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Comparative analysis of promotion strategies of Samsung and Huawei in Vietnam

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Abstract

This article provides a basic understanding of the concept of promotion and related policy issues and the effectiveness of enterprises' promotion strategies through the study and comparison of two companies. The company occupies the leading smartphone market share in the world. The analysis results show that building a marketing strategy, more specifically promotion, will help businesses expand market

share quickly, which is one of the effective measures to help businesses increase sales as well as profit. Finally, the article proposes some recommendations and solutions for startups or small and medium enterprises in Vietnam to refer to in building their promotion strategy to achieve the highest efficiency.

Keywords: Marketing, Activities Marketing Activities, Promotion Strategy, Promotion Policy, Huawei, Samsung, Vietnam

1. Introduction

In the trend of globalization and modernization, Vietnam is a new market with potential for development, attracting investment from foreign companies, especially in the electronics technology industry. Currently, the race for technology 5.0 of the world's leading electronics companies is extremely fierce, so marketing is considered as one of the indispensable tools in production and business activities, contributing to helping businesses to improve their business performance. established reputation in the eyes of consumers and a solid position before competitors. Trade promotion activities including advertising, promotion, communication, sales force companies invest a lot of capital to bring products to consumers' ears so that they decide to believe and buy products. Samsung and Huawei are two of the world's leading electronics companies that have effectively used promotion strategies to gain significant profits and customer trust. However, with each different consumption market, companies will have appropriate promotion strategies to target market penetration and monopolize market share in the eyes of consumers. Vietnam is a market using typical technology products, which is the second smartphone in Southeast Asia, but sales are not high due to the tendency of loyal customers to use old phones instead of products. new smartphone products. Therefore, Samsung and Huawei both have their own business lines and strategies to create competitive advantages in order to gain the leading position in the electronic technology product market in Vietnam. To analyze the promotion strategies and strategic strengths that Samsung and Huawei have used in the smartphone product market in Vietnam, this topic is selected for execution.

2. Theoretical basis of promotion strategy

2.1 Promotion from marketing perspective 7P (Promotion)

2.1.1 Concept

According to Philip Kotler: "Promotion is the activity of marketing information to potential customers". Promotion is a company's efforts to inform, persuade, remind and encourage customers to buy products and better understand the business. Thanks to promotion, businesses can sell more and faster. (Philip Kotler, wikipedia.org). Promotional activities are often expressed through packaging, branding, booth displays, personal selling, customer service, fairs, contests and messages through the media (such as newspapers, television, letters, posters, means of transport, etc.).

2.1.2 Promotional role

Promotion is a key element of the marketing-mix. Product differentiation, market segmentation, sales promotion, branding all require promotion. A corporate promotion plan often emphasizes the product and the company in order to lead customers to purchase intent. However, the company can also include the company image, service attitude, community support activities, or effects brought to society.

The benefits of promotion are image building for the company and for the product, finding for the company customers, large and stable markets, information about product features, building awareness of the product. new products, promote existing products, reposition the image or use of slow-selling or saturated products, create enthusiasm for distribution members, introduce points of sale, persuade customers to change change products, motivate customers to buy, demonstrate reasonable price, answer customer inquiries, build strong customer relationship, provide after-sales service to customers, maintain maintaining brand loyalty, creating advantages for the company compared to competitors.

2.2 Product promotion strategy

2.2.1 Concept

Product promotion strategy is the foundation of marketing-mix activities. Product promotion strategy has the function of providing information about the brand to target customers. And play an important role in bringing the brand to customers. This is the only tool in marketing - mix that helps businesses communicate directly with customers. While the remaining 3Ps mainly perform activities within the company or with marketing intermediaries.

2.2.2 The role and significance of promotion strategy in marketing activities of enterprises

Promotion strategy helps the company to do things such as motivating consumers to try the product and creating opportunities for the product itself to communicate accurately, encouraging external resources to let them know. have good propaganda about the product as well as the company, create an impression about the product for customers, remind them of the features and benefits that the product brings, help the company build and protect the image of the customer. image as well as the product in the mind of the consumer.

