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B2C Marketing Strategies of Semiconductor Manufacturers: A Comparative Case Study of Memory and Non-Memory Companies' Social Media Promotion

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Abstract: Background/Purpose: The semiconductor industry is undergoing intensifying competition in both memory and non-memory segments. While non-memory semiconductor companies such as NVIDIA, Intel, and Qualcomm have long pursued active B2C (Business-to-Consumer) marketing through social media, memory semiconductor companies including Samsung, SK Hynix, and Micron have historically remained passive in consumer-facing promotion. As the memory market transitions from price competition to technology competition—exemplified by High Bandwidth Memory (HBM) and Compute Express Link (CXL)—the question arises whether memory semiconductor companies should adopt active B2C marketing strategies comparable to their non-memory counterparts. **Study Design/Methodology/Approach:** This study employs a qualitative case study approach supplemented by a quantitative consumer survey (n=200). Social media presence across five platforms (X/Twitter, Facebook, Instagram, YouTube, LinkedIn) was systematically compared for three leading non-memory companies (NVIDIA, Intel, Qualcomm) and three leading memory companies (Samsung DS, SK Hynix, Micron). Follower counts and content strategies were analysed using data collected in November 2024; longitudinal follower trends for X and YouTube were tracked from January 2023 to December 2024 using Socialblade.com. A consumer survey was administered by Macromill Embrain from 4–6 December 2024 to 200 Korean adults aged 19–49 (150 male, 50 female), investigating the influence of advertising exposure on purchase decisions for Windows PCs, Android devices, and memory components (RAM/SSD). **Findings:** Non-memory semiconductor companies substantially outperform memory companies in social media follower counts across all platforms, and show significantly stronger follower growth on X and YouTube. Memory companies' social media exposure for RAM/SSD was less than half that of comparable device categories (42% vs. 86.5% for PCs; 81.5% for Android devices). However, among consumers who had been exposed to memory advertising and subsequently purchased RAM or SSD, 71.4% reported that the advertising influenced their purchase decision—a rate comparable to, and directionally higher than, the influence reported for Windows PC (62.2%) and Android device (67.0%) purchases. **Originality/Value:** This is the first systematic comparison of B2C social media marketing strategies across memory and non-memory semiconductor segments, combining platform-level analysis with consumer survey evidence. The findings demonstrate that active consumer promotion of memory semiconductors can positively influence purchase behaviour, providing empirical support for a strategic shift toward B2C marketing in the memory semiconductor sector. The study's implications extend beyond semiconductors to B2B industries more broadly.

Keywords: B2C marketing; B2B2C marketing; semiconductor industry; social media marketing; memory semiconductor; NVIDIA; Intel; Qualcomm; Samsung; SK Hynix; Micron; consumer promotion

1. Introduction

1.1. Research Background

The importance of B2C marketing for consumer goods companies is well established. Procter & Gamble—the

world's largest advertiser—grew its advertising expenditure from USD 8.3 billion (2016) to USD 11.5 billion (2022), a 38% increase, while revenues grew from USD 65.1 billion to USD 80 billion over the same period. This sustained investment through economic cycles, including the COVID-19 pandemic, illustrates the positive relationship between aggressive marketing spend and revenue growth in competitive consumer markets.

B2B companies in contrast have traditionally competed on product specifications, functionality, and price. However, a strategic variant known as 'B2B2C marketing' blurs this distinction by targeting end consumers even when sales occur through intermediaries. Intel's 'Intel Inside' campaign, launched in the early 1990s, is a canonical example: despite selling CPUs exclusively to computer manufacturers (B2B), Intel secured co-marketing agreements that placed its logo on finished products and in consumer-facing advertising, building brand recognition and consumer preference that reinforced its B2B sales. NVIDIA's GeForce sticker programme and Qualcomm's Snapdragon branding represent further iterations of this strategy.

Non-memory semiconductor companies—fabless firms such as NVIDIA, Intel, and Qualcomm—produce processors whose performance is directly reflected in final product quality, creating a natural channel for consumer brand-building. Memory semiconductor companies (Samsung Electronics DS, SK Hynix, Micron Technology) have historically occupied a different position: their products—DRAM, NAND Flash, and SSDs—are standardised, interchangeable, and sold largely on price and capacity. This has discouraged investment in B2C marketing.

