A STUDY ON MARKETING STRATEGIES TOWARDS CHINESE BRAND MOBILE PHONES WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

This study is to know about a study on marketing strategies towards Chinese brand mobile phones with special reference to city. The data has been collected from 126 students in Coimbatore district by applying convenient sampling technique. Statistical tools such as percentage analysis, chi-square analysis, weighted score analysis have been used to analyse the data. The study has attempted to know the various demographic factors that determine the brand choice Chinese brand mobiles of a particular handset in the largely competitive oligopolistic market of India with several brands engaged in the war of marketing in the Indian market.

KEYWORDS: *Consumer preference, Features of mobilephones, Problems faced*

INTRODUCTION

Mobile phones have turned into a practically fundamental piece of everyday life since their quick development in prevalence in the late 1990s. An across the country review led in 2010 demonstrates that mobile phones are the most essential mode of correspondence for youths. It has for all intents and purposes influenced the general public's openness, security, wellbeing and coordination of business and social exercises and has thus turned into a piece of culture of the entire world.

With 820 million mobile customer base and 312 million 4G services users in China, China mobile is leading the voice services and data services business vertical. It is the largest 4G operator in the world, servicing 115 countries with the value-added service of International Roaming. With the help of enhanced wireless broadband services, it has achieved 30%

growth in wireless data traffic revenue in the year 2015 as compared to the year 2014.

Chinamobile uses psychographics and demographics segmentation v ariables to cater to the needs of its tech-savvy customers. It uses a mix of differentiating and selective targeting strategies to provide services like Value added services & Wire line Broadband services to retail & corporate customers etc. With the socio-cultural and economic development of the China, data traffic business increased by a substantial percentage, and that's why China Mobile has repositioned itself with more of wire line & 4G LTE data provider than mere a communication network company.

STATEMENT OF PROBLEM

During 19th century markets was not so competitive. There was very few brands competing in

the market and there were people using mobile phones as they used to be very expensive. During 20th century many new brands of mobile phones have been introduced in the market. Even in our country new telecommunication companies have been established making the service very cheaper so that the service can be utilized by every common people of the country. Today mobile phones start from Rs.1000 to Rs.1,00,000 because of which today people have lots of options regarding mobile phones. Mobile phones have become very common to the people and life has become almost impossible without mobile phone. Apple and Samsung will always the one comes to mind when consumers are reminded of brand of mobile phones. There is the brand equity as consumers are trust in their products' quality and find them reliable. There are some past studies stating that brand of China is always considered low quality, counterfeited and cheap by the consumers. However, the improving of the economy of China had changed these perceptions of consumers slowly. Recently, some mobile phone of China brand such as Xiaomi and Lenovo had done well in the Malaysia market. However, their market share is still not comparable to the famous brand like Apple and Samsung. In response to this, this research proposed to investigate this problem. With country of origin as a whole concept, several factors will be investigated and find out their relationship with the purchasing intention on mobile phones of China brand.

SCOPE OF STUDY

Deployment of Chinese mobile phone brands and their supply chain in India. Development of Chinese smart phones market, touching on the shipments of 4G smartphones in china. Development of the Indian smartphone market and includes Chinese brands; market presence, smartphone demand and 5G phone sales in china. India's policies for smartphones, including the phased Smartphones Manufacturing Program and preferable policies for smartphones, foreign investments, and taxation rates. Smartphones supply chain in India, touching on the production and R&D of Chinese smartphone brands and ODMs in India. Outlook for the Indian smartphone industry and its supply chains.

OBJECTIVES OF STUDY

The study is aimed to achieve the objectives following:
1. To study the significance impact of price on the purchase intention.
2. To know about the perceived quality on the purchase intention.
3. To analyze the brand awareness on the purchase intention.
4. To analyze the Availability & Visibility of various brand of products with special reference to Chinese mobile.
5. To collect the consumer preference to various brands of Chinese Mobiles through the Retailers.

RESEARCH METHODOLOGY

Research Methodology is a systematic and scientific approach for acquiring information on a specific topic. It helps in searching the facts by using different methodologies. The purpose of this chapter is to concentrate on methodology used for research by using the right methods and applying right tools to process to provide conclusion with solutions.

The study conducted was descriptive in nature and it was aimed to evaluate "**AN STUDY ON MARKETING STRATEGIES TOWARDS CHINESE BRAND MOBILE PHONES WITH SPECIAL REFERENCE TO CITY.**"
FORMULATING THE RESEARCH PROBLEM
INSTRUMENTATION:

For the purpose of the study, a structured questionnaire was designed with **26** questions. It consists of open-end questions.

SAMPLE SIZE

A sample of 126 respondents was chosen, using random sampling technique.

