

CHAPTER 3

ANALYSIS OF MOBILE MARKETING ENVIRONMENT UNDER THE DEVELOPMENT OF SOCIAL MEDIA

This chapter will analyze the current status of China's mobile phone market and traditional marketing channels and predict the future development of marketing channels. It is believed that with the rapid development of the mobile internet, under the background of the development of social media, corporate marketing channels will show a new trend of network, socialization, and relationship development.

3.1 China Mobile Market Environment Analysis

PEST analysis refers to the analysis of the macro environment, in which P is politics, E is economy, S is society, and T is technology. When analyzing the background of a business group, it is usually through these four factors to analyze the situation facing the group. This chapter needs to study the market environment of the mobile phone, so the PEST tool will be used for analysis.

3.1.1 Analysis of Political Environment

Since the party's 16th National Congress, the strategy of informatization driving the development of industrialization has brought opportunities to the electronics industry. At the 17th National Congress, we still insist on the development of the information industry. China's Ministry of Information Industry has also been emphasizing the development of China's own mobile phone industry, and has even allocated a large amount of funding for some domestic manufacturers. The mobile communications industry is an extremely large industry. Apart from telecom operators, it also includes mobile phones, telecommunications equipment, test instruments, tool software, semiconductors, and even mobile phone retail and related industries. The State Development Planning Commission also granted 19 companies the qualification to manufacture CDMA mobile phones. With the country's support for the information industry, this is a very good political environment for domestic telecommunication equipment suppliers and domestic mobile phone manufacturers.

With the rapid development of economic globalization, the former competition pattern has been broken and the competition has changed from the competition among domestic enterprises to the competition among international enterprises. After China's accession to the WTO, the cost of tariffs was lowered, the manufacturing cost of mobile phones was reduced, and the environment for production was further optimized. With the reduction of mobile phone tariffs, more and more mobile phones

in China will go abroad and go global. As early as 2005, China imposed zero tariffs on mobile phone exports. With the steady development of China's political environment, with the government's support for domestic mobile phones, creating a good environment for the development of domestic mobile phones.

3.1.2 Economic Environment Analysis

Since China's accession to the WTO, the economy has grown vigorously. At present, China has surpassed the United States as the world's largest mobile communications market, and its per capita GDP growth rate continues to record high. With the rapid development of China's economy, consumer purchasing power has also kept rising. For people in China, mobile phones have shifted from luxury goods to life staples. People's demand for mobile phones is not only a function, but also an intelligent development. The huge space for growth has also made competition unprecedentedly fierce. Each brand is constantly innovating its marketing methods. At present, there are more than 30 brands competing for the market in China, such as Apple, Samsung, Nokia, Motorola, Sony, Lenovo and other brands. The mobile phone market shows the following features:

3.1.3 The proportion of smart phones continues to increase

With the rapid development of information technology, people's love for smart phones continues to increase, and smart phones have become leaders in the Chinese mobile phone market. Smart phone products are becoming more and more abundant, applications are more and more comprehensive, and the popularization of prices has enabled smart phones to maintain strong growth momentum. According to the "Global Mobile Phone Market Quarterly Tracking Report" released by IDC (International Data Corporation), China's smart phone shipments in 2017 will exceed the United States and become the world's number one smartphone shipment (Chen, 2010). IDC believes that Chinese smartphones will account for 26.5% of total global shipments. IDC also forecast that the top 5 smartphone market share countries in 2018 were China (23%), United States (14.5%), India (8.5%), Brazil (4.4%), and United Kingdom (3.6%).

3.1.4 Brand diversification

The Chinese market has always been favored by foreign companies. The Chinese mobile phone market has been monopolized by foreign brands in recent years. Motorola, Nokia, and Samsung accounted for the major market share. With the

protection of entry barriers such as mobile phone production licenses and network access licenses, domestic mobile phone companies have rapidly expanded their market share. With the continuous growth of domestic brands such as ZTE, Huawei, and Lenovo, the traditional monopoly pattern in the Chinese mobile phone market has changed and the brand of mobile phones has been diversified. According to the “2016 Smartphone Market Review,” the market share of some mobile phones without brand or brand awareness in the third quarter of 2016 has doubled to 33%. At the same time, the world’s top five mobile phone manufacturers’ sales From 83% in 2015 to 66.9% in 2016 , this trend may continue in the future, especially in China.

