

CHAPTER 5

RESEARCH OF XIAOMI MOBILE MARKETING EFFECT UNDER SOCIAL MEDIA

This chapter will analyze the survey questionnaire, from Xiaomi mobile phone pricing, consumer purchase motivation, mobile marketing channel analysis, consumer purchasing behavior and other aspects of deep analysis, Xiaomi mobile social marketing strategy data analysis, to get millet mobile phone Analysis of the effects of social marketing.

5.1 Xiaomi Mobile Social Marketing Effect Questionnaire Survey

In order to understand the social marketing effect of Xiaomi's mobile phones and understand the status of Xiaomi's mobile phones in consumers' minds, Xiaomi designed a survey on Xiaomi's mobile social marketing effectiveness. In the design of the questionnaire, the design was conducted from both the consumer's own situation and the Xiaomi mobile phone. In order to make the survey data true, objective, and persuasive, the distribution of survey respondents' choices is very broad and will involve different industries. The age distribution will also consider young people to be middle-aged. This survey question uses questionnaires to distribute questionnaires to target groups in different places in the city.

5.1.1 Millet mobile marketing effectiveness questionnaire

In order to make the survey data more authentic, the survey questionnaire on the social marketing effectiveness of Xiaomi's mobile phones was distributed. In surveys, teachers, doctors, civil servants, migrant workers, and students were all involved. The design of the survey questionnaire was also carefully designed after consulting a lot of data.

In the survey, 170 questionnaires were distributed and 163 were recovered, of which 150 were valid questionnaires. In this survey, there were 78 males and 72 females; in the occupation distribution, 40 were students and 38 were civil servants. There are 12 workers, 27 doctors, 23 teachers, and 10 other occupations. As shown in Table 5.1, the occupational distribution of investigators is as follows:

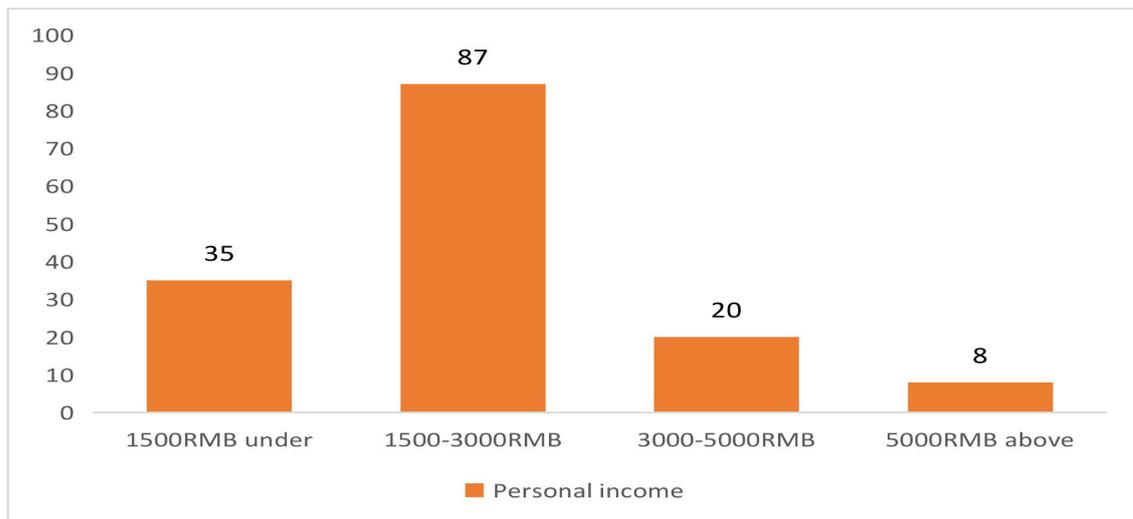
Table 5.1 The Occupational Distribution of The Investigating Officers

career	Number of people	percent
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student	40person	2 7 %
Civil servant	38person	2 5 %
worker	12person	8 %
doctor	27person	1 8 %
teacher	23person	1 5 %
Other occupations	10person	6 %

There were 35 people under investigation who had income below 1,500 yuan, 87 people between 1,500 and 3,000 yuan, 20 people between 3,000 and 5,000 yuan, and 8 people above 5,000 yuan. From the above data, it can be seen that the investigators have a well-proportioned career and income is dominated by middle-income earners. The income analysis chart of the investigated persons is shown in Figure 5.2:

Fig 5.2 Investigation Revenue Analysis Figure

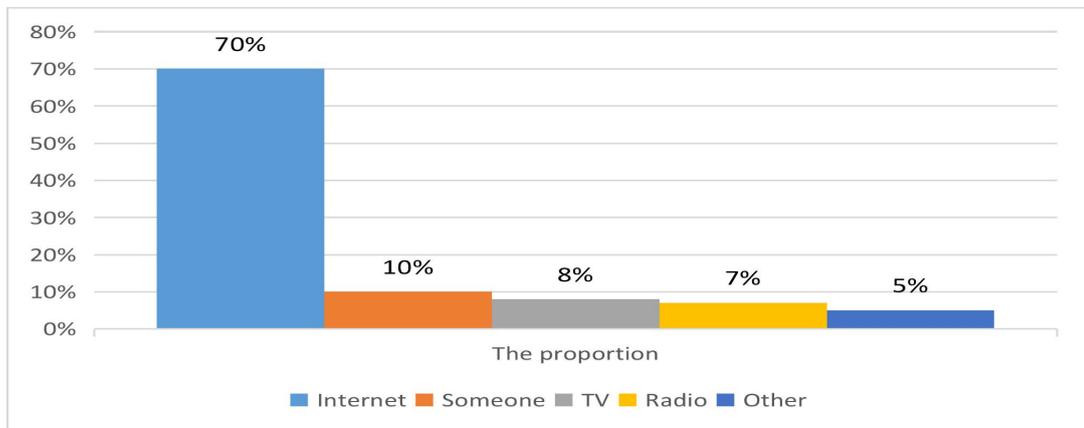


The overall analysis of Xiaomi's mobile phone marketing effectiveness survey results showed that Xiaomi's mobile social marketing had good results. Of the 150 people surveyed, 85 had a good understanding of the brand. 20 people had heard of Xiaomi's mobile phone brand. 45 people had never heard of it. It shows that 70% of people know Xiaomi's mobile phone, which shows that Xiaomi's mobile phone marketing effect is gratifying.

5.1.2 Analysis of the questionnaire

Xiaomi's mobile phone is based on internet marketing, so when investigating which channel to learn from Xiaomi's mobile phone: The survey results are shown in Figure 5.3:

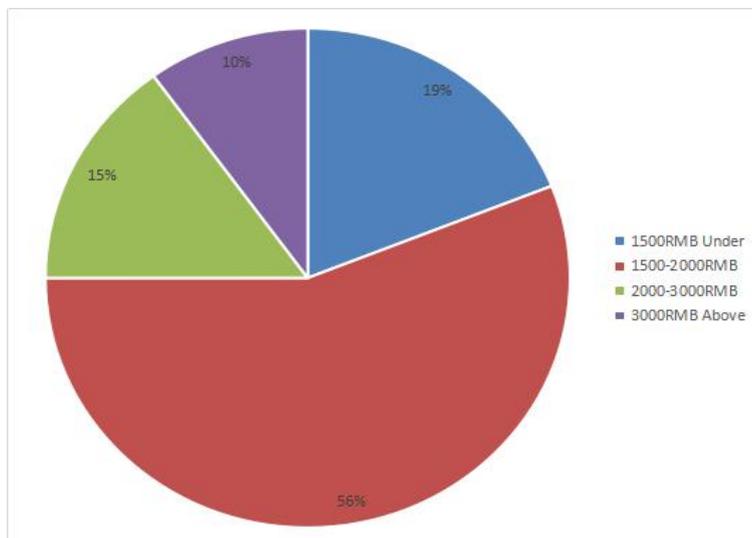
Fig 5.3 The Ways of Know the Millet Phone



In Figure 5.3, it can be seen that 70% of people know Xiaomi mobile phones from the Internet, and 10% of them know about them from the people around them; from television, radio and other channels, they know 8%, 7% and 5% in turn. The network is the main channel for Xiaomi's mobile marketing. Word of mouth marketing is the main method of Xiaomi's mobile marketing. 70% of people rely on the Internet and 10% of people to understand Xiaomi's mobile phone through friends. This explains the effectiveness of Xiaomi's mobile social marketing to a large extent. It is significant.

Millet mobile phone pricing is 1999 yuan, in the smart phone, millet phone pricing unique advantage, such pricing is very attractive for ordinary people. As shown in Figure 5.4, in the survey of the highest price level of smart machines that can be accepted, users who choose 1500-2000 yuan accounted for the mainstream.

