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**Faculty of Economics and Management**

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**Diploma Thesis Abstract**

**Marketing Communications for White Goods range of  
Samsung brand in Czech Republic**

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## **Abstract**

The diploma thesis deals with the marketing communication of white goods range of Samsung brand in the Czech Republic and customer shopping practice on the home appliances market. The aim of this thesis is to evaluate marketing communication for the White Goods division of Samsung Electronics Czech and Slovak s.r.o., to analyse consumer behaviour during purchase of white goods, and to propose how the awareness level of potential customer can be improved. The first part defines the terms associated with the topics related to consumer behaviour and marketing communication as a part of the literature review.

The second part of the thesis is based on evaluation of marketing communication channels and customer shopping experience. The online questionnaire was used to demonstrate purchasing experience of representative sample. The marketing communication channels are provided by information from Samsung employees working in product marketing of white goods who provided with internal research of the company. The obtained data are analysed with recommendation in the final part.

**Keywords:** white goods, marketing, marketing communication, customer shopping practice, advertising

## **Abstrakt**

Tato diplomová práce se zabývá marketingovou komunikací bílého zboží značky Samsung v České republice a nákupní chování zákazníků v sektoru domácích spotřebičů. Cílem této práce je zhodnotit marketingovou komunikaci oddělení bílé techniky značky Samsung Electronics Czech and Slovak s.r.o., analýza chování zákazníků během výběru domácích spotřebičů a jak se může značka lépe dostat do povědomí potenciálních zákazníků. První část definuje pojmy, které souvisí s chováním zákazníků a marketingovou komunikací, které spadají do literární části.

Druhá část práce je založena na zhodnocení kanálů marketingové komunikace a nákupních zkušeností zákazníků. K tomuto účelu byl použit online dotazník pro zjištění nákupních preferencí vybraného reprezentativního vzorku. K marketingové komunikaci byly použity informace, které poskytnuli zaměstnanci z oddělení produktového marketingu domácích spotřebičů. Získaná data byla vyhodnocena s navrhovaným zlepšením v závěru práce.

**Klíčová slova:** bílé spotřebiče, marketing, marketingová komunikace, nákupní chování, reklama

## **Objectives**

The main objective of this thesis is to identify and evaluate the marketing communication strategy for the White Goods division of Samsung Electronics Czech and Slovak s.r.o., and to propose how the awareness level of potential customers can be improved. The partial objective is to analyse how high the awareness level of the white goods range of the Samsung brand is. On this purpose the survey is used to demonstrate representative sample related to the topic of consumer behaviour.

At the beginning of this diploma thesis were set hypotheses related to the questionnaire as follows:

- Respondents tend to make an online purchase more than in retail
- The biggest advantage of online shopping is the possibility to compare prices with rivals more easily
- The biggest advantage of retail is the possibility to see and try the product
- The most frequently used shop is Alza online store
- For two years, people make a purchase of smart phones or small home appliances
- For customers, the most important factors which influence a purchase of white goods are price, quality, and reviews of the product
- Samsung company is well known as the manufacturer of smart phones and televisions more than of home appliances
- Respondents do not know that Samsung offers white goods

## **Conclusion and Discussion**

This diploma thesis was focused on the marketing communication of white goods range of Samsung brand in the Czech Republic and customer shopping practice on the home appliances market. It has been assumed, that the Samsung brand is a strong leader on the refrigerators' market where it holds a top position in comparison with its rivals. On the other hand, washing machines are not as successful as refrigerators because people do not know that the brand offers them as well. The brand believes that the smart home appliances are the future for its business and young generation will be more interested in it.

The first part of this research was related to a questionnaire. At the end of this thesis, the hypotheses were mostly accepted except two of them. The first one was related to the online purchasing. The hypothesis said that people are more interested in online purchasing

than in retail. According to the representative sample, young people tend more to the retail which was not expected. On the other hand, the most preferred shop was Alza which expels the previous opinion. The other hypothesis which was not fulfilled was related to the brand awareness of white goods range. The young people know that Samsung brand offers white goods where fridges are more known than washing machines.

The marketing strategy includes various kinds of marketing communications which Samsung brand uses to attract customers. The most important part of the strategy is a cooperation with electrical supplies and to promote the brand store. The aim of the marketing is to find a customer who would buy a product in the brand store rather than in other shops. The reason is that the brand would like to be exclusive and persuade people to buy more products which are manufactured by the brand. The brand is active on social media where it would like to include white goods more often.

The most important products for the sale are QuickDrive washing machines and Family Hub refrigerators. Both are a part of smart home household. While the QuickDrive model communication is focused on half of the time washing, the Family Hub represents the source of multimedia with the small screen on the door and the cameras inside the fridge which can make the shopping much easier.

The recommendations for marketing communication improvement are related to new trends in marketing. As discussed, the main problem of the home appliances in general is a fact, that people do not buy them on the first impression but under important circumstances such as long usage, breakdown, redesign of the house or moving to the new house. However, the marketing communication is important to attract customers who would like to buy these kinds of products and to avoid a purchase in a different manufacturer.

The suggested improvement of the marketing communication is related to social media which is more popular for many brands because young generation use it on daily basis. There is a possibility to use social media to show white goods as well. Some brands use influencers for the marketing communication. The selected person takes a picture with the product, but it does not share the real message, especially for washing machines. The improvement for both, washing machines and refrigerators, are based on short Instagram videos called "stories" or as a post. In case of washing machines, the suggested influencers are related to the topic of fashion where they can show how they take care of their clothes. For a refrigerator, especially Family Hub smart fridge, the most suitable influencer is a person related to food or sport where he can make a video about healthy eating and demonstrate how

they use the applications from the fridge. The costs related to social media videos are from 15 to 25 thousand CZK – it depends on how many followers they have.

The following recommendation is related to product placement. At this time, product placement is popular thanks to TV shows and movies, where the most popular or successful ones are watched by many people all around the world. The product placement could be good for a new smart fridge, which can be placed in cooking show. In the Czech Republic, there is a popular TV Show, which has origin in the United States. The show is called MasterChef Czechia, which is watched by 897 thousand people on private public channel called Nova (mediaguru.cz). The costs of passive product placement in an episode are approximately 100 thousand CZK.

The next improvement is related to online reviews. In the Czech Republic, there is a website called Heureka which works as a tool to compare prices among online shops and creates a scale of the most reliable products. Online users can write reviews there as well. However, there is a problem that not all the reviews are verified. Everyone who is registered can write a review on this website. On the other hand, there is a special logo near a nickname which shows a trusted owner who is verified as an end user of this product and has written a review according to their own impression. The Samsung brand would like to improve the strategy. The way of doing it is simple – people buy a product, register on the Samsung website and if they write a review within two months, they will get a special gift. For example, if it is a washing machine, they will get a voucher for detergent, and if it is a refrigerator, they will get a voucher for a purchase in Košík or Rohlík, which both support local producers of food.

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