

A study on  
**EFFECTS OF MARKETING STRATEGIES ADOPTED XIAOMI (REDMI) MOBILES ON  
CONSUMERS (With special reference to Cochin city)**

Dissertation

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Under the guidance of

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*In partial fulfillment of the requirement for award of degree of*

**UNDERGRADUATE ON COMMERCE**



**ST. TERESA'S COLLEGE, ERNAKULAM (AUTONOMOUS)**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

Nationally Re- Accredited At 'A' Level (3<sup>rd</sup> cycle)

Affiliated to

**Mahatma Gandhi University**

**Kottayam – 686560**

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**CERTIFICATE**

This is to certify that the dissertation titled, “**A STUDY ON EFFECTS OF MARKETING STRATEGIES ADOPTED BY XIAOMI (REDMI) MOBILES ON CONSUMER (with special reference to cochin city)**” submitted by Stefina Mary, Sandhwana k.s and Anulekha Praveen, towards partial fulfillment of the requirements for the Award of Degree of Under graduate on Commerce is a record of bonafide work carried out by them during the academic year 2016-2019.

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## DECLARATION

I, hereby declare that this dissertation entitled “A study on effects of marketing strategies adopted by Xiaomi (Redmi) mobiles on consumers”, submitted partial fulfillment of the requirements for the award of the degree of undergraduate on commerce is a record of original research work done by us under the supervision and guidance of Miss. Honey Cletus, and the dissertation has not formed the basis for the award of any degree /diploma/associateship /fellowship or similar title to any candidate of this or any other university.

PLACE:

DATE:

STEFINA MARY

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We express our gratitude towards the respondents for their cooperation and also for giving me their attention and valuable time which helped me to complete this project.

Last but not the least, I place a deep sense of gratitude to all our teachers, our parents and our friends who have been a constant source of inspiration during the preparation of this project work. I sincerely thank all those who have encouraged throughout the project.

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CHAPTER 1  
**INTRODUCTION**



## **INTRODUCTION**

According to the American Marketing Association (AMA) Board of Directors, 'Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large'. Marketing is an important activity which helps to sell the products or services. Marketing is the key element which helps to earn a profit which is the main aim of every business. Channel management, promotion, selling, marketing information management, pricing, and product or service management are the functions of marketing.

Marketing strategy is the overall game plan for reaching people and turning them into customers of the product or service that the business provides. The marketing strategy of a company contains the companies' value proposition, key marketing messages, information on the target customer and other high-level elements. The marketing strategy informs the marketing plan, which is a document that lays out the types and timing of marketing activities. A company's marketing strategy should have a longer lifespan than any individual marketing plan as the strategy is where the value proposition and the key elements of a company's brand reside. These things ideally do not shift very much over time. Marketing strategies are often confused with marketing plans. Because they do feed off one another, it is not unusual to find the marketing strategy and the marketing plan baked together into a single document. Although the transition between the two is blurry, a marketing strategy covers the big picture of what the business offers: the value proposition and related brand messaging. The marketing plan is how the business will get across the key message: the platforms, the creative, the timing and so on. The marketing strategy may also be absorbed upwards into the corporate value statements and other strategy documents. A marketing strategy grows out of a company's value proposition. The value proposition summarizes the competitive advantage a company has in its market. The value proposition usually provides the key message for all marketing.

Marketing strategy provides an organization an edge over its competitors. Strategy helps in developing goods and services with best profit making potential. Marketing strategy helps in discovering the areas affected by organizational growth and thereby helps in creating an organizational plan to cater to the customer needs. It helps in fixing the right price for organization's goods and services based on information collected by market research. Strategy ensures effective departmental co-ordination. It helps an organization to make optimum utilization of its resources so as to provide a sales message to its target market. A marketing strategy helps to fix the advertising budget in advance, and it also develops a method which determines the scope of the plan, i.e., it determines the revenue generated by the advertising plan.

In short, a marketing strategy clearly explains how an organization reaches its predetermined objectives. Marketing strategy is the comprehensive plan formulated particularly for achieving the marketing objectives of the organization. It provides a blueprint for attaining these marketing objectives. It is the building block of a marketing plan. It is designed after detailed marketing research. A marketing strategy helps an organization to concentrate its scarce resources on the best possible opportunities so as to increase the sales.

## **SCOPE/SIGNIFICANCE OF THE STUDY**

Mobile marketing is the most powerful tool which is used in all types of business. There are end number of benefits through which an individual or any business entity gets. It helps in generating huge number of profit by getting maximum leads which finally converts into an asset.

In the present scenario of competition in every field of marketing, only those companies will be able to survive who maintain a perfect marketing strategy.

The study focus on the effect of marketing strategy adopted by Xiaomi company on the sale of Redmi smart phones in Cochin city and the effect on consumer preference and the competition that is going on in the field of mobile marketing.

## **STATEMENT OF THE PROBLEM**

The rapid changes in the mobile market as well as in the technologies mobile companies are growing instantly. This resulted in the constant variation in consumer preference and trends in mobile purchasing. Hence there is an competition between mobile companies to maintain their market position.

As the consumer preference changes Xiaomi come up with new marketing strategies to market their products.

Thus, the study focuses on the effects of marketing strategy adopted by Xiaomi Company on consumer in Cochin City.

## **OBJECTIVES**

- To understand the impact of advertising of Redmi smart phones among consumers.
- To analyze why the consumer prefer this particular company.
- To know the relation between price and demand of Redmi smart phones.
- To analyze customer satisfaction and suggestions regarding Redmi smart phones.

## **RESEARCH METHODOLOGY**

### Primary Data

In this study primary data is collected by means of:

- Questionnaire distributed among samples selected by way of convenient sampling.

### Secondary Data

Here secondary data is collected through the following medium:

- Article from journals
- Information from reference articles
- News paper articles.

## **LIMITATIONS OF THE STUDY**

- Survey is confined to Cochin City.
- Information is collected only from a selected group of people.
- Customers are not ready to disclose their personal opinions

**CHAPTERISATION:**

**Chapter-1:** Introduction

**Chapter-2:** Review of literature

**Chapter-3:** Data analysis and interpretation

**Chapter-4:** Findings, suggestions and conclusions

**CHAPTER- 2**

**REVIEW OF LITERATURE**

## **2.1 REVIEW OF LITERATURE:**

**1. Sonam Gupta (2014)**, in her study ‘Can Xiaomi shake the global smart phone industry with an innovative Service Based Business Model’, says that, Apple sells as a premium product but Xiaomi has still not made a brand appeal. Marketing, combined with a strong product line at the middle to lower end of the market, represent Xiaomi's competitive strengths. Other lower-end makers can offer similar quality but lack the buzz that Xiaomi is able to generate. Top-tier names like Apple and Samsung can generate buzz, but can't come close on price.

**2. Ong Khailun and Rashad Yazdanifard**, in their work ‘ How could Xiaomi success in online phone purchase persuasion influence other phone manufacturer’ states that , the growing hectic lifestyle has forced consumers change their purchase behavior. The online purchase behavior increases, companies like Xiaomi built their success through online sales. Xiaomi is able to ship 61.1 million handsets by the year 2014 and Xiaomi success attracted their competitors to adapt this online retail business model. Phone manufactures like HTC, Asus and Meizu adapted online retail business model in order to increase their revenue. As consumes are getting used to online purchases, there will be more and more phone manufactures practicing online retail business model to increase revenue and to accommodate consumers need to stay competitive.

