

International Marketing Communication in Mobile Phone Industry

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The purpose of this study orients to the discussion of the applicability of Integrated Marketing Communication (IMC) in Chinese market, typically in the music mobile phone industry which occupies the noticeable proportion of contribution to the overall market share within the whole product category. As IMC is aiming at realizing the effective and efficient brand marketing communication basing on the target consumers' needs and wants, the Consumer Behavioral Characteristics (CBC) in local market is necessary to be summarized. The author carries through the discussion starting from the literature review of consumer behavior science and relevant IMC theories. Basing on the theories, the questionnaire investigating in the consumer behavioral tendency and responses to the current adopted marketing strategy is carried out. Then grounding on the analysis of the questionnaire results as well as the concerned theoretical sources, performance of IMC in its target market is evaluated as the main goal of this study. This paper endeavors in contributing to the analysis of the local CBC in the process of purchase decision making as well as shaping long-term attitude towards mobile phone brands, in order to establish the practical foundation for its discussion in the effectiveness of the objective marketing strategy and the application of the relevant theories in the brand marketing strategy.

Introduction

One of the few brands who have claimed its brand strategy mainly targeting music and video function is Sony-Ericsson (SE), possessing the noticeable entertainment resources from its parent company. Its accomplishment achieved in the last highly-increasing years mostly owes to its brand positioning at MMP and the assistant integrated marketing strategy. It has the intention of maintaining this ascendancy in the coming period, according to the presentation of the vice marketing president of Chinese branch, Wang Shanqi, in the 5th telecommunication forum in China, by consummating the online music service flat as well as strengthening the product line through publishing several types of Walkman MMP (Recorded by China Telecom, Ltd, 2006)

For its sake of maintaining predominance and winning more market share, popularizing the brand image and solidifying the relations with consumers, the company has actualized and is continue insisting on the function of IMC, especially in

entertaining marketing aspect in which it is accomplished. In the past years, typically when aiming at MMP field, SE has utilized the advantageous resource condition of its parent company, spending relatively less expenditure but gaining excellent performance in film marketing as well as extensive responses from the consumers, not only reflected in the increasing sale, but also the propaganda and shaped impression of its brand positioning among the targeted young consumers. Meantime, other entertainment activities and sports competitions also have been sponsored to assist publicizing the brand culture and positioning; moreover, the cooperation with the external marketing main bodies also performs favorably in the current strategy, e.g. SE has become to be one of the three cooperators of the biggest monopoly mobile operation company in China in developing and publicizing MMP in the forthcoming years (China Mobile, Ltd, 2006). In another aspect, the addresser its marketing unit affirms the crucial position of buzz marketing in its marketing communication strategy since this marketing tool, including word-of-mouth, especially the credible and

authorized information sources, e.g. experts, professional agencies, opinion leaders in user community and so on, has obvious impact on the purchase decisions in mobile phone industry. Similar as the main competitors, supporting the specific brand forum, the company is guiding the product perception and demand of the consumers, and pursuing the consumer preference and tendency through the long-range communication and interaction, and cultivating the emotional sympathy with brand of its users. To sum up, besides enlarging the width which can be understood as the influential extension, the brand pitches in communicating with its consumers on the cultural level, making use of its specific brand resources, to maximize the benefits of IMC.

Consumer behavior characteristics in brand marketing communication

Because of the role that consumer behavior plays in the whole process of brand marketing, most of the marketing communication tools are developed basing on the study in the characters represented

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in their decision making course, so does IMC, which claims to orient to consumer demand and traits as the kernel starting point of its strategy and the basic element for evaluating the effectiveness. The purpose of this study, first of all, is to review the psychological and behavioral traits that consumers represent in the process of responding to the provided marketing communication, shown as the preference of communication channels and connotation, capacity of information transaction, and social attribute-based attitudes, etc. Consequently, the further conclusion about the performance of the current strategy and application of IMC can be inferred.

Applicability of IMC in Chinese MMP market (Effectiveness of the current strategy)

Grounding on the literature and investigation of the consumer preference and behavioral tendency in the process of information transaction and purchase decision making, the researched brand marketing communication (BMC) strategy can be evaluated in its efficiency and effectiveness. Due to the important position and high practicality of IMC in MMP market, this industry is cited as the main research case. In virtue of the attention paid on the profundity and consistency of the content of the diffused information and on building relations with consumers in the BMC process, much importance is attached to the cultural and emotional factors in the aspect of framing message context and selecting the communicating channels. Thereby, IMC can be sufficiently applied and developed

in this space. This study mainly takes up with the corresponding comparison between the present adopted BMC strategy and the requirements of the factual consumer demand from the literature and investigation. As a result, the applicability of IMC in Chinese market typically in the researched MMP market is discussed; ulteriorly its advantages and limitations in localization process will be concluded.

