



STUDY OF E-MARKETING PRACTICES OF SELECTED SMARTPHONE BRANDS FOR PCMC REGION

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ABSTRACT

Purpose:

This study investigates the e-marketing practices of selected Smartphone Brands for the PCMC region. The study aims to explore the marketing mix strategies for smartphone brands. For the study, the brands that were considered are Samsung, Red mi, Oppo, Vivo, and Real me. The smartphone which was considered for this purpose were in the price range of Rs. 6,000 to Rs. 25,000.

Design Methodology & Approach:

The analysis was carried out using both primary and secondary data. Primary data were collected for the study by surveying sample respondents using a structured questionnaire. The research study has used the inferences from the data collected from 65 respondents from the PCMC region. Around 45 responses were found to be valid for the study. The analysis was done using the 'SPSS 23' version. The secondary data for the study were obtained from the available literature and resources on internet websites, books and magazines, and published research articles.

Findings:

The main finding of this study was that the consumer tends to purchase smartphone brands that offer more affordable features in the price segment. The discounts and price-promotion offers play a pivotal role in influencing the consumers' for buying the smartphone brands online.

Research Implication:

The main implication of the study is that it can be used by marketers in designing e-marketing strategies for smartphone brands.

Limitation of the study:

The main limitation of the study is that it included very few respondents, therefore future studies can be conducted with more respondents covering a wide range of other products to generalize the findings of this study.

Keywords: *smartphone, E-marketing, features, marketing practices*

I. INTRODUCTION:

The global retail sector is being reshaped by e-commerce. Online shopping has flourished

since the turn of the century, as internet access has expanded to every corner of the globe and smartphones have rapidly become an integral

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part of billions of people's lives. Though global behemoths like Amazon and Alibaba are well-known globally, Flipkart is well-known in India. The increase in e-commerce is creating exciting growth prospects for hundreds of thousands of businesses of all shapes and sizes.

E-commerce has opened up a whole new world of shopping, providing millions of customers with access to a much larger assortment and value, and helping to meet their growing desire for convenience.

This study is focused on various e-Marketing strategies of selected smartphone brands in the PCMC area. Smartphone adoption has a clear association with the growth of E-Marketing. This is particularly evident in many emerging markets where smartphones are low-priced and more readily available than computers. In Indian markets, customers are transitioning from conventional trade to e-commerce. The analysis was carried out using both primary and secondary data. Primary data were collected for the study by surveying sample respondents using a structured questionnaire. The research study used inferences from data collected from 65 respondents from the PCMC area. Approximately 53 responses were considered to be true for the analysis. The research was performed using the version 'SPSS 23' version. The secondary data for the study were obtained from the available literature and resources on internet websites, books and magazines, and published research articles. The main finding of this study was that the consumer tends to purchase smartphone brands that offer more affordable features in the price segment. The discounts and price-promotion offers play a pivotal role in influencing the consumers for buying the smartphone brands online.

II. OBJECTIVE OF THE RESEARCH:

1. To study the E-Marketing practices used by selected smartphone brands for the PCMC region.

2. To understand the brand awareness of the selected smartphone brand for the PCMC region.
3. To determine the influence of Price-promotion offers on consumer buying behaviour.
4. To explore relationship between internet advertising and consumer purchase intension while buying the selected smartphone brands online.

III. LIMITATIONS TO THE STUDY:

1. This study is limited to selected smartphone brands therefore the findings could not be generalized for other smartphone brands.
2. The population of this study is limited to PCMC region therefore the future research could be extended to other geographic areas to generalize the findings of this study.

IV. LITERATURE REVIEW:

Advertising is that the kind of marketing communication accustomed to promote or sell varied merchandise or services. In Latin words 'advert ere' means that "to flip towards". There are various ways in which commercial ads can be used as per audience to be answered. Internet advertisement is the kind of promotion that uses the web as well as the World Wide Internet for the stated purpose of attracting the attention of the consumer. Examples of online advertisement include targeted advertising on the search engine result page, banner ads, rich media ads, social network advertising, online classified advertising, advertising networks and e-mail marketing. Response to brand communication is immediate and conversion rate of market is very strong.

Nowadays internet marketing is much more cost-effective, all-inclusive, and easy to manage, and only a mouse tick can, without much of a stretch, do a lot of specialised work that involved outsourcing once and for all. This gives companies massive opportunities to increase their revenue through Internet marketing in an efficient manner. Consumer purchasing behaviour is the cumulative amount

of consumer perceptions, desires, intentions and decisions about consumer behaviour on the market when purchasing a product or service.

