



A STUDY ON THE EFFECTIVENESS OF THE PROMOTIONAL STRATEGIES ON THE BUYING BEHAVIOUR OF THE MOBILE PHONES

Dr. Rachita Ota^{*}, *Dr. Sushree Sangita Ray*^{**}, *Ms. Arpita Barik*^{***}

^{*}Asst. Professor, Amity Global Business School, Bhubaneswar

^{**}Asst. Professor, Amity Global Business School, Bhubaneswar

^{***} Student of BBA (Marketing), Amity Global Business School, Bhubaneswar

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ABSTRACT:

Smartphones were introduced to the consumer market in the late 1990s and have been evolved with more sophisticated computation and communication capabilities. With the release of Apple's iPhone in 2007, the gadgets' general appeal skyrocketed. In the recent era, consumers have witnessed a variety of smartphones and they have lot many options for them to choose, hence creating a highly dynamic competitive environment. The players like Xiaomi have been struggling to capture a share in the market. They have been engaged with various promotional tools to enhance the probability of the purchase of the respective buyers. The study has attempted to analyze the impact of the promotional tools over the buying behaviour of the concerned consumers.

1. INTRODUCTION

With the introduction of cutting-edge products like smart phones to the market, tele - communication has drastically changed in the current environment. In terms of the Indian economy, the telecom sector is one of the fastest growing. In India, the telecom sector holds a nearly 15% market share of the total market offered by the Indian economy.

There are many firms functioning in the market, including both newcomers and those who have been doing business in the Indian market for a while. Asus, Lenovo, Huawei, Realme, Gionee, and other companies are examples of players that have recently entered this market segment, whereas Samsung, OnePlus, OPPO, Vivo, Xiaomi (Redmi), and other companies are examples of businesses that have been active in the market for some time. Smart phone market has boomed recently. These smart phones provide customers a distinctive experience due to its many features, including simplicity of use, light weight, high resolution displays, email access, and the ability to conduct numerous other tasks on a single device. Additionally, the user experience was enhanced by all of these elements.

Indian consumers have historically been highly price sensitive, however due to a higher standard of living and higher discretionary income, this has slightly altered in recent years. Considering the needs of the consumers at a higher preference, marketers must take into account a variety of aspects especially the promotional tools. It's crucial to have a well-thought-out plan in place as well to make sure that the products being supplied capture customers' interest.

2. PROMOTIONAL STRATEGY OF THE KEY PLAYERS

Samsung: Samsung accepts that publicizing the best type of advancement to connect with expected customers and position the brand. Samsung advances new items utilizing papers and computerized media. To exploit the colossal number of adherents of big names, the brand has welcomed numerous superstars to be the brand ministers and advance the item. Enormous bulletin, accumulating and banners are set up on highways. Other than publicizing, Samsung additionally utilizes distinctive limited time strategies to make clients purchase the item. Samsung is generally popular for its item quality and client experience however Samsung is additionally known for being a goliath in supporting occasions. Samsung likewise supports significant occasions. Samsung offers weighty limits during public celebrations.

Apple: Apple Inc targets explicit section of individuals. So, during special exercises, its primary spotlight is on its items and the separating factors that make its remarkable from the contenders. The special procedure in the showcasing blend of Apple centers around forceful promoting utilizing different channels like TV, print media, online advertisements, boards and so forth. In the event that we intently see the promotions that Apple has thought of, it has consistently attempted to zero in on how unique it is from the contenders. It has consistently accepted that promotions ought to be straightforward and gets associated with the core of individuals. These advertisements are direct and no insignificant data. These advertisements will come during any of the item dispatch and will run for seemingly forever. Apple Inc scarcely accompanies any business offers or offers limits to some other individuals with the exception of understudies. Apple's advertisement crusades assemble an enthusiastic associate with its clients, and what its items means for the existence of its clients. Consequently, this sums up the promoting blend of Apple.