2.3 Groups of promotional tools:

Advertisement:

Advertising includes any form of indirect presentation and promotion of specific ideas of goods or services that are made at the request of the advertiser and for which they are charged. Advertising is essentially the activity of using mass media that a company implements to introduce its goods and services to the target market and customers so as to create an impression about the product. company to its customers. Advertising communicates information to the market through mass media. These media can be radio media (radio, television...), print media (newspapers, magazines, direct publications), outdoor, street and some other media, and depending on the advertising objective, they can deliver messages with content suitable for that goal. If they want to create and maintain the company's image in the minds of customers with the goal of achieving long-term effectiveness rather than increasing sales in the short term, then they will focus on advertising for their reputation. If they want to inform target customers and drive them to purchase action, they will focus on product advertising. However, the public approval of advertising decisions depends a lot on other factors such as product life cycle, company strategy, marketing strategy.

Increased sales (number of sales) is a basic criterion for evaluating the effectiveness of advertising. However, to be

able to evaluate the effectiveness of advertising more comprehensively, one must also rely on other direct customer metrics such as the corresponding change in the favorable direction of consumers in attitude, logic, behavior...

Promotion:

Promotions are short-term, immediate measures to encourage the purchase of a product or service. Promotion has a direct and positive impact on increasing sales by providing additional material benefits to the buyer, it can be bonuses, discounts, forms of prized entertainment, etc. Advertising does not mean Consumers will have an immediate buying reaction, so sales promotion activities will support advertising activities to encourage, encourage and motivate them to buy faster. Starting from the company's marketing strategy goals for products and goods in the target market, it is possible to determine the objectives of the promotion:

For consumers: encourage them to consume more, buy in larger quantities and open up new customers.

For distribution intermediaries: encourage this distribution force to increase distribution activities, promote buying and selling activities, consolidate and expand distribution channels, carry out market reserve, distribute regularly regularly and continuously to expand the market.

In essence, this is a stimulating tool to promote the supply, distribution and consumption stages for one or a group of products and goods of the company.

Public Relations

Public relation is an indirect stimulus to increase demand for a business entity's goods, services, or reputation by publishing commercially significant information about them in publications, mass media in a convenient and free way. Public relations is a form of public opinion organization - market opinion. The activity of organizing public opinion has a number of tasks, including the task of ensuring the company has a good reputation and good image, and dealing with rumors and unfavorable images that have spread to the outside world. This activity can be through the form of a direct speech by the host in the meeting or indirectly through articles in the magazine. It can be commercial, such as sponsoring programs, social activities, sports, etc. Public relations content includes:

Product propaganda: includes various efforts to make the public aware of a certain product.

Collaborative propaganda: this activity includes internal as well as external communication so that people understand their organization, in order to create a good image, increase the advantage of the company.

Lobbying is communicating with legislators and government officials to support or hinder a certain law.

Propaganda about dealing with an incident that is detrimental to the company: is spreading out. Propaganda activities are also carried out in many areas to solve specific tasks set by the company.

Public relation is rarely used, but it has more potential to create awareness and preference in the marketplace, redefine product positioning and protect them.

Although it is a free activity, in reality when companies do this activity, they often invest a certain amount of money to maintain good public relations with the mass media.

2.4 Marketing communication system:

Communication concept

In addition to deploying a good product, attractively priced and delivered to target customers, businesses also have to communicate to their target customers. However, the information that needs to be communicated to the target customers has to go through many stages by different media under different forms of communication by different communicators. The marketing communication system of a business is depicted in the following figure. The business communicates to its intermediaries, consumers, and various publics. Those intermediaries in turn communicate to their different customers and publics. Consumers communicate word of mouth to each other and the public. At the same time, each group provides feedback to the other groups.

The marketing communication mix, also known as the promotion mix, consists of five main tools:

Advertisement (advertising) is any form of indirect presentation and promotion of ideas, products or services, paid for by a person (organization) who wants to advertise.

