



**RESEARCH ON CORPORATE MARKETING STRATEGY
BASED ON 4P AND 4C THEORY – A CASE STUDY OF XIAOMI**

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**RESEARCH ON CORPORATE MARKETING STRATEGY
BASED ON 4P AND 4C THEORY – A CAST STUDY OF XIAOMI**

Thematic Certificate

To

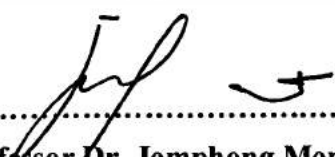
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of International Master of Business Administration in International
Business Management

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By: Zhao Rui
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ABSTRACT

Changing social landscapes and the prevalence of the Internet improved people's quality of life, and smartphones have become a crucial aspect of their daily lives. The widespread use of smartphones has resulted in significant social change, making it essential to examine the marketing strategy of Xiaomi and the steps taken for its success. This paper explored Xiaomi's smartphone marketing strategy by utilizing the 4p and 4c theories and analyzed the advantages and drawbacks of its approach. Moreover, it proposed recommendations that include a product positioning strategy tailored to consumer demand, a cost-reduction-driven product pricing strategy, and a convenient product channel strategy. It also suggested an enhanced communication-led new product strategy to improve Xiaomi's smartphone's market competitiveness and corporate image. Ultimately, these recommendations can serve as a reference for other domestic smartphone brands in China.

Keywords: smartphone, marketing strategy, Xiaomi, online marketing



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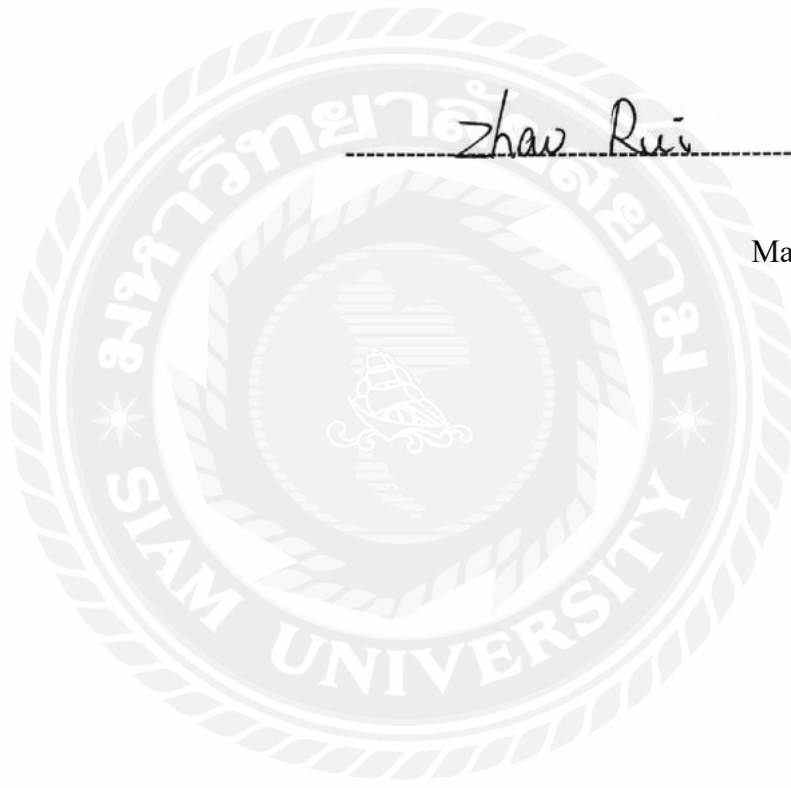
Declaration

I, *Zhao Rui*, hereby certify that the work embodied in this independent study entitled “*research on the marketing strategy of small and medium-sized enterprises based on the 4c theory- taking xiaomi company as an example*” is result of original research and has not been submitted for a higher degree to any other university or institution.

Zhao Rui

(Zhao Rui)

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1. Introduction

1.1. Research Background

Smart phone is a kind of mobile phone that realizes wireless access through communication network and has independent operating system. Like PC, it can flexibly download and install software and other applications according to users' needs to enrich the functions of mobile phone. It not only meets the basic communication needs, but also meets the needs of daily smart services (Shen, 2010). With the rapid development of the mobile internet, the penetration rate of smart phones is also gradually expanding. According to a survey conducted by the famous Pew Research Center in the United States, South Korea ranks the first in the world in terms of the penetration rate of smart phones, with a penetration rate of 94%, and the penetration rate of Chinese smart phones is 68%. As for the Chinese smart phone market, the momentum of subsequent penetration rate increase is still great (Xiao, 2009). The expansion of China's smart phone market is largely due to the promotion and popularization of medium-low end smart phones by major mobile phone manufacturers and operators, as well as the dual improvement of smart phone hardware technology and software technology, the rapid update of dual-core and quad-core smart phone products in the market, and the more stable and efficient operating system, which makes consumers prefer to use smart phones. Foreign brands of smart phones include Apple, Samsung, Motorola, etc., which occupy the high-end market of smart phones; Domestic local brands include Huawei, Xiaomi, ZTE, Vivo, OPPO, and so on, which have a comprehensive layout for the high, middle and low end markets (Xie, 2019). From the eight years of shipments from 2014 to 2021, after reaching the peak of 522 million shipments in 2016, the market began to decline year by year. After 2017, the market changed from incremental competition to stock competition. The extension of the replacement cycle further intensified the fierce competition in the smartphone market, making consumers pay more attention to brand preference and product cost performance (Sun, Maksimov, Wang, & Luo, 2021). So how to adapt to the changing market conditions and explore new market growth opportunities for Xiaomi brand smart phones is the main research direction of this paper.

Opportunities often coexist with challenges. The following will analyze the market share of smart phones, the proportion of sales of smart phones in China, and the characteristics of major mobile phone models. According to the report about the smartphone industry published on the China Industry Research Network, China's smartphone shipments also showed a fluctuating trend from 2012 to 2021, and gradually decreased after 2016. In 2020, China's smartphone shipments decreased to 296 million, and in the first half of 2021, only 171 million smartphones were shipped. However, due to the convenience and variety of functions of smart phones, smart phones still maintain a steady increase in mobile phone shipments, from 55.36 in 2012 to 98.28 in the first half of 2021, basically occupying the entire domestic mobile phone market.



Figure 1.1 Statistics of China's smartphone shipments from 2012 to 2021

In recent years, the concentration of the smartphone industry has been increasing (Varriale, 2022). From 2015 to 2020, China's smartphone industry CR5 (Apple, Huawei, VIVO, OPPO, and Xiaomi) increased year by year, from 59.7% in 2015 to 96.5% in 2020. The smart phone market has gradually matured and the industry is highly concentrated (Vassolo & Sevil, 2019). Among them, only Apple, the top five smartphone manufacturers, is a non-local enterprise, and the share of Huawei, VIVO, OPPO, and Xiaomi smartphone shipments has maintained a steady upward trend. In 2020, Huawei's share of shipments ranked first, up to 38.3%, followed by VIVO and OPPO, with market share of 17.7% and 17.1% respectively, and Xiaomi's market share of 12.0%.

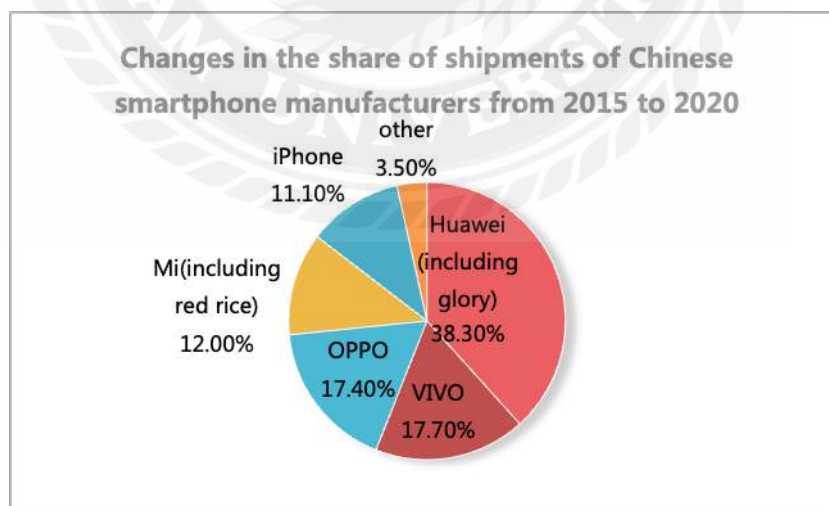


Figure 1.2 Changes in the share of shipments by Chinese smartphone manufacturers

With the increasing concentration of the smart phone market, the mainstream manufacturers in the smart phone market are also improving their own strength and adjusting their marketing strategies in an all-round way to meet the needs of people at

different levels in the market by creating multiple product lines, covering models with different prices and performance (Chen & Qiao, 2016). In terms of sales strategy, we will lay out the online and offline markets. For example, Xiaomi, which started with Internet sales, will continue to accelerate the expansion of offline stores, while VIVO, which has the advantage of the number of physical stores in low-line cities, will use iQOO series products to enter the online market. OPPO's European-Canadian department will set up OnePlus and Realme for online, medium-high end and overseas markets, and Apple will also launch SE series to expand the price coverage.