**3. Jon Russell (2014)** ,in his blog ‘How Xiaomi keeps the cost of its smart phone so low ‘says that there are other factors that contribute to the cost structure, including Xiaomi’s lean, online-only marketing focus and its location close to manufacturing plants in China , but the management of components and supply chain partnerships is a crucial element. Xiaomi this year, which will make its pricing model and supply chain more important than ever. The company sells its phone using an online-only model in most markets, but it has recently begun testing operator partnerships outside of China. It is running a limited trial with Airtel in India, and has found partners in Taiwan, Malaysia and Singapore.

**4. Jon Russell (2015)**, in his blog ‘Xiaomi regains top spot in Chinas smart phone market ahead of Huawei and Apple’, says that the analyst data is a subject to interpretation, but figures from Counterpoint Research appear to validate most of Canalys’ findings. Counterpoint placed Xiaomi first (15.8 percent marketplace), ahead of Huawei (15.4 percent), Apple\_ (12.2 percent) and Vivo (8.1 percent marketplace; 250 percent year-on-year growth), with Samsung in fifth. Xiaomi, on the other hand, bounced after two success dips back to take spot. Its Mi Note phablet and new \$150 Redmi 2 the top two devices in the quarter, according to Counterpoint. That said, Huawei’s growth and increased competition from Samsung are of concern in the longer term.

**5. Karan Kapoor and Sourabh Arora (2016)**, in their study 'Market study and analysis of Xiaomi', says that Xiaomi has a unique business model and a very interesting method which is disrupting the smart phone and technology world. It has been successful at incorporating a crowd sourcing strategy into its product development process. At the same time, it has dispensed it all traditional at marketing methods and is fully engaged in utilizing online communities and social marketing for its marketing. With this innovative model it has taken the world by storm and has created a huge cult following here in India.

**6. Pu Huizhenxiong**, in his study 'International Marketing Strategy for Xiaomi', says that Xiaomi has a viable opportunity to increase market share in India. A situational analysis of the opportunity showed that the company should pursue a priced-based competitive strategy and set a primary target of increasing market share by twenty percent within three years. Based on the cultural considerations associated with expansion into the Indian market, Xiaomi's target market is fiscally conservative Indians with middle-class lifestyles. By offering this market inexpensive mobile device, Xiaomi has a real opportunity to compete with Apple and Samsung.

**7. Dr. Priyanka Rawal, Dr. Alka Awasthi and Dr. Shekhar Upadhyay (2017)**, in his research article 'Create a hunger Driven Smartphone Market by Xiaomi', they says that Xiaomi doesn't position itself as a premium product but has its competitive strengths due to its strong product line at the mid to low end of the market. Xiaomi has successfully managed to create the buzz which is also a strategy adopted by other top tier brands like Apple and Samsung but can't beat Xiaomi on price fronts. By using Guerilla marketing as a cost effective way made Xiaomi successful along with using word of mouth publicity and building strong customer bond. Hence a huge opportunity prevails for Xiaomi to make its leadership position strong and provide consumers with value for money smart phones which they would love to own.



**8. Suman De (2018)**, in his study ‘Xiaomi India tops in Brand Awareness consideration, Purchase Intent: Strategy Analytics Report’, he says that the majority of Indian population opt for Xiaomi or Samsung while buying a smart phone, with Xiaomi edging out Samsung because of its affordable –pricing policy. The important parameter that drives purchase-intent is the after-sales service of the brand and Xiaomi recently announced the opening of its 1000th service center and is present over 600 cities in India. In India, a majority of the consumer’s purchase-intent is driven by the pricing followed by the hardware offered. While most brands are focused on introducing better imaging techniques on a smart phone, the report indicates that Indians prefer having a bigger battery capacity instead of a better imaging unit. The report points out that one out of seven Android smart phone users considers a better camera over the battery.

**9. Fangqi Xu (2015)**, in his project ‘A smart phone challengers competitive strategy: The case of Xiaomi’, he says about the competitive strategy of Xiaomi mobiles. He analysed that Xiaomi was doing the best in software, hardware and network seeking perfection by synchronizing those elements. Xiaomi has caught up with Apple which a bench mark and now they would like to go beyond Apple. This smart phone TV developed by Xiaomi uses a smart phone instead of remote control the TV. Thus Xiaomi can be called leading IoT company.

**10.Sushma U.N(2017)**,in her article ‘How Xiaomi is winning over Indias booming smart phone market’,she says that Xiaomi leads Indian smart phone market by its unique strategy of selling smart phones only via e-commerce and by signing exclusive partnership with flipkart and ran flash sale for new model launches. To increase its offline sales, Xiaomi opens direct store called Mi Home and partnering with big retail chains.In smaller cities company launched “Preferred Partner Programme” (PPP) where it ties with multi brand companies.

**11. Jayantha Chakraborti (2017)**, in his case study ‘How Xiaomi outwitted Samsung to become market leader in Indian Market’, he says that Xiaomi’s value-for-money strategy seems to be winning the game against Samsung’s dealer-incentive push strategy. Whether the Chinese or the Korean brand will have the last laugh is a matter of conjecture. But customers are certainly getting the best deals in this battle for supremacy in the smart phone mobile handset market.

**12. Vikranth Prabhu (2015)**, in his marketing blog ‘How Xiaomi making effective use of social media to target Indian consumers’, he says that the overall strategies used by Xiaomi Mi smart phones have worked big time. The huge buzz generated on social media through the various campaigns has helped the brand build its image to a greater level in Indian market. Despite competing with the brands like Samsung, Micromax and Sony(who are well established in Indian market),Xiaomi were able to capture their target audience by selling 1 million smart phones in just a year,which is a phenomenal achievement.

**13. Rakesh Roushan, Mita Mehta and Arti Chandani(2015)**,in their article ‘Study of mobile marketing communication in India’, they states that the mobile phones now have a much greater penetration in common man’s life and can act as a very important tool for the marketers and a platform for mobile marketing communications.The marketers now have an opportunity to reach near markets and customer target segments, where it was really difficult and expensive to carry on effective marketing activities. It is reaching much deeper in the Indian population where a PC/Laptop has never reached. Companies should focus more on one to one marketing so as to target the right class of customers,increase sales and creating brand awareness.All efforts should be taken so as to involve the customer in a much better way and for this the limiting factors and barriers are needed to be identified and removed or minimized.

**14.Plavini Punyatoya and Pattanayak Durgesh(2011)**,in their article, ‘ Attitude toward mobile advertising A study of Indian consumers ‘they says that the present study they examined the factors that affect consumer acceptance of mobiles advertising in the Indian context. It was seen that message credibility, consumer perception of message customization and its content, and consumers ability to use the mobile phone positively influence their attitude towards acceptance of mobile advertising. But consumer inertia negatively influence consumer mobile advertising acceptance. So, firms need to focus on these for factors while selecting mobile as their advertising medium.

**15. Gang Zheng, Yanting Guo and Robert.A.Burgelman (2016)**, in their article ‘Xiaomi globalization strategy and challenges’, they states that Xiaomi was facing a decline in domestic market and having high competition resulted to expand sales internationally and it become companies most important strategy.

