

Research on the Customer Behavior and the Strategy of China’s Company to the Customers

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Abstract: *Through the research of cellphone company and analysis of cellphone company strategy, this passage showed the situations and measurement against the market that cellphone company confronted and the basic development in the overseas market. As for the domestic market, cellphone company keeps on its way that builds up a unique target audience and releasing surprised products to attack the market. As for the overseas market, based on cellphone company’s previous progress made in the last few years, cellphone company keeps on broadening the sales range that cellphone company targeted.*

Keywords: Cellphone; Smartphone; Marketing Strategy; Overseas Market, customer, buying behavior

1. Introduction

Mobile phones are constantly improving on the reverse side, while AAAmobile phones pay great attention to hardware configuration and experience of mobile phone users. From production to sales, and then after-sales protection, every aspect are focus by MEIZU’ overall workers. AAAmobile phone has a strong configuration in domestic mobile phones of the same price and it is a cost-effective domestic smart phone.

2. Case Analysis and Results

2.1 Review Stage

The premise of brand sales is the products with good quality. By strengthening the cooperation with partners, we can guarantee the good quality of products. At present, the main components of cellphone company mobile phone, especially

the core components

2.2 Strategy

Corporate culture determines the future development of enterprises. The products and services produced by enterprises are closely related to corporate culture. cellphone company Apple, the industry benchmark, has been taken as an example to strive for perfection and perfection. Since

2.3 Figures

When AAAundertakes on the project of expanding overseas market, the brand construction should be considered the most. Based on its outstanding craftsmanship, brand recognition and brand royalty become the biggest problem. Only after consumers recognize one product will they build up the trust for that company.

Table 3.1: How did you learn about MEIZU’s mobile phone?

Option	Subtotal	Percent
Network propaganda	129	64.44%
Television advertising	132	71.11%
Newspapers and magazines	129	64.44%
Relatives and friends	132	71.11%
AAAExperience Store	126	57.78%
Other	132	71.11%
This question is valid for the number of times	147	

- Since this question is multiple-choice, the number of times selected is divided by the total number. The probability of getting to know cellphone company respondents through their relatives, friends and online publicity channels is more than 50%, which indicates that MEIZU’s strategy of combining fan marketing and online marketing is in line with the development of new marketing channels in the Internet era. In terms of traditional TV advertisements and newspapers, cellphone company can also increase the promotion of advertising.

Option	Subtotal	Percent
Very understand	108	17.78%
General understanding	108	17.78%
only heard of it	115	33.33%
Never heard of it.	114	31.11%
This question is valid for the number of times	147	

- Figure shows how well the respondents know cellphone company 60.2% of the respondents choose general

Table3.2: Your understanding of cellphone company :

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understanding, and 25.51% of the respondents have only heard of cellphone company, which indicates that cellphone company is still lacking in brand promotion.

Table 3.3: What kind of form would you prefer?

Option	Subtotal	Percent
Network independent inquiry	132	71.11%
Brochure search	135	77.78%
AAAExperience Store	131	68.89%
Don't want to understand	137	82.22%
This question is valid for the number of times	147	

- FIG shows that cellphone company experience store, as a physical platform for user experience of cellphone company products, is always an integral part of MEIZU's brand building strategy. 24.17% of the respondents chose brochures. cellphone company can put some brochures of its products in physical stores for customers to read.

Table 3.4: You think AAA belongs to:

Option	Subtotal	Percent
Low-end Intelligent Machine	108	17.78%
Economic Intelligent Machine	111	24.44%
Mid-end Intelligent Machine	115	33.33%
High-end Intelligent Machine	111	24.44%
This question is valid for the number of times	147	

- Figure shows that cellphone company is positioned as an economical smart phone in the eyes of most respondents, which is determined by its historical background and current products, and also in line with the strategic positioning of cellphone company.

Table 3.5: Have you ever bought or used cellphone company mobile phones?

Option	Subtotal	Percent
Yes	64	42.22%
no	80	57.78%
This question is valid for the number of times	147	

- FIG shows that only 24% of respondents have purchased or used AAA mobile phones, and the market share of cellphone company needs to be further increased, and there is a large room for improvement.

Table 3.6: The reason why you buy cellphone company

Option	Subtotal	Percent
High cost performance	129	64.44%
Powerful	122	48.89%
Quality	128	62.22%
Appearance attraction	128	62.22%
Good brand image	127	60%
Good after-sales service	127	60%
Other	128	60%
This question is valid for the number of times	147	

Figure shows that 81.11% of respondents think they will consider and would like to buy mobile phones of cellphone company brand, indicating that cellphone company enjoys a good reputation among respondents. Market potential.

Table 3.7: If you buy mobile phones again, will you choose AAA brand?

Option	Subtotal	Percent
Be willing	113	28.89%
May consider	120	44.44%
Unwilling	112	26.67%
This question is valid for the number of times	147	

Table 3.8: What do you think are the shortcomings of AAA mobile phone?

Option	Subtotal	Percent
Low popularity and insufficient publicity	131	68.89%
Less models	127	60%
Product quality needs to be improved	135	77.78%
The appearance of the product is not beautiful	132	71.11%
The price is high.	134	75.56%
After-sales service needs to be improved	124	53.33%
This question is valid for the number of times	147	

71.43% of respondents believe that cellphone company is not well known and has insufficient publicity. 46.94% of respondents believe that cellphone company has few existing models. These two points also become the main problems cellphone company faces.

3. Conclusion of Analysis

According to the survey results of the channels for consumers to purchase mobile phones, brick-and-mortar stores are still the first place for cellphone company to purchase mobile

phones, with the largest number. cellphone company will continue to take advantage of its offline stores and do a good job in marketing. In addition, the number of online Internet orders has a significant growth trend, cellphone company can combine online and offline to create a new O2O marketing model.

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