

## CONTENTS

<b>ABSTRACT</b> .....	错误！未定义书签。
<b>ABSTRACT-CHINESE</b> .....	错误！未定义书签。
<b>ACKNOWLEDGMENT</b> .....	错误！未定义书签。
<b>CHAPTER 错误！未定义书签。 INTRODUCTION</b> .....	错误！未定义书签。
1.1 Research Background.....	错误！未定义书签。
1.2 Research Purpose and Significance.....	错误！未定义书签。
1.2.1 The purpose of the study.....	错误！未定义书签。
1.2.2 The significance of research.....	2
1.3 Research Content and Methods.....	3
1.3.1 Research Content.....	错误！未定义书签。
1.3.2 Research Methods.....	错误！未定义书签。
1.4 Summary of this chapter.....	错误！未定义书签。
<b>CHAPTER 2 LITERATURE REVIEW</b> .....	<b>5</b>
2.1 Social Media.....	5
2.1.1 Definition of Social Media.....	错误！未定义书签。
2.1.2 Characteristics and Classification of Social Media.....	6
2.2 Marketing Channels.....	错误！未定义书签。
2.2.1 Definition of Marketing Channels.....	错误！未定义书签。
2.2.2 Development of Marketing Channels.....	错误！未定义书签。
2.3 Influence of Social Media on Consumer Behavior.....	错误！未定义书签。
2.3.1 Impact of Social Media on Consumer Information Acquisition....	错误！未定义书签。
2.3.2 The influence of social media on consumer attitudes.....	9
2.3.3 The influence of social media on the marketing communication process	错误！未定义书签。
2.4 Online Consumer Behavior.....	错误！未定义书签。
2.4.1 Strong sense of participation.....	错误！未定义书签。
2.4.2 Personalized consumption increase.....	11
2.4.3 Happy to share.....	错误！未定义书签。
2.4.4 Initiative consumption enhancement.....	错误！未定义书签。
2.4.5 Rational consumption.....	错误！未定义书签。
2.4.6 Increased shopping experience.....	错误！未定义书签。
2.5 Mobile Marketing Strategy.....	错误！未定义书签。
2.6 Summary of this chapter.....	错误！未定义书签。
<b>CHAPTER 3 ANALYSIS OF MOBILE MARKETING ENVIRONMENT</b>	
<b>UNDER THE DEVELOPMENT OF SOCIAL MEDIA</b> .....	<b>15</b>
3.1 China Mobile Market Environment Analysis.....	错误！未定义书签。
3.1.1 Analysis of Political Environment.....	错误！未定义书签。
3.1.2 Economic Environment Analysis.....	错误！未定义书签。
3.1.3 The proportion of smart phones continues to increase.....	错误！未定义书签。

3.1.4 Brand diversification.....	17
3.2 analysis of social and cultural environment.....	17
3.3 Analysis of Technical Environment.....	18
<b>CHAPTER 4 XIAOMI MOBILE PHONE MARKETING STRATEGY</b>	
<b>ANALYSIS.....</b>	<b>20</b>
4.1 Xiaomi Company Profile.....	20
4.2 Xiaomi Mobile Marketing Environment Analysis.....	21
4.2.1 Analysis of Macro Environment of Xiaomi Mobile Marketing.....	21
4.2.2 Competitor Analysis.....	错误！未定义书签。
4.3 Xiaomi phone SWOT analysis.....	错误！未定义书签。
4.3.1 Advantages of Xiaomi Mobile Phone.....	错误！未定义书签。
4.3.2 The disadvantage of Xiaomi mobile phone.....	30
4.3.3 Millet Mobile Opportunity.....	31
4.3.4 Millet Mobile Challenge.....	31
4.4 analysis of Xiaomi mobile phone marketing strategy.....	32
4.4.1 Xiaomi Mobile Marketing Channel Analysis.....	错误！未定义书签。
4.4.2 Analysis of Traditional Mobile Marketing Models.....	错误！未定义书签。
4.5 Xiaomi Mobile Marketing Plan.....	错误！未定义书签。
4.5.1 millet mobile network marketing program analysis.....	错误！未定义书签。
4.5.2 Marketing Highlight Analysis.....	36
4.5.3 Impact of Xiaomi Mobile Marketing Program.....	错误！未定义书签。
4.6 Social Marketing Effect on Marketing Effect.....	错误！未定义书签。
4.6.1 Impact of Social Marketing on Consumers' Purchase Willingness and Behavior.....	错误！未定义书签。
4.6.2 Characteristics of Social Media Information Transmission.....	38
4.6.3 Marketing Intelligence Monitoring.....	错误！未定义书签。
<b>CHAPTER 5 RESEARCH OF XIAOMI MOBILE MARKETING EFFECT</b>	
<b>UNDER SOCIAL MEDIA.....</b>	<b>40</b>
5.1 Xiaomi Mobile Social Marketing Effect Questionnaire Survey.....	40
5.1.1 Millet mobile marketing effectiveness questionnaire.....	40
5.1.2 Analysis of the questionnaire.....	42
5.2 Survey Questionnaire.....	45
5.3 Reference of Xiaomi Mobile Marketing to Other Enterprises.....	46
5.4 Summary of this chapter.....	47
<b>CHAPTER 6 SUMMARY AND OUTLOOK.....</b>	<b>48</b>
6.1 Understanding consumer preferences and effective interaction.....	48
6.2 Monitoring Consumer Response and Adjusting Marketing Strategy.....	48
6.3 Fusion of the Platform, Data Fusion, and Technology Integration.....	49
<b>REFERENCES.....</b>	<b>50</b>

## FIGURE CONTENTS

Figure 5.2 Investigation Revenue Analysis Figure.....	41
Figure 5.3 The Ways of Know the Millet Phone.....	42
Figure 5.4 Accept Price of Smartphone.....	43
Figure 5.5 The Age of the Purchaser Analysis Chart.....	44