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NATIONAL AVIATION UNIVERSITY
FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION
MARKETING DEPARTMENT

ADMIT TO PROTECTION
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QUALIFICATION PAPER

(EXPLANATORY NOTE)

OF BACHELOR ACADEMIC DEGREE SEEKER
SPECIALTY 075 «MARKETING»
EDUCATIONAL AND PROFESSIONAL PROGRAM «MARKETING»

Topic: «Analyzing the impact of Samsung`s marketing campaigns on brand awareness and consumer behavior in Ukraine»

Executant: Shvets Maksym Oleksandrovyh

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NATIONAL AVIATION UNIVERSITY

Faculty of economics and business administration

Marketing Department

Specialty: 075 «Marketing»

Educational and professional program «Marketing»

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Head of the Graduate Department

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« _____ » _____ 2023

TASK

for Qualification Paper implementation

_____ Shvets Maksym Oleksandrovykh _____

(full name. of the seeker)

1. Topic of the Qualification Paper: «Analyzing the impact of Samsung`s marketing campaigns on brand awareness and consumer behavior in Ukraine» approved by decree of the Rector from 30.03.2023 №433/st
2. Term of the Qualification Paper performance: from 22.05.2023 to 25.06.2023
3. Initial data of the Qualification Paper: statistical data, normative-legal base, electronic information sources, materials of periodicals
4. Content of the explanatory note: introduction; theoretical basis of digital marketing in Ukraine; research of the impact of samsung digital marketing campaigns on brand recognition and consumer behavior in Ukraine; conclusions
5. List of required illustrative material: main product groups of Samsung; SWOT-analysis of Samsung; the dynamics of changes in the financial result of Samsung for 2020-2022; the structure of the sales volume of Samsung products; the dynamics of changes in the volume of Samsung imports for 2020-2022; competitive advantages of Samsung Electronics; the number of patents registered by TNCs, according to the IFI Claims version; the history of Samsung: from the food industry to electronics; price scheme of brands on the market; diagram of a brand's sales funnel; value of quality indicator and its components; ecosystem of pricing strategy; sales funnel diagram for the minimum budget option; scheme of organizing search campaigns according to the SKAg principle; dynamics of search requests.

6. Calendar schedule

№	Task	Deadline	Signature of the Supervisor
1.	Issuance of the task	22.05.2023	
2.	Collection and processing of statistical information	23.05.2023- 24.05.2023	
3.	Study of the problem state, elaboration of sources	25.05.2023- 26.05.2023	
4.	Writing the theoretical part	27.05.2023- 29.05.2023	
5.	Writing an analytical part	30.05.2023- 02.06.2023	
6.	Writing an introduction and conclusions	03.06.2023- 04.06.2023	
7.	Making an explanatory note, visual and graphic material, preparation of a report	05.06.2023	
8.	Checking for plagiarism	06.06.2023- 07.06.2023	
9.	Passing normcontrol	08.06.2023- 11.06.2023	
10.	Predefence, registration of documents for defense, peer review, submission of Qualification Paper to the Department	12.06.2023- 14.06.2023	

7. Date of the task issue: 22.05.2023

Supervisor of Qualification Paper _____ Olena LYSENKO
(supervisor signature) (name)

Task accepted for performance _____ Maksym SHVETS
(seeker signature) (name)

ANNOTATION

Explanatory note to the Qualification Paper «Analyzing the impact of Samsung`s marketing campaigns on brand awareness and consumer behavior in Ukraine»
75 pages, 16 figures, 17 tables, 50 literary sources, 1 annex.

DIGITAL MARKETING, BRAND AWARENESS, TV MARKET, MARKETING, CONSUMER BEHAVIOR, COMPETITION, MARKET, FORECAST, POTENTIAL

The object of study is the system of the marketing complex of the enterprise-implementer of consumer electronics and the subject – the theoretical and methodological principles and practical provisions regarding the formation of digital marketing measures to increase brand awareness of consumer electronics in Ukraine.

The purpose of the Qualification Paper is to develop theoretical and methodological principles, as well as practical recommendations for the formation of digital marketing measures to increase brand recognition and consumer behavior in Ukraine.

