

Review Article

A Report on Advertisement and Marketing Strategies Adopted by Mobile Company with Literature Review

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A B S T R A C T

The article depicts the procedures received by portable organization for promoting and showcasing on how versatile advertising can build an incentive for shoppers and retailers. Cell phone shopping, and customers' utilization of cell phones while shopping is demonstrated to be both an expansion of purchasers' shopping practices created on Internet associated work area and PCs), (and conceivably new practices dependent on a cell phones' particularly incorporated highlights like camera, scanners and GPS. The article focuses on literature review describing different techniques suggested by various author to increase advertising and marketing strategies of company. Then the articles describe different strategies for advertising and marketing of mobile company. It provides suggestions at later stage to improve the flaws which will give suitable result.

Keywords: GPS, Organization, Direct Marketing, Sales Promotion

Introduction

Advertising and Sales Promotion Strategies

Advertising is a permanent strategy that involves marketing and sales, whereas sales promotion has a limited time frame and different end goals. Advertising appeals to the wants and needs of a target audience and seeks to persuade prospective customers that your company is worthy of their attention. Promotion stands for various activities the company undertakes to communicate and promote its product to the target market. It involves communication programs i.e. direct marketing, advertising, sales promotion public relations and motivation of sales force. To the customer this tool provides knowledge and information.

Advertising

It is any Paid form of non-personal presentation of ideas,

goods or services by an identified sponsor. Advertising is used for communicating business information to the present and prospective customer. It usually provides information about the advertising firm, its product, etc. Advertisement is indispensable for both the sellers and the buyers.

Sales Promotion

The short-term incentives to encourage trial or purchase of a product or service refer to sales promotion. Whereas advertising offers a reason to buy; sales promotion offers an incentive to buy. Since sales promotion directly push up the sales, increasing to buy. Since sales promotion directly push up the sales. Increasing number of companies are undertaking sales promotion activities.

Where advertisement offers a reason to buy, sales promotion offers incentives to buy. sales promotion includes tools for

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consumer promotion (samples, coupons, cash refund, price off, premium, prizes, patronage rewards, free trials, warranties, tie-in-offers cross promotion, point of purchase displays and demonstration); trade promotion (price off, advertising and display allowances and free goods); and business and sales force promotion (trade shows and convention, contests for sales reps and specialty advertising.

Strategies

Strategies are developed in order to achieve the objectives. To formulate strategies one has to know the objectives that are to be pursued & also the policies that must be followed. Strategy is a future oriented plan. It is designed to attain future position of the organization

Strategy generally involves setting goals, determining actions to achieve the goals and mobilizing resources to execute the actions.

Review of Literature

(JAIN, 1989). For any multinational brand its marketing strategy varies from country to country where the marketing department should be aware of various marketing mix strategies which will significantly impact the cumulative success of the firm. Either the companies can make use of conventional marketing mix or can customize this existing mix as per the country they are carrying out their business in. when assessing the appropriateness of certain strategies the performance of the company is one of the most crucial aspect.

(Slater 1995). To exceed customer expectations it is extremely important to offer right product/service offerings to the target market which forms the value proposition.

Keller, (2003) For a successful marketing strategy it is very important to design and deliver product/service that satisfies customer needs. To create brand loyal customers, marketers should strive hard so that the customer experiences with the brand should meet if not exceed their expectations.

(Samie & Roth, 1992) To satisfy customers it is essential to exceed their expectations so that they always remain loyal towards the company offerings. Companies when trying to expand their market rely on forces which influence either the adaptation or standardization strategy with an aim to improve the company performance.

(Jain, 1989; Levitt, 1983). When entering a foreign market any firm needs to make modification in their marketing mix so as to satisfy the needs of the customers. In case of an adoption strategy any element of the controllable marketing mix is altered so as to achieve a competitive advantage when an entry has to be made in the foreign market. When considering an international marketing adaptation approach it is important that brands put a lot of emphasis of customization in order to meet diverse

customer necessities. When firms use the same marketing mix as in the domestic markets in the export country to attract customers a firm makes use of standardization strategy as it requires less investment as compared to the adaptation strategy. As proposed by some researchers in case of standardization there is a union of cultures along with the customer interest across the world. Author also is of an opinion that companies have moved away from customizing products to that of providing globally.