However, the memory semiconductor landscape is shifting. SK Hynix's emergence as the exclusive HBM (High Bandwidth Memory) supplier to NVIDIA for AI GPU systems transformed its market image from perennial second-tier player to technology leader. The decision to equip the Samsung Galaxy S25 (launched February 2025) with Micron's 10nm LPDDR5 over Samsung's own DS division—driven by superior yield—signals that technology differentiation is now competitive in memory as in non-memory. Next-generation CXL (Compute Express Link) memory is expected to further intensify this technology competition.

This evolving context raises the question: should memory semiconductor companies adopt the active B2C marketing strategies that non-memory companies have long employed, and if so, what form should those strategies take?

1.2. Research Objectives

This study pursues three objectives. First, to document and compare the social media marketing strategies and performance (measured by follower counts and content approach) of leading non-memory semiconductor companies (NVIDIA, Intel, Qualcomm) and leading memory semiconductor companies (Samsung DS, SK Hynix, Micron Technology) across five major platforms. Second, to synthesise prior literature on the effectiveness of B2B companies' B2C marketing, particularly via social media. Third, to empirically assess whether consumer exposure to memory semiconductor promotion influences purchasing behaviour, using a structured consumer survey.

1.3. Research Methodology

The study employs a mixed-methods design. The qualitative component consists of a systematic case study comparing the social media strategies of six semiconductor companies across X (Twitter), Facebook, Instagram, YouTube, and LinkedIn, based on data collected in November 2024. Longitudinal follower data (January 2023–December 2024) for X and YouTube were sourced from Socialblade.com. The quantitative component is a consumer survey (n=200) administered nationally in South Korea by Macromill Embrain (4–6 December 2024), targeting adults aged 19–49 with purchase experience in Windows PCs, Android devices, and/or memory components. The survey used 5-point Likert scales to measure the influence of advertising exposure on purchase decisions.

2. Literature Review: B2B Companies' B2C Social Media Marketing

Consumer goods companies have adopted social media as a primary marketing channel because it enables companies to control information production and distribution, reach audiences not covered by broadcasting or print media, and operate bidirectionally—receiving real-time consumer feedback (Kwon, 2011). The same logic applies, with additional force, to B2B companies that lack direct consumer touchpoints.

Empirical research confirms the value of B2B companies' social media-based B2C marketing. Kim and Lee (2012) found that export companies' social media-based B2C marketing directly and positively influences marketing performance. Kim (2016) demonstrated that B2B companies' social media marketing strengthens brand power, which in turn indirectly improves export performance. These findings position social media B2C marketing not as optional but as strategically essential for B2B companies seeking growth.

B2B companies already using social media for consumer outreach are not rare. Gore-Tex (functional textile materials) and SCHOTT-CERAN (ceramic cooktop surfaces) both operate X, Facebook, Instagram, and YouTube channels. The rationale for B2B companies using social media as a B2C channel is primarily two-fold: low cost of channel establishment and maintenance, and the ability to conduct customer relationship management without CRM software investment (Ogawa, 2010). Additionally, social media provides B2B companies without direct consumer touchpoints a channel for rapid feedback collection and problem response, replacing slower, intermediated feedback cycles (Gillin, 2010).

Mingione and Leoni (2020) theorise 'B2B2C' markets as contexts where corporate brand value is co-created by B2B suppliers with the end consumers of their customers' products, blurring the boundary between B2B and B2C branding. This framework is directly applicable to semiconductor companies whose products define the performance characteristics of end-consumer devices. Kwon et al. (2020) analyse Qualcomm's coopetition strategy in the SoC industry, noting how brand-building at the component level shapes OEM relationships and consumer preferences simultaneously. Rosario and Dias (2023) provide a broader review confirming that social media marketing strategies generate measurable brand equity and sales outcomes across diverse industries.