Research methods: analytical, statistical and systematic approach in the study of economic processes and phenomena in the context of marketing activities of the enterprise.

The scientific novelty of the obtained results is theoretical marketing digital measures to increase the recognition of the Samsung brand were formed, as well as the stages of forming the company's digital marketing strategy were developed, for which a set of digital tools and indicators for evaluating their effectiveness.

Information sources: scientific and educational literature, periodicals, materials posted on the Internet, data from Samsung's internal reporting and the results of own calculations.

Recommendations for using the results will make it possible to increase the effectiveness of digital measures to increase the recognition of the Samsung brand, will allow more effective influence on the behavior of consumers, and will also contribute to the effective activity of companies selling consumer electronics.

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INTRODUCTION

Relevance of the topic. In the conditions of a market economy, in-depth knowledge and the ability to skillfully use tools of influence on the market that is formed on it acquire special importance for the successful operation of enterprises. In today's economy, in which advertising and marketing budgets are increasingly being cut, the use of digital marketing is increasing. Digital marketing provides wide opportunities for the provision of goods or services: a variety of formats, the possibility of clear orientation, the possibility of detailed analysis of an advertising campaign, the speed of making changes, starting and stopping advertising fingers, a huge variability of tests, personalized appeal, feedback from users, work with opinion leaders on the Internet, the possibility of remarketing, working with lost customers. All these provisions are undeniable advantages and determine the relevance of using digital marketing in modern economic conditions.

The number of Internet users in the world increased to 4.54 billion, which is 7% more than last year (+ 298 million new users compared to January 2022 data). In the last year 2020, there were 3.80 billion social media users in the world, the social media audience grew by 9% compared to 2022 (that's 321 million new users for the year).

The positive dynamics of Internet penetration determines the growth of its role in modern business. The Internet enables the rapid collection of consumer data, research into the habits and refinements of an ever-growing group of people who spend most of their time online. This forces marketers to rethink their approach to integrated marketing communications.

At the same time, the theoretical understanding and methodology for evaluating the effectiveness of electronic marketing communications are insufficiently presented in publications, which complicates their effective practical application. The formation and refinement of the conceptual apparatus, methodological tools and methods of evaluating the effectiveness of Internet marketing communications remain understudied and therefore priority tasks of scientific research in the field of marketing with the aim of developing effective digital strategies for the promotion of

organizations, goods and services on the Internet.

Due to the instability and dynamic development of the Internet environment, organizations are increasingly using operational and flexible marketing tools to achieve the set organizational goals: achieving recognition, forming a positive image of the organization, attracting new customers and keeping them.

Issues related to the process of development and implementation of marketing digital technologies are considered in the scientific works of leading domestic scientists: N.L. Pisarenko, O.V. Zozulyov, N.V. Yazvinska, S.O. Solntsev, A.O. Dlygach, V. Pylypchuk, A. Prokofiev, E. Putilova, J. Wright, R. Reddick, D. Shaffey, M. Haig, A. Sheremet and others. However, there is no integrated approach, especially in conditions of limited marketing budgets.

Therefore, the work analyzes the existing market in the market of household appliances in Ukraine, analyzes the existing digital marketing strategy of the company and suggests alternative ways of its implementation. The company's marketing environment, opportunity and threat factors were noted, and based on this, an improved digital marketing strategy in the TV market for the Samsung brand was formed under conditions of a limited budget and the effectiveness of alternative approaches was evaluated.

The purpose of the work is to develop theoretical and methodological principles, as well as practical recommendations for the formation of digital marketing measures to increase brand recognition and consumer behavior in Ukraine.

The realization of the goal of the qualification work made it necessary to solve the following tasks:

- to investigate theoretical approaches to the formation of marketing digital communication;
- to systematize views on approaches to forming a digital strategy;
- to consider the tools for implementing the digital marketing strategy;
- to analyze the features of demand, strategies of companies in the consumer electronics market;
- to research the national market of household appliances of Ukraine;

- to analyze the marketing activity of the Samsung brand and the existing marketing policy of increasing brand awareness.
- to consider the effectiveness of the application of the marketing complex in the company's marketing activities and identify strengths and weaknesses;
- to propose alternative digital marketing strategies for the Samsung brand in the domestic consumer electronics market.
- to make a predictive assessment of the effectiveness of the proposed alternative measures.

