

## Research on Consumers' Buying Behavior in The Brand Crisis of "Samsung Mobile Phone"

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**Abstract:** With the advent of the Internet era, information dissemination has become more convenient and faster, and more and more corporate crises and negative news have appeared in front of the public. In addition, the development of information technology has gradually changed the way consumers communicate and consumer behavior. The spontaneous combustion event of Samsung mobile phones has greatly affected its sales. Therefore, to study the spontaneous combustion event of Samsung mobile phones, sales fell and the market share fell to 2%. The corporate crisis and negative news affected consumers' purchase behavior of "Samsung mobile phones". Therefore, starting from the consumer group, this article uses consumer behavior to study the purchasing power of consumer groups for Samsung mobile phones after the Samsung spontaneous combustion incident, and collects relevant data from different age groups in Tianjin through questionnaires through the survey and statistics method, and analyzes the consumers after the Note7 incident. Changes in purchasing behavior, 61.24% of consumers are very concerned about the crisis, 56.47% of consumers believe that the crisis is relatively large, affecting their purchasing intentions. The research conclusions provide theoretical guidance for the domestic mobile phone industry to respond to crisis events and provide theoretical and practical enlightenment for domestic mobile phones to go abroad.

### 1. Questions and literature review

The advancement of Internet technology has promoted the rapid development of network communication, which in turn magnified the negative impact of corporate crises. Dawar defines brand crisis as unproven or false negative news that brings serious damage to the brand through research [1]. In recent years, the negative impact of Samsung's spontaneous combustion incident on the company's overall brand crisis has attracted great attention from people at home and abroad. Therefore, this article conducts research and analysis on consumer purchase behavior caused by Samsung's mobile phone crisis.

Tang Chu believes that zone hardware is the basic factor influencing consumers to purchase Samsung mobile phones [2]. Through research, Wu Dan found that Samsung mobile phones attract consumers mainly because of high-quality management, product design and consumer experience [3]. Through research, Kang Yingqing concluded that the crisis in Samsung's enterprise is not a pure quality problem. Successive strategic errors, offline channels lost, and organizational structure constraints have jointly caused a brand crisis [4]. Du Changzheng studied the brand crisis of Samsung enterprises from the perspective of new media public relations strategy, and believed that the reason for its improper handling of brand crisis was that the public relations strategy was too "conservative" [5]. Chen Jizhe believes that a brand without consumer recognition will have a hard time [6]. Zhang Yuan's research found that after the spontaneous combustion incident, Samsung's consumer loyalty decreased and brand influence decreased, and brand building should be emphasized [7]. Liu Yang pointed out that in the defensible brand crisis, a positive response strategy can be used to repair the brand crisis [8]. Sun Qing's research found that ensuring product quality and service is the fundamental way to solve the brand crisis [9]. Xu Chenguang found through research that gaining and detracting remedial strategies can effectively solve the problem of

unbalanced resource exchange brought about by the regional brand damage crisis, and increase the willingness of the losers to buy [10].

The above scholars put forward many new issues and solutions to corporate brand crisis management. However, for the brand crisis brought about by the product harm crisis, many companies have not yet formed a mature solution. Therefore, this article integrates the above scholars' research and uses consumer behavior to analyze the impact of Samsung Electronics' brand crisis on consumer purchasing behavior.

## 2. An empirical analysis on the influencing factors of Samsung electronics' buying behavior

### 2.1 Survey object and survey method

In order to study consumer purchase behavior after the Samsung mobile phone brand crisis, this article uses consumers in Tianjin as the research object to collect data through online questionnaires. In this survey, 220 questionnaires were distributed, and the returned questionnaires were sorted and screened. The final valid questionnaires were 214, with an effective recovery rate of 97%. The following is a statistical analysis of the 214 valid questionnaires recovered.

### 2.2 Analysis of survey results

#### 2.2.1 Basic information

It can be seen from Table 1 that there are 101 males and 113 females in the survey subjects, and the ratio of male to female is basically the same. There are 1 people under 18 years old, accounting for 0.47%, 67 people between 18-28 years old, accounting for 31.30%, 126 people between 28-40 years old, accounting for 58.88%, and 20 people over 40, accounting for 9.35%. From this, it can be concluded that the age distribution of the sample members shows a middle trend, and the age of the research objects is mainly distributed between 18-40 years old.