Research Methodologies

Objective of the study

- To analysis the Scio economic stats of respondents
- To identify the reason for the purpose of marketing communication of mobile phone industry
- To analysis respondents opinion-influential factors.
- To examine the knowledge of the product attributes
- To identify the main motivating factors of recognizing MMP product motivating factors of MMP product

Size of the sample

The capacity of the sample contains around 150 individuals, and the reclaimed quantity is 130, with the reclaiming rate of 90%. The reasons explaining for the questionnaire not gathered back are: few objects cannot be contacted by email in time due to the casual change of the job arrangement during the process of the survey; few deny filling the questionnaire blindly considering that they do not acquaint themselves with the MMP field; and few reply relatively late that the

answers had not been figured in the analysis of the questionnaire.

Methods for submission of the questionnaire and the supervision to collect the feedback

The questionnaire is submitted mainly through the way of e-mail, who are responsible for sending over the questionnaire to the objects within their companies and universities. The author primarily contacts and communicates with the representatives during the process of submitting and reclaiming to run it more efficiently.

Limitation of the study

- ❖ Choosing 150 sort of sample has its own definite limitation.
- ❖ The way of submitting and collecting the feedback of the questionnaire is mainly by single email, which is able to save time increasing the efficiency, but brings some inconvenience for the individuals who are not used to fill the questions online but rather prefer the physical copies.
- ❖ The researcher has chosen many statistical tools and its own limitations

Implication of Analysis

Table- 1 shows that the majority 50% of the respondents are in the age group of 26-35, 48% of the respondents are in the age group of 18-25 and only 2% of the respondents are in the age group of 36-45.

Age of the Respondents

Table- 1

S.no	Age	Percentage
1	18-25	48
2	26-35	50
3	36-45	2
Total		100

Sources: primary data

Figure-1

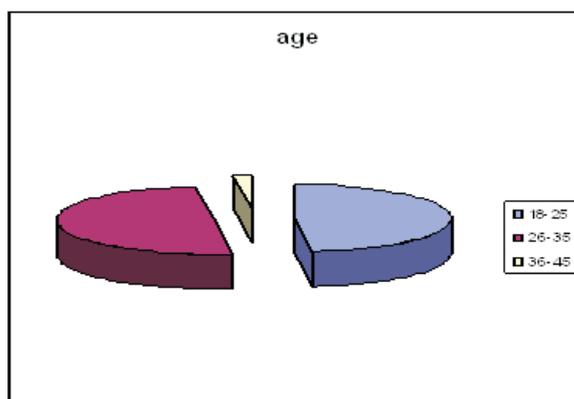


Table-2 clearly shows that 69% of the respondents are master degree holders, 18% were junior college and only 2% of the

respondents are under graduate, 11% respondents were above master degree.

Education Background Information

Table - 2

S.no	Education	Percentage
1	junior college	11
2	under graduate	18
3	above master	2
4	master	69
TOTAL		100

Sources: primary data

Table-3 clearly indicate that the other occupations, taking 19% of the total, include government, tourism, insurance, library, etc. and 14% of the respondents in finance, 13% of the respondents in press media, 11% of the respondents in law and medicine, 9% of the respondents in architecture and mechanics, 8% of the respondents in

education finally 6% of the respondents in telecommunication.

Occupation information of the process

Table- 3

S.No	Occupation	Percentage
1	finance	14
2	law	11
3	press media	13
4	architecture	9
5	mechanics	9
6	telecommunication	6
7	education	8
8	medicine	11
9	other	19

Sources: primary data

Table 5 clearly indicate the opinion Influential factors of the respondents

majority 80% of the respondents were opinion on contemporary, 12% were opinion about expert, 4% were others and only 2% of the respondents were opinion on eldership and idol.

Opinion-Influential Factors.

