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## Product policy in international marketing comparative analysis between Samsung and Apple

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### Abstract

Over the past few decades, the electronic products market has grown stronger and more aggressive, especially smart devices. The most prominent of which is Samsung and Apple – the two famous companies in the world. Therefore, in this article we decided to analyze and compare the product policies in their marketing strategy to see the importance of products in business. The common point of the two tycoons in the field of high technology is very focused on product design and product quality. In addition, these two companies also have different product differentiation strategies. Samsung is expanding its consumer electronic products, while Apple only focuses on producing smart computers and mobile phones. This article also points out the similarities and differences in their operation and existence that mean the things that one company does and the other doesn't.

**Keywords:** Product policy, international marketing, Samsung, Apple

### 1. Introduction

Today, in the 21st century, with just a touch people will be able to admire the whole world. The boom in electronic technology has brought about the miracles that people have dreamed of, leading to a series of brands being born with products that reach almost indistinguishable levels. Therefore, making difference between products to be able to compete and maintain its position in the international market is the top desire of the giants such as Apple, Samsung. For the smartphone smart phone industry, when major brands are trying to create an edge over competitors in their product lines, a product policy is extremely important. Besides, smartphones are becoming increasingly popular with the number of users increasing rapidly. With such a large number of smartphones launched, the product selection is also very difficult for customers. Meanwhile, the two major brands Apple and Samsung have proven their influence in and outside the country. These two brands have unique and separate policies on international marketing products to create such a big competitive advantage. That is the subject we are working on to clarify in this article <sup>[3, 4, 6, 8]</sup>

### 2. Theoretical Framework

#### 2.1 Product

Products are all the elements that can satisfy the desires of consumers that are offered for sale in the market with the purpose of attracting the attention of shopping, using or consuming. From a marketing point of view, the product must be tied to the consumer needs in the market so we must see it as a system concept that includes elements such as <sup>[2]</sup>: physical factors: including the chemical and physical properties of products and including the physical and chemical properties of packaging; non-material factors: including name, logo, brand, usage, product identification, product consumption habits of customers that businesses must aim for. Product line is a set of models (type, size, type) of a product that is commercialized in a particular market <sup>[4]</sup>. Product mix is a set of product ranges that are commercialized by a manufacturer or supplied to a certain distribution channel <sup>[7]</sup>

#### 2.2 New product development

New products are new for the purpose of the business. We do not care whether consumers see them as new or not. Such new products include <sup>[1]</sup>: completely new products are products originating from completely new inventions and innovations to meet a completely new demand; new or improved products from existing products; complementary products for existing products.

After the new product project is approved, the company needs a specific marketing strategy to develop that product. The new product development strategy consists of three parts: Describing size, market structure, customer attitude in the target market. After that, it is expected to establish the product position, targets on sales volume, market share and profit in the immediate years; presenting a general view of product distribution and marketing cost prediction for the first year; presenting future goals on indicators such as consumption, profit, and long-term strategic view of marketing - mix elements.

With the data available before deciding on a product design, the company's leadership will conduct a final censorship of the attractiveness of the new product, carefully analyzing and considering the criteria on: sales, cost and profit. The next test will be conducted under market conditions, also known as testing of new products. The company will produce a small series for testing in market conditions, test subjects that can be both the customers, traders and experienced professionals. The objective is to explore purchasing power and general forecast of consumption. After testing the market, the company will have more clear grounds for deciding whether to mass produce new products or not. If the mass production is approved, the company must embark on a plan to organize production and marketing for new products. Specifically at this stage, the company must pass four decisions<sup>[10, 11]</sup>:

- When will the new product officially enter the market?
- Where will the new product be launched?
- New products must first focus on selling to whom?
- How is the newly launched product sold? That means with what supportive activities to promote the sale of products to be effective.