Direct Marketing Direct marketing is the use of mail, telephone, and other indirect means of communication to inform existing and potential customers or to ask for a response.

Promotion Sales promotions are short-term incentives in the form of rewards to encourage trial or purchase of a product or service.

Public relations and publicity includes various programs designed to promote and/or protect the image of a business or certain products and services.

selling is a form of direct communication with prospective customers for the purpose of making a sale.

2.5 Organization of the management of the promotion mix strategy:

Today many companies still rely mainly on one or two communication tools to achieve their communication goals, despite the tremendous changes taking place in the market economy, especially the divides the mass market into several submarkets, each of which requires its own mode of communication. The emergence of new media types and increasing consumer understanding. The harmonious diversity of public and mixed promotion tools has forced companies to think about implementing more fully and in newer ways, and harmonizing communication tools. Therefore, at this stage, managers need to review the objectives, environmental conditions and strategic content. Evaluate, adjust, and secure resources for implementation, build organizational structures to accommodate possible changes, and finally reevaluate the strategic plan. The implementation of plans and strategies cannot happen randomly, but it requires close analysis and monitoring. In the process of implementing strategy requires different changes that managers need to be flexible to respond to those changes in order to achieve desired goals.

In short, the marketing mix promotion strategy is an indispensable strategy to form the strategy in product promotion. With the analysis from the strengths and weaknesses of each strategy, an overview of the promotional mix strategy in Marketing has been given to readers. Giving an overview and in-depth about marketing for the purpose of equipping the necessary skills for other subjects for students of economics in particular and researchers in general.

3. Research methods

The study uses the following research methods:

Methods of studying texts and documents. Documenting the promotion strategy of Huawei and Samsung in Vietnam. Comparative analysis to assess the strengths and weaknesses of each promotion strategy. Research on key products and customer care services of 2 companies.

Professional solution. Conducted through surveys and surveys of experts in the mobile phone product business. This method is used to exchange opinions and evaluations of some experts on strategic issues, marketing and customer care services for experimentation, results of actual investigation and comments. Evaluation of the promotion strategy of the two companies. The purpose of this study is mainly to complete the questionnaire to serve the official research process.

Questionnaire survey method. After receiving comments from experts in the field on the questionnaire, we used questionnaires for employees and customers of each company to survey and evaluate the status of each company's promotion strategy. On that basis, the difficulties in the implementation process were discovered, analyzed and given specific solutions and contributions to create the most favorable conditions for each strategy of each company.

Data processing method using SPSS software. Processing data collected through questionnaires by descriptive statistical algorithms of the research sample. Information processing was performed using SPSS software.

4. Research results and discussion

4.1 Product ads

4.1.1 Samsung Standards

When conducting an advertising program, Samsung always requires marketing staff to make five decisions (*5M decisions*).

Mission: advertising has many tasks, including 3 main tasks: to provide information (informative), to persuade (Persuasive), to remind (reminder). For each task type, the advertiser will choose a specific strategy. The types of advertising to provide information are usually for new products, not yet on the market, or existing products but with added functionality. After consumers understand the product well, then there will be advertising to convince them to buy. This is considered the most difficult type of advertising to implement because changing consumer behavior is very difficult when making a marketing strategy, it does not take a month or two to have an impact on consumers. The last type of advertising is for reminders. This ad appears a lot, every day on TV.

Money (Budget): budget plays an important role in choosing the right advertising medium or coordinating multiple advertising media to deliver a consistent advertising campaign. Usually, the method of determining the budget for an advertising campaign is set by businesses based on overall sales. However, for new businesses entering a market, the spending budget will depend on the mission and goals of the advertising campaign that the business is aiming for.

Message: the message will bring the ideas, information, images, words ... the business wants to convey to consumers. The given message must be short, easy to remember and easy to understand; unique... and most importantly, to hit the target audience.

