

# Project work

## **A comparative study of marketing strategies of vivo and Xiaomi mobile phones**

(A report submitted in partial fulfillment of the requirements for the degree of bachelor of commerce in Galgotias University, Greater Noida)



Submitted by: Yogesh bhati  
Enrollment no: 17081010189

Project supervisor  
(Prof. Mrs. Bhavna Sharma)  
School of finance and commerce Galgotias University  
Greater Noida

# Acknowledgment

I would like To express my special thanks to gratitude to my Mentor “Prof.Bhavna Sharma” who gave me the golden opportunity to do this Wonderful project on the topic “ **A comparative study of marketing strategies of Vivo & Xiaomi mobile phones** ” A special Case of Vivo and Xiaomi mobile phones of GREATER NOIDA. Which also helped me in doing a lot of research & i came to know about so many new things . i am really thankful to them.

Secondly, I would like to thank my friends who helped me a lot in finalizing this project within the limited time frame.

**Mrs. Bhavna Sharma**

**Yogesh Bhati**

**B.Com (Hon’s)**

**Add No. –  
17GSFC101080**

# Declaration

I, Mr. **Yogesh Bhati** hereby declare that the Project Work titled “ A comparative study Of Marketing strategies of Vivo & Xiaomi Mobile phones”. A special Case Of VIVO and XIAOMI mobile phones in GREATER NOIDA. Is the original work done by me and submitted to the Galgotias University In partial Fulfilment Of requirement for the Award of Bachelors of Commerce in The “ **Marketing**” is a record of original work done by me under the Supervision of “**Prof.Bhavna Sharma**” in school Of Finance & Commerce.

Enrollment No : 17081010189

# Certificate

This is certify that the Project Work Titled “ A Comparative study Of marketing Strategies of VIVO and XIAOMI mobile phones” ,A Special Case of VIVO & XIAOMI mobile phones in GREATER NOIDA., is Bonafede Work of **Mr. Yogesh Bhati**,Enrollment No.**1708101089** , carried out in partial fulfillment for the award pf degree of B.com 6th Sem, of Galgotias university under my guidance. This projections work is original and not submitted earlier forbthe award of any degree/diploma or associating of any other University/institution.

Signature of the Guide

Office seal

( **Mrs.Bhavna Sharma** )

Place:

Date:

# Index

<b>CHAPTER NO.</b>	<b>TITLE</b>	<b>PAGE NO.</b>
<b>Ch-1</b>	<b>Introduction and design of the study</b>	
•	1.1 Introduction	
•	1.2 Brief review of studies /background information	
•	1.3 Objectives of the study	
•	1.4 Scope and significance	
•	1.5 Methodological (Research ) design	
<b>Ch-2</b>	<b>Data Analysis and Interpretation</b>	
<b>Ch-3</b>	<b>Summary of Findings and Conclusion</b>	
•	Result and finding	
•	Conclusion	
•	Biblography	
•	Appendices	

# **CHAPTER 1**

# Introduction

It is common knowledge that Smartphones market over the world is dominated Samsung Galaxy and Apple iPhones . however , Apple iPhones Ranks the 5th In the first Quarter of 2016 and Samsung Galaxy is pushed out of the top 5 by the Chinese smartphone brands in the Chinese smartphone market share. And while Xiaomi. a Chinese smartphone maker , with 12.8% of its share in the Chinese market in the first quarter of 2015 topped Apple of 10.2% and Huawei of 12-3% by 2.6% and 0.5% respectively , it ranks the 3rd with 12.2% followed by Huawei of 15.8% and OPPO of 12.6% in the first quarter of 2016.

Since Its founding in 2009 , Vivo has expanded to over 100 countries around the world. International expansion began in 2014 when the company entered the Thai market place . Vivo quickly followed up with launches in **india,Indonesia, Malaysia,Myanmar, Philippines, Thailand, and Vietnam.**

Xiaomi is not solely focus on design develops ,selling smartphone but also committed in creating mobile apps and related consumer electronics.Their products include Mi TB, Mi band, Mi power Bank, MiCloud, Mi Box and other inter

## VIVO

Vivo is a leading global smart phone brand focusing on introducing products with professional-grade audio,extraordinary, appearance, and fast and smooth user experience. Vivo was founded in 2009 as a sub- brand of BBk electronics. The brand entered the telecommunication and consumer electronics industry with landlines phones and wireless phones. In 2011, vivo started manufacturing and marketing its own range of smart phones. Vivo entered the indian market in 2014.

Currently20,000 operators work in vivo and, 3,000 engineers are in four R&D centers in Dongguan, Shenzhen, Nanjing and Chongqing. From hardware design and manufacture, to software development ( Android based Funtouch OS), has built a complete and sustainable ecosystem.

## MARKETING

In October 2015 ,Vivo became the Title sponsor of the indian premier league under a two-year deal starting in 2016 season. in July2017 , the deal was extended until 2022.

In june 2017 , Vivo reached a sponsorship deal with the FIFA to become the official smartphone brands of the 2018 and 2022 FIFA World Cups.The company also became a title sponsor of India's Pro Kabaddi .

Vivo has a sponsorships deal with the NBA in china with Golden states warriors player's Stephen Curry endorsing the brands in china and the Philippines .

## **XIAOMI**

Xiaomi {MI} ,Mi stand for mobile Internet . It is the most brilliant idea by serial entrepreneur Lei jun in 2010. this private Chinese electronics compa headquarters in Beijing, China. Xiaomi company is the 4th largest smartphone makers.

Xiaomi is not solely focus on design, develops, selling smartphone but also committed in creating mobile apps and related consumers electronics. Their products include Mi Tv , Mi brand , Mi power bank ,mi box, And other internet peripheral. However in our page we will focus on smartphone which is the most popular device Xiaomi ever made.

Xiaomi LOGO is a "MI" is the shrinking horse of the mobile ,on behalf of Xiaomi is a Mobile internet company. Xiaomi's LOGO poured water is "heart" word, one less point, which means that Xiaomi wants Xiaomi user's to save their heart. In addition, Mi is the Chinese pinyin of rice , just as the name of the good meat should be named Ning.

## **History**

- \*2011 Xiaomi Mi 1 smartphone was announced.
- \*2013 Xiaomi sold over 10 million mi 2 phones .
- \*2017 Xiaomi overtook Samsung in india (9.2 million units).

On 20 February 2018 , Xiaomi opened their first Mi store in Philippines.  
In September 2018, Xiaomi launched its 4th "Mi Home " experiences store in India. In march 2019 Mi partnering with AMTD obtained one of the 8th virtual bank license in hong kong . the complaint also has introduced Xiaomi "MI" 9' phone which has a finger print scanner in its display.

## **Marketing STRATEGIES**

# Introductions to marketing strategy- Penetration into any foreign markets requires various mix of marketing strategies which will impact success of any firm. It can be achieved in 2 ways. They can either use traditional marketing mix or can customize their existing mix according to the requirements of the country.

Xiaomi has marked itself in the lower and mid-tier of the market and has not established or tired to established itself only a premium product manufacturer which has become one of its biggest strength.



# **1. OBJECTIVE AND SCOPE OF** **THE STUDY**

## Broad objective

To compare the customer satisfaction of users in greater noida – A special case of vivo and Xiaomi mobile phones.

## Specific Objective

- To measure the performance of vivo and xiaomi mobile phones.
- To study the marketing strategy used by vivo and xiaomi companies to attract users to buy their mobile phones
- To determine the satisfaction level of customers using vivo and xiaomi companies phone

## **SCOPE'S**

**The study on changing perception of customer would help us:-**

**1: To know the about the Vivo and Xiaomi.**

**2:- It would help us understanding the how much demand in Greater Noida of vivo and Xiaomi.**

### 3:-Study of perception act need to improvement in feature in Vivo andXiaomi.

## RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of study how research is done scientifically. In it we study the various steps that are generally adopted by the researcher in studying his research problem along with the logic behind them.

