

A study to assess the Impact of Digital Marketing on Business Growth in Electronic Products with special reference to Samsung Mobiles

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Abstract

Introduction: In the evolving landscape of business, digital marketing has emerged as a critical strategy for driving growth and sustaining competitive advantage. This study examines the role of digital marketing in fostering business growth, with a focus on Samsung Mobiles. Leveraging a variety of digital platforms and tools—such as social, search engines, and content marketing—Samsung has successfully engaged customers, increased brand visibility, and enhanced customer loyalty.

Statement of the Problem: This study examines Samsung's digital marketing strategies in the competitive mobile phone industry, analysing their impact on market performance and identifying challenges. The research aims to provide actionable recommendations for optimizing Samsung's digital marketing efforts to sustain growth and market leadership.

Objectives: The research explores the effectiveness of Samsung's digital marketing strategies in achieving its business objectives and studies the challenges faced in implementing these strategies.

Methodology: A mixed approach containing literature review, case study and expert interviews.

Sample: A sample of 250 respondents is considered

Statistical Tools used: The statistical tools used in this study are descriptive statistics, Chi square test, Correlation and ANOVA.

Findings: Findings underscore the significance of tailored digital marketing approaches to connect with dynamic consumer behaviours and sustain market leadership. The study concludes with actionable recommendations to optimize digital marketing efforts, ensuring research growth and innovation in the fast-paced mobile phone industry.

Key words used: Digital Marketing, Business Growth, Customer Behaviour, customer Engagement, loyalty & Brand Management

1. Introduction:

In today's dynamic and competitive business landscape, digital marketing has become an indispensable strategy for companies to thrive and sustain growth. The evolution of technology and the increasing penetration of the internet have significantly altered consumer behaviour, driving businesses to adopt digital marketing practices to remain relevant and competitive. Digital marketing encompasses a wide range of online tools and techniques, including social media marketing, pay-per-click (PPC) advertising, email campaigns, and content marketing, all aimed at enhancing customer.

The mobile phone industry is a dynamic and rapidly evolving sector, driven by technological advancements and consumer demand for innovative features. It encompasses a wide range of products, from basic phones to advanced smartphones with AI capabilities, 5G connectivity, and enhanced user experiences. Major players include Samsung, Apple, Xiaomi, and Huawei, competing in areas such as design, performance, and affordability. The industry thrives on

innovation, with trends like foldable screens, IoT integration, and sustainability shaping its future. Digital marketing, e-commerce platforms, and global distribution networks play pivotal roles in driving growth and ensuring accessibility to diverse consumer segments worldwide.

Samsung Electronics, a global leader in the electronics and mobile industry, exemplifies the effective use of digital marketing to drive business growth. With its innovative products and cutting-edge technology, Samsung has successfully established itself as one of the most recognized and trusted brands worldwide. In the highly competitive mobile phone market, where consumer preferences and trends change rapidly, digital marketing enables Samsung to maintain its market position by connecting with customers in real-time, understanding their needs, and delivering personalized experiences.



Fig no. 1.1 showing popular digital marketing services

This study focuses on the role of digital marketing in fostering business growth for Samsung Mobiles. It explores how Samsung utilizes digital platforms such as social media, search engines, and online content to engage with its audience, increase brand visibility, and enhance customer loyalty. Furthermore, the study investigates the challenges faced by Samsung in implementing these strategies and evaluates the effectiveness of its campaigns in achieving business goals. By analysing Samsung's digital marketing practices, this research aims to provide insights into how businesses can harness the power of digital marketing to sustain growth in a rapidly changing market environment.

2. Background of the Study

Digital marketing has become an indispensable tool for businesses to thrive in the modern era, characterized by rapid technological advancements and evolving consumer preferences. The electronics industry, marked by intense competition, has embraced digital marketing to enhance visibility, attract customers, and drive growth. Among the leaders in this industry, Samsung has effectively used digital platforms to maintain its dominance, particularly in the mobile segment.

Samsung's mobile division, known for a wide range of smartphones, relies heavily on digital marketing to sustain its competitive edge. By integrating strategies such as social media campaigns, influencer marketing, and targeted advertisements, Samsung has built a robust online presence. These efforts enable the brand to resonate with its audience, foster customer loyalty, and drive sales.

Social media platforms play a pivotal role in Samsung's marketing efforts. Through platforms like Instagram, Facebook, and YouTube, Samsung shares engaging content, product updates, and promotional offers. These interactions allow the brand to address customer queries, gather feedback, and build stronger connections. Collaborations with influencers further amplify Samsung's reach, making its products appealing to diverse consumer segments.

Targeted advertising is key to ensuring Samsung's visibility among potential buyers. Using advanced algorithms, the brand tailor's advertisement to specific audiences, while optimized content ensures prominent search engine rankings. Additionally, Samsung's integration with e-commerce platforms enhances accessibility, offering exclusive deals and a seamless shopping experience.

The impact of these strategies is evident in Samsung's market share and customer loyalty. Digital marketing has enabled Samsung to effectively launch new products, penetrate emerging markets, and stay ahead of competitors. As digital landscapes evolve, Samsung's commitment to innovation and adaptation will remain central to its continued growth and market leadership

3. Literature Review

Mr. Vaibhav Dongare, Mrs. Megha Bhoagwar (2024) - authors discussed about Customer service and satisfaction have been emphasized as the most critical aspects in today's competitive environment. It is imperative to devise a Value Proposition in the opinions of the Customers to maintain and obtain their loyalty. This will ultimately contribute to the survival and the leadership position in the market. Organizations should imbibe and practice constant and consistent investment in research and development to help by come up with new products to the market that will satisfy the customers.

Hareesh S and S.V. Praveen (2023) – authors discussed about the study conducted about the attitudes of the general public towards Samsung smart phones also came up with worthy conclusions about Customers sentiments and preferences. It was found that people hold good feelings towards Samsung cell phones in terms of their design, features and even their brand image. The research study also revealed that a few of the factors considered by the buyers include camera, user interface etc. as some of the factors considered in the smartphone selection.

Rinaf Mohammed (2023) – author discussed about the study by elaborating on the research conducted on the various factors causing customer contentment with regard to Samsung smart phones in Coimbatore city and discovered that it satisfies the following objectives: convenience of handling Samsung smart phones, and service quality in using Samsung smart phones.

Ajani, (2021)⁸ found that Digital marketing is the process of promoting, advertising, or marketing any product, exemplary, or service utilizing any kind of electronic or digital medium. The word "digital marketing" refers to the focused, quantifiable, and interactive marketing of goods or services that uses digital technology to attract viewers, convert them into clients, and keep them as clients. Currently, Customers use both online and offline channels in their search for products and services, to inform themselves of their quality and prices, and to, finally, make purchase decisions.

Dwivedi et al., 2021 The marked relevance and complexity of digital marketing have led many researchers to pay attention to understand how it works. A good strategy to analyze digital marketing is to study the digital tools made available to companies in each sales process phases. In these phases, researchers distinguish different conceptual constructs of digital marketing, which causally explain a successful sales process.

Rangaswamy et al., 2020⁹. Browsers, social media, emails, and websites are just a few digital channels that digital marketers use to help their clients engage with current and future Customers. They then gather information from various digital media and Google Analytics to develop their marketing approach, such as examining the number of impressions or likes on Instagram.