Media: There are many means of communication that can be mentioned such as: social networks, TV, Radio, Newspapers, Mail... and the right choice has an important influence on the success of the campaign. advertising translation. The first selection factor depends on the target customers that the business is targeting. The second selection factor to consider depends on the business advertising budget. In order to balance the budget, businesses need to choose the means of communication that both ensure to hit the target audience and still ensure the use of costs within the allowable limits. The last factor to consider is time. Depending on the time, the means of advertising also bring different effects.

Measurement: helps businesses make statistics about the benefits received compared to the costs spent to have appropriate balances and adjustments. In addition, the information obtained is also a valuable document as a premise for more successful advertising campaigns behind the business. The impact of an advertising campaign in general must be assessed in two aspects: communication effectiveness (interest, liking, ad recall ...) and economic efficiency (sales, advertising, etc.) market share, orders, etc.) Samsung's advertising content is always based on AIDA principles

A: get Attention. In order to attract the attention of target customers in the current era of information explosion, marketing managers must skillfully choose the right marketing methods and tools to attract attention. and force them to stop to receive media messages.

I: hold Interest (make interest) Capturing the interest of your target audience can be the most difficult stage for a business in the marketing communications model. So that businesses can stimulate customers' interest in the products and services they provide then you must research and find out carefully to understand the outstanding features of your topic and products, and at the same time understand the needs and desires of the target audience in order to arrange and select the best products. elements, the most relevant message.

D: create Desire (create desire). There are two simple ways for businesses to stimulate the desire of customers, which is to enhance the actual experience with the products and services that businesses provide. Selling through social media can take many forms, but ultimately create customer desire by providing valuable and detailed information through a range of user influence.

A: Lead to Action When there is enough interest, interest and desire, businesses can fully take the initiative in leading people to follow the desired actions. would like. C specify the specific action the company wants people to take to get the best results.

Samsung continuously builds sales promotion measures and strategies by taking advantage of the most prominent and basic features of marketing, focusing on every small point, including promotions to help Samsung's Marketing programs. bring brand trust to customers and become the leading electronic brand today.

4.1.2 Huawei Standards

Huawei has miraculous and outstanding developments; it has products and services to serve customers very well.

Huawei is famous for its quality products at reasonable prices to users. Right in Vietnam, Huawei started to attack with aggressive strategies, although it has not yet had a leading position, it is gradually building a name in this market of 90 million people. Huawei's marketing strategy is to attack product prices with high-quality features and designs, a brand that produces its own chips or software. Huawei's smartphones always have a good quality and a very luxurious design. Huawei has manufactured its own chips for its smartphones, plus the EMUI operating system is heavily customized by them from Android and has leading technologies such as dual camera technology that have helped Huawei achieve such success. today. Huawei's marketing strategies spend heavily on R&D to focus on developing its products.

Table 1: Comparison of advertising standards of Samsung and Huawei

Samsung Advertising Standards	Huawei's Advertising Standards
Based on AIDA principle: attract attention; make customers excited: create desire and lead to purchase action, and always create brand trust for customers.	The product has a reasonable price for users. Focus on R&D to create its own products, comparable to those of Apple, Samsung.

Source: Wikipedia.org

4.2 Promotion

4.2.1 Samsung Standards

Samsung approaches different promotional tactics to get customers to buy products such as offering promotions, sponsoring events, participating in national and worldwide festivals quite often. Samsung is well known for the quality of its products, but besides parts, Samsung is known to be a huge sponsor of high-impact sports tournaments because Samsung believes that sporting events are the way to go. bring the brand image closer to the customer's heart. The promotional tools that Samsung often use are catalogs, samples, films, slide films, trade shows and exhibitions, and materials and tools at the point of sale. For small models of low value, Samsung sends gifts to customers through the post office, overseas sales agents, branches and mobile sellers. For products of large size and high value, the manufacturer for export, Samsung established Showrooms, Trade Shows and exhibitions and fairs for display.

