

Samsung Smartphone Global Marketing Strategy and Dynamics: Literature Review

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ABSTRACT

Samsung holds a significant share of the global smartphone market. In recent years, Samsung has consistently been among the top 2 smartphone manufacturers, competing closely with big players such as Apple, Xiaomi, Oppo, Vivo and others. In 2022, Samsung controls 20% of the smartphone market share, behind Apple which controls the largest share at 39%. Not only does Samsung have an internal strategy, but South Korea helps Samsung with various supports so that its products can be successful, and the benefits of its success greatly influence South Korea's economic growth. Therefore, the aim of this research is to look at the global marketing strategy and dynamics of Samsung Smartphones. The design of this research is a literature review. Search for articles on Google Scholar and ProQuest with keywords based on Samsung's global marketing strategy and dynamics. 85 articles were found in the 2013-2023 period, then screening was carried out and 10 relevant articles were found to be discussed and analyzed. The results of this research found that the support factors from the South Korean Government, Provision of Raw Materials, Production and Manufacturing, Distribution and Logistics, Marketing and Sales, Maintenance and Support for Customers make Samsung a leader in the global smartphone industry.

Keywords: Samsung Smartphone, Global Value Chain, Marketing, Global Marketing Dynamics

INTRODUCTION

Samsung is a company founded in 1938 in Daegu, South Korea. Their electronic products were launched in 1969 under the company 'Samsung Electronics' (Risanti, 2022). This company is one of several companies that is able to develop and compete with companies in countries with very high economies, such as the United States, China and Japan. This company is one of the largest electronics companies in the world because it is able to lead the current technology market with its extraordinary innovations (Wulan & Warsito, 2023).

Samsung launched its first smartphone, on April 27 2009 with the name Samsung i7500 which is equipped with a 3.2 inch AMOLED touch screen feature and uses the Android Cupcake 1.5 Operating System (Junizen, 2017). Seeing market opportunities and a good response from the public, Samsung began to focus on developing its smartphones by starting to release the newest smartphone, namely the Samsung Galaxy Series S in 2010 and successfully sold 10 million units. Several other S series have also received high acceptance among the public, namely the Samsung Galaxy S II and S III, Samsung Galaxy Mini, etc. Then the Galaxy Series J in 2013, and finally the Samsung Galaxy Note, Samsung Galaxy A, Samsung Galaxy M, and Z Flip in 2020 as superior or flagship

products. Samsung, as one of the most influential smartphone manufacturers in the world, has marked its presence with innovative and diverse product lines. Through its flagship series such as the Galaxy S and Galaxy Note, as well as a series of mid-range and entry-level products such as the Galaxy A and Galaxy M, Samsung continues to lead the way in bringing cutting-edge technology to consumers. Known for their high-quality screens, advanced cameras and aesthetic designs, Samsung smartphones are not only communication tools, but also an integral part of an integrated technology ecosystem. The company's success lies not only in technological innovation, but also in their commitment to security, privacy, and a comprehensive user experience. In a broader view, Samsung has shaped the dynamics of the global smartphone market, making this brand one of the most recognized and reliable throughout the world. (Arisanto & Yuliana, 2023).

According to Samsung (2021) Samsung has achieved many achievements in 2019. Samsung won 30 CES Innovation Awards. The winning smartphones are the Samsung Galaxy Note 9 and Galaxy A6. Then in 2021, Samsung won 46 CES awards including three other awards as Best of Innovations. In June 2021, Samsung also managed to win the prestigious Mobile World Congress (MWC). Samsung won as the most innovative company in the Mobile World Awards (GLOMO Awards) category. This award was given to the Samsung Galaxy S21 Ultra 5G because it has camera quality equivalent to a professional camera, has a stylus pen, a stunning AMOLED screen, and fully supports 5G networks. The various achievements achieved by Samsung cannot be separated from its efforts to provide good product quality in each of its products (Arisanto & Yuliana, 2023) ..