Oppe: Oppe centers broadly around advancing itself as a worldwide brand and views its advertising exceptionally in a serious way and has taken on a geo-limited procedure for its image advancement and utilizations nearby abilities for VIP supports of its items. In the event of India, Oppe has obtained rights to support Indian public cricket crew for the length of 2017-2022. Oppe is additionally an authority accomplice of the Spanish football club-FC

Barcelona. Further, since it utilizes a multi-homegrown technique, it utilizes diverse advertising specialized strategies as indicated by different districts. As if there should be an occurrence of Oppo India, it recruited entertainers, for example, Hrithik Roshan and Sonam Kapoor as their image diplomats for advancing their items in India. Then again, for Oppo computerized items, the brand doesn't depend on the forceful showcasing methods utilized for its cell phone business as it is taking into account a very specialty fragment of clients in those classifications. This gives a knowledge in the Oppo advertising blend.

Asus: For advancement of its items Asus centers around age division like PCs clients are generally youths going out to school or schools, working populace or is a home resource. So, every promotion is centered around this age fragment as it were. For the most part Asus doesn't spend much on its item advancement it more depends on their quality for deals. To contact the customers with a mass correspondence Asus, transfer a video on friendly destinations clarifying with regards to its item and components at whatever point it dispatches another item. This assists Asus with connecting increasingly more crowd without spending a lot. Alongside this Asus likewise utilizes customary strategies like flyers and standard ad in their store rooms. Asus utilizes strategies like pitching their items on e-business locales and providing more markdown to build the perceivability of their new items. Asus likewise puts together huge public occasions for gaming that builds the perceivability of its image, items and furthermore draws in new clients towards their items.

Xiaomi: The Xiaomi corporation was founded in April 2010 and listed on the Hong Kong stock market on July 9, 2018. Xiaomi is one of the world's major smartphone companies. The company market share in terms classified smartphone delivery. Xiaomi products are present more than 100 countries and regions around of the world. In August 2021, the company entered the fortune global 500 list for the third time, ranked 338th, up 84 places from 2020.

Xiaomi advanced its items by offering high specs at lower cost to business sectors where innovation wise individuals couldn't bear the cost of high spec items from Xiaomi contenders. They have separated themselves by building a solid chasing after their custom working framework. "Only For Fans", Xiaomi's special drive where the Xiaomi faithful fans lead the improvement of the item in each progression. The vast majority of the representatives of Xiaomi are additionally past faithful fans who have become some portion of the group fostering the item. In this manner Xiaomi has ensured there is a draw technique than a push system of the items delivered by them. Xiaomi likewise utilized online media without limit and verbal. It advanced through miniature publishing content to a blog locales and person to person communication destinations like Facebook and Twitter. They routinely coordinate glimmer deals which constrained individuals to get them because of the criticalness. This caused a publicity for the item and there has been asserted reports that a portion of the items were sold out shortly. This sort of exposure pushed deals for Xiaomi. One more urgent piece of Xiaomi's online media system is that it runs Weibo represents each item range in China and for Facebook in different business sectors. Xiaomi likewise coordinates fan celebrations and neighborhood meetups consistently like the idea followed by Harley Davidson to attempt to make a faction following for Xiaomi items. The fans are urged to bring their companions along to these gatherings too. They likewise join powers with similar organizations to advance its items as it did alongside Uber to advance its image. FlipKart being one of the main internet-based stage helped the exposure of Xiaomi. Xiaomi, has a grounded program under the VIP Users Center. Being a Xiaomi VIP involves getting focuses with each new buy, which combines with your status in the Xiaomi online local area just as for limits on future buys. These VIP individuals are additionally welcome to these nearby meetups and fan celebrations.

3. OBJECTIVE OF RESEARCH

1. This study attempted to explore promotional strategy of different smartphones in the market.
2. The study also tried to explore the impact of the promotional activities of the Xiaomi mobile phones towards the customer buying decision.

