
PRODUCT PROMOTION AT SAMSUNG ELECTRONICS

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ABSTRACT: Samsung Electronics, a well-known international technological business, has made significant contributions to semiconductors, consumer electronics, home appliances, and telecommunications. This inquiry focuses on the company's marketing strategies. Samsung's integrated marketing communication strategy, which includes advertising, digital marketing, influencer engagement, sales promotions, experiential marketing, and strategic alliances, is evaluated to boost brand awareness and consumer engagement. Samsung can engage a varied range of consumers in a variety of nations, including India, a developing economy, using tailored web campaigns, celebrity endorsements, product launch events, and social media. The paper also looks into the efficiency of promotional techniques in raising sales, brand loyalty, and market share, using real-world examples as Galaxy product debuts and holiday sales campaigns.

Index Terms: *Product Promotion, Integrated Marketing Communication, Digital Marketing, Brand Visibility, Customer Engagement, Influencer Marketing, Sales Promotion,*

1. INTRODUCTION

Product promotion is an important facet of marketing since it informs potential customers about the benefits of a product. It is the process of teaching people about a product, generating interest in it, and persuading them to buy it. In today's extremely competitive business world, organizations must use successful marketing techniques to separate themselves from their competition. Product marketing is a method that firms may use to highlight their brand awareness, low costs, high quality, and unique features. Even high-quality products can fail in the market owing to ineffective marketing.

The fundamental purpose of product marketing is to influence consumers' purchasing decisions by providing relevant and engaging information. Promotions increase brand loyalty and trust by alerting customers about a product's characteristics, availability, and benefits. To reach a wide range of demographics, businesses use a variety of marketing tactics, including advertising, public relations, sales promotions, personal selling, and digital marketing. Each

tool performs a particular purpose in the process of spreading messages and fostering positive attitudes toward the product.

Technology and digital media have aided the advancement of product marketing. Businesses can communicate with customers and tailor their marketing by using mobile applications, search engines, social media, and e-commerce sites. Digital marketing allows you to speak with a larger number of people, see results faster, and have more regular interactions than old techniques. Businesses can paper consumer data, assess the performance of their campaigns, and make last-minute changes to their tactics to improve their promotions.

Effective product promotion not only increases income, but it also fosters customer relationships and helps people retain your brand. When your advertising campaigns are consistent and unique, consumers are more likely to remember and like your brand. Discounts, free samples, and loyalty programs are some of the promotional methods that entice customers to try a product and then buy it. When customers are satisfied with a brand and feel a strong emotional connection to it, they are more likely to suggest it to others. This helps to ensure the organization's long-term growth.

2. ROLE OF PRODUCT PROMOTION

Market Research and Customer Insights:

Product managers perform market research prior to promoting a product in order to better understand the needs, desires, and concerns of the intended audience. This helps you create effective adverts and choose the best areas to engage with your target audience.

Defining Value Proposition:

It is imperative to offer a comprehensive explanation of the functions, benefits, issues it resolves, and the reasons why consumers should select it over alternatives when promoting a product. Product managers strive to ensure that the value proposition is understandable and appealing to the intended audience.

Setting Objectives and Goals:

The marketing strategies align with the product's aims and goals. To assess the effectiveness of promotional campaigns, product managers set particular goals, such as boosting conversion rates, meeting revenue targets, or gaining new customers.

Developing Marketing Strategies:

Product managers work with marketing teams to develop a comprehensive marketing plan based on market research and product positioning. This includes creating messaging that will

appeal to a wide range of people, as well as determining the best advertising platforms, such as digital ads, content marketing, social media, and promotional events.

Collaboration with Cross-Functional Teams:

To effectively sell a product, it is necessary to interact directly with teams from several disciplines, such as marketing, sales, engineering, and design. Product managers collaborate closely with these teams to ensure that the message, brand, and user experience remain consistent across all marketing campaigns.

Monitoring and Optimization:

Product managers assess the success of promotional campaigns by gathering data and insights. They examine vital data and client input to identify areas for improvement, and then adjust their marketing strategy to maximize those improvements.

Iterative Approach:

Product promotion is a constant process. Product managers use the knowledge gained from the successes and failures of each marketing campaign to improve their tactics over time. This iterative method improves the messaging, targeting, and channel selection for upcoming advertising.

Feedback Loop:

Product promotion also helps to facilitate product development by providing input. During marketing events, product managers collect feedback from current and prospective customers. This feedback could be very useful when analyzing the product plan and deciding which changes or additions to pursue first.

3. LITERATURE SURVEY

Mulyani, R. (2025): This paper investigates the effect of promotional methods on the success of new goods in the Fast-Moving Consumer Goods (FMCG) industry. It focuses on the marketing operations of manufacturers, distributors, and wholesalers in intensely competitive markets. It emphasizes the importance of a variety of promotional tactics, including both above- and below-the-line campaigns, in raising product awareness, influencing customer demand, and improving brand perception among target groups.

Nair, S. S., Rafid, M. V. P., and Munavara (2024): This paper investigates the possible impact of various sales promotion tactics on customer purchase decisions in community pharmacy settings, with a focus on financial incentives and psychological motivators. The

paper found that brand trust, professional endorsements, cost effectiveness, and product accessibility all had a substantial influence on customer behavior.