- **Primary Data:**

The primary data collected through questionnaire administered to a sample of 100 users selected from Greater Noida (NCR Region). The questionnaire was pre-designed and pre tested before it was administered.

- **Secondary Data:**

Secondary data was collected through various source of websites of Vivo and Xiaomi.

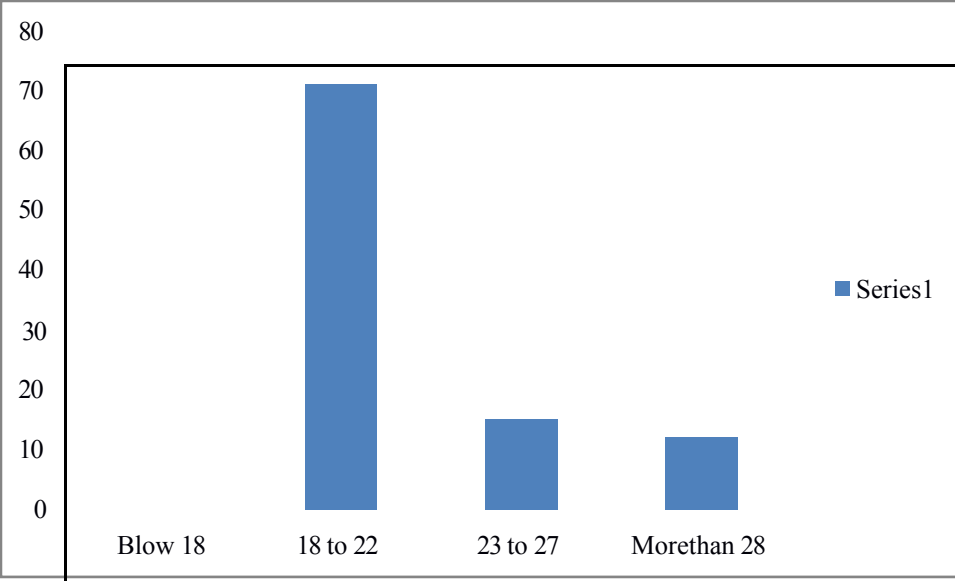
- **Sample design:**

A total of 100 users were selected from the Greater Noida (NCR Region) for this study to analyse the consumer's behavior with reference to select Vivo and Xiaomi.

# **CHAPTER 2**

# DATA ANALYSIS AND INTERPRETATION

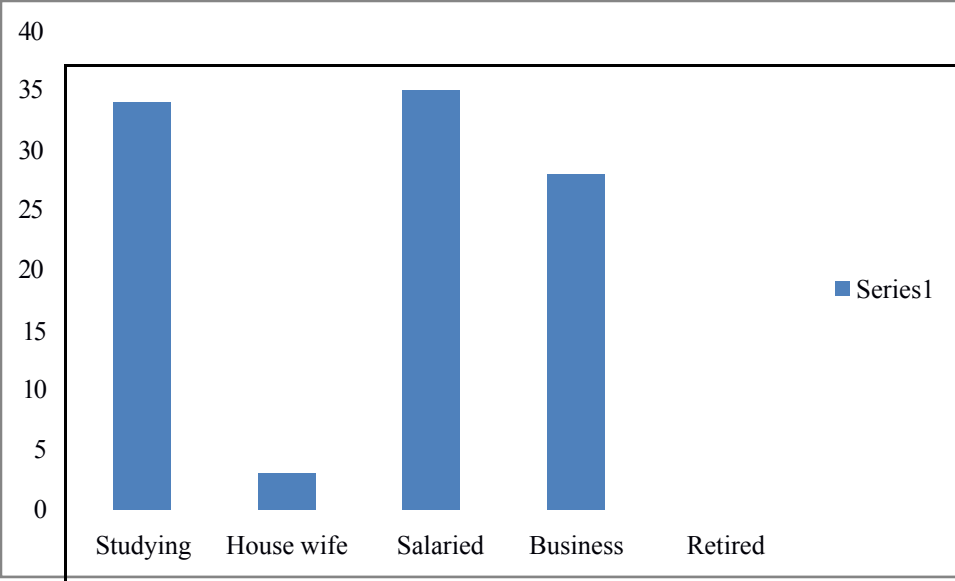
**1.What is your age group?**



Blow 18	18 to 22	23 to 27	More than 28
<b>2</b>	<b>71</b>	<b>15</b>	<b>12</b>

**Interpretation:** AS above stated in the graph show that, the age group of 18 Blow year of people own mobile phone companies comparison to other age group that is 2 % , from age 18-22 year of age only 71% of mobile phone companies, from age 23-27 year of age show 15% of mobile phone companies and above age 28 year only 12% of mobile phone companies.

2:- What is your Occupation?

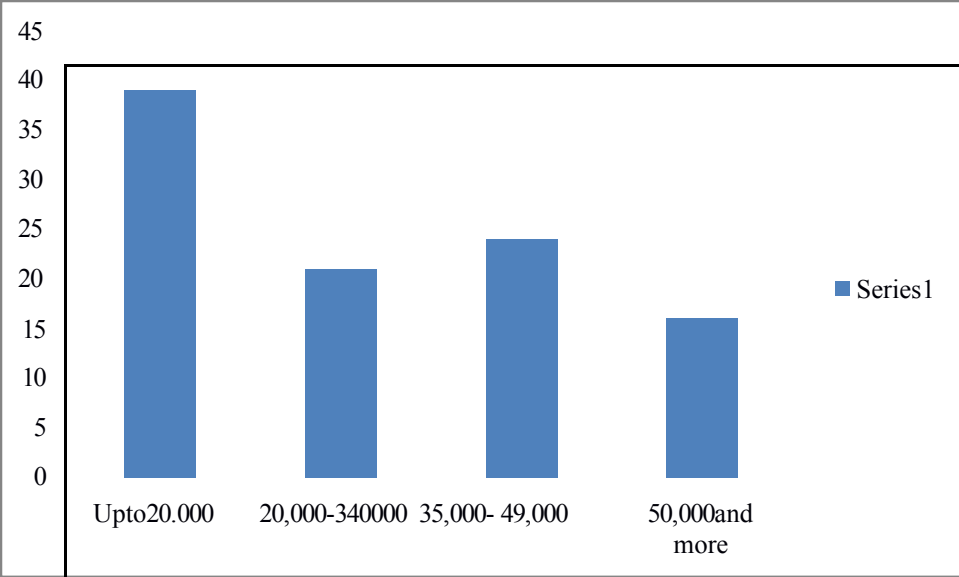


Studying	House wife	Salaried	Business	Retired
34	3	35	28	0

**Interpretation:**As stated above in the graph show that, most of the people their occupation is student can have more numbers of use smart mobile phones that is 34% , the people who is House wife have less no. of use smart mobile phone in comparison to student that is 3 % , the people who is salaried 35% use smart mobile phone and people who are self-business have use smart mobile phone that is 28%. Who is retired can not use smart phone that is 0%.