3. Case Analysis: B2C Social Media Marketing in Non-Memory Semiconductor Companies

3.1. NVIDIA

NVIDIA has built a strong consumer brand through sustained social media investment, gaming industry partnerships, and high-quality content across platforms. On X, NVIDIA operates 11 differentiated accounts covering gaming (@NVIDIAGeForce, 2.9M followers), AI (@NVIDIAAI, 183K), autonomous driving (@NVIDIADRIVE), healthcare (@NVIDIAHealth), and developer communities, enabling tailored communication with audiences ranging from general consumers to specialists. The Facebook @NVIDIAGeForce page (6.66M followers) and Instagram @NVIDIA (2.2M) serve as product and event promotion channels with visually rich content. YouTube provides long-form content including product reviews, tutorials, keynotes, and live event coverage (1.78M subscribers). LinkedIn (3.0M followers) aggregates recruitment information and professional content. Table 1 summarises representative accounts across all companies.

NVIDIA's non-social media marketing leverages strategic partnerships with major game developers (Activision, EA, Ubisoft) and PC manufacturers (HP, Dell, ASUS, MSI) to ensure GeForce GPU optimisation in flagship titles and premium hardware. NVIDIA-branded stickers on gaming laptops and desktops—displayed alongside Intel Inside logos—extend brand visibility to the point of sale. NVIDIA's GPU holds over 80% of the discrete desktop GPU market, and its technology appears in gaming-dedicated devices including Nintendo Switch and NVIDIA Shield. New product launches—particularly the annual GeForce RTX series—generate global media and consumer attention spanning gaming, AI, and professional visualisation communities.

3.2. Intel

Intel's consumer marketing history stretches over three decades. The 'Intel Inside' campaign, initiated in the early 1990s, co-branded Intel's processor in PC manufacturer advertising and on product chassis, creating consumer awareness of component-level performance. The campaign continues today and remains one of technology marketing's most enduring examples.

On social media, Intel's Facebook page (36.23M followers—the largest of any company in this study) has operated since 2011, posting product launches, technology innovations, and corporate news. X operates 10+ differentiated accounts covering gaming (@IntelGaming, 1.2M), security (@IntelSecurity), AI (@IntelAI), business servers (@IntelBusiness), and developer tools. Instagram emphasises visually appealing, accessible content covering technology and ESG themes. YouTube provides technical demonstrations, product launches, and CES/Computex keynotes. LinkedIn manages global recruiting and professional content; a dedicated @intel-foundry showcase account was opened in 2024 for foundry business content.

Intel's Intel Extreme Masters (IEM) e-sports tournament, running since 2007 across Poland, Germany, Australia, China, and the US, functions as a major consumer marketing vehicle. The 'IEM Certified Gaming System' certification label, affixed to qualified PC systems, communicates performance endorsement at the point of sale—a direct consumer-facing brand signal analogous to Intel Inside.

3.3. Qualcomm

Qualcomm's consumer brand strategy centres on the Snapdragon sub-brand, launched prominently in the early 2010s as LTE smartphone adoption accelerated. This strategy positions Snapdragon—rather than Qualcomm—as the consumer-facing brand, enabling broader market reach. Snapdragon Insider, launched in March 2021, is an

annual programme in the US, China, India, Korea, and other markets that provides early adopters with exclusive access to Snapdragon-powered products (including a bundled smartphone, wireless earbuds, and Quick Charge adapter in the 2021 launch). Participant feedback is channelled directly into product development.

Qualcomm's annual Snapdragon Summit (running since 2013) announces new Snapdragon chipsets and AI capabilities; the October 2024 Summit introduced the Snapdragon Elite processor and XR (extended reality) advances. On social media, Qualcomm's accounts span X (@Qualcomm, 447K; @Snapdragon, 150K), Facebook (QualcommKR, 3.0M in Korea), Instagram (@qualcomm, 195K), YouTube (@snapdragon, 177K), and LinkedIn (1.64M). Content emphasises AI, automotive, IoT, and gaming applications—deliberately broadening Qualcomm's image beyond its telecommunications heritage. CSR content appears consistently across platforms.

3.4. Non-Memory Social Media Platform Comparison

Table 1. Representative social media accounts of non-memory and memory semiconductor companies (November 2024).

