Evaluation of Localization in Samsung's Website

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Abstract

In today's vast digital landscape, where the online world knows no bounds, website localization has emerged as a critical imperative for companies worldwide to effectively promote and sell their products. However, the evaluation of website localization quality in Persian remains an underexplored domain. This study aims to fill this gap by providing insights into the assessment of localization within the Iranian context while considering the global context as well. To do so, this investigation examined Sumsung's website localization quality, incorporating Gutiérrez-Artacho and Olvera-Lobo's (2017) indicators, as well as additional criteria such as website usability and cultural adaptation. The findings revealed that due to the complex and time-consuming nature of the localization process, Samsung has adopted a strategic approach that can be described as globalization or reverse localization, rather than a comprehensive culturalization approach commonly discussed in translation studies. By neutralizing its content, Samsung has effectively navigated the challenges posed by the cost and resources required for localization. This strategic decision allows Samsung to maintain a consistent and inclusive brand image across different markets. This study contributes to the field of translation studies in terms of reality-based theorizing by shedding light on the localization practices of a prominent multinational company. Finally, the findings offer valuable insights for companies seeking to enhance their website localization strategies and effectively engage with diverse users in an increasingly globalized world.

Keywords: Samsung, Website Localization, Culturalization, Reverse Localization

Introduction

In the era of globalization, websites have become pivotal in increasing the visibility of companies and their products, ultimately leading to increased sales. Large companies often seek to expand their customers and sales networks by entering new markets. Website localization here emerges as the quintessential approach to conquer these new markets. "Web localization means that the given site is provided in a specified language so that users can read text and navigate in their own language when they access the localized site; [i]n other words, a localized Web site retains the same functionality as the original site" (O'Hagan & Ashworth, 2002, p. 13). Considering that website content includes various elements such as texts, images, videos, icons, and more, the localization process can be complex, costly, and time-consuming. Consequently, companies use different localization approaches to minimize expenses while delivering customized services that resonate with the target audience in each respective country. For example, according to the market size, Microsoft has employed three levels of localization in the localization of its products, which are:

1. Enabled level: users can compose documents in their own language, but the software user-interface and documentation remain in English.
2. Localized level: the user-interface and documentation are translated, but language-specific tools and content remain in English.
3. Adapted level: the linguistic tools, content, and functions of the software are revised or re-created for the target market (Brooks, 2000, p. 49).

As Jimenez-Crespo (2013, p. 103) notes, quality is an "aspirational notion" that is highly desired and sought after by translators and translation agencies, as well as in translation technology marketing and other related fields. Similarly, in the localization industry, producing high-quality products has always been the focus in all entrepreneurial processes, with "quality receiving more attention than ever" (Bass, 2006, p. 6). Notwithstanding, the research conducted on the evaluation of the quality of website localization in Persian and on the approaches adopted by companies for localizing their websites in this language is insufficient. To address this gap, this case study aims to evaluate the quality of the Samsung website and its localized versions, with a focus on the Persian version, while also examining its approach to localizing for Persian and other languages. The evaluation will use indicators proposed by Gutiérrez-Artacho and Olvera-Lobo (2017) across three levels: visual, navigational, and contact information. Once the evaluation is complete, the study will answer the following questions:

– What is Samsung's approach to website content localization?
– What is the variation in localization quality across Samsung's website localized versions?

Theoretical Discussion

Localization

Researchers have defined the notion of localization from various perspectives, both in industry and academia, and there are differences in their definitions. Some even view localization as a distinct

field separate from translation (Jimenez-Crespo, 2013). However, there are common characteristics of the localization process that researchers generally agree upon. One definition that comprehensively summarizes these characteristics is:

> The processes by which digital content and products developed in one locale (defined in terms of geographical area, language and culture) are adapted for sale and use in another locale. Localization involves: (a) translation of textual content into the language and textual conventions of the target language, (b), adaptation of non-textual content (from colors, icons and bitmaps, to packaging, form factors, etc.) as well as input, output and delivery mechanisms to take into account the cultural, technical and regulatory requirements of that locale. In sum, localization is not so much about specifi c tasks as much as it is about the processes by which products are adapted.

> Moreover, localization is but one of a number of interdependent processes and cannot be fully (or correctly) understood without being contextualized in reference to them. These processes are referred to collectively by the acronym GILT. (Dunne, 2006, p. 4)

Based on the definition provided above, the primary aim of localization is to produce content that creates the impression that it has been specifically created for the target audience. This is why some scholars often refer to localization as the "culturalization of the message" (O'Hagan & Ashworth, 2002, p. 71). However, as mentioned in the introduction, companies do not always adopt this approach for all languages and locales due to financial and marketing factors.

GILT

As Dunne (2006, p. 4) notes, localization is only one of four integrated "processes and cannot be fully (or correctly) understood without being contextualized in reference to them." These processes are commonly referred to as GILT, which stands for Globalization, Internationalization, Localization, and Translation. In the following section, definitions for the remaining three concepts will be presented.

Globalization

Globalization, or G11n, encompasses all the strategic business decisions and operational changes necessary to adapt a company to function seamlessly on a worldwide scale, ensuring it can effectively serve customers across different languages, countries, and cultures (LISA, 2007, p. 1). In contrast to internationalization, globalization is a cyclical process and involves not only pre-localization activities but also distribution and multilingual customer support; the ultimate objectives of this process are varied, ranging from facilitating the localization process to creating mechanisms that can handle a wide range of multilingual or bilateral interactions (Jimenez-Crespo, 2013, p. 25).

Internationalization

Internationalization (also referred to as i18n) is the strategic planning process that happens during a digital product's development. It ensures the product is built from the ground up to be flexible and adaptable for various languages and cultures. This involves avoiding features or designs specific to one culture and keeping the product's core functionality independent of the initial development language (often English). By planning for internationalization early on, companies can avoid costly technical rework later when they localize the product for different regions (LISA, 2004, p. 14; LISA, 2007, p. 28; Jimenez-Crespo, 2013, p. 25).

Translation

Today, with the advancement of technology and theories of Translation Studies, new definitions of the text have come out of the traditional format, they have become multifaceted, and as a result, they include wider dimensions. Gottlieb (2017, p. 50), for example, defines text as "any combination

of sensory signs carrying communicative intention." According to this definition of the text, translation is no longer a mere linguistic transfer. Therefore, "translation is any process, or product hereof, in which a text [e.g., a combination of sensory signs carrying communicative intention] is replaced by another text reflecting, or inspired by, the original entity" (Gottlieb, 2017, p. 50).

According to this definition, direct one-to-one correspondence between the source and target texts is not always guaranteed, and cultural differences can lead to variations in the localized content. For instance, in cases where the target audience favors visual over textual content, it may be advisable to minimize the textual content uploaded on the original website and instead replace it with images and charts on the localized website that suit the cultural preferences of the target audience.

GILT in One View

To develop a more comprehensive understanding of how the four processes within the GILT acronym interact with one another, it would be beneficial to consult the visual representation presented by Jimenez-Crespo (2013, p. 27).
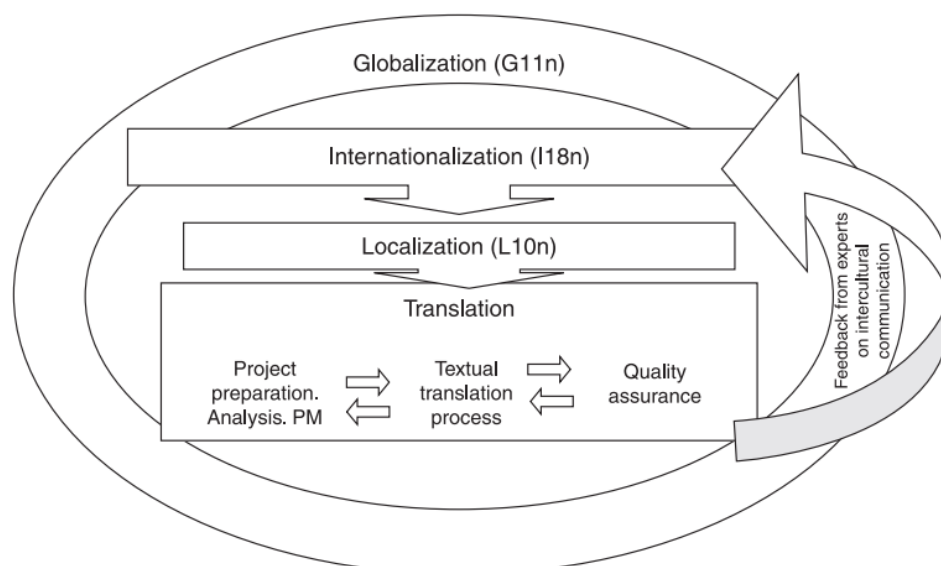

Figure 1. Interdependence of all stages in the global GILT cycle

Note. From *Translation and Web Localization* (p. 27)*,* by M. Jimenez-Crespo, 2013, Routledge.