4.2.2 Huawei Standards

Huawei applies a good price strategy (compared to neighboring regions) for its smartphones in the Vietnamese market because it is always customer-oriented and wants to create the best value for customers. Customers can access and use products manufactured on Huawei's modern technology platform at a reasonable cost. Huawei can manufacture its own chipsets, has the opportunity to cooperate with leading companies in other fields such as Leica, Harman Kardon, Pantone... This is the platform for Huawei to tell Vietnamese users that: Huawei phones have good quality and reasonable price. On the occasion of the new school year, Huawei also offers special offers for students with flexible options and an additional 3-5% discount (depending on the phone model).

Table 2: Comparison of promotion standards of Samsung and Huawei

Samsung promotion standards	Huawei's promotion standard
Using catalogs, samples, documents... to give samples of low value products to customers, agents, and branches. Join showrooms, tradeshows and exhibitions to display high priced products.	Always customer-oriented and create the best value for customers, reasonable prices. Producing your own chipset with the best quality. Implement promotions on the occasion of the back-to-school season.

Source: Wikipedia.org

4.3 The media

4.3.1 Samsung Standards

Magazine issue: magazine edited and published by the company itself to inform internal and customers about Samsung's activities such as the success of dealers, distributors, marketing ideas, Samsung news, results, etc. contest results, employee rewards and information about Samsung products. Samsung regularly participates in major trade fairs around the world. Trade fair is a place where Samsung uses to buy and sell products, sign contracts, create relationships between Samsung and distributors and agents. For social community activities, Samsung identifies health and education as two key activities in the Vietnamese market, in which education is the main goal. Through education, especially with the application of digital technology, Vietnamese youth will receive diverse training with deeper knowledge, learn more necessary soft skills when born. Especially training in information technology for Vietnamese students, remodeling and renovating classrooms with full modern technology equipment such as computers, screens and educational equipment. other digital. In addition, during the worldwide outbreak of the corona virus pandemic, Samsung has done very practical jobs such as donating VND 10 billion to Vietnam, supporting the group's smartphone products to serve the testing and development of COVID-19 prevention applications in Vietnam. At the same time, Samsung also provides televisions and large screens to assist authorities in monitoring the epidemic situation.

Samsung Vietnam has proactively implemented many COVID-19 prevention and control measures at all factories, including continuously updating, training and instructing employees on disease prevention methods at work to ensure safety. health for yourself and the community. These are jobs that bring a beautiful image to Samsung company in the eyes of Vietnamese people in general and consumers using its products in particular.

4.3.2 Huawei Standards

Huawei's marketing strategy because they want to succeed as quickly as possible, they want to be remembered by customers more. Therefore, communication is what the company focuses on in all aspects. The company has focused on social media for each market it targets. The 53 million likes on Huawei's fanpage in Vietnam is the clearest proof of its great efforts in increasing brand awareness with potential customers. The company's posts on social networking sites are associated with the most famous people in Vietnam. The company's strategy is to increase its influence on the public, with a huge ambition to quickly lead

in the Vietnamese smartphone market. Not only that, Huawei also makes really quality commercials and is present everywhere it targets. Huawei collaborated with director Victor Vu to produce the short film "Bringing love back to celebrate Tet" which was shot entirely with Huawei Mate 20 Pro phones. Media accounted for 14.6% of revenue in 2016 showing that the company is very successful when it can appear everywhere, television or public advertising in many major cities. Posters or banners are also used by the company to promote the products introduced in the market.

Table 3: Comparison of communication standards of Samsung and Huawei

Samsung Communication Standards	Huawei communication standards
Issues its own magazine about Samsung's news activities. Participate in reputable trade fairs to introduce products.	Communicating in all aspects so that customers remember more such as on fanpage, celebrities and even commercials.

Source: wikipedia.org

4.4 Sales force

4.4.1 Samsung Standards

Samsung sees the pitch as marketing through people. Success or failure depends on the preparation of personnel. For Samsung, the sales representative always carries with him product introduction documents so that he can quickly and smoothly answer customer questions. Samsung's offering according to many economic experts has met the basic requirements:

Actual Sales: Samsung provides product information to customers and must obtain orders.

Relationship with customers: Samsung salespeople are always interested in maintaining and improving the company's position with customers and the public.