Company	Platform	Representative Account	Followers (Nov 2024)
NVIDIA	X (Twitter)	@NVIDIA (news/events)	2.2M
		@NVIDIAGeForce (gaming)	2.9M
		@NVIDIAAI (AI)	183K
	Facebook	NVIDIA GeForce	6.66M
	Instagram	@NVIDIA	2.2M
	YouTube	NVIDIA (keynotes/tech)	1.78M
	LinkedIn	nvidia (company)	3.0M
Intel	X (Twitter)	@intel (CPU/AI/security)	4.8M
		@IntelGaming	1.2M
	Facebook	intel	36.23M
	Instagram	@intel	1.8M
	YouTube	intel	560K
	LinkedIn	intel-corporation	3.75M
Qualcomm	X (Twitter)	@Qualcomm	447K
		@Snapdragon	150K
	Facebook	QualcommKR (Korea)	3.0M
	Instagram	@qualcomm	195K
	YouTube	@snapdragon	177K
	LinkedIn	qualcomm (company)	1.64M

Source: Authors' compilation from official company social media profiles, November 2024.

Comparing NVIDIA, Intel, and Qualcomm, Intel and NVIDIA are broadly competitive across platforms, while Qualcomm's follower counts are less than half those of its peers on most platforms—attributable to lower general brand recognition and content that skews more technical than popular. Longitudinal data from Socialblade.com shows NVIDIA exhibiting the strongest follower growth on both X and YouTube from January 2023 to December 2024, driven by global public attention to AI. This confirms that external market relevance translates directly into

social media growth, and that social media followership amplifies the promotional benefit of that relevance.

4. Case Analysis: B2C Social Media Marketing in Memory Semiconductor Companies

4.1. Samsung Electronics DS (Device Solution)

Samsung Electronics' consumer brand is globally ranked 5th by brand value (2023). Samsung DS manages dedicated semiconductor social media channels distinct from Samsung's consumer electronics accounts. On X and Facebook (@SamsungDSGlobal), content promotes RAM, SSD, and NAND memory performance alongside Samsung Foundry and AI-accelerated Exynos NPU capabilities. Visually polished short-form video content—comparable to advertising—is interspersed with technical posts, suggesting awareness of the need to attract diverse audiences. Instagram (@samsungsemiconductor) mirrors this content approach. YouTube (SamsungSemiconductorGlobal, 78K subscribers) distinguishes itself with longer, accessible explanations of Foundry, AI, and memory technology. LinkedIn (427K followers) curates technically-oriented content and global recruitment. Notably, the same content is typically cross-posted across X, Facebook, and Instagram—a one-source-multi-use approach that limits platform-specific optimisation.

4.2. SK Hynix

SK Hynix's global reputation has risen sharply with its exclusive HBM supply to NVIDIA; however, its social media footprint is disproportionately small relative to its industry standing. X (@SKhynix, 9.2K followers) was only launched in June 2023 and focuses on English-language technical content—HBM, CXL, RAM, and SSD performance benchmarks—targeted at specialists. Facebook (@SKhynix, 110K) is operated in Korean, functioning as an internal news channel. Instagram (@skhynix_official, 218K) publishes AI-generated visual content in Korean; while visually striking, the imagery is often ambiguous and redirects users to SK Hynix's newsroom rather than providing standalone value. YouTube (392K subscribers—the highest of the three memory companies) offers the richest content: talk-show-format explainers on semiconductor manufacturing and HBM/CXL memory, accessible to general audiences, alongside corporate culture and ESG content. LinkedIn mirrors X content in English. The predominance of Korean-language content across most platforms limits global reach, inconsistent with SK Hynix's international standing.

4.3. Micron Technology

Micron Technology represents the most strategically differentiated B2C social media approach among memory companies, explicitly separating B2B communications (Micron Technology accounts: enterprise server-grade RAM and SSD) from B2C communications (Crucial brand accounts: consumer-oriented memory upgrades). Crucial's Facebook page (2.18M followers) and X account (@CrucialMemory, 317K) present practical, accessible content—installation guides, performance comparison videos, seasonal gifting promotions (e.g., RAM/SSD as Christmas gifts)—explicitly targeting non-specialist consumers. YouTube's Crucial channel provides step-by-step installation tutorials. Micron Technology's YouTube channel (19K subscribers) covers corporate technology, culture, and CSR. LinkedIn (686K followers) hosts the Micron Technology corporate account for B2B and recruitment content. Micron's channel separation strategy allows platform-specific content optimisation while maintaining brand coherence across B2B and B2C audiences.

4.4. Comparative Social Media Analysis: Memory vs. Non-Memory

Table 2. Representative social media accounts of memory semiconductor companies (November 2024).