Web Localization and Cultural Adaptation

Since the inception of the concept of localization, cultural adaptation has been highlighted as a pivotal factor. Initially, cultural adaptation encompassed modifications such as altering colors, images, units of measurement, and date formats (Jimenez-Crespo, 2013, p. 31). However, this concept gradually expanded to include considerations such as textual structures (Neubert and Shreve, 1992) and pragmatic differences and genre-specific conventions (Jiménez-Crespo, 2009). Later, cultural adaptation became a complex and intriguing challenge, giving rise to a contradiction in the localization sphere as cost-effectiveness and cultural adaptation were at odds. In the discourse surrounding internationalization, there is a concerted effort to reduce culture-specific attributes to facilitate the localization process, with a paramount emphasis on achieving a heightened degree of cultural neutrality (Cronin, 2003, p. 18). This trend of simplifying content for easier localization is called "reverse localization" by Schäler (2007).

Localization Levels and Cultural Adaptations

In the same way as the example of Microsoft was mentioned in the introduction section, other companies decide what level of localization to choose based on the Return on Investment (ROI) considerations (Jimenez-Crespo 2013, p. 34). Based on this, Singh and Pereira (2005) present a 5-level categorization that companies choose one of the levels for website localization according to the market:

1. Standardized websites: in which a multinational company simply offers a site in one language for all countries/markets.
2. Semi-localized websites: in which the only locale/specific content is a contact page in the target language with information about local branches, contacts, etc.
3. Localized websites: in which most content and pages are localized, but the original functionalities and back end are not modified.
4. Extensively localized websites: in which there is a global localization and all content and site structure/functionalities are fully adapted to the target locale.
5. Culturally adapted websites: this is the most advanced level of localization, the one that the authors advocate, and in which there is a total immersion in the target locale. (pp. 10-15)

From GILT to Web Usability

So far, the concepts that various researchers have theoretically pointed out their importance in the process of localization were discussed. However, just adapting the content of the website is not enough, and it is not the only issue that companies consider for localization. One of the most important factors that influence website design and localization is its usability. Website usability encompasses a multifaceted set of design principles and attributes that facilitate smooth and efficient user interaction; it is a quantifiable and qualifiable construct measured by user effectiveness, productivity, and satisfaction in achieving their objectives on the website; throughout the design and development lifecycle, from initial wireframes to final launch, website usability integrates various practices to optimize user experience; achieving high website usability is crucial for user retention, fostering engagement, and ultimately, driving business success (Ramotion, 2023, Defining website usability section).

Website usability has five key principles, which are availability, clarity, recognition, credibility, and relevance (Ramotion, 2023), and the fundamental premise underpinning usability is that on-screen text is processed differently from printed text (Jimenez-Crespo 2013, p. 36). As such, companies often prioritize the usability in order to enhance the quality and efficiency of their websites, with the ultimate goal of achieving increased traffic, improved sales, more brand awareness, enhanced security, and faster loading speeds (Rana, 2023, Why website usability is important section). For instance, in Iran, where internet quality is poor, website loading speed is of utmost importance. Consequently, even if a website is localized effectively to cater to the needs of Iranian users, and if its loading speed is compromised due to the presence of large image or video files, Iranian users will have an unsatisfactory experience—if not avoid visiting.

Method

Persian is currently the tenth most used language in the world in the Internet environment (W3Techs, 2023). Despite this, localization into Persian, compared to other languages, is not very prosperous, which may be attributed to a combination of factors, including global sanctions and the lack of an official presence for companies in Iran. Nevertheless, some companies such as Samsung

and LG have established a relatively official presence and have localized their websites in Persian and other languages. In this study, Samsung's website was chosen for evaluation due to its larger size compared to, for example, LG, its various range of products that are available in the Iranian market, and diverse localized versions in different languages. The Samsung website is available at https://www.samsung.com/. The quality of localization was evaluated using the indicators developed by Gutiérrez-Artacho and Olvera-Lobo (2017). A summary of this classification is provided in Table 1. Brief explanations of each dimension and indicator are presented below.

Table 1. Levels and Indicators of Localized Website Evaluation

	Levels	Indicators
Indicators for Evaluating Web Localization	Visual level	Text
		Figures
		Segments
		Updates
		Languages
		Homogeneity
		Slogans
	Navigational level	Consistency in localization browsing
	Contact information level	Consistency in localization browsing

Note. From "Web Localization of Spanish SMEs: The Case of Study in Chemical Sector" by J. Gutiérrez-Artacho and M. Olvera-Lobo, 2017, *Journal of Information Systems Engineering & Management, 2*(3), p. 27.

Visual Level

This level dives into a set of indicators that assess how effectively the website's visual elements have been adapted for different languages and cultures.

1. Texts: This indicator assesses whether the texts on the website have been fully localized and translated into the target languages.
2. Figures: This indicator examines whether figures, images, videos, and tables on the website have been translated and localized appropriately.
3. Segments: This indicator focuses on the distribution and structure of text paragraphs, ensuring consistency across different localized languages.
4. Updates: This indicator determines whether news, blogs, and press releases have been localized and updated for each language version of the website.
5. Languages: This indicator checks if the texts and updates are equally provided for all languages in which the website is available.
6. Homogeneity: This indicator examines whether different sections of the website have been localized consistently or if some sections remain untranslated.
7. Slogans: This indicator evaluates whether the company's slogan effectively communicates and promotes the services or products offered as paying attention to this aspect is crucial during website localization.

Navigational Level

The navigational level of website localization delves into the congruence and continuity of localized elements across the entire website structure. It meticulously evaluates whether the user's browsing

experience maintains a coherent and culturally appropriate flow as they navigate through diverse sections of the site. In essence, this level assesses whether the localization process has been applied uniformly and effectively, ensuring users from different cultural backgrounds encounter a seamless and culturally-sensitive browsing journey.

Contact Information Level

The contact information level assesses whether all contact elements and information about the company, such as maps, addresses, telephone numbers, samples, legal information, and more, have been appropriately adapted and localized. It focuses on ensuring that these details are accurately translated and tailored to the target audience or language, providing users with relevant and accessible contact information.

Gutiérrez-Artacho and Olvera-Lobo (2017) utilized a Likert scale for the evaluation. However, considering the absence of participants in this particular case study, a qualitative research design was adopted. Each indicator was individually described based on the specific characteristics of the website being examined. Moreover, the website https://gtmetrix.com/ was utilized to assess the loading speed and optimal performance of both the original and localized websites. The performance of any given site can be examined by inputting its URL on this website. It is important to note that during the review process, all the localized sites were tested on the same server and evaluated simultaneously to ensure fair comparisons. Given the considerable number of localized versions, namely 145, in addition to the Persian and English versions, other versions were also chosen randomly or based on their relevance to the indicators. Finally, the website usability was assessed through a descriptive evaluation, utilizing the five previously discussed criteria.

Results

While a vast array of languages are offered on Samsung's website, the level of localization varies. Textual content may be incomplete, with technical terminology remaining in English across all versions. Similarly, multimedia content primarily utilizes English, with select languages receiving translated captions for images. Interestingly, product offerings themselves demonstrate cultural adaptation, as evidenced by regional variations in showcased items. Navigation menus and hyperlinks exhibit a high degree of fidelity in translation, facilitating user experience within localized versions. However, updates and communication channels may differ by region. Despite these inconsistencies, the website offers commendable usability across languages. Clear presentation, intuitive navigation aligned with user expectations, and the website's status as the official platform of a globally recognized brand contribute to its overall credibility. Product descriptions are crafted to be persuasive and visually appealing, fostering brand engagement across diverse cultural contexts.