In recent years, the company has sold more than 200 million smartphones annually, strengthening its position as one of the largest smartphone manufacturers in the world. Samsung holds a significant share of the global smartphone market. In recent

years, Samsung has consistently been among the top 2 smartphone manufacturers, competing closely with big players such as Apple, Xiaomi, Oppo, Vivo and others. For example, in 2022, Samsung will control 20% of the smartphone market share, below Apple which will control the largest share at 39%. During the first quarter of 2023, Samsung became the second largest company, with a smartphone market share of 28% percent in the North American smartphone market. The leading company is Apple, with 52%. During the first quarter of 2023, Samsung and Apple emerged as leaders in the European smartphone market based on smartphone shipments in Europe by vendor. The smartphone market in Africa is dominated by Samsung, which has a share of around 32%, followed by Apple at 14%. Huawei accounts for 10.5%, and Tecno controls 7.9% of the market share. The mobile operating system that applies across the continent remains Android. In 2022, Samsung's smartphone market share in Asia reached 23.54%, experiencing a slight decrease of more than one percent compared to its market share in 2021. In the same year, Samsung's smartphone market share in South Korea reached more than 63 percent (tridenttechnology, 2023).

As multinational companies, the majority of companies including Samsung use a global value chain (GVC) strategy, which in this case collaborates with suppliers to produce smartphones. The GVC strategy can also be characterized by transnational cooperation (between countries) to increase the added value of products by minimizing production costs (Arisanto & Yuliana, 2023) .

Apart from GVC, the implementation of social media marketing creates a positive perception among consumers towards Samsung's brand image. In research conducted by (Suranto et al. 2022) it was noted that interactive marketing strategies that use social media links such as Facebook, Tiktok, Instagram, Twitter and others can have a positive influence on brand image and are able to create a leverage effect between the brand and consumers. Social media

marketing influences customer purchasing intentions and is mediated by brand image. According to Sawaftah, Çalıcıoğlu, and Awadallah (2020), interestingly, viral advertisements on social media have a greater effect on customer purchase intentions (Hidayah & Akmal, 2023).

Furthermore, Samsung marketing often uses product placement in Korea in a drama series. This is one of the factors in the increasing popularity and demand for Korean products globally. Most drama series in Korea are broadcast within one hour without being interrupted by advertisements. This attracts advertisers to pay for broadcast time on Korean drama series and insert their products into the storyline. One company that is very aggressive in using product placement strategies is Samsung Electronics. Most of the popular Korean dramas in 2020 featured Samsung product placement on screen. In the drama "It's Okay to Not Be Okay" (2020), for example, the marketing of the Samsung Galaxy Z Flip is aimed at successful people, so the smartphone is used by Ko Mon-young, who plays a popular writer in the drama. South Korea, Samsung Galaxy Z Flip in "The Flower of Evil" (2020) and "Itaewon Class (2020). One of the dramas that also had a high rating in 2020 which clearly displays smartphone products from Samsung is "Crash Landing on You." The Samsung Galaxy Note 10 series can be seen in scenes in this drama. The Samsung Galaxy Note 10 series can be seen in scenes in this drama (Kembuan et al., 2021). Samsung promotes its brand through modern South Korean culture, such as campaigning its products through the South Korean film industry, such as in drama series and films where the film production uses Samsung smartphones. Then, they also made many K-pop groups or actors as Brand Ambassadors or collaborated with them, such as EXO, Blackpink and BTS. Don't forget, we also pay attention to the international trade policy assistance provided by South Korea to help Samsung market to the global market (Kembuan et al., 2021). Therefore, the author took the initiative to research the global

marketing strategy and dynamics of Samsung Smartphones.