Company	Platform	Representative Account	Followers (Nov 2024)
Samsung DS	X	@SamsungDSGlobal	178K
	Facebook	@SamsungDSGlobal	1.63M
	Instagram	@samsungsemiconductor	166K
	YouTube	SamsungSemiconductorGlobal	78K
	LinkedIn	samsungsemiconductor	427K
SK Hynix	X	@SKhynix (English)	9.2K

	Facebook	@SKhynix (Korean)	110K
	Instagram	@skhynix_official (Korean)	218K
	YouTube	SKhynix (mixed)	392K
	LinkedIn	sk-hynix	133K
Micron (B2B)	X	@MicronTech	34K
Micron (B2C: Crucial)	X	@CrucialMemory	317K
	Facebook	CrucialMemory	2.18M
	Instagram	@crucial_memory	122K
	YouTube	crucial	32K
Micron	LinkedIn	micron-technology	686K

Source: Authors' compilation from official company social media profiles, November 2024.

Across all platforms, non-memory semiconductor companies substantially outperform memory companies in follower counts. Non-memory companies also show markedly stronger follower growth trajectories, particularly NVIDIA on both X and YouTube (Socialblade.com data, January 2023–December 2024). Memory companies show minimal growth on X and YouTube over the same period—consistent with their relatively passive investment in consumer-facing social media. SK Hynix's comparative YouTube strength (392K vs. Samsung's 78K and Micron's 32K for Crucial) demonstrates that content richness drives audience growth even without platform-level strategic optimisation. Micron's Crucial channel separation is a partial exception, showing that deliberate B2C social media investment can achieve meaningful consumer reach within the memory segment.

Three specific improvements are identified for memory companies: (1) segment consumer and expert accounts by topic to enable both accessible and deep-dive content, as NVIDIA does across 11 X accounts; (2) increase English-language global content, as SK Hynix's Korean-primary approach limits international reach inconsistent with its global commercial position; and (3) improve content quality and clarity, replacing algorithmically generated but semantically opaque imagery with purposeful visual storytelling.

5. Consumer Survey: Influence of Advertising Exposure on Purchase Decisions

5.1. Survey Design and Method

The survey assessed whether consumers who had been exposed to semiconductor-related promotion (via social media, review websites, or on/offline retail channels) were subsequently influenced in their purchase decisions for Windows PCs, Android devices, and memory components (RAM/SSD). Android devices were selected as the smartphone reference category—rather than Apple devices—because the processor suppliers (Qualcomm Snapdragon, MediaTek Dimensity, Samsung Exynos) are independent semiconductor companies that engage in B2C marketing, whereas Apple designs its own chips exclusively for in-house use.

The survey comprised 20 items: 5 demographic questions and three sets of 5 parallel questions covering each product category (advertising exposure channels, brand image formed, purchase experience, influence on purchase decision, and reasons for purchase). The survey was conducted nationally in South Korea by Macromill Embrain (4–6 December 2024). Valid responses: n=200 (150 male, 50 female), adults aged 19–49.

5.2. Respondent Characteristics

Table 3. Survey respondent characteristics (n=200).

Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	150	75.0

	Female	50	25.0
Age	19–29 years	30	15.0
	30–39 years	77	38.5
	40–49 years	93	46.5
Education	High school or below	31	15.5
	Junior college	26	13.0
	4-year university	128	64.0
	Graduate school or above	15	7.5

Source: Authors' survey data, December 2024.

5.3. Advertising Exposure and Purchase Experience

Table 4. Advertising exposure by product category (multiple responses permitted; n=200).

Product Category	Ad Exposure (n)	Exposure Rate (%)
Windows desktop / laptop	173	86.5
Android smartphone / tablet PC	163	81.5
RAM or SSD	84	42.0

Table 5. Purchase experience by product category (multiple responses permitted; n=200).

Product Category	Purchase Experience (n)	Purchase Rate (%)
Windows desktop / laptop	119	59.5
Android smartphone / tablet PC	109	54.5
RAM or SSD	105	52.5

Source: Authors' survey data, December 2024.

A striking finding is the discrepancy between advertising exposure and purchase experience for memory components: while only 42% of respondents had seen RAM/SSD advertising (compared to 86.5% for Windows PCs and 81.5% for Android devices), 52.5% had purchased memory components—close to the 59.5% and 54.5% rates for PCs and Android devices respectively. This gap—high purchase rate, low advertising exposure—directly reflects the relatively limited B2C marketing investment by memory companies and suggests significant untapped potential for consumer-facing promotion.