ADMINISTRATION OF THE INSTRUMENT

The schedule had open end questions for easy administration to the respondents and the responses were collected through Google Forms.

DATA COLLECTION METHOD
Primary data

The primary data was collected with the help of structured questionnaire using convenient sampling methods among 126 respondents.

Secondary data

Secondary data consist of information that already exists somewhere, having been collected for some other purpose. In this study, the secondary data was collected from studies, journals and websites.

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DATA ANALYSIS

The data collected for the study was analyzed with suitable statistical tools. The statistical tools that are used in the study are as follows;

- Simple Percentage analysis
- Weighted average analysis
- Chi-square test analysis

PERIOD OF STUDY

- The study was conducted during the year December 2020 – March 2021

LIMITATIONS OF THE STUDY

1. The study confined to Coimbatore city and hence the results cannot be generated to other areas.
2. Internal prejudice of the respondents serves as a limitation of the study.
3. Due to time constraints, the number of respondents taken for the study is limited to 126.
4. The respondent's views and opinion may hold good for the time being and may vary in future.

LITERATURE REVIEW

- **Mabkhot, H. (2016)** to investigate the relationships between brand image (BI), brand experience (BE), brand personality (BP), and brand loyalty (BL) of automobile local brands in Malaysia and also determining the mediating effect of brand satisfaction (BS) and brand trust (BT) on those relationships. This study is embarked on the fact that only a few studies have examined how brand image, brand experience, brand personality, brand satisfaction, and brand trust contribute towards the emergence of brand loyalty. Based on a theoretical consideration, a model was proposed and 17 hypotheses were formulated

- **Guo, X & Yan, K. (2017)** study first selects the best-suited among the logistic, Gompertz, and Bass models to forecast the per capita holding quantity of mobile phones. Combined with the population projected by the GM (1,1) and logistic models, the spatial distribution of waste mobile phones is uncovered through the stock-based model. Finally, a mixed-integer programming model is established to optimize the location of recycling centers upon the spatial distribution of waste mobile phones. Accordingly, the logistic model is concluded as the best-suited in terms of forecasting the per capita holding quantity of mobile phones for all 31 provinces in mainland China.

MARKETING IN INDIA

India is one of the fastest growing smartphone markets globally and Chinese Mobiles had begun manufacturing in India. In year 2015 these companies have started manufacturing unit in Andhra Pradesh, Noida, Greater Noida and Chennai. Here is the list of 5 Chinese mobile companies, assembled and manufacturing smartphones in India as part of Make in India initiative.
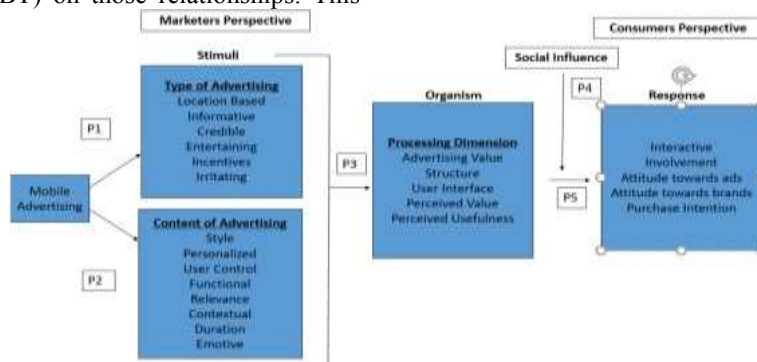
SIMPLE PERCENTAGE ANALYSIS
BEST BRAND OF CHINESE MOBILE RESPONDENTS

BEST BRAND	NO. OF RESPONDENTS	PERCENTAGE
XIAOMI	43	34.1
ONE PLUS	61	48.4
VIVO	19	15.1
OTHERS	3	2.4
TOTAL	**126**	**100**

INTERPRETATION

The above data shows that, 34.1% of them choosing Xiaomi is the best brand; 48.4% of them choosing One plus is the best brand; 15.1% of them choosing Vivo is the best brand; 2.4% of them choosing other brands.