LITERATURE REVIEW

Global Value Chain (GVC)

Global Value Chain (GVC) has become one of the leading approaches to investigate contemporary problems of the structure and dynamics of the global economy which is widely used to examine the growing fragmentation and dispersion of production through offshoring and outsourcing as well as to develop policy measures to improve it by changing realities of global and regional trade, production and investment flows. Samsung's GVC refers to the entire series of business activities involved in the production, distribution and marketing of Samsung products globally. Samsung is a complex system involving multiple business activities aimed at creating value throughout the supply chain. The main aspects of Samsung's GVC include (Lee & Gereffi, 2021):

1. Extensive Supply Chain: Samsung has an extensive supply chain with more than 2500 partners worldwide, mainly concentrated in Asia. This extensive network plays an important role in maintaining a company's inbound logistics strategy.
2. Value Chain Analysis Framework: Samsung uses a value chain analysis framework to identify and improve business activities that contribute to value creation in the organization.
3. Strategic Operations: Samsung's value chain analysis explores the strategic operations and management practices that drive the tech giant's success.
4. Global Operations and Logistics: Samsung has a robust logistics system, including logistics subsidiaries, to manage inbound and outbound logistics globally, thereby strengthening its extensive supply chain management.

According to the OECD (2013), GVCs represent a new form of business operations, spanning multiple countries to create goods and deliver them to final consumers in world

markets. Fragmentation and modularization of production enable production processes for the deployment of ready-to-use goods, especially ICT products, to geographically dispersed locations. Unprecedented liberalization of trade and investment, innovation in maritime transportation, and the profit-seeking behavior of multinational corporations have been the main drivers of the emergence of GVCs in recent decades (XING, 2020).

Samsung Global Market Dynamics

Samsung's global market dynamics refers to the factors that influence a company's performance and competitiveness in international markets. Here are some important aspects to consider when studying Samsung's global market dynamics:

1. Competitive Landscape:

Quoted from Kompas.com that in the third quarter of 2022, Samsung became the number one smartphone supplier in the world because it was recorded as having sent 64 million cellphone units to the global market (Riyanto, 2022). Samsung will dominate the world smartphone market share in the third quarter of 2022, even outperforming other large smartphone companies, such as Apple, Xiaomi, Oppo and Vivo.

Strategy is a plan or effort to determine one's position in the market. On the other hand, marketing is a set of policies, guidelines and objectives applied to a company's marketing initiatives to face competitors and its ever-changing environment (Febriansyah, 2018). Marketing strategy is very important for small to large companies like Samsung. Because marketing strategies can be used to determine how to win the competition between other competitors. Samsung, a large electronics company in the world, has a perfect marketing strategy which is stated in the company's vision and mission (Mishra, 2018) ..

Samsung, which is an electronics company from South Korea, is assisted by its own country in promoting its products. South Korea is a country that appreciates and is proud of its local products. One way

Samsung promotes its brand is through modern South Korean culture, such as campaigning its products through the South Korean film industry, such as in drama series and films where the film production uses Samsung smartphones. Then, they also made many K-pop groups or actors as Brand Ambassadors or collaborated with them, such as EXO, Blackpink and BTS. Don't forget, we also pay attention to the international trade policy assistance provided by South Korea to help Samsung market to the global market (Kembuan et al., 2021).

2. Product Differentiation and Innovation

By emphasizing its human resources and technology, Samsung aims to create superior service products for a better global society. The digital era has brought revolutionary changes and opportunities for international business. We can see the differentiation and innovation of Samsung products in everyday life because quite a few people around us use Samsung Smartphone devices. Apart from that, we can also see advertisements and broadcasts related to products which always innovate every year. An example is the Samsung Z Flip; Samsung always provides promising innovations and upgrades to its machines and physical form. The unique shape of the Samsung Z Flip has also inspired the world of smartphones worldwide. Samsung is said to be a trendsetter in the electronics industry. This means that Samsung Electronics' innovation inspired many other smartphone brands and created its current version. The innovations provided by Samsung Electronics are not just once or twice a year but every year; since its founding until now (Mishra, 2018).

3. Global Political and Economic Factors

When globalization began in the 1990s, many companies in rich countries adopted a new idea called offshoring or moving manufacturing to places with cheap and abundant labor. China has attracted the attention of many of these companies due to its large and skilled workforce. Decades later, many companies are changing their

strategies to reflect geopolitical changes in Asia, particularly in China. These companies worry about how geopolitical events or being caught up in unrest could affect their ability to produce goods. Electronics giant Samsung is one company that may expect supply chain disruptions caused by geopolitical unrest in a region, as has recently occurred in China and Taiwan. For example, cellphone production factories are currently spread across many countries, including their home countries of South Korea and Vietnam, China, India, Brazil and India. Samsung even continues to expand its global production network, such as building a semiconductor facility in Texas, United States, worth \$17 billion (Mishra, 2018).