Quality at Visual Level

This section delves into the visual quality of Samsung's localized website using various indicators. The text indicator dissects the fidelity of textual translation. The figures indicator investigates the utilization of images and videos across language versions. The segments indicator explores the structure and information segmentation within the translated text. The updates indicator examines the availability of updates and news sections in various languages. The language indicator delves into the overall language coverage of the website and any regional trends in language availability. The homogeneity indicator investigates the consistency of translated content across different languages. Finally, the slogan indicator analyzes the translation and effectiveness of marketing slogans.

Text Indicator

On Samsung's localized webpages, the majority of the texts are translated. However, technical terms related to device functions, for example in the camera section (as shown in Figure 2 and Figure 3), remain in English. This lack of translation is also reflected on the devices. For instance, when taking a hands-free photo, users are required to use English words like "Cheese" and "Capture," regardless of their native language. In Persian, the equivalent terms would be "Sib [Apple]." Nevertheless, there are instances where technical terms are transliterated, as evident from the Persian transliteration of "Hyperlapse" in Figure 4. Moreover, the term "Hyperlapse" was explored on related pages in other languages such as Arabic, Russian, and Indonesian. While it was transliterated in Russian, it remained unchanged in Indonesian and Arabic, despite the alphabetical similarity between Arabic and Persian.
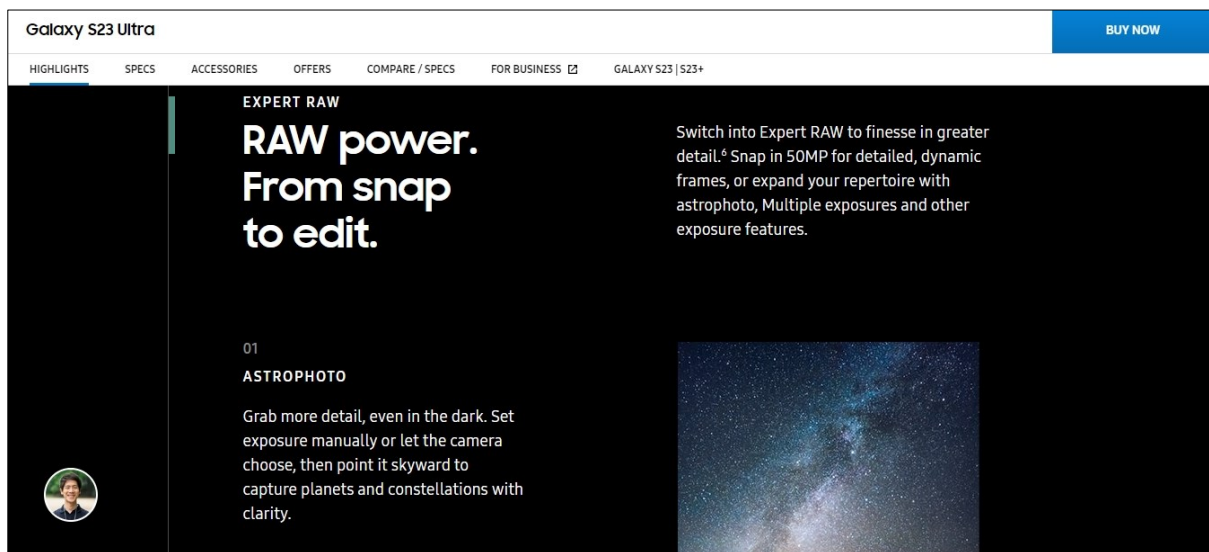
Figure 2. Texts in English Version
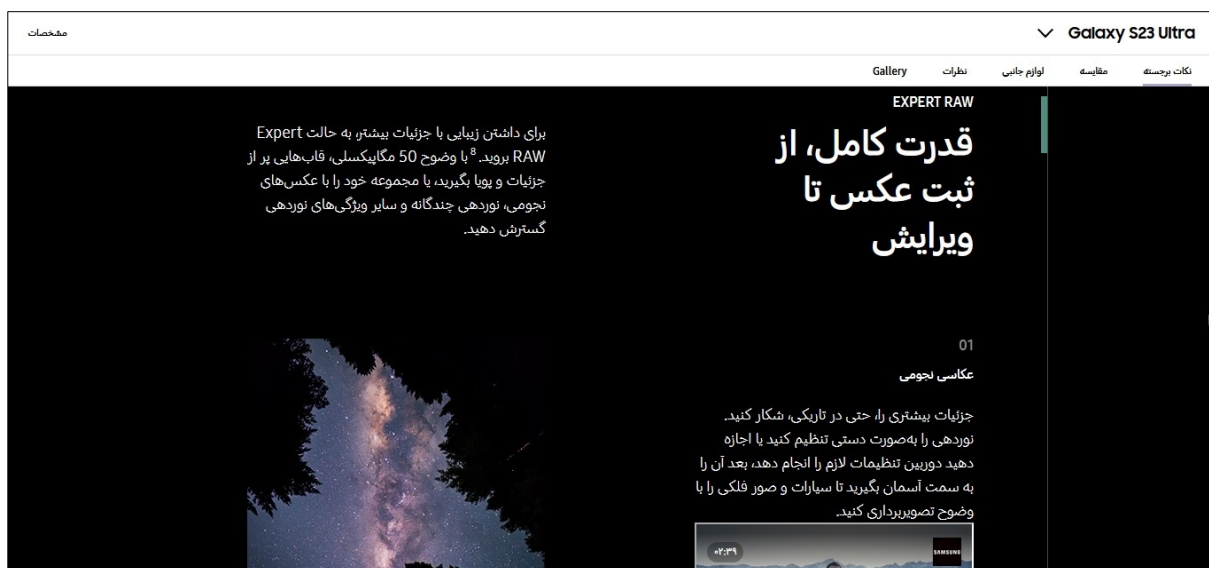
Figure 3. Texts in Persian Version
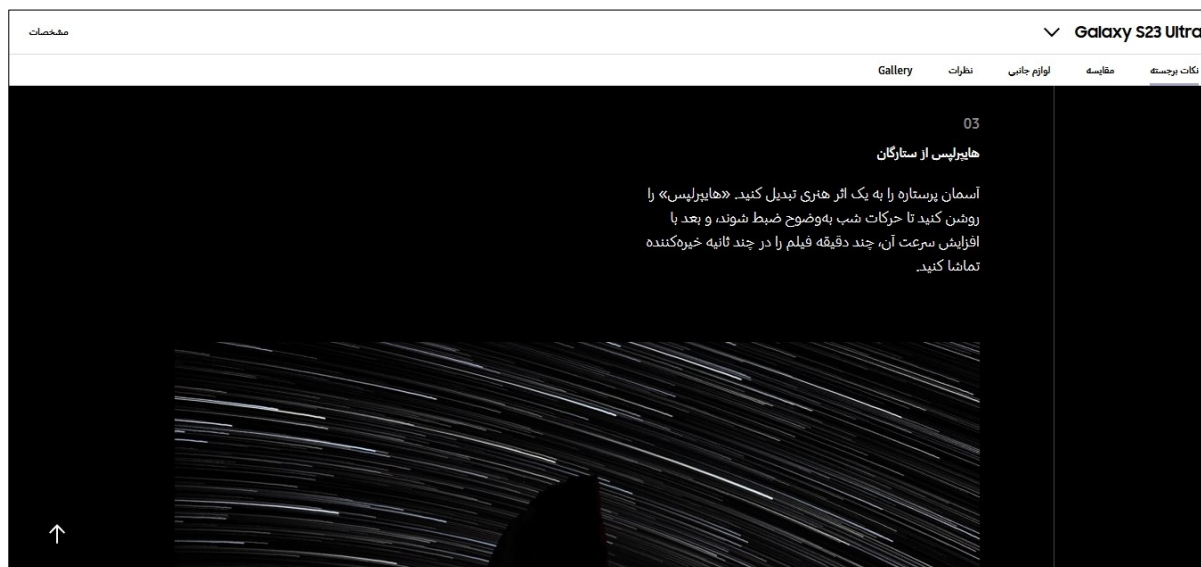
Figure 4. Transliteration of Technical Terms

