

A Study on Xiaomi Mobile Phone Marketing Mix Strategy in Odisha

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Submitted: 10-03-2022

Revised: 21-03-2022

Accepted: 25-03-2022

ABSTRACT

The focus of this research is on the Xiaomi Mobile Phone Marketing Strategy in Odisha and how it influences customer satisfaction. Xiaomi, a Chinese mobile phone firm, has been swiftly promoted in the Indian technology industry for a long time. Xiaomi was founded in 2010 by CEO Lei Jun and his seven partners. The smartphone was originally released to the market in August 2011, and by 2014, it has risen to the top of the Chinese smartphone market. It has grown to become the world's largest smartphone company and currency. The overall goal of this research is to look into Xiaomi's Marketing Mix Strategy in Odisha and how it influences customer satisfaction.

To evaluate which marketing techniques have an influence on customers making a choice to buy a Xiaomi mobile phone in Odisha. The precise objective is "To investigate the level of consumer satisfaction with Xiaomi mobile phones in Odisha". "To see how the link between marketing strategy and customer decision-making in Odisha relates to Xiaomi mobile phones". Customers in Odisha who use Xiaomi phones are the target population of this study. This was a quantitative study conducted with the use of surveys from Xiaomi smartphone users in Odisha. A total of 49 people were included in the study. Customers from Odisha who purchased Xiaomi mobiles were asked to fill up a questionnaire to see that what influenced their decision, such as the relationship between products, price, location, and promotion, and their satisfaction with their purchase.

I. INTRODUCTION

This research paper investigates the Xiaomi cell phone advertising process in Odisha and how it influences consumer satisfaction. The marketing strategy of Xiaomi Mobile Phone in Odisha, which impacts customer decision-making to purchase the mobile phone brand and satisfaction towards the brand, is at the focus of this

research. Cell phone enterprises have experienced rapid growth and have made enormous jumps since its inception, particularly in the last five years, which have seen cell phones become savvier and more polished than in their early days, when the concept of owning a cell phone was completely misconstrued by the majority. Xiaomi is a product organization founded in 2010. Xiaomi's initial product is MIUI, which has over 100 million users as of the writing of this article (En.miui.com, 2015). Xiaomi's goal is to spread MIUI throughout the world, and its entry into the equipment industry in 2011 was primarily to aid in growing MIUI's user base. Xiaomi believes that opening a traditional physical store will increase the cost of the product, thus they have focused their operations on the internet.

According to Report, Xiaomi was the world's fifth-largest smartphone manufacturer in 2015, with 70.8 million devices sold, accounting for roughly 5% of the worldwide smartphone market (2015).

According to Assistant General Manager of Strong Source, the brand is available in India in six models: the Mi 5, Red Mi 3, Red Mi Note 3 Pro, Mi 4i, note 2 and Red Mi 2, all of which will be sold in the market with a one-year warranty. In addition, for Xiaomi official devices, a Mi service centre, Mi Corner, and Mi Home would be available in Odisha (MI HOME India, 2018). Xiaomi has the highest penetration rate in the smartphone market, at 11 percent. During the first half of 2014, the firm generated more than \$5 billion in sales. It has a market valuation of nearly \$10 billion while having just 2,600 workers (as of June 2013). Its senior executives come from a variety of high-tech multinational businesses in the west, with technological backgrounds and expertise. Xiaomi, a Chinese mobile phone firm, has been quickly gaining market share in India's technology sector. Xiaomi was founded in 2010 by CEO Manu Kumar Jain and his seven partners. The

smart phone was initially released to the market in August 2011, and by 2014, it has risen to the top of the Chinese smartphone market. It has grown to become the world's largest smartphone company. In today's competitive environment, businesses try to stay afloat by focusing on customer happiness and increasing sales and profits through market research and identifying consumer demands. Customer happiness is affected by any marketing plan, and marketing mix elements are a collection of controllable marketing factors in the hands of corporate managers and decision-makers. If the links between marketing strategy, such as product, pricing, location, promotion, and customer happiness, particularly in Odisha, are established, corporate decision-makers will be able to quickly identify how to utilise marketing mix elements to affect the greatest level of making decision.