Table 1 Basic information

Options	Quantity	Proportion(%)
Man	101	47.12
Woman	113	52.80
Under 18	1	0.47
18-28 years old	67	31.3
28-40years old	126	58.8
Over 40 years old	20	9.35
Number of valid entries	214	100

#### 2.2.2 Consumers' reasons for buying Samsung mobile phones and their purchase intentions

As shown in Table 2, among consumers' reasons for choosing Samsung mobile phones, 73.83% of consumers choose Samsung as the leader in Android systems. As shown in Table 3, choosing Samsung mobile phones as the pioneer of large-screen mobile phones accounted for 54.21%. At the same time, consumers buying Samsung mobile phones ranked second, accounting for 55.14%. It can be seen that Samsung's mobile phone is the leader of the Android system is the main reason that affects consumer purchases.

Table 2 Why consumers choose Samsung phones

Options	Quantity
Samsung is a big mobile phone manufacturer and worthy of trust	63
Samsung mobile phones are the pioneers of large-screen mobile phones	116
Samsung phones are the leader in Android	158
Samsung mobile phone after-sales repair service is more convenient	64

Other	0
Number of valid entries	214

Table 3 Distribution of consumer purchase intentions of brands after spontaneous combustion

Options	Quantity	Proportion(%)
Apple iPhone series	92	42.99
Samsung Galaxys series	118	55.14
Huawei Ascend series, Honor series, Gold series	140	65.42
OPPO-R series / VIVO-X series	84	39.25
Other brands and series	88	41.12
Number of valid entries	214	100

### 2.2.3 Consumers' perception and perception of samsung note7 incident

As shown in Table 4, according to the survey, 30.84% of the respondents did not know about the Samsung Note7 incident and its handling methods, 61.24% of the respondents knew something, and 7.94% of the respondents knew very well. Consumers who have bought or used Samsung mobile phones accounted for 44.39% of consumers who were dissatisfied, and consumers who had bought or used Samsung mobile phones accounted for 26.64% of consumers who were angry. It can be seen that the public relations errors in the incident had a negative impact on Samsung's brand image and lost the trust of most consumers.

Table 4 Consumers' understanding of the Note7 incident

Options	Quantity	Proportion(%)
Don't understand	66	30.84
Understand some	131	61.21
know it well	17	7.49
Number of valid entries	214	100

Table 5 Views on the Samsung Note7 incident

Options	Quantity	Proportion(%)
Have not purchased or used a Samsung mobile phone, do not comment on this	7	54.67
I'm angry when I bought or used a Samsung mobile phone	57	29.91
Have not bought or used a Samsung mobile phone, but also feel dissatisfied	95	15.42
It is understandable that the battery supplier of the Bank of China mobile phone is different	55	25.7
Number of valid entries	214	100

### 2.2.4 Consumers' views and attitudes towards Samsung electronics after the brand crisis

It can be seen from Table 5 that 54.67% think that the crisis is relatively large and affect consumers' purchasing intentions, accounting for 29.91% of those who think that there is a crisis, but the influence of consumers' purchasing intentions is small, and that 15.42% think that the crisis has been resolved and that they will not affect consumers' purchasing intentions. As shown in Table 6, the spontaneous combustion incident has had a great impact on the reputation of Samsung's brand. Most consumers have a negative impression and are reluctant to buy, but 29.91% of consumers are still willing to buy. Further investigation, 80% of the respondents are optimistic about Samsung mobile phones. It can be seen that there is still hope for Samsung Electronics to regain consumer trust.