### 2.3 Brand

Brand or trademark is a name, term, symbol, drawing or combination thereof, used to identify the products of a seller or a group of sellers to distinguish them from products of competitors<sup>[12]</sup>. Brand components consist of<sup>[5, 13]</sup>:

- Commercial trademark: is a part of a trademark that we can identify but cannot read. Commercial trademark is referred to as a trademark, is a trademark or part of a trademark protected by law to prevent counterfeiting. A trademark protects a seller's legal rights to use that seller's registered name.
- Protected trademark: A trademark that is registered for copyright protection is the whole or part of the trademark registered at the trademark management agency in order to be legally protected.

**Copyright:** is the copyright of a literary, artistic, scientific or software work that anyone wants to use must have the author's permission. The author has registered copyright for his or her work.

### 3. Research Methodology

To complete this report, we have applied a combination of research methods such as: data collection and processing methods, methods of analysis, evaluation and comparison. These are the basic methods used by many researchers on the basis of developing comparative processed materials in combination with historical research approach. The study of information from all sources of data and e-data is very important and necessary to make the most accurate and

objective comments and assessments. We have collected the necessary information and data from reliable sources to select the appropriate content for this topic. At the same time, it must combine with other scientific topics to gather diverse and rich content with practical evidence useful and interesting for the readership.

Through the method of analyzing, evaluating and comparing documents and information, we see that each company has unique marketing strategies. Apple's inexpensive product marketing strategy is a monopoly tactic for the number of products that create jealousy for owners and non-owners, causing debates on forums, blogs and even direct debates. This contributes to make Apple Iphone products increasingly hot and male more attention. Samsung also has other marketing strategies: Direct offers, promotions, Samsung magazine publishing, community relations and advertising investment. Besides the differences between Apple and Samsung marketing policies. There is also a point that each company has its own product differentiation policies and philosophies. Apple's marketing philosophy is: understanding - focusing - imposing. For Samsung, the Sashimi philosophy has created its own success.

## 4. Research Results and Discussion

### 4.1 Overview of Samsung

Samsung is a Korean multinational corporation headquartered in Samsung Town, Seoul. It includes many affiliated businesses, most of them united under the Samsung brand and the largest corporation in Korea. Samsung is founded on March 1, 1938 and the founder was Lee Byung-chul. In 2000, Samsung just started computer programming. Samsung started with the decoding technology of television signal, then digital TV and smartphone. By 2011, the Samsung headquarters in Warsaw was the most important research and development center in Europe. In 2012, Samsung became the largest mobile phone manufacturer in the world. In March 2013, Samsung officially invested in building a factory in Vietnam. By the end of 2014, Samsung plants were officially put into operation in Bac Ninh, the northern province of Vietnam. In January 2016, Samsung joined hands with Microsoft to develop Windows 10. A series of products that made a name for Samsung later began to launch to consumers at this time.

### 4.2 Samsung product policy

Since the 1990s, Samsung has expanded its operations globally, focusing on electronics (televisions, refrigerators, air conditioners, etc.), mobile phones (Samsung Galaxy and Samsung Note). Samsung has made bold and dangerous steps that bring many difficulties but increasingly assert its position in the high-tech market. Samsung has developed its smartphone breakthrough and differentiated from the competition.

Eliminate products that do not fit the trend and create breakthroughs and differences. Take an example of Samsung's ability to make the world wait to buy its products. By the time the Galaxy Note 5 was launched, Samsung was known to the company for the first time in terms of TV sales that were users queuing up to buy Note 5 on the streets of Vietnam. Then there was the Galaxy Note 7. Sales boomed, but after a short while the Note 7 literally exploded. During this time, the affordable segment saved Samsung in terms of sales and created trust for users with the Galaxy J and A series by actively promoting the use of

celebrities and teams to create. Add echoes to products and brands. After the Note 7 incident, Samsung seemed to have stopped the Note line. But Samsung has released the Note 8 that surprised many people. The Galaxy Note and S series are now designed to spill out the screen without any other phone companies today do this, integrated dual rear cameras and fingerprint security next to the rear camera. The current smartphones of the group run on Android 7.0, 8.0 and 8.1, the screen is quite large with a battery upgraded to 3500 mAh and 4000 mAh with dual rear cameras 12MP in Note and S series, 16 MP with 5 MP in the J8 series. Colors of luxurious and youthful Galaxy phones with high resolution and screen definition make users fascinated. In particular, users can experience with 3D glasses with their Galaxy on each 3D movie.