Researchers, companies and advertisers research customer behaviour in order to understand the impact of consumer purchasing habits and the choice of goods and services. Multiple factors influence consumer behaviour, including economic status, beliefs and values, polish, personality, age and education (Kotler, 2004). Consumer behaviour findings are used to establish approaches that can improve business efficiency and gross sales. Online advertisement refers to the type of marketing campaign that includes using the Internet to promote goods by distributing marketing messages to larger consumers. This includes promotion through the advertisements to internet users via websites, e-mail, ad-supported apps, text messages, and mobile phones available on the internet.

The Internet population is younger, richer, and better educated, and they can easily find their way to the Internet, and the cyberspace population is becoming more mainstream and diverse. In online marketing, it is the customer, not the marketer, who permits and manages the interaction. Internet customers have access to a variety of information sources around the clock, making them better educated and more discerning shoppers.

Chung and Austria (2010) carried out research to find out what Satisfaction or fulfilment promotes the use of social media, the attitude towards social media marketing messages and the efficacy of messages related to the value of online shopping.

V. RESEARCH METHODOLOGY:

For the analysis, primary data were collected through a survey of sample respondents using a standardised questionnaire as a primary data collection tool. Data were obtained from 65 respondents, 53 of whom were considered to be reliable for the reporting. Responses were assessed in a five-point Likert scale. The research was conducted using the version 'SPSS 23.' The Cronbach alpha test was performed to verify the reliability of the scale. The Chi-Square test was performed in order to study the relationship between the variables. The secondary data for the study were obtained from the available literature and resources on internet websites, books and magazines, and published research articles.

VI. DATA ANALYSIS & INTERPRETATION:

Cronbach's Alpha Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.869	.747	19

Table 1 Indicating the Reliability Score from the Cronbach's Alpha Test

For examining the reliability of the scale, the Cronbach alpha test was performed for the 19 items in the questionnaire and the value was .869 which is above .7 Thus, the test scale was considered to be reliable and it was proved that the items in the questionnaire are closely related to each other.

Gender of Respondents * Qualification of Respondents Cross tabulation

		Qualification of Respondents				Total
		UG	PG	Professionals	Others	
Gender of Respondents	Male Count	11	19	4	3	37
	% within Gender of Respondents	29.7%	51.4%	10.8%	8.1%	100.0%
	Female Count	3	13	0	0	16

	% within Gender of Respondents	18.8%	81.3%	0.0%	0.0%	100.0%
Total	Count	14	32	4	3	53
	% within Gender of Respondents	26.4%	60.4%	7.5%	5.7%	100.0%

Table 2 Showing the Cross tabulation between the Gender of Respondents * Qualification of Respondents

The above table shows the correlation between the Gender of Respondents * Qualification of Respondents. It was observed that out of the total respondents, 37 respondents were male and 19 were females. Further, almost 51% of the Male respondents were Post Graduates which was followed by almost 30% male respondents who were Under Graduates. The professional male respondents accounted for only 11 percent of the total male respondents. Furthermore, it was also observed that almost 81% of the female respondents were Post Graduates & was followed by almost 26% of Undergraduates.

Qualification of Respondents * Smartphone brands purchased online Cross tabulation		Smartphone brands Purchased Online					Total
		Samsung	Oppo	Real Me	Vivo	Red mi	
Qualification of UG Respondents	Count	4	2	1	1	6	14
	% within Qualification of Respondents	28.6%	14.3%	7.1%	7.1%	42.9%	100.0%
PG	Count	3	2	10	2	15	32
	% within Qualification of Respondents	9.4%	6.3%	31.3%	6.3%	46.9%	100.0%
Professionals	Count	2	0	0	0	2	4
	% within Qualification of Respondents	50.0%	0.0%	0.0%	0.0%	50.0%	100.0%
Others	Count	0	0	1	0	2	3
	% within Qualification of Respondents	0.0%	0.0%	33.3%	0.0%	66.7%	100.0%
Total	Count	9	4	12	3	25	53
	% within Qualification of Respondents	17.0%	7.5%	22.6%	5.7%	47.2%	100.0%

Table 3 Showing the Cross tabulation between the Qualification of Respondents * Smartphone brands purchased online

From the above table, it was observed that the majority of the Professional respondents (Almost 50%) had purchased the Samsung & Redmi Brand Smartphones online whereas, the majority of the Undergraduate (Almost 43%) & Postgraduate respondents (Almost 47%) had purchased the Redmi Brand Smartphones online. This implies that the Samsung & Redmi Brand Smartphones were mostly preferred by the Professionals and the Undergraduate as well as the Post Graduate Respondents. The response rate for the other Smartphone brands was comparatively very low which indicated that the customers preferred to purchase only the Samsung and the Redmi Smartphone brands as compared to others online.