II. OBJECTIVE

The overall goal of this research is to look into Xiaomi's Marketing Mix Strategy in Odisha and how it influences customer satisfaction decisions. The following are the precise goals:

1. To determine which marketing techniques have an influence on customers' decisions to purchase Xiaomi phones in Odisha, India.
2. To determine the level of consumer satisfaction with Xiaomi mobile phones in Odisha, India.
3. To see how the link between marketing strategy and client decision-making in Odisha, India relates to Xiaomi mobile phones.

III. LITERATURE REVIEW

Xiaomi is a one-of-a-kind Chinese hardware firm that designs and manufactures its own products. Lei Jun launched the company in 2010, and it is headquartered in Beijing. On the list of the world's top Smartphone makers, it comes in around fourth place. Its consumer hardware and computer equipment are among the quickest-moving in China. Xiaomi's rapid growth concerns Samsung and Apple, since the business is on the verge of establishing itself as China's top smartphone brand. The impact of Xiaomi's marketing mix, Xiaomi's advertising procedure, Xiaomi's marketing mix for portable phones, Xiaomi's high-quality result at a low cost, Xiaomi's estimating system, Xiaomi's location or distribution procedure, Xiaomi's advancement technique, client selection, deciding on choice of clients, estimating consumer loyalty of Xiaomi cell phone are of important concern.

Following the publication of Neil H. Borden's 1964 essay, *The Concept of the Marketing Mix*, the term "promoting mix" became popular.

Borden began using the phrase in his teaching in the late 1940s, when Culleton described the advertising executive as a "blender of fixes." Item arranging, estimating, marking, appropriation channels, individual selling, advertising, advances, bundling, show, overhauling, real dealing with, and reality discovering and examination were among the components in Borden's promoting mix. Later, E. Jerome McCarthy organized these elements into the four categories that are now known as the 4 Ps of displaying. The promoting mix is a model for creating and executing marketing procedures. It emphasizes the blending of many components in order to reach both authoritative and consumer objectives.

The showcasing methods, often known as the 'four Ps,' are the components of the advertising mix. The four Ps are value, spot, item, and progression. Neil Borden invented the model in 1949 and was the first to use the term. Advertisers should think about their target market while using the blend method.

They must first understand the demands and requirements of the market customer, after which they must apply these mix components in building and establishing appropriate advertising methods and programmes to meet these requirements. Promoting refers to identifying the most appropriate market and places where the organization may be more successful and helpful while also meeting the needs of individuals. Overall, Advertising and Branding Research 2(2015) marketing is the deliberate effort to allocate resources and expand distribution on the lookout (Rousta et al., 2004). Neil Borden presented the concept of advertising mix for the first time in 1949. McCarthy did, however, propose the four most well recognised variables in advertising mix (item, value, delivery, and promotion), which became known as the 4Ps (Vazir Zanjani, Motameni, and Mousavi, 2010). There has been no significant change in the concept of marketing mix in recent years, and according to various studies, 4P is still the coordinating principle that diverse elements of advertising are coordinated around it. The most well-known definition of displaying mix in target market is to provide the genuine goods at a reasonable price at the right place and at the right time. To put it another way, showcasing choice elements in various models of showcasing mix provide a framework through which a company may develop designs for its marketing activities (Khodadadi Hosseini and Razvan, 2009) The essential activities of advertising directors are demonstrated in showcasing mix. After deciding on a target market,

marketing executives should devise a strategic plan for selling to customers and cultivating long-term relationships. The showcasing strategy includes decisions on product, price, promotion, and distribution. These are the primary components to which marketing executives should allocate company resources in order to achieve offer and productivity objectives.

IV. ANALYSIS AND INTERPRETATION

Classification based on Gender

Graph Showing Classification on the basis of Gender:

Total responses collected :49

What is your gender?
 48 responses



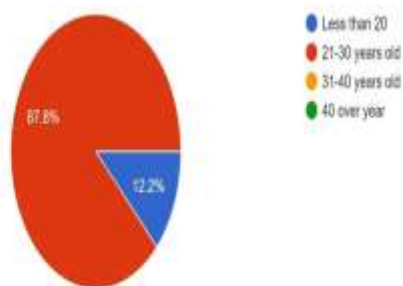
- 22 of the respondents are Male, which constitutes 44.9%
- 27 of the respondents are Female, which constitutes 55.1%

Classification based on Age

Graph showing classification based on Age:

(Total responses collected: 49)

