

THE ROLE OF ADVERTISING IN BRAND IMAGE DEVELOPMENT OF SAMSUNG ELECTRONICS COMPANY

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ABSTRACT

The topic of the role of advertising and brand image development of Samsung Electronics Company was developed to analyze the brand image among the customer of Oman. In this study Positivism research Philosophy was adopted, inductive approach and survey as research strategy were followed. Descriptive analysis as research design and simple random sampling technique was adopted in probabilistic sampling method. With a sample size of 100 respondents were chosen for the study.

KEYWORDS: *Brand, Brand Image, Brand Image Development*

Article History

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INTRODUCTION

The importance of brands now can be noticed in today's world more than the past 100 years ago. Brands are valuable as they have a uniform quality, reliability, and integrity. Advertising the brand has the crucial role for any firm or business to survive in this fast-growing market. Advertising helps in building the image of any brand through its creativity and powerful strategies aiming at the consumers and their buying behaviors. Developing the brand image with the help of advertising contributes to attracting customers towards the products and services which in turn helps in developing a Brand image.

RESEARCH OBJECTIVE

- To analyze the role of advertising in developing the brand image of Samsung Electronics Company.
- To identify the importance of advertisement in building brand image.
- To identify the effects of advertisement on Samsung Electronics Company.

LITERATURE REVIEW

Obhrai, (2015), in her research, "Marketing Strategies of Samsung in India" stated the impact advertising has on brand awareness and consumer preferences. According to her research, the Samsung TV advertisements has the maximum effect on the respondents i.e. 73.33% followed by newspaper, magazines, online, radio etc. According to her research advertising is not only providing the information to the customer but it further deals with influencing and persuading them to act. 47% of respondents have a good overall experience with Samsung and 23% have outstanding which also means that the brand image of Samsung set by advertising is good amongst respondents.

Terkan, (2014), in his research, “Importance of Creative Advertising and Marketing-University Students Perspective” analyzed that in developing a brand image, advertising and marketing goes hand in hand and are essential to ensure product reaches its target audience. Advertising and marketing both being commercially driven with the goal of informing people and persuading them to buy and maintain brand image. In the research of total respondents, 82% believed that creative advertising is important in the competitive market and 14% were undecided and 2% didn’t participate. The research draws a link that a successful market plan requires a cautiously planned advertising strategy.

Gilaninia¹ and Mousavian²,(2011), in their research titled, “The investigation and analysis impact of brand image in Iran” stated that brand image is correlated with advertising and both have a strong relationship with each other. According to research advertising helps customers to know about the product and encourage people to buy it which increase the sales making a brand’s image high. The research aims at making people aware that advertising and brand image influence each other. According to research in Iran, LG products are more innovative in their advertising and thus attract more customers than Samsung leading to a good brand image.

Srinivasan, (2014), in his research, “Impact of Brand Image and Advertisement on Consumer Buying Behavior – Comparative Study on Rural and Urban Consumers” stated that customer before purchasing any product collect information which helps in making the purchasing decision thus advertisements aims at providing the information about the brand. The study also suggested that rural customers are more convinced, and their buying behavior is most affected by advertisements than urban customers. In the survey area of Kanyakumari, it was concluded that advertisements set brand image which has a strong impact on customers as they are becoming conscious of the brand and branded products.

Makasiet al.,(2014), in their research titled, “Building Brand Equity through Advertising” stated that advertising helps in increasing brand awareness, recognition, and brand loyalty. The brand image is directly linked with brand equity in the market. The study observed that in today’s competitive market advertising helps the organizations to communicate with the customers about their brand and its services. It was also derived from the study that advertising helps in attaining repetitive and cognitive loyalty. With the help of advertising, brand awareness is created which increases the probability that the brand will be in the consumers suggested set.

