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Analyzing and comparing the price policy of Samsung and Huawei in Viet Nam

Mai Trung Kien

Gia Dinh University, Vietnam

Corresponding Author: **Mai Trung Kien**

Abstract

Vietnam is a market targeted by many big phone companies with a rapidly increasing rate of switching to smartphone use. Based on Vietnam's young, tech-savvy population, and the rapid growth of the Internet and mobile phones, the sales growth momentum of smartphones is sure to continue strongly in the coming time. In the Vietnamese market, the number of smartphone users for the first time increased

sharply because brand-name phone companies continuously launched low-cost smartphones. The high-end market is over, the battle for low-priced smartphones, new features, leading the trend in Vietnam is Samsung and Huawei. We study to compare the success of two giants Samsung and Huawei. built on the basis of pricing policy on Android smartphone products in Vietnam market.

Keywords: Marketing, Marketing Activities, Marketing Mix, Strategy, Pricing Policy, Huawei, Samsung, Vietnam

1. Theoretical basis

The price policy for each product of the production and business units is the regulation of the selling price or may be the selling price for each specific object. Price policy is one of the policy parts of the company. Marketing strategy and it has an important position in the connection between other departments. At the same time, it plays an influential role in promoting or inhibiting the effect of marketing policies of enterprises.

1.1 Basic price

Low prices every day EDLP: Lo-Hi promotional pricing strategy offers discounts on only a few product lines or only temporarily reduces the price of all products. The EDLP strategy keeps prices low for a long time. This strategy is often applied by supermarkets and hypermarkets.

Explain the application of low price every day strategy EDLP: Customers prefer to buy at the same place for a shopping trip. Applying the strategy of low price every day EDLP requires a lot of stock. This strategy appeals to customers who like to hoard and save. To apply must be a large organization or corporation.

Cons of EDLP: Cheap price can make customers not excited to buy the product. Price competition among competitors, poor relationship with supply, reduced profits, low quality of expression and no promotion.

1.2 Promotion

Deep discounts on a specific group of products at specific times. Rely on advertising to inform customers. Based on a decrease in the price of production. The average price is higher than the EDLP strategy. Customers are time bound to shop. Recommended for stores (depending on shopping style).

Scoring & Pricing Strategies for Combined Shopping.

Disadvantages of Hi-Lo promotion price: Fixed quantity demanded. Inventory requirements. Sales decline after promotion. If the forecast is wrong (excess), the retailer incurs a large inventory charge. Supply must be able to provide sufficient output.

1.3 Mixed price

A mixture of EDLP and Lo-Hi, businesses choose several product categories to reduce prices and switch to other products periodically; or discounts for all products but cyclically (not continuously). To apply a mixed pricing strategy for different categories.

1.4 Extended price

Loyal customers; Own brand; Quantity discount/surcharge; Coupons Slotting Allowances; Psychological price; Competition

Space.

a. Dear customers

2005 - 60% of European and American consumers are loyal customers. Is the right strategy to collect customer information.

Loyal (loyal): Less sensitive to price; Increase profits for enterprises; Less affected by competitor advertising; Allows businesses to invest resources in other topics.

Loyalty: Customers who repeat purchases long enough for the program to offer benefits and discounts. Short-term – “accumulate points”; Long-term—“reward”; Reward loyal customers, they will definitely continue to buy.

The goal is to establish intimacy, but the customer isn't ready yet?

There are too many loyalty programs

Result: Customer data & few loyal customers.

Effectiveness of loyalty strategy (for retail): Is the customer self-selected or does the buying-selling relationship change?

b. Private brand

Private brands account for about 11% of supermarket sales. In the beverage segment, private brands account for the majority of the market share.

c. Quantity discount/surcharge

Quantity discount. Surcharge: Surcharge to distinguish customers who want to reduce prices to increase profits. Surcharges apply when a small group of products is selling very well and there is often a shortage.

d. Coupons (trend of groceries)