The object of the study is the system of the marketing complex of the enterprise-implementer of consumer electronics.

The subject of the study is the theoretical and methodological principles and practical provisions regarding the formation of digital marketing measures to increase brand awareness of consumer electronics in Ukraine.

Scientific innovation: theoretical marketing digital measures to increase the recognition of the Samsung brand were formed, as well as the stages of forming the company's digital marketing strategy were developed, for which a set of digital tools and indicators for evaluating their effectiveness were proposed.

The qualification work was performed using the following **information sources:** scientific and educational literature, periodicals, materials posted on the Internet, data from Samsung's internal reporting and the results of own calculations.

Research methods - analytical, statistical and systematic approach in the study of economic processes and phenomena in the context of marketing activities of the enterprise.

The practical significance lies in the fact that the implementation of the proposed measures will make it possible to increase the effectiveness of digital measures to increase the recognition of the Samsung brand, will allow more effective influence on the behavior of consumers, and will also contribute to the effective activity of companies selling consumer electronics.

CONCLUSIONS

In the first part of the work, the theoretical foundations of the formation of the marketing digital strategy at the enterprise are considered, the definition of the term "digital strategy" by domestic and foreign scientists is analyzed, the role and place of the marketing digital strategy, digital strategy tools and approaches to evaluating their effectiveness are determined.

It was noted that there is a significant gap in the theoretical foundations of the definition of marketing digital strategy, in particular in the Internet environment, which is one of the main tools of digital strategy for communication with the target audience in modern conditions.

Digital marketing activities and tools are analyzed and the use of these tools is systematized and described in detail depending on the situation. A detailed structured analysis of the components of all existing technologies was also carried out, and some of them were selected that could help solve the problem of our company, after which an integrated version of the tools for our strategy was created in the future. The main pros and cons of these tools are identified and which of them can be used for the company.

In the second part of the work, the domestic TV market was studied, the main features of the market were determined: it was found that the demand for TVs in 2022 has grown significantly and continues to grow rapidly due to the pandemic, as well as the fact that online stores are in great demand among consumers. It is optimal to gradually move to a larger share of online sales channels. The motivational field was defined and complete portraits of consumers in different price categories were created.

The marketing activity of the SAMSUNG brand was analyzed and the main strengths of the company were determined - the fact that the products are of high quality, the company has a strong sales potential due to many branches in regional cities and the fact that the price of the product is lower than that of competitors. Weaknesses were also identified - that is, the competition in the market is monopolistic and it is quite difficult to compete with market leaders who have more than 20 years of

experience. An analysis of the effectiveness of the brand's existing digital strategy tools was performed and the following issues were identified: Current search campaigns have a low quality score for categorical and competitive keywords, requiring a significantly higher CPC to win the auction. There are a large number of users interested in a quality product who are attracted to social media advertising, resulting in lower conversions and lower ROI for this tool.

In order to solve the problem of brand awareness, a scenario analysis was carried out and a placement plan option was proposed: with a reduction in the advertising budget in accordance with the existing budget and with an increase in advertising.

To evaluate the effectiveness of the above proposals, we calculated the return on investment in advertising, which allows us to determine the threshold value of the return on advertising costs, below which the client will suffer losses. The ROAS turnover point threshold from SAMSUNG is UAH 3.45, which means that in order to achieve the condition of profitability, each unit of advertising expenditure must bring in an income of UAH 3.45. When comparing the threshold value of the turning point and indicators of the profitability of advertising costs for each proposed scenario, it was concluded that the most effective placement option is the developed plan, that is, with a decrease in the advertising budget. So, within the framework of this work, in accordance with the defined tasks, the results of practical and theoretical importance were obtained, which will help to form the marketing digital strategy of the SAMSUNG brand in the home appliances market.

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