How old are you?
 49 responses



- 43 of the respondents are in the age group of 21-30 Years, which constitutes 87.8%
- 6 of the respondents are in the age group of less than 20 Years, which constitutes 12.2%
- 0 of the respondents are in the age group of 31-40 Years, which constitutes 0%
- 0 of the respondents are above 40 Years, which constitutes 0%

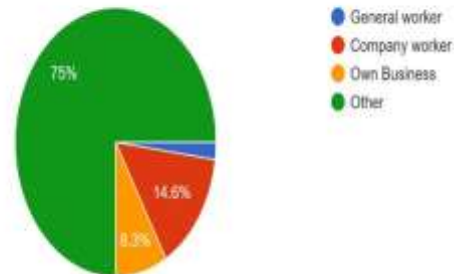
Classification based on Occupation

Graph showing classification based on occupation:

(Total responses collected: 49)

What is your occupation?

48 responses



- 37 of the respondents are in other occupation, which constitutes 75%
- 07 of the respondents are company workers, which constitutes 14%
- 04 of the respondents are in own business, which constitutes 8.3%
- 01 of the respondents is general worker, which constitutes 2.1%

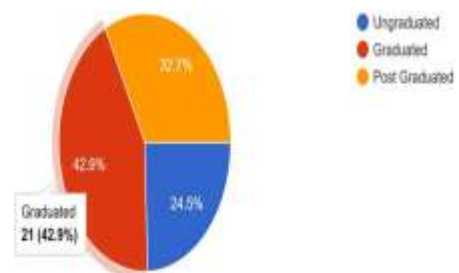
Classification based on Education Level

Graph showing classification based on Education level:

(Total responses collected: 49)

What is your Educational level?

49 responses

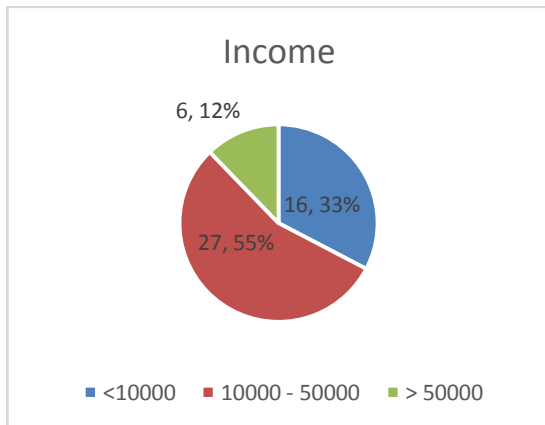


- 21 of the respondents are Graduate, which constitutes 42.9%.
- 16 of the respondents are Post Graduate, which constitutes 32.7%
- 12 of the respondents are Undergraduate, which constitutes 24.5%

Classification based on Monthly Income

Graph showing classification based on monthly income

(Total responses collected: 49)

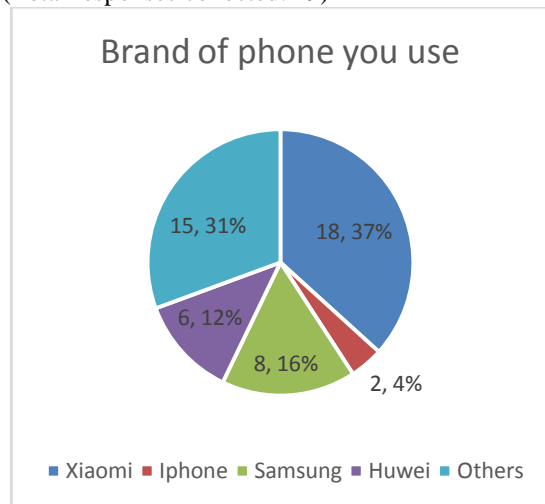


- 27 of the respondent's monthly income is less than 10,000, which constitutes 55%.
- 16 of the respondent's monthly income is in between 10000-50000, which constitutes 33%
- 6 of the respondent's monthly income is less than 50000, which constitutes 12%

Classification based on brand of Phone that you use

Graph showing classification based on brand of phone that you use :

(Total responses collected: 49)



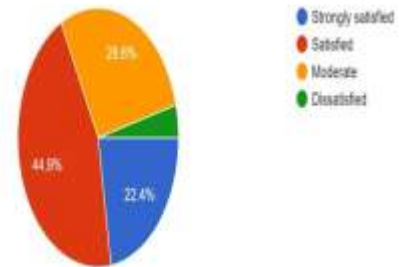
- 15 of the respondents use other than the mentioned brands, which constitutes 31%.
- 18 of the respondents use Xiaomi mobile, which constitutes 37%.
- 08 of the respondents use Samsung mobile, which constitutes 16%.
- 06 of the respondents use I phone mobile, which constitutes 12%.
- 01 of the respondents use Huawei mobile, which constitutes 4%.