5.4. Influence of Advertising on Purchase Decisions

Table 6. Influence of advertising experience on Windows PC purchase decisions (n=119).

Response	Frequency (n)	Percentage (%)
No influence at all	3	2.5
No influence	11	9.2
Neutral	31	26.1
Some influence	59	49.6

Strong influence	15	12.6
Subtotal: Some/Strong influence	74	62.2

Table 7. Influence of advertising experience on Android device purchase decisions (n=109).

Response	Frequency (n)	Percentage (%)
No influence at all	1	0.9
No influence	8	7.3
Neutral	27	24.8
Some influence	55	50.5
Strong influence	18	16.5
Subtotal: Some/Strong influence	73	67.0

Table 8. Influence of advertising experience on memory (RAM/SSD) purchase decisions (n=105).

Response	Frequency (n)	Percentage (%)
No influence at all	0	0.0
No influence	3	2.9
Neutral	27	25.7
Some influence	58	55.2
Strong influence	17	16.2
Subtotal: Some/Strong influence	75	71.4

Source: Authors' survey data, December 2024.

The survey results show that advertising exposure influences purchase decisions consistently across all three product categories. Among respondents who purchased Windows PCs and had seen related advertising, 62.2% reported some or strong influence. For Android devices, 67.0% reported influence. For RAM/SSD, 71.4% reported influence—the highest rate of all three categories. Critically, the proportion reporting no influence at all for memory purchases was 0.0% (0/105), compared to 2.5% for Windows PCs and 0.9% for Android devices. These results are directionally consistent with the hypothesis that B2C marketing for memory semiconductors can positively influence consumer purchase behaviour, and that consumers who do encounter memory advertising appear particularly receptive to its influence.

6. Discussion

The combined findings from the social media analysis and consumer survey converge on a consistent conclusion: memory semiconductor companies are significantly under-invested in B2C marketing relative to non-memory peers, and the available evidence supports the expectation that active consumer promotion of memory semiconductors would positively influence purchase behaviour and brand equity.

The 71.4% purchase influence rate for memory advertising—higher than for Windows PCs (62.2%) or Android devices (67.0%)—may reflect a ceiling effect driven by selection bias: consumers who have sought out and been exposed to memory advertising are likely already predisposed toward technical interest and brand awareness, making them more receptive purchasers. A future campaign reaching a broader, less self-selected consumer audience might show lower influence rates. Nonetheless, the 0% 'no influence at all' response for memory advertising suggests particularly high advertising receptivity among this segment.

The structural difference between memory and non-memory semiconductor markets—standardised, interchangeable products versus differentiated, performance-defining processors—has historically justified different marketing approaches. However, three structural changes undermine the logic of memory companies'

marketing passivity. First, HBM and CXL introduce genuine performance differentiation between memory manufacturers, creating a basis for brand-based competition analogous to processor performance differentiation. Second, Chinese memory manufacturers (YMTC, CXMT) are emerging as credible low-cost competitors, raising the stakes for brand differentiation on quality, reliability, and trust. Third, the Galaxy S25 episode—where Micron's superior yield secured a flagship design win over Samsung's own DS division—demonstrates that technology-level brand reputation influences high-profile procurement decisions, and that building that reputation with consumers may indirectly reinforce OEM relationships.

Micron's Crucial brand channel separation is the most strategically coherent memory company example: it creates a dedicated B2C channel without contaminating B2B corporate communications. This model—parallel to the way NVIDIA or Intel segment their audiences across multiple specialised accounts—provides a replicable template for Samsung DS and SK Hynix.