In the first half of 2009, purchases using Coupons accounted for 12% while sales were estimated to increase by 19%. Internet coupons are unpopular but still on the rise (up 83% from 2005). 75% of users say coupons influence their decision to buy new products. Reduce heterogeneity in consumer prices. Allow Retail to entice customers with discounts. Businesses deploy coupons if they increase profits due to the increase in the number of new customers.

e. Optimal price range/price control

Make discount information vague or random so customers don't get frequent lows. Experienced customers will wait for a discount. In this case, the business must try to maximize the number of customers who buy high-priced goods (more than low prices).

f. Psychological price

Change: \$1.99 seems cheaper than \$2.00

Multi-unit: 3 products priced at \$1.98. Customers must buy 3 products, not less. Prestige: “High quality, high price”. “The higher the price, the higher the quality”

2. Research methods

According to the American Marketing Association (AMA), marketing research is the systematic process of collecting and analyzing information (data) about issues related to the marketing activities of an enterprise.

2.1 Marketing research

To understand customers and competitors, businesses often have to conduct marketing research. Through a review of research papers and expert consultation with the results of

preliminary research. The first part is the gender, age of customers visiting and shopping at Mobile World Center at 626 Au Co, Tan Binh District, Ho Chi Minh City. Part two is the customer's income on the importance of price attributes as the basis for analyzing the price segment of feature phones, mid-range, and high-end.

Sex:

Among the 311 customers who bought and visited the survey, there were 145 men, accounting for 53.38% and 166 women, accounting for 46.62%. The ratio of men and women is relatively equal, but the difference is not too high.

Table 1

(Unit: Age)

	Age	Frequency	%	% Incremental
Value	Under 18	11	3.50%	3.50%
	From 18 to under 25	72	23.2%	26.70%
	From 25 to under 35	145	46.6%	73.30%
	From 35 to less than 50	64	20.60%	93.90%
	Over 50	19	6.10%	100.0%
	Total	311	100.0%	

Source: Statistical results from survey data

Table 2

(Unit: USD)

	Income	Frequency	%	% Incremental
Value	Under 363 USD	184	59.16%	59.16%
	From 363 USD to 681 USD	95	30.5%	30.5%
	Over 909 USD	32	9.70%	9.70%
	Total	311	100.0%	100.0%

Source: Statistical results from survey data

Out of a total of 311 customers who bought and visited the Mobile World Center at 626 Au Co, Tan Binh District, Ho Chi Minh City, the age group mainly concentrated between 25 and 35 years old (accounting for 46.6%). The average income of customers coming to the center is about 363 usd/month (accounting for 59.16%).

3. Research-survey results

Samsung and Huawei phone rate list

Table 3

(Unit: USD)

Segm ents	Price	Samsung	Rat io	Huawei	Rat io
Com mon	136-228	Galaxy A30, A10, A10s, M20...	46.3%	Huawei Y7 Pro 2019, Huawei Y9 2019	40%
Midra nge	273-455	A70,A51,A71	36.6%	Huawei Nova 3i, Huawei P30 Lite	42.5%
High-class	500-1,363	Galaxy Note10,NOT10+,S20+	45%	Huawei Mate 20 Pro, Huawei P30 Pro).	11.5%

Source: Statistical results from survey data

Through the statistical results table at the center of Mobile World, the low-cost smartphone market in Vietnam is led by two giant brands from Korea, namely Samsung, and Huawei from China. We analyze and compare prices. of Samsung and Huawei have an impact on the smartphone market in Vietnam.

3.1 Overview of Samsung VN and Huawei VN Samsung

Samsung Group means "3 stars", is a giant multinational corporation of Korea whose headquarters is located in

Samsung Town complex, Seoul city. This group now owns many subsidiaries, chain of sales systems and representative offices worldwide, most of which are operating under the Samsung brand name, the largest scale and influence on the economy in Korea in particular. and at the same time is also one of the most expensive technology brands in the world today. In 2019, Samsung had the largest global brand value in Asia and ranked 4th in the world.