4. South Korean Government Export Promotion and Support

The South Korean government is of the view that industrial trade can be South Korea's strategy in maintaining stability and increasing its economic growth. South Korea is a country that has few human and natural resources. So, they will maintain everything that belongs to them and improve its quality. Just as Samsung is one of the largest electronics companies in the world, South Korea will make various efforts to help Samsung succeed in the global market. In this way, the economy of ginseng country will increase. And that is one form of the South Korean government advancing its nation. The South Korean government has adopted policies and incentives to increase exports and support the growth of the export sector. Subsidy support, tax facilities, trade promotion, and research and development assistance have provided positive stimulus for export companies. South Korea has experienced extraordinary economic growth and transformation in recent decades, driven primarily by its export-oriented development strategy. South Korea is a country that is very active in its export activities, in fact in 2017 it became the 6th largest exporting country in the world (databoks, 2018). Stakeholders such as the Korean government cannot be separated from their responsibility to strive

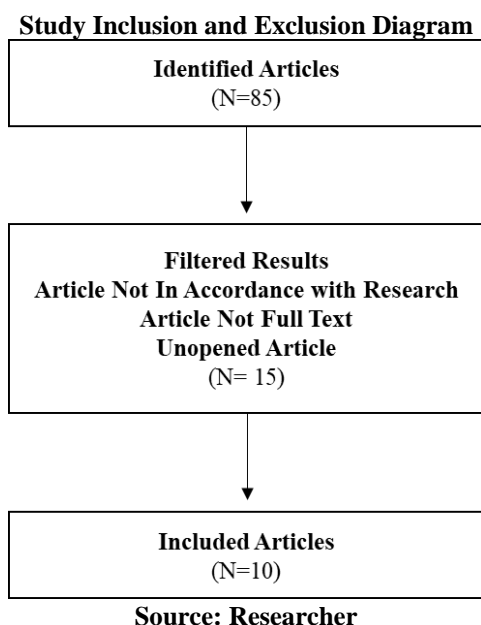
for economic stability in their country. They promised to support exporters by focusing policy resources on re-supporting exports (Jihoon & Choonsik, 2023).

South Korea has a network of cooperation with countries in the world to develop its exports. South Korea's exports consist of goods and services, including electronics. Samsung is one of the electronic products exported by South Korea and provides many benefits for the country that gave birth to it. And this is a form of support from the South Korean government which benefits exporting companies like Samsung. The benefits of increasing country growth can also be felt by always prioritizing the country's economy because the economy is crucial. Therefore, South Korea will make various efforts if it is able to increase the country's economic growth. In the October to December period, the central bank estimates that South Korea's gross domestic product (GDP) will decline by 0.4% compared to the previous quarter. At that time, the South Korean government immediately focused policy resources on activating and increasing exports and investment by encouraging deregulation efforts and providing tax and financial support (Wulan & Warsito, 2023). Apart from that, South Korea supports its local products by encouraging domestic branding. This is different with Samsung products, South Korean people use smartphones made by Samsung more than Apple; Even though there are quite a few people using iPhones, there are more Samsung users. Then, South Korea's support for payment systems in stores or e-commerce takes the form of payment systems that can be made via Samsung Pay, mobile payments or digital wallets operated by Samsung Electronics. This is a form of support from the South Korean government for the marketing of Samsung products in its own country. And quite a few Korean people use Samsung Pay as a means of payment, which means that the South Korean government's marketing support for Samsung Electronics is successful. With South Korea's consistent support for the trade industry, especially in

the export sector, this country is able to dominate the world market. South Korea will first focus on its entrepreneurship so that it can grow stronger and be able to take part in international business, which is a factor that can contribute to South Korea's economic development and stability (Wulan & Warsito, 2023) .