Research Philosophy

A research philosophy is described as a way in which the data about a research needs to be collected, analyzed and then used. The research philosophy will contain the researcher’s views and how he sees and perceive the world(Saunders, et al,2012). Research philosophy consists of the source, nature, and development of knowledge. (Bajpai, 2011).There is mainly five type of research philosophies namely, Positivism, Post Positivism, Realism, interpretivism, phenomenology. For the research Positivism research philosophy is selected as it has a quantitative approach and is more scientific and trustworthy. Positivism approach has a well-defined structure giving less room for errors.

Approach and Strategy

The research approach is defined as a plan and procedure have taken for the research work which consists of assumptions, data collection, interpretation, and data analysis (Sudeshna and Datt, 2016). The plan consists of many decisions and the overall decision is to decide which research approach needs to be selected for the study. There are two types of approach namely, Inductive and deductive approach. For research on the topic ‘Role of advertising on Brand image development’ inductive approach is selected. An inductive approach of study is a data-driven approach in which the

objective is to develop an understanding and come to a conclusion using both secondary and primary data (Creswell, 2013). Based on the topic this approach is selected as the process of data collection or analysis is methodical but have flexibility than the deductive approach. To fulfill the objective of analyzing the role advertising plays on developing a brand image in-depth reading of secondary data is required to build a concept, a theory, and model.

The ground theory uses interviews, existing data's and documents to develop a theory based on the collected data(Mckinney, 2017). It is a general research strategy which enables to develop a theory and will offer the explanation how advertising will help in building a brand image of Samsung in Oman market and how the issue will be addressed, and the conclusion will be drawn. The data can be collected through a survey in the market through interviews, questionnaires or general observation through emerging patterns and trends.

Ethical Implication in this Research

In today's world advertising has a great impact on people's perception, how they understand life and especially in building an image of a Brand. This study will help to better understand the importance of advertising with respect to the Samsung Company. This research and the topic is approved by the faculty of Gulf College. During this research, no harm is done to individual person or organization. The data and information collected are for this research only and no social, political or cultural beliefs were hampered. The results and conclusion from this research will help in understanding the relationship advertising plays in creating the brand image.

RESEARCH METHODOLOGY

Research Designs

Research designs can be defined as the collection of methods and procedures which are used in collecting the data and variables to solve our research problem and to reach the conclusion. In other words, it can also be defined as a framework which is created to find the solution and answers to the research objective. (Vogt, 2012).

There are three types of research designs namely, Descriptive Design, Empirical design, and analytical design. For the research on Role of advertising in building brand image development, descriptive research design is selected. The descriptive research design is a research method which examines the situation in its current state as it is. The research has focused on the study and analysis of attitudes, opinions and behavior level of individuals. In this method, the researcher have a specific research objective and have specific research questions. (Flick, 2013).

This research design uses quantitative research technique. This research has allowed the researcher to collect facts, figures, and data from case studies, newspapers, research papers, and the internet. This method has helped to explain the cause and its effect relationship between different variables in the project.

Sampling Technique Method

Sampling technique is a method of drawing samples from the population in a manner that the selected sample will help in facilitating the determination of a hypothesis concerning the population. In other words, it is a selection of a subset of people from a group of people to determine the characteristic of the whole population.(Singh, 2010).

Sampling technique is divided into two types i.e. Probability Sampling and Non-probability sampling. Probability sampling is one in which each person has an equal opportunity of being selected and in non-probability sampling, it's the conscious decision of the researcher for selecting a group of people. (Cherry, 2017).For the research of the selected the

topic Probability sampling technique is used. Probability sampling is further divided into random, Systematic and Cluster. Non-probability is divided into convenience and purposive sampling.

For the research purpose stratified random sampling method is used. For this purpose, the managers and customers of Samsung Electronics are divided into small groups and a random sample from each group is taken. These subsets of a small group are then combined to form a random sample. The chosen sampling element for the research are the customers of Samsung Electronics, Muscat with a sample size of 100 people.