4. RESEARCH METHODOLOGY

This study has adopted the descriptive research design, where the responses have been collected through an online survey with the help of a scheduled questionnaire. Google online survey is designed to measure the promotional strategies of Xiaomi. 117 respondents from different regions of India were selected as sample. Since the number of 117 respondents and percentage are different. Data is analyzed by excel chart.

5. DATA ANALYSIS AND INTERPRETATION

Figure 1 shows that 23 of respondent in the survey were the age group of 15-20. 80 of respondent in the survey were the age group of 20-25. 11 of respondent in the survey were the age group of 25-30. 2 of respondent in the survey were the age group of 30 and above.

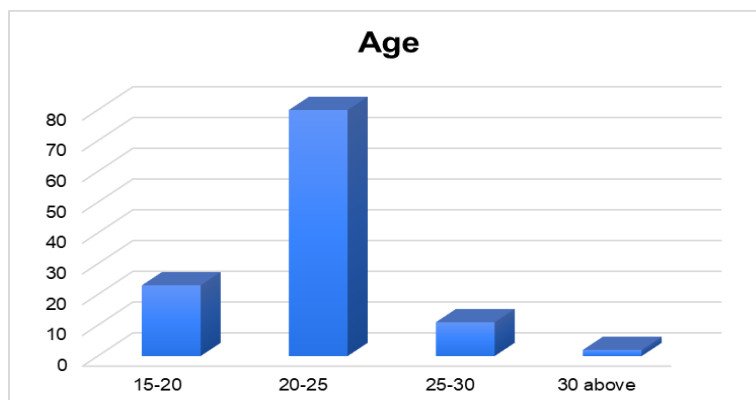


Figure 1: Sample distribution based on Age

Figure 2 shows that 68 of respondents in the survey were male and 49 of respondent in the survey were female.

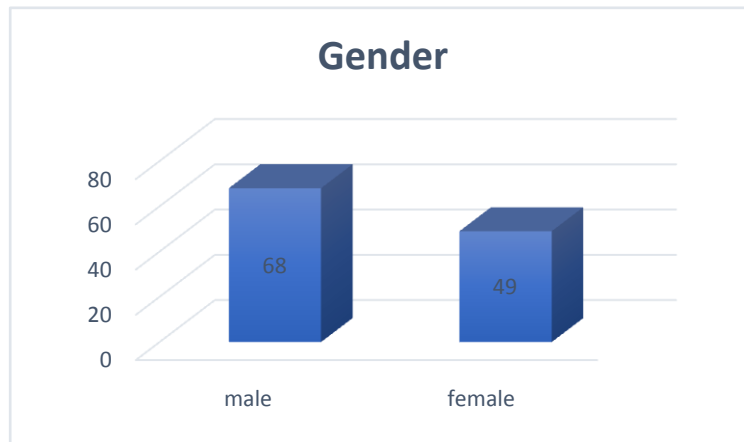


Figure 2: Sample distribution based on Gender

Figure 3 shows that 19 of respondents in the survey were attracted to Xiaomi through advertising. 11 of respondents in the survey were attracted to Xiaomi through directing marketing. 8 of respondents in the survey were attracted to Xiaomi through public relation. 11 of respondents in the survey were attracted to Xiaomi through sales promotion.

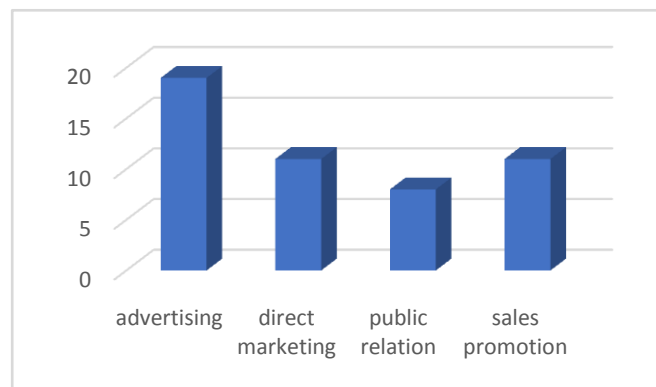


Figure 3: Preferred promotional tools

Figure 4 represents the 15 of respondents in the survey were got know about Xiaomi from TV. 41 of respondents in the survey were got to know about Xiaomi from social media. 6 of respondents in the survey got to know about Xiaomi from print ads. 15 of respondents in the survey were got to know about Xiaomi from friend's recommendations.