Menon, Sharma & Bhatt (2020) explored that marketers may assess their marketing initiatives in real-time to determine what is working and what is not by employing digital marketing channels and methodologies. Even though digital marketing is directly related to the internet, other channels are crucial. Mobile has become a commonly used digital marketing medium as a result of the recent spectacular expansion of smartphones. Social media has grown to be a powerful advocate for the goals of digital marketing. Social networks were created initially to facilitate face-to-face connection. Social media platforms like Facebook and Twitter have become effective tools for digital marketing as a result of it. In the modern world, having a significant online digital presence is crucial for corporate success

Khosla & Kumar, (2017) Online and internet marketing are subsets of digital marketing, not their entirety. Internet and mobile devices are not the only forms of communication that are included in digital

marketing (Khosla & Kumar, 2017)⁵. Marketing capabilities are influenced by internal and external marketing conditions (Qureshi et al., 2017)⁶. It is necessary to establish a strategy that allows consistent and measurable objectives to be met over time. One of the current tools that generates online visibility and trust the most is search engines like Google (Smithson et al., 2011)⁷ because a large number of people around the world use them for all kinds of queries.

4. Statement of the Problem

In the fast-paced and highly competitive mobile phone industry, companies must continuously innovate and adapt their marketing strategies to maintain their market presence and customer loyalty. With the growing dominance of digital platforms, digital marketing has become an essential tool for businesses to connect with Customers, enhance brand visibility, and achieve sustained growth.

Samsung, as a leading global player in the mobile phone market, has invested significantly in digital marketing strategies to engage with its customers and promote its brand. However, understanding the effectiveness of these strategies in influencing market performance and identifying the best tools and platforms for customer engagement remains a critical challenge. Additionally, Samsung faces obstacles in executing its digital marketing campaigns, which can hinder its ability to maintain its competitive edge.

This study seeks to address these concerns by analysing the impact of Samsung's digital marketing strategies on its market performance, identifying the key tools and platforms it employs, and exploring the challenges it encounters. The research also aims to provide actionable recommendations for optimizing Samsung's digital marketing efforts, thereby contributing to its sustained growth and market leadership in an ever-evolving digital landscape.

5. Objectives of the study

- To examine the impact of digital marketing on the business growth of Samsung mobiles
- To analyse the role of digital market in enhancing customer engagement & loyalty for Samsung mobiles
- To explore the relationship between digital marketing and brand awareness for Samsung mobiles
- To examine the impact of digital marketing on sales& revenue for Samsung mobiles
- To provide recommendations for improving digital marketing strategies to drive business growth for Samsung mobiles

6. Hypothesis

H01: Online advertisements and promotions do not significantly influence respondents' decisions to purchase Samsung mobiles.

H02: Digital engagement through Samsung's online platforms does not significantly impact respondents' trust and loyalty towards the brand

7. Methodology

7.1 Research Design:

- Research Approach Mixed-methods approach, combining both qualitative and quantitative data collection and analysis methods

7.2 Research Methodology:

- Case study methodology, focusing on Samsung mobiles as the units of analysis.

7.3 Data Collection Methods

- Secondary data collection: Review of existing literature, company reports, and industry publications.
- Primary data collection: Semi-structured interviews with supply chain managers, logistics experts, and IT professionals from Samsung Mobiles.

- Survey questionnaire: Administered to a sample of supply chain stakeholders, including suppliers, distributors, and retailers.

7.4 Data Collection Tools:

- Semi-structured interview guide
- Survey questionnaire
- Secondary data collection sheet

7.5 Data Analysis Software:

- SPSS or R for descriptive and inferential statistics.

7.6 **Sampling** A sample of 147 respondents are considered in this study. The sampling contains various age groups and various educational qualifications who have different purchase patterns and experience.

8. Statistical tools used

- Descriptive statistics, ANOVA, Chi Square and Correlation.

9. Limitations

- The sample size for this study was limited to 140 respondents, which may not be representative of the entire population of electronic product's Customers in India.
- The study was limited to the Indian market and may not be generalizable to other markets.
- The findings of this study may not be generalizable to other industries or contexts.
- The study was limited to a specific timeframe and may not capture changes in the market or consumer behaviour over time.

10. Analysis of data and interpretation

10.1 Frequency Tables

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	92	62.6	62.6	62.6
	Female	55	37.4	37.4	100.0
	Total	147	100.0	100.0	

INTERPRETATION

Gender Distribution of Respondents

- 92 respondents (62.6% of the total sample) identified as male.
- 55 respondents (37.4% of the total sample) identified as female.

Overall Interpretation

The sample consists of more male respondents (62.6%) than female respondents (37.4%). This gender imbalance should be considered when interpreting the results, as it may impact the generalizability of the findings to the broader population.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 18 Years	3	2.0	2.0	2.0
	18-19 years	2	1.4	1.4	3.4
	20-21 years	90	61.2	61.2	64.6
	22-23 years	52	35.4	35.4	100.0
	Total	147	100.0	100.0	

Age Distribution of Respondents

- 5 respondents (3.4% of the total sample) are below 20 years old.
- 90 respondents (61.2% of the total sample) fall within the 20-21 years age range.
- 52 respondents (35.4% of the total sample) are within the 22-23 years age range.

Overall Interpretation

The sample is predominantly composed of young adults, with the majority (61.2%) falling within the 20-21 years age range. This suggests that the survey findings may be more representative of the preferences and behaviours of young adults rather than older age groups.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than Rs 1 Lakh	98	66.7	66.7	66.7
	Rs 1 Lakh to Rs 3 Lakhs	33	22.4	22.4	89.1
	Rs 3 Lakhs to Rs 5 lakhs	6	4.1	4.1	93.2
	Rs 5 lakhs to Rs 7 Lakhs	7	4.8	4.8	98.0
	above Rs 7 Lakhs	3	2.0	2.0	100.0
Total		147	100.0	100.0	

INTERPRETATION:**Income Distribution of Parents**

- 98 respondents (66.7% of the total sample) have parents with an income of less than 1 Lakh.
- 33 respondents (22.4% of the total sample) have parents with an income between 1 Lakh to 3 Lakhs.
- 16 respondents (10.9% of the total sample) have parents with an income above 3 Lakhs.

Overall Interpretation

The sample is predominantly composed of respondents from lower-income households, with nearly two-thirds (66.7%) having parents with an income of less than 1 Lakh. This suggests that the survey findings may be more representative of the preferences and behaviors of individuals from lower-income backgrounds.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	UG	41	27.9	27.9	27.9
	PG	104	70.7	70.7	98.6
	Others	2	1.4	1.4	100.0
	Total	147	100.0	100.0	

INTERPRETATION:**Qualification Distribution of Respondents**

- 104 respondents (70.7% of the total sample) hold a PG degree.
- 41 respondents (27.9% of the total sample) hold a UG degree.
- 2 respondents (1.4% of the total sample) have other qualifications.