Data Collection Method

Two types of data collection methods are used which are primary data and secondary data. Primary data collected for the research consist of the survey questionnaires. The questionnaires were prepared to keep in mind the objective the research. Various forms of secondary data were used such as journals from different authors, books on the topic of the role of advertising and different internet sources and websites. The tool used for the analysis of the survey was percentage analysis for creating graphs and better understanding.

Data Analysis & Interpretation

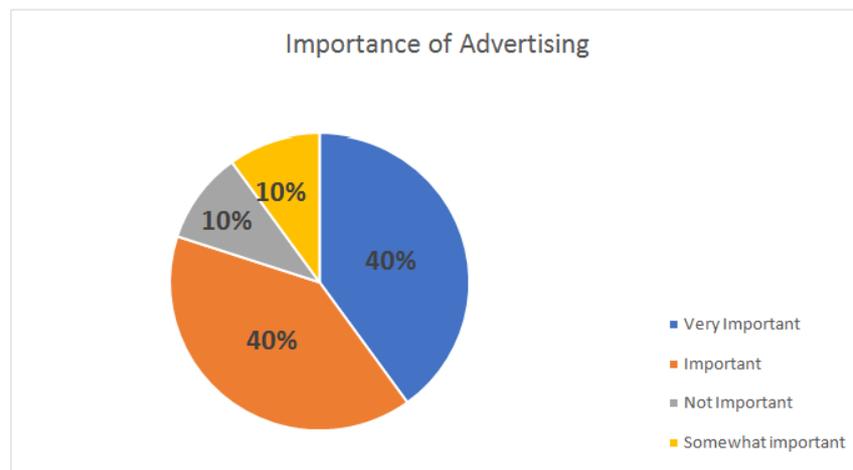


Chart 1

The respondents were asked about the importance of advertising and the result as shown in Chart no.1 clearly depicts that 40% of respondents said that it is very important and important whereas 10% said it is not important and somewhat important. It can be clearly interpreted that advertising has the huge importance for the customers and helps in building a good brand image.

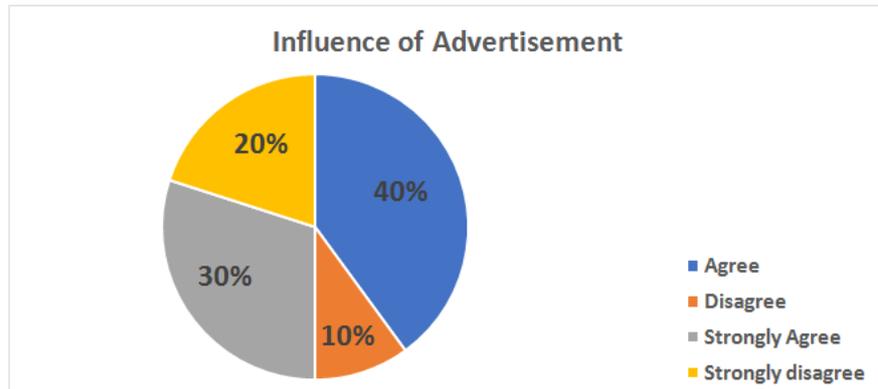


Chart 2

The chart 2 depicts the influence advertisement has on the purchase decision of the customers. 40% of respondents agreed to the statement showing the huge influence advertisements plays in developing the brand image and 30% strongly agreed to the statement. Whereas 20% strongly disagreed and 10% disagreed. From the survey, it can be interpreted that advertisements affect the customers and help them in making the purchase decision.