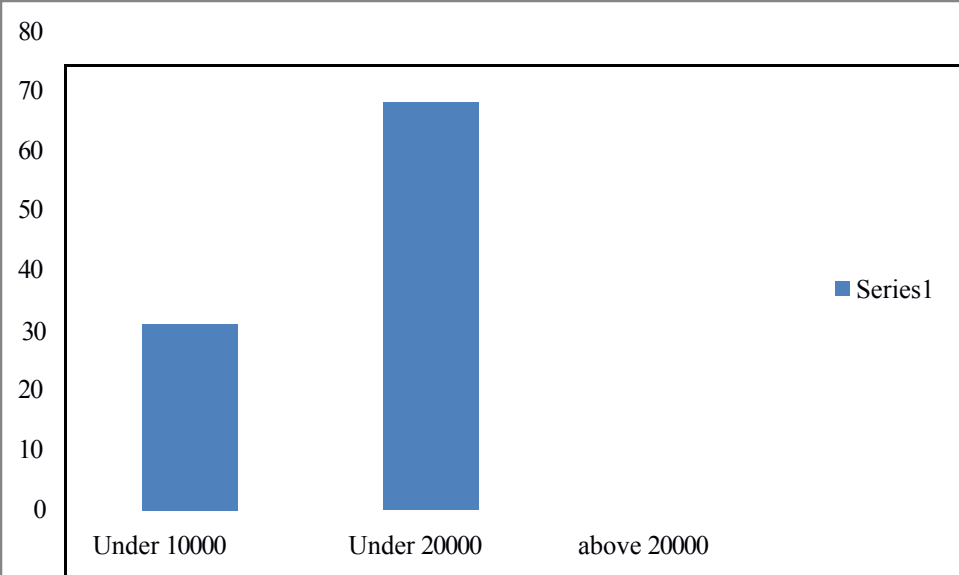
3:- What is your HouseIncome?



Upto 20000	20000-34000	35000-49000	50000 & more
39	21	24	16

**Interpretation:** Above graph show that, 39% of people having upto Rs20000 house income and 21% of people having more than 20000 to 34000, around 24% of people have 35000 to 49000 of income and only 16% people have more than 50000 and more income group.

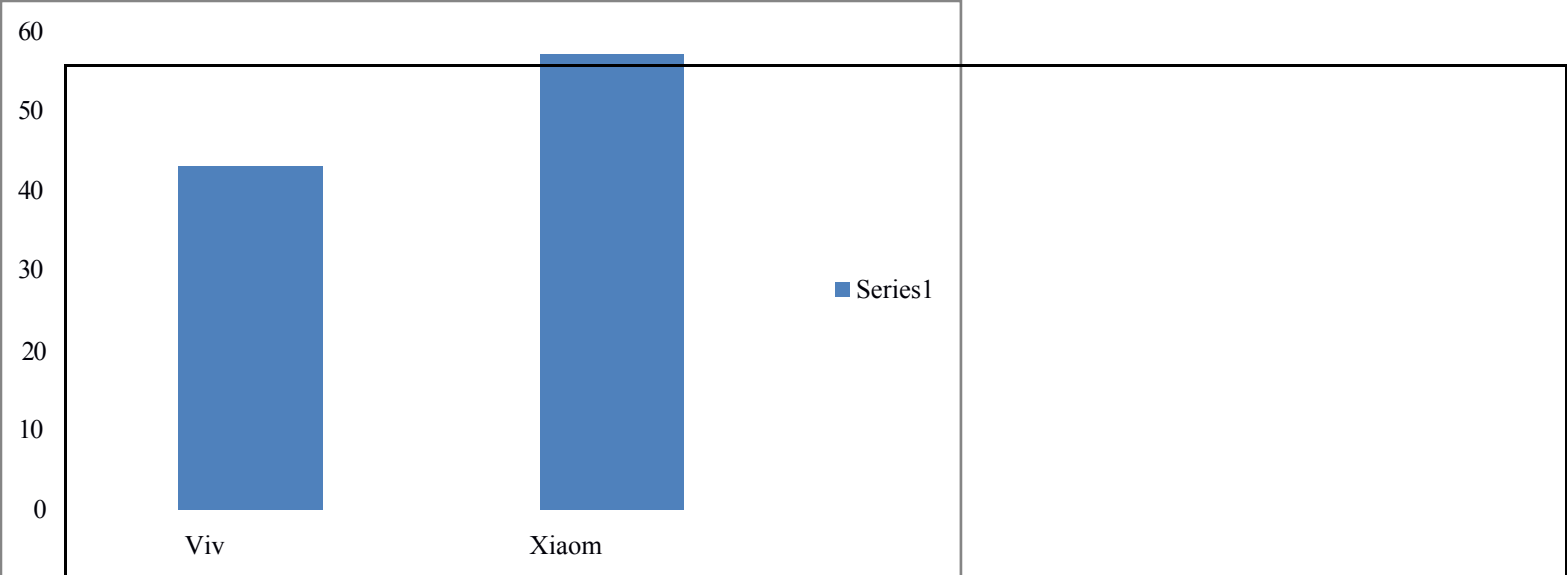
4. Under which price level you phone falls?



Under 10000	Under 20000	above 20000
31	68	1

**Interpretation:** This graph shows that, among the sample price level of smart mobile phone of the user, under 10000 there are 31% users, under 20000 there are 68% users, and above 20000 there are 1% users.

5. Which brand do you prefer more?

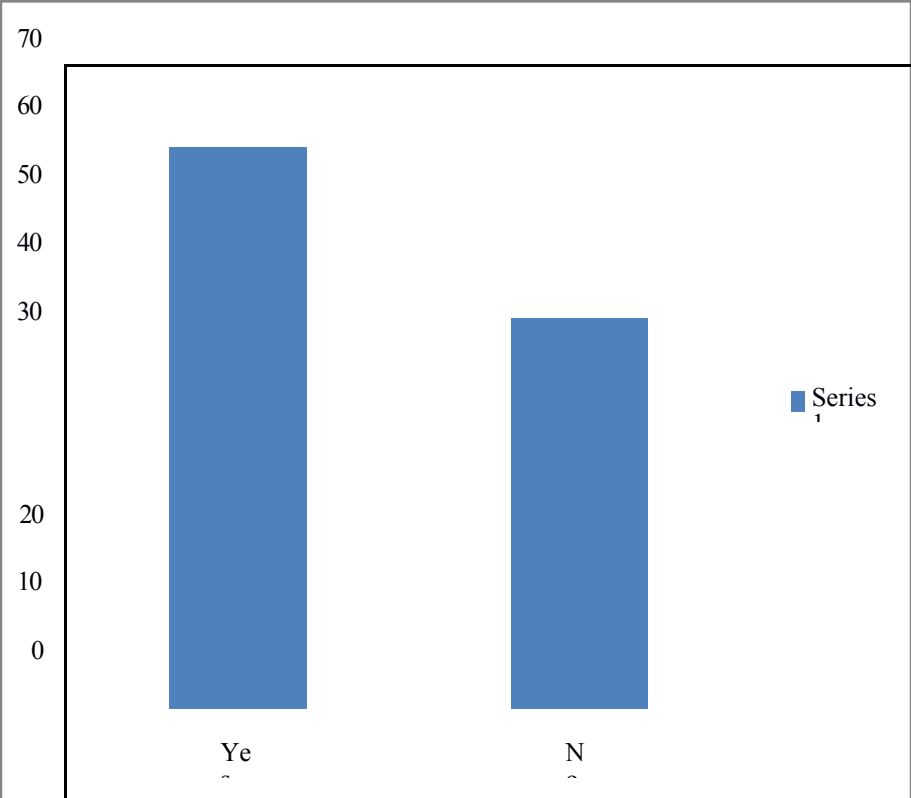




Vivo	Xiaomi
43	57

**Interpretation:** The above graph shows that the 43% of the respondent are with their user Vivo phone and 57% respondent are user of Xiaomi..