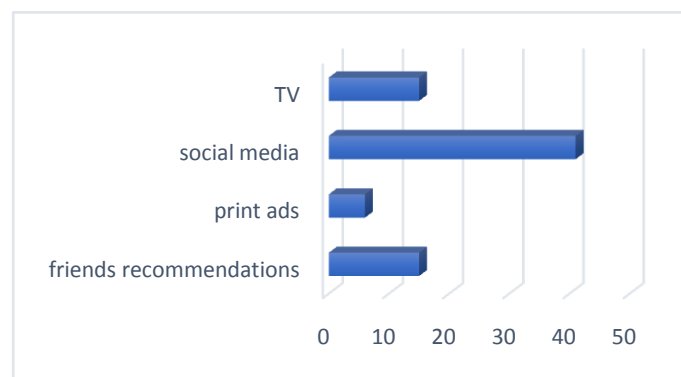


Figure 4: Preferred tools meant for Brand Awareness

Figure 5 shows that the 1% of respondent in the survey were rate the products as 1 and 2 which means weak expectations from the product. 12% of respondents in the survey were rate the products as 3 which means neutral. 32% of respondents in the survey were rate the products as 4 which means stronger expectations. And 52% of respondents in the survey were rate the products as 5 which means strongest expectations from the product.

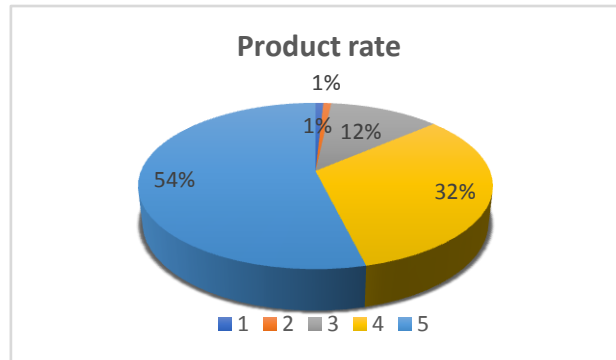


Figure 5 Customer Expectation towards Products

Figure 6 shows that the 7% of the respondents in the survey were rate the price of Xiaomi as 1 which means weak expectations. 2% of respondents in the survey were rate the price of Xiaomi as 2 which means weak. 20% of respondents in the survey were rate the price of Xiaomi as 3 which means neutral. 27% of respondents in the survey were rate the price as 4 which means stronger expectation. 33% of respondents in the survey were rate the price as 5 which strongest expectations.

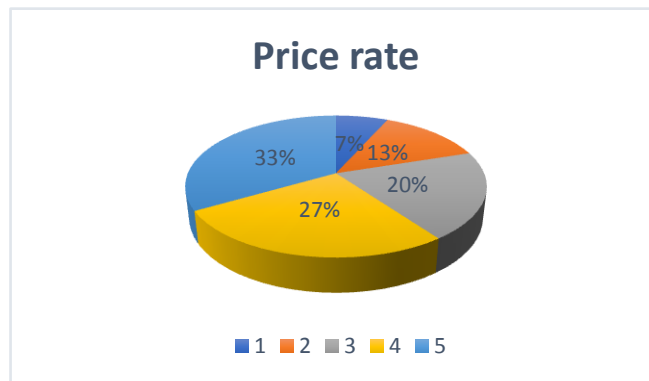


Figure 6: Price Expectation

Figure 7 shows that the 7% of respondents in the survey were rate the distribution of Xiaomi as 1 which means consumers were not satisfied. 13% of respondents in the survey were rate the distribution as 2 which means consumers were satisfied. 20% of respondents in the survey were rate the distribution as 3 which means moderate satisfied. 27% of respondents in the survey were rate the distribution as 4 which very satisfied. 33% of respondents in the survey were rate the distribution as 5 which means highly satisfied.