Differentiation characteristics and relative advantages of major cell phone manufacturers			
brand	Flagship price	Focus on market layout	Other advantages
iPhone	8k+	Globalization, focusing on North America, Europe and China	Leading technology in mobile phone design, big data and cloud computing, mobile internet application, business ecosystem model construction, etc
Samsung	8k+	Globalization	Mobile phone prices cover a wide range of markets with a high share in different consumption levels; In addition to mobile phone business, it also occupies an important market position in upstream fields such as chips, OLED screens and memory.
HuaWei	P system 4K+, Mate series 5K+	Balance at home and abroad, and focus on European market overseas	Leading technology in mobile communication, chip, artificial intelligence, charge management, camera module and algorithm
MI	3.5K+, the latest product 4K+	The proportion of export sales is more than 70%, with overseas focus on India, Southeast Asia and Europe	Focus on online and simultaneously increase the offline layout. The business model of "hardware + new retail + Internet services" leads the IoT business layout
OPPO	3K+	Overseas key Southeast Asia and India	The offline layout is leading, and the OnePlus brand focuses on the online and low-end markets
VIVO	3K+	Overseas key Southeast Asia and India	Take the lead in offline layout and launch iQOO system to focus on online

Table 1.1 Differentiated features of different cell phone manufacturers

Through the analysis of the above background, the mobile phone market in the smart phone market is an industry with great potential and rapid renewal, and the competition with it is becoming increasingly intense (Yang & Tian, 2015). According to the survey, the change of China's smartphone manufacturers' share of shipments from 2015 to 2020, with Xiaomi's market share accounting for 12.0%, ranked fifth. In the future, how to break the market situation, seize the needs of consumers, and improve market share of Xiaomi's mobile phones is a problem that all decision-makers are faced with thinking. This article will combine the 4C marketing theory, take Xiaomi Company as an example, analyze the current international and domestic environment of smart phones, and find out the advantages and challenges faced by the company in marketing. Based on the 4C marketing theory, this paper discusses the marketing strategy of Xiaomi mobile phones from four aspects: paying attention to consumer needs, reducing marketing costs, improving consumer convenience, and strengthening customer communication, so as to get inspiration from it, so that other domestic mobile phones can increase the sales and market of domestic mobile phones.

1.2. Reserach Problems

With the rise of smartphones, the renewal of smartphones has been accelerated, accompanied by the competition in the severe smartphone market. In this paper, we will take Xiaomi cell phone as the research object, analyze the current environment of Xiaomi smartphone and analyze the problems that exist now in Xiaomi smartphone marketing, mainly: low brand value, difficult after-sales claims, lack of supply chain management ability, and limited sales channels. Based on the above background and problems, the 4P and 4C marketing theory methods are used to discuss Xiaomi's cell phone marketing strategy in four aspects: focusing on consumer needs, reducing marketing costs, improving consumer convenience, and strengthening customer communication, identifying problems in competition, and suggesting feasible marketing strategies for Xiaomi's cell phone to help Xiaomi's smartphone improve the speed of obtaining demand information from the market, pull in the relationship with consumers, and make Consumers are loyal to their brands.

The research questions in this paper focus on the following four areas:

1. How to propose the current problems in the marketing process of Xiaomi smartphone through SWOT analysis of the marketing situation of Xiaomi smartphone?
2. How to propose the marketing strategy of Xiaomi smartphone by combining 4 elements of 4C theory (customer, cost, convenience, communication)?

1.3. Objective of the study

By integrating 4p and 4c theories on marketing, Xiaomi is used as a case study, combined with questionnaires to research the cell phone usage habits of smartphone users and cluster analysis of the research data to derive the smartphone market

segmentation, and combined with the survey results and market segmentation combined with SWOT analysis to summarize the strengths and weaknesses of its marketing strategy, and to optimize the marketing situation of Xiaomi smartphone. s marketing situation for optimization. The main purpose is to achieve:

1. to conduct a swot analysis of the marketing situation of Xiaomi smartphone, and analyze its existing strengths, weaknesses, opportunities and threats after a comprehensive understanding of Xiaomi cell phone.

2. According to the 4p and 4c theories, combined with the market survey questionnaire analysis data, develop a marketing strategy plan in line with the optimization of Xiaomi smartphone, proposing a product positioning strategy oriented to consumer needs, a product price strategy with cost reduction as the core, a product channel strategy to provide convenience and a new product strategy led by enhanced communication.

1.4. Scope of the study

This research mainly analyzes and studies the marketing of Xiaomi mobile phone through the 4C marketing theory, taking Xiaomi mobile phone marketing as an example, expounds the 4C marketing theory, the target market selection strategy, introduces Xiaomi company, the marketing strategy of Xiaomi mobile phone, namely product strategy, price strategy, convenience strategy, communication strategy, analyzes the problems existing in the sales of Xiaomi mobile phone, including market competitiveness, sales channels and after-sales service, and puts forward some simple suggestions for the existing problems. The article is divided into four parts, the first part describes the research background, research issues, research purposes, research scope and research significance; The second part elaborates the concepts of 4P marketing theory, 4C marketing theory, marketing strategy and other concepts through a large number of references, and describes the basic situation of Xiaomi Company; The third part, under the guidance of 4C marketing theory, analyzes the research results and conclusions of Xiaomi smart phone marketing in terms of customer, cost, communication, convenience and other aspects, and puts forward relevant suggestions; In the fourth part, references are cited.

1.5. Research Significance

Using Xiaomi as a case study, we discuss several key elements of international brand marketing strategies for SMEs. SMEs wanting to establish their brands in international markets need to develop appropriate marketing strategies in terms of customers, costs, convenience and communication. As a successful SME brand case, Xiaomi has established its brand image and influence in the international market through measures such as in-depth study of local consumers' needs, optimization of cost structure, improvement of convenience of products and services, and strengthening of brand communication. These measures provide some ideas and references for SMEs to build their brands in the international market.

Xiaomi mainly relies on the network to promote its mobile phone brand. At present, there are a large number of Internet users in China. Once the mobile phone brand is promoted in the network, its influence will be greatly improved. Internet users are online, but most of the time they live in every corner of the real environment, so the marketing of Xiaomi mobile phone brand in the network environment will affect online and offline, and the scope of influence will not be limited to the network. From the growth experience of Xiaomi mobile phones, in the fierce market competition, as long as domestic mobile phones grasp all kinds of internal and foreign conditions, they can also quickly create their own brands and expand their influence, so that enterprises can develop rapidly. Although the Xiaomi mobile phone brand has been promoted to a certain extent on the Internet, its influence is relatively limited, and simple online publicity, promotion and sales can no longer meet the needs of development. Therefore, it is extremely important to study how to improve the influence of Xiaomi mobile phone brand for the development of Xiaomi Company. To sum up, scholars at home and abroad have explored various fields based on the 4C theory, but few scholars have studied the marketing strategy of the Xiaomi smart brand. This paper attempts to optimize the marketing strategy of the Xiaomi mobile phone brand under the guidance of the 4C marketing theory, analyze and summarize the problems of the Xiaomi brand, show the direction for further optimization of the marketing strategy, and find a feasible solution conducive to the rapid development of the Xiaomi mobile phone. The purpose of enriching the theory of co-creation of brand value and providing experience for online brand building is to provide some reference for Chinese enterprises to build international brands and help Chinese enterprises to go global in brand culture.

2. Literatures Review

2.1. 4P marketing theory

Marketing strategy is the process by which a company takes customer needs as the starting point, obtains information on customer demand, purchasing power and business expectations based on experience, organizes business activities in a planned manner, and provides customers with satisfactory goods and services through a coordinated product strategy, price strategy, channel strategy and promotion strategy to achieve business goals (Ma, 2014). With the rapid development of information science and technology, consumption patterns have also changed dramatically, the market situation has become more complex, and market competition is extremely fierce. To consolidate and expand the market in the market development, it is especially important to adopt the right marketing strategy. Then with the development of marketing theory research, there are 4P, 4C and other strategies (Tang, 2005). In 1953, Neil Burden created the term "marketing mix" in the inaugural speech of the American Marketing Association, which means that market demand is more or less affected by the so-called "marketing variables" or "marketing factors" (Zhong, 2006). In order to seek a certain market response, enterprises should effectively combine these elements to meet market demand and obtain maximum profits. In the 1960s, Jerome McCarthy, a professor at the University of Michigan in the United States, put forward the famous 4P theory. The elements can be summarized into four categories: product, price, place, and promotion (Yu & Feng, 2002).

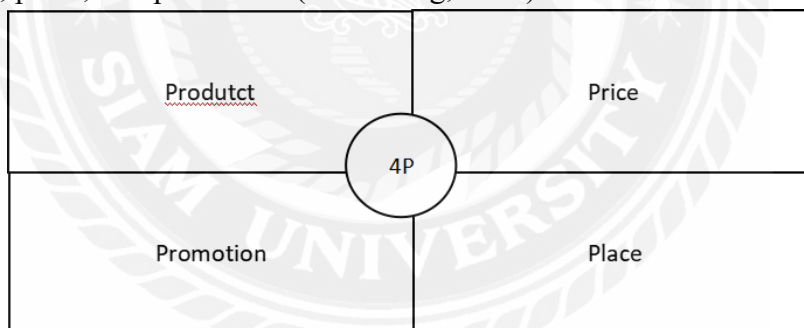


Figure 2.1 4p marketing theory

Product: Pay attention to the function of development, require the product to have unique selling points, and put the functional appeal of the product first.

Price: According to different market positioning, different pricing strategies are formulated. The pricing of products is based on the brand strategy of the enterprise, and the value of the brand is emphasized.

Place: Enterprises do not face consumers directly, but focus on the cultivation of distributors and the establishment of sales networks. The relationship between enterprises and consumers is carried out through distributors.

Promotion: Enterprises focus on the change of sales behavior to stimulate consumers, promote consumption growth with short-term behavior, attract consumers of other brands or lead to early consumption to promote sales growth.

The four main links of 4P's marketing strategy are focused on TargetCustomer, that is, "target customer" (Chen, 2011).The target customer refers to the target consumer, which determines all links of 4P, including what kind of products to develop, what kind of price system to use, what kind of channel to sell, and what kind of promotional activities to carry out. The final purpose of this series of activities is to meet the specific needs of target consumers.