MATERIALS & METHODS

The design used is a literature review. The search method for scientific publication results for the period 2013 – 2023, used searches via Google scholar and ProQuest. Based on the search results, 85 articles were found which were then filtered with the results being 10 articles that met the inclusion criteria and were relevant. The inclusion criteria for this literature review are (1) articles related to the global marketing strategy and dynamics of Samsung smartphones, while the exclusion criteria are (1) articles that do not fit the research framework, (2) not full text, (3) articles that are not open-ended.



RESULT

Global Value Chain (GVC)

Samsung uses a global value chain (GVC) strategy, which in this case collaborates with suppliers to produce a smartphone. The GVC strategy can also be characterized by

transnational cooperation (between countries) to increase the added value of products by minimizing production costs (Arisanto & Yuliana, 2023).

GVC can provide opportunities for companies to improve. Samsung's GVC includes a series of activities and processes that shape the journey of their products from concept to consumer. As a global technology manufacturer, Samsung has a supply chain that involves various stages, including (Mehta, 2022) :

1. Research and Development (R&D): Design and development of new products, technological innovation.
2. Purchasing and Suppliers: Acquisition of raw materials and components from various global suppliers.
3. Manufacturing: Production of hardware in production facilities spread across the world.
4. Logistics and Distribution: Distribution of products to various markets and retail chains.
5. Marketing and Sales: Global marketing strategy and product sales to end consumers.
6. After Sales and Service: Customer service, repairs, and product support after purchase.

Samsung, as a multinational company, leverages expertise and resources across multiple locations to maximize the efficiency and effectiveness of their supply chain. This includes collaboration with suppliers, investment in innovation, and response to global market dynamics. Samsung's supply chain involves close collaboration with business partners around the world to ensure high-quality products and services that meet consumer expectations.

Samsung Global Market Dynamics

South Korea is currently a country whose economy has attracted a lot of world attention because of its success in maintaining the stability of the country's economy and emerging from the economic crisis several years ago. Currently South Korea is oriented towards export industries;

they have a principle to grow and strengthen their local initiatives to prepare them for the global market. Samsung is the result of South Korean efforts because of its success in the global market. The factors that drive the success of South Korean exports are internal and external to the Samsung company. The competitive landscape in the form of marketing strategy, supply chain management, product differentiation and innovation, as well as the technology used by Samsung are the driving factors for the success of South Korean exports. Meanwhile, factors from outside the company include global political and economic factors, South Korean support and promotion, and South Korean economic diplomacy. South Korea helps Samsung with various supports so that its products can be successful, and the benefits of this success greatly influence South Korea's economic growth (Wulan & Warsito, 2023).

Advertising is an important component in the exchange process because it provides consumers with information about a company's products or services and convinces them that the product or service can meet their needs or wants. Advertising can only be successful if it catches people's attention, engages them and communicates effectively. Samsung promotes its brand through modern South Korean culture, such as campaigning its products through the South Korean film industry, such as in drama series and films where the film production uses Samsung smartphones. Then, they also made many K-pop groups or actors as Brand Ambassadors or collaborated with them, such as EXO, Blackpink and BTS. Don't forget, we also pay attention to the international trade policy assistance provided by South Korea to help Samsung market to the global market (Kembuan et al., 2021).

Apart from using the film industry, social media is a new innovation that makes people connect with each other instantly at the same time. Social media marketing is more effective for Gen Z where it has a positive impact on purchase intention. Social media is a platform to present a brand's proposition

and its offerings to attract consumers. According to Kotler and Keller (2016), Social Media Marketing is an activity carried out online with programs created to involve customers or potential customers by increasing awareness, improving image, or generating sales of products and services. Social media has become an identity and trend among millennials. There are several components in the use of social media which can be called the four Cs, namely (Hidayah & Akmal, 2023):

1. Contact or context, is a story that uses the language and content of the message conveyed by someone.
2. Communication is a way in which the stories and messages shared will be conveyed to the target audience.
3. Collaboration, working together to create something efficient and effective so that it receives good feedback.
4. Connection, connection is a relationship between the giver and recipient of a message that is formed and maintained on an ongoing basis.