Behind the phone is the Notebook with an ultra-light and ultra-thin design and using many advanced technologies. In particular, Notebook 9 2018 has an integrated S Pen to help users experience the Note series with a larger screen. Samsung's Notebook runs Windows 10 and even the Samsung smart watch runs on this platform.

Samsung smart watches support your health and follow your exercise, but dust and water resistance is not high, capable of rotating the watch face to choose applications.

Bixby is the virtual assistant for smartphone, making it much easier to communicate with the phone. Along with it are applications that help your home appliances connect to each other easily to add utilities when using refrigerators, washing machines and televisions with the health support application preinstalled or convenient payment application with 3-layer security. In particular, Samsung has a store system that helps users to experience before buying products from the manufacturer. Samsung has many advantages, very fast and breakthrough product speed. However, the fast product release speed makes the product less quality assurance when sold to first-time users. Samsung produced so quickly that in 2014 there were 56 new and upgraded phone models. Luxurious design with very good product quality is a core advantage of Samsung. The product is easy to use with a professional warranty team. Warranty policy is committed to the 12-month warranty period accompanying the warranty conditions, providing services: customer care, warranty service, repair outside the warranty and support for users 24 hours a day.

### 4.3 Overview of Apple

Apple Inc. is an American computer technology corporation headquartered in Cupertino, California. Apple was founded on April 1, 1976 under the name Apple Computer, Inc., and changed its name to Apple Inc in early 2007. The three co-founders of the group are Steve Jobs, Steve Wozniak and Ronald Wayne. Currently the group's executive is Tim Cook. Apple is one of the first 2 trillion companies in the world and the company's brand value is second only to the Amazon group's brand value. According to the Group's official financial report on November 3, 2017, the revenue reached 229,234 billion USD along with net profit of 61,344 billion USD with 123,000 employees and 499 retail stores.

### 4.4 Apple product policy

The company's product lines are: Mac, iPod, iPhone, iPad, Apple TV, Apple Watch. Group services provided are: Mac Apple Store, Apple Store online, App Store, iTunes Store,

iBooks and iCloud. Over dozens of centuries, Apple has asserted its position in the high-tech market. Since its inception the company has been manufacturing portable components and devices with high profits. Immediately after the introduction of the iPod line with the first Classic series, it impressed the users with its music playing design. The next generation was born based on the previous generation makes the product improved quality and accompanying applications. The Apple team is always innovative, where the groundbreaking idea creates products that keep up with consumer requirements. They stopped producing and selling products that no longer fit the market. When iPhone 6 was born, it was the day that iPod Classic went into the past. Like the Classic series, the iPod Nano and iPod Shuffle lines also stopped selling in 2017 because when the iPhone had iPods, users didn't need to use the iPod anymore. And only the current iPod Touch is manufactured and sold.

The iPhone, a product line that made a name for Apple, brought a profit margin of more than 50% of the total profit. The iPhone XS MAX, XS and 8 have made a lot of difference in design, from one SIM and now there are two SIMS including an electronic sim. But in Vietnam, only supported by two sim cards, the camera is quite bulky and protruding out.

Next is the Apple Watch, which also contributes to the end of the iPod line. Although only appeared 4 years, but this product has impressed the user. During the September 12, 2018 product launch, Tim Cook confirmed the Apple Watch is the best watch in the world because it has the ability to connect with mobile devices and also has the ability to support health. Well, essential apps for humans are a lot. With a compact design, powerful chip, equipped with an electronic sim, very good waterproof, this copper is capable of operating 50 meters deep compared to the water surface and is resistant to cold snow for people who like to climb mountains. Apple Watch can be taken anywhere that people can just wear on wrist. This is likely the future device can replace smartphones. Apple Watch is highly appreciated with ECG technology and the 4th generation Apple Watch can play music, listen to calls, and text messages as long as you talk to Siri, iPod Touch will soon be retired when Apple Watch increasingly awesome.