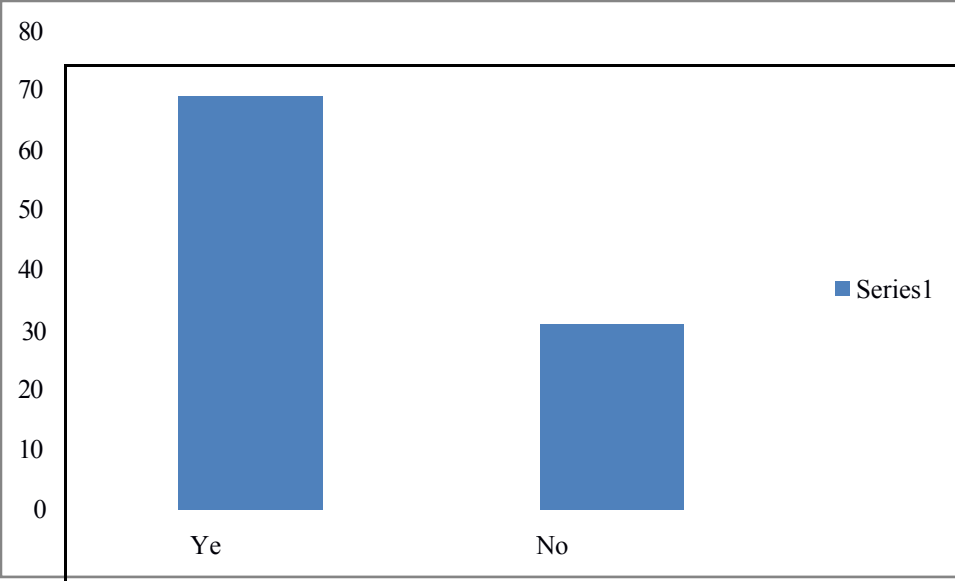
6. Can you recall any advertisement of vivo mobilephone?



Yes	No
59	41

**Interpretation:** The above graph shows that the 59% of the sample recall any advertisement, But 41% can not recall any advertisement .

7. Can you recall any advertisement of xiaomi mobilephone?

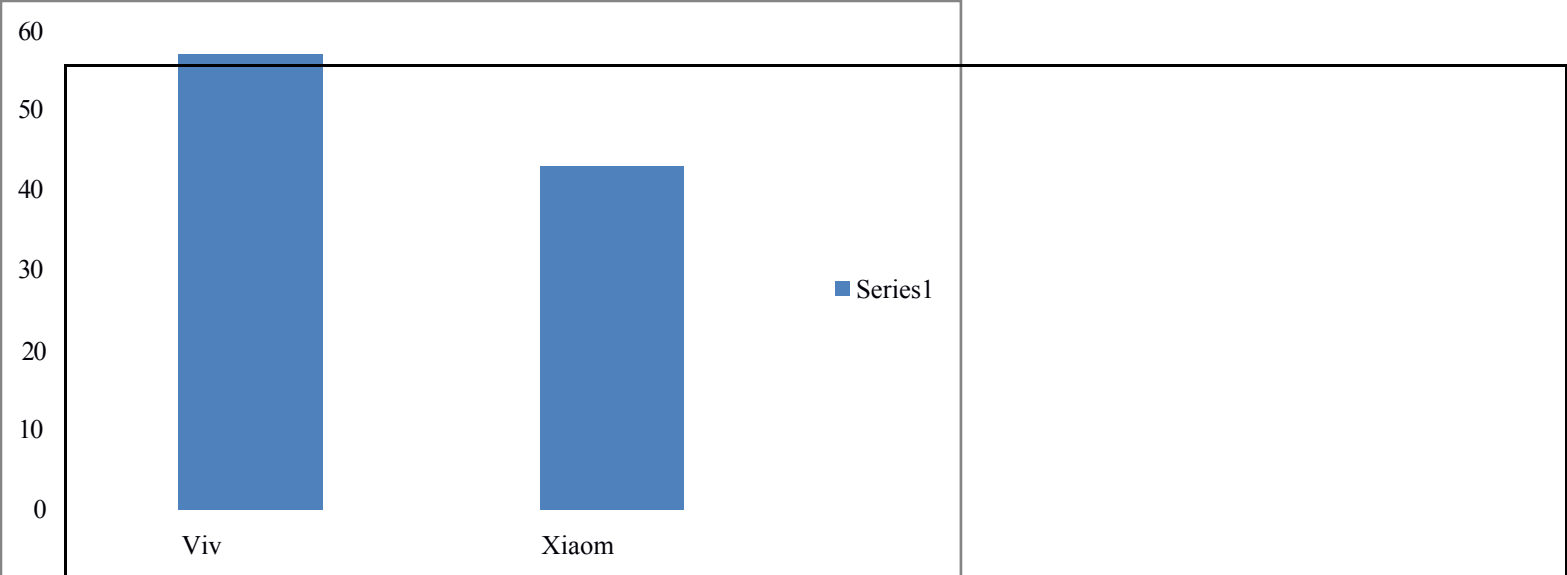


Yes	No
69	31

**Interpretation:**As stated above in the graph show that, 69% of recall advertisement of xiaomi But 31% of can not recalladvertisement of xiaomi.

8. Which mobile phone do you consider provides the better services

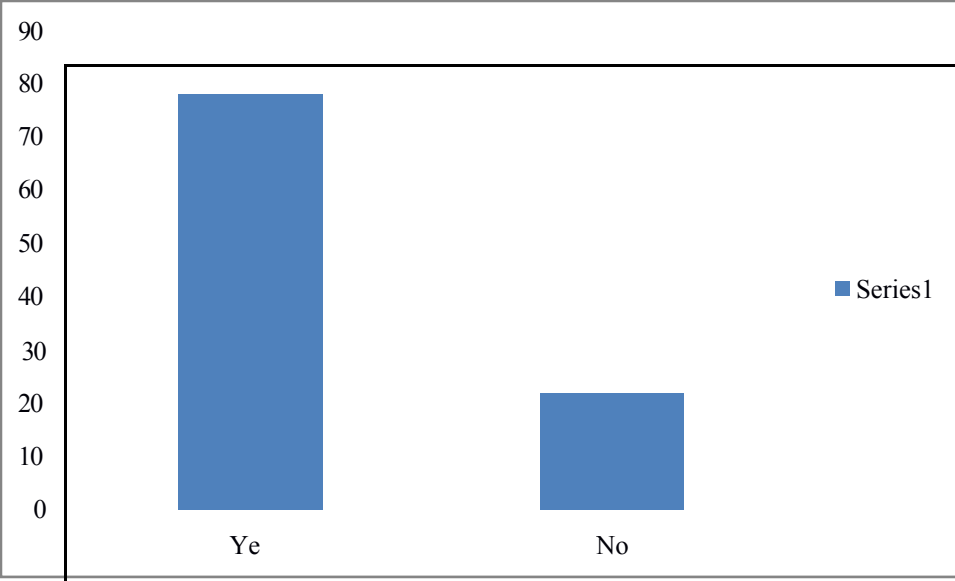




<b>Vivo</b>	<b>Xiaomi</b>
<b>57</b>	<b>43</b>

**Interpretation:**As stated above in the graph show that, 57% of the Vivo you consider provides the better services but 43% can not be you consider provides the better services.

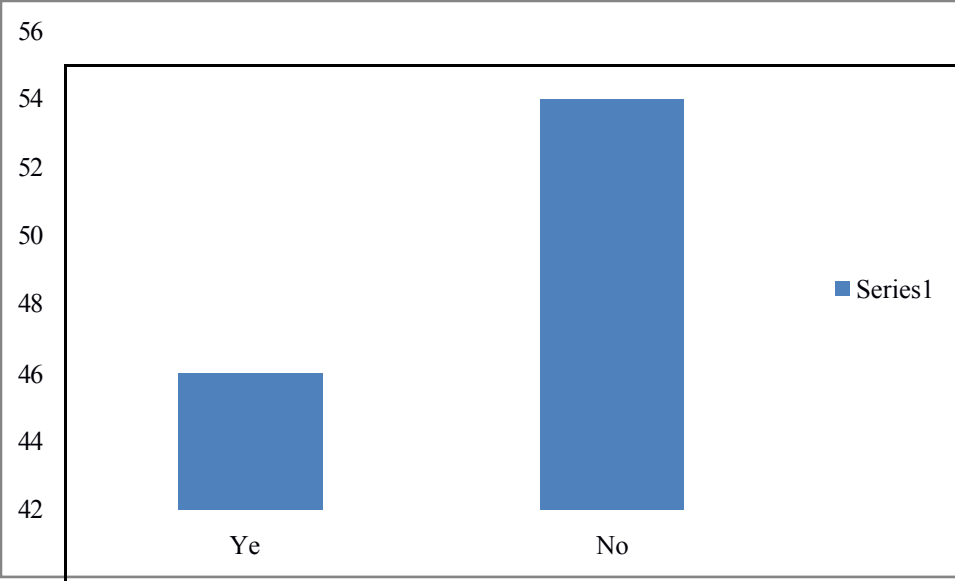
9. Can you recall the brand –ambassador of Vivo?