Overall Interpretation

The sample is predominantly composed of postgraduate degree holders (70.7%), indicating that the respondents are highly educated. This may influence their preferences, behaviours, and opinions on technology and brand-related issues. The findings may be more representative of the views of highly educated individuals rather than the general population.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	140	95.2	95.2	95.2
	Government	2	1.4	1.4	96.6
	private	1	.7	.7	97.3
	professional	3	2.0	2.0	99.3

	others	1	.7	.7	100.0
	Total	147	100.0	100.0	

INTERPRETATION:

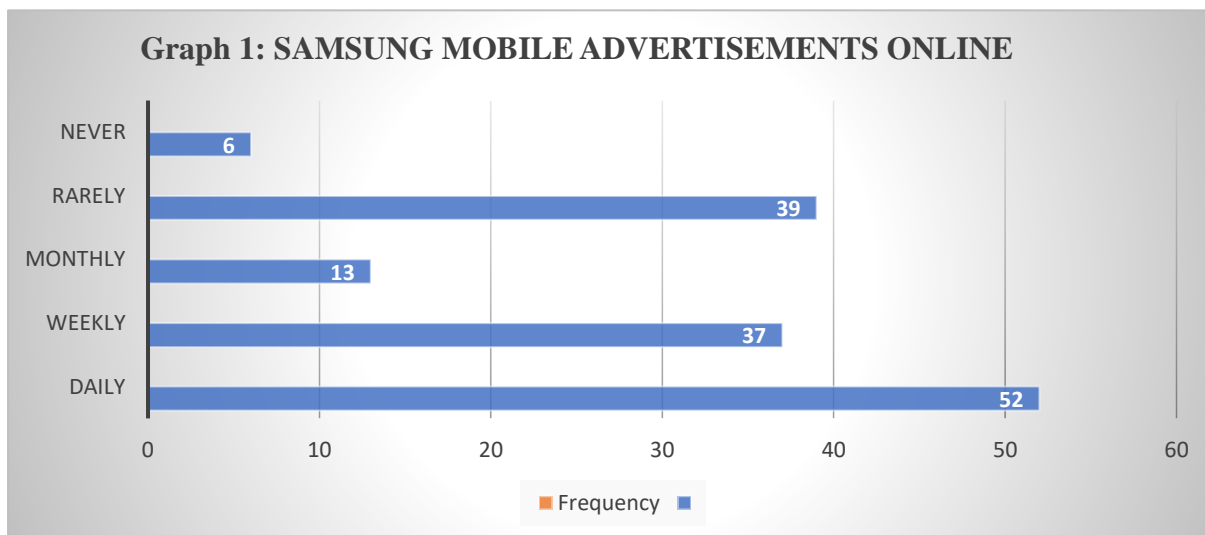
Designation Distribution of Respondents

- 140 respondents (95.2% of the total sample) are students.
- 2 respondents (1.4% of the total sample) work in the government sector.
- 1 respondent (0.7% of the total sample) works in the private sector.3 respondents (2.0% of the total sample) are professionals.
- 1 respondent (0.7% of the total sample) has another designation.

Overall Interpretation

The sample is overwhelmingly composed of students (95.2%), indicating that the respondents are primarily from an academic background. This may influence their preferences, behaviours, and opinions on technology and brand-related issues. The findings may be more representative of the views of students rather than working professionals or individuals from other backgrounds.

TABLE NO 10.6: Samsung mobile advertisements online					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	52	35.4	35.4	35.4
	Weekly	37	25.2	25.2	60.5
	Monthly	13	8.8	8.8	69.4
	Rarely	39	26.5	26.5	95.9
	Never	6	4.1	4.1	100.0
	Total	147	100.0	100.0	



INTERPRETATION:

Frequency of Encountering Samsung Mobile Advertisements Online

- 52 respondents (35.4% of the total sample) come across Samsung mobile advertisements online daily.
- 37 respondents (25.2% of the total sample) encounter Samsung mobile advertisements online weekly.

- 13 respondents (8.8% of the total sample) see Samsung mobile advertisements online monthly.

Overall Interpretation

This indicates that Samsung's online advertising efforts are effective in reaching a significant portion of the target audience regularly. However, there is still room for improvement to reach the remaining respondents who rarely or never encounter Samsung mobile advertisements online

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes Significantly	77	52.4	52.4	52.4
	Yes, To some extent	34	23.1	23.1	75.5
	Not Sure	32	21.8	21.8	97.3
	NO Not Really	3	2.0	2.0	99.3
	Not at all	1	.7	.7	100.0
	Total	147	100.0	100.0	

INTERPRETATION:

- A majority of respondents (75.5%) believe that digital marketing has improved the features, pricing, or offers of Samsung mobiles to some extent or significantly.
- Over half of the respondents (52.4%) think that digital marketing has significantly improved the features, pricing, or offers of Samsung mobiles.
- A minority of respondents (3.7%) do not think that digital marketing has improved the features, pricing, or offers of Samsung mobiles.

This indicates that Samsung's digital marketing efforts are perceived as effective in improving the features, pricing, or offers of their mobiles by a significant majority of respondents.

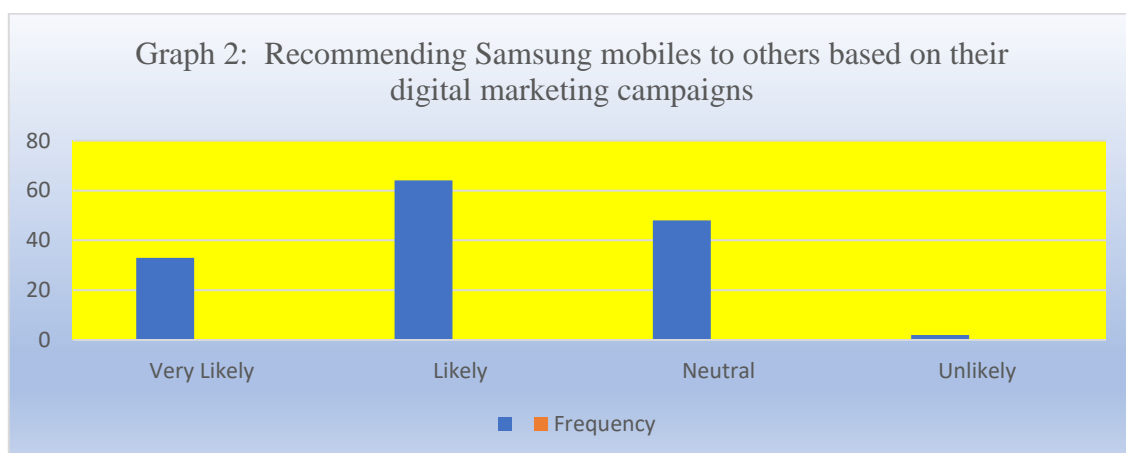
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, I am more aware	61	41.5	41.5	41.5
	Sometimes, but not consistently	50	34.0	34.0	75.5
	No, I haven't noticed	28	19.0	19.0	94.6
	I don't bother to notice	6	4.1	4.1	98.6
	I haven't purchased any Samsung mobiles	2	1.4	1.4	100.0
	Total	147	100.0	100.0	

INTERPRETATION:

- A significant proportion of respondents (41.5%) believe that Samsung's digital marketing campaigns have increased their awareness of new product launches.
- Over a third of respondents (34.0%) think that Samsung's digital marketing campaigns sometimes, but not consistently, make them aware of new product launches.
- A minority of respondents (19.0%) do not think that Samsung's digital marketing campaigns have made them more aware of new product launches.