Liao, W. (2023): This paper investigates the effect of various marketing channels and promotional tactics on the efficacy of product promotion in the current period, across a wide range of product categories. The inquiry looks into the most efficient ways to capture consumers' attention and engage them with items, including traditional marketing, television commercials, and social media platforms like Instagram. It demonstrates that traditional media is less effective than social media promotion, particularly on Instagram, in terms of creating interest and attention.

Kumar, R. S. (2022): This paper investigates the impact of various sales promotion methods on customer purchasing behavior in the fast-moving consumer goods (FMCG) sector of an urban market, utilizing Hyderabad, Telangana as a case paper. The paper investigates the impact of customers' views of these methods on their purchasing decisions, dividing promotional efforts into in-store and out-of-store approaches. It uses an analytical survey method and primary data to look at the relationship between consumer behavior and sales promotions. Discounts, special offers, and displays all have a significant impact on consumer decisions in the highly competitive FMCG market, according to the findings.

Yunus, R. M. (2021): This paper investigates the impact of digital marketing methods on client purchase decisions, as well as how these strategies were modified and implemented throughout the COVID-19 epidemic. The paper focuses on how businesses used digital media and online advertising to sustain customer interest and awareness in reaction to the epidemic, which changed their typical marketing methods. The paper looks at previous research findings and incorporates insights to assess the effectiveness of digital promotion in influencing shopping decisions during a pandemic.

Verma, Priyanka. (2020): This paper investigates the relationship between sales promotions and consumer perceptions of value, as well as if product category plays a moderating role. The paper used structural equation modeling to collect data from 400 users in order to test the hypotheses. It demonstrates that the perceived value of promotions depends on the type of the products. Specifically, utilitarian benefits have a stronger influence on people's views of the worth of personal care products than hedonic benefits.

4. WAYS TO PROMOTE PRODUCTS



Social Media Marketing

There are numerous ways to advertise things to a big audience via social media. Create compelling material for each channel that highlights your product's distinct features, benefits, and unique selling points, such as photographs, videos, stories, and posts. Use personalized adverts on platforms like LinkedIn, Pinterest, Instagram, Facebook, and Twitter to reach audiences with specific interests and demographics. Organize contests, rewards, or challenges to encourage customers to create content by sharing their product experiences.

Content Marketing

Material marketing is the act of creating instructive, entertaining, or problem-solving content for your target audience, which might include blog posts, videos, infographics, and manuals. Create material that answers the most often asked questions or concerns that customers have about your company or product. This builds trust with potential customers by presenting your brand as competent. Make sure your material is optimized to attract more visits from search engines. Use keywords that are relevant to your product and industry to increase your website's exposure in search engine results pages (SERPs).

Influencer Marketing

Collaborate with industry professionals or influencers who have a substantial following and influence in your target market. Seek for influencers whose ideals, audience, and content align with those of your organization and product. Collaborate with them to create sponsored content that is both real and engaging, encouraging them to buy your items. By endorsing and recommending your items, influencers can help to raise brand recognition, website traffic, and sales.

Email Marketing

Compile a list of people who have agreed to receive communications from your organization. To send personalized and targeted messages, categorize your email list by demographics, preferences, previous purchases, or level of involvement. Email marketing is used to inform

customers about new items, sales, discounts, and special offers. Give them concrete reasons for taking action and persuasive calls to action.

5. QUESTIONNAIRE

1. What is the key way in which Samsung Electronics markets its smartphones?

- A) Door-to-door sales
- B) Celebrity endorsements
- C) Cold calling
- D) Flyers distribution

2. What platform does Samsung Electronics commonly use to promote new products on a worldwide scale?

- A) Television ads
- B) Social media platforms
- C) Product launch events
- D) Radio ads

3. Which Samsung Electronics product line is receiving major innovative marketing attention?

- A) Samsung Galaxy
- B) Samsung Jet
- C) Samsung Fridge
- D) Samsung Printer

4. What marketing approach does Samsung Electronics use to capture the interest of young consumers?

- A) Print magazines
- B) Billboard posters
- C) Influencer marketing
- D) Door-to-door offers

5. What information does Samsung Electronics like to share with the public about "The Frame TV"?

- A) Durability
- B) Aesthetic design
- C) Low cost
- D) Battery life

6. CONCLUSION

In a highly competitive market, it is critical to promote a product in order to enhance visibility and consumer awareness. Organizations can educate potential customers about the advantages and capabilities of their products by using efficient marketing methods. The company not only recruits new customers, but also keeps existing ones by cultivating their loyalty. To grow one's audience, a variety of tactics can be used, including advertising, personal selling, sales promotions, and internet marketing. A well-designed promotion has the potential to greatly affect consumer behavior and purchasing decisions.

Furthermore, it is beneficial to build a strong brand image and reputation in the industry. Product promotion allows businesses to achieve their overall growth and sales goals. As technology advances, new marketing methods must be implemented to capture the attention of modern consumers. Finally, successful product advertising reduces the gap between the product and the consumer. To achieve long-term success and competitiveness, organizations must devote resources to strategic marketing.

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