Yes	No
78	22

**Interpretation:** The above graph shows that, 78% of the recall the brand –ambassador of Vivo, But 22% can not recall the brand –ambassador of Vivo.

10. Can you recall the brand –ambassador of Xiaomi?

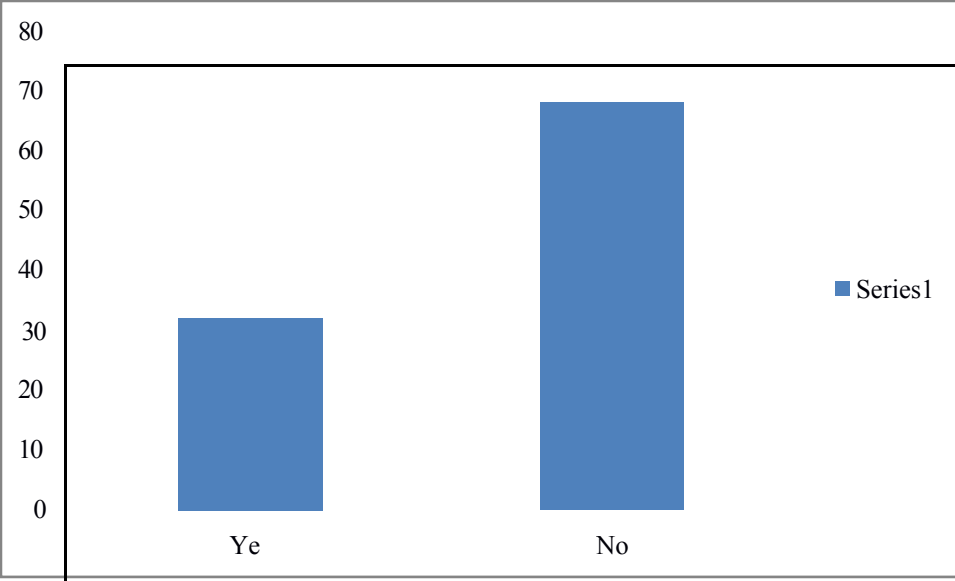


Yes	No
<b>46</b>	<b>54</b>

**Interpretation:** As stated above in the graph show that, 46% of the worecall the brand – ambassador of Xiaomi but 54% can not recall the brand –ambassador of Xiaomi



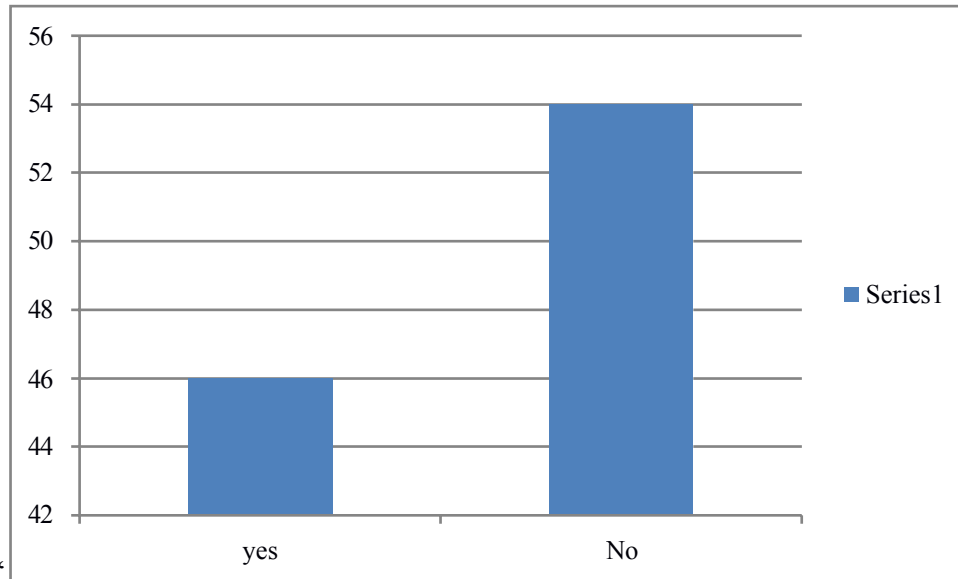
11. Do you think Vivo mobile phone worth economically?



Yes	No
32	68

**Interpretation:**As stated above in the graph show that, 32% of the think Vivo mobile phone worth economically but 68% think Vivo mobile phone worth economically?

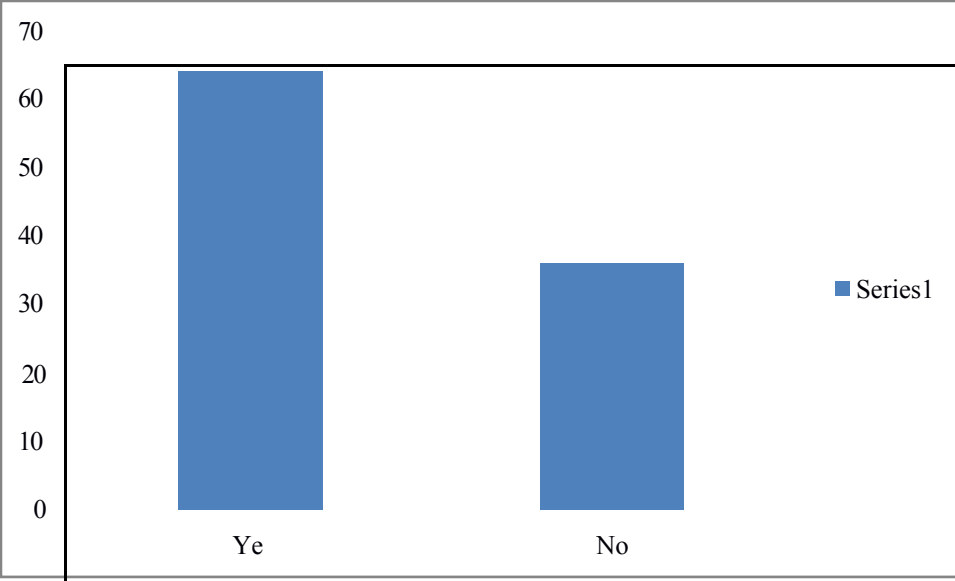
12. Do you think Xiaomi mobile phone worth economically?



Yes	No
46	54

**Interpretation:**As stated above in the graph show that, 46% of the think Xiaomi mobile phone worth economically but 54 % can not think Xiaomi mobile phone worth economically.