Table- 5

S.No	Opinion	Percentage
1	contemporary	80
2	expert	12
3	eldership	2
4	idol	2
5	other	4
TOTAL		100

Sources: primary data

Figure-2

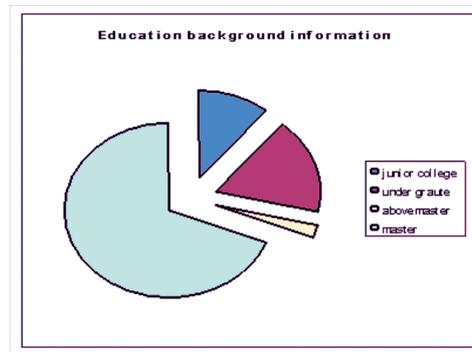


Figure- 3

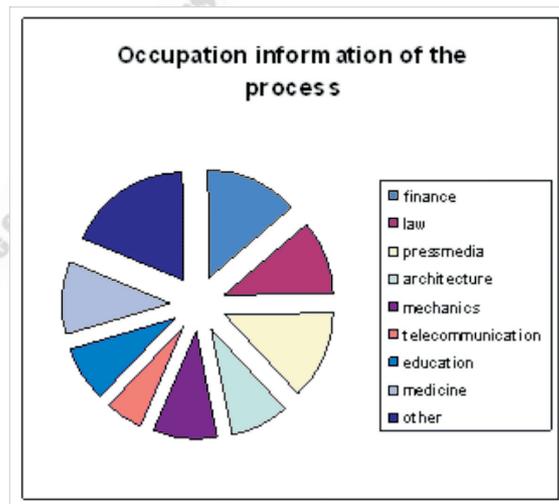


Figure-5

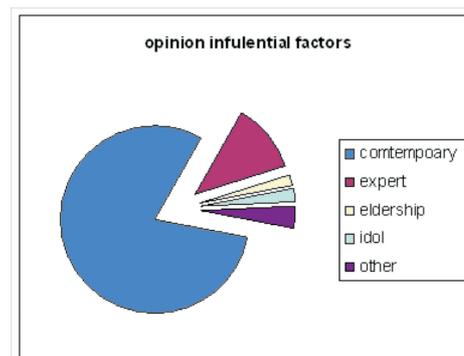


Table 6 enumerates the brand image and related knowledge of the respondents. Out of total respondents 31% respondent were

got the brand image through recommendations from families, 29% were media, 25% were first hand experience, 7%

were presentation of sales people and finally 8% of the respondents were got brand image through other factors.

**Tendency in information transaction
Source factors of brand image and related knowledge**

Table 6

S.No	Sources	Percentage
1	media	29
2	first hand experience	25
3	recommendations from families	31
4	presentation of the sales people	7
5	other	8
Total		100

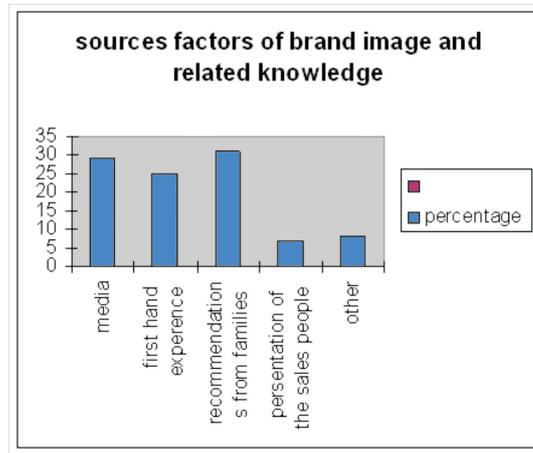


Table 7 shows that the tendency in communication channels 105 respondents were preferred ads on TV, Radio and internet and 14 respondents were excluded. 32 respondents communication channel were e-mail and it excluded 14 respondents. 24

respondents were preferred direct post and brochures it excluded 56 respondents. 10 respondents were preferred e-mail communication channels it excluded 32 respondents. 56 respondents were brode in

retailers and other public places and its excluded only 7 respondents. Finally 6 respondents were preferred other communication channels and its excluded 5 respondents.