CHOOSING BRAND OF THE RESPONDENTS
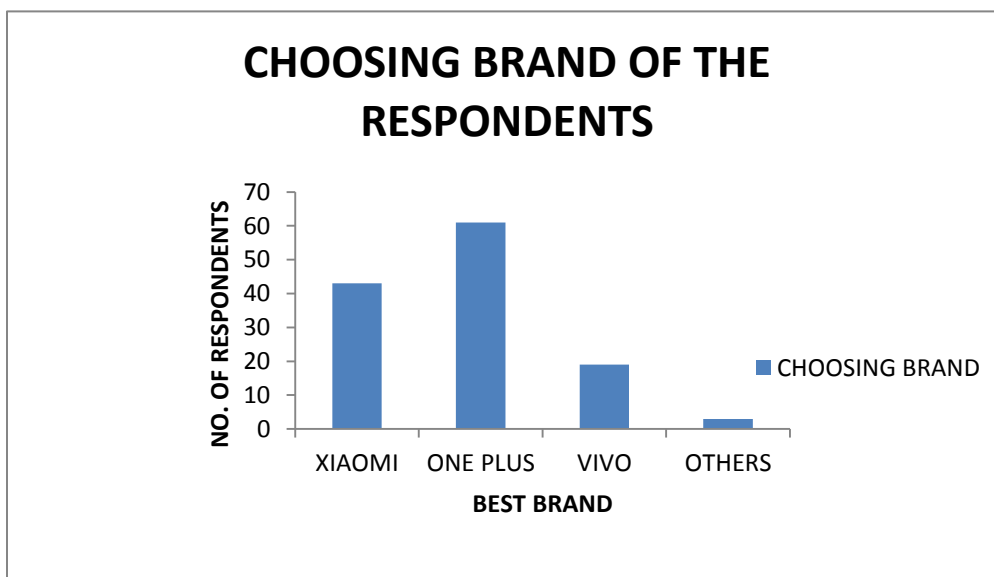
BEST CHOICE WHILE BUYING OF THE RESPONDENTS

BEST CHOICE	NO. OF RESPONDENTS	PERCENTAGE
STYLE	21	16.5
QUALITY	73	57.9
TREND	18	14.2
BRAND	14	11
TOTAL	126	100

INTERPRETATION

The above data shows that, 16.5% are choosing for style; 58.3% are choosing for quality; 14.2% are choosing trend; 11% are choosing for brand.

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CHOICES OF BEST OF THE RESPONDENTS
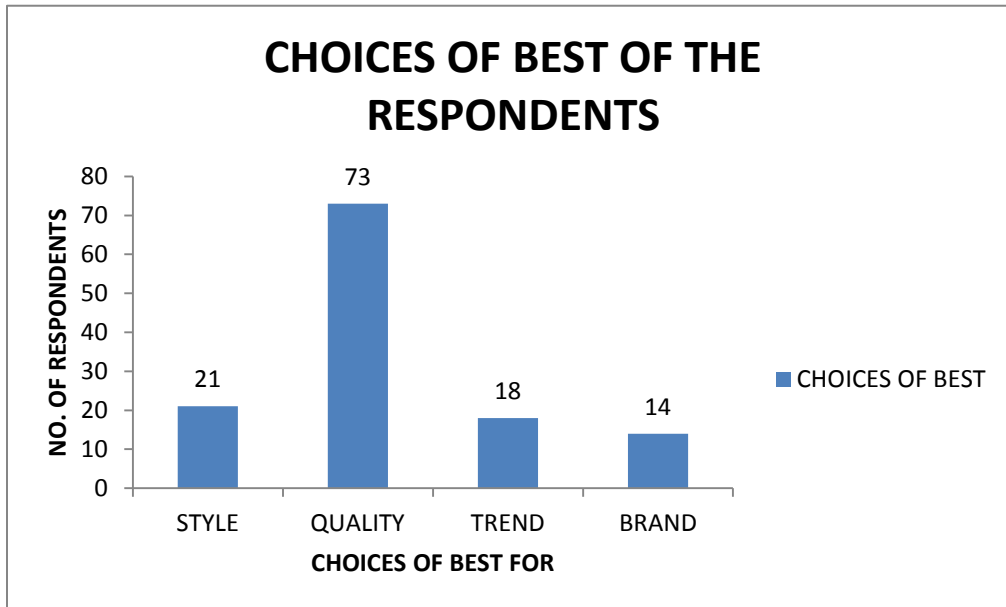
WEIGHTED AVERAGE ANALYSIS

Best brand of china mobiles

FACTORS	1(4)	2(3)	3(2)	4(1)	TOTAL	MEAN SCORE
XIAOMI	54	36	22	14	126	3.206
	216	108	66	14	404	
ONE PLUS	51	53	18	4	126	3.198
	204	159	36	4	403	
VIVO	17	71	32	6	126	2.785
	68	213	64	6	351	
OPPO	21	58	34	13	126	2.690
	84	174	68	13	339	
HUAWEI	13	68	36	9	126	2.674
	52	204	72	9	337	
LENOVO	14	43	57	12	126	2.468
	56	129	114	12	311	

INTERPRETATION: The above table justifies, best brand of china. The highest mean score or average is 3.206 for XIAOMI brand is best mobile brand of china.

