

RESEARCH ON MARKETING STRATEGY OF XIAOMI MOBILE PHONE IN EUROPE*

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Abstract

With the progress of science and technology and the constant change of social environment, people's living standards are constantly improving. For people, mobile phones are increasingly becoming indispensable electronic products, and the wide application of mobile phones has promoted social changes. The mobile phone industry is developing rapidly, among which Xiaomi mobile phone is the most prominent in the emerging Internet environment. On the basis of reading a lot of information about Xiaomi's mobile phone and other mobile devices, I analyze the marketing strategy of Xiaomi's mobile phone in European market, and analyze the marketing status and advantages of Xiaomi's mobile phone in European market, as well as the existing problems, such as difficult after-sales demand, lack of supply chain management ability, inaccurate advertising investment, limited sales channels and so on. The macro and micro environment of Xiaomi's mobile phone marketing in the European market was analyzed. By using STP strategic analysis method and SWOT analysis method, the competitive advantages and disadvantages of Xiaomi's mobile phone in the European market were expounded, and the problems in the competition were found out, so as to put forward the feasible marketing strategy suggestions of Xiaomi's mobile phone, mainly for improving after-sales service, improving the control of supply chain, choosing suitable publicity methods and expanding offline sales channels.

Keywords: Xiaomi mobile phone, International marketing, European market, marketing strategy

Introduction

Research Background

With the rapid development of information technology, our mobile phones have also changed to smart phones. With the support of this technology, especially the current 4G and the upcoming 5G, smart phones can easily meet some needs in our daily life, and rapidly extend to different field Leisure, entertainment, office, payment and so on can all be done with one mobile phone. 4G smart phones are gradually becoming stable, but there are also some market saturation problems. With the coming of 5G, the upgrading of the mobile phone sales market from 4G to 5G has become a focus, which is also a mainstream trend in the future. In order to occupy a favorable position in this new round of competition, apart from the system upgrade and research technology upgrade, the most important thing is the research and formulation of marketing strategies to increase consumer satisfaction, market share and sales.

However, as far as the current situation is concerned, the slow-down growth rate and market saturation have made the market competition increasingly fierce, which has led to many problems in enterprises, such as serious homogenization, excess capacity and performance, etc., which has slowed down the development of enterprises, reduced profits and no innovation, and also hindered the development of the smart phone industry. Xiaomi mobile phone, as a

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smart phone with rapid development in the past few years, also has a series of problems in the marketing of European market in recent years. This study deeply analyzes the marketing situation of Xiaomi mobile phone in the European market, finds out the existing problems in the marketing of Xiaomi mobile phone in Europe, and formulates a series of marketing plans to make the marketing of Xiaomi mobile phone in the European market develop in a new round as soon as possible.

Research objectives

1. To analyze the marketing strategy of Xiaomi's mobile phone in European market
2. To analyze the marketing status and advantages of Xiaomi's mobile phone in European market and the existing problems, such as difficult after-sales demand, lack of supply chain management ability, inaccurate advertising investment, limited sales channels and so on

Research Problems

1. Xiaomi mobile phone products lack of supply chain control ability
2. Xiaomi mobile phone has limited marketing channels in Europe
3. The investment in marketing advertisement of Xiaomi mobile phone in Europe is inaccurate
4. After-sales appeal in European marketing of Xiaomi mobile phone is difficult

Theoretical framework

1. STP strategy

STP mainly includes three aspects: market segmentation, target market and market positioning. On the basis of market segmentation, enterprises choose the most suitable target market for enterprise development, that is, the customer groups that enterprises want to serve, and position according to the market environment, competition situation and customer demand faced by enterprises, so as to design the marketing mix strategy of enterprises.

Market segmentation: Market segmentation refers to professional market operators who, through full market investigation and analysis, divide many market consumer groups in the market according to the needs of consumers and users, purchasing behaviors, cultural concepts, living habits, products or services, and different consumer groups are divided into different markets. Market segmentation can reduce the operating cost of enterprises and improve the economic benefits of enterprises (Zhou and Jiang, 2021).

Objective: After knowing the market trend, competitors and other influencing factors of environmental factors through pre-judgment and investigation of the market, the enterprise analyzes its own capital reserve, manpower and material resources and its operation mode, and selects the market suitable for the enterprise to operate.

Market positioning: according to the demand of market competition, extract the existing core features to meet the needs of specific consumers, create products suitable for specific consumer groups, impress people deeply, and influence customers' choices through systematic marketing strategies.

2. Marketing mix theory

Marketing refers to the value or product created by the collective or individual through the exchange, so as to obtain the required goods and services, etc., so as to achieve a win-win

situation or win-win process. In the process of pursuing the desired result, the degree of realization will be influenced by certain factors, which are marketing mix. These elements mainly include four aspects, namely, product, price, channel and promotion.

Enterprises need to pay attention to product development functions, create their unique selling points, put product functions, make different price strategies according to different market positioning. At the same time, enterprises should adopt different sales channels according to different market positioning consumer groups, and at the same time, provide a variety of consumption behaviors according to various consumption ways to influence consumers' choices, and use different consumption ways to promote the expansion of consumer groups, thus promoting sales growth.