2.2. 4C marketing theory

In 1990, the American scholar Lauterpacht first proposed replacing the traditional 4Ps with 4Cs to provide new ideas for marketing strategy research. Compared to the 4Cs, which focus more on consumer demand-oriented, the 4Cs have made great progress and development in concept compared with the market-oriented 4Ps. However, in terms of business and market development trends, the 4Cs inhibit the initiative and creativity of companies. The definition of marketing is proposed as follows: "Marketing is the process of planning and implementation regarding the conception, design, pricing, promotion, and distribution of goods and "labor services designed to lead to exchanges that meet individual and organizational purposes." This definition provides a more comprehensive representation of what marketing is, stating that marketing is the management process of planning and implementing processes for the conception, design, pricing, promotion, and distribution of goods and services that are designed to result in exchanges-exchanges that meet individual and organizational purposes (Zhang, 2005). In order to achieve the corresponding marketing objectives and marketing performance and the implementation of a series of business activities, the marketing strategy is considered to be a combination of the external market environment and the internal conditions of enterprises to develop a strategic plan to occupy the target market, it is an important part of the strategic marketing plan of enterprises, in essence, is the sum of the activities of enterprises to obtain the corresponding marketing performance and market share (Zhang & Zhang, 2005).The 4C theory refers to the 4C's theory proposed by Professor Lauterbourne of the United States, namely, customer, cost, convenience and communication (Yang, Nie, & Zhao, 2020). This theory believes that we should not only focus on the products we produce, but also on the products we want to buy, understand the needs of consumers, consider how to make it convenient for consumers to shop, reduce the low-price promotion strategy, strengthen effective communication with consumers, and develop strategies around the needs of consumers. Through comparison, we find that the 4P combination theory is about products, prices, locations and promotions, while the 4C theory is about customers Cost, convenience and communication(He, 2002).The perspective of 4P theory is to look at consumers from the perspective of enterprises, while the perspective of 4C theory is to look at consumers from the perspective of consumers. Moving from 4P to 4C is a brave attempt for enterprises to further draw closer to consumers. Through close communication and understanding with consumers, enterprises can better understand consumers' needs, desires and

capabilities, and better supply products with consumers as the guide, so as to improve their core competitiveness and adapt to the production environment of the market.

The 4C marketing strategy combination corresponding to the 4P of traditional marketing has been put forward. The famous 4C theory has redefined the four basic elements of marketing: Customer, Cost, Convenience, and Communication. The 4C theory is based on consumer demand, puts consumer demand first, tries to reduce the purchase cost of customers, provides convenience to customers to the maximum extent, and forms a good communication environment with customers. It is believed that in the process of implementing the optimization strategy of online product marketing, enterprises need strong marketing theory as support, and 4C theory is an effective theory to improve the marketing ability of enterprises. Through the application of 4C theory, enterprises can unify their marketing activities and convey marketing information to consumers in a unified way, so as to improve the marketing effect (Yang, Yang, & Xu, 2009). It is proposed that the 4C theory is developed from the 4P theory. It pays more attention to the communication with consumers, and emphasizes that the communication with consumers can more fully express the demands of both parties, so as to improve the targeted ability of enterprises to meet the needs of consumers, thus facilitating the transaction (Lin & Xie, 2020). The 4C theory can fully consider the needs and willingness to pay of consumers, put forward the application of the 4C theory in the marketing activities of enterprises, and help enterprises to divide the interests of customers and their own demands. When analyzing the marketing problem, it is pointed out that the 4C theory is that with the increasingly fierce market competition, the speed of media transmission is getting faster and faster (Wang, 2010).

The application of 4C theory in product strategy mainly includes four systems:

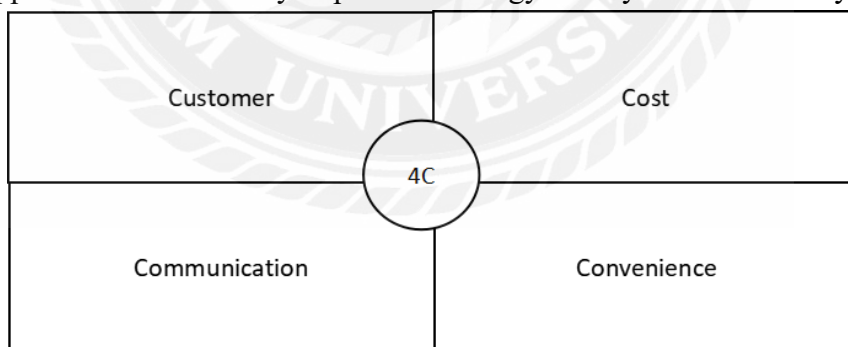


Figure 2.2 4C marketing theory

Customers: consider the needs and desires of customers, establish a customer-centered retail concept, take "customer-centered" as a core line, close the window and the whole process of marketing activities.

Cost: When customers buy a certain commodity, they need to spend a certain amount of time, energy and physical strength in addition to a certain amount of money. These constitute the total cost of customers. What enterprises need to do is try to reduce the total cost of customers' purchase.

Convenience: To maximize the convenience of consumers is a problem that retail

enterprises in the transitional competitive situation should seriously consider. When selecting geographical location, the factor of "accessibility of consumers" should be considered to make consumers easy to buy. In terms of the design and layout of the store, it is necessary to consider convenience for consumers to enter and leave, go up and down, visit, browse and select, and pay and settle accounts..

Communication: In order to create competitive advantages, retail enterprises must constantly communicate with consumers, establish close links with consumers, and provide consumers with information about the location, goods, services, prices and other information of the store. Influence consumers' attitudes and preferences, persuade consumers to visit stores and buy, and sort out a good corporate image in the eyes of consumers.

	Basic content	Comparison of advantages and disadvantages
4P marketing strategy	<p>Product strategy: including product portfolio, product lifecycle, product packaging, brand, etc</p> <p>Price strategy: including the determination of pricing orientation, the reflection of price adjustment, and the risk valuation of design price</p> <p>Distribution channel strategy: including channel model and selection of middlemen, adjustment, coordination and management, and identity allocation</p> <p>Promotion strategy: including sales promotion, advertising, business promotion, etc</p>	<p>Advantages:</p> <ol style="list-style-type: none"> 1. Make marketing theory have a sense of system 2. Simplify complex phenomena and theories 3. It provides an easy-to-use framework for marketing 4. Theoretical summary and practical operability <p>inferiority:</p> <ol style="list-style-type: none"> 1. Not enough to cover the controllable variables of all industries 2. It is only suitable for the marketing activities of manufacturing and consumer goods and the seller's market of producer sovereignty.

4C marketing strategy	<p>Customer strategy: forget about products, remember customer needs and expectations, and focus on customers</p> <p>Cost strategy: forget the price, remember the cost and customer's expenses, and make customers relatively satisfied with the cost</p> <p>Convenience strategy: forget the place, remember the convenience of customers, and provide them with convenient consumption channels</p> <p>Communication strategy: forget promotion, remember to communicate with customers and cultivate their loyalty</p>	<p>Advantages:</p> <ol style="list-style-type: none"> 1. Customer-centric one-to-one communication 2. Pay attention to resource integration and promote corporate image 3. Based on communication and two-way communication <p>inferiority:</p> <ol style="list-style-type: none"> 1. Contradictions with the competitive orientation of market economy 2. Unable to form marketing personality 3. Passive adaptation to customer needs
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Table 2.1 Analysis of the advantages and disadvantages of 4P theory and 4C theory

2.3. SWOT Analysis

SWOT theory is one of the most common theories used by companies to analyze their intelligence work. It is a comprehensive analysis method that takes into account various elements of the internal and external environment of the company, and uses a systematic evaluation and analysis to select the business strategy that is most conducive to maximizing profits (Gong, 2003). The SWOT theory was proposed by Professor Wyrick in the 1980s and consists of four main aspects: S (Strengths) internal strengths, W (Weaknesses) internal weaknesses, O (Opportunities) external opportunities, T (Threats) external threats (Tang, 2002). This theory provides a comprehensive analysis of the internal situation and external environment of enterprises, with a certain degree of accuracy and objectivity, and provides reference for enterprises to know themselves and improve their core competitiveness.

S stands for strengths, which can be summarized in one sentence, that is, the strengths that a company has over its competitors or the resources that are better than those of its competitors. The internal strengths of an enterprise mainly include technical strengths, organizational leadership strengths, corporate culture strengths, human resource strengths, etc. Enterprises should pay attention to maintain the existing advantages and develop new ones to maintain vitality. W stands for weaknesses, which are the areas where a company is inferior to its competitors in business management. These weaknesses are mainly the loss of human resources, lack of competitive technology, and redundancy of idle resources, etc. These weaknesses largely restrict the development of the company, and the company must have the vision to understand the weaknesses and avoid the weaknesses. O refers to opportunities, that is, all factors that can help the development of enterprises. For example, changes in national policies may provide broader development space for some enterprises; market mergers and acquisitions may enhance the competitiveness of enterprises; economic and technological advances increase the weight of

enterprises to compete, etc. Opportunities are fleeting and have greater instability compared to advantages, which requires business leaders to have a keen eye, a clear understanding and estimation of the current situation and development prospects of the enterprise, to seize the opportunity at the right time, and to obtain the competitive potential. T stands for threats, which are factors that may hinder the development of a company. Mainly including the competitor's competitiveness, customer's negotiation ability, market demand shrinkage, etc., these will have a negative impact on the development of the enterprise. Therefore, enterprise managers should have the ability to mediate and take timely measures to turn disadvantages into advantages. Improve, and analyze the layout in advance, to avoid the threat of the external environment.

There are four situations when using SWOT theory analysis: SO (Strengths-Opportunities), WO (Weaknesses-Opportunities), ST (Strengths-Threats) and WT (Weaknesses-Threats), and for each situation, the company needs to take different measures to deal with it.