The ability is not to stop there. Apple also designed applications for its devices to help encourage people a lot: hearing, visual, making them better, friendlier and more environmentally safe. They reuse boxes and equipment so that their costs are reduced but still ensure the quality in each design at every use moment. If you want to know more, please visit the corporation's main page for more information. The iPad line, officially launched in 2010, has made a splash in the tech world with a bigger screen but apps and technology are taken from the iPhone.

When the Intel chip was born, the Mac was more compact and constantly upgraded to this day. Currently, the Mac line has been through generations and constantly upgraded to meet the trend. And they launched the product very dimly, until the day of the launch of the product to know what their products improved, what upgraded the product. Since then they are curious for young people, technology people so there will be more people watching their product launch. Apple focuses on the upper-end consumer segment, the Apple Store is opened a lot in developed countries, from which they will sell products faster to consumers in this



segment. Talking about the advantages of Apple's product policy, we will immediately talk about high quality and very high product reputation. All Apple product lines have a luxurious and convenient design for users. Today's Apple products install Siri and run on the iOS platform, creating their own ecosystem with very high user security. When repairing, it must be sent to the Apple warranty center, it will be very time-consuming and currently Vietnam warranty mainly belongs to the place of exclusive distribution. Customers have 90 days of free support call with the Apple technical team

## 5. Discussion

Both Samsung and Apple develop their products in line with the trends and have designs that are ahead of their time, they dare to eliminate products that are no longer suitable. Both of them offer products with luxurious design, good quality, using the best technology. Many services and applications attached help make life simpler, better health, their products are linked together easily to share resources. However, Apple allows almost all its products to be linked to each other while Samsung only supports connecting and linking products of the same line. They all have a product experience store. Through the process of upgrading and developing Apple and Samsung products, there are different steps.

Talking about the screen design, the iPhone line of overflow screen design creates luxury and experience with a larger size. And Samsung with the screen spilled out to the sides, also known as the infinity screen for a better experience when watching videos. Both are meant to make the home button touch instead of the physical button. In terms of screen design, Samsung is better, but in terms of technology, Apple uses OLED screens to create sharper.

The ability to meet user needs of Samsung and Apple very well. However, Samsung's Galaxy line is marginally better than Apple's iPhone line in terms of imaging capabilities, waterproof, operating system flexibility, screen spills on both sides, increasingly sophisticated design. For example, young people now love taking selfies as well as capturing memorable moments. The camera is what young people are interested in, Apple's camera design of the latest iPhone XS series shows the protruding camera. Very few people like this Apple camera. On the contrary, Samsung's Note 9 is a flat camera with the machine since when we put it on the table. It is very convenient and does not have to worry about scratching the camera while iPhone XS put down need to pay attention because it's a convex camera. Talking about photos taken between the two latest product lines of Samsung and Apple, the Galaxy Note 9 and S9 series shoot very well at night, in contrast to the iPhone XS, which shoots beautifully in the daytime. From there, Apple and Samsung should research and launch product lines with both day and night shooting.

Talking about the memory of Galaxy Note 9 and iPhone XS Max has been improved to 512 GB. However, Samsung also supports external memory users. The possibility of Samsung's Galaxy Note line being able to replace the laptop for office work that the iPhone has not done and the Note line has a S Pen pen that the iPhone line has never had and especially the Note 9 comes with LE technology for allows you to take photos and play music remotely. However, Apple than Samsung has its own operating system, Apple's operating system is iOS, MacOS is more stable than