Figures Indicator

Across most language versions of the Samsung website, images and videos were not localized, remaining in their original English format (Figure 5). However, for more prominent languages like French, the textual content of certain images has been translated, as depicted in Figure 6. Surprisingly, even the Korean version of the website predominantly features images in English, despite Samsung being a South Korean company. However, the website tables summarizing product specifications have been translated into the target languages, as demonstrated in Figure 7. It is worth noting that the videos and images across all versions of the website have been created with a global focus, without specific emphasis on any particular language or region. Additionally, some visual content present in the English version has been removed or at least reduced in number in the localized versions. A noteworthy point is that despite the absence of translated videos, the primary storage location for these videos has been shifted from YouTube servers to the Aparat website in the Persian version, which serves as the Iranian alternative to YouTube. Furthermore, the videos are accompanied by subtitles in more prominent languages like French.
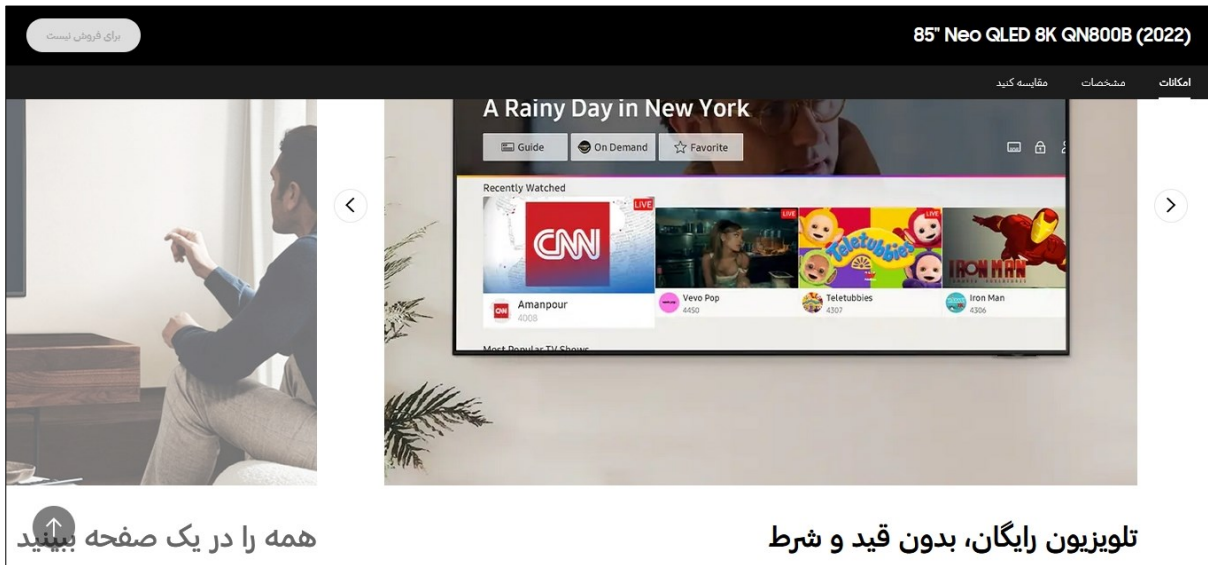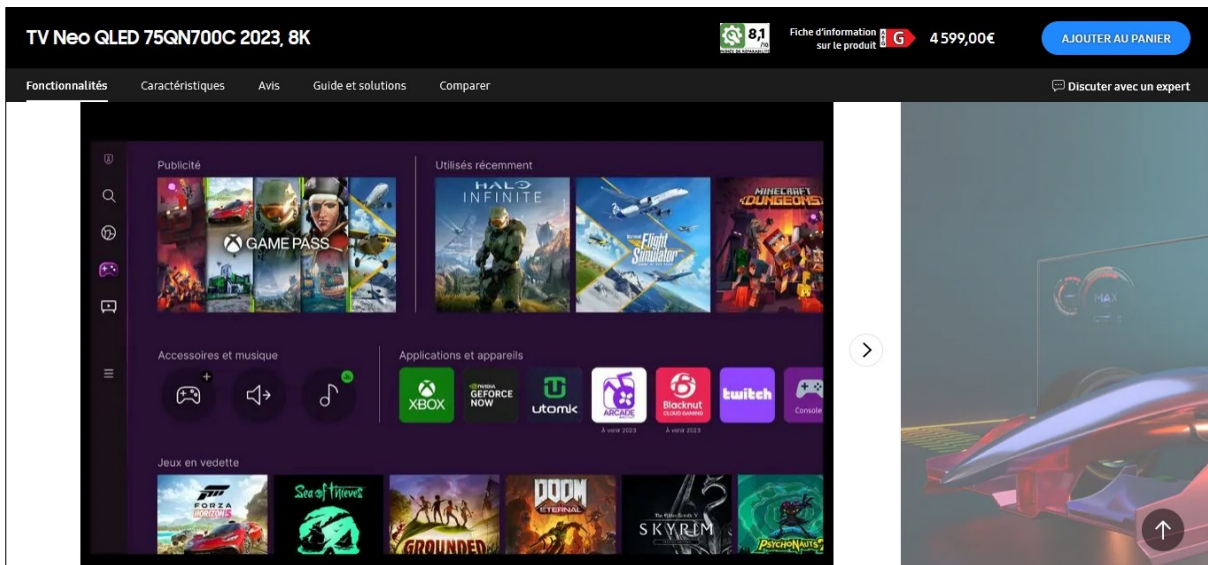
Figure 5. An Image in Persian Version

Figure 6. An Image in French Version

Figure 7. A Translated Table into Persian

Segments Indicator

The general structure of translated texts, including headings and paragraphs, remains relatively consistent between the original and localized versions. However, there are variations in the amount of content and segmentation. For instance, as depicted in Figure 8 and Figure 9, the localized versions in Persian and other languages tend to include more explanations. Additionally, in some cases, the segmentation of information varies between the original and localized versions, leading to the exclusion of certain parts of the description from the original text, as shown in Figure 10 and Figure 11.
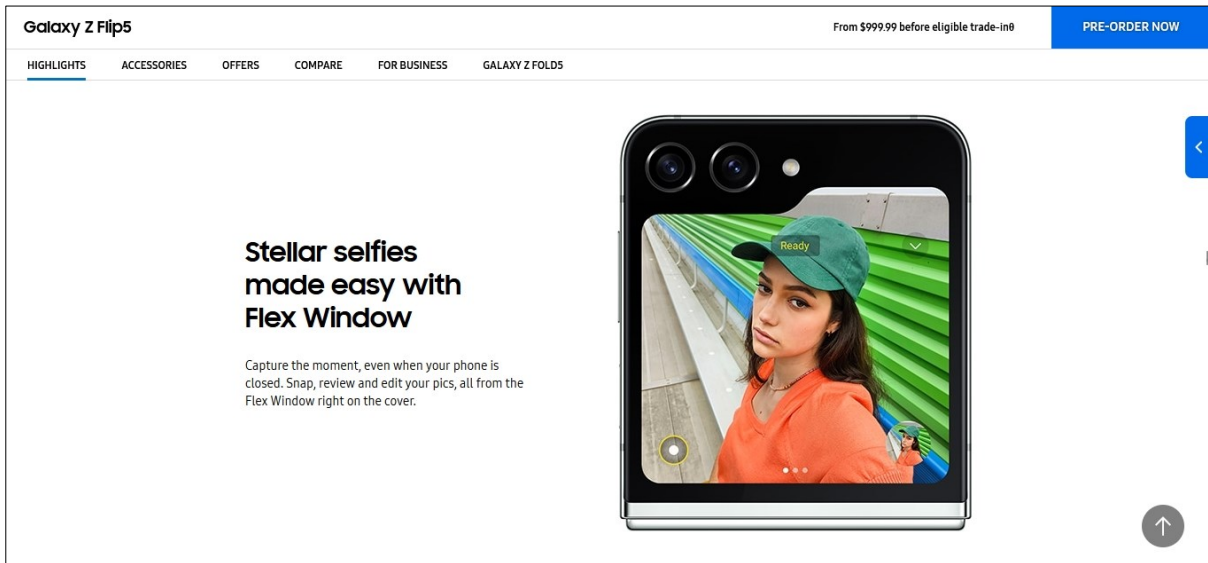