Fig 5.4 Accept Price of Smartphone

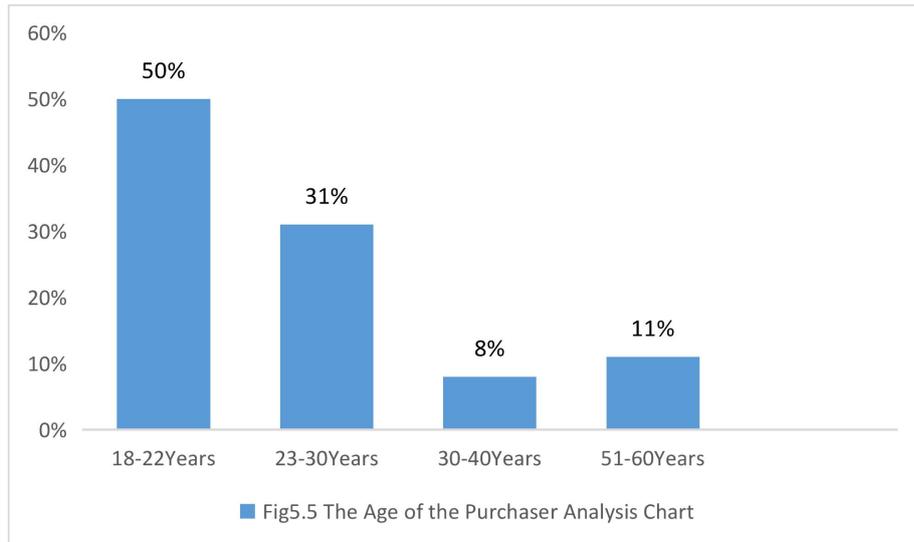


In Table 5.4, the acceptance rate of smart phone prices, 19% of the people can accept less than 1,500 yuan, 56% can accept 1500-2000 yuan, 15% of people can accept 2000-3000 yuan, 10% People can accept more than 3,000 yuan, you can see the 1999 yuan of millet phone pricing, in line with the purchase needs of 56% of consumers. Because of the reasonable pricing, Xiaomi's mobile phones continue to create sales miracles in each sale.

The rapid economic development has made people's living standards continue to increase, which has created conditions for the popularization of smart phones. The economic development has intensified people's demand for information. From the initial communication tools, mobile phones have now developed toward the trend of handheld computers. The early development of mobile phones as a simple communication tool, the mobile phone has now become a trend of the development of a handheld computer, the amount of information in mobile phones far exceeds newspapers and magazines. Today's smart phones are not only information tools but also entertainment tools.

As shown in Figure 5.5, from the analysis of the age structure of the surveyed people, most of the customers themselves gradually emerged from the wait-and-see mood and began to enter the market rationally. Among the important purchase groups of Xiaomi mobile phone, the proportion of each age group is not much difference: 50% in 18-22 years old, 31% in 23-30 years old, 8% in 30-40 years old, 11% in 51-60 years old .

Fig5.5 The Age of the Purchaser Analysis Chart



In the period of high market wait-and-see, young purchasers will greatly exceed this proportion. Visible, millet phone is developed for this demand, which greatly meets the needs of consumers.

With the increasing number of mobile phone products, consumers have become more and more mobile phone users. Consumer demand for products is also increasing. In the survey of motives for buying millet mobile phones, 15% were for fashion and beauty, 25% believed that millet mobile phones were a symbol of identity, and 32% believed that millet mobile phones had powerful information collection and processing functions, and 28% of them were People buy millet phones due to advertising or other promotional measures. It can be seen from the survey that the motives for consumers to purchase mobile phones are increasingly diversified, and their motivation to purchase is influenced by many factors such as social, economic, cultural, and personality psychologies. From the above data, we can see that consumers want to buy millet mobile phones can be roughly divided into realistic motives, name purchase motivation, the United States to buy motivation, to buy a few types of motivation for the sake of justice.

The results of the survey on consumers' understanding of the channels of mobile phone listing have reached 34% in television, 8% in newspaper sales posters, 40% in internet, 6% in friends, and 12% in other. According to surveys of users who have already purchased Xiaomi mobile phones in the survey, 65% of them learned Xiaomi mobile phones from the Internet, and 15% of them learned from people around them. From TV, radio, and other channels, they learned about 8% and 5 in order. % and 7%.

Table 5.6 The Consumers with Millet User for Mobile Information Channels

Channel	TV	Newspaper	Internet	Friend	Other
Usually Channel	34%	8%	40%	6%	12%
Xiaomi Channel	8%	5%	65%	15%	7%

It can be seen from Table 5.6 that the two sets of survey data show that Xiaomi's mobile phone is currently using the two channels of the Internet and friends for promotion, but sales in television and newspaper sales posters need to be enhanced.

With the further sales of Xiaomi's mobile phones, Xiaomi's mobile phone has only developed various marketing channels in order to better adapt to the development of the market and continue to expand its market share.