Android and Windows operating systems of Samsung. If Samsung can design its own operating system, it will optimize the profitability of the product a lot more, regardless of the Android operating system of Google and Microsoft Windows. Talking about the durability of the product, the iPhone is superior to the Galaxy, Samsung's policy is the speed of research and production of the product, each time a new product is launched, the rate of error and return of the product is quite high and When the speed of new products is faster than the old ones, the number of customers buying new products will be very small because it will be very expensive to buy but not spend because Samsung customers are mainly mid-range customers. Apple chooses a time to make a new product and its product line is aimed at economists. So Samsung should fix the problem of product speed too fast. Apple's smartwatch is more dominant than Samsung's smartwatch, with a depth of 50 meters against water while Samsung has only 1.5 meters. The Samsung smart watch supports few applications but has the ability to rotate the screen to select applications. Apple Watch supports more applications and especially keeps track of the score and has an electronic sim. The MacBook Pro and Notebook have a compact design, but in terms of thinness and lightness, they belong to Notebook, and currently the 360-degree foldable Notebook line integrates with the S Pen, but only the Note series can connect to Notebook. Both Samsung and Apple use the latest Intel. The MacBook Pro size is larger than the Mac resolution than the Note, the Mac's battery life is better. MacBook Pro is equipped with Retina display, which has a better definition and resolution than Notebook screen. The keyboard of the Macbook Pro follows the butterfly-shaped mechanism, creating 4 times the precision of each click compared to the traditional mechanism, Notebook mechanical keyboard with an ergonomically designed keyboard helps to type comfortably, providing accuracy highest and has the S Pen equipped. Samsung's applications are few and largely based on Google's stores while Apple has its own app store with billions of downloads. But Apple's applications are expensive. Apple's security is powered by a powerful chip and Samsung has a three-layer security application. The security of personal information, Apple occupies a higher position.

Samsung has a price discount when buying new products and when buying a line of products with the Samsung brand, they will receive even more discounts and many accompanying gifts. Apple rarely has gifts, occasionally have vouchers. Every time the product is advertised, Samsung always makes headlines for people to pay attention, while Apple only publishes vague rumors to create curiosity and then opens a product introduction. The product policies of the two companies are different, but Samsung and Apple are the two leading smartphone companies and also have an unending war. The two companies should focus on researching and developing products in line with the trend of not trusting customers.

## 6. Conclusion and Recommendation

### 6.1 Conclusion

Through both the difficult and the brilliant years, Apple and Samsung have clearly established themselves in the technology village. Products that are constantly being upgraded, improved continuously and there are breakthrough products also appear to users. Both

corporations use different technologies, but both use the most advanced technology for their products. However, Apple makes its own operating systems and components, and Samsung depends on many other corporations to provide them but Google and Microsoft. With the philosophy of "change everything" and the culture of "always refreshing", Samsung is very bold and determined when it comes to smartphone, aggressive advertising using celebrities to promote its brand. Apple has taken steps more firmly with the number of products that create scarcity for users who are always hungry. Nonetheless, both of them produce smartphones, tablets, smart watches, laptops and many suitable applications that keep up with consumer trends, with luxurious designs, eye-catching and attractive colors. Samsung is still a formidable rival of Apple, but thanks to that, the two groups are constantly developing and upgrading existing products but also creating breakthrough products.

## 6.2 Recommendation

Apple and Samsung are the two leading companies in the field of information technology. To be the leader in technology, they always have to find a direction without any company and create unique products with their own characteristics. Through analysis and comparison, Apple and Samsung must constantly research, apply new technology to the products and improve the products quality and accompanying applications. Listening to customers is the fastest way to develop their products. Apple and Samsung should upgrade existing products, create unique new products, and eliminate products that no longer fit the needs. For better development, Samsung should have its own operating system, its own app store, because of the nature of Samsung as a company ranging from electronics to leather equipment. Samsung's ecosystem is huge and it's an advantage if Samsung has more durable software, but their products are too much of the same category so there will be more choices for customers but their products will be price competitive. Product quality should be more focused because Samsung launches the product at a much faster rate than many competitors in the industry. However, Samsung must at the same time ensure in terms of quality for users. Apple is essentially a mobile device company. Apple's products are less diverse than Samsung. Apple's advantage is that they are less competitive in price and their products separately. Apple has created the Apple Watch, the best watch in the world for helping people with health, listening to text messages, directions, etc. However, Apple needs to do better because its products are currently just an upgrade from the existing products. So, there is no new breakthrough in its smartphones. Current users focus not only on the camera and large screen, but also on the batteries that last longer to satisfy users' needs.

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