

Market segmentation and marketing mix of LG and Samsung

Definitions

Market segmentation

The dividing of all possible customers into groups based on their needs, age, income, education etc. (Cambridge Business Dictionary, n.d.)

Marketing mix

The combination of actions a company uses when selling a product or service. These are often described as the four Ps: Product, price, promotion and place. (Cambridge Business Dictionary n.d.)

Aims

This piece of work aims to analyse and assess the market segmentation and marketing mix characteristics of and potential for Samsung compared with LG. Due to the very broad market sectors and product ranges of both companies, this report will concentrate on the relatively new product sector of fitness monitors when considering both market segmentation and mix. Interest in these products has grown due to the availability of 'wearable devices' and the suitability of technology, particularly Smartphone apps, to assist in this pursuit. There has also been increased awareness and concerns about keeping fit and healthy. According to Vecchione (2012) the market for self-monitoring functions such as high blood pressure and blood glucose levels using wireless wearable devices is growing faster than Telehealth (the official NHS version of technology to monitor patients remotely in their own homes). The proportion of wireless devices used to monitor health conditions is predicted to increase from a low level of 5% in 2011 to as high as 80% by 2016 (Ibid), with the resulting readings being stored and analysed on smart phones.

Company background

An Introduction to Samsung

Samsung was founded in Suwon, Korea in 1969. Its vision 2020 is stated as being "Inspire the world, create the future" (Samsung website, n.d.) Samsung Electronics is a global leader in semiconductors, telecommunications and digital media technologies

Market Segmentation And Marketing Mix Of Lg And Samsung

S. Ramesh Kumar



Market Segmentation And Marketing Mix Of Lg And Samsung:

Consumer Behaviour And Branding: Concepts, Readings And Cases-The Indian Context S. Ramesh

Kumar,2009-09 India is one of the emerging markets that pose a unique set of challenges to marketers The importance of the context and the usefulness of concepts in the Indian context is the core proposition of the book The diversity of a mix of factors such as cultural aspects lifestyles demographics and unbranded offerings make consumer behaviour a fascinating study This book focuses on the behavioural principles of marketing and its application to branding in the Indian context Consumer behaviour concepts associated with branding A combination of recent and traditional examples reflecting the application of behavioural concepts Touch of reality boxes to indicate context based examples Caselets and cases drawn from real life situations Research findings associated with the Indian context Topical issues in consumer behaviour like cultural aspects digital marketing and experiential branding *The Rhetoric and Reality of Marketing* P. Kitchen,2003-04-14 This book compares and contrasts how different firms approach marketing within the same country It concerns issues revolving around marketing as a form of rhetoric and marketing as a living reality for firms who practice it and contains cutting edge thinking from expert commentators on the marketing scene worldwide It uses 16 case study examples of marketing practice in eight countries and shows whether marketing allegiance is openly proclaimed but in practice merely a rhetorical device or whether it is deeply embedded in organizational culture **Marketing and Branding** S. Ramesh Kumar,2007

Successful Marketing Strategy for High-tech Firms Eric Viardot,2004 Annotation This revised edition of the bestseller reflects the realities of the new high tech marketplace where effective marketing strategy counts as much as the latest technology New material includes case studies on how high tech giants came out of the tech market meltdown stronger and more competitive **Dynamics of International Advertising** Barbara Mueller,2011 The second edition of this great book brings a wealth of updates and insights into international advertising Barbara Mueller has a knack of drawing you in so that you find yourself unable to put each chapter down One of the great strengths of the book is that it provides context be it historic societal or marketing along with considerable depth of knowledge Douglas West University of Birmingham

Business World ,2004 **Electronic Business Today** ,1997 **Standard & Poor's Stock Reports** ,2000

Electronic Business Asia , **India Today International** ,2006-04 Brandweek ,2007 The Value Line Investment Survey ,2000 **Samsung Electronics and the Global Market. The History and the Competitive Advantage** Giulia Knöpfle,2016-05-31 Research Paper undergraduate from the year 2016 in the subject Business economics Offline Marketing and Online Marketing University of California Santa Barbara language English abstract This research paper deals with Samsung Electronics with its history and the competitive advantage The economy and the culture in South Korea are also addressed The last chapter is about Samsung s global marketing strategy especially market entries and the marketing mix International trade is anything but a novelty it has begun before Christ but the importance of trade has sharply increased

since then Nowadays we talk about global markets and it is necessary to be aware of the importance of global marketing otherwise companies risk losing domestic customers to competitors with cheaper or better products The Fortune Magazine scrutinizes the revenues of large global players every year and publishes a list of the Global 500 that ranks the global companies by their sales strength Samsung Electronics was number thirteen in that list in the year 2015 Thus it is worth looking at this great company and the corresponding environment more closely The purpose of this study is to find out how Samsung shapes its global marketing strategy As Samsung is a gigantic conglomerate with lots of subsidiaries I will restrict this thesis to Samsung Electronics which operates in the electronics industry As Samsung Electronics is still a huge company acting in many business areas with plenty of products on several markets I will limit this research again to the business sector of smartphones

Samsung OLED TV Marketing Plan Baraa Abudawod,2017 The evolution of television has substantially evolved within the last 2 decades to introduce revolutionary modern technology seen in Plasma LCD and LED backlight TV The changes of television technology will offer thinner clearer brighter TV and reduce energy consumption After a brief transition of corporate strategy Samsung has grown into the market as the leading innovative television manufacturer and currently holds 97% market share of AMOLED Active Matrix OLED currently seen in mobile devices In January of 2012 Samsung introduced a high definition 55 inch prototype OLED TV at the Consumer Electronics Show CES that seemingly will revolutionize the television in performance and in design Samsung OLED TV entering in the market early as in the late 2012 will open a new market to the television industry that will appeal to the early adopters This report is a study of the new Samsung 55 inch OLED TV which introduces the technology of OLED the market segment and will forecast the OLED TV market With innovation of OLED technology the television will significantly change in improving clarity and performance and also cut the thinness and weight in half while implementing interactive and smart technology that will optimize the consumer s television experience

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