The current pattern of China’s mobile phone market is stable. Samsung’s strong sales of its Galaxy smartphones, which are fashionable and technological, have occupied a place in the domestic mobile phone market. Apple’s iPhone4 series handsets have won a lot of “fruit powder” thanks to their excellent industrial design and leading technology. HTC has a high degree of attention due to several Android phones and ONEX series phones with a 4.7 inch large screen. Motorola, the first foreign brand to enter the Chinese market, also introduced a number of smart phones. The user group is further subdivided, focusing on the personalization of consumer demand and the typical characteristics of people pursuing the atmosphere of the times. These mobile phones are the most concerned mobile phones in the Chinese market.

3.2 analysis of social and cultural environment

The social and cultural environment mainly refers to the population environment and cultural background. With the development of national family planning, and with the development of a harmonious society in our country, the total population in China continues to rise, but the population is aging. As the country continues to attach importance to education, the education level of our country’s population has been continuously improved, and the quality of the population has also been continuously improved. The population’s culture and knowledge levels have also been correspondingly improved. Their pursuit of more mobile phones is fashion, quality, and experience. Therefore, companies must give more added value to their products. Each manufacturer has launched psychological tactics and relied on the psychological benefits of giving products to impress consumers.

China's culture has entered an unprecedented period of development, culture has developed rapidly, especially the network culture has been rapid development. With the development of online culture, people’s awareness of the Internet has been continuously improved. People are increasingly accepting online shopping, accepting

online marketing, and accepting online questionnaires, which all lay a good cultural environment for social marketing.

3.3 Analysis of Technical Environment

With the development of global information technology and the adjustment of industrial structure, China's strong market advantage and production advantage have become the first choice for the new round of mobile phone industry transfer. In order to enhance its market competitiveness, the telecom operation industry will raise funds through listing, expand its business capacity, and continuously increase investment in infrastructure, which will bring new opportunities for the development of the communications industry. With the development of the mobile Internet and 4G technology, the development of mobile phones to handheld computers. As more and more manufacturers pay attention to the cooperation of technology, with the continuous innovation of mobile phone technology, this has created an unprecedented opportunity for the development of China's mobile phone.

In traditional marketing channels, companies can use television, radio, newspapers, various types of outdoor advertising, and electronic screens for marketing, and there are many communication terminals. On the Internet, companies can only spread through terminals such as computers and mobile phones, and their distribution terminals are limited. Most people are reluctant to click online advertisements. On the contrary, when people watch TV, they must passively absorb advertisements in order to watch the programs, making traditional marketing channels unique.

In the traditional marketing channels, people's vision, taste and other five senses can be exerted to make a physical sense of the goods; if you buy something to eat at least you will see the real thing, you will smell its smell; at least try to buy clothes Wear, feel fit is not fit; buy a car, at least you can try, feel the function of the various parts of the car is normal. However, people on the Internet can only perceive images or animations, and the reality is worse. In the traditional marketing channels, people can see everything in order to get the most realistic experience when they buy anything.

Compared with Internet marketing, the traditional marketing channel has poor real-time performance, and he cannot realize that the consumers will be able to see after the release of the current product. Traditional marketing channels are usually spread through newspapers, television, radio, and outdoor advertising. Only when

people see advertisements at specific advertising time can they achieve appropriate publicity. Due to the limitations of time and geographical location, the traditional marketing channels have poor real-time communication.

Modern marketing can target more targeted marketing for specific target customers, and can even achieve one-on-one marketing. The traditional marketing channels are marketing to all consumers through television, radio, car body advertisements, etc. It is a one-to-many marketing model and cannot achieve a one-on-one marketing model. The rapid development of the Internet has promoted the continuous updating of social media. Compared with modern marketing channels, the cost of traditional marketing channels is much higher. For example, marketing on Weibo, forums, social networking sites, etc. only requires a small fee, even free, but in traditional TV, radio, and newspaper marketing, a certain amount of money needs to be invested and the cost is high.

This chapter first analyzes the status quo of traditional marketing channels, points out the advantages and disadvantages of traditional marketing channels, describes the impact of mobile internet on marketing, and then analyzes social media development from the perspectives of the advantages and disadvantages of social media and the transformation of corporate marketing models. The impact of marketing; then observe the future development trend of corporate marketing channels. It is believed that with the rapid development of the mobile Internet, under the background of the development of social media, corporate marketing channels will be networked, socialized, and affiliated.