Several posts on the Samsung Indonesia social media account provide some smartphone information about the Samsung Z Flip product they have, which can increase consumer trust which can influence consumer purchasing intentions (Hidayah & Akmal, 2023).

DISCUSSION

Global Value Chain (GVC)

Samsung's Global Value Chain (GVC) could include (Mehta, 2022):

1. Innovation and R&D: Samsung has been known for investing heavily in research and development. Which includes how their innovations, such as the development of AMOLED display technology, play an important role in product differentiation and competitive advantage.
2. Suppliers and Strategic Partnerships: Samsung works with critical suppliers and partners to ensure the supply of raw materials and key components. This includes how these partnerships impact

the sustainability and efficiency of their supply chains.

3. **Global Manufacturing:** Samsung has production facilities spread across the world. This can involve analysis of production efficiency, operational sustainability and local impact on the community where the facility is located.
4. **Logistics and Distribution Strategy:** How Samsung manages the supply chain and distribution of their products worldwide. This may include inventory management, shipping strategies, and global order fulfillment.
5. **Global Marketing:** How Samsung positions and markets their products in the global market. This can involve branding strategies, marketing campaigns, and adapting to consumer preferences in different regions.
6. **After Sales and Service:** This case may discuss how Samsung provides after sales support, customer service, and reverse supply chain management to support customer satisfaction.

Samsung Global Market Dynamics

Samsung's global market dynamics include a number of factors that influence the company's performance and strategy at the global level. Several key aspects involve (Wulan & Warsito, 2023):

1. **Technology Innovation:** Samsung continually strives to remain an innovation leader in the technology industry. Market dynamics include the extent to which they can maintain a competitive advantage through new products and technologies.
2. **Global Competition:** In the highly competitive technology market, Samsung competes with companies like Apple, Huawei and other competitors. Market dynamics include how Samsung responds to changes in the competitor landscape and manages their competitive strategy.
3. **Changes in Consumer Preferences:** Changes in consumer preferences

towards products and brands are also a dynamic factor. Samsung must be able to read and respond to market trends and understand the desires of global consumers.

4. **Sustainability Issues:** In a global market dynamic that is increasingly focused on sustainability, how Samsung responds to environmental and social issues can play an important role in brand image and consumer acceptance.
5. **Global Economic Conditions:** Global economic fluctuations can influence consumer purchasing power and purchasing decisions. Samsung's market dynamics include how they navigate economic uncertainty and its impact on sales of their products.
6. **Regulations and Policies:** Changes in international trade regulations and policies can affect supply chains, production costs, and access to markets. Market dynamics involve understanding and complying with applicable global regulations.

Through a deep understanding of these dynamics, Samsung can optimize their strategy to remain relevant and successful in an ever-changing global marketplace. The company needs to be responsive to changing market conditions and take appropriate steps to maintain its position in the technology industry.

CONCLUSION

This research uses a literature review to assess the methods and theories that have been used regarding the global marketing strategy and dynamics of Samsung smartphones.

From the results of the literature review, based on an analysis of the strategy and dynamics of the global Samsung smartphone market, it can be concluded that:

1. **Support factors from the South Korean Government:** The South Korean government provides significant support to Samsung, especially in the technology sector, with various initiatives and investments.

2. Provision of Raw Materials: Samsung ensures the supply of high-quality raw materials for the production of its products, such as semiconductors, displays and electronic components.
3. Production and Manufacturing: Samsung has state-of-the-art global manufacturing facilities to assemble and produce a variety of products, including smartphones, televisions and other electronic devices.
4. Distribution and Logistics: Involves setting up global distribution to deliver products to various markets around the world. Logistics management includes transportation, warehouse and supply chain.
5. Marketing and Sales: Samsung has a strong global marketing strategy to market its products to consumers in various countries. It involves advertising campaigns, promotions, and market penetration.
6. Customer Maintenance and Support: After the sale, Samsung offers global customer service and technical support to ensure customer satisfaction and maintain long-term relationships.

Based on this, Samsung has become a leader in the global smartphone industry because of its consistency in achieving a leading position.

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