## **2.2 THEORETICAL FRAMEWORK**

### **MEANING AND DEFINITION**

Marketing strategy is the section of your business plan that outlines your overall game plan for finding clients and customers for your business. Marketing strategy focuses on what you want to achieve for your business and marketing efforts. Marketing plan details how you'll achieve those goals. Marketing is a customer centered approach which aims at the satisfaction of their wants through the distribution of valuable product and services. The concept of marketing is based on identification of customer needs and their satisfaction. The process of marketing is combination of four elements;

- Development of products
- Determination of price
- Distribution channel to deliver the products at the customers place and
- Promotion (advertisement) strategy.

Marketing is a significant business activity which contributes greatly to the success of an organization. It facilitates firms to understand customer needs and develop products and services accordingly. Effective marketing strategies help organizations to differentiate products and services in a complex market environment. The success or failure of an organization depends on the quality of its marketing strategies. Firms without a marketing mindset move around their products rather than their customers which may result in undesirable products.

- The American Marketing Association (AMA) defines marketing as “an organizational function and a set of processes for creating communicating, and delivering value to customers and for managing customer relationships in a ways that benefits the organization and its stakeholders”.
- Dennis Adcock defines marketing as “the right product, in the right place, at the right time, at the right price.”

## **FEATURES**

- It is an organizational function of creating, communicating and delivering value to customers
- It societal process by which people obtain what they want through creating and exchanging products and value with customers
- It is management process which identifies and anticipates customer needs so as to generate profit by satisfying them
- It is a process of utilizing the resources of an organization in order to meet the changing needs of the customers

## **OBJECTIVES**

- Identify the target market
- Identify the needs and wants of the target market
- Develop the products sufficient enough to satisfy the needs of target market
- Determine price on the basis of competition, quality, market condition etc
- To distribute product to the customers
- To follow adequate promotion technique
- Modify existing products

## **MARKETING STRATEGY**

Marketing strategy is a long term forward looking approach to planning with the fundamental goal of achieving a sustainable competitive advantage. Strategic planning involves an analysis of the company's strategic initial situation prior to the formulation, evaluation and selection of market oriented competitive position that contributes to the company's goals and marketing objectives. Strategic marketing as a distinct field of study emerged in 1970's and built a strategic management that preceded it. Marketing strategy highlights the role of marketing as a link between organization and the customer.

## **DEFINITION**

The marketing strategy lays out target markets and the value proposition that will be offered based on an analysis of the best market opportunities.&quot; (Philip Kotler & Kevin Keller, Marketing Management, Pearson, 14th Edition)

## **BRIEF HISTORY**

- 1. Budgeting Control:** - Emphasis on quantification and scientific modelling, reduce work to smallest possible units and assign work to specialists, exercise control through rigid managerial hierarchies, standardize inputs to reduce variation, defects and control costs, use quantitative forecasting methods to predict any changes.
- 2. Long Range Planning:** - Managerial focus was to anticipate growth and manage operations in an increasingly complex business world.
- 3. Strategic Marketing Management:** - Organizations must find the right fit within an industry structure; advantage derives from industry concentration and market power; firms should strive to achieve a monopoly or quasi-monopoly; successful firms should be able to erect barriers to entry.
- 4. Resource Based View (RBV):**- The firm's resources are financial, legal, human, organizational, informational and relational; resources are heterogeneous and imperfectly mobile, management key task is to understand and organize resources for sustainable competitive advantage.

## **STRATEGIC ANALYSIS: TOOLS AND TECHNIQUE**

Strategic analysis is designed to address the first strategic question, “where are we now?” Traditional market research is less useful for strategic marketing because the analyst is not seeking insights about customer attitudes and preferences. Instead strategic analysts are seeking insights about the firm’s operating environment with a view to identifying possible

Future scenarios, opportunities and threats. Strategic planning focuses on the three, namely: Customer, Corporation and Competitors. A detailed analysis of each factor is the key to the success of strategy formulation. The competitors element refers to an analysis of the strengths of the business relative to close rivals, and a consideration of competitive threats that might impinge on the business; ability to move in certain directions. The customer element refers to an analysis of any possible changes in customer preferences that potentially give rise to new business opportunities. The corporation element refers to a detailed analysis of the company internal capabilities and its readiness to leverage market-based opportunities or its vulnerability to external threats.

The most commonly used tools and techniques include:

### 1. Research methods

- Environmental scanning
- Marketing intelligence (also known as competitive intelligence)
- Futures research

### 2. Analytical techniques

- Brand Development Index (BDI)
- Category development index (CDI)
- Brand/ Category penetration
- Benchmarking
- Blindspots analysis
- Functional capability and resource analysis
- Impact analysis

- Counterfactual analysis
- Demand analysis
- Gap analysis
- Industry Analysis (also known as Porters five forces analysis)
- Management profiling
- Market segmentation analysis
- Market share analysis
- Perceptual mapping
- PEST analysis and its variants including PESTLE, STEELED and STEER (PEST is occasionally known as Six Segment Analysis)

### **RELATIONSHIP BETWEEN MARKETING STRATEGY ANG MARKETING MIX**

Marketing strategy and marketing mix are related elements of a comprehensive marketing plan. While marketing strategy is aligned with setting the direction of a company or product/service line, the marketing mix is majorly tactical in nature and is employed to carry out the overall marketing strategy. The 4P's of the marketing mix (Price, Product, Place and Promotion) represent the tools that marketers can leverage while defining their marketing strategy to create a marketing plan.

## **COMPONENTS**

Marketing mix is a popular usage in the study of marketing. The basic components of marketing mix are product, price, place, promotion. The marketing strategies of a firm revolve around these elements. The varying mix of these ingredients influence the demand for a production and customer satisfaction. A firm has to prepare a mix of right product, right price, right place and right promotion to attain success marketing.

## **DEFINITION**

According to Philip Kotler, “Marketing mix is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market”.

## **ELEMENTS**

Marketing Mix is a relevant area in the study of marketing management. In order to attract consumers and for boosting sales, every firm has to concentrate on the marketing variables; product, price, place and promotion. A suitable combination of these ingredients of marketing is called Marketing Mix.

### 1. Product

A product is something a firm offers to give satisfaction to consumers. It is the final output of a production process offered to consumers for satisfying their needs. Product is the most powerful weapon in marketing. It is considered as the soul of the marketing mix. The major decisions based on product in marketing include product development, branding, packaging, labeling and other features of the product. The product manufactured for market should be in accordance with the needs and expectations of the target market. All the market efforts of a firm are meaningless, if the product offered are not attractive to the consumers. Best quality product with attractive features is highly essential for ensuring success in marketing.



The major decision making areas based on product are as follows;

- Product line- it refers to the collection of products to be offered to the customers.
- Style, shape, design, colour, quality and other physical features of a product
- Packaging and labeling of a product
- Branding and trade mark given to a product
- Product servicing and channel of distribution
- Product pricing

## 2. Price

Price is defined as the value that is required to purchase a specific quantity of a good or service. It is the consideration given in exchange for the transfer of ownership and possession of goods and services. Price is critical element which strongly influences the position of the product in the market. Marketing firms uses pricing as a tool for achieving the targeted market shares or sales volume. Pricing is also used as a strong weapon for beating competition in the market. Pricing decisions and strategies directly influence the sales volume and profit of the firm. Periodical review and adjustments in price of the product are necessary to manage the survival of the product in the target market. The price fixed should be sufficient enough generate desired profit to the firm but reasonable to consumers to purchase the product. It should be capable enough to overcome the competition posed by other similar products in the market.