Figure 8. Segments in Persian
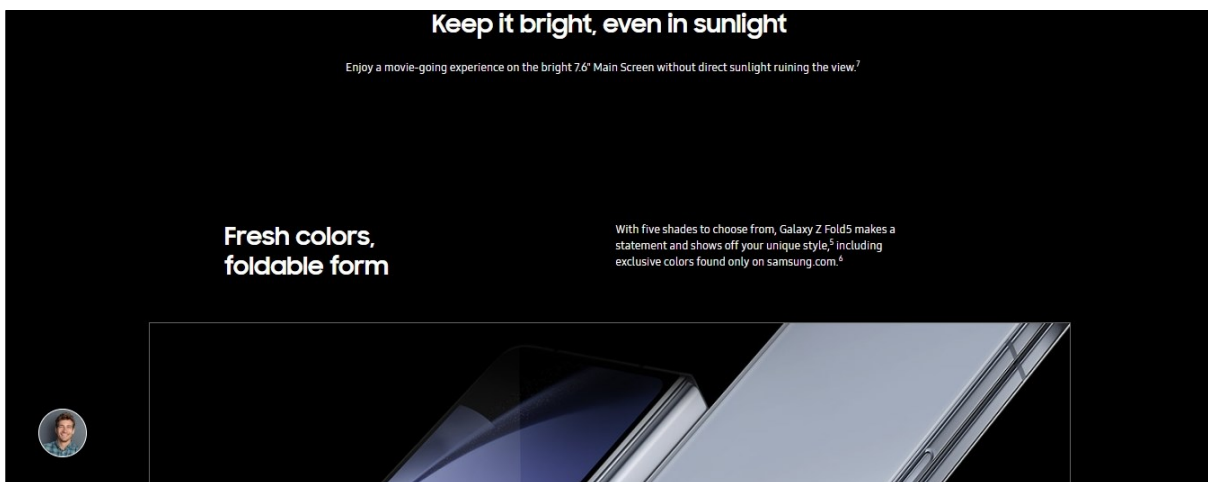
Figure 9. Segments in English
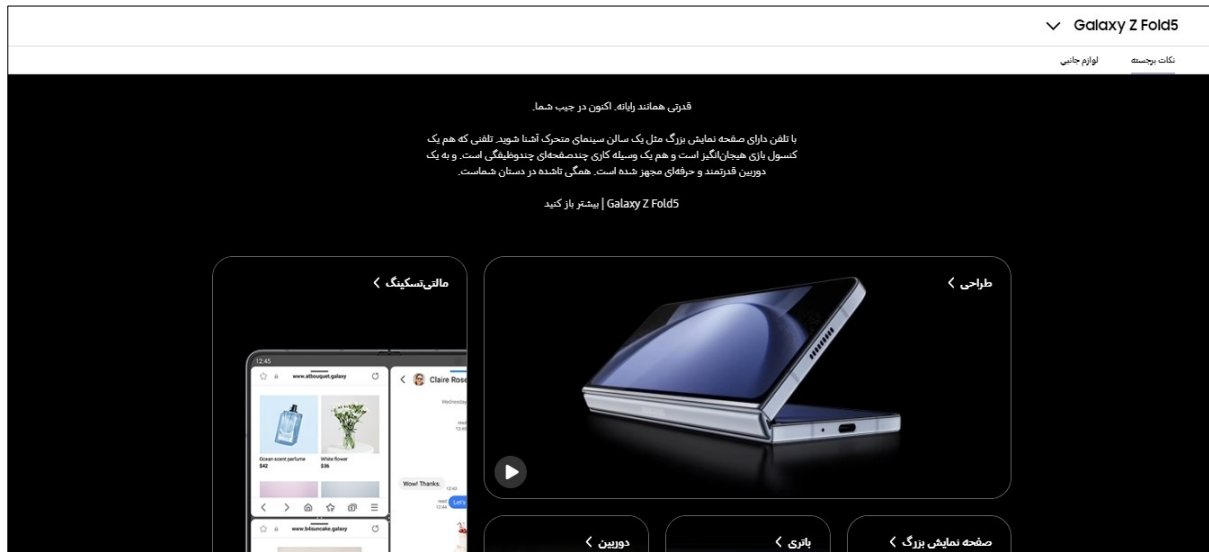

Figure 10 Segments in English

Figure 11 Segments in Persian

Updates Indicator

Samsung has made efforts to localize its website for 145 countries, albeit to varying extents. However, when it comes to the update indicator, Samsung has adopted a more restricted approach. This is apparent in the exclusion of numerous languages from the "newsroom" section. As shown in Figure 10, for the Middle East region, the newsroom section is only available in Arabic. It is worth noting that while the names of countries like Iraq, Jordan, Kuwait, Saudi Arabia, and the United Arab Emirates are mentioned, all the links direct users to a single page in Arabic.

Figure 12. Availability of Newsrooms for Different Countries

Language Indicator

Samsung has localized its website in 187 ways, covering 145 countries. The highest level of linguistic diversity can be found in Europe. Nevertheless, it is crucial to recognize that the extent of localization differs among countries and is often restricted to the products offered in each specific market. For instance, despite Dari and Pashto being the primary languages in Afghanistan, Samsung's website for this country is available only in English despite the low levels of literacy in Afghanistan.

As an example, Samsung has localized its website in Africa in 57 ways, which align with the available products and services specific to each locale. However, the availability of localized versions primarily focuses on a few languages, namely Arabic, French, Portuguese, and English. It is worth noting that some countries have the website content available in two languages. For example, the website is accessible in both English and Portuguese for Angolan users.
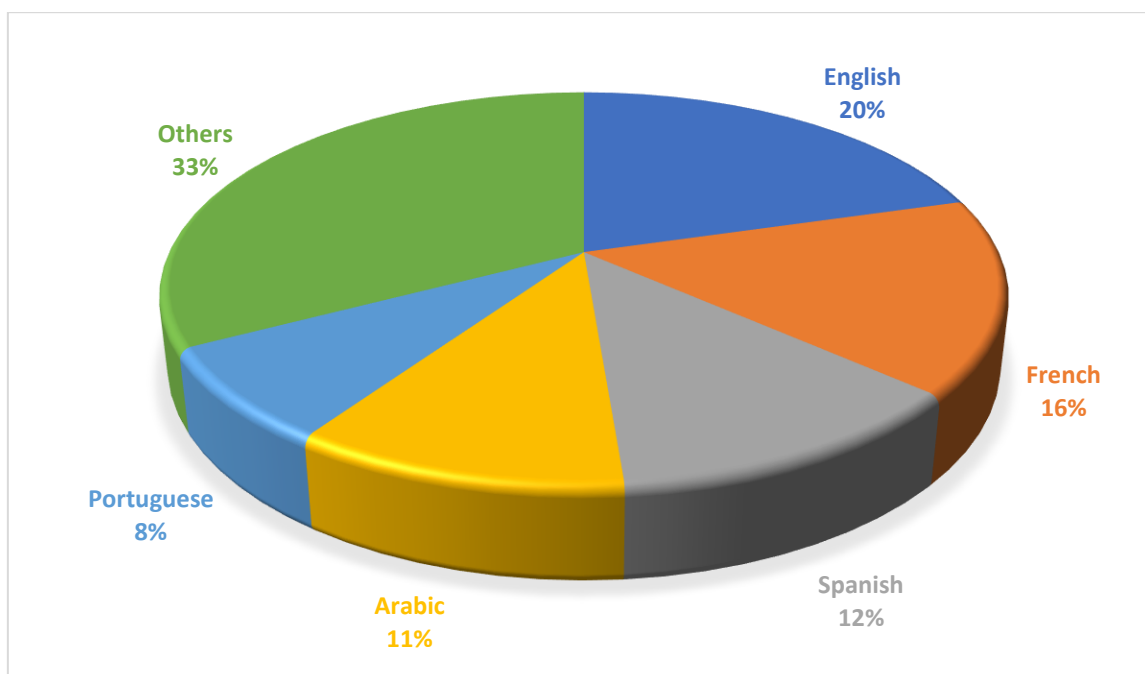

Figure 13. Frequency of Languages

The most commonly used languages on the localized versions of Samsung's website are English with 32 different versions, French with 25 versions, Spanish with 19 versions, Arabic with 17 versions, and Portuguese with 12 versions.