Huawei

Huawei, full name is Huawei Technology Co., Ltd. is a multinational corporation in networking and telecommunications equipment, headquartered in Shenzhen, Guangdong, China. Huawei focuses on products manufactures telephone switches, but has since expanded its business to include building telecommunications networks, providing consulting and operating services and equipment to enterprises inside and outside China, and manufacturing equipment. communication equipment for the consumer market. In 2018, it officially surpassed Apple to become the

second largest smartphone supplier in the world, just behind the manufacturer from Korea, Samsung Electronics. Huawei was Fortune Global 500 ranked 72nd among the world's largest enterprises. Currently, Huawei is also considered the world's No. 1 5G technology supplier.

3.2 Comparative analysis of factors affecting the price of Samsung and Huawei

There are two factors: micro environment and macro environment.

The microenvironment is composed of subordinate units and management teams that influence the decisions of marketing management, forces directly related to the company itself, and customer service capabilities. customers, i.e. suppliers, marketing intermediaries, customers, competitors and the direct public.

Macroenvironment is the forces on a broader social scale, including the fundamental forces that conflict with the interests of the company, such as demographic, economic, natural, technical, and political factors. values and culture.

Table 4

Comparative content	Samsung	Huawei
Product advertising in Vietnam market.	Mass advertising, major channels, celebrities, most channels in Vietnam, product introduction events with the appearance of famous artists and singers...	No advertising, only opening official sales channels at central stores selling mobile phones. Marketing is not vibrant.
Promotion policy.	Promotion with other products, only a small discount for old lines, warranty, promotion for ordering products that are about to hit the market.	Continuous product discounts.
Social activities	Focusing on many external activities, reputation based on warranties and celebrities, organizing programs for people in disadvantaged areas in Vietnam...	Not participating in many activities in Vietnam, only consulting through the Call Center
Training sales staff to customers	Pay attention to employees, create a beautiful image in front of customers, employees have good looks.	Delivering products to agents, the store does not have a professional sales team, only focusing on the technical team. Minimize costs.

Source: thegioididong, fptshop

3.3 Comparative analysis of the pricing policy of Samsung and Huawei

Price policy of Samsung

Efforts to compete in all segments from popular to high-end. Few smartphone brands in Vietnam can sell smartphones priced below 3 million to over 20 million like Samsung, Samsung may lose its leading position in a segment. At any time. With the launch of many low-priced models, Samsung asserts that they do not only focus on the high-end segment. Directly competing with HUAWEI and OPPO, but Samsung proved weaker. This is because the mid-range segment is invested very seriously by HUAWEI and OPPO. Meanwhile, Samsung has too many segments to worry about. It can be said that, with HUAWEI, mid-range OPPO is everything.

It can be seen that the price of covering all of Samsung's segments is that they have to constantly renew themselves to capture market share in each segment from competitors. Samsung is strong in the mid-range segment, but it is somewhat difficult in the high-end and high-end segments

when it has to confront the iPhone and Huawei. However, covering all segments helps Samsung have a more sustainable development strategy in the Vietnamese market.

Price policy of Huawei

Huawei's phone lines are all manufactured and assembled in China with good quality and international standards. Therefore, Huawei phones can completely conquer Vietnamese users even if they are the most fastidious because of their durability and top quality. Huawei phones with many segments from cheap to high-end are accepted. well received by consumers. Huawei is dealing in a wide range of smartphones from popular, mid-range to high-end products.

In recent years, Huawei has continuously ranked 2nd in the list of the world's largest telecommunications equipment manufacturers and is ambitious to dominate the smartphone market with extremely quality and affordable smartphone products. extremely competitive.

Table 5

(Unit: USD)

Segments	Price	Samsung	Huawei
Common	136-228	Galaxy A30, A10, A10s, M20...	Huawei Y7 Pro 2019, Huawei Y9 2019
Midrange	273-455	A70,A51,A71	Huawei Nova 3i, Huawei P30 Lite
High-class	500 -1,363	Galaxy Note10,NOT10+,S20+.	Huawei Mate 20 Pro, Huawei P30 Pro).

Source: thegioididong, fptshop

3.4 Result

Actively reduce the price

In each phase it may cause Samsung and Huawei to consider lowering the price of their products, although this may cause price competition. Samsung and Huawei need more customers but can't get them with other strategies.