The following are the objectives of pricing in the marketing process;

- Maximise profit
- Increase sales volume
- Increase market share
- Growth of the firm
- Discourage new entrants into the industry
- Enhance the image of the firm and the product
- Encourage customers to buy the product
- Get competitive edge

### 3. Place

Place is defined as the location where a firm expects to find its customers and consequently, where the sales is carried out. Place refers to the actual physical position of the customer in a geographical area. Place in marketing means the area or location of the consumer and not the place of the business. Place in marketing is also known as channel, distribution or intermediary. A firm has to understand the place of the customers and choose adequate distribution network or channel to reach that place. Proper distribution network or channel is highly essential to deliver the goods at the place of the customers. Place strategies facilitate the movement of goods from the place of the manufacturer to the place of the consumers. For large scale distribution, the service of wholesalers, retailers and other marketing intermediaries are required. A firm has to choose a channel which is convenient, economical and suitable for the distribution of a specific product.

The major areas covered in place decision making are;

- Distribution channel
- Transportation
- Warehousing
- Inventory management
- Order processing
- Logistics management

#### 4. Promotion

Promotion is the communication link between the firm and the consumer. Promotional measures are necessary to inform the consumers about a product and its features. Various methods of promotion influence the purchasing decision of a potential buyer. Generation of Sales is not possible if the customers are not informed about the product and its benefits. Promotion fills the gap between the product and the customer.

The basic objectives of promotion are as follows;

- To aware the consumers about the product
- To encourage the consumers to purchase the product
- To increase demand
- To differentiate a product from other similar products in the market
- Strengthening the image of the brand in the market

There are different ways to promote a product in a market. Firms use both electronic and print media to promote their products. Incentives like discounts, gift etc. are offered to the Customers to increase the sales of a given product.

**CHAPTER-3**

**DATA ANALYSIS AND INTERPRETATION**

## **DATA ANALYSIS AND INTERPRETATION**

Marketing strategies act as an important factor in all business. These strategies are adopted by the firms on the basis of satisfaction level of the customers. Different customers have different ideas regarding the product. Company's main objective is to satisfy these different kinds of needs and wants of the customers.

The main objective of the study is to know the factors influencing the customer, the reason to use the particular mobile brand and to identify the satisfaction level.

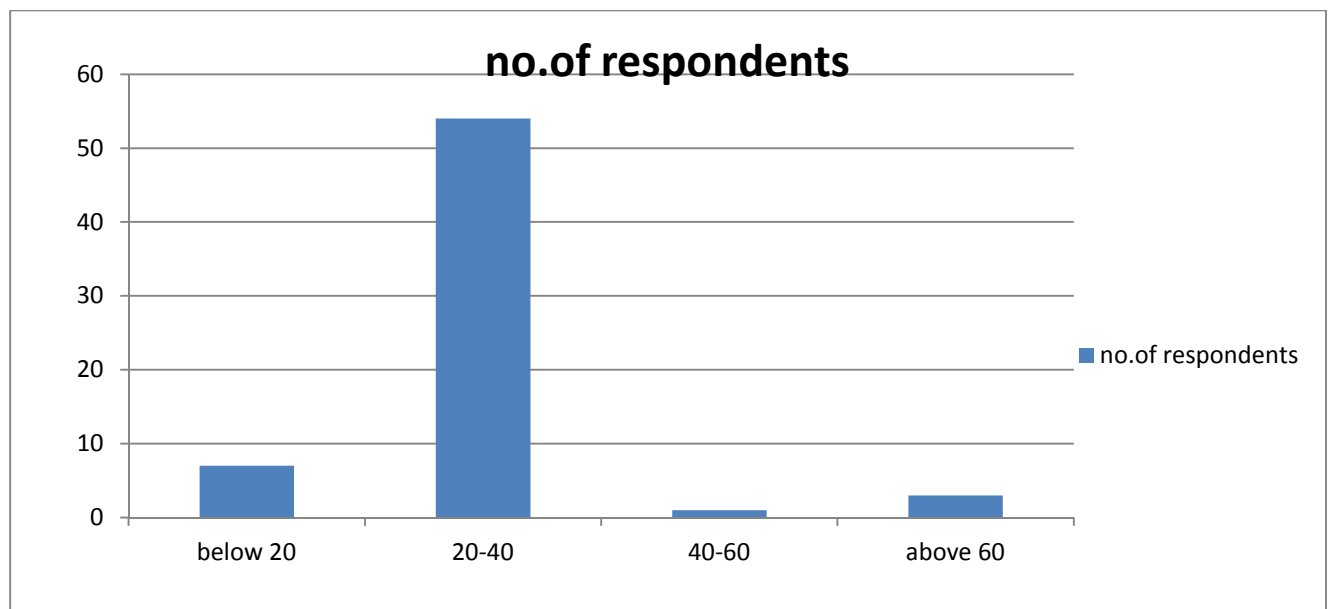
65 consumers have been selected on the basis of convenience, representing the total population. Tables, graphs and charts have been used to present the analyzed data. Analysis of the questionnaire has been done by distributing the data obtained from each question and preparing a table from it. For easy understanding and better analysis, various diagrammatic representations have been prepared based on the table.

**Table; 3.1 – Age**

Age	Number of respondents	Percentage
Below 20	7	10.77
20-40	54	83.08
40-60	1	1.54
Above 60	3	4.61
Total	65	100

Source; primary data

Figure 3.1 – Age



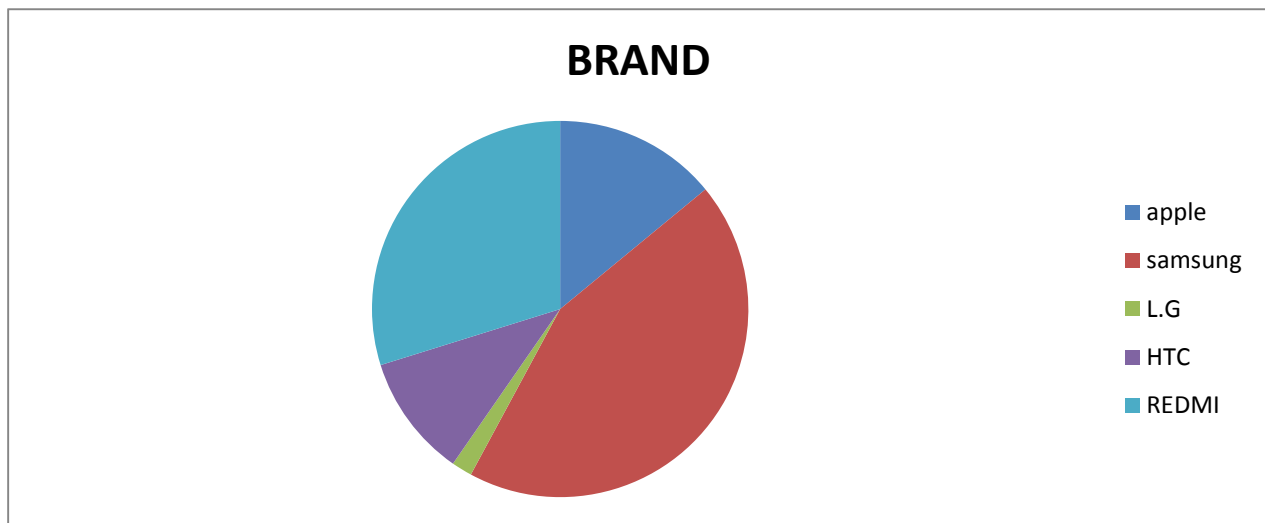
From the figure it is clear that 10.77% of respondents are from the class of age below 20. 83.08% of respondents belong to the class of 20 to 40. 1.54% of respondents are to the class group of 40 to 60. And the rest of the 4.61% belong to the class of above 60.

