

Marketing Status and Analysis of Different Mobile Phone Brands – Take Xiaomi Phones for Example

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Abstract. With the continuous development of the information age, the audience of mobile Internet is getting wider and wider. From the arrival of 4G in 2011 to the further convenience of 5G mobile phones to consumers in 2022, all kinds of phenomena indicate that Chinese smartphones have a huge consumer market. At present, as the world's largest mobile phone consumer market, it is particularly important for various mobile phone manufacturers to study the analysis of factors affecting consumers' purchase of mobile phones. Based on this, this paper analyzes the marketing status of domestic mobile phone manufacturer Xiaomi as an example and combines the 4P marketing theory to better promote the sustainable and benign development of Xiaomi and other mobile phone brands.

Keywords: mobile phone brands; Xiaomi Phones; 4P theory.

1. Reaesrh background and significance

With the advent of the information age and the progress of Internet technology, smart phone has become an indispensable tool with a wide range of application scenarios. 2011 was a year of major changes for smart phones. With the arrival of 4G, we carried out new technological changes. It was also in this year that the smart phone market ushered in a wave of replacement and the smart phone industry achieved rapid expansion. Subsequently, many enterprises entered the mobile phone market to carry out technological innovation and expand the market, and the industry gradually entered a mature period. Through price and product channels, the market fell into fierce competition. In 2020, the arrival of 5G technology has brought new vitality to the smartphone market, but has not changed the status quo of product homogeneity. With the progress of science and technology and technological innovation, the research and development of 6G has started and it will be widely used in the near future. I believe there will be a broader application space and usher in another spring of the smart phone market.

All along, Xiaomi has been pursuing higher configuration at a lower price with higher cost performance to attract consumers. Xiaomi has always adhered to the design concept of "born for fever" and accumulated many loyal users. However, since 2020, the global smartphone consumer market has fallen into a downturn. Under the market environment of reduced demand, accurate market positioning, purchase rate data and effective marketing strategies play a crucial role in the development of a company. At present, Xiaomi is in a critical period of transformation from the middle and low-end brand image. In order to seize market share in the fierce competition market and improve the shipment rate, this paper analyzes the marketing strategy of Xiaomi mobile phone from four perspectives of product, price, publicity and channel, and provides certain suggestions for its subsequent development.

2. Introduce

Xiaomi Technology Co., Ltd. was founded on March 3, 2010, is focused on intelligent hardware and electronic products research and development, smart phones, smart electric vehicles, Internet TV and smart home ecological chain construction of global mobile Internet enterprises, innovative technology enterprises. Xiaomi has created an Internet model for developing mobile operating systems, with enthusiasts participating in development and improvement. "Born for fever" is Xiaomi's product concept. "Enabling everyone to enjoy the fun of technology" is Xiaomi's vision. Xiaomi company applies the Internet development model to develop products, uses the geek spirit to make

products, uses the Internet model to eliminate the intermediate links, and is committed to letting everyone around the world, can enjoy high-quality technology products from China. Xiaomi, the world's third-largest smartphone maker, also has the world's largest consumer smart iot platform. It is also the fastest growing smartphone brand in the world and in China.

The "4p" theory of product, price, publicity and channel is used to analyze enterprise products. It is the complete marketing process that runs through the product from production to sales. This theory holds that if a marketing mix contains high-quality products, reasonable prices, appropriate distribution strategies and effective promotion strategies, then it will be a successful marketing mix and the marketing objectives of the enterprise can also be achieved. This theory shows that in full consideration of the complex and changeable external environment, different factors should be taken into account from various perspectives as far as possible, and the interaction between these factors should be analyzed to make relevant marketing programs, providing a theoretical basis for enterprises to make appropriate marketing strategies.

