they buy Samsung smart phones on seeing advertisements and 21.7% say that they don’t buy Samsung smart phones on seeing advertisement and 18.8% says that they do not buy smartphones on seeing advertisement. Out of 70 respondents 56.4% said that they buy smartphones because the quality aspect is so good and that is the reason they buy Samsung smart phones and 17.4% of them said that they buy smartphones on the basis of price and majority of people said that they have said that the advertisement attracts them to buy Samsung smart phones and minority of them voted for display edge technology and among them 1% of them said that they don’t buy smartphones. 73.9% of said that the people are attracted on advertisements which is displayed on electronic media also the current consumers are attracted towards the advertisement and that decides the purchase behaviour and 17.4% said that they are attracted on advertisement in print media and 7.2% of them said that they prefer through personal communication of Samsung smart phones and 40.6% of people said that their buyer behaviour is based on advertisement and 30.6% of people say that sometimes that the buyer behaviour is 29% said that the buyer behaviour are not affected by advertisement. 68.1% of said that the company must adopt marketing strategy and 23.2% said that the company can adopt followed by 8.7% said that the marketing strategy is important.

6. Suggestions

Once you've got determined the positioning for your whole, it’s time to develop the message so as to influence your target teams. Advertising objectives ought to be directly connected to your selling arrange, and have a tendency to suit into the subsequent generic categories

- Inform – raising awareness of your whole, establishing a competitive advantage
- Persuade – generating a moment response (usually driving sales)
- Remind – to take care of interest and enthusiasm for a product or service

It’s a documented indisputable fact that artistic, well branded, distinctive advertising generates the most effective results thus make sure you use the most effective potential artistic team you'll be able to get your hands on, and provides them a close transient. (Nashwan Mohammad et.al 2005) keep in mind that a message can solely achieve success if it appeals to the audience, thus perpetually refer back to the client and tailor the ads to them. Almost each business within the world can deal in advertising at some purpose, whether or not it's an inventory within the telephone book, or a poster in Times Square. no matter you’re designing, the strategic thinking behind all advertising is actually identical – get to understand your audience, target them expeditiously and position your whole within the method which will profit your business. The most powerful brands are often known by several parts of their communications
material, not simply a by their brand or expression and this can be thanks to made implementation of a recognizable company identity. Recognition could be a key a part of any purchase call this a company identity ought to for a core part of your advertising strategy (James F. Devlin 2000)

7. Conclusion

Promotion is once a business decides that types of communication it needs to use in their promoting set up. analysis is finished that details research, segmentation, and budget. giant corporations would possibly opt to do a national campaign, particularly if the whole is already acquainted to the buyer. Smaller businesses, with fewer resources, would possibly use direct mercantilism till they need a bigger take into account advertising. Advertising is that the act of communication on to associate audience exploitation media sources, corresponding to tv, print, radio, and online. A triple-crown campaign can keep the client insight in mind, whereas communication the business's mission and whole. Ads will be directed toward bound demographics, up the possibility of a triple-crown campaign. Consumers were ne'er connected with sure technology product, they invariably attempt to possess the most effective. (Maria Mercenti Guerin 2008). Such state of affairs has duty-bound technology makers to quickly produce new gadgets that may satisfy the requirements of consumers, and for many years, Samsung has ne'er unsuccessful during this element. Society has invariably loved once the gismo maximizes their life comfort and reduces the time spent on unwanted/simple tasks. Today, Samsung has sparked in terms of innovation and rather than satisfying the requirements of the society, they need virtually began to produce the necessity for individuals. Besides, Samsung has a stimulating and huge product portfolio. Their product vary includes laptops, tablets, smartphones, TVs, cameras, Refrigerators, etc. Samsung selling strategy uses numerous varieties of promotion. As Coca-Cola and Nike, Samsung is convinced that advertising is one in all the most effective varieties of promotion to have interaction potential shoppers. Besides advertising, Samsung approaches totally different promotional techniques to form customers get the merchandise. For instance, very often, Samsung introduces discounts, sponsors events, engages with national and worldwide festivals, etc. Hence, the Samsung selling strategy at the same time helps the organization progress in numerous aspects. The Samsung selling strategy was one in all the foremost effective methods ever created as a result of it helped a cost-driven company to vary its structure become an authority manufacturer (Cynthia R. Jasper 2000). Due to the dynamic tastes of shoppers within the technology business, firms had to follow the pace and provide progressive and evolving gadgets to their customers. So, Samsung conjointly had to vary so as to realize the favorable position on the market and therefore the new Samsung selling strategy was the key to evolution.
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