**Table 3.2-Current phone brand**

Brands	No. of respondents	percentage
Apple	8	12.31
Samsung	25	38.46
L.G	1	1.54
HTC	6	9.23
Redmi(xiaomi)	17	26.15
Not answered	8	12.31
Total	65	100

Source; primary data

Figure 3.2 phone brand



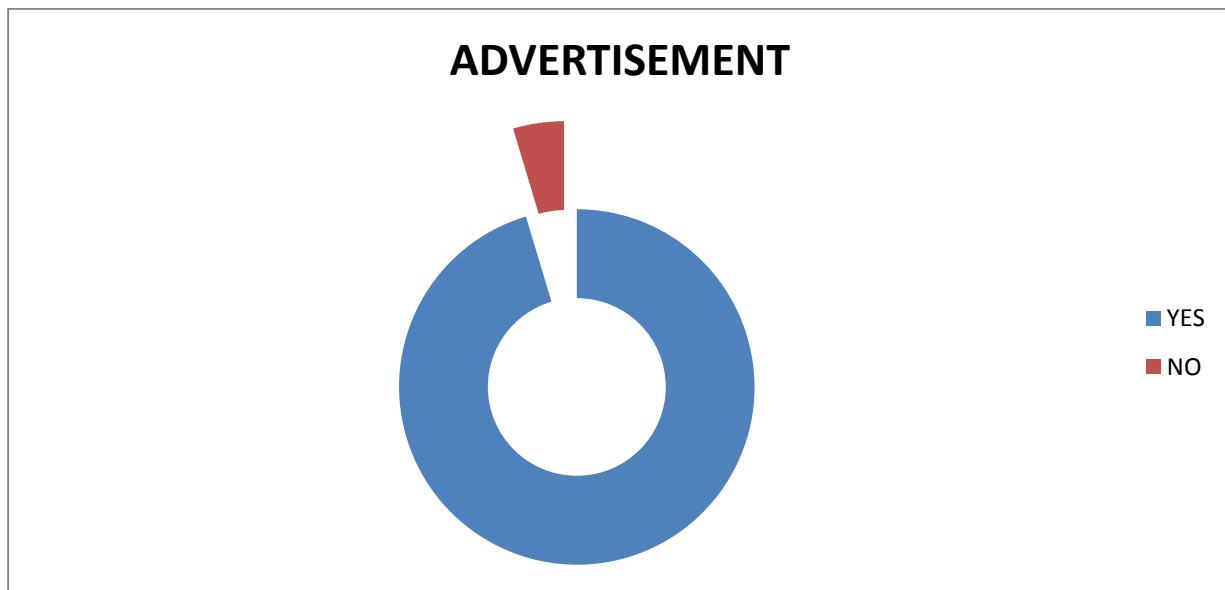
From the figure it is clear that from the total of 65 respondents, 38.46% of the consumers prefer Samsung.

**Table 3.3 – Redmi Advertisement**

options	No. of respondents	percentage
yes	62	95.38
no	3	4.62
total	65	100

Source; primary data

Figure 3.3 –Redmi Advertisement



From the figure it is clear that, 95.38% of the consumers are aware about the Xiaomi (Redmi) smart phones through advertisement.

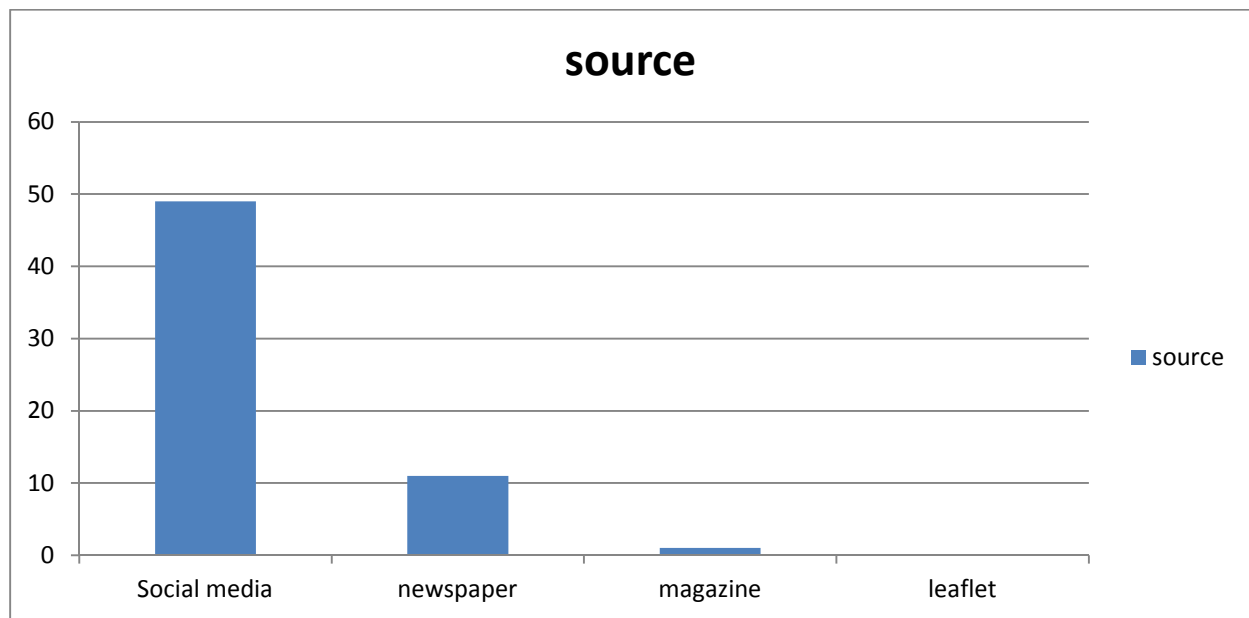


**Table 3.4-source of advertisement media**

media	No. of respondents	percentage
Social media	49	75.39
newspaper	11	16.92
magazine	1	1.54
leaflet	0	0.00
none	4	6.15
Total	65	100