Impact on the environment	Advantage (S)	Disadvantage (W)
Opportunity (O)	SO	WO
Threat (T)	ST	WT

Table 2.2 SWOT strategic analysis matrix model

2.4. Online marketing

Now, we have entered the world of e-commerce in the network era. In this world of e-commerce, there are products, services, businesses and consumers, forming a virtual market worthy of the name. With the virtual market, online marketing is also born naturally. So, what is online marketing? Network marketing refers to the process of meeting consumer needs and business demands through interactive marketing communication with modern information technology as a means of communication (Wang, 2022). In short, online marketing is a marketing activity that uses advanced electronic information means. Technically, e-commerce and online marketing are closely related. Because of the rapid development of the Internet, e-commerce has become a new form of business activities, and online marketing has become an inevitable requirement of its development with the rise of e-commerce. It is an important part of the concept of e-commerce, and the Internet has become a tool of e-commerce and online marketing. There are different definitions of online marketing in foreign countries, such as Internet Marketing, Online Marketing, e-Marketing, Cyber Marketing, Network Marketing, etc. Different words and phrases have different meanings. Internet Marketing refers to marketing activities conducted on the Internet; Online Marketing refers to online marketing through internet; Cyber Marketing mainly refers to online marketing in virtual computer space; Network Marketing is a marketing activity carried out on the network. At the same time, it means that the network is not only the Internet, but also some other types of networks, such as value-added network VAN. At present, the translation method commonly used is

e-Marketing, which means electronic, information and networking. It is concise and intuitive, and corresponds to e-commerce and e-Market(Xie, 2002).The development of online marketing is accompanied by the development of information technology. At present, the development of information technology, especially the development of communication technology, has promoted the Internet to form a new type of media with wider coverage and stronger interactivity. It is no longer limited to the one-way transmission of traditional media such as radio and television, and can conduct real-time interactive communication and contact with media receivers. As the number of users of the network increases, the benefits of the network will also increase by a greater multiple. Therefore, it is both an opportunity and a challenge for enterprises to develop online marketing and occupy emerging markets in such a potential market. Of course, network marketing is different from traditional marketing. It is not a simple marketing network, but it has not completely abandoned the theory of traditional marketing. Instead, it is a new marketing form formed by integrating with traditional marketing. Network marketing is a new marketing form, which is inextricably linked with traditional marketing. They are all aimed at selling, promoting goods and services, strengthening communication and communication with consumers, etc, But at the same time, there are obvious differences between them. They have essential differences in marketing means, methods, tools, channels and marketing strategies. Network marketing is not a simple marketing network. As a new network product, network marketing has its own characteristics compared with traditional marketing(Jiang, 2003).According to the idea of integrated marketing, after entering the network era, the marketing mix has gradually evolved from the original 4P (product product, place channel, promotion promotion, price price) to 4C (consumer consumer, communication, convenience, cost).

2.5. Research framework

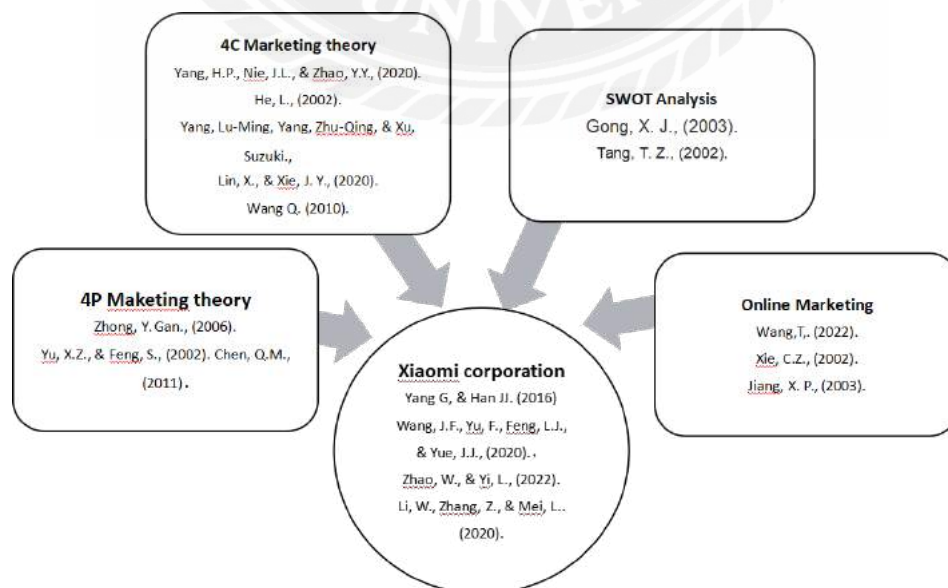


Figure 2.3 Research framework

3. Research Methodology

3.1 Qualitative research method

Qualitative research method is a research approach that focuses on understanding social phenomena and individual behaviors. It aims to explore people's viewpoints, beliefs, motivations, attitudes, and the underlying reasons behind their behaviors. To study Xiaomi Corporation using qualitative research can follow these steps:

Research purpose and questions: Clearly define research purpose and questions. For example, understand Xiaomi's competitive advantage in the market, consumers' attitudes towards its products, the company's brand image, etc.

Data collection: Choose appropriate data collection methods, such as face-to-face in-depth interviews, focus group discussions, observations, or document analysis. Depending on research questions can select participants to interview or discuss with, such as Xiaomi employees, consumers, industry experts, etc.

Participant selection: Select individuals or groups to participate in the research. I can choose Xiaomi employees, consumers, partners, or other stakeholders related to the company.

Data analysis: Analyze the collected data systematically. This can involve transcribing interview recordings or notes verbatim, text coding, and theme extraction, among other methods.

Result interpretation: Based on the data analysis, interpret and describe the characteristics, trends, and key issues of Xiaomi Corporation. This may involve understanding the company's strategies, market competition, product advantages, etc.

It is important to note that qualitative research results are based on relatively small samples and specific research subjects, so they cannot be generalized. However, they can provide in-depth understanding and insights to help researchers grasp various aspects of Xiaomi's internal operations, consumer behaviors, and market competition. When conducting qualitative research, ensure objectivity and reliability, while adhering to ethical guidelines to protect participants' privacy and rights.

3.2 Literature review method

Literature review method. Literature review method mainly refers to the method of collecting, identifying and organizing literature and forming a scientific understanding of the facts by studying the literature, by studying the collected literature on a certain aspect in order to find out the nature and condition of the object of study and to draw out one's own viewpoint from it. It helps to understand the history and current situation of the issue in question, helps to determine the subject of research, enables to form a general impression about the object of research, helps to observe and visit, enables to obtain comparative information on realistic information, and helps to understand the full range of things. The data for this thesis comes from China Knowledge Network, financial statements, relevant literature retrieved through Google, Baidu, etc., and categorized and summarized for the valid literature to filter out the valuable literature, and then use these materials to combine with Xiaomi

enterprise's marketing strategy for Xiaomi cell phone for literature review.

3.3 Case study

Case study method. The case analysis method is a social science research method that takes problems arising in actual work as cases, studies and analyzes typical events in social life or typical examples of social practices according to certain universal principles, in order to seek ideas, methods and models for solving similar problems in the relevant fields, to propose new problems, to explore general laws and to test certain conclusions. This thesis takes Xiaomi company as a case, collects information on marketing data of Xiaomi smartphone, organizes and summarizes the development status of Xiaomi marketing strategy, analyzes the advantages and problems of Xiaomi smartphone in marketing center and the reasons, and proposes relevant marketing strategy with theories and literature.



4. Finding and Conclusion

4.1 Xiaomi Company status

Xiaomi is an Internet company with cell phones, smart hardware and IoT platform as the core, with a wealth of products and services such as smartphones, smart TVs and laptops, dedicated to enabling everyone around the world to enjoy the good life brought by technology (Yang & Han, 2016). Xiaomi Technology LLC, founded on March 3, 2010, is a global mobile Internet company and innovative technology enterprise focusing on smart hardware and electronic product development, smartphone, smart electric car, Internet TV and smart home ecological chain construction (Wang, Yu, Feng, & Yue, 2020). Xiaomi has created a model of developing mobile operating systems with the Internet model and enthusiasts participating in the development and improvement of the model, "Made for enthusiasts" is the product concept of Xiaomi, "Let everyone enjoy the fun of technology" is the vision of Xiaomi, Xiaomi has applied the Internet development model to develop products, used the geek spirit to make products, used the Internet model to kill the middle link, and committed to let everyone in the world can enjoy the quality of technology products from China. Xiaomi has built the world's largest consumer IoT IoT platform (Zhao & Yi, 2022). The company has connected more than 558 million smart devices in more than 100 countries and regions around the world, and MIUI has 564 million monthly active users worldwide. Xiaomi has invested in over 500 companies, covering smart hardware, consumer goods, education, games, social networks, culture and entertainment, healthcare, automotive and transportation, finance and other fields.

In June 2019, Xiaomi was named to the 2019 Forbes China's Most Innovative Companies list, and in October, it was ranked 56th on the 2019 Forbes Global Digital Economy 100 list, and on December 18, it was ranked 30th on the People's Daily China Brand Development Index 100 list.

On March 30, 2021, Xiaomi Group made an announcement on the Hong Kong Stock Exchange, officially announcing its entry into the field of car manufacturing. On the same day, Xiaomi launched its new logo.

In August 2022, it ranked 266th in the world's top 500 companies, a significant improvement of 72 places, and acquired the self-driving technology company Deep Motion Technology to lay out the core technology of self-driving.

the world's third largest smartphone manufacturer (Li, Zhang, & Mei, 2020).also has the world's largest consumer-grade smart IoT platform. It is the fastest growing smartphone brand in the world as well as in China.