Table 2. Localization Scope: Languages Offered by Samsung

Regions	Number of Countries	Avaliable Languages
Africa	54	Arabic, English, French, Portuguese
Asia-Pacific	16	Bahasa Indonesia, Burmese, Chinese, English, Japanese, Korean, Mongolian, Thai, Traditional Chinese, Vietnamese
Europe	38	Albanian, Azerbaijani, Bosnian, Bulgarian, Croatian, Czech, Danish, Dutch, English, Estonian, Finnish, French, German, Greek, Hebrew, Hungarian,

		Italian, Kazakh, Latvian, Lithuanian, Macedonian, Polish, Portuguese, Romanian, Russian, Serbian, Slovak, Slovenian, Spanish, Swedish, Turkish, Ukrainian.
Latin America	21	Spanish, English, Portuguese
Middle East	14	Arabic, English, Kurdish, Persian
North America	2	English & French
Total	**145**	**56**

Furthermore, it is important to highlight that numerous versions of the website are entirely identical and lack any distinctions. For instance, if a user selects Libya from the list of countries, they will be directed to the page specifically designed for Egypt. Similarly, clicking on Yemen will redirect the users to the page intended for the United Arab Emirates.

Homogeneity Indicator

In general, the website has been translated for the products officially available in the Iranian market. However, non-English speaking users may encounter issues with incomplete localization in certain sections of the website. A random sampling of under-developed non-English-speaking countries, including Egypt, Colombia, Jordan, Iraq (Kurdistan), Palestine, and Iran, revealed that only users from Iran and Palestine are unable to create accounts. However, it is worth noting that all users have the option to create an account through the English version. Furthermore, the account creation section has not been translated into all languages, despite the presence of corresponding links. For example, users who speak Kurdish can find the option to create a user account on the main page, but upon clicking, they are redirected to an English-language page where the account creation form is displayed. Additionally, certain sections such as "labor and human rights", "digital responsibility", etc., remain unchanged across all language versions. Although the titles of these sections may be translated in some localized versions, users are redirected to the English version when clicking on them. Lastly, it is noteworthy that certain product specifications, such as device durability, were present on all examined localized websites, but no evidence of them was found on the English website.

Slogan Indicator

The English version of certain slogans tends to be more interesting and memorable. Take, for instance, the slogan for the Galaxy S23 Ultra, which reads "Ultra Evolved." Here, the term "Ultra" not only conveys the model of the product but also serves as an intensifier. However, in the Persian version, the slogan becomes "Tavallodeh Dobareye [Rebirth of] Ultra," which retains the product model but loses the intensifier. Nevertheless, there are instances where compensation strategy is employed. For example, the section introducing the camera features has a title that reads "Can you send me that?" in English. However, in the translated version, it is rendered as the more attention-grabbing phrase "Tajhizateh Hamasi [Epic Equipment]." Additionally, it is worth noting that the principle of consistency has not been adhered to in the translation of slogans. For instance, in the previous slogan, "Ultra Evolved", was translated as "Tavallodeh Dobareye [Rebirth of] Galaxy" for a different product.

Quality at Navigational Level

The website navigation structure is to the point and appropriately designed; users can easily access the pages they are looking for. All randomly checked links, except those in the footer section, were working properly and directed us to the desired page in the localizded version. Menus are translated according to the products officially available in the Iranian market. For example, accessories are

available in Iran, but the relevant section on the website is not translated due to indirect selling. Moreover, in the localized versions, users are provided with hyperlinks that facilitate easy navigation between different sections, whereas the English version lacks this functionality. For instance, users can directly jump from the camera specifications section to the device design section with just one click.

Quality at Contact Information Level

All necessary information, including maps, addresses, phone numbers, etc., is accessible in multiple languages. However, it is important to note that, for example, the communication channels may differ across languages. For instance, Iranian users have the option to contact the company solely through a phone number or email, whereas individuals in Iraqi Kurdistan can also reach out to support via a WhatsApp number.

Website Usability

Regarding website usability, due to the limitations of this research, only the author's personal opinion is relied upon. 1) Regarding accessibility, the company's website can be found by typing the word "Samsung" in Persian or English in the first Google result, and users can access the site either with a laptop or a phone with ease as the website is well adapted to the mobile version as well. Additionally, the loading speed of the website was compared across three versions: Iran (Figure 11), Germany (Figure 12), and the United States (Figure 13). Interestingly, the Persian and German versions exhibited better loading speeds compared to the United States version. 2) Regarding clarity, the website demonstrates transparency in its design and menu structures, presenting information in a concise and straightforward manner. Users can easily navigate the website and locate the desired content without encountering unnecessary complexities. 3) Regarding recognition, it is easy to learn to work with different parts of the site. Individuals with prior experience in web browsing will find it intuitive to navigate different sections of the site. The website's format aligns with the technological expectations and habits of its users. For instance, clicking on the company logo typically directs users to the main page, adhering to the widely recognized convention found on many websites. 4) Regarding credibility, this website is the official website of a global brand, where information meticulously reviewed for accuracy, and the brand's goals and identity are thoroughly described, reinforcing its credibility. 5) Regarding relevance, the visually appealing design captures users' attention, while the product descriptions are crafted in a compelling tone that encourages potential customers to make purchases.
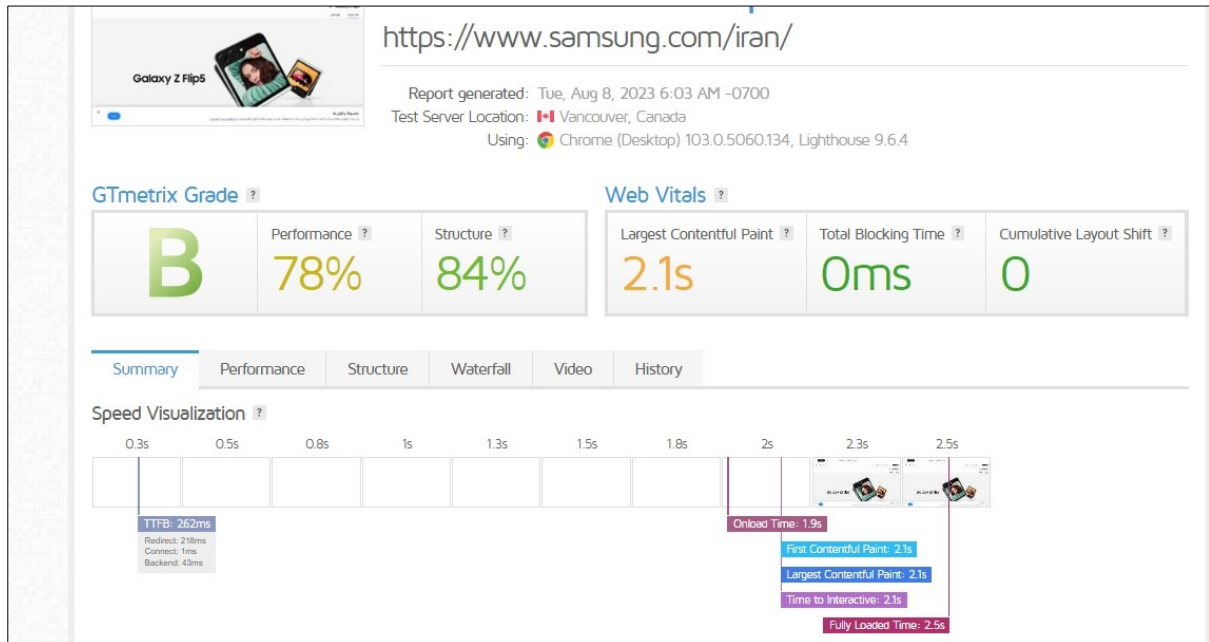
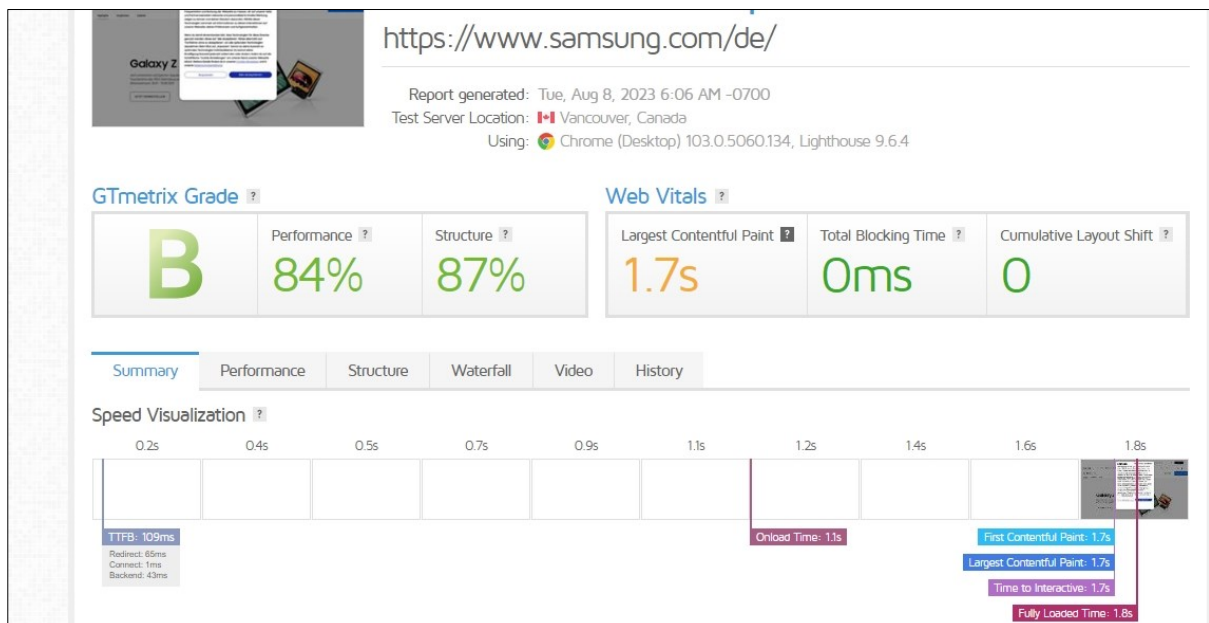Figure 14. Loading Speed of the Persian Version