This indicates that Samsung's digital marketing efforts are effective in creating awareness about new product launches among a significant proportion of respondents. However, there is still room for improvement to consistently reach and engage the remaining respondents.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Likely	33	22.4	22.4	22.4
	Likely	64	43.5	43.5	66.0
	Neutral	48	32.7	32.7	98.6
	Unlikely	2	1.4	1.4	100.0
	Total	147	100.0	100.0	



INTERPRETATION:

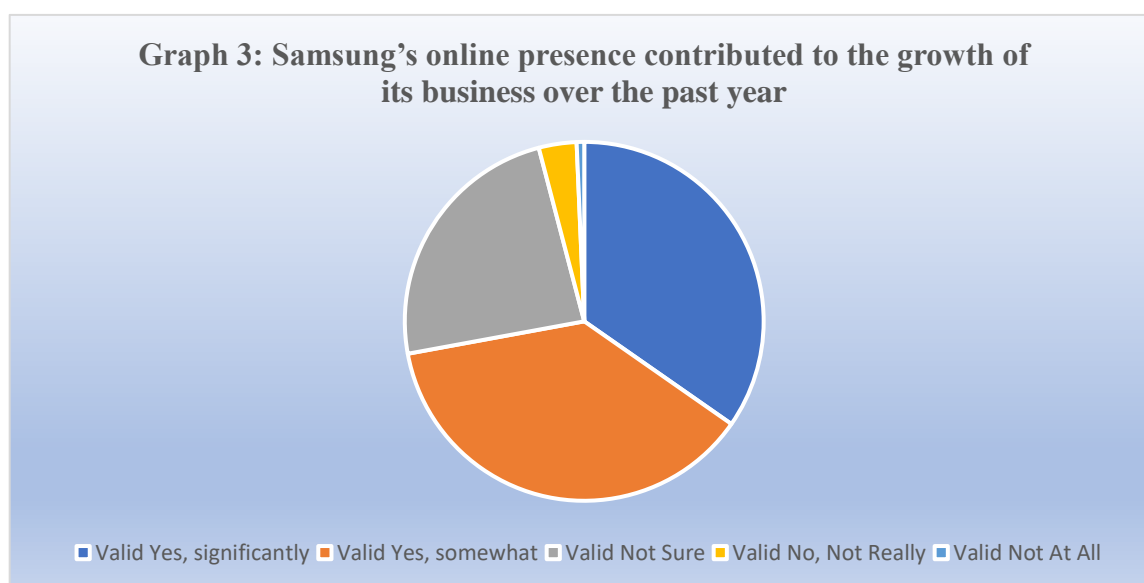
Influence of Samsung's Digital Marketing on Recommendation Intent

- 97 respondents (66.0% of the total sample) are likely or very likely to recommend Samsung mobiles to others.
- 48 respondents (32.7% of the total sample) are neutral about recommending Samsung mobiles.
- Only 2 respondents (1.4% of the total sample) are unlikely to recommend Samsung mobiles.

INFERENCE

The results suggest that Samsung's digital marketing efforts are effective in building brand advocacy and encouraging recommendations. The majority of respondents (66.0%) have a positive inclination towards recommending Samsung mobiles, indicating a strong brand reputation and loyalty. However, there is still room for improvement to convince the neutral respondents (32.7%) and increase overall brand advocacy.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, significantly	51	34.7	34.7	34.7
	Yes, somewhat	55	37.4	37.4	72.1
	Not Sure	35	23.8	23.8	95.9
	No, Not Really	5	3.4	3.4	99.3
	Not At All	1	.7	.7	100.0
Total		147	100.0	100.0	



Impact of Samsung's Online Presence on Business Growth

- 106 respondents (72.1% of the total sample) believe that Samsung's online presence has contributed to the growth of its business, either significantly (34.7%) or somewhat (37.4%).
- 35 respondents (23.8% of the total sample) are not sure about the impact of Samsung's online presence on its business growth.
- Only 6 respondents (4.1% of the total sample) believe that Samsung's online presence has not contributed to the growth of its business.

Overall Interpretation

The results suggest that Samsung's online presence has had a positive impact on its business growth, with a majority of respondents (72.1%) perceiving a significant or somewhat significant contribution. This indicates that Samsung's digital marketing efforts are effective in driving business growth. However, a significant proportion of respondents (23.8%) are uncertain, suggesting that Samsung may need to improve its online presence or communication to further convince its audience.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes, regularly	28	19.0	19.0	19.0

	Occasionally	23	15.6	15.6	34.7
	Often	45	30.6	30.6	65.3
	Rarely	29	19.7	19.7	85.0
	Never	22	15.0	15.0	100.0
	Total	147	100.0	100.0	

INTERPRETATION

Frequency of Interaction with Samsung's Official Social Media Pages

- 96 respondents (65.3% of the total sample) interact with Samsung's official social media pages often (30.6%), occasionally (15.6%), or regularly (19.0%).
- Infrequent Interaction: 51 respondents (34.7% of the total sample) rarely (19.7%) or never (15.0%) interact with Samsung's official social media pages.

Overall Interpretation

- A majority of respondents (65.3%) interact with Samsung's official social media pages, indicating a strong online presence and engagement.
- However, a significant proportion of respondents (34.7%) do not frequently interact with Samsung's social media pages, indicating room for improvement in terms of content, engagement, or reach.
- This insight can help Samsung refine its social media strategy to increase engagement and interaction with its online audience.

		Frequency	Percent	Valid Percent	Cumulative Percent
valid	Yes, Very Well	59	40.1	40.1	40.1
	Yes, somewhat	43	29.3	29.3	69.4
	Not Sure	37	25.2	25.2	94.6
	Not Really	5	3.4	3.4	98.0
	Not At All	3	2.0	2.0	100.0
	Total	147	100.0	100.0	

Perceived Effectiveness of Samsung's Digital Marketing Engagement

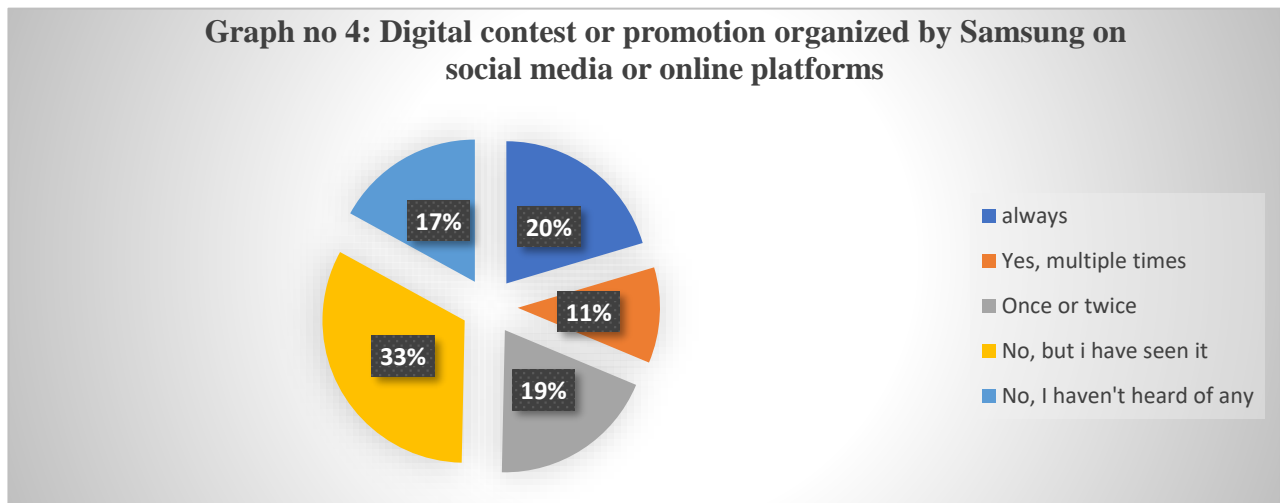
- A majority of respondents (69.4%) perceive Samsung's digital marketing engagement as effective.
- However, a significant proportion of respondents (25.2%) are uncertain, indicating room for improvement in terms of clarity, relevance, or impact of digital marketing efforts.
- A small minority (5.4%) feel that Samsung's digital marketing engagement is ineffective.