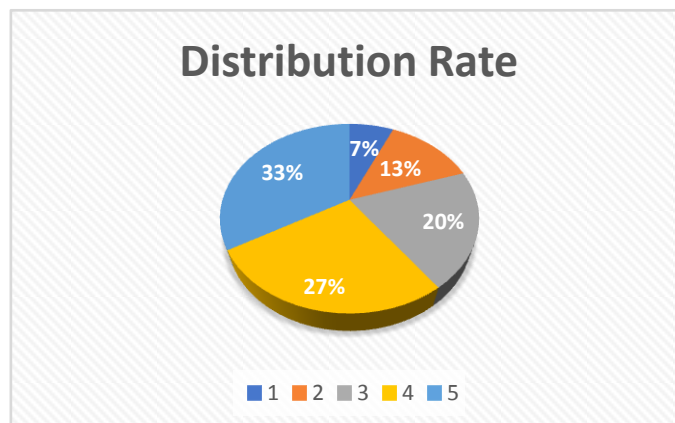


Figure 7: Distribution Rate

Figure 8 shows that the 7% of respondents in the survey were rate the promotions of Xiaomi as 1 which means consumers were not satisfied. 13% of respondents in the survey were rate the promotions as 2 which means consumers were satisfied. 20% of respondents in the survey were rate the promotions as 3 which means moderate satisfied. 27% of respondents in the survey were rate the promotions as 4 which very satisfied. 33% of respondents in the survey were rate the promotions as 5 which means highly satisfied.

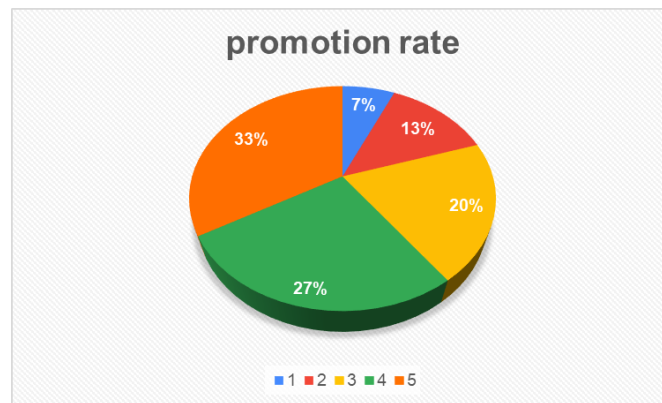


Figure 8: Promotion Rate

Figure 9 shows that the 21 of respondents in the survey were influenced by celebrity endorsement. 33 of respondents in the survey were influenced by discount offers. 17 of respondents in the survey were influenced by influencer marketing. 46 of respondents in the survey were influenced by social network websites.

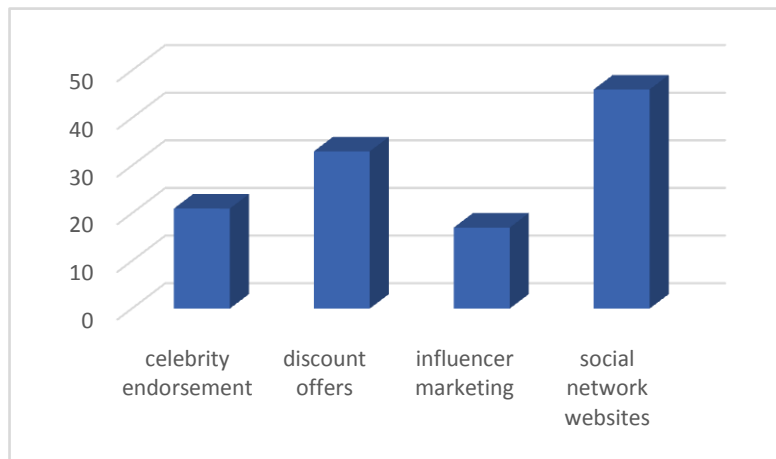


Figure 9: Factors influencing buying behaviour

Figure 10 shows that the 79 of respondents in the survey were not aware of the punch line of Xiaomi. And 38 of respondents in the survey were aware of the punch line of Xiaomi.