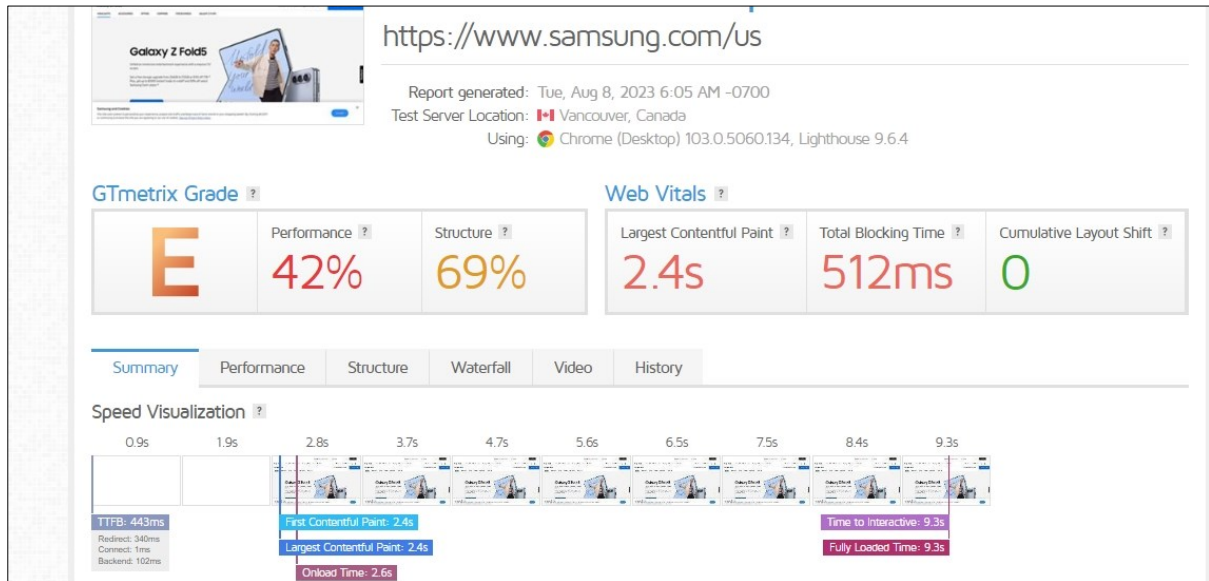Figure 15. Loading Speed of the German Version

Figure 16. Loading Speed of the English Version

Cultual Adaptation

In terms of cultural adaptation, it can be observed that Samsung primarily focuses on adapting the type of products offered to specific countries. An example can be the variation in vacuum cleaners depicted in the Persian (Figure 13), Chinese (Figure 14), and English (Figure 15) versions of the website. The selection of vacuum cleaners is tailored to the preferences and needs of the people in those respective countries, reflecting cultural considerations.
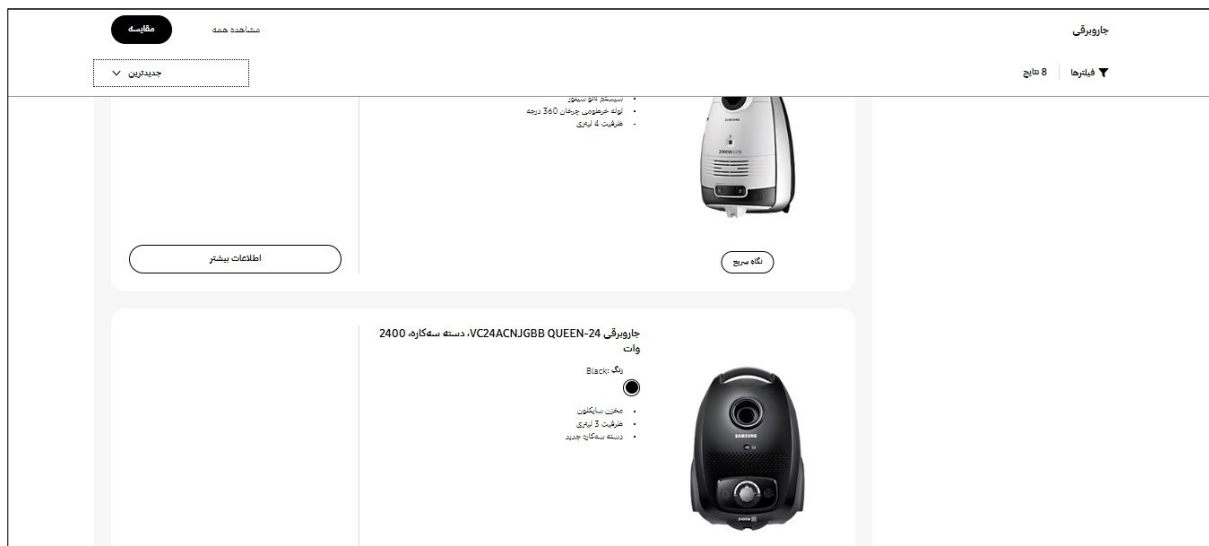