4.2 Xiaomi SWOT Analysis

By conducting a SWOT analysis of Xiaomi, we elaborate the opportunities, threats, strengths and weaknesses it faces, draw a SWOT strategic analysis matrix model based on the specifics, and propose certain countermeasures and insights for the company's specific characteristics and circumstances, providing references and

suggestions to further improve Xiaomi's smartphone sales.

4.2.1 Strengths Analysis

Price advantage

Penetration pricing strategy, also known as the thin profit strategy, refers to the enterprise in the early stage of product listing, firmly grasp the consumer psychology of cheap, in the pricing strategy to adopt a low price, to attract customers with a good product image, to create a "cost-effective" brand image, so as to occupy the market, in order to seek long-term stable profits. The company's pricing strategy is to attract customers with the image of good quality and low price products, to create a "cost-effective" brand image, so as to capture the market and seek long-term stable profits (Zhang, 2018). Xiaomi's initial entry into the market is to adopt the penetration pricing strategy, through the high with low price to make the product quickly accepted by the market, and through the higher sales volume to achieve economies of scale, so as to effectively reduce the product unit cost, for the enterprise to win a long-term stable market position; On the other hand, low prices have also formed a certain industry barrier in the market, with micro profits preventing competitors from entering and greatly enhancing their own product competitiveness. In the later development of the industry, Xiaomi has followed the penetration pricing strategy, by optimizing costs from the supply chain and production chain, removing intermediate links and profits to reduce product prices, such as the Xiaomi 8 is priced lower than the same period of Apple, Huawei and other brand products, attracting a large number of market demand, and consumers mostly favor low-cost, high-equipped smartphones, cost-effective brand features also make consumers brand loyalty to Xiaomi's brand, greatly increasing the share of Xiaomi cell phones.

Internet marketing advantages

Xiaomi cell phones have adopted a direct Internet sales model, abandoning offline brick-and-mortar marketing and pioneering a new model of Internet marketing, devoting all its energy to the establishment of a publicized network, actively promoting and publicizing its brand through social media platforms such as social media, content marketing, search engine marketing and email marketing to bring greater exposure and fan interaction support for the brand. First of all, an important part of Xiaomi's cell phone online marketing strategy is social media marketing (Wang, 2007). Xiaomi selects appropriate channels for promotion through social media to promote its cell phones and increase its brand image and sales. At the same time, Xiaomi also uses data statistics from a number of platforms to accurately target its target customers and effectively launch promotional marketing, prompting potential customers to become more aware of the features and technology of Xiaomi's phones. Secondly, content marketing, which is the use of content related to Xiaomi phones to attract customers' attention. Xiaomi provides customers with richer information about all the applications of Xiaomi phones and encourages them to buy Xiaomi phones by publishing online articles about the new features of the phones,

introduction of updates, tool guides, introduction of the latest features and application operations. In addition, Xiaomi will also use search engine marketing, which is an online marketing campaign that helps Xiaomi to expose its phones to higher page rankings in search engines through search engine optimization. Finally, Xiaomi will also use email marketing strategies, in which it will usually take some activities or discounts to attract more customers to buy its phones. For example, Xiaomi will send some coupons and regular promotional messages to customers to attract them. Xiaomi Web Camp keeps pushing its products and services to more consumers actively, allowing Xiaomi to occupy some advantages in its online marketing strategy.

Focus on user needs advantage

With the pace of Internet and digital transformation, more and more traditional enterprises have started to change their thinking and re-examine their relationship with customers, drawing on the Internet's community economy and fan economy to establish a long-term interactive relationship with customers, increase customer stickiness, enhance customer loyalty, and thus improve customer retention rates (Shu & Qi, 2004). Xiaomi pays great attention to user needs, regularly collects suggestions and feedback from users, and develops product strategies and updates brand features based on user feedback. We truly interact with users in both directions, grasp the opportunity to meet them directly, and provide them with an integrated, complete, interactive experience. Xiaomi phone also makes users become one of the designers of MIUI by establishing a good user feedback mechanism, where users' opinions are fully respected and adopted, allowing Xiaomi users to grow with Xiaomi phone, forming Xiaomi's geek culture and emotional identity. Triggering users to evoke memories of the product when they have relevant needs again, occupying their minds and promoting their active choices, forming a virtuous circle, reducing user churn and lowering marketing costs.

Technological innovation advantage

Xiaomi insists on creating a top-notch product experience. In terms of performance, every Xiaomi flagship is an industry performance benchmark, with the world's first launch of the latest Snapdragon 8 series top platform for many years in a row, and brings impeccable overall performance through continuous optimization. In terms of display, Xiaomi's primary color screen tuning, which debuted in 2019, has been iterated several times, bringing a screen display experience that continues to lead the industry. Xiaomi 11 Pro is equipped with the industry's top 2K quad-curved screen, which has been awarded the DisplayMate A+ rating. In terms of audio, Xiaomi 10 Pro adopts symmetrical stereo sound for the first time, which is praised by users as a music phone for its unprecedented shocking experience; Xiaomi 11 Pro is the introduction of Harman Kardon professional team tuning, excellent sound quality to further break through the user's traditional perception of cell phone sound quality. On top of the top experience, Xiaomi continues to focus on the innovation of key

technologies such as imaging and fast charging. Xiaomi premiered 120x zoom, dual native ISO Fusion and other imaging technologies to create the world's top cell phone imaging system; led the evolution of wireless charging from 30W to 50W, and took the lead in mass production of 120W wired second charging to lead the industry. This time, Xiaomi 11 Pro and Xiaomi 11 Ultra debuted the industry's largest image sensor GN2, the fastest 67W wireless flash charging, and a new generation of fast-charging battery, further establishing Xiaomi's technological leadership in key experiences.

Ecological chain advantage

If the future competition is supply chain competition, then supply chain competition will also give birth to ecological enterprises. Only ecological enterprises can integrate the supply chain into the whole ecosystem and bring out the greatest advantages of the supply chain. Nowadays, supply chain competition is becoming more and more obvious, creating conditions for ecological enterprises (Zhu, Li, & Li, 2022). From the launch of Xiaomi router with access to IoT devices in 2013, the official comprehensive layout of the ecological chain business in 2014, to the launch of Xiaomi AI intelligent assistant Xiao Ai classmate in 2017, Xiaomi has gradually completed a comprehensive layout from IoT to AI in 5 years. In 2016, Xiaomi released the Mijia brand, which means "Xiaomi Smart Home". In addition to cell phones, TVs, routers and some cell phone peripherals, products produced by "Xiaomi Eco-chain" companies are classified under Mi Home. According to the company's third quarterly report, "In the third quarter of 2019, revenue from the IoT and consumer lifestyle products segment was RMB 15.6 billion, up 44.4% year-on-year. Our smart TV business continued to maintain its leadership position in both mainland China and overseas markets. Xiaomi TV held the number one position in TV shipments in mainland China in the third quarter of 2019, with a market share of 16.9%. Following the successful launch of Xiaomi Band, we launched our new wearable product Xiaomi Watch in November 2019. As of September 2019 Mi Home New Air Conditioner was the triple champion in online brand sales, single product sales and single product sales. Xiaomi Mobile focuses on the link between devices and ecology, opening up the cooperation between different brands of devices to make them better interconnected and bring better experience to users.

4.2.2 Disadvantage Analysis

Low brand value positioning

Brand is an intangible asset of an enterprise and a comprehensive representative of the enterprise and its products. A successful brand building can bring great benefits to the enterprise and help the long-term development of the enterprise. For example, as an international famous brand, Coca-Cola has a strong brand appeal and influence. The shaping of brand image and the promotion of brand value are of great significance to the development of enterprises (Huang, Xiao, & Wang, 2018). Xiaomi mobile phones have always been facing the public with the image of high

configuration and low price. The positioning of Xiaomi brand products is too low, which affects the high-end image of Xiaomi brand. Although this helps to increase the sales of Xiaomi mobile phones, it also reduces the brand value of Xiaomi mobile phones. The low price positioning is suitable for the development of Xiaomi in the early stage of the market, and it wins the demand of the mobile phone market by relying on small profits and quick sales. With the continuous growth of Xiaomi mobile phones, it has begun to occupy the top of the top few in the domestic mobile phones. We should consider building a high-end brand image of Xiaomi mobile phones. Today, because the line of price affinity has penetrated into the user's psychology, giving the audience the stereotype of low-end and cheap Xiaomi mobile phones, which is not conducive to the establishment of the high-end brand image of Xiaomi mobile phones in the long run, especially the increase in the sales of low-end Hongmi series mobile phones launched by Xiaomi, which accounts for a large proportion of the sales of Xiaomi smart phones. The low value orientation of Xiaomi mobile phones is not conducive to the marketing of its high-end mobile phones, At the same time, it will lower the overall brand value of the enterprise (Zhang, Cui, Ou, & Zhang, 2011). Because the price positioning of Xiaomi mobile phones is too close to the people, users often regard the Xiaomi brand as a transitional period for purchasing mobile phones. When purchasing high-end models, they will give priority to Apple, Huawei, Samsung and other brands. The high-end image of Xiaomi has not been established in the minds of users, resulting in insufficient high-end image of Xiaomi brand.

Narrow sales channel coverage

Sales channel is the process of transferring goods and services from producers to consumers. Sales channel plays an important role in the marketing of enterprise products (Lai & Liu, 2012). Therefore, enterprises attach great importance to the selection of sales channels, and timely expand and transfer channels to promote enterprise production and sales. With the development of the Internet, sales channels have been further enriched and developed. "Online" channels have become the resources that businesses compete for and occupy an important position in the market competition. The "online" sales channel of Xiaomi's mobile phone is mainly on the official website of Xiaomi and the "online" sales channel of the third e-commerce platform, and the "online" sales channel makes Xiaomi's mobile phone win the favor of online shoppers, but there are also many consumers who won't buy their mobile phone through the network, so Xiaomi lost some potential customers, and thus affected the sales of Xiaomi's smart phone. In terms of overseas sales, due to the development background of overseas e-commerce and the living habits of local people, Xiaomi Company cannot achieve great benefits in the overseas market through the combination of Xiaomi official website and third-party e-commerce platform. A single "online" channel, ignoring the marketing of offline physical stores, cannot well meet the needs of enterprise development.