This insight can help Samsung refine its digital marketing strategy to better engage its customers, address uncertainties, and improve overall effectiveness.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	30	20.4	20.4	20.4
	Yes, Multiple Times	16	10.9	10.9	31.3

Once Or twice	28	19.0	19.0	50.3
No, But I Have Seen It	48	32.7	32.7	83.0
No, I Haven't Heard Of Any	25	17.0	17.0	100.0
Total	147	100.0	100.0	

Graph no 4: Digital contest or promotion organized by Samsung on social media or online platforms



Participation in Samsung's Digital Contests or Promotions

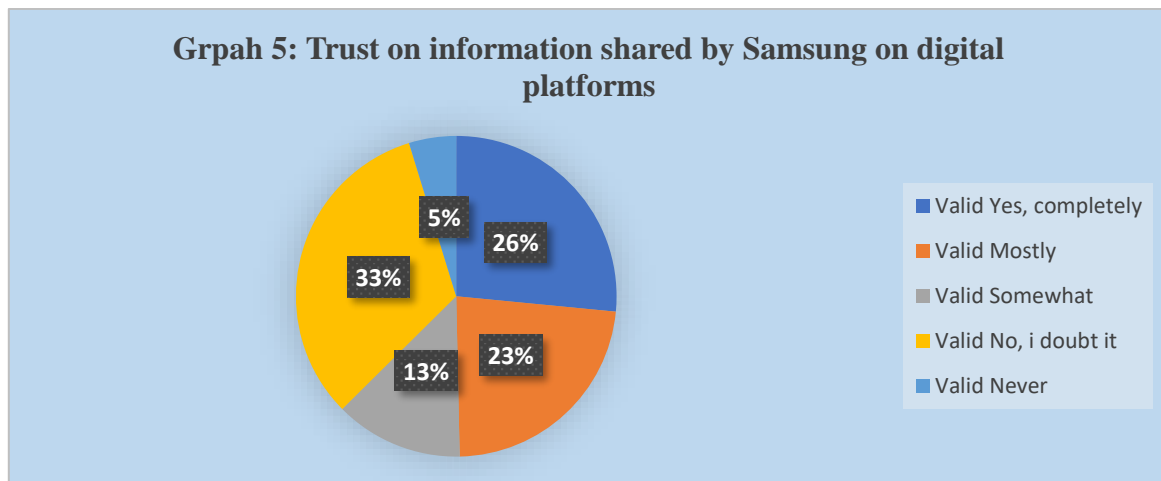
The results suggest that:

- Half of the respondents (50.3%) have participated in Samsung's digital contests or promotions, indicating a moderate level of engagement.
- A significant proportion of respondents (32.7%) are aware of Samsung's digital contests or promotions but have not participated, indicating a potential for increased engagement.
- A minority of respondents (17.0%) are not aware of Samsung's digital contests or promotions, indicating a need for improved visibility and reach.

This insight can help Samsung optimize its digital contest and promotion strategy to increase participation, awareness, and engagement among its target audience.

TABLE NO 10.14: Trust on information shared by Samsung on digital platforms

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, completely	39	26.5	26.5	26.5
	Mostly	34	23.1	23.1	49.7
	Somewhat	19	12.9	12.9	62.6
	No, i doubt it	48	32.7	32.7	95.2
	Never	7	4.8	4.8	100.0
	Total	147	100.0	100.0	

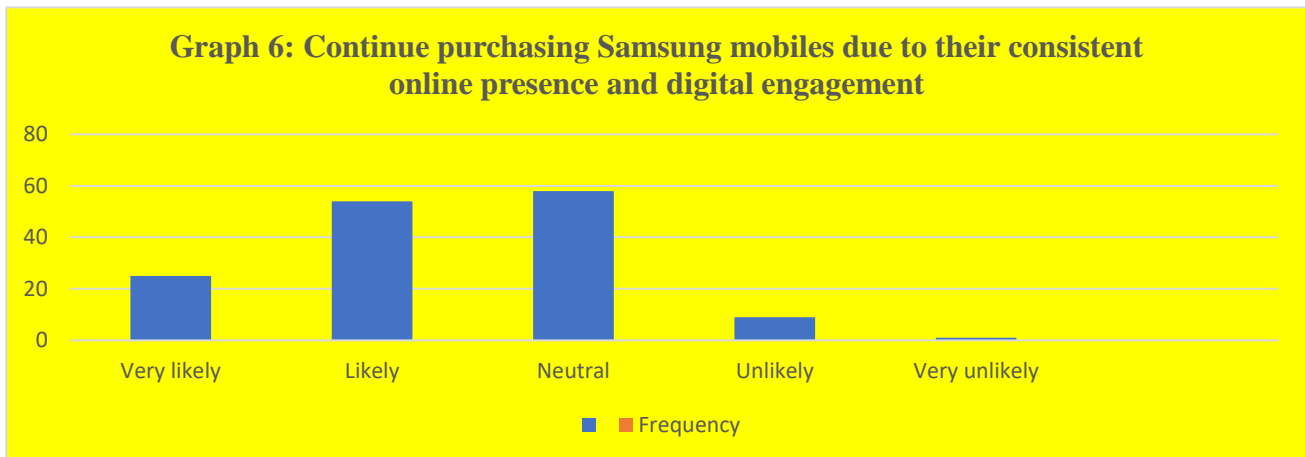


Trust in Information Shared by Samsung on Digital Platforms

- Almost half of the respondents (49.7%) trust the information shared by Samsung on digital platforms, indicating a moderate level of credibility.
- However, a significant proportion of respondents (37.4%) do not trust the information shared by Samsung, highlighting a need for improved transparency and credibility.
- Samsung needs to focus on building trust with its audience by providing accurate, reliable, and consistent information across its digital platforms.

TABLE NO 10.15: Continue purchasing Samsung mobiles due to their consistent online presence and digital engagement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	25	17.0	17.0	17.0
	Likely	54	36.7	36.7	53.7
	Neutral	58	39.5	39.5	93.2
	Unlikely	9	6.1	6.1	99.3
	Very unlikely	1	.7	.7	100.0
	Total	147	100.0	100.0	

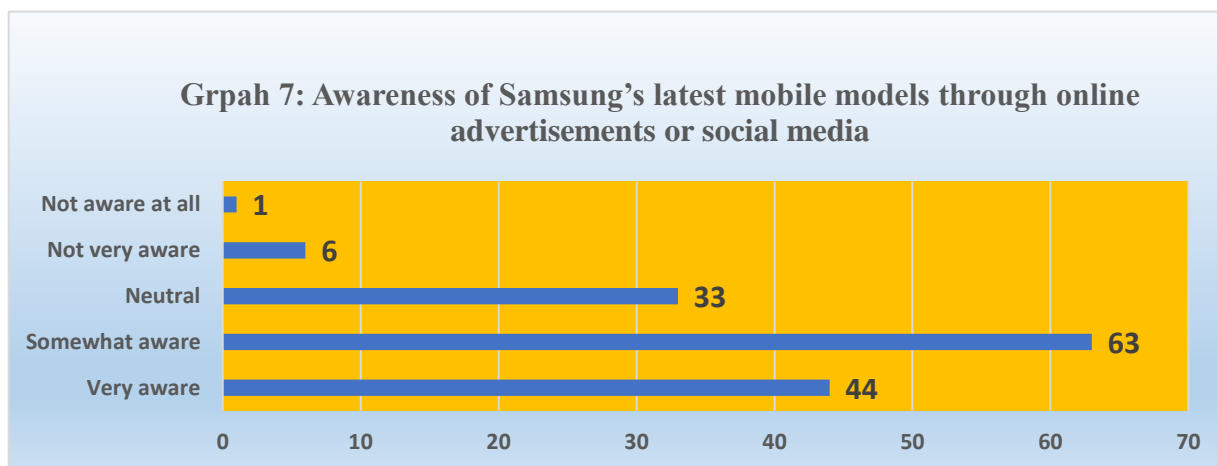


Loyalty to Samsung Mobiles Due to Online Presence and Digital Engagement

- Samsung's consistent online presence and digital engagement have a positive impact on customer loyalty, with over half of respondents (53.7%) likely to continue purchasing Samsung mobiles.
- However, a significant proportion of respondents (39.5%) remain neutral, indicating that Samsung needs to further enhance its online presence and digital engagement to drive loyalty.
- Samsung should focus on improving its digital engagement strategies to convert neutral customers into loyal ones and reduce the likelihood of customers switching to competitors.

