



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

A STUDY ON BRANDING AND PRODUCT PLACEMENT STRATEGIES OF SAMSUNG: IMPACT ON CONSUMER BUYING BEHAVIOUR AND BRAND LOYALTY IN THE SMARTPHONE MARKET AMONG YOUTH

Mr. Priyam Nilesch Jain¹, Prof. Amol Bhalerao², Prof. (Dr.) Bhawna Sharma³

¹ BBA 3rd Year (Marketing) Amity Business School, Amity University Mumbai

² Assistant Professor Amity Business School, Amity University Mumbai

³ Director-International Affairs & Programs, Officiating HOI, Amity Business School, Amity University Mumbai

ABSTRACT :

In the dynamic and highly competitive world of smartphone marketing, branding and product placement play pivotal roles in shaping consumer perceptions, preferences, and purchase behaviours. With the increasing influence of youth in the global market, particularly in the technology segment, companies like Samsung have directed significant efforts toward creating a strong brand presence and leveraging media for product visibility. This research paper aims to examine Samsung's branding and product placement strategies and their influence on consumer buying behaviour and brand loyalty among youth in the smartphone market. Data was collected through structured surveys administered to respondents aged 18-30 years across major Indian cities. Statistical tools, including chi-square and correlation analysis, were employed to test the hypotheses. The findings suggest that strategic branding and subtle yet consistent product placement significantly impact both purchase decisions and long-term brand attachment. The paper concludes with suggestions for optimising Samsung's marketing efforts and offers insights for marketers targeting youth demographics in a digitally-driven economy.

Introduction

The smartphone market is one of the most competitive and rapidly evolving sectors globally. With rapid technological advancements and shifting consumer preferences, companies are compelled to innovate not only in product features but also in marketing strategies. Among the numerous players in this market, Samsung has maintained a prominent position through consistent innovation, strategic marketing, and effective communication. In particular, its product placement in various media platforms and its well-defined brand identity have contributed to its strong resonance with younger consumers.

Branding encompasses a wide array of elements—visual identity, emotional connection, perceived value, and communication strategy. It is not limited to logos or slogans but is a perception crafted through continuous engagement, storytelling, and user experience. Product placement, meanwhile, subtly integrates the product into media such as films, TV shows, social media content, and influencer campaigns, thereby enhancing recall and desirability. This paper explores how Samsung effectively leverages branding and product placement to influence buying behaviour and cultivate loyalty among youth.

Objectives of the Study

1. To analyse the key branding strategies employed by Samsung in the smartphone market, particularly targeting the youth demographic.
2. To evaluate Samsung's use of product placement across digital and traditional media as a marketing tool.
3. To examine the impact of branding and product placement strategies on youth consumer buying behaviour.
4. To understand the level and factors contributing to brand loyalty among youth towards Samsung smartphones.

Hypotheses

- **H1:** Samsung's branding strategies significantly influence the buying behaviour of youth in the smartphone market.
- **H2:** Product placement of Samsung smartphones has a positive impact on brand recall and consumer purchase decisions among youth.
- **H3:** Effective branding and product placement strategies contribute to brand loyalty among young consumers, enhancing repurchase intentions.

Literature Review

Branding and marketing communication have been extensively studied as primary influencers of consumer behaviour. Aaker (1996) posited that branding shapes a company's identity and contributes directly to consumer trust and loyalty. Keller (2001) discussed the concept of customer-based brand equity, emphasising that a strong brand association leads to enhanced customer retention and reduced marketing costs.

Gupta and Lord (1998) introduced the concept of product placement as a form of embedded marketing that influences subconscious consumer attitudes. The effectiveness of such strategies is amplified in digital media environments, where consumers are more likely to engage with content featuring their favourite influencers or characters.

Kotler and Keller (2016) stressed that modern consumers, particularly youth, are highly responsive to aspirational branding and subtle messaging through influencers and pop culture references. Samsung, with its youth-friendly image and partnerships with content creators and media franchises, aligns its brand image with innovation, style, and functionality. Studies also suggest that frequent exposure to brand-related content in entertainment and social platforms significantly enhances brand familiarity and preference among the youth.