3. Data analysis

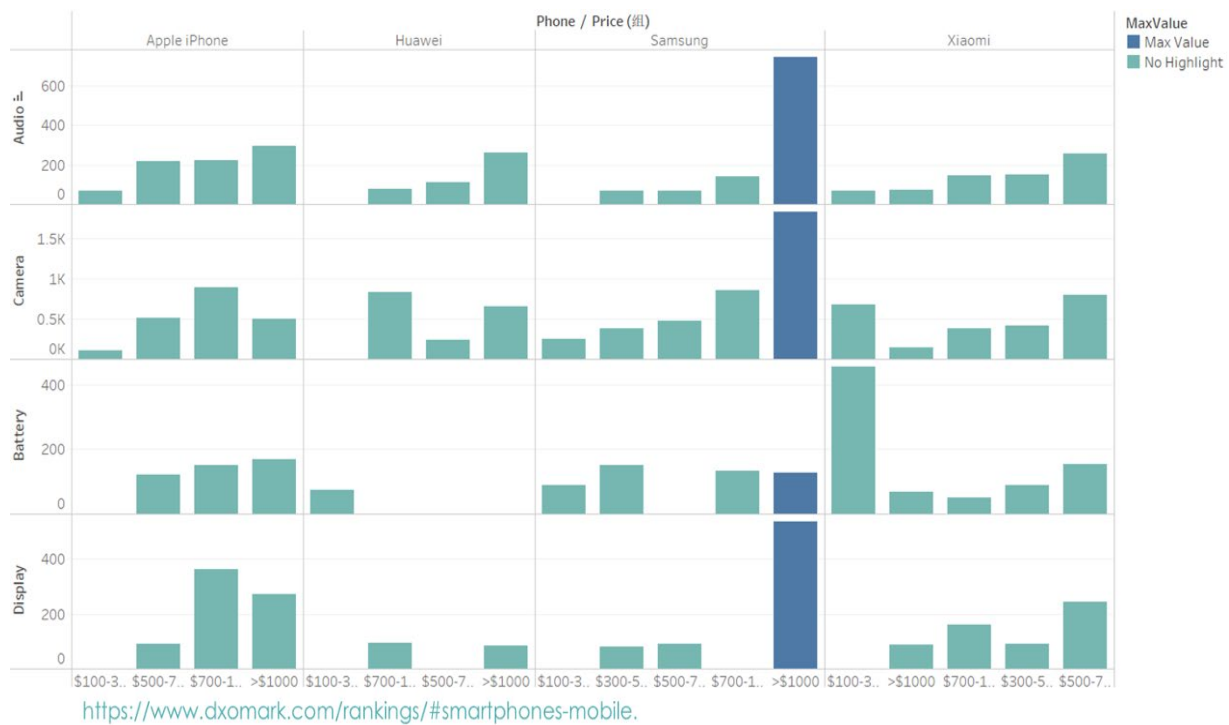


Fig. 1 Display, battery, camera, audio rating of four brands of phones

The figure shows the data of display, battery, camera and audio of the above four brands of mobile phones. On the vertical axis are the ratings of these four features, and on the horizontal axis are the phones of different brands and different prices (for the sake of presentation, the authors have divided the prices into different ranges). The higher the value of the vertical axis, the better the performance of that part. By comprehensive comparison of the different performance of these four mobile phones, we found that the performance of all parts of Samsung mobile phone is far ahead. In addition, it is one of the few manufacturers in the world that can design and produce chips by itself. It is also the largest screen manufacturer in the world, and the screen quality produced by it is at the top level with SONY. It can also independently produce batteries, motherboards, sensors and other parts, and has a complete production chain. These are the main reasons why Samsung has become the world's best-selling mobile phone.

And in this figure, it also can be found that the battery performance of Xiaomi mobile phone between \$100-300 is also very good. Perhaps the following paragraph can give the answer: "Ordinary batteries are graphite-lithium batteries, but the Xiaomi 12S Ultra has changed the battery material,

using the second generation of silicon oxygen negative battery, the battery energy density reaches 714Wh/L. Conquer the battery charging efficiency low silicon carbon, silicon anode cell cycle life short industry problems, compared with the traditional graphite lithium-ion batteries, storage capacity increased four times ".