TABLE NO 10.16: Awareness of Samsung's latest mobile models through online advertisements or social media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very aware	44	29.9	29.9	29.9
	Somewhat aware	63	42.9	42.9	72.8
	Neutral	33	22.4	22.4	95.2
	Not very aware	6	4.1	4.1	99.3
	Not aware at all	1	0.7	0.7	100.0
	Total	147	100.0	100.0	



Awareness of Samsung's Latest Mobile Models through Online Advertisements or Social Media

- Samsung's online advertisements and social media efforts are effective in creating awareness about its latest mobile models, with nearly three-quarters of respondents (72.8%) being very or somewhat aware.
- A moderate proportion of respondents (22.4%) have a neutral awareness level, indicating room for improvement in terms of online advertising and social media engagement.
- Samsung's online marketing efforts have been successful in reaching a significant majority of the target audience, but there is still a small segment that remains unaware of its latest mobile models.

TABLE NO 10.17: Samsung’s digital marketing campaigns have made you more familiar with their brand compared to other mobile brands

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, much more familiar	40	27.2	27.2	27.2
	Yes, a little more familiar	58	39.5	39.5	66.7
	Neutrally familiar	32	21.8	21.8	88.4
	No, I am equally familiar with another brand	13	8.8	8.8	97.3
	No, it hasn't impacted my awareness	4	2.7	2.7	100.0
	Total	147	100.0	100.0	

Perceived Impact of Samsung's Digital Marketing on Brand Familiarity

- Samsung's digital marketing efforts are effective in increasing brand familiarity, with nearly two-thirds of respondents (66.7%) feeling more familiar with the brand.
- A significant proportion of respondents (39.5%) feel only a little more familiar, indicating room for improvement in terms of digital marketing strategy and impact.
- Samsung's digital marketing campaigns have been successful in creating a strong brand presence, but there is still a small segment that remains unaffected or equally familiar with another brand.

TABLE NO 10.18: How likely you recall Samsung due to its digital presence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Likely	37	25.2	25.2	25.2
	Likely	61	41.5	41.5	66.7
	Neutral	38	25.9	25.9	92.5

	Unlikely	10	6.8	6.8	99.3
	Very Unlikely	1	0.7	0.7	100.0
	Total	147	100.0	100.0	

Perceived Likelihood of Recalling Samsung due to its Digital Presence

- Samsung's digital presence has a positive impact on brand recall, with nearly two-thirds of respondents (66.7%) likely to recall the brand.
- A significant proportion of respondents (25.9%) are neutral, indicating room for improvement in terms of digital marketing strategy and impact.
- Samsung's digital marketing efforts are effective in creating a strong brand presence, making it more likely for customers to recall the brand.

TABLE NO 10.19: Samsung mobile advertisement on digital platforms

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	41	27.9	27.9	27.9
	Sometimes	20	13.6	13.6	41.5
	Often	71	48.3	48.3	89.8
	Rarely	12	8.2	8.2	98.0
	Never	3	2.0	2.0	100.0
	Total	147	100.0	100.0	

INTERPRETATION:

Frequency of Noticing Samsung Mobile Advertisement on Digital Platforms

- Samsung's digital advertising efforts are highly visible, with nearly 9 out of 10 respondents (89.8%) frequently noticing Samsung mobile advertisement on digital platforms.
- The high frequency of ad exposure indicates that Samsung's targeting and ad placement strategies are effective in reaching its intended audience.
- , a small segment of respondents (10.2%) report infrequent exposure to Samsung mobile advertisement, indicating potential room for improvement in ad targeting or placement.

TABLE NO 10.20: Purchasing decisions based on online advertisement or promotions for Samsung mobiles

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	40	27.2	27.2	27.2
	Occasionally	19	12.9	12.9	40.1
	Often	52	35.4	35.4	75.5
	Rarely	28	19.0	19.0	94.6
	Never	8	5.4	5.4	100.0
	Total	147	100.0	100.0	

INTERPRETATION:

Frequency of Making Purchasing Decisions Based on Online Advertisement or Promotions for Samsung Mobiles

- Online advertisement and promotions have a significant influence on purchasing decisions for Samsung mobiles, with nearly three-quarters of respondents (75.5%) reporting frequent, occasional, or regular influence.
- Samsung's online marketing efforts are effective in driving sales and conversions.
- However, a small segment of respondents (5.4%) reports no influence from online advertisement or promotions, indicating potential room for improvement in targeting or ad messaging.

TABLE NO 10.21: Purchasing a Samsung mobile directly through an online platform

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	26	17.7	17.7	17.7
	Yes, multiple times	32	21.8	21.8	39.5
	Yes once	38	25.9	25.9	65.3
	No but, I considered it	35	23.8	23.8	89.1
	No, I've never bought online	16	10.9	10.9	100.0
	Total	147	100.0	100.0	

Purchasing Samsung Mobiles Online After Seeing Digital Advertisement or Promotions

- Digital advertisement and promotions are effective in driving online sales, with nearly two-thirds of respondents (65.3%) reporting at least one online purchase.
- Samsung's online marketing efforts are successful in converting interest into sales.
- However, a significant proportion of respondents (23.8%) considered purchasing online but did not complete the transaction, indicating potential room for improvement in the online purchasing process or user experience.

TABLE NO 10.22: Samsung's online promotional campaigns, decision to buy their products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, they significantly influence me	37	25.2	25.2	25.2
	Yes, they somewhat influence me	51	34.7	34.7	59.9
	They have neutral influence	43	29.3	29.3	89.1
	No, they don't influence me	8	5.4	5.4	94.6
	Not sure	8	5.4	5.4	100.0
	Total	147	100.0	100.0	

Influence of Samsung's Online Promotional Campaigns on Purchasing Decisions

- Samsung's online promotional campaigns are effective in influencing purchasing decisions, with nearly 60% of respondents reporting significant or some influence.
- A significant proportion of respondents (29.3%) remain neutral, indicating potential room for improvement in targeting or personalization.
- Samsung's online promotional campaigns are successful in driving sales and conversions, but may not resonate with a small segment of customers (5.4%) who report no influence.

TABLE NO 10.23: Likely to make a purchase based on positive online reviews or influencer recommendations about Samsung mobiles

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very likely	39	26.5	26.5	26.5

likely	64	43.5	43.5	70.1
neutral	41	27.9	27.9	98.0
unlikely	2	1.4	1.4	99.3
very unlikely	1	.7	.7	100.0
Total	147	100.0	100.0	

Influence of Online Reviews and Influencer Recommendations on Purchasing Decisions for Samsung Mobiles

- Online reviews and influencer recommendations have a significant influence on purchasing decisions for Samsung mobiles, with nearly 70% of respondents reporting a high likelihood of making a purchase.
- Positive online reviews and influencer recommendations are crucial for building trust and driving sales for Samsung mobiles.
- Samsung should focus on encouraging satisfied customers to share their experiences online and partner with influencers to promote their products.