Source; primary data

Figure 3.4 – source of advertisement media



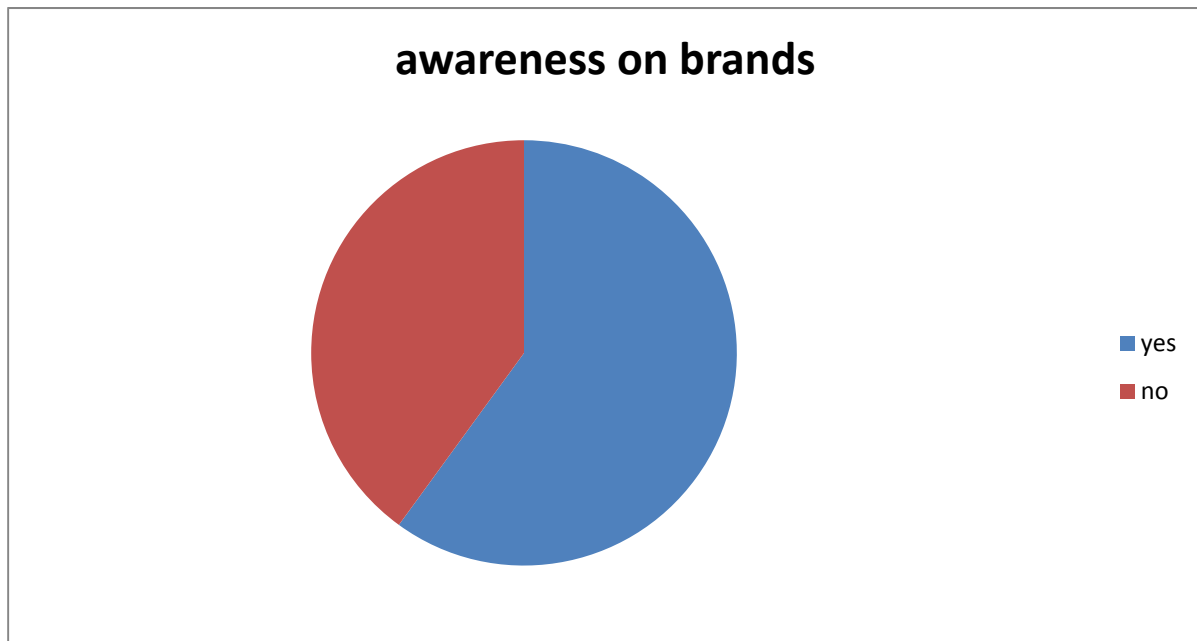
From the figure it is clear that, most of the advertisements are promoted by social media.

**Table 3.5 – Awareness on different brands introduced by Redmi**

Options	No. of respondents	percentage
Yes	39	60.00
No	26	40.00
Total	65	100

Source; primary data

Figure; 3.5: Awareness on different brands introduced by Redmi



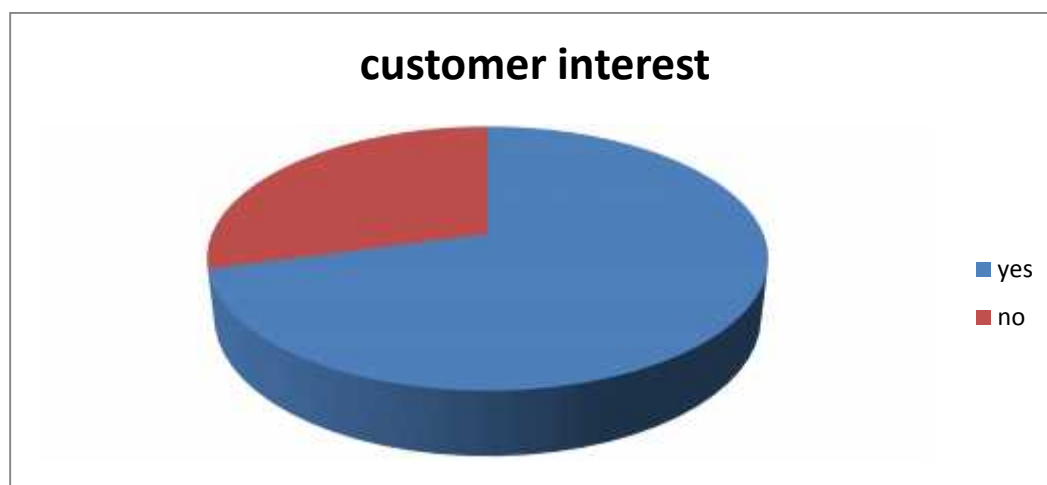
From the figure it is clear that most of the consumers are aware of the different brands introduced by the Xiaomi (Redmi) companies.

**Table 3.6 – customer's interest toward buying Redmi smart phones**

choice	No. of respondents	Percentage
yes	46	70.77
no	19	29.23
Total	65	100

Source; primary data

Figure 3.6; customer's interest toward buying Redmi smart phones.



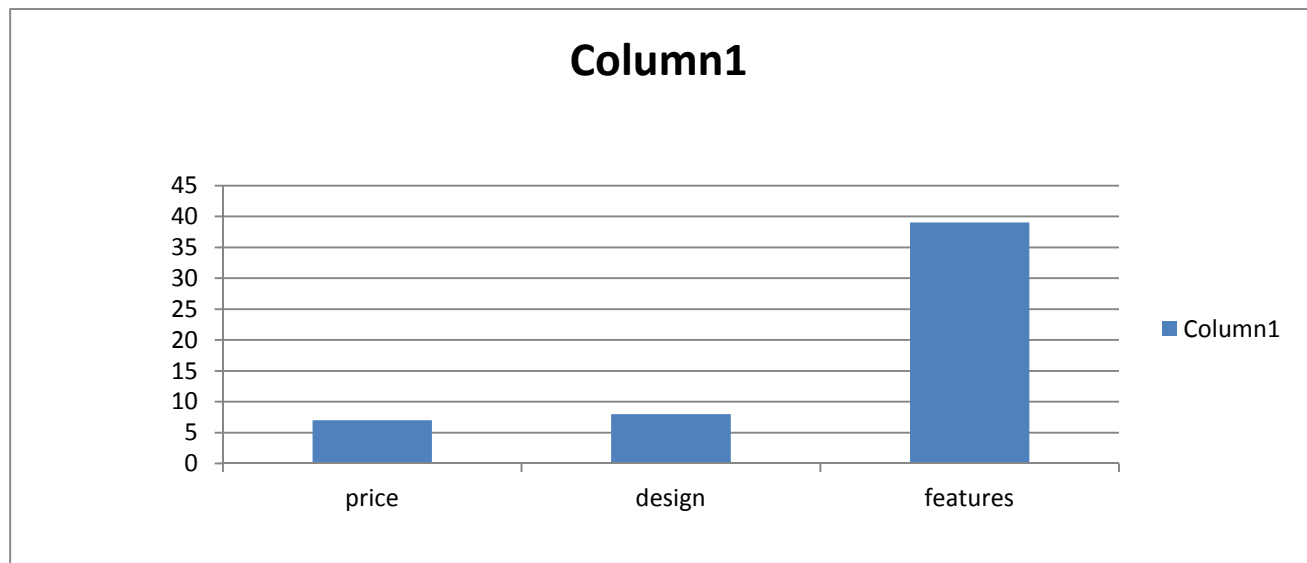
From the figure it is clear that most of the customers are interested in buying Redmi smart phones.