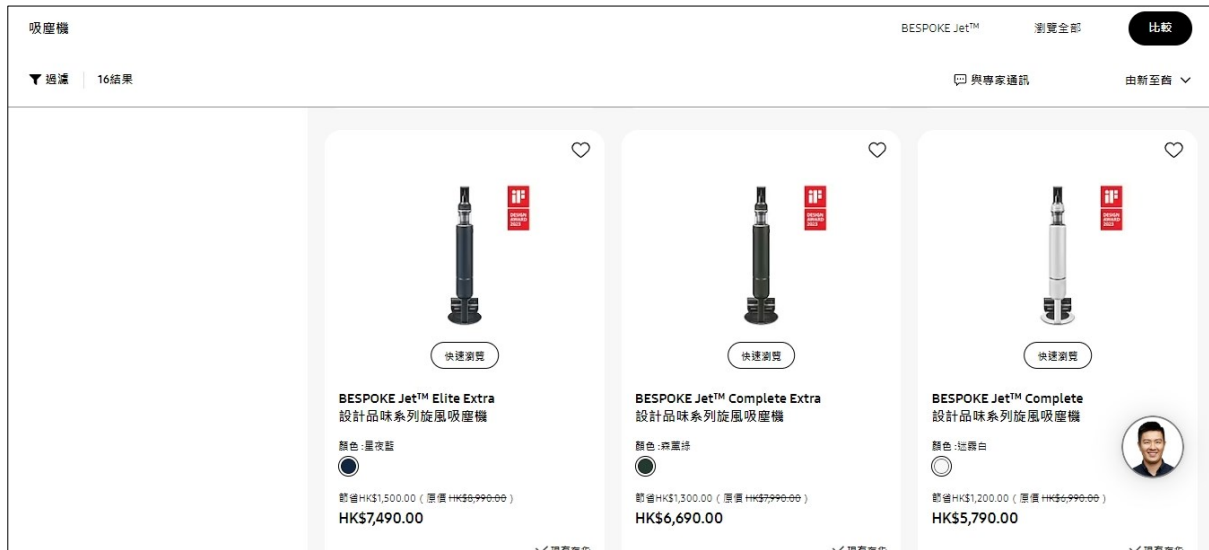Figure 17. Vacuum Cleaners in Persian Version
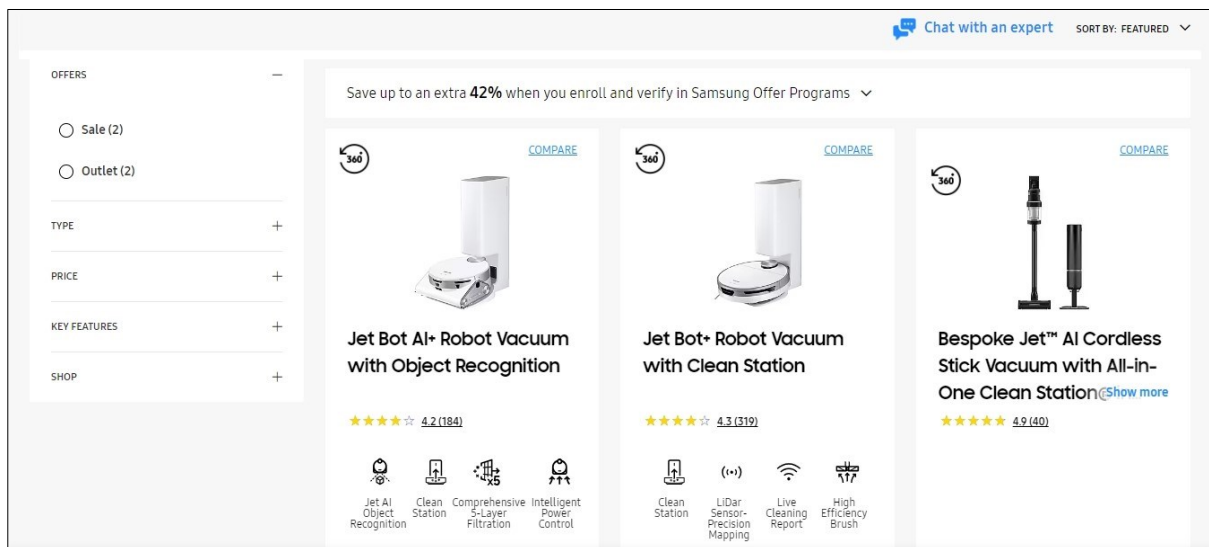
Figure 18. Vacuum Cleaners in Chinese Version

Figure 19. Vacuum Cleaners in English Version

Discussion

The primary objective of this study was to gain insights into the quality and approaches of website localization, particularly within the Iranian context, while considering global perspectives as well. At the visual level, the findings indicated that a significant number of specialized terms and product capabilities have either not been translated at all or have been transliterated to align with their usage in the target language. This primarily stems from the rapid pace of technological advancements, making it challenging for linguistic equivalences to keep pace across all languages. Consequently, companies choose not to translate these terms to ensure user convenience in utilizing the features. Additionally, considerations related to search engine optimization (SEO) may also influence this decision. In a study conducted by Bolouri and Varaste (2021) on the localization of video game news, similar findings were observed; the researchers discovered that game news

websites tend to avoid translating key and technical terms, primarily for SEO reasons. This is because users predominantly search for such content using English terms in search engines. Therefore, it is likely that Samsung has also decided not to translate the specialized terms that represent distinctive features of its products, potentially driven by SEO considerations.

Regarding the localization of images and videos, Samsung has made minimal, if any, effort. In certain cases, only text phrases have been translated into commonly used languages such as French, or subtitles have been provided for video content in those languages. However, a notable change has occurred in the storage location of Persian language videos, as they have been shifted from YouTube to Aparat, which serves as the Iranian equivalent of YouTube. This transfer allows Iranians to access and watch the videos without the need for a VPN, which would otherwise result in reduced internet speed. The motivation behind this transfer is the restriction imposed on YouTube in Iran.

There were no significant differences observed in terms of segmentation and content structure between the localized and original versions, except for slightly more detail and content in the localized versions. Samsung's approach to localization seems to be consistent across all cultures, as it has translated all the texts developed for the products and primarily focused on localizing the segmentation in the English version.

Regarding the update indicator, Samsung has made the decision to limit the publication of news in certain languages probably due to the high cost and time-intensive nature of daily news publishing. News publication is narrowed down based on the specific range of customers they target.

In terms of localization languages, while there are listings for 145 countries and 56 languages, many of the links direct users to the same website. There are two possible reasons for this. Firstly, Samsung may have included multiple links to give users the impression that their country is included and recognized, thereby providing a sense of reward. (Most users may not be aware that many of the links lead to the same page.) Secondly, by including the name of their country in the list, even if the content is the same as other countries, users are assured that they have access to the service. This can help mitigate user dissatisfaction or potential abandonment when their country's name is absent from the list.

Regarding homogeneity, the decision to translate specific parts of localized websites is primarily based on the official availability of goods in the target market. Consequently, it is difficult to provide extensive commentary on this matter since the provision of services varies across countries. While most localization decisions are made with consideration for the destination market, political factors also influence the localization approach. For instance, certain regions like Palestine and Iran face restrictions that prevent users from creating accounts and making direct purchases. While a smaller market size can explain the exclusion of Palestine, the Iranian market is significant, and (internal or external) sanctions are the only possible explanation.

Regarding slogans, Samsung predominantly uses English slogans for its products worldwide. As a result, when localizing the content, many slogans were translated using a combination of target and source language phrases. This approach is likely influenced by SEO considerations, aiming to enhance visibility and search rankings.

At the navigational level, Samsung has adopted a streamlined and concise format across all versions, aligning with standardization and globalization practices. The main distinction between the localized and original versions lies in the presence of additional hyperlinks in the localized versions, facilitating easier navigation between sections. Given the challenges of designing navigation for each specific context, Samsung appears to have implemented a common hyperlink structure only for localized

websites, allowing users to determine the sequence and order of accessing different page components according to their preferences.

At the level of contact information, variations exist in terms of individuals' access to support, likely due to the differing number of visitors to this section and the customers based in each country.

In terms of usability, Samsung has adopted a somewhat exclusive approach to content accessibility, aimed at enhancing the user experience across different platforms. This involves removing irrelevant content, pages, images, and descriptions, resulting in reduced site loading volumes and faster loading times. This optimization is particularly crucial in countries with limited internet quality, such as Iran, where fast loading speeds are highly valued. Overall, Samsung has effectively met usability criteria for all localized versions of its website.

Finally, in terms of culturalization, Samsung has made a deliberate choice not to prioritize it and instead focuses on delivering consistent versions across different languages. This decision is primarily motivated by the need to save time and resources. Considering the extensive range of products offered by Samsung, it would be both challenging and resource-intensive to undertake cultural adaptations for each individual language.

Conclusion

In conclusion, Samsung's approach to content localization can be described as inclusive and neutralization-oriented. The localized versions do not exhibit significant differences, and Samsung's focus appears to be more on globalization rather than specific localization. Unlocalized content is typically unrelated to the particular platform or the absence of the product in that market. This contradicts theoretical approaches that emphasize the need for users to perceive the site as specifically designed and localized for them (Dunne, 2006; O'Hagan & Ashworth, 2002). In practice, companies nowadays prioritize cost-effectiveness over meticulous cultural adaptation. Consistent with research by Singh and Pereira (2005) and Jimenez-Crespo (2013), this study demonstrates that companies prioritize maximizing return on investment (ROI) when determining the extent of localization for their content. This pragmatic approach necessitates a reevaluation of existing translation theories. While scholars like Dunne (2006) advocate for a high degree of cultural adaptation, a revision of translation theory may be necessary to account for the economic realities faced by businesses operating in a globalized marketplace. Additionally, the research findings indicate that the emerging translation definitions, like those proposed by Gottlieb (2017), appear to have limited practical application. This is evidenced by the lack of significant variation in the way text and images are combined across different language versions of the website. This suggests that the translation industry does not commonly employ text-to-image, image-to-text, etc., translations, and the alignment between source and target text is closely maintained. Furthermore, drawing on these research findings, other companies can carry out the localization process with maximum cost-effectiveness, prioritizing elements such as site usability and performance over an extensive emphasis on comprehensive cultural localization.

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