**A STUDY ON THE MARKETING STRATEGY OF SAMSUNG IN INDIA**

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**ABSTRACT**

Samsung is one of the world’s leading generation businesses and a dominant player within the Indian electronics and phone market. This examination explores its entire advertising and marketing method in the Indian context. It investigates how Samsung combines product innovation, competitive pricing, and numerous promotional tactics to cater to a giant and sundry Indian patron base. The study additionally emphasizes Samsung’s adaptability to local market dynamics and its emphasis on consumer delight and company. Through primary and secondary studies, this paper evaluates how Samsung has sustained its leadership function amidst severe market competition.

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**Keywords**

Samsung, Indian Market, Marketing Strategy, Consumer Electronics, Product Differentiation, Brand Promotion, Customer Satisfaction

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**1. INTRODUCTION**

Samsung Electronics is a global generation logo with a robust foothold in India. Since its access into the Indian market in 1995, Samsung has always advanced to cater to several patron opportunities. With product training spanning from smartphones and televisions to home domestic equipment, Samsung has strategically placed itself as an innovation-driven, consumer-targeted corporation. The goal of this paper is to look at Samsung’s marketing method inside the Indian market through its 4Ps—Product, Price, Place, and Promotion.

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**2. OBJECTIVES OF THE STUDY**

The study objectives to look at the marketing strategies utilized by Samsung in India. It seeks to investigate the organisation’s utilization of the marketing blend and determine how Samsung distinguishes itself from the competition. The studies additionally evaluate the effectiveness of Samsung’s promotional efforts and identify annoying conditions and areas for strategic improvement.

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**3. RESEARCH METHODOLOGY**

The look relies on both primary and secondary sources of data. Primary information was collected via established questionnaires from a sample of 100 clients and retail employees. Secondary information ends up sourced from Samsung’s reliable opinions, business employer articles, websites, and advertising journals. The study's layout is both descriptive and analytical, using equipment together with SWOT evaluation, tabular representation, and the percentage method to interpret the findings.

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**4. COMPANY PROFILE – SAMSUNG INDIA**

Samsung India is an entirely owned subsidiary of Samsung Electronics. Since its inception in 1995, it has come to be one of the leading electronics purchasing groups in India. The company operates for the duration of key verticals collectively with cell telephones, televisions, fridges, air conditioners, and washing machines. With tremendous production centers, studies and development centers, and a massive retail community, Samsung India has solidified its presence within the market.

The company’s imaginative and prescient is to inspire the area with progressive technology, merchandise, and format that improve human beings’ lives and make contributions to social prosperity. Its task speciality of maintain the digital convergence movement by using modern answers.

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**5. SAMSUNG’S MARKETING STRATEGY IN INDIA**

Samsung adopts a differentiated product technique with the aid of manner of presenting a sizable variety of products across various price segments. It invests closely in innovation, producing generation-pushed gadgets together with 5G smartphones, AI-incorporated televisions, and energy-green home equipment. Products are designed with nearby desires in mind, supplying capabilities including extensive garage space and resources for nearby languages.

The organization follows a mixed pricing approach. While flagship merchandise is priced at a top class to put them as aspirational, Samsung also gives less expensive models that attraction to middle-income and budget-conscious clients. This pricing flexibility enables Samsung to penetrate every city and rural market.

Samsung's promotional approach consists of movie big-name endorsements from figures like Shah Rukh Khan and Alia Bhatt. It employs virtual advertising appreciably via structures like YouTube and Instagram and runs thematic campaigns which encompass “Samsung Smart Utsav.” Additionally, it sponsors primary events together with sports tournaments to enhance brand visibility.

In terms of location method, Samsung boasts a robust retail and distribution community. It has over 70,000 retail touchpoints, committed Samsung Smart Cafes, and incredible emblem stores. It additionally leverages e-commerce structures like Amazon and Flipkart and reaches rural purchasers through cell vans and localized partnerships.

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**6. DATA INTERPRETATION & ANALYSIS**

The primary survey found out that 88% of respondents are aware of Samsung smartphones, and 76% accept as true with that the brand offers price for cash. Furthermore, sixty 5% of the surveyed human beings remember advertisements and promotional gives before buying a Samsung product. Approximately 70% expressed pleasure with Samsung’s after-sales service, indicating the company’s effective customer service.

SWOT evaluation suggests that Samsung’s strengths lie in its considerable product range, strong research and development, and strong worldwide presence. However, it faces weaknesses which including immoderate pricing for flagship models and service delays in remote areas. Opportunities exist in growing into Tier 2 and Tier three cities and strengthening its online presence. The logo additionally faces threats from neighborhood opposition like Xiaomi and Realme that offer aggressive pricing and commonplace product updates.

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**7. FINDINGS**

They have observed that Samsung’s various product services help the employer appeal to a sizable demographic. Its emblem notion is strongly associated with innovation and reliability. The company’s advertising and marketing campaigns are, in part, successful; however need to benefit from better integration of local languages and cultural nuances. While the after-income company is usually powerful in metropolitan areas, it requires enhancement in semi-urban and rural areas to hold customer loyalty.

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**8. SUGGESTIONS**

Samsung need to enhance its after-earnings provider infrastructure in smaller cities and semi-city areas. The company can also beautify the obtain and effectiveness of its advertising by generating content in nearby languages and aligning promotions with nearby fairs and activities. Offering cashback, alternative programs, and bundling reductions on family electronics could also enchant more consumers from fee-touchy segments.

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**9. CONCLUSION**

Samsung India has tested a strong capability to adapt its advertising and marketing strategies to suit a dynamic and diverse consumer landscape. By balancing pinnacle rate innovation with affordability, the enterprise has succeeded in retaining a competitive edge. Continued focus on neighborhood markets, virtual outreach, and customer support may be important for maintaining growth and consolidating its control in the Indian electronics market.

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