**Table 3.7- Reason to choose Redmi smart phones**

reasons	No. of respondents	Percentage
Price	7	10.77
Design	8	12.31
Features	39	60.00
None	11	16.92
Total	65	100

Source; primary data

Figure3.7: Reasons to choose Redmi smart phones



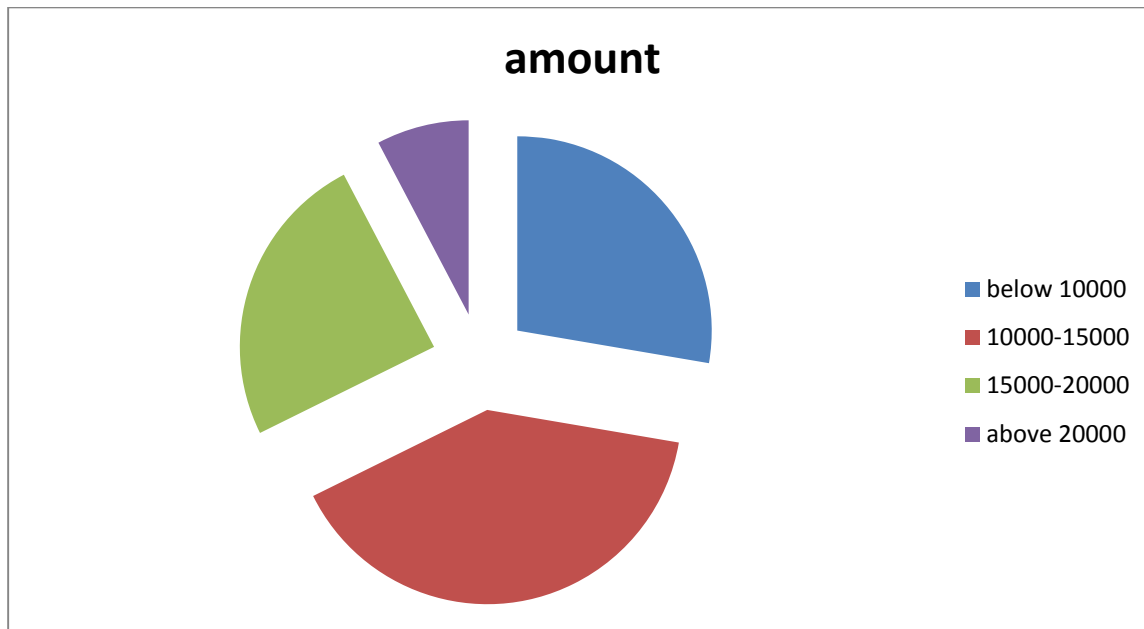
From the figure it is clear that 60% of the customers choose Redmi smart phones due to its features.

**Table 3.8-Amount to spend on buying smart phones**

	No. of respondents	Percentage
Below 10000	18	27.69
10000-15000	26	40.00
15000-20000	16	24.62
Above 20000	5	7.69
Total	65	100

Source: primary data

Figure 3.8: Amount to spent on buying Redmi smart phones



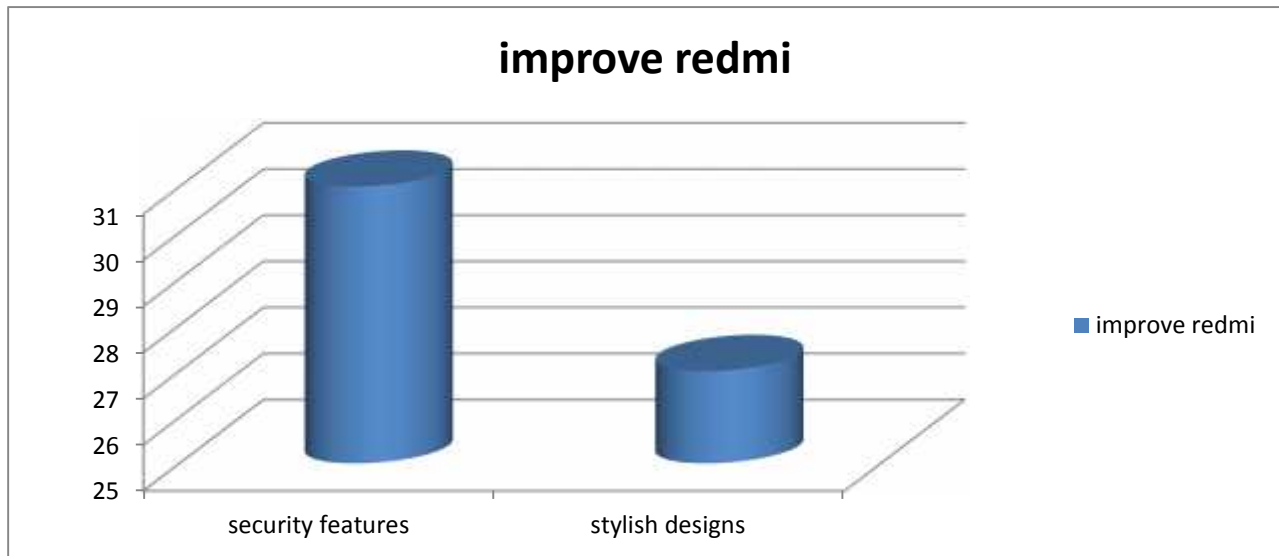
The figure shows that 40% of customers like to spend an amount of 10000 to 15000 for buying smart phones.

**Table3.9-Suggestions to improve Redmi**

	No. of respondents	Percentage
Security features	31	47.69
Stylish designs	27	61.54
none	7	10.77
Total	65	100

Source: primary data

Figure 3.9 – suggestions to improve Redmi mobiles



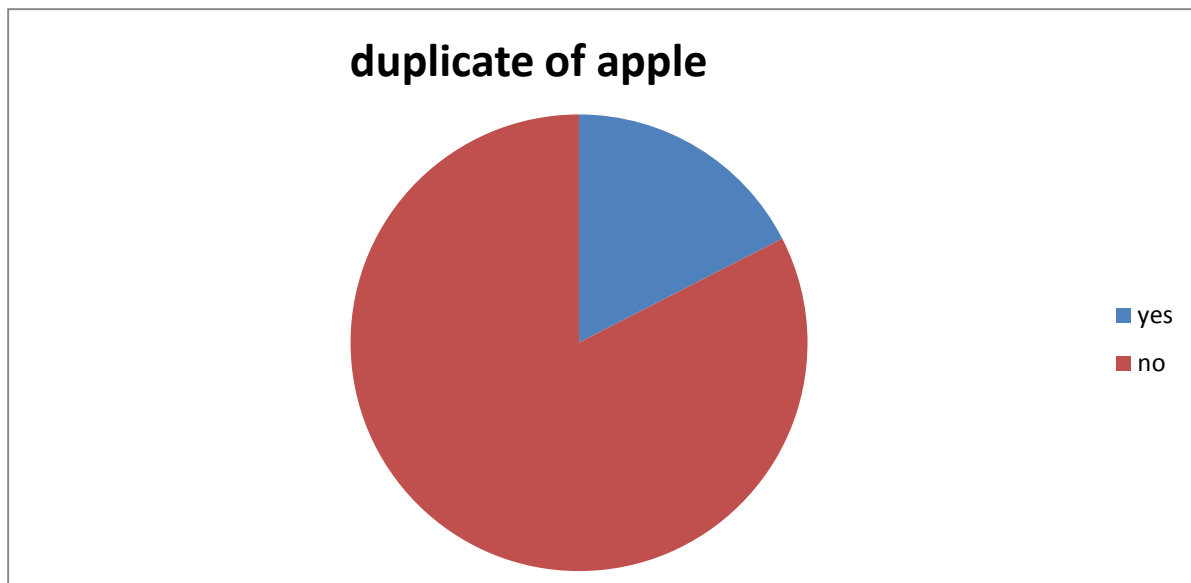
The figure states that, 61.54% of customers say that Redmi smart phones have to improve its stylish designs.