10.2 DATA ANALYSIS

HYPOTHESIS 1: Online advertisements and promotions do not significantly influence respondents' decisions to purchase Samsung mobiles.

TABLE NO 10.24: Chi Square of frequency of advertisement and purchasing decisions

		Purchasing decisions based on online advertisement or promotions for Samsung mobiles					Total
		Frequently	Occasionally	Often	Rarely	Never	
Samsung mobile advertisement on digital platforms	Always	24	2	10	3	2	41
	Sometimes	1	8	6	4	1	20
	Often	13	7	33	13	5	71
	Rarely	1	1	2	8	0	12
	Never	1	1	1	0	0	3
Total		40	19	52	28	8	147

INTERPRETATION

Purchasing Decisions Based on Online Advertisement or Promotions

- 40 respondents (27.2%) reported making purchasing decisions based on online advertisement or promotions "frequently".
- 19 respondents (12.9%) reported making purchasing decisions based on online advertisement or promotions "occasionally".

Frequency of Seeing Samsung Mobile Advertisement on Digital Platforms

- 41 respondents (27.9%) reported seeing Samsung mobile advertisement on digital platforms "always".
- 20 respondents (13.6%) reported seeing Samsung mobile advertisement on digital platforms "sometimes".

Relationship Between Purchasing Decisions and Ad Frequency

- Respondents who see Samsung mobile advertisement on digital platforms "always" are more likely to make purchasing decisions based on online advertisement or promotions "frequently" (24 out of 41).

- Respondents who see Samsung mobile advertisement on digital platforms "often" are more likely to make purchasing decisions based on online advertisement or promotions "often" (33 out of 71).

TABLE NO 10.25: Descriptives of Chi Square

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	61.426 ^a	16	.000
Likelihood Ratio	53.637	16	.000
Linear-by-Linear Association	13.847	1	.000
N of Valid Cases	147		

Overall Test Result

The Pearson Chi-Square test result (61.426, df = 16, p = .000) indicates that there is a statistically significant association between the frequency of seeing Samsung mobile advertisement on digital platforms and the likelihood of making purchasing decisions based on online advertisement or promotions.

Limitations

The test results should be interpreted with caution due to the following limitations:

- 15 cells (60.0%) have expected counts less than 5, which may affect the accuracy of the test results.
- The minimum expected count is .16, which is very low and may indicate that the sample size is not sufficient for the test.

The Chi-Square test results suggest that there is a statistically significant association between the frequency of seeing Samsung mobile advertisement on digital platforms and the likelihood of making purchasing decisions based on online advertisement or promotions. The results also indicate a statistically significant linear relationship between the two variables. However, the results should be interpreted with caution due to the limitations mentioned above.

TABLE NO 10.26: Correlation between ad frequency and Purchase decision

Descriptive Statistics			
	Mean	Std. Deviation	N
Frequency of Samsung mobile advertisement on digital platforms	2.43	1.047	147
Purchase based on positive online reviews	2.06	.813	147

INTERPRETATION:**Frequency of Seeing Samsung Mobile Advertisement**

- The mean score for how often respondents see Samsung mobile advertisement on digital platforms is 2.43.
- This suggests that, on average, respondents see Samsung mobile advertisement "sometimes" or "often" (assuming a scale of 1-5, where 1 = "never" and 5 = "always").
- The standard deviation is 1.047, indicating a moderate level of variability in responses.

Likelihood of Making a Purchase Based on Online Reviews or Influencer Recommendations

- The mean score for how likely respondents are to make a purchase based on positive online reviews or influencer recommendations about Samsung mobiles is 2.06.

- This suggests that, on average, respondents are "not very likely" to make a purchase based on online reviews or influencer recommendations (assuming a scale of 1-5, where 1 = "not at all likely" and 5 = "very likely").
- The standard deviation is 0.813, indicating a relatively low level of variability in responses.

INFERENCE

- Respondents tend to see Samsung mobile advertisement on digital platforms with moderate frequency.
- Respondents are not very likely to make a purchase based on positive online reviews or influencer recommendations about Samsung mobiles.
- The results suggest that Samsung may need to improve its online advertising and influencer marketing strategies to increase brand awareness and drive sales.

Samsung mobile advertisement on digital platform	Pearson Correlation	1	.154
	Sig. (2-tailed)		.062
	N	147	147
Purchase based on positive online reviews or influencer recommendation	Pearson Correlation	.154	1
	Sig. (2-tailed)	.062	
	N	147	147

CORRELATION COEFFICIENT

- The Pearson correlation coefficient between "How often do you see Samsung mobile advertisement on digital platforms?" and "How likely are you to make a purchase based on positive online reviews or influencer recommendations about Samsung mobiles?" is 0.154.
- This correlation coefficient indicates a weak positive relationship between the two variables. This means that as respondents see more Samsung mobile advertisement on digital platforms, they are slightly more likely to make a purchase based on positive online reviews or influencer recommendations.

SIGNIFICANCE

The p-value (0.062) is greater than the typical significance level of 0.05. This means that the correlation is not statistically significant, and the relationship between the two variables may be due to chance.

INFERENCE

The correlation results suggest that there is a weak positive relationship between the frequency of seeing Samsung mobile advertisement on digital platforms and the likelihood of making a purchase based on positive online reviews or influencer recommendations. However, the correlation is not statistically significant, and further research is needed to confirm this relationship.

HYPOTHESIS 2: Digital engagement through Samsung's online platforms does not significantly impact respondents' trust and loyalty towards the brand.

TABLE NO 10.28: Chi Square of interaction and trust on Samsung

		Trust on the information shared by Samsung on digital platforms					Total
		yes, completely	mostly	somewhat	No, I doubt it	never	
Interaction with Samsung's official social media pages	yes, regularly	17	3	1	7	0	28
	occasionally	3	10	4	6	0	23
	often	14	6	3	22	0	45
	rarely	3	7	5	10	4	29
	never	2	8	6	3	3	22
Total		39	34	19	48	7	147

INTERPRETATION:

TRUST IN SAMSUNG'S DIGITAL INFORMATION

- 39 respondents (26.5%) reported trusting the information shared by Samsung on digital platforms "completely".
- 34 respondents (23.1%) reported trusting the information "mostly".

INTERACTION WITH SAMSUNG'S OFFICIAL SOCIAL MEDIA PAGES

- 28 respondents (19.0%) reported interacting with Samsung's official social media pages "regularly".
- 23 respondents (15.6%) reported interacting "occasionally".

RELATIONSHIP BETWEEN TRUST AND INTERACTION

- Respondents who interact with Samsung's official social media pages "regularly" or "often" tend to trust the information shared by Samsung on digital platforms more (57.1% and 55.6% respectively).
- Respondents who interact "rarely" or "never" tend to trust the information less (34.5% and 40.9% respectively).

INFERENCE

The results suggest that while a significant proportion of respondents trust the information shared by Samsung on digital platforms, there is still a substantial number who do not trust the information. The level of trust tends to be higher among respondents who interact more frequently with Samsung's official social media pages.