CHI-SQUARE TEST

AGE GROUP AND PERIOD OF USING

HYPOTHESIS:
There is a significant relationship between respondent's age and the period of using the Chinese brand mobile phones.

AGE	PERIOD				TOTAL
	LESS THAN 1 YEAR	1 TO 3 YEARS	3 TO 5 YEARS	MORE THAN 5 YEARS	
BELOW 20 YEARS	17	20	1	6	44
21 – 30 YEARS	14	39	16	5	74
31 – 40 YEARS	0	4	3	0	7
ABOVE 40 YEARS	0	1	0	0	1
TOTAL	31	64	20	11	126

FACTOR	CALCULATED VALUE	D. F	TABLE VALUE	REMARKS
AGE	19.574a	9	16.92	REJECTED

INTERPRETATION
The calculated value of chi-square is more than the table value. Hence, the hypothesis is rejected stating that there is a significant relationship between the age and the period of using the Chinese brand mobile by the consumers.

FINDINGS
SIMPLE PERCENTAGE ANALYSIS
- Majority of the respondents are **Male (57.1%)**.
- Majority of the respondents belong to the age group of **21-30 years (58.7%)**.
- Majority of the respondents are **Unmarried (87.3%)**.
- Majority of the respondent's **education qualification is UG (70.6%)**.
- Majority of the respondents income was **below 20000 (50.8%)**.
- Majority of the respondents are **Student (61.1%)**.
- Majority of the respondents are in **nuclear family (71.4%)**.
- Majority of the respondents are **2 to 4 members (69%)**.
- Majority of the respondents are prefer **one plus brand (31.7%)**.
- Majority of the respondents are best brand as **one plus (48.4%)**.
- Majority of the respondents are using **1 to 3 years (50.8%)**.
- Majority of the respondents are choosing for **quality (57.9%)**
- Majority of the respondents are aware of **service facility (YES) (74.6%)**
- Majority of the respondents are based on **brand name (33.3%)**.

- Majority of the respondents **owe for necessity (62.7%)**.

WEIGHTED AVERAGE ANALYSIS
- It is concluded from the analysis that majority of the respondents are highly satisfied with the price of Chinese brand mobile phones.
- It is concluded from the analysis that majority of the respondents are highly satisfied with the quality of the Chinese brand mobile phones.
- It is concluded from the analysis that majority of the respondents are highly satisfied with the importance of the brand.
- It is concluded from the analysis that majority of the respondents are highly satisfied with the product and services of brand.
- It is concluded from the analysis that majority of the respondents are highly satisfied with the reason for buying Chinese brand mobile phones.
- It is concluded from the analysis that majority of the respondents are highly satisfied with the best brand of Chinese mobile phones.

CHI-SQUARE TEST ANALYSIS
- There is a significant relationship between respondent's age and the period of using the Chinese brand mobile phones.
- There is no significant relationship between respondent's monthly income and brand preference of consumer's for Chinese brand mobile.

SUGGESTIONS
- Provide more features and better quality than
- When compared to other phone Chinese phones are over heat.

- My suggestion is that give better quality products with affordable price make good quality products.
- Come up with new trending models with high quality.
- Decrease heating and radiation.
- There should be an improvement in quality of Chinese smartphones.
- The price of the mobile phone has to affordable for quality.
- Indian government have to take steps to improve marketing of Indian made smartphones as like as marketing of Chinese smartphones.

CONCLUSION

Through the research paper entitled, "A STUDY ON MARKETING THROUGH SOCIAL MEDIA AND BOOKMARKING SITES "it is concluded that the demographic variables such as age group, gender are having more impact on the factors of social media marketing.

The anti-china sentiment post the India-China standoff at Galwan Valley in May has had little impact on the Chinese smartphone makers in India. Not only did the Chinese smartphone makers — Xiaomi, Redmi, Vivo, Realme and Oppo — topped the list like before; the season (July-September) also marked record sales in a single quarter with smartphone shipments of nearly 50 million units.

According to the head of China Mobile, China's home-grown mobile technology is a few years behind that of its international competitors since it was having problems with handsets.

Essentially 3G technologies were lagging behind. Part of the problem was the choice to swap to TD-SCDMA's network which many would consider inferior to the 3G technology offered by Vodafone. And China Unicom wants to become the biggest 3G operator in China .So in order to take competitive advantages from their competitors; they should start implementation of 3G technology.

4G mobile services, which are around five times faster than 3G, were first made available in China in 2012 on a trial basis. State-owned China Mobile, China Telecom and China Unicom were granted 4G licences in November 2013. The growth in 4G take-up in China is set to continue, according to IHS. Shipments are expected to double next year to 144.1 million units, jump another 53 percent to 219.8 million in 2016 and end 2017 at 298.5 million units.

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