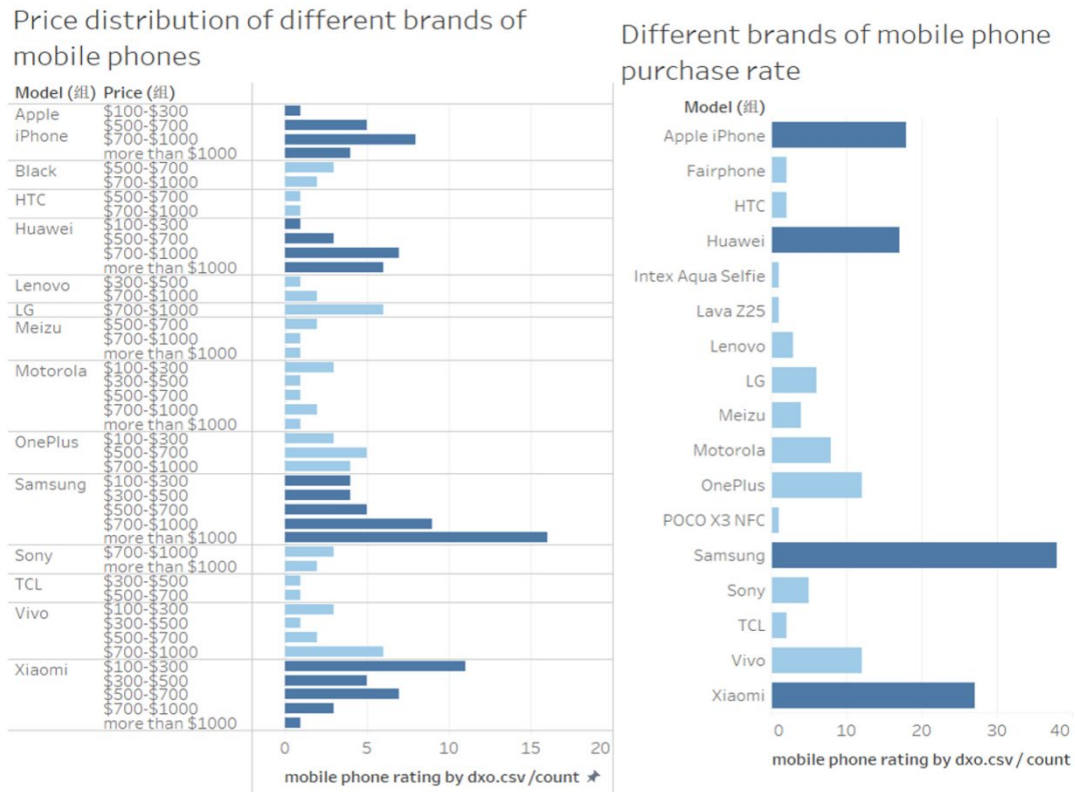


Fig. 2 Price distribution and purchase rate of different brands of mobile phones

Figure 2 analyzes the price distribution and market share of different brands of mobile phones from the perspective of price. By virtue of their product advantages, Apple and Samsung have positioned themselves in the market at a higher price, and based on their brand advantages, they have high user stickiness and high sales volume in the global consumer market. Huawei, as the leader of domestic brands, is able to attract a large number of Chinese consumers by virtue of its excellent product quality, diversified product categories and relatively reasonable price. However, since the early stage of development, Xiaomi mobile phone has quickly seized the market in pursuit of high cost performance. Later, with continuous development and innovation, and with its own price advantage, it has a very high market share in the Indian market and ranks among the top five in the world. In the early days, Xiaomi expanded rapidly in the smartphone market by selling the same device at a lower price in order to grab market share with powerful companies such as Apple, Samsung and Huawei.