Incomplete after-sales service system

After-sales service is the services provided by enterprises to consumers after the sale of products. After-sales service is the bond that maintains the relationship between enterprises and consumers, and is also the commitment and guarantee of enterprises to their own products. After-sales service has become an important way for enterprises to maintain or expand their market share, and is also a key link for brand building. High-quality after-sales service can effectively enhance consumers' favorability towards the company and its products, thus helping to cultivate loyal users for the company (Ee & Huang, 2014). Xiaomi cell phones provide after-sales service on its "online" sales platform, and consumers can apply for after-sales service through this channel, but the reporting process is long and slow, and there is a certain lag in online after-sales service, which requires users to return the collection to the manufacturer by mail and cannot solve the problem for consumers in time. Therefore, the after-sales service of Xiaomi cell phone has been complained and dissatisfied by consumers for many times. In view of this, Xiaomi cell phone has an "offline" repair center, but due to the limited number of repair centers, the coverage is restricted, which seriously affects the after-sales service of Xiaomi cell phone. With the increasing number of sales of Xiaomi cell phones, the demand for after-sales service is also increasing, and Xiaomi's current after-sales service system is not perfect and cannot meet the worried market demand, which is not conducive to the long-term development of Xiaomi cell phones and the spread of word-of-mouth.

The industrial chain needs to be further improved

The industrial chain is the economic connection between various industrial sectors based on certain technology. A perfect industrial chain needs to connect all industrial links upstream and downstream (Zheng, Zhang, & Yu, 2011). The essence of the industrial chain is the relationship between different industries, and the basis for the establishment of this industrial relationship is the relationship between supply and demand. The establishment of a complete industrial chain can meet the various supplies of product production, ensure the safety of product production links, reduce enterprise costs and increase the economic benefits of enterprises. Although Xiaomi Mobile phones focus on product design, the industry chain is not perfect, and it relies heavily on suppliers in the production process. The software of the Xiaomi mobile phone is designed by Xiaomi itself, but the hardware is mostly supplied by internationally renowned suppliers such as Samsung, Sharp and Qualcomm. Therefore, the production of the Xiaomi mobile phone is greatly affected by the supply volume of the upstream industry, and there are certain risks in the supply channel and cost control. The production and processing of Xiaomi mobile phones is also in the form of outsourcing. Outsourcing the manufacturing and assembly of products to Foxconn, Invada and other enterprises can reduce the production cost of Xiaomi mobile phones in the short term, but in the long term, there is a risk of

choking when it is handed over to a third party for production. The dependence on suppliers in the production process is large, which is not conducive to the long-term development of Xiaomi mobile phones.

4.2.3 Opportunity Analysis

Huge Smartphone Market

With China's rapid economic development, domestic consumers' income levels and consumption levels have increased significantly, and China has become the country with the highest number of cell phone replacements in the world, the Chinese cell phone market has a considerable market demand. With the development of smartphone product vendors after more than a decade, the differentiation among companies has been highlighted, among which the sales volume and attention of Xiaomi smartphones are continuously rising, and its brand influence and popularity have grown greatly in domestic and international markets, promoting the industry to become bigger and stronger (Zhang, Cui, Ou, & Zhang, 2011). In the new era trend 5G trend, the market ushered in a new pattern, for Xiaomi smartphones is a new time for innovation and development, at the same time, with our national consumption level, once young rice fans gradually economic independence, with a certain level of consumption, Xiaomi company with Xiaomi 11Pro, 11Ultra, MIXfold and other models of great sense of technology and design connotation of the product, easy to Open the sales of high-end market. At the same time, Xiaomi has innovated products in many fields, such as smart furniture, smart office learning, etc. The diversity of products can attract a large number of "Mi fans" to buy, and the innovation has increased the market demand.

Technology-driven market development

Cell phone industry technology environment as a whole is developing rapidly, related technology with the progress of science and technology, LCD capacitive and resistive screen screen manufacturing technology gradually mature. The development of the android system has given rise to hundreds of thousands of applications, bringing consumers a lot of fun and convenience. The rapid growth of CPU technology has also improved the processing power and fluency of cell phones. The emergence of new technologies can enable companies to differentiate themselves and create products and services that can bring special value to consumers, while the use of new technologies can reduce production costs, lower or eliminate barriers to entry in certain industries, and shorten the life cycle of products (Wang, 2023). In addition, the development of network technology has padded many traditional thinking and business models, the use of computers has dramatically reduced product development time and product life cycles, and the emergence of a large number of virtual organizations and virtual storefronts has brought tremendous opportunities for businesses.

Strengthened international market position

The international status of domestic cell phones is increasing, and the world's large market cannot be separated from the support of the Chinese market. With the increasing strength of Xiaomi, Huawei and other domestic cell phones, the international market also gradually appear the figure of domestic cell phones, Xiaomi cell phones with its "low price, high configuration" unique features, loved by foreign users. Recently, Xiaomi cell phones continue to enter the Indian market, according to research institutions IDC statistics show that Xiaomi has become the number one cell phone brand in the Indian market, with a market share of 26% (Zhang & Shi, 2019). It can be seen that Xiaomi cell phones are also continuously accepted by foreign consumers, and as the research and development of 5G technology achieves results and is continuously applied in the market, it brings important opportunities for domestic enterprises to go abroad to seize the international market, and Xiaomi Group along with the whole market and industry also obtains huge development opportunities.

4.2.4 threat analysis

Existing Competitors

The smart product market has entered a period of stabilization after experiencing a nearly crazy high-speed development. In order to find new profit growth points, Apple, Samsung, these international giants are not satisfied with the high-end market, began to repeatedly launch low-end models, trying to occupy the market, Huawei, OPPO, VIVO and other domestic manufacturers in the low-end market competition is also a lot of fun. Xiaomi cell phone although sales are bright, but the market share, awareness still needs to be improved, its competitive situation is still more serious.

(1) Apple phone

Apple's smart products are loved both at home and abroad. Apple's positioning has been very clear, they insist on the concept of "super products will bring super profits", insist on innovation, for any product, Apple attaches great importance to and insists on the implementation of the quality strategy, and all aspects of service are very well in place. Apple's marketing strategy is simple and efficient, with complex and useless advertising messages being blocked. In the pricing strategy, the company adopts a skimming strategy, when a new product is first released, the company launches the new product at a high price, coupled with high promotion methods, thus ensuring high profits in the initial stage, and then gradually reducing the price as the product's sales expand (Zhu, 2020). By adopting this strategy, Apple can quickly recover its investment and provide conditions for future product price reductions and promotions.

(2) Samsung phones

Samsung Group was founded in 1938 and is widely known for its smart electronics. Samsung brand is positioned as individual and fashionable, and the appearance design of this brand also emphasizes individuality. Oasis has said that the

brand positioning should get rid of the competition of homogeneity and occupy the consumers' mind. The positioning of Samsung cell phone is very much in line with this principle. There are not many personalized cell phones in the market, and Samsung also has more advantages because of the trust-like relationship.

(3) Huawei

Huawei cell phones are mainly divided into two categories, Huawei and Glory, where "Glory" is the main Internet brand, is an independent sub-brand of Huawei, in terms of cost performance is often higher than the "Huawei" series. The Mate series is undoubtedly Huawei's most high-end series, focusing on technology, performance, business, video, all aspects of a balanced bucket of high-end flagship, but also every year Huawei sales. p series is also positioned high-end, but different from the Mate is the P series more focused on image The Mate and P series are also the most shipped domestic high-end machines. The Nova is positioned in the high-end series, mainly to exquisite appearance and excellent selfie to attract young people offline.

(4)OPPO

OPPO's main products are A series, Reno series and Find series. A series is a thousand-dollar machine, the cost performance is general, but still a best-selling series offline. Reno is a mid- to high-end series, with outstanding appearance, excellent technology, plus OPPO's unique selfie algorithm for Reno series, favored by young female consumers, but also captured many male fans. Find series, on the other hand, is currently OPPO's highest-end series, mainly to explore technology and breakthroughs. This series always finds new directions in flagship configurations, such as the microscope of FindX3, full-link 10bit, etc., which is suitable for consumers who pursue the ultimate technology of personality.

Potential entrants

Whether domestic or foreign, the current stage of the electronic intelligent brand industry presents a diversified competition situation, and the second half of the industry competition layout will tend to subdivision, vertical, such as for people's daily life in shopping, sports, beauty, etc. to create a more refined and specialized electronic products, for different age groups or different gender of users to develop their exclusive categories of cell phones, etc.. Although the market space is occupied by a larger scale, but there are still a lot of capital to find ways to enter the electronic intelligent products market, with the support of capital, electronic intelligent products market will emerge more and more professional and attractive products, the emergence of these potential entrants will have a certain threat to the status of the Xiaomi brand.