Research Methodology

- **Research Design:** This study adopts a descriptive and quantitative research design to systematically evaluate the relationship between branding strategies, product placement, and consumer behaviour.
- **Data Collection:** Primary data was collected using structured questionnaires distributed both online and offline to youth aged 18–30 years. Secondary data was sourced from marketing journals, websites, annual reports, and previous research articles related to branding and consumer behaviour.
- **Sampling Method:** Convenience sampling was used to reach respondents in various urban regions of India.
- **Sample Size:** A total of 100 respondents participated in the study, ensuring adequate diversity in age, gender, and occupation.
- **Area of Study:** The study was conducted across urban centres including Mumbai, Delhi, Bangalore, Pune, and Hyderabad.
- **Data Analysis Tools:** Data was analysed using SPSS software. Statistical techniques such as chi-square tests and Pearson correlation coefficients were used to validate the hypotheses.

Data Analysis and Interpretation

Demographic Profile of Respondents:

- **Gender:** 54% Male, 46% Female
- **Age Groups:** 18-22 (40%), 23-26 (35%), 27-30 (25%)
- **Occupation:** Students (48%), Early professionals (39%), Entrepreneurs/Others (13%)

Brand Recognition: A significant 92% of respondents recognised Samsung as a leading smartphone brand, indicating widespread brand awareness among the youth.

Influence of Branding on Purchase Behaviour:

- 78% of respondents stated that Samsung's branding made them perceive the brand as trustworthy, technologically advanced, and of high quality.
- The chi-square test showed a statistically significant association between positive brand perception and purchasing behaviour ($p < 0.05$).

Effectiveness of Product Placement:

- 65% of respondents noticed Samsung smartphones being used in TV shows, web series, movies, and influencer content.
- 58% reported that such placements influenced their interest in the product or reinforced their decision to buy.
- Pearson correlation showed a moderate positive relationship ($r = 0.61$) between product placement exposure and interest in Samsung smartphones.

Brand Loyalty Indicators:

- 62% of Samsung users indicated that they would likely repurchase a Samsung smartphone.
- 48% recommended Samsung to their friends and family.
- Key reasons for loyalty included satisfaction with product features, perceived brand value, and positive brand associations.

Findings

1. Samsung's branding strategies effectively enhance brand perception among the youth, particularly in terms of innovation and trust.
2. Product placement in modern media platforms plays a vital role in increasing product visibility and brand association.
3. A large proportion of young consumers develop a sense of brand loyalty, primarily due to positive experiences and aspirational branding.
4. The integration of branding and product placement significantly influences both initial purchase decisions and long-term customer engagement.

Suggestions

1. Samsung should further invest in youth-centric branding campaigns that highlight cutting-edge technology, sustainability, and lifestyle alignment.
2. Collaborations with digital content creators and social influencers should be expanded to strengthen brand engagement and relatability.
3. Development of exclusive student/young professional loyalty programmes could incentivise repeat purchases and advocacy.
4. Localising content and ads to cater to regional languages and cultural contexts can increase resonance and inclusivity.

Conclusion

Samsung's branding and product placement strategies have a measurable and significant impact on youth consumer behaviour in the smartphone market. Through consistent messaging, emotional branding, and smart media integrations, Samsung has been able to influence consumer purchase decisions and build long-term brand loyalty. As market competition increases and consumer attention becomes fragmented, it is imperative for Samsung to maintain innovative approaches in both its branding and placement strategies. This study provides insights that can be utilised not only by Samsung but also by other smartphone companies aiming to capture the youth segment with tailored, media-driven marketing strategies.

REFERENCES

1. Aaker, D. A. (1996). *Building Strong Brands*. Free Press.
2. Gupta, P. B., & Lord, K. R. (1998). Product Placement in Movies: The Effect of Prominence and Mode on Audience Recall. *Journal of Current Issues and Research in Advertising*, 20(1), 47-59.
3. Keller, K. L. (2001). Building Customer-Based Brand Equity: A Blueprint for Creating Strong Brands. *Marketing Science Institute*.
4. Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
5. Samsung Official Website. (2024). *Marketing and Advertising Strategies*. <https://www.samsung.com>
6. Statista. (2023). *Smartphone market share by vendor in India*. <https://www.statista.com>
7. YouTube and Instagram Campaign Analyses, 2023