Table 6 The impact of Samsung's brand crisis on consumers' purchasing intentions

Options	Quantity	Proportion(%)
The crisis is greater, which constitutes a purchase impact	117	54.67
There is a crisis, with little impact on purchases	64	29.91
The crisis has been resolved and does not affect the purchase	33	15.42
Number of valid entries	214	100

### 3. The conclusion of the empirical study

This article studies the consumer's buying behavior under the "Samsung mobile phone" brand crisis from the perspectives of consumers' reasons for buying Samsung mobile phones and their purchase intentions, their perceptions and perceptions of the Samsung Note7 incident, and consumers' perceptions and attitudes towards Samsung Electronics after the brand crisis. . Through analysis, most consumers pay more attention to the public relations handling of the Samsung mobile phone brand crisis, and 54.67% of consumers believe that the crisis is relatively large and are unwilling to buy Samsung mobile phones. Therefore, consumers should increase their sense of identity with Samsung mobile phones, pay attention to the handling of crisis public relations, and establish a corporate image to assume responsibility and sincerely apologize, so as to restore consumers' trust in Samsung mobile phones.

Samsung's public relations team responded quickly to the crisis, but the wrong denial strategy led to Samsung's public opinion controversy and negative comments that further expanded its influence. Therefore, the traditional crisis strategy adopted by Samsung's public relations team has little effect in the new media era. The rapid transmission of online information, the anonymization of online speech, weakening of norms, and grouping, etc., make people's words and deeds more susceptible to the influence of the team, showing a phenomenon of group extremes. The respondents who have not purchased or used Samsung mobile phones but are dissatisfied accounted for 45%, and those who knew about the spontaneous combustion of Note7 accounted for 8%. It can be seen that most of the netizens' negative comments on this incident were not based on real user experience, but were influenced by the team. After this incident, there are still Samsung mobile phone users who continue to support Samsung mobile phones. Therefore, it is possible for Samsung mobile phones to regain market share in China, which explains why Samsung's market share in China has fallen to 2% at the end of 2017 and still does not give up. Whether the cold winter will pass depends on whether Samsung Electronics can sincerely communicate with Chinese consumers and serve Chinese consumers "equally".

In the selection of "Consumers' Views and Attitudes towards Samsung Electronics after the Brand Crisis", 54.67% of them believed that the crisis was greater and affected consumers' purchasing intentions. However, according to the survey, the spontaneous combustion incident has had a great impact on the reputation of Samsung's brand. Most consumers have a negative impression and are reluctant to buy, but 29.91% of consumers are still willing to buy. Further investigation, 80% of the respondents are optimistic about Samsung mobile phones. Therefore, Samsung mobile phones still have great hopes to regain the trust of consumers.

### 4. Suggestions

Only by proactively facing problems, actively and good public relations operations, dispelling consumers' worries about brands and products, and reducing the hazards of the crisis to the enterprise, can we tide over the difficulties. In the event of a brand crisis in domestic mobile phones, similar public relations issues should be avoided, consumers' doubts should be actively faced, and negative comments spread online should be quickly dealt with.

According to big data, online media accounted for 20% of the entire media industry, but played a role in the spread and spread of events 80%. Samsung Electronics adopted a conservative strategy when the crisis broke out, highlighting the shortcomings of traditional crisis strategies. Therefore, the incident warned domestic mobile phone brands that when dealing with brand crises, the inherent way of thinking should be changed and the interests of the enterprise and the media should be taken into consideration. The mass media should clarify the truth of the incident to the public in a timely manner, show a sincere attitude, take measures and make promises to effectively resolve the crisis for the enterprise, prevent the enterprise from incurring greater losses, and actively maintain the corporate brand image. Therefore, we must pay attention to the characteristics of the new media era of the Internet, that is, the long tail effect.

The mistakes caused by Samsung's conservative crisis public relations concept are what domestic enterprises need to pay attention to and reflect on in their future operations and going abroad. At present, the market penetration rate of domestic smartphones is as high as 90%. The market is saturated, and there is an urgent need to expand overseas. Going abroad has become the development trend of domestic mobile phones. Domestic mobile phone companies should start from the consumer's point of view, communicate with consumers sincerely, and use this as a starting point for brand building to avoid repeating the failure of Samsung Electronics' public relations. Samsung's spontaneous combustion incident made a mistake in public relations, but industrial design and hardware R&D still dominate the industry, and domestic companies still cannot underestimate Samsung's mobile phones.

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