13. Are you satisfied with the different-different features provided by the Vivo mobile phones?

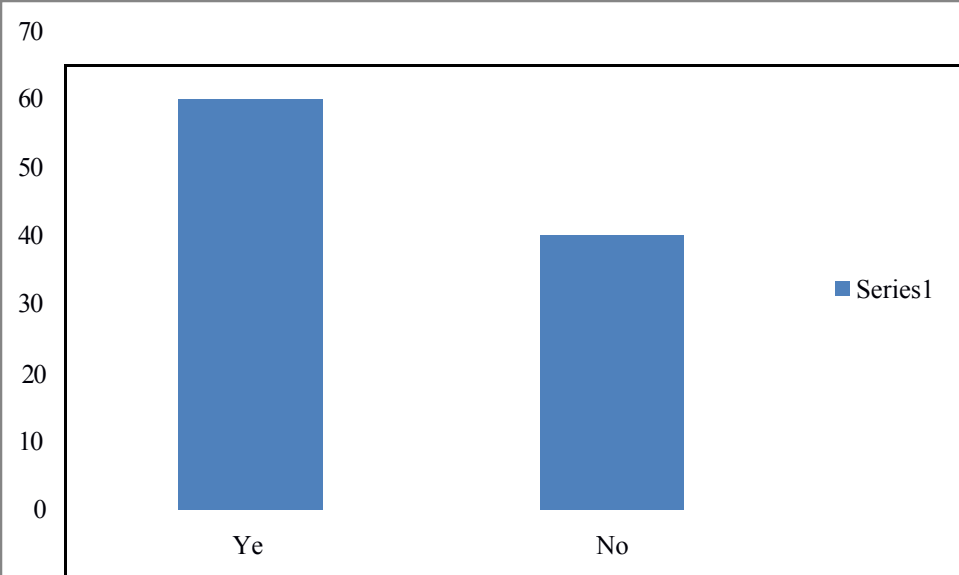


<b>Yes</b>	<b>No</b>
<b>64</b>	<b>36</b>

**Interpretation:**As stated above from the graph show that, 64% of the satisfied with the different-different featuresVivo mobile phones but 36% can not satisfied with the different-different featuresVivo mobile phones.

14. Are you satisfied with the different-different features provided by the Xiaomi mobile phones?



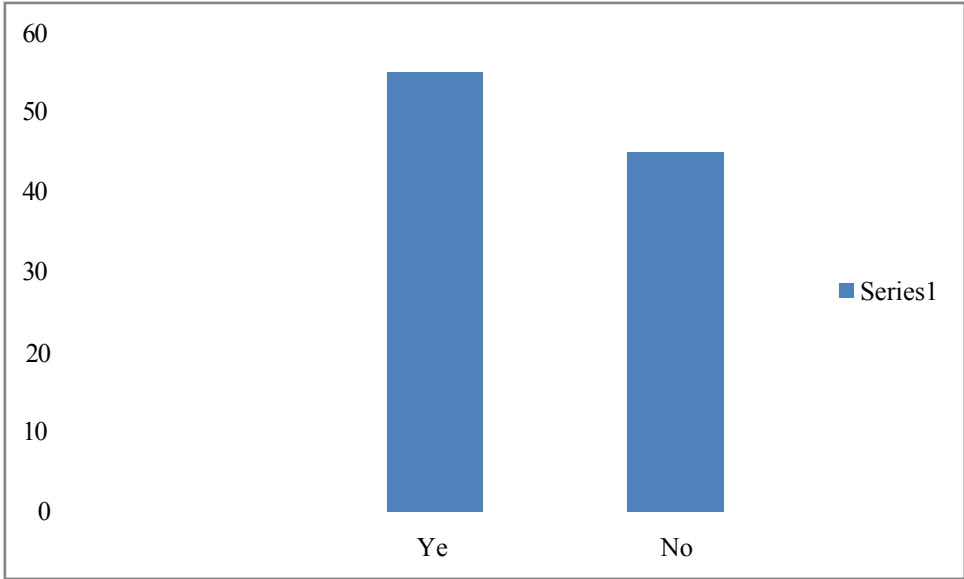


<b>Yes</b>	<b>No</b>
<b>60</b>	<b>40</b>

**Interpretation:**As stated above in the graph show that, 60% of the satisfied with the different-different features provided by the Xiaomi mobile phones but 40 % can not satisfied with the different-different features provided by the Xiaomi mobile phones.

1. Are you satisfied with the market presence of Vivo mobile's in India?



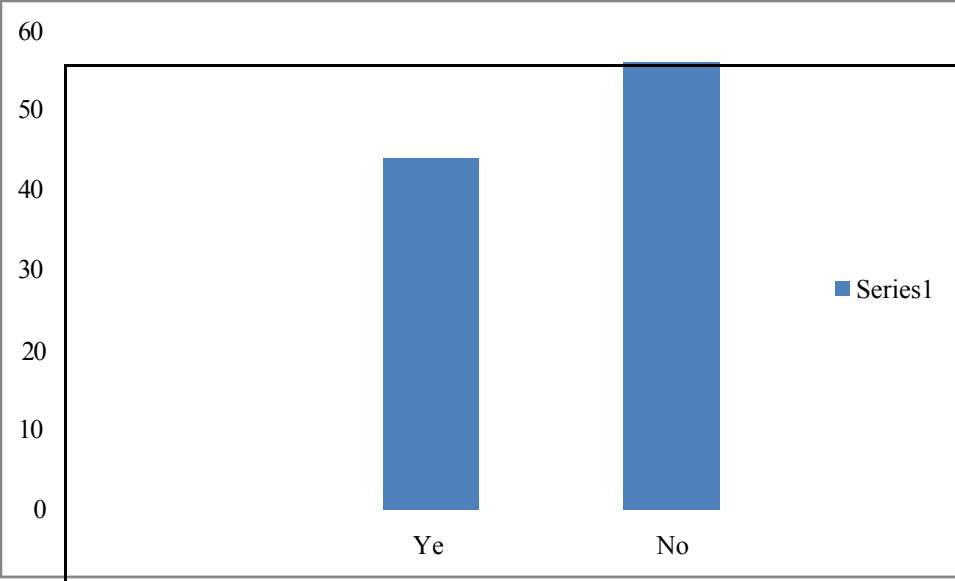


Yes	No
55	45

**Interpretation:** As stated above in the graph show that, 55% of the satisfied with the market

presence of Vivo mobile's in India but 45% can not satisfied with the market presence of Vivo mobile's in India.

15. Are you satisfied with the market presence of Xiaomi mobile's in India?

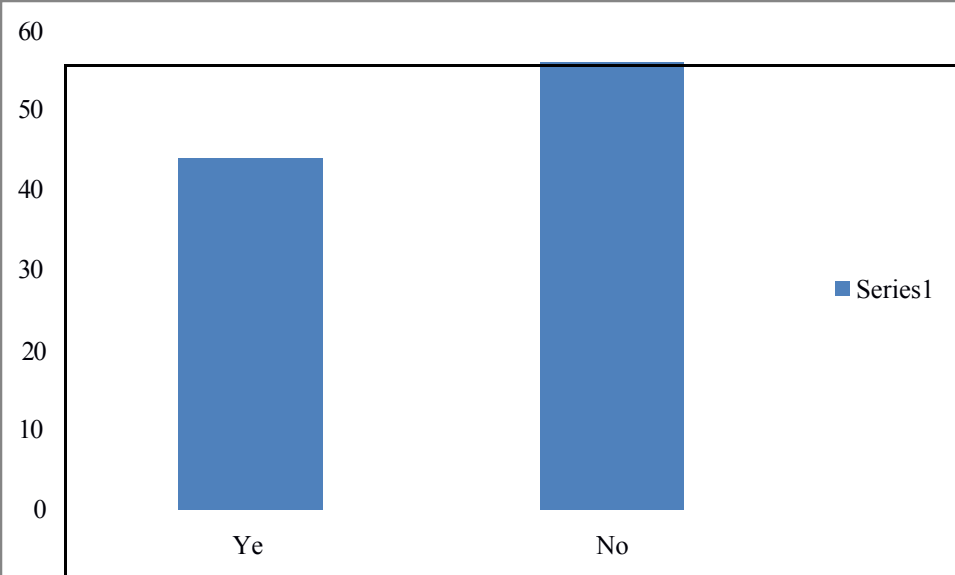


<b>Yes</b>	<b>No</b>
<b>44</b>	<b>56</b>

**Interpretation:**As stated above in the graph show that, 44 % of satisfied with the market presence of Xiaomi mobile's in India but 56 % can not satisfied with the market presence of Xiaomi mobile's in India .