5.2 Survey Questionnaire

From the analysis of the Xiaomi mobile phone's questionnaire, it can be concluded that the market price of Xiaomi's mobile phone is relatively reasonable, which is in line with the demand of most consumer groups for the positioning of smart phones. From the point of view of consumer purchase demand, although the age of consumers who buy millet mobile phones is relatively small, it can be seen that young people have an exclusive advantage in purchasing millet mobile phones. Therefore, Xiaomi mobile phones should focus their target customers on young people. Consumers' purchase motivation is increasingly diversified, but millet mobile phones largely satisfy the different purchase motivations of different consumers. From the perspective of marketing channels, Xiaomi's existing marketing channels are mainly network-based, and TV and newspaper broadcasting are also one of the main channels for people to obtain mobile phones for listing. Therefore, Xiaomi's mobile phone should be appropriately adjusted in its development, and it must focus on traditional marketing channels.

From the consumer behavior analysis after purchase, it can be seen that Xiaomi's mobile phone hardware configuration is high and the price is cheap. These are the reasons why Xiaomi's mobile phones are loved by consumers. However, Xiaomi's after-sales service problems, battery heating problems and product work problems are

the most worrying issues for consumers. From the survey results, it can be seen that the influence of Xiaomi's mobile phones in the market is continuously increasing, and consumers' recognition of Xiaomi's mobile phones is relatively high. However, the after-sales and other issues of Xiaomi's mobile phone business model are serious problems with Xiaomi's mobile phones. How to effectively solve this problem? One problem is that Xiaomi's mobile phone needs serious consideration in its future development.

From the survey data on Xiaomi's mobile phone, it can be concluded that Xiaomi's mobile social network marketing has made remarkable achievements, which has caused Xiaomi's mobile phone to have a strong response in the society, and more and more people know Xiaomi's mobile phone. Millet mobile phone microblogging, websites, forums and other marketing are suitable for most of the current mobile phone companies, therefore, it is recommended that other companies learn Xiaomi mobile phone use of social networking media for marketing, enhance the company's influence.

Under the background of social media development, with the rapid development of microblogs, blogs, and websites, more and more companies have begun to use the online media for marketing. Through the survey, we can see that Xiaomi's mobile social marketing has achieved remarkable results and gained widespread recognition from the society. It can be seen that the social marketing model is worth learning from other companies. However, since the mobile phone is a consumable product, it has high requirements for maintenance and after-sales services. In this regard, the millet phone has many shortcomings. Therefore, after investigation, this article believes that Xiaomi Mobile should properly combine traditional marketing with social marketing, continue to expand its marketing effectiveness, improve services, and enhance the market influence of mobile phones.

5.3 Reference of Xiaomi Mobile Marketing to Other Enterprises

The success of Xiaomi's mobile social marketing has surprised traditional terminal manufacturers and telecom operators. Perhaps before Lei Jun, no one dared to believe that a mobile phone launched by an internet company without any patent, no factory, and lack of service and sales channels. Can get the market so eagerly sought after. Millet mobile phone marketing has many places worthy of other companies to learn from, such as to be good at using social media such as websites, forums, and microblogs to conduct marketing; to hype on topics based on the basis of social relationships will strengthen the recognition and ownership of their own users,

even if There is a lot of negative news. The supply shortage is more likely to arouse people's desire to buy. The success of Xiaomi's mobile phone also tells other manufacturers that like hunger phones, hunger marketing will greatly increase consumers' attention and purchase of brands.

For Xiaomi Company, a new type of company lacking mobile phone manufacturing experience, when the first product is released, the prospect is not clear. How to grasp this industry chain is definitely a very challenging issue. Traditional marketing channels not only have high risks, but also require large amounts of funds to pave the way. Through network sales, you can understand user needs in advance and have an advance planning and preparation for the entire supply chain, thereby reducing the risk of inventory and supply chain, Xiaomi's early production phase was still very cautious, gradually releasing goods, and this, combined with hunger marketing, fully circumvented the risks and also exerted its unique advantages. Therefore, Xiaomi has already initially involved mobile phones. For the production of new companies, Xiaomi's success is indeed not easy.

For start-ups, due to lack of strong resources and channel support, and corresponding innovation technologies lack clear market prospects and foundations, marketing and promotion through traditional channels are not realistic, and social marketing is due to its strong dissemination and Interaction, while having low promotion and communication costs, is a marketing tool worth thinking about SMEs, especially innovative companies.

5.4 Summary of this chapter

This chapter first analyzes Xiaomi's mobile marketing effectiveness questionnaire and draws corresponding conclusions; then the difference between traditional marketing and social marketing, the impact of social marketing on marketing effectiveness, and the social marketing behavior and purchase behavior of consumers The impact of Xiaomi's mobile social marketing results was analyzed; then social marketing communication strategies were analyzed from the perspectives of social media information dissemination and marketing intelligence monitoring. Finally, Xiaomi's mobile phone marketing was used as a reference for other companies to develop for other companies. Social marketing provides a reference.