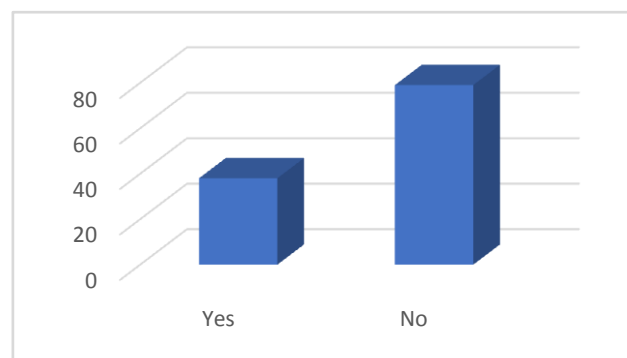


Figure 10: Awareness towards punchlines of Xiaomi

Figure 11 shows that the importance level of different attributes of Xiaomi mobile phone that may affect consumer purchase decision.

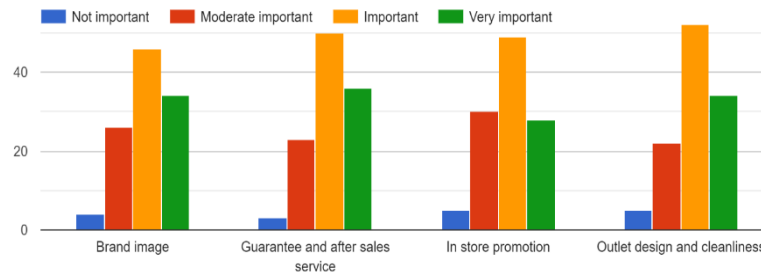


Figure 11: Significance of the factors towards purchasing decision

Figure 12 shows that the 101 respondents in the survey were recommend the Xiaomi mobile phones to others. And 16 respondents in the survey were not recommend the Xiaomi mobile phones to others.

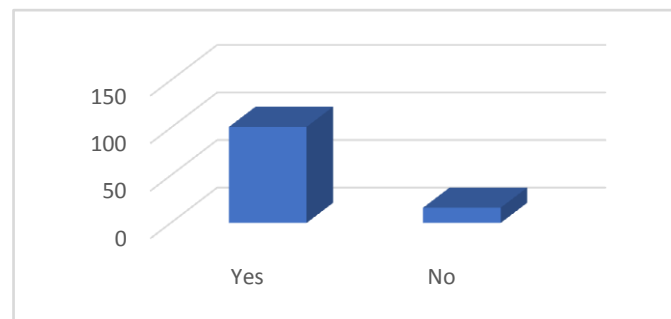


Figure 12: No. of customers who are going to recommend Xiaomi

6. CONCLUSION

Xiaomi has become perhaps the most significant startup from esteemed presently at US 50 billion Dollar. It made tremendous achievement in the cell phone selling business by carrying out blend market procedures which have demonstrated exceptionally fruitful in the worldwide just as homegrown business sectors. Xiaomi has advertised itself in the lower and mid-level of the market and has not set up or attempted to secure itself just a top-notch item maker which has become one of its greatest strengths.

The technique of making the buzz of an organization which has likewise been taken on by top level brands like Apple and Samsung has been effectively made by Xiaomi and has beaten Apple and Samsung on the value fronts. The study uncovers that the market of Mi is higher than the other organization. The market is extremely serious. Commercial and Promotional missions go about as a significant job in making mindfulness and inclination. The Company should broaden better assistance and keep a decent affinity with clients. Relationship promoting assumes an imperative part in this industry. So, it very well may be reasoned that an organization, which gives appealing plans and merchandise administration, will prosper.

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