2. Can you easily locate a Vivo mobile phone store near by your locality?



<b>Yes</b>	<b>No</b>
<b>56</b>	<b>44</b>

**Interpretation:** As stated above in the graph show that, 56% people of the purchase vivo phone on store but 44% can't purchase online .

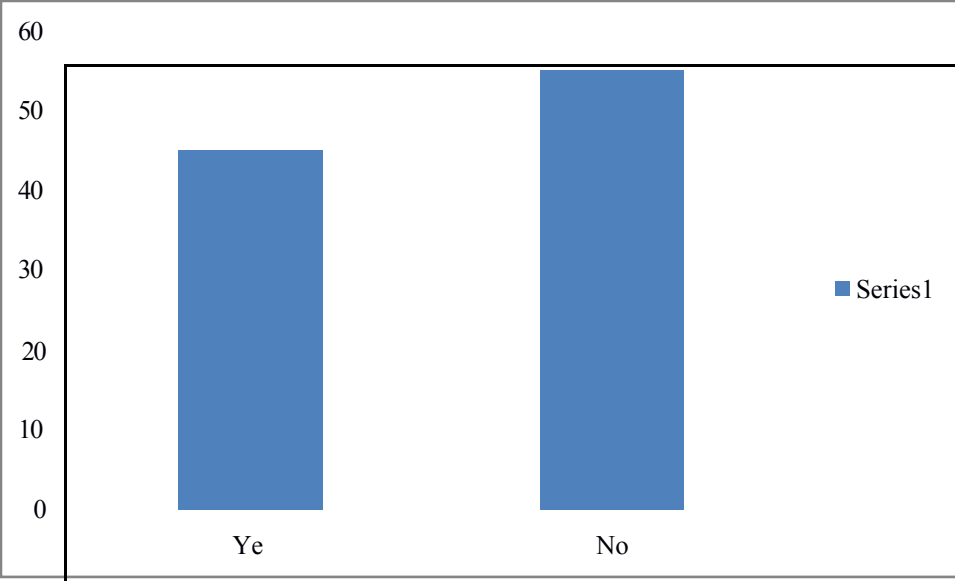
16. Can you easily locate a Xiaomi mobile phone store near by your locality?



<b>Yes</b>	<b>NO</b>
<b>35</b>	<b>65</b>

**Interpretation:**As stated above in the graph show that, 35% of the people purchase Xiaomi on store but 65 % purchase online .

17. Are you satisfied with the packaging and labeling of Vivo mobile phone's?

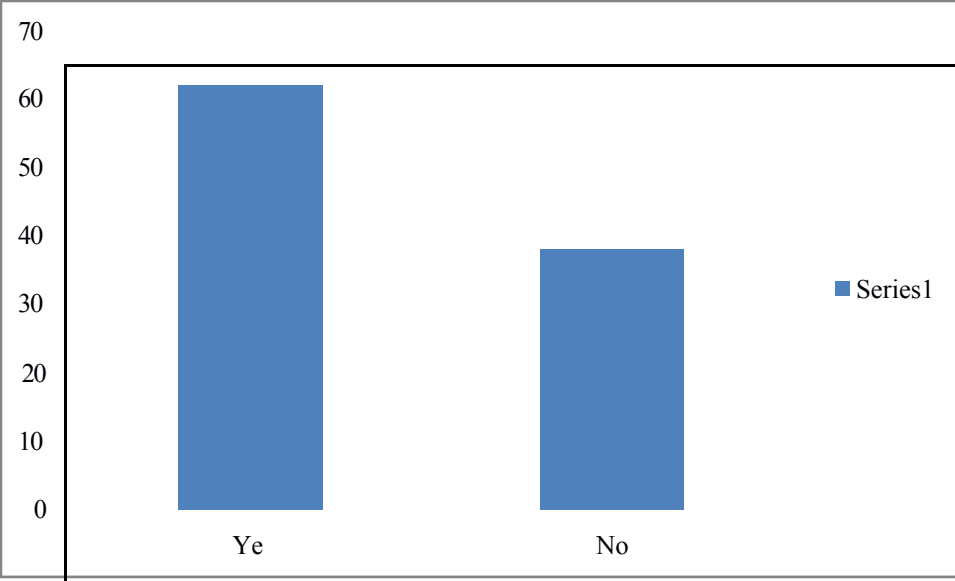




Yes	No
45	55

**Interpretation:**As stated above from the graph show that, 45% of the people are satisfied with the packaging and labeling of Vivo mobile phone's but 55% can not satisfied with the packaging and labeling of Vivo mobile phone's .

18. Are you satisfied with the packaging and labeling of Xiaomi mobile phone's ?



Yes	No
62	38

**Interpretation:**As stated above from the graph show that, 62% of the people are satisfied with the packaging and labeling of Xiaomi Vivo mobile phone's but 38% can not satisfied with the packaging and labeling of Xiaomi mobile phone's .

19. what do you think is the core competency of the product ?

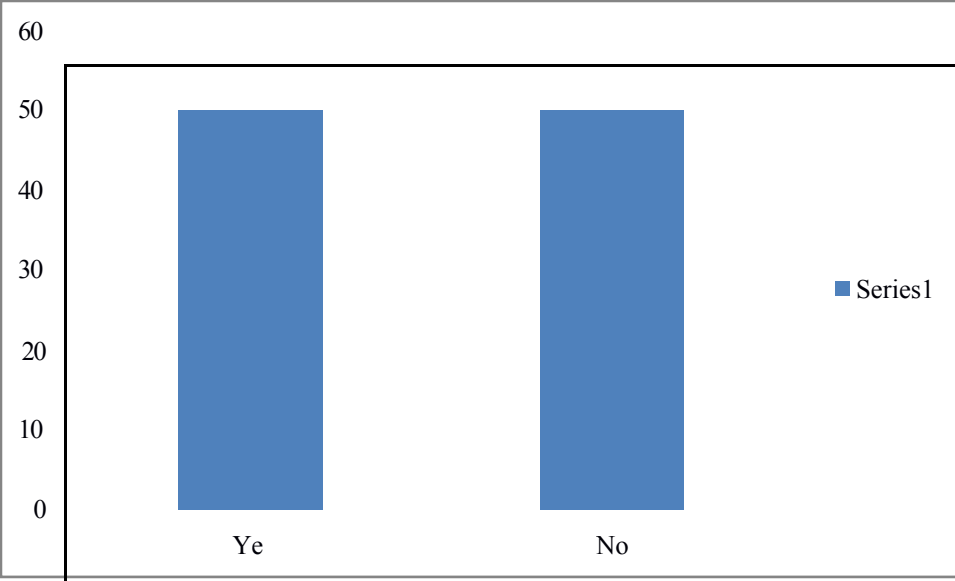


Marketing strategies	Features	Services	Price
<b>13</b>	<b>34</b>	<b>17</b>	<b>36</b>

**Interpretation:**As stated above in the graph show that, 13% of the Marketing strategies , 34% Features ,17% Services and 36% price of the think is the core competency of the product.