**Communication channels
Tendency in Communication Channels**

Table- 7

S. No.	Communication channels	Preferred	Excluded
1	ads on TV, Radio and internet	105	14
2	ads in specific field eg:flim	32	14
3	direct post and brochures	24	56
4	e-mail	10	32
5	brode in retailers and other public places	56	7
6	other	6	5

Sources: primary data

Figure- 7

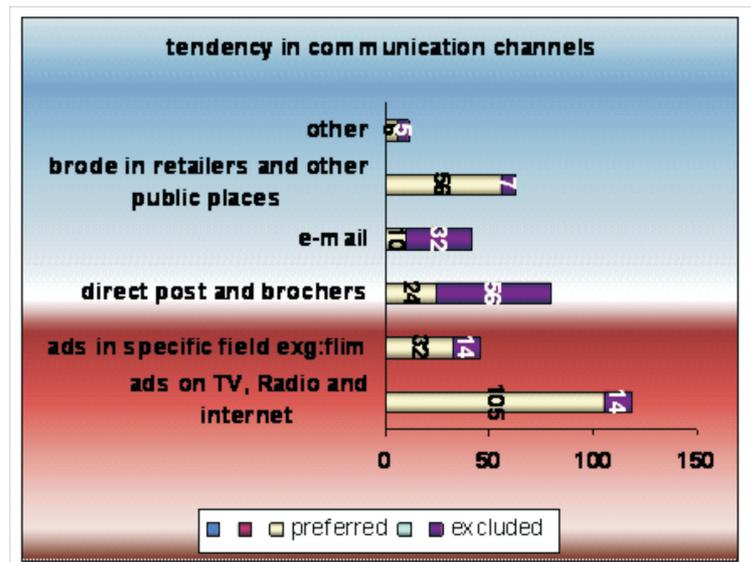


Table 8 clearly indicate that majority 36% of the respondents were based on quality, 29% of the respondents were based on price,

19% of the respondents were based on the design and brand image, 14 % of the respondents were based on function of the

mobile and only 2% of the respondents were gave priority for current add.

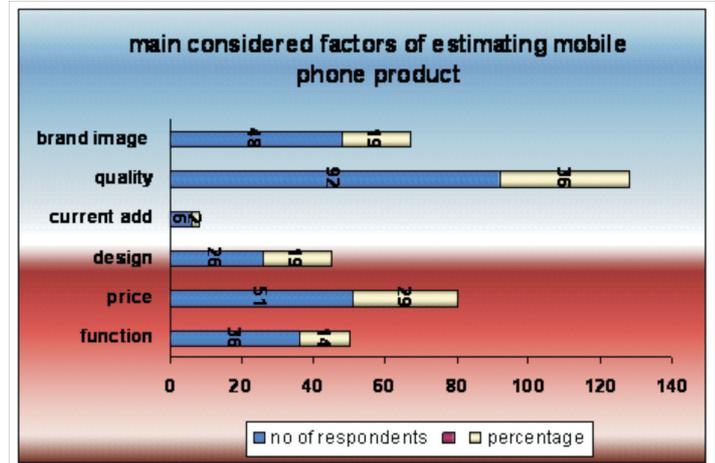
Consideration set.

Main considered factors of estimating mobile phone product.

Figure - 8

Table - 8

S.no	Considered factors	No of respondents	Percentage
1	function	36	14
2	price	51	29
3	design	26	19
4	current add	6	2
5	quality	92	36
6	brand image	48	19
total		100	100



Sources: primary data

Table-9 states that the motivating factors of MMP product 62% of the responds based on the price of mobile, 23% of the

respondents having the mobile for their occupation, 9% of the respondents based on their age and finally least 6% of the

respondents motivation factor is quality, technology and convenience etc.,

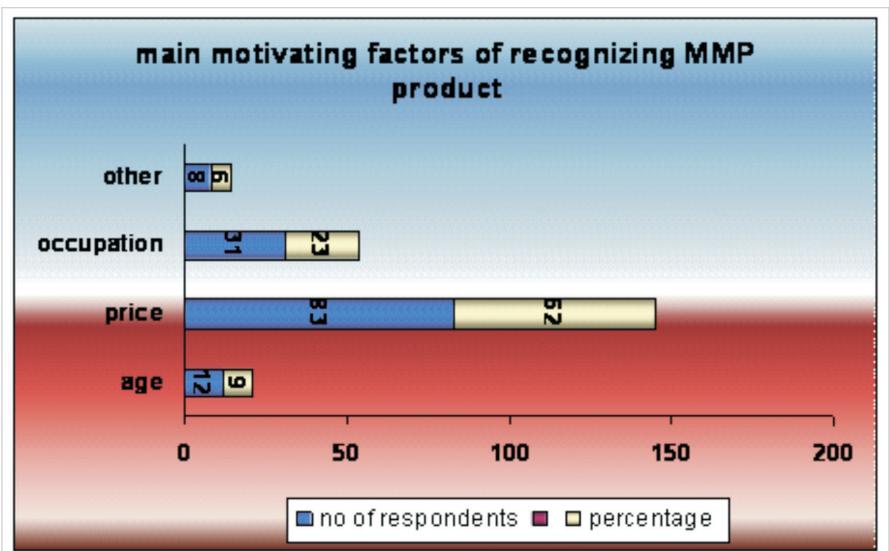
Main motivating factors of recognizing MMP product