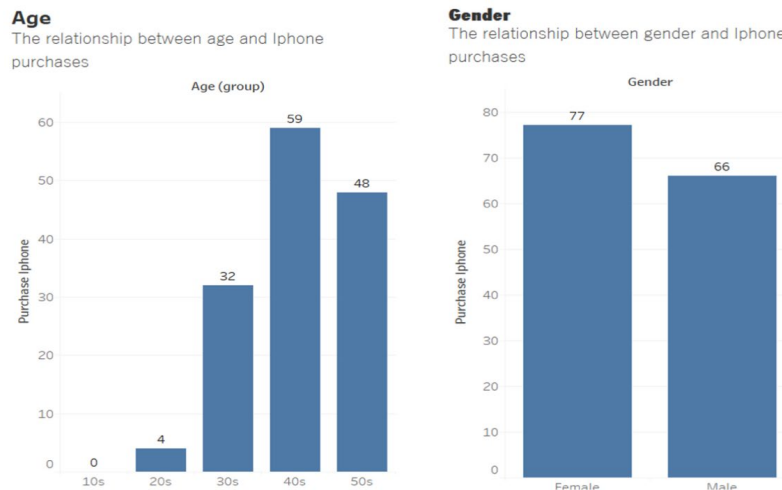


Fig. 3 The relationship between age and gender and iphone purchases

Figure 3 accurately divides the target consumer groups from the perspective of gender and age from the perspective of publicity. We conducted a sample survey on the age and gender of mobile phone only consumers, and we found that consumers are mainly middle-aged users and female groups. From the perspective of product promotion, Apple mobile phone can attract middle-aged users according to its brand advantages and has high stickiness. Products will be updated every year to ensure sales volume and secure market position. At the same time, Huawei, as the light of domestic products, takes this as an opportunity to promote its brand, attracting the pursuit of many people in China. Moreover, Huawei's products are positioned with business attributes and are very popular among middle-aged office workers. In recent years, VIVO, with its high pixel and photo beautify function, also quickly seized the market, its propaganda target is mainly young women, in the publicity strategy of "illuminate your beauty" and celebrity endorsement to attract female consumer groups, while Xiaomi mobile phones mainly through the Internet spread fast, wide range of way to attract the majority of "enthusiasts".

As for smartphone sales channels. The iPhone is sold through three channels, including independent distributors, mass retailers and general retail stores. However, Samsung mobile phones are sold in bulk in the form of high-end delivery because there are few domestic agents, so there are many levels of sales. At present, Huawei mobile phone marketing channels can be divided into two categories: distribution channels and direct sales channels. Distribution channels mainly include national general agents, regional agents, online agents three categories. Direct sales channels: Direct sales channels mainly include self-established sales network, mobile phone chain sales stores, electronic shopping malls, etc. As for Xiaomi, it adopts completely independent sales channels and does not sell on other platforms to a large extent. Therefore, it can effectively control channels and price setting, as well as product quality.

4. Findings

This paper analyzes the sales strategies of functional mobile phones of different brands from four perspectives: product, price, publicity and channel, and mainly analyzes Xiaomi mobile phones. We reach the following conclusions. Since Apple, Samsung and Huawei entered the market early, they have certain brand advantages, accumulated certain user groups in the global market, and have a high market share. Moreover, these companies are making continuous progress in technological innovation and revolution of products, as well as in continuous rich and accurate marketing strategies. This poses a challenge to other companies that enter the smartphone market later. However, at the beginning of its establishment, Xiaomi made accurate market positioning based on its own conditions and market environment. However, with the increasingly fierce market competition and increasingly serious product homogeneity, in order to stabilize the market share, it should re-establish its market position

according to the changes in the environment and find the appropriate target market. Secondly, we should make clear the advantages of our products, carry out differentiated marketing, break the inherent positioning of middle and low-end products, gradually build young products, and accumulate user loyalty. This paper analyzes the sales strategies of functional mobile phones of different brands from four perspectives: product, price, publicity and channel, and mainly analyzes Xiaomi mobile phones. We reach the following conclusions. At the beginning of its establishment, Xiaomi made accurate market positioning based on its own conditions and market environment. However, with the increasingly fierce market competition and increasingly serious product homogeneity, in order to stabilize the market share, it should re-establish its market position according to the changes in the environment and find the appropriate target market. Secondly, we should make clear the advantages of our products, carry out differentiated marketing, break the inherent positioning of middle and low-end products, gradually build young products, and accumulate user loyalty.

Xiaomi mobile phones have their own advantages in the whole product industry chain, but Xiaomi has not fully played its role, and its marketing strategy has been relying on enthusiasts, ignoring the star endorsement, advertising placement and other processes, to give full play to the advantages of the information age, to win enough target groups on the Internet platform. In addition, when implementing its marketing strategy, Xiaomi needs to carry out precise segmentation of the market. In addition to price segmentation, it also needs to subdivide the usage psychology and age, and dig deeply into the influence relationship between various elements.

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