Buyer's reaction to price changes

Customers don't always get it right about price changes. A drop in price can make customers suspicious: a new model is about to be replaced, the item has some defects and does not sell well, the quality of the product is reduced.

An increase in price usually reduces sales volume, which can have a number of positive implications for buyers: The item is selling very well, if not purchased immediately may not be available, the item is of unusually good value.

Competitors' reactions to price changes

Competitive Samsung and Huawei are very responsive to price changes. How can the Company anticipate the possible reactions of competitors, the competitor's reaction is in the general direction of price changes, the competitor's reaction can be foreseen. It is possible that competitors see price changes as new challenges and react in their own interests. In this case Samsung and Huawei must determine whether their own interests.

Respond to price changes

How should Samsung and Huawei respond to a price change initiated by a competitor, considering issues such as why the competitor is changing the price. Competitors plan temporary or permanent price changes. What will happen to Samsung and Huawei's market share and profits if they don't react?

4. Conclusive remarks

4.1 Conclusions

Price plays an important role in marketing, actively supports tools and brings efficiency to business operations. Pricing decisions are influenced by many internal factors (marketing objectives, marketing-mix strategy, position on the product life cycle curve, costs) as well as many external factors that affect pricing, affect the activities of enterprises (competitive nature of the market, quantity of demand, competitors' prices and goods, price management policy of the state). Firms solve the price problem by choosing different methods of price formation. There are several pricing methods that help businesses set prices, such as cost-based pricing, buyer-based pricing, and competition-based pricing.

4.2 Recommendations

Samsung

It is hard to deny the importance and effectiveness of Marketing, but Samsung should focus more on R&D, instead of investing too much in aggressive Marketing campaigns. Besides the development of hardware, Samsung should also invest in developing its own operating system for the company (like Apple has been successful with iOS). If successful, Samsung could not only get rid of its dependence on Google's Android platform, but also make a significant profit from apps and advertising.

Huawei

Huawei also imports equipment and components for chips from all over the world, compared to Samsung, which produces its own Snapdragon chips. It is important to build a

good Huawei team in each country. Being blacklisted by the US has affected international sales and the epidemic situation has made it worse. In fact, Huawei's strength is communication infrastructure and solutions, not the smartphone segment. Huawei also has to adjust its production relationship, promote the initiative and flexibility of the apparatus and team in different countries and regions. At the same time, functional departments also have to actively support distribution store agents to support customers. Proprietary Google apps are key for smartphone manufacturers to compete in regions like Europe. As a result, Huawei phones will certainly have to do more than equip good cameras to get them. can compete with other phone companies.

4.3 Solutions

Objective "Exist": Enterprises often choose this goal when facing fierce competition, too many manufacturers or suppliers, and customers' needs change too quickly. In that case, the business must reduce the price as low as possible to survive in the market. The survival of the business is more important than the profit. This is only a short term goal.

Goal "Maximize immediate profit": The selling price of the product will affect the profit. Many businesses sometimes try to maximize their immediate profits. The firm estimates the market demand for the product and the corresponding costs at different prices. They choose the price that ensures the highest immediate profit to cover the costs. Manufacturers, wholesalers and retailers can set prices according to this goal.

Profit-maximizing pricing is also a very common goal. However, in the market mechanism, no business can earn high profits for a long time. Higher prices stimulate supply, resulting in lower prices and lower profits.

Objective "Maximize sales volume": With this goal, businesses set low prices to stimulate purchasing power when the product enters a recession phase, when launching new products, or in a period of decline. Increasing sales also helps businesses achieve economies of scale, and reduce costs, and thus increase profits per unit.

Goal "Leader in product quality": Enterprises often set a high price to cover investment costs for improving product quality and create a high-quality impression on customers. This goal can be applied in cases where the enterprise needs to have products with the best quality criteria.

Objective "Keep stable, avoid adverse reactions from competitors": In this case, businesses often avoid price competition, they accept the price available in the market. Enterprises will pay attention to the criteria of quality and after-sales services.

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