Classification based on satisfaction level of using Xiaomi mobile phone

Graph showing classification based on satisfaction level of using Xiaomi mobile phone in Odisha:

(Total responses collected: 49)

What is your satisfaction level of using Xiaomi mobile phone product in Odisha?
49 responses



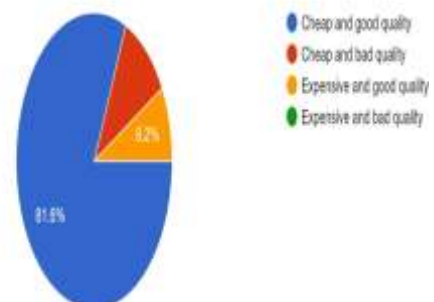
- 22 of the respondents are satisfied, which constitutes 44.9%.
- 14 of the respondents are Moderately satisfied, which constitutes 28.6%.
- 11 of the respondents are strongly Satisfied, which constitutes 22.4%
- 02 of the respondents are dissatisfied, which constitutes 4.1%.

Classification based on the Price and Quality of Xiaomi phone

Graph showing classification think the price and quality of Xiaomi mobile phone:

(Total responses collected: 49)

How do you think the price and quality of Xiaomi mobile phone in Odisha?
49 responses



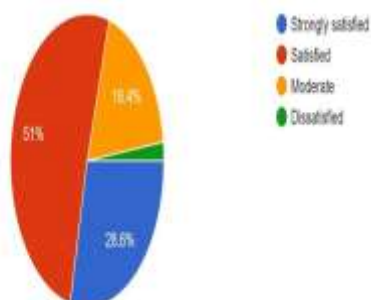
- 40 of the respondents have the opinion that the brand is cheap and good quality. Which constitutes 81.6%.
- 05 of the respondents have the opinion that the brand is cheap and bad quality. Which constitutes 10.2%.
- 04 of the respondents have the opinion that the brand is expensive and good quality. Which constitutes 8.2%.

Satisfaction Level of distribution in Xiaomi mobile phone

Graph showing satisfaction level of distribution in Xiaomi mobile phone in Odisha

(Total responses collected: 49)

What is your satisfaction level of place or distribution in Xiaomi mobile phone in Odisha?
 49 responses

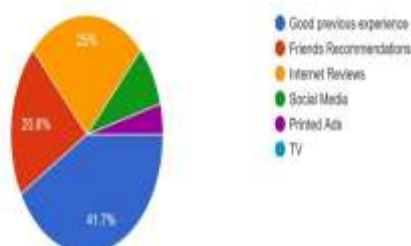


- 25 of the respondents choose satisfaction level satisfied, which constitutes 51%.
- 14 of the respondents choose satisfaction level strongly satisfied, which constitutes 28.6%.
- 09 of the respondents choose satisfaction level moderate, which constitutes 18.4%.
- 01 of the respondents choose satisfaction level dissatisfied, which constitutes 2%.

Classification based on the decision to buy a Xiaomi mobile phone

Graph showing the decision to buy a Xiaomi Smartphone based on the following factors (Total responses collected: 49)

You make the decision to buy a Xiaomi Smartphone based on...?
 49 responses



- 20 of the respondents choose to buy Xiaomi based on good previous experience, which constitutes 41.7%.
- 12 of respondents choose to buy Xiaomi based on internet reviews, which constitutes 25%.
- 10 of the respondents choose to buy Xiaomi based on friend's recommendations, which constitutes 20.8%.