Higher risk of trade barriers

In addition to the domestic market, one of the most important restrictions for the Xiaomi brand to enter the international market is the trade barriers, which are usually set by the local market to better protect the development of local enterprises. The role

of tariff barriers in trade protection has significantly weakened with the continuous economic integration through tariff and GATT tariff negotiations, while non-tariff barriers are more often used and cannot be ignored for enterprises to enter the international market. From the geographical point of view, most of the enterprises in China started from the third world countries at the beginning of internationalization, and then quickly entered the markets of developed countries, and if the initial internationalization attempts did not achieve the expected results, it was more difficult to further enter other markets, but the risk of entry was higher due to the trade barriers. Among them, the developed countries set many forms of non-tariff barriers, very restrictive, mainly technology, etc., it is more difficult for enterprises to enter the market, if they can not effectively deal with trade barriers, not only can not achieve the purpose of entering the market may even be the opposite; development will pay more attention to the setting of other trade barriers, while in many aspects is not stable, such as the political environment, economic policies, etc., also should not be underestimated exhibition countries, although not set many technical barriers, but in order to protect the local enterprises.

The pressure of public opinion

Due to the capacity factor and various marketing factors, Xiaomi cell phones take limited sale strategy. However, the "hunger marketing" has to a certain extent dampened consumers' enthusiasm for shopping and caused strong dissatisfaction among buyers. In addition, Xiaomi cell phones have a high defective rate, and also have a shortcomings in after-sales service, all these factors have brought negative impact on Xiaomi. At the same time, there may be vicious competition among peers, and we do not rule out the possibility that some friends will maliciously smear Xiaomi's corporate image.

4.3 Xiaomi brand marketing strategy based on 4C theory

Consumer demand-oriented product positioning strategy

SMEs wanting to build their brands in the international market need to understand the needs and preferences of local consumers (Feng, 2015). In international markets, Xiaomi designs products that meet the needs of local consumers by thoroughly studying their needs and customizing them for different countries and regions. For example, in the Indian market, Xiaomi has introduced low-cost phones and provided services in multiple languages to make the products more accessible to local consumers.

Provide personalized product services

Innovation is the driving force of a company's development, the driving force of its progress, the root of its victory in the competition, and the concrete manifestation of its competitiveness (Ma, 2002). A small number of purchasers expressed dissatisfaction with the service attitude and service method of Xiaomi Technology LLC, which requires the company to be more innovative in carrying out its activities

and adopt multiple models to complete its business. A large number of customers are willing to expect products from them willing to pay high prices in exchange for their use value, at this time, if the company does not make substantial changes, it will lose these long-term customers over time. Based on the 4C marketing theory, companies should take consumers' needs as the starting point to develop type products and provide new service models. The first thing is to guarantee product supply, including quality, insight into the weak signals of market changes, and supply novel products with unique significance in real time to satisfy consumers' psychology of seeking differences and meet the needs of different customers. To make their products different from other products, used to attract consumers' attention. Again, this is a more important aspect of Xiaomi, that is, the innovation of cell phones. The company can hire powerful designers to provide high-end products for customers and win the market competition by improving the uniqueness of products.

Improve after-sales service system

Establish a special after-sales service department. There are many uncertain factors in the process of online consumption, but now more and more consumers will consider their after-sales service before consumption. Enterprises can set up relevant posts specially responsible for after-sales service according to actual needs, and timely answer the questions raised by consumers, especially replace and compensate the damaged goods or quality problems in the logistics process. Enterprises can also open "24 hours" as needed, targeting consumers from all over the world, because consumers in different countries are in different time zones. This cannot solve all consumer problems at a fixed time, in order to improve consumer satisfaction. While communicating with consumers or solving corresponding problems, we should consider our own characteristics and efficiency. In the process of dealing with consumer problems, we should stress efficiency and respond to consumer demands in a timely manner. Even if the customer service personnel can not completely deal with these problems, we can also calm consumers down and further close the distance between enterprises and consumers. Further improve the return and refund service. It is inevitable that the lack of experience due to the product quality or due to the distribution process may cause some problems to customers. Sometimes the products can not meet their needs, which are caused by the reasons of the enterprise. If customers need to make a refund, they should respond and lend money at the first time after the enterprise checks the situation, which is also an important aspect to win the favor and trust of consumers, Enterprises can improve customer satisfaction by doing well in these aspects.

Improve internal and external service quality

Xiaomi Company is in a huge market competition. When making the market, Xiaomi Company must consider how to develop customers, how to protect customer information, how to improve the market competition mechanism and establish long-term cooperation with customers, and finally make customers satisfied. In the

enterprise competition, customer satisfaction is the basis of enterprise survival. While improving the service quality, Xiaomi needs a complete set of market competition system and customer relationship management standards to improve the enterprise. Improving the service quality for consumers and improving the external quality monitoring are related to what people see, hear and think. Xiaomi needs to have an accurate understanding of customers when developing customers. We should be good at using customer information to analyze them, analyze customer needs, customer purchase motivations, and help customers choose products they like, solve customer needs, and let customers find the most favorable service for them. In addition, we have always believed that providing high-quality services is not necessarily to do more, but to provide additional services. We only need to do our own business well. As long as our enterprise service personnel can accurately find and meet customer needs in time according to customer awareness, we need to find out in time what should not be in the current service process, and decompose and improve the problems raised. To improve the employee-oriented service awareness, every employee of the enterprise should clearly understand their responsibilities and all-round abilities, and maximize their role according to different abilities and specialties. At the same time, this can also enable employees to obtain more satisfaction and sense of achievement after work, which reduces the employees' sense of powerlessness due to their inability to keep up, and also reduces the employees' resistance to some extent. The company can divide the service personnel into pre-sales, sales and after-sales, and the pre-sales is mainly targeted to carry out corresponding research and service activities. For example, the company is specifically responsible for sales in Europe, and needs to conduct local research in advance. They are very familiar with the preferences and market conditions in Europe, especially the popularity of various industries, taboos and hot sales. These personnel should have many and comprehensive business capabilities. After-sales service should have independent opinions. They should be able to independently handle various complaints, orders, etc. on customer service products, answer questions and solve corresponding complaints, solve customer after-sales problems according to different problems and situations, and actively serve customers in all aspects. Xiaomi needs to conduct regular training for its employees to ensure that they have enough ability to use their own skills during working hours. The methods and training modes considered in the training process can be selected according to different training environments. If the enterprise needs to improve its team cohesion and corporate collaboration ability, the company can arrange employees to participate in group activities to achieve team spirit training. If the employees need training and improve their personal ability, the enterprise can regularly hire corresponding enterprise experts to give guidance and lectures to the enterprise. You can also authorize employees to a certain extent, which can reduce some problems caused by excessive management, and also mobilize employees' enthusiasm and enthusiasm for work to a certain extent.

Product pricing strategy with cost reduction as the core

SMEs need to optimize their cost structure and improve the competitiveness of their products. Xiaomi minimizes costs by reducing production overhead costs, filling up product offerings, personalizing pricing, and strengthening its own R&D. It also avoids intermediate losses through its online sales model and direct sales model. In this way, Xiaomi is able to offer high-quality products at lower prices and enhance the competitiveness of its products.

Reduce production packaging costs

In order to meet the customization needs of customers, a lot of efforts have been put on the product packaging and product distribution. In the sales of products, enterprises need to order several products at a low price, which can help select customers and attract customers to choose several products for low price sales. We must consider the price of its similar products. Before pricing, we should have a systematic understanding of the price of similar products in the corresponding competitive industries, and sign an agreement with the seller on the premise of ensuring the smooth channel to ensure the good operation of the market. In the production process, Xiaomi Company can reduce costs by reducing packaging and appearance decoration, and focus on product quality and innovation. When selecting the logistics distribution mode, it should pay attention to diversification and provide a variety of logistics distribution channel options, under the condition of customer timeliness. Use the transportation mode with the lowest rate under the condition of meeting the timeliness of customers, especially the current third-party logistics distribution system has been developed relatively mature and the price is reasonable, and can rely on third-party logistics distribution.

Type of filling products

With the change of foreign consumer markets, the main mode of attracting consumers to buy online is the diversified product supply. According to the survey, the majority of consumers of Xiaomi Company are young and middle-aged people aged 20-55, and most of them are professional workers with high education background. According to the analysis of the characteristics of such consumers, they have a large demand for the richness of product types. In order to cope with the fast-paced modern life and save time and cost, they prefer online shopping that can be carried out without leaving home, and hope that the platform has a rich variety of products to choose from, Realize one-stop consumption. You can choose all the products you want to buy by shopping on one platform. Therefore, when selling local characteristic agricultural products, the company can add other local and municipal characteristic products or other similar products to enrich the variety. For example, when selling computers on the platform, the company can add accessories such as earphones and stylus, so that consumers can choose and buy according to different needs, or meet multiple needs at the same time.

Personalized pricing strategy

To provide customized products and services to meet the quality of life of high-income people, Xiaomi's direct stores at home and abroad have specialized technical masters who can provide personalized and differentiated characteristic products for users or groups within their capabilities. But the prices of these products are not exactly the same, and there is no unified price. There will also be corresponding changes according to the complexity. However, enterprises will also make appropriate adjustments to the price according to the needs of market consumers and the expectations of consumers. First, classify and register customers. According to the classification of customers, different customers will get different discounts according to the quotation of products selected by customers of different grades. The discounts for customer activities that are often cooperated with Xiaomi Company are the largest; Second, when setting the price, refer to the quotations of competitors, such as Huawei, Apple and other companies, and raise or lower the price according to different situations. The specific price is generally determined after the comprehensive evaluation of Xiaomi; Third, because the product is a transnational trade, the price will vary with the change of exchange rate, and the product pricing will also increase or decrease appropriately according to the change of exchange rate.

Strengthen independent research and development capability

The industrial chain of Xiaomi Mobile Phone is not perfect. The product hardware depends on the supplier, and the product organization is outsourced to third-party enterprises such as Foxconn. This production mode has huge security risks. Therefore, Xiaomi Mobile Phone should further improve the industrial chain, open up upstream and downstream enterprises, get rid of the constraints of production links, strengthen its independent research and development capabilities, grasp core competitiveness, and reduce external dependence.