Collecting and providing information: Samsung salespeople can often provide information useful for planning promotions and advertising.

4.4.2 Huawei Standards

Huawei's marketing strategy in terms of commercial distribution is considered a huge success. The company not only spends a large amount of money to open stores, but it also hits hard on the e-commerce side. Selling products directly from distribution agents has always been a persistent problem for Huawei in the early days of entering the smartphone market in Vietnam. Initially, Huawei's online store was the only place that consumers in Vietnam could consider when buying equipment, but Huawei has grown by establishing relationships with many larger online retailers. Huawei's marketing strategy is a great success because the distribution locations from stores to e-commerce sites are well done by the company with a huge amount of investment.

Table 4: Sales force comparison of Samsung and Huawei

Samsung sales force	Huawei's sales force
Sales representatives introduce products through documents carried with them to quickly answer customers' questions.	Expand many distribution locations to reach customers, including online sales sites.

Source: Wikipedia.org

4.5 Discussion of research results

Market development strategy

In terms of the current market, with Samsung's smart phones and TVs, Samsung has a relatively large market share; With a qualified Marketing team, as well as advertising activities, strong financial ability and understanding of new markets like Vietnam, Samsung products have been brought closer to consumers.

Product development strategy

Samsung is investing in supporting industries in Vietnam and intends to bring high results, providing international quality products. Market demand for new products is increasing; the product research, market research is developing well; along with skilled technical workers and especially Samsung company is strong in the field of manufacturing and assembling products.

Backward integration strategy

With this strategic line, Samsung Vietnam takes advantage of its strengths, good financial ability, strong in manufacturing and assembling product lines; as well as the high initiative from the ability to supply input materials from Samsung companies in Korea, China or reputable companies specializing in supplying the company in countries around the world.

Low-cost strategy

Value innovation is created when an organization affects both its cost structure and the value it delivers to buyers. With the development of technology increasingly strong today, with many phone lines launched by thousands of phone companies around the world, not to mention the giant Apple, and the merger of Nokia with Microsoft created many product lines. New products bring more choices to consumers. So, want to survive and grow The cost saving is achieved by eliminating or reducing the competitive factors in the industry. Over time, costs will decrease as sales volume increases with economies of scale.

5. Conclusion

Through a period of research from mobile phone products of Samsung and Huawei, the opportunities to be achieved and the difficulties and challenges that the Company must overcome when bringing new products to the market, the authors boldly propose some solutions to further perfect the Company's new product strategy, hoping to help Samsung and Huawei better implement the set product strategy.

5.1 Strengths in HUAWEI's promotion strategy

Promote value-based products with convenience and class instead of use value. For Huawei, the marketing strategy focuses not only on the convenience of having a device to communicate with, but also being equipped with music, photos, video, and full Internet access. Instead of traditional ads that are instantaneous in months and weeks, which are simply announcing products, Huawei has used many different approaches so that all customers know its brand, for example. such as articles written about product quality, detailed information about new products, not just encapsulated in a press release. Turning virtual customers into real customers: nowadays, people are very interested in social networks because they have a large impact and influence. Social media is an effective channel for building a

virtual customer base for businesses. Huawei has turned these virtual customers into real customers with attractive offers on social networks.

5.2 Strengths in the promotion strategy of SAMSUNG

Samsung Group has abundant financial resources, which can always satisfy other divisions in the production of products. Sam Sung's staffs have good skills and techniques, are professionally trained and carefully selected, and are very creative people. Samsung products in recent years have always been appreciated in the worldwide market for their superiority. The customer care regime of Samsung's customer care centers is very dedicated and thoughtful, giving users a lot of goodwill when thinking about the company's next products.

5.3 Recommendation

The two companies need to optimize research in supporting users of the company's products. Researching technologies new techniques for electronic products, satisfying consumer tastes. Maintain market share in the market, focus on marketing research to position products in the market. Research target customers for each product line of the company. At the same time, it is necessary to improve customer service effectively.

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