Literatures Review

With the advent of the Internet era, mobile phones have become an increasingly indispensable communication tool for people. Mobile phones have provided a lot of convenience for our lives, and at the same time, they have spawned many new products and become the media of our lives. China is a country with a large population in the world, and its huge population base and huge economic scale undoubtedly make China the largest market for smart phone consumption. At present, there are many mobile phone brands in China's mobile phone market, with more than 1,000 models. Among these mobile phone manufacturers, Xiaomi Company can be regarded as the legend of the mobile phone industry. Founded in 2010 and released the first mobile phone in 2011, it is amazing, and its Internet marketing thinking mode also has great influence in the industry. In just a few years' development, the shipment of mobile phones was once able to compete with Apple, Samsung and other mobile phones, and the news of winning the sales in the Double Eleven Shopping Carnival also made Xiaomi Company take the limelight. There are different opinions about these situations, such as the change of the mobile phone market environment and the personal charm of founder Lei Jun, etc (Bonita, 2020).

However, it is generally acknowledged that the marketing strategy of Xiaomi's mobile phone has become a universal strategy in the Internet era in the past decade, which is no longer unique and has its advantages (Rangga and Rah, 2011). In the fierce market competition, Xiaomi mobile phone is facing many problems. First, the competitiveness of core technologies is weak, mainly because the core components and systems of Xiaomi mobile phone rely on the related technologies of foreign manufacturers. Secondly, Xiaomi's mobile phones are mostly low-priced, which gives people a low-end feeling. With the development of economy and the improvement of living standards, the low-end market is close to saturation with the entry of competitors, which has a great impact on Xiaomi's mobile phones. Finally, Xiaomi's mobile phone marketing strategy focuses on intentional or unintentional hunger marketing, which has a great impact on enterprises in the short term, but long-term use will make consumers feel disgusted and reduce their trust in mobile phone brands.

Xiaomi mobile phone represents the development of emerging mobile phone manufacturers, and the problems and difficulties faced by Xiaomi mobile phone manufacturers are also faced by other emerging mobile phone manufacturers. Xiaomi mobile phone can become the backbone of domestic mobile phone market, which is inseparable from their Internet thinking marketing strategy. However, the growth of Xiaomi mobile phone has not been smooth sailing. From the initial blockbuster to the low point in 2015 to the rise in 2017,

this experience is worth learning from other mobile phone manufacturers and other industries, absorbing experience and avoiding competition.

Research Methodology

Literature review: Through reading a large number of relevant theoretical books, we can master the relevant theoretical knowledge of international marketing. Collecting the literature related to Xiaomi's mobile phone, we have an intuitive understanding of the overall image of Xiaomi's mobile phone, which lays a theoretical foundation for the next analysis.

Case analysis: Through case analysis, the marketing environment of Xiaomi in European market is mainly analyzed, and the marketing status of Xiaomi mobile phone in European market is analyzed by SWOT analysis. Then, the marketing strategy of Xiaomi mobile phone is analyzed, and the theory and practice are closely combined to improve the readability of the article.

Findings

This study comprehensively analyzes the current situation of Xiaomi mobile phone in European marketing, the challenges, opportunities, threats and advantages of marketing, and finds out the existing problems of Xiaomi mobile phone in European marketing, and solve these practical problems, so as to promote the development of Xiaomi mobile phone in European market.

Xiaomi's mobile phone has made some achievements in the European market through certain analysis. It can be seen that there are still some problems in the marketing of Xiaomi's mobile phone in the European market, such as lack of product supply chain control ability, limited marketing channels in Europe, inaccurate advertising investment difficult after-sales appeal and so on.

Erdener (2021) pointed out that mobile phone marketing should have its own unique marketing methods, boldly create new sales methods, so that the sales channels not only have the traditional channels established by the original manufacturers, distributors and distributors, but also make full use of the power of the Internet, make use of the advantages of network communication and network channels to directly face consumers, save channel operating costs and achieve great success, which makes those manufacturers who use traditional channels.

Itzhak (2019) pointed out that after-sales service is an important link in marketing and an important way to cultivate customer loyalty, and it also plays a very good role for enterprises to continue to develop new products and expand new markets.

Milton et al. (2020) pointed out that there will be a certain market share for launching a mobile phone with camera function. Nowadays, the mobile game market is developing rapidly, and there will also be a certain market share for launching a mobile phone that can play games smoothly.

Xiaomi's mobile phone has been developing very fast. It is an excellent company and a very good product. However, compared with top foreign brands such as Apple and Samsung, it still has some shortcomings. At the same time, it is impacted by local mobile phone brands. Under the situation of serious homogenization products and slow market growth, how to make Xiaomi's mobile phone develop as fast as in previous years, how to develop new market positioning, and how to design and optimize marketing strategies are of vital importance.

This paper hopes that by analyzing the marketing environment and marketing strategy of Xiaomi mobile phone in European market, we can find out some shortcomings and areas

that can be optimized, which can provide some ideas for the formulation of marketing strategy of Xiaomi mobile phone in Europe, and at the same time, we hope to provide some ideas for similar brands of smart phones, and promote the international and healthy development of China's smart phone industry.

Conclusion

Xiaomi should comprehensively analyze the problems existing in the formulation of marketing strategies in combination with the current marketing advantages in the European market and comprehensively improve these problems in combination with the actual marketing situation, so as to comprehensively enhance the marketing effect in the European market.

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