Correlations Matrix

		Online Price Promotional Offers	Preference of Smartphone brand
Online Price Promotional Offers	Pearson Correlation	1	.767
	Sig. (2-tailed)		.035
	N	53	53
Preference of Smartphone brand	Pearson Correlation	.767	1
	Sig. (2-tailed)	.035	
	N	53	53

Table 4 Showing Correlation between Online Price Promotional Offers and the Preference of Smartphone Brand by the consumers

From the above table it has been observed that there is a strong positive correlation between the Online Price Promotion offers and the preference of Smartphone brands by the respondents. Further, it was observed that the p value (.05) is greater than .035 therefore the result is statistically significant. This implies that the customers preferred the smartphone brands which offered more competitive price promotion offers as compared to the competitor brands.

Correlations

		Online_Comparison	Online_discounts_offers
Online_Comparison	Pearson Correlation	1	.374**
	Sig. (2-tailed)		.006
	N	53	53
Online_discounts_offers	Pearson Correlation	.374**	1
	Sig. (2-tailed)	.006	
	N	53	53

** . Correlation is significant at the 0.01 level (2-tailed).

Table 5 Showing the Correlation between the Online Comparison of Smartphone Brands and the Online Discount Offers

From the above table it has been observed that there is a positive correlation between the Online Comparison of Smartphone Brands and the Discount offers. Further, it was observed that the p value (.05) is greater than .006 therefore the result is statistically significant. This implies that the customers preferred to compare the smartphone brands online which offered more discount offers as compared to the competitor brands.

VII. FINDINGS & CONCLUSION:

- I. It was found that almost 86% of the total samples respondents were from UG & PG category. This indicates that the majority of respondents were youth. In the family, majorly the decision of purchasing a smartphone is made by youth and qualified candidates.
- II. It was found that the majority of the sample respondents (Almost 87%) preferred to purchase the smartphones from E-commerce sites (Online) due to getting better Price-Promotion online from the Smartphone Brands.
- III. It was also uncovered that almost 90% of the total Sample Respondents had preferred online purchase of the Smartphone Brand due to the ease of comparison of the features with other competitive Brands.
- IV. Almost 96% of the total respondents have agreed to purchase the Smart Phone Brands due to online payment support from the manufacturers, suppliers, and marketers of the Brand.
- V. It was concluded that almost 96% of the total population agreed to the statement that while buying the Smartphone the major considerations are Discounts and Offers.
- VI. It was concluded that the majority of the Professional respondents (Almost 50%) had purchased the Samsung & Redmi Brand Smartphones online whereas, the majority of the Undergraduate (Almost

43%) & Postgraduate respondents (Almost 47%) had purchased the Redmi Brand Smartphones online. This implies that the Samsung & Redmi Brand Smartphones were mostly preferred by the Professionals and the Undergraduate as well as the Post Graduate Respondents.

- VII. It has been observed that there is a strong positive correlation between the Online Price Promotion offers and the preference of Smartphone brands by the respondents. This implies that the customers preferred the smartphone brands which offered more competitive price promotion offers as compared to the competitor brands.
- VIII. It has been further concluded that the best marketing strategy to attract potential customers towards purchasing the Smartphone Brands is Price-Promotion offers & an online payment support system through Net banking, UPI, Credit, and Debit Cards.

VIII. DISCUSSION:

According to this study, it was observed that the decision of purchasing the smartphone is majorly made by the youth in the age group of 18-35 years and qualified person. Smartphone marketing companies should be targeting more on youth population while targeting their brands since the youth population is more comfortable while making purchases online. The brand name and features of the Smartphones are majorly considered by the consumer while making the purchase decisions so companies need to focus more on creating positive brand awareness through the online-marketing mix strategies as the positive brand awareness will lead to more number of customers preferring for the Smartphone Brands online. To attract more customers the brand marketers should revise their online discounts & offers concerning the competitive offers.

LIMITATIONS OF THE STUDY:

The main limitation of the study is that it included very few respondents, and hence the

data could not be validated. Therefore, future studies can be conducted with more respondents covering a wide range of other products to generalize the findings of this study.

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