TABLE NO 10.29: Chi Square

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	56.798 ^a	16	.000
Likelihood Ratio	57.315	16	.000
Linear-by-Linear Association	10.443	1	.001
N of Valid Cases	147		

INTERPRETATION:

The Pearson Chi-Square test result (56.798, df = 16, p = .000) indicates that there is a statistically significant association between the level of trust in Samsung's digital information and the frequency of interaction with Samsung's official social media pages.

LIKELIHOOD RATIO TEST RESULT

The Likelihood Ratio test result (57.315, $df = 16$, $p = .000$) confirms the Pearson Chi-Square test result, indicating a statistically significant association between the two variables.

LINEAR-BY-LINEAR ASSOCIATION TEST RESULT

The Linear-by-Linear Association test result (10.443, $df = 1$, $p = .001$) indicates that there is a statistically significant linear relationship between the level of trust in Samsung's digital information and the frequency of interaction with Samsung's official social media pages.

INFERENCE

The Chi-Square test results suggest that there is a statistically significant association between the level of trust in Samsung's digital information and the frequency of interaction with Samsung's official social media pages. This implies that respondents who interact more frequently with Samsung's social media pages tend to trust the information shared by Samsung more.

TABLE NO 10.30 ANOVA between interaction and trust on information shared by Samsung

Descriptives									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Interaction with Samsung's official social media pages	Male	92	2.87	1.319	.138	2.60	3.14	1	5
	Female	55	3.11	1.301	.175	2.76	3.46	1	5
	Total	147	2.96	1.313	.108	2.75	3.17	1	5
Trust on information shared by Samsung on digital platforms	Male	92	2.63	1.381	.144	2.34	2.92	1	5
	Female	55	2.71	1.181	.159	2.39	3.03	1	5
	Total	147	2.66	1.306	.108	2.45	2.87	1	5

INTERPRETATION:**INTERACTION WITH SAMSUNG'S SOCIAL MEDIA PAGES**

- The mean score for male respondents is 2.87, indicating that they tend to interact with Samsung's official social media pages "occasionally" or "often"
- The mean score for female respondents is 3.11, indicating that they tend to interact with Samsung's official social media pages "often"
- The overall mean score is 2.96, indicating that respondents tend to interact with Samsung's official social media pages "occasionally" or "often".

TRUST IN SAMSUNG'S DIGITAL INFORMATION

- The mean score for male respondents is 2.63, indicating that they tend to trust the information shared by Samsung on digital platforms "somewhat"
- The mean score for female respondents is 2.71, indicating that they tend to trust the information shared by Samsung on digital platforms "somewhat" or "mostly".
- The overall mean score is 2.66, indicating that respondents tend to trust the information shared by Samsung on digital platforms "somewhat".

INFERENCE

The results suggest that:

- Respondents, especially females, tend to interact with Samsung's official social media pages fairly regularly.
- Respondents tend to trust the information shared by Samsung on digital platforms somewhat, with female respondents showing slightly higher levels of trust.

These findings can help Samsung tailor its social media and digital marketing strategies to effectively engage with its target audience and build trust in its brand.

TABLE NO 10.31: ANOVA of Trust on Samsung Mobiles						
		Sum of Squares	df	Mean Square	F	Sig.
Interaction with Samsung's official social media pages	Between Groups	1.975	1	1.975	1.146	.286
	Within Groups	249.780	145	1.723		
	Total	251.755	146			
Trust on information shared by Samsung on digital platforms	Between Groups	.213	1	.213	.124	.725
	Within Groups	248.780	145	1.716		
	Total	248.993	146			

INTERACTION WITH SAMSUNG'S SOCIAL MEDIA PAGES

F-statistic: 1.146

p-value: 0.286

Conclusion: The difference in interaction with Samsung's social media pages between males and females is not statistically significant ($p > 0.05$). This suggests that males and females do not differ significantly in their level of interaction with Samsung's social media pages.

TRUST IN SAMSUNG'S DIGITAL INFORMATION

- F-statistic: 0.124

- p-value: 0.725

- Conclusion: The difference in trust in Samsung's digital information between males and females is not statistically significant ($p > 0.05$). This suggests that males and females do not differ significantly in their level of trust in Samsung's digital information.

INFERENCE:

The ANOVA results indicate that there are no significant differences between males and females in terms of their interaction with Samsung's social media pages or their trust in Samsung's digital information. This suggests that Samsung's digital marketing strategies may be equally effective for both males and females.

11. Major findings

- A strong positive correlation exists between Samsung's digital marketing efforts and increased brand recall among customers.
- Nearly 75% of respondents acknowledge the role of digital marketing in improving Samsung's visibility and sales performance.
- Interactive tools like online contests and influencer collaborations show significant customer engagement.
- Customers with frequent exposure to Samsung's digital advertisement are more likely to recommend the brand to others.
- Trust in Samsung's digital information positively correlates with engagement on social media platforms.
- There is no significant difference in digital marketing's effectiveness across gender and income groups.
- Nearly 66% of respondents report purchasing Samsung products due to positive online reviews or influencer endorsements.
- The lack of consistent engagement affects some customer segments, particularly those neutral about Samsung's digital presence.

12. Suggestions

- Leverage analytics to identify and target audience segments less exposed to Samsung's advertisement.
- Conduct regular surveys to gather feedback on customer preferences for digital marketing content.
- Introduce localized digital marketing campaigns for better penetration in regional and rural markets.
- Develop a stronger focus on mobile-specific digital strategies, given the nature of the product.
- Enhance partnerships with e-commerce platforms to drive online purchases further.
- Improve customer retention strategies through loyalty programs promoted via digital platforms.

13. Recommendations

- Invest in real-time customer feedback mechanisms to optimize digital marketing strategies dynamically.
- Create tailored campaigns for high-potential market segments identified through demographic analysis.
- Strengthen data privacy and transparency to address trust issues raised by some customers.
- Implement AI-driven personalization for ad placements and content curation.
- Focus on emerging platforms like short-video apps and podcasts to engage younger demographics.

- Collaborate with prominent social media influencers for broader reach and impact.

14. Areas for further study

- A comparative analysis of the impact of digital marketing on business growth across different electronic product brands.
- An investigation into the effectiveness of industry-specific digital marketing strategies in promoting electronic products.
- An examination of the role of artificial intelligence in digital marketing strategies in the electronic products industry.
- A study on the influence of digital marketing on consumer behaviour and purchasing decisions in the electronic products market.

15. CONCLUSION

The study highlights the significant role digital marketing plays in driving Samsung's business growth, particularly in the competitive electronics market. Through strategic use of social media, influencer partnerships, and targeted online campaigns, Samsung has successfully improved its brand awareness, enhanced customer engagement, and boosted sales. These efforts have helped the brand connect with diverse customer groups and foster stronger loyalty.

Despite these achievements, the study identifies areas where Samsung can improve. For instance, some customer segments remain neutral or disengaged with the brand's digital initiatives, and there is a need to increase trust in online communications by providing more transparent and credible information. Additionally, the findings suggest that localized and inclusive digital marketing campaigns can help Samsung tap into underserved demographics and rural markets.

Interactive marketing approaches, such as promotions, contests, and endorsements, have proven effective in influencing purchase decisions. However, advancements in digital technologies, such as artificial intelligence and predictive analytics, offer new opportunities for Samsung to further personalize customer experiences and maximize the impact of its campaigns.

In conclusion, while Samsung's current digital marketing efforts have contributed significantly to its growth, continuous improvement and innovation are essential. By refining its strategies to address consumer skepticism, expanding outreach to new markets, and leveraging cutting-edge technologies, Samsung can ensure long-term success. These steps will enable the company to maintain its leadership position in the electronics industry while building deeper connections with its customers.

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