**Table 3.10 – Is Redmi a duplicate of Apple**

	No .of respondents	Percentage
yes	11	16.92
no	52	80.00
none	2	3.08
Total	65	100

Source: primary data

Figure 3.10- Is Redmi a duplicate of Apple



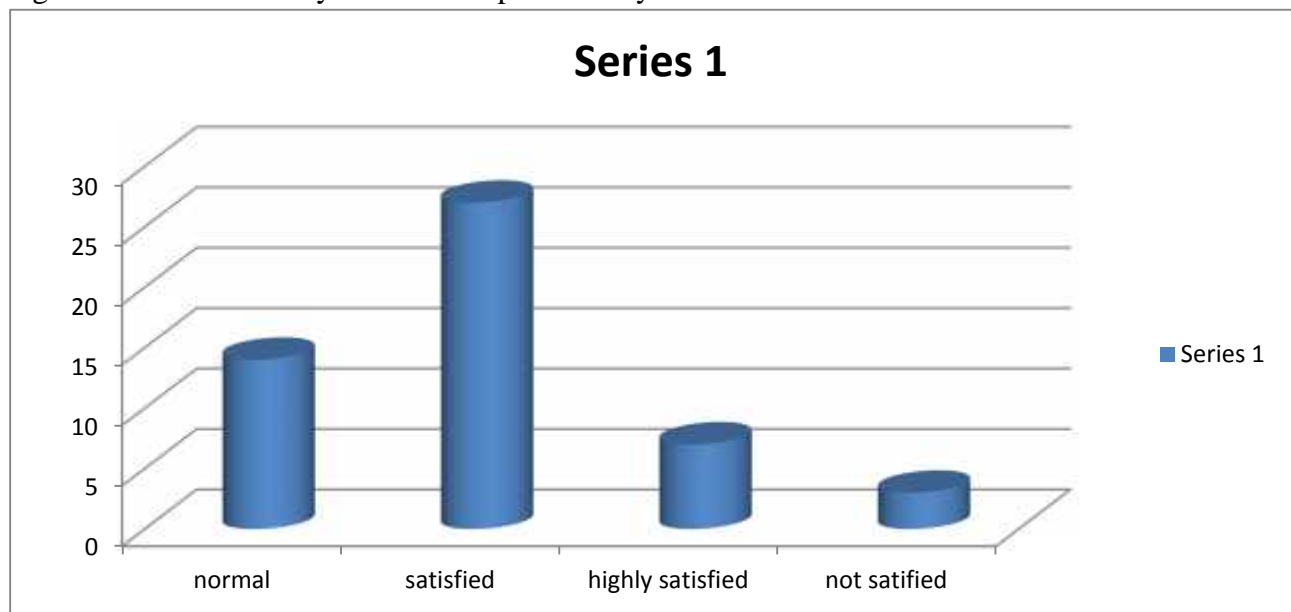
From the figure it is clear that, 80% of customer says that Redmi smart phones are not a duplicate of Apple.

**Table 3.11- Satisfied by the services provided by Redmi**

Satisfaction	No. of respondents	Percentage
Normal	14	21.54
Satisfied	27	41.54
Highly satisfied	7	10.77
Not satisfied	3	4.62
None	14	21.53
total	65	100

Source: Primary Data

Figure 3.11 – satisfied by the services provided by Redmi



The figure says that, 41.54% of the customers are satisfied with services provided by Redmi smart phones.



**CHAPTER-4**  
**FINDINGS,SUGGESTIONS AND CONCLUSIONS**

## **FINDINGS, SUGGESTIONS AND CONCLUSIONS**

### **4.1 FINDINGS:**

- From the overall study, it is clear that 10.77% of respondents are from the class of age below 20. 83.08% of respondents belong to the class of 20 to 40. 1.54% of respondents are to the class group of 40 to 60. And the rest of the 4.61% belong to the class of above 60.
- The another factor discovered from the study is that from the total of 65 respondents, 38.46% of the consumers prefer Samsung.
- From the data it is clear that, 95.38% of the consumers are aware about the Xiaomi (Redmi) smart phones through advertisement.
- It is found that, most of the advertisements are promoted by social media.
- From the data it is clear that most of the consumers are aware of the different brands introduced by the Xiaomi (Redmi) companies.
- It is clear that most of the customers are interested in buying Redmi smart phones.
- From the data it is clear that 60% of the customers choose Redmi smart phones due to its features.
- It is inferred that 40% of customers like to spend an amount of 10000 to 15000 for buying smart phones.
- The data states that, 61.54% of customers say that Redmi smart phones have to improve its stylish designs.
- From the study it is clear that, 80% of customer says that Redmi smart phones are not a duplicate of Apple.
- It is discovered that, 41.54% of the customers are satisfied with services provided by Redmi smart phones.

#### **4.2 SUGGESTIONS:**

- From the overall study it is inferred that Xiaomi should introduce new designs to the trending market.
- The overall study shows that most of the customers prefer Samsung rather than Redmi, in order to prevent this criteria Xiaomi should concentrate more on its features.
- From the overall study it is clear that only the age groups of 20 to 40 are aware of Redmi smart phones. In order to spread the awareness on Xiaomi smart phones to other age groups they should increase promotional activities.

### **4.3 CONCLUSIONS:**

Our study on "Effects of Marketing strategies adopted by Xiaomi (Redmi) mobiles on consumers with special reference to Cochin City" is done with the objective to find out the factors influencing the Xiaomi smart phones to become stable in the Cochin market.

On the basis of the result of analysis conducted for the study we are concluding our topic "Effects of Marketing strategies adopted by Xiaomi (Redmi) mobiles on consumers with special reference to Cochin City".

From the study it was clear that the main problem Xiaomi smart phones faces in the trending market is that they fail to update product design and also lack of awareness regarding Redmi mobiles among all the age groups. It is found that most of the customers are attracted towards Redmi mobiles due to its features.

By the study, it is inferred that the main marketing strategy adopted by Xiaomi mobiles is that the promotional activities they done through the social media. Through the flash sales of Redmi phones in the social media had helped them to attain a stable position in the market.

To reduce the loss of customers in future and to increase their profitability the company should come up with different marketing mix. Only through effective marketing mix the company can attain stability in market and in increasing their profitability.

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## **BIBLIOGRAPHY**

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**APPENDIX**

## **QUESTIONNAIRE**

### **EFFECTS OF MARKETING STRATEGY ADOPTED BY XIAOMI (REDMI) MOBILES**

#### **ON CONSUMERS IN COCHIN CITY**

1. Age

- below 20
- 20 -40
- 40-60
- above 60

2. Which is your current phone brand?

- Apple
- Samsung
- Lg
- HTC
- Xiaomi(redmi)

3. Have you ever seen Xiaomi (redmi) advertisement?

- yes
- no

4. Through which media you received xiaomi (redmi) advertisement?

- social media
- newspaper
- magazine
- leaflet

5. Are you aware of different redmi mobiles introduced by Xiaomi Company?

- yes
- no



6. Are you interested to buy redmi smart phones?

- yes
- no

7. What reason made you chose to buy redmi?

- Price
- design
- features

8. What is the best price you would like to spend for your smart phone?

- below 10000
- 10000-15000
- 15000-20000
- above 20000

9. What suggestions would you give to improve Redmi?

- security features
- stylish designs
- Other:

10. Have you ever felt that Redmi smart phones are duplicate of Apple?

- yes
- no

11. If you are a redmi mobile user, are you satisfied by the features provided by them?

- normal
- satisfied
- highly satisfied
- not satisfied

12. Any suggestions you want to put forward:

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