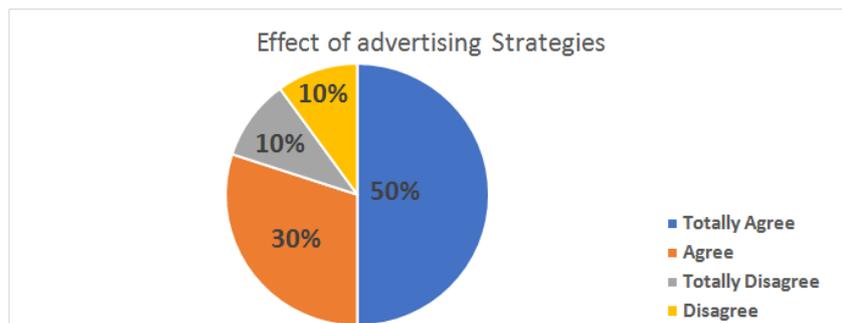


Chart 3

There are different advertising strategies which companies apply to attract customers for buying a particular brand. The majority of 50% respondents believe that the advertising strategies have a great impact on their buying behavior and brand image development whereas 30% agreed and 10% of each respondent totally disagreed and disagreed that the strategies affect the brand image.

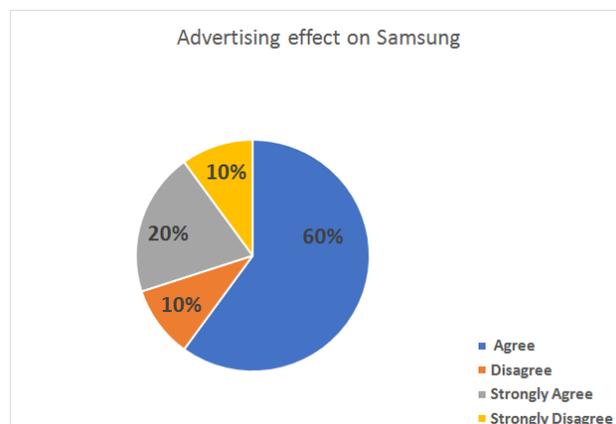


Chart 4

Samsung Electronics has a huge impact and hold on the Electronics market in which Advertising plays a crucial role. According to the survey done 60% of respondents agree that advertisements of Samsung have a huge effect on customers followed by 20% who strongly agree and 10% who disagree and strongly disagree.

In the final question, the respondents were asked about their opinion on how advertising influences towards a brand and how it helps in decision-making process. Of the total ten respondents maximum believes that through advertising they can better understand the product and the brand. They said that advertising creates a good impact on them and they believe that more the advertisement the better the product. Many respondents said that the advertisement through television is the most influential and helps them in taking their decision when buying. Few respondents said that the advertisements are not genuine and are made just to attract the customer even when the product is not good. They were of the opinion that the advertisements and other marketing strategies are just made to fool the customers.

Reliability & Validity

Reliability is defined as the degree whether the same answer is received every time an instrument is used to measure something more than once. (Shuttleworth, No date). A specific measure is reliable if its application on the same object of measurement number of times produces the same result. The stratified random sampling method was used to collect the sample with the small sample size of ten people. The study gives an insight into how advertising affects the brand image of a company. The research gives understanding the validity of this research is from 3rd of October till 2nd of January.

CONCLUSIONS

Advertising helps the consumer and gives them the direct stimulus to buy a product which in turn makes the producer to produce more goods of high and better quality. This study helped better understand the role and importance advertising plays in building the brand image development. The research was done on the sample consumers of Samsung Electronics and it was reflected through their opinions that they are affected by the advertisements and different types of advertisements prompt them and urge them to buy the product. It was thus concluded that advertisements are an integral part of any organization and help in developing and maintaining their Brand image.

QUESTIONNAIRE

Dear Respondent,

We will be thankful for you to devote some of your time to answer this questionnaire.

- How important for companies to have a good advertising strategy and plan?
 - Very Important.
 - Important.
 - Not Important.
 - Somewhat important.
- Do you agree that advertisement influences your Purchase Decision?
 - Agree.

- Disagree
- Strongly Agree.
- Strongly disagree.
- Do you agree that advertising strategies affect the Brand image in the market?
 - Totally Agree.
 - Agree.
 - Totally Disagree
 - Disagree.
- Do you agree that advertising affects the Brand Image of Samsung Electronics?
 - Agree.
 - Disagree.
 - Strongly Agree.
 - Strongly Disagree.
- Please give your opinion on how advertising influences you towards a brand and how it helps in decision-making process:

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