Kharpal (2014). A author as pointed out in a study conducted of Xiaomi took only 4 years to position itself as the fourth largest Smartphone manufacturing company of China.

(Haluk Koksall, and Ozgul, 2010). Founded by ex-CEO Lei Jun of Kingsoft Xiaomi earlier was basically a software firm having an expertise in creating customized ROM based on Android OS of Google.

(Nature Methods, 2010). The pace at which smart phones have dominated the life of all of us is phenomenal and is no more a product to own for luxury.

(Mele, 2015). Smart phones are now considered as the most essential necessity where firms are approaching with new marketing strategies leading to cost cutting and a better ROI. E-Mails are the most cost effective way to attract consumers to buy the product.

(Ajax Persaud, 2012). In past few years marketing has become highly innovative where acceptance of such devices by consumers is rising exponentially, giving marketers lot of new opportunities to target customers (Ajax Persaud, 2012).

Marketing Strategy of different Mobile Brands

The smartphone in India has been one of the most competitive markets in the country. Both local and international brands fight hard to make their position in India as it is a very profit-making industry and with the number of potential buyers India has, no company wants to ignore this market. Along with being a profit-generating market, India is also quite different from other countries as customer needs here are very different if we compare with western nations. Money is a big factor here and everyone wants to make the most of their money.

There are five types of marketing strategies followed by mobile brand i.e.,

- Quality products at low prices
- Understanding the demand of customers
- Right product at right time
- Partnering with famous Platforms
- Creating a situation of scarcity

Quality Products at Low Prices

Chinese brands were seen as cheap and low quality but Xiaomi changes this thinking by providing high-quality

products at affordable prices. It was important to do that as Indian buyers love to save their money. Soon, this Chinese brand established an image of value for money products.

Understanding the Demand of Customers

For any brand to become successful, it should have one feature that is knowing the demand of customers.

Right Product at Right Time

Timing is also especially important in business, as making and selling products which are outdated is of no value.

Partnering with Famous Platforms

You have a great product at a good price but, if you don't have the right platform to sell it then your business will most probably fail.

Creating a Situation of Scarcity

The flash sales created a sense of scarcity every single time and such things make customers curious about the product which creates adds to the urge of buying that.

Forms of advertising in strategies in mobile company:

- Ecommerce company
- Homepage is an E-store
- Makes use of a new kind of social commerce
- Every product range has a social hub:
- Creates scarcity
- Offline is secondary to online

Loyalty program

Perception Regarding Price and Quality

Price is the most valuable thing, because all the consumers and customers was purchasing mobiles is main reason is price. Price should be very stable. The company gives the good product in best, so the company fulfilled the buyers is wants. All customers are expected for quality, so company should give the many features in one product and also that features is very advance in trend. Mostly customers used for which company product is survey on trending in the city people also.

Mobile company are selling its phones at a price that just covers the cost of the device rather than its cost of production. They are focusing more on selling its phones at a low price today but gaining more in the future from selling contents such as applications, services, and accessories. Moreover, they mostly sell its product online which can reduce costs of opening stores, hiring staff, and inventory keeping, and also may lessen the problems in communication when dealing with distributors and retailers.

Suggestion

1. Most of the mobile company marketers are facing

2. problems like, products are not available in the market regularly.
3. So, they are suggested to increase their stock and make sure that the products are available in the market regularly.
4. So, company should increase their productivity and make sure that there will be no shortage of products in the market.
5. Mobile users are more here but the products are too low in market.
6. So, marketers suggested by once mobile has launched in India then after within 3 weeks has sent to the goods in store. It was better for our earnings.

Conclusion

The study reveals that a well-planned and excellent execution of the marketing strategy can be highly beneficial for the company. Hence a huge opportunity prevails for mobile company to make its leadership position strong and provide consumers with value for money smart phones which they would love to own.

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