Motivating factors of MMP product

Figure- 9

Table -9

S. No.	Factors	No of respondents	Percentage
1	age	12	9
2	price	83	62
3	occupation	31	23
4	other	8	6
Total		100	100



Sources: primary data

Table-10 The table shows that the 42% of the respondents have certain ideas about its basic characters and the respondents

attempting to know more basing on their demand and 38% of the respondents only realize that it has the function of MP and

13% of the respondents know lot about its characters and function, and 7% of the respondents have no idea about it.

Knowledge of the product attributes

Table -10

S.no	Opinion	Percentage
1	Not at all	7%
2	Yes	13%
3	Not very	42%
4	No	38%
	Total	100

Sources: primary data

Figure- 10

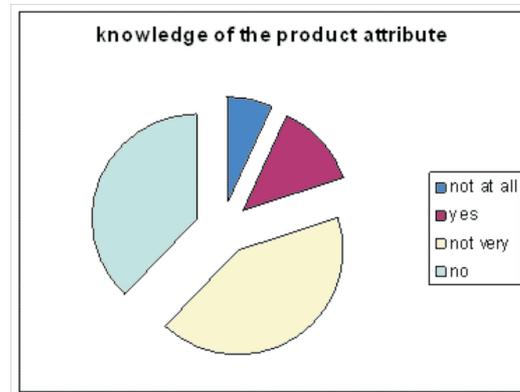


Table-11 indicates the proportion of strongest support respondents gave above

average influence to ads in film and proportion of weakest support of below

average gave ads in entertaining activities and sponsorship in sports competition

Effectiveness of the ads in specific field measured by likert scale

Table-11

Ads in specific fields	Proportion of strongest Support	Proportion of weakest support	Weighted average	Effectiveness (interpreted)
Ads in film	35%	21%	4	Above average (influential)
Ads in entertaining Activities	24%	25%	3 (3.4)	Below average (less influential)
Sponsorship in sports Competition	14%	40%	3 (2.8)	Below average (less influential))

Sources: primary data

Suggestion

1) Quantity of the information in the local market is huge, therefore frequency and manners of delivering the brand's advantages and characters but be allocated reasonably with salient and credible content. Furthermore according to the importance attached to public relations and the applicability of buzz-marketing in MMP field, the strategy of BMC needs to conform to the existing trend.

2) Social validation. Consumers in this market highly rely on the social evaluation in the process of yielding their attitude and

forming purchase decision. Hence, e.g. delivering the information of the brand's performance presently can impact on the target positively.

3) Buzz Marketing. Similar as the above aspect, influence of buzz marketing especially opinion leaders in user-community or experts is noticeable. Cultivating the credible and influential force needs to be carried through further typically on internet.

4) Recognition of elements of quality and price. Even the young fashionable consumers regard the basic attributes such

as quality, price, and functions as the most essential factors when they consider about MMP brands. Lack of communication in confirming thesis attributes is the main deficiency shown in the questionnaire.

5) High requirement in brand connotation. Consumers consider much of the cultural and emotional elements that a brand can convey, especially in the fashionable consumables. Entertaining marketing as well as establishing public relations, etc. are the efficient paths for expressing and confirming the emotion and reputation of the brand.

6) Immaturity of the consumer segmentation due to the limitation of the product-related knowledge and marketing environment.

Conclusion

In conclusion, the main purpose of this study is not, and cannot be due to the

research limitation, to estimate that the researched object is successful or not, rather, it is basing on the case of MMP industry to carry through the discussion aiming at figuring out the consuming environment and consume behavior characteristics in order to summarize the traits of brand marketing communication of fashionable consumables and the limitation of the widely

adopted marketing theory, IMC, in the local market. And the original intention with certain conclusions has been fulfilled according to the literature review and discussion of the investigation results.

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Fonte: Journal of Marketing & Communication, v. 5, n.3, p. 30-36, Jan. 2010. [Base de Dados]. Disponível em: <<http://web.ebscohost.com>>. Acesso em: 13 ago. 2010.

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