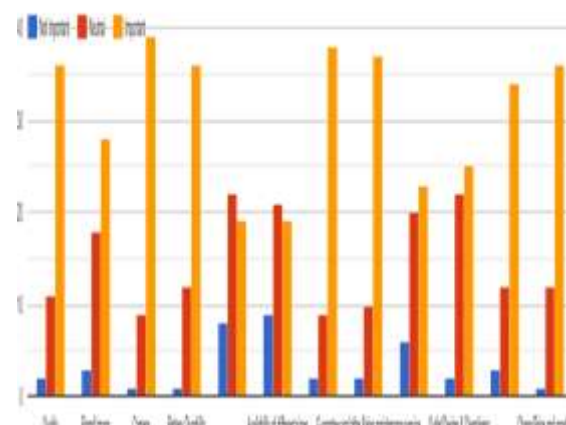
- 04 of the respondents choose to buy Xiaomi based on social media, which constitutes 8.3%.
- 02 of the respondents choose to buy Xiaomi based on printed ads, which constitutes 4.2%.
- 0 of the respondents choose to buy Xiaomi based on TV, which constitutes 0%.

Evaluation of the following factors according to their importance that may affect your purchase decision

Graph showing Evaluation of the following factors as per their importance that may affect your purchase decision:

(Total responses collected: 49)

Evaluate the following according to the importance for my effect on your purchase decision?



- 40 of the respondents responded that their purchase decision depends upon quality of the phone, which constitutes 81.6%.
- 05 of the respondents responded that their purchase decision depends upon availability of different sizes, which constitutes 10.2%.
- 04 of the respondents responded that their purchase decision depends upon battery durability, which constitutes 8.2%.

Chi-square test for independence of income and brand of phone used

	Xiaomi	Iphone	Samsung	Huwei	Others	Total
<10000	4	0	2	4	6	16
10000 - 50000	12	0	5	2	8	27
> 50000	2	2	1	0	1	6
Total	18	2	8	6	15	49

Chi-square test result showing p value

	Xiaomi	Iphone	Samsung	Huwei	Others	Total
<10000	5.877551	0.653061	2.612245	1.959184	4.8979592	16
10000 - 50000	9.9183673	1.102041	4.408163	3.306122	8.2653061	27
> 50000	2.2040816	0.244898	0.979592	0.734694	1.8367347	6
Total	18	2	8	6	15	49
	p value	0.011846				

H0: There is no significance relationship between income and brand of phone used.

H1: There is a significance relationship between income and brand of phone used.

Chi-square test was conducted to know the relationship between income and brand of phone used. It was found that the p value of the chi-square test is 0.01. So it is concluded that the hypothesis is rejected, and there is a relationship between income and brand of phone used by the respondents.

V. CONCLUSION

This research report looked at Xiaomi's marketing strategy in Odisha and how it influences customer satisfaction decisions. According to the study's goal, the marketing mix approach is extremely effective in terms of decision-making and consumer happiness, as evidenced by the analysis in the study. The bulk of respondents in this study were between the ages of 21 and 30, accounting for 37.8% of the total. Company employees accounted for 45 percent of all respondents in terms of occupation. Most responders with a bachelor's degree or above were 69 percent. The respondents with the highest income levels (above 50,000) accounted for 31% of the total. In terms of marketing mix approach, the client from Odisha who purchased a Xiaomi mobile phone received the most responses (53.2%) and was the happiest (51.1%).

Furthermore, most i.e; 53.2 percent of respondents were extremely pleased with the pricing of the Xiaomi mobile, and most 51.6 percent were extremely satisfied with the distribution of the Xiaomi mobile. As a result, Xiaomi's marketing mix approach has a significant impact on consumer happiness and decision-making.

Xiaomi has a unique business strategy and a fascinating approach for disrupting the Smartphone and technology industries. It has succeeded in implementing crowd sourcing into their product development process. Simultaneously, Xiaomi's mobile phone has abandoned marketing mix tactics in favor of employing marketing for customer happiness. Customers of Xiaomi mobile

devices were making decisions, and the most common source of information was social media, which received 26.6 percent of the vote. Furthermore, the majority of respondents (16%) rated Xiaomi mobile products based on their low cost and high quality. It has already become the world's third largest Smartphone maker and is the world's most valuable technological start-up firm, valued at US \$46 billion, just six years after its establishment and two years after establishing itself in Odisha.

Limitations and Scope for Future Research

There are certain limitations to this study. The study's primary flaws include the inability to assess respondents' bias and the limited sample size. The findings of this study cannot be applied to all of India because it only conducted in Odisha. A similar study may be carried out for other youth-oriented consumer durable goods.

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