7. Strategic Recommendations for Memory Semiconductor Companies

Based on the case analysis and survey results, five strategic recommendations are proposed for memory semiconductor companies:

1. Activate and expand social media as the primary B2C channel. Social media platforms offer low-cost, direct consumer touchpoints for companies without retail distribution channels. Memory companies should expand follower bases by increasing content frequency, improving content quality, and using English-language content globally. Segmenting accounts by audience (consumer vs. professional, by product line) allows tailored communication, as NVIDIA's 11-account X strategy demonstrates.
2. Build brand image to defend against Chinese competition. As YMTC and CXMT expand internationally, Korean and US memory manufacturers must establish brand loyalty before price competition intensifies. Consumer promotion that emphasises reliability, quality certification, ESG commitments, and technological leadership—communicated through storytelling-based social media content—can build durable brand preference beyond specifications and price.
3. Develop innovative, narrative-driven marketing strategies. Rather than promoting technical specifications alone, memory companies should invest in content that communicates higher consumer values: reliability, sustainability, and performance impact on end-user experience. The parallel with P&G's strategy—sustained investment in brand narrative through economic cycles—is instructive: memory companies' semiconductor cycle volatility should not be allowed to interrupt consumer marketing investment.
4. Implement co-marketing with device manufacturers. Intel Inside demonstrated that component-level brand visibility at the device level reinforces B2B sales and creates consumer pull-through. Memory companies should negotiate co-branding agreements with PC and smartphone manufacturers, placing memory brand identifiers on product packaging and advertising, signalling to consumers which company's memory is inside their device.
5. Commit to sustained, cycle-independent marketing investment. P&G's continuous advertising spend through economic downturns—with concurrent revenue growth—is evidence of the long-term brand equity value of sustained marketing investment. Memory companies, whose profitability fluctuates sharply with semiconductor cycles, must establish long-term marketing budgets insulated from short-term cycle pressures.

8. Conclusions

This study systematically compared B2C social media marketing strategies and performance across three leading non-memory semiconductor companies (NVIDIA, Intel, Qualcomm) and three leading memory semiconductor companies (Samsung DS, SK Hynix, Micron), and empirically assessed the influence of semiconductor advertising on Korean consumers' purchase decisions for PCs, Android devices, and memory components. The principal conclusions are:

- Non-memory semiconductor companies substantially outperform memory companies in social media follower counts and growth rates across all five platforms analysed. NVIDIA's AI-driven follower acceleration exemplifies how market relevance translates into social media reach, which in turn amplifies promotional effectiveness.
- Memory semiconductor companies are significantly under-invested in B2C social media marketing. SK Hynix's Korean-primary content approach limits global reach disproportionate to its international standing. Samsung DS's one-source-multi-use cross-posting limits platform-specific optimisation.

Micron's Crucial channel separation is the most strategically coherent approach and provides a replicable model.

- Consumer advertising exposure for RAM/SSD is approximately half that of Windows PC or Android device advertising, directly reflecting memory companies' lower B2C marketing investment—not lower consumer interest in memory as a product category.
- Among consumers who purchased memory components and had been exposed to relevant advertising, 71.4% reported advertising influence on their purchase decision—a rate higher than for Windows PCs (62.2%) or Android devices (67.0%)—and no respondents reported zero advertising influence. This strongly suggests that memory advertising, when delivered, is highly effective.
- The structural transition of memory semiconductors from price competition to technology competition (HBM, CXL), combined with the rise of Chinese competitors, creates both the opportunity and urgency for memory companies to invest in active B2C marketing that builds brand equity based on quality and technological leadership.

These findings extend beyond the semiconductor industry to any B2B company selling component products whose performance is embedded in end-consumer products. The case for B2C marketing investment is strongest when (1) technology differentiation is meaningful and visible to end users; (2) competitive pressure from lower-cost entrants threatens incumbent market positions; and (3) consumer brand preference can reinforce OEM procurement relationships. All three conditions increasingly apply to the memory semiconductor market.

8.1. Research Limitations and Future Directions

This study has several limitations. The consumer survey was conducted exclusively in South Korea, limiting generalisability to other markets. The survey sample was self-selected through a research panel, and the advertising exposure variable is based on self-report without experimental control. Social media follower counts are a proxy measure of marketing reach and investment rather than a direct measure of consumer impact. The relationship between social media investment and actual revenue or market share cannot be established from the present data.

Future research should track the B2C marketing activities and outcomes of memory semiconductor companies longitudinally, linking marketing investment data to market share and revenue metrics as companies expand consumer-facing programmes. Cross-national surveys—particularly comparing Korean, US, Chinese, and European consumer responses to memory semiconductor advertising—would inform global marketing strategy development. Experimental designs isolating specific social media content types and platforms could identify which investments produce the highest return for memory semiconductor companies specifically.

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