Product channel strategy to provide convenience

SMEs need to improve the convenience of products and services to enhance customer experience. Xiaomi makes it easier for consumers to access products and services through online sales and online services, where the convenience of online shopping operations can be improved by improving the sales model to enhance consumers' convenience experience, and the convenience of product information delivery can be achieved by establishing an efficient online promotion system. The use of big data analysis, warehousing and logistics transportation, distribution center construction and other technologies to establish a production, packaging, warehousing and transportation as one of the supply chain, fully understand the sales of each product, timely replenishment of Xiaomi intelligent products incoming, try to diversify, expand shopping channels, and do a good job to facilitate service to customers. In addition, Xiaomi has launched offline store operations in international markets and provides services in multiple languages and various convenient payment

methods to improve consumers' purchasing experience.

Expand offline sales channels

The fan culture is the core culture of Xiaomi Mobile and the representative culture of the Internet era. Xiaomi's mobile phones are mainly sold through "online" sales channels, which cater to the consumption habits of "online shoppers" in the Internet era. However, the single "online" channel limits the coverage of Xiaomi's mobile phones. In the future, it will get rid of the situation of channel restrictions. Xiaomi's mobile phone business will learn from the marketing channel models of Apple, Huawei and other mobile phones, vigorously expand offline channels, and combine the marketing channel model of "online+offline" cyberspace with physical stores, Provide consumers with comprehensive product services, enable consumers to quickly understand cognitive products through cyberspace, and enable consumers to experience products through offline physical stores, thus effectively improving the sales of smart phones.

Improve sales model and customer convenience experience

The key to improving service quality is to improve the convenient experience of consumers. With the increasing development of network technology, many business models have been gradually transferred to the network. The most important reason is that consumers experience this kind of convenience. In order to attract more consumers, Xiaomi should work hard on the convenience of consumption. First of all, the website of its network platform should be maintained and improved to ensure that the website can be accessed normally at any time. Secondly, convenience should be reflected in helping consumers choose and buy goods. When consumers are shopping, they can use the communication mode to introduce the product performance, and give consumers the right to make the final purchase decision and provide appropriate reasonable suggestions. Such improved channels mainly include: first, adopting various marketing methods. Adopt the cooperation with the search engine platform, sign the product display and promotion contract with the platform, and regularly collect and sort out the consumption intention report information, and also provide samples to target consumers. Second, carry out personalized marketing mode. Select the customers who have browsed the product many times and regard it as the main analysis and research object. The number of views is sufficient to help judge their potential consumption intention. Analyzing the consumption habits of some customers can achieve better marketing objectives.

Use big data to build an efficient network publicity system

Using search engines to search target products is the way that customers generally use when they understand products. This will make many enterprises adopt the passive marketing mode when they carry out product promotion on the network, that is, wait for the product information to be retrieved. This marketing mode is relatively inefficient compared with active advertising links, Therefore, Xiaomi should choose a proactive advertising method to build its own network publicity system.

Advertising practicality is the result of using big data. The traditional network marketing mode is to use the heat of information retrieval or sort according to the billing price, but these information are passive choices of customers, which cannot increase the limited click and attention of customers. Therefore, Xiaomi should actively cooperate with many Internet companies, such as search engine companies and e-commerce platforms, to promote the brand by pushing product advertising links to consumers. Generally speaking, most people hate commercial advertisements, but they are more receptive to public service advertisements or scenario-based advertisements. Therefore, when arranging advertisements, commercial advertisements should be avoided as much as possible, and the latter two methods should be used for publicity. This also requires the company to constantly innovate in advertising design, cater to consumers' preferences, and grasp the browsing habits of consumers when surfing the Internet, so as to avoid the aversion of consumers caused by improper advertising push methods, which leads to the advertising being ignored or blocked and can not achieve the publicity effect. After the implantation of these advertising links, it is necessary to include the marketing content with product value to achieve the efficient interaction of advertising push into consumption.

New product strategy led by enhanced communication

SMEs need to strengthen their brand communication and build a good brand image. Xiaomi strengthens its brand communication in international markets and increases brand exposure through various channels. Xiaomi increases brand awareness in the European market by sponsoring soccer clubs and conducting various marketing activities. In addition, Xiaomi also interacts with consumers through channels such as social media and websites to enhance consumer recognition of the brand. Deepening the communication with consumers, all of these have contributed greatly to the company's sensitivity in the consumer market and the online influence of the product brand. Therefore, for companies that adopt network marketing, they must construct a corporate product brand image that is compatible with the network market, so that they can communicate well with customers with the help of their good product brand image.

Create an online brand image

The basis of communication between enterprises and target consumers is their good brand image, which is the driving force for enterprises to attract consumers. In the market competition of network marketing, the network communication channels play a significant role in expanding the enterprise brand image. A good enterprise brand image can play an exclusive role in other brand products in the same industry, thus increasing the marketing quota of enterprise products. In order to establish the brand image and enhance the brand value, Xiaomi Mobile should attach importance to brand image building and carry out standardized brand management. Brand is an intangible asset of an enterprise, which can enhance the influence and appeal of the enterprise and its products, and cultivate more loyal consumers. To enhance the brand

value of Xiaomi mobile phone, we should first carry out brand positioning and establish its position in the market. Secondly, Xiaomi Mobile should improve its own quality, product technology and design in the evening, and improve the user experience, so as to win the favor of consumers and establish a good brand image for Xiaomi Mobile. Product quality is the cornerstone of enterprise brand building. Only by strictly controlling product quality can we create a brand recognized by consumers. In addition, Xiaomi Mobile needs to strengthen the construction of corporate culture to form a distinctive corporate culture and occupy consumer awareness. Corporate culture is closely related to corporate brand. Corporate culture can influence consumers imperceptibly and bring loyal users to the brand. Xiaomi Mobile should establish brand awareness, standardize the management of the brand, make it become part of Xiaomi's corporate culture, effectively enhance the brand value of the enterprise, and benefit the long-term development of the enterprise.

Use the network marketing platform for marketing

The premise for the success of enterprise network marketing is to accurately identify the demand points of consumers. In the network environment, using the Internet to achieve one-to-one communication with consumers can better understand consumers, analyze their consumption needs and preferences, and also play a role in disseminating enterprise products and brands. In the era of network information, Xiaomi Company should make full use of the established Weibo and WeChat official account to communicate with consumers, and grasp consumers' opinions and ideas in a timely manner, as an important basis for the company to carry out brand communication and marketing activities. At the same time, the company can also make good use of the current popular online marketing platforms such as Tiktok and Kwai to promote the corporate culture and brand to the platform audience through targeted push, live broadcast with goods and other ways. While using the network platform for online marketing, don't forget that you can still use newspapers, television and other traditional marketing channels to promote. In addition, Xiaomi can also regularly select lucky online shopping consumers to participate in enterprise activities for free on the online sales platform, and increase the interaction between enterprises and users, so as to improve consumers' awareness of enterprise product brands.

Combine brand building with Internet thinking

Combine brand communication with network interaction. The premise for the success of enterprise network marketing is to accurately identify the demand points of consumers. In the network environment, using the Internet to achieve one-to-one communication with consumers can better understand consumers, analyze their consumption needs and preferences, and also play a role in disseminating enterprise products and brands. In the era of network information, Xiaomi Company should make full use of the established Weibo and WeChat official account to communicate with consumers, and grasp consumers' opinions and ideas in a timely manner, as an important basis for the company to carry out brand communication and marketing

activities. At the same time, the company can also make good use of the current popular online marketing platforms such as Tiktok and Kwai to promote the corporate culture and brand to the platform audience through targeted push, live broadcast with goods and other ways. While using the network platform for online marketing, don't forget that you can still use newspapers, television and other traditional marketing channels to promote. In addition, Xiaomi can also regularly select lucky online shoppers to participate in the "Consumer Open Day" activity held by the enterprise on the online sales platform, and increase the interaction between the two, so as to improve consumers' awareness of the enterprise's product brand.



5. Recommendation

Responses and suggestions for smartphone manufacturers. In order to analyze the motivation of consumers to purchase smartphones, companies or profit groups that target smartphone consumers and potential consumers must adopt scientifically accurate responses, including product design, price setting, and implementation of service activities.

(1) Tune the product. Product is the most concerned about the consumer, but also the most important to the consumer group. The good or bad of the product is excellent directly determines the consumer's purchase motivation behavior and affects the consumer's purchase decision process. In terms of products, the following measures are mainly taken in order to gain the recognition of the majority of consumers: 1.1 Frontier. Today's consumers, especially the main consumer group of smart phones - the young generation, with college students and office workers who have just entered the workplace as the main group, are good at grasping the flavor of the times and have a cutting-edge convergence. 1.2 Technology. Technology products are high-value products in the consumer's consciousness, cell phone products in the manufacturing process to use technology with high technology content, with high-tech makes the phone durability, sensitivity and some other evaluation indicators to a higher level, in order to obtain their own products of high performance.

(2) Price adjustment. ① High prices. To some extent, high prices make it easy for consumers, especially young consumers, to satisfy vanity, but too high prices can make consumers cancel their purchase decisions. ② Low price. Low prices are more tempting to consumers, especially for smartphones as a consumer group's purchase behavior. However, this measure should consider the company's own situation, taking into account the business and costs. ③ Promotion. Promotion is an important method for all sales companies to promote sales, increase sales and gain market share. ④ Service. After-sales service must be established, most consumers generally do not use after-sales service, but they can get this information from the people around them. The good or bad after-sales service will directly affect the image of the company in the minds of consumers, thus affecting their purchase decisions.

Advice to consumers. In order to pursue the use value of the goods as the main purpose of the purchase motive, consumers in the purchase of smart phones according to their actual situation, the pursuit of personality, fashion and trend at the same time, pay more attention to the utility and quality of goods, pay attention to the purchase of smart phones can bring more practical benefits.

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