20. Do you think Vivo mobile phone company should work more on there advertisement?

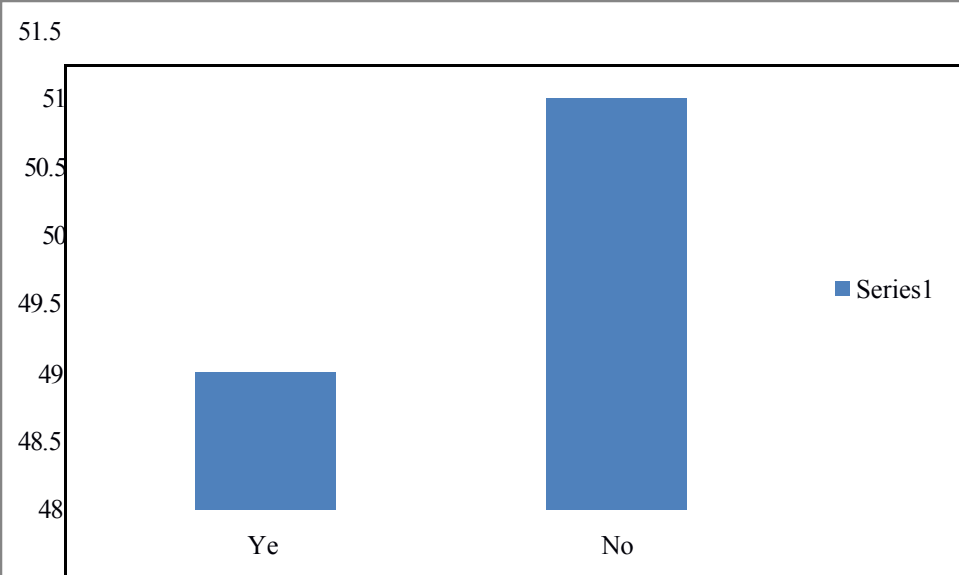




Yes	No
50	50

**Interpretation:**As stated above in the graph show that,50% of the people think Vivomobile phone company should work more on there advertisement but 50% can not think Vivo mobile phone company should work more on thereadvertisement.

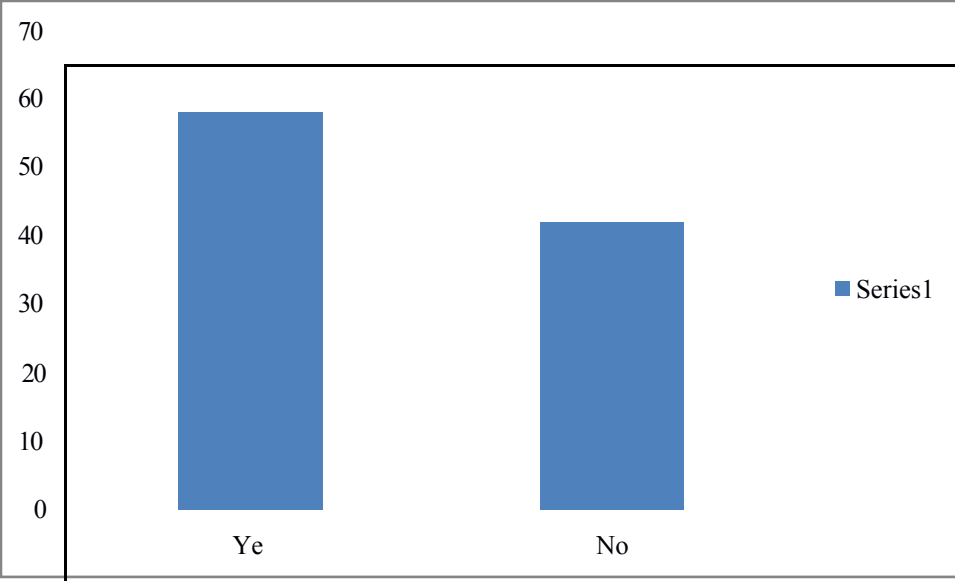
21. Do you think Xiaomi mobile phone company should work more on there advertisement?



Yes	No
49	51

**Interpretation:**As stated above in the graph show that,49% of the people thinkXiaomi mobile phone company should work more on there advertisement but 51% can not thinkXiaomi mobile phone company should work more on there advertisement.

22. Are you satisfied or not with the brand Vivo/Xiaomi?



Yes	No
58	42

**Interpretation:**As stated above in the graph show that,58% of the people satisfied or not with the brand Vivo/ Xiaomi but 42% can not satisfied or not with the brand Vivo/ Xiaomi.



# CHAPTER-3

# FINDINGS

**The field work helped in collecting some important and crucial data which was an important part of whole project, through the field work and survey the views of many customers of vivo and xiaomi mobile phone users in greater Noida could be collected during this survey.**

1. The maximum user of mobile phone of vivo and xiaomi is age 18 to 22.
2. The maximum group of people using mobile phone are salaried customers.
3. 39 % of the users are using below rupees ten thousand mobile phones.
4. Maximum users of vivo and xiaomi mobile phones income is upto 20000.
5. 57 % of the user prefer xiaomi mobile phones.
6. 59% of the people can recall vivo mobile phone advertisement.
7. 31% of the people cannot recall xiaomi mobile phone advertisement.
8. 57% of the public agrees that vivo company provides better services and 43% for xiaomi.
9. 79% of people know the brand ambassador of vivo.
10. 54% of people doesn't recall the brand ambassador of xiaomi.
11. Mostly customers think that the vivo mobile phones are worth economically.
12. Mostly customers thing negative about the rate of xiaomi phones
13. 64% of the customers are satisfied with the different features of the vivo mobile phones
14. Mostly customers are satisfied with the xiaomi features too.
15. Vivo and xiaomi has a strong marketing presence in India as defined by the customers.
16. 56% of the vivo customers can locate its store easily.
17. 65% of the xiaomi customers can locate its store easily.
18. Mostly people are not satisfied with the packaging and labeling of vivo mobile phones.
19. Nearly 62% of the customers are satisfied with the packaging and labeling of xiaomi mobile phones.
20. 34% of the customers said that the features of their phone are the core competence feature.

# CONCLUSION

Vivo is chinese brand which is came to india in the year 2014 December 25<sup>th</sup>.In Bhubaneswar it launched its product in 12<sup>th</sup> march 2015.It is new to the indian market and has stuff competition with other competitors.

So on this type of competition no company can rely on single direct marketing form. Since BTL is effective than ATL so vivo should reconsider its marketing strategy with higher advertising money going for BTL (preferably in the proportion of their respective effectiveness)

Xiaomi has become one of the most valuable startup from valued currently at US 50 Billion Dollars. It made huge success in the smartphones selling business by implementing mix market strategies which have proven highly successful in the global as well as domestic market

The strategy of creating the buzz of a company which has also been adopted by top tier brands like Apple and Samsung has been successfully

The study on changing perception of customer would help us:-

To know the about the Vivio and Xiaomi,

It would help us understanding the how much demand in Greater Noida of vivio and Xiaomi,

Study of perception act need to improvement in feature in Vivo andXiaomi.

# BIBLIOGRAPHY

- **Google**
- **Wikipedia**
- **VivoIndia**
- **XiaomiIndia**
- **Companyarena.com**
- **Epic content marketing byjoi**
- **Selling the invisible by harrybachwith**

# ANNEXURE

## QUESTIONNAIRE

Dear respondent,

This questionnaire is purely related to research work which is based on topic “To study the comparative marketing strategies among the users in greater noida – a special case of vivo and xiaomi mobile phones. ”. Kindly spare some time to answer all the questions in order to cover this important study. I assure you that your confidentiality as a participant in this study will remain secure.

NAME:-Yogesh Bhati  
B.com (H)

Galgotias University

### Section A ( Personal Information)

1. Name- \_\_\_\_\_
2. Address/E-mail ID/ Phone no.- \_\_\_\_\_
3. Gender–                      Men                                      Women
4. Age (inyears):
  - a.      Below 18
  - b.      19- 25
  - c.      26-35
  - d.      36-45
  - e.      46 Above

5. Academic qualification:

- a. less than High school
- b. Bachelor's degree
- c. Master's degree
- d. Professional degree

6. Primary Engagement:

- a. Studying
- b. Housewife
- c. Salaried
- d. Business
- e. Retired

5. Monthly Income (in Rupee)

- a. Upto 20,000
- b. 20,000-34,000
- c. 35,000- 49,000
- d. 50,000 and more

## B Section

1. Under which price level your phone falls?

- a) Under 10000                            b) Under 20000        
c) above 20000

2. Which brand do you prefer more?

- a) Vivo                  b) Xiaomi

3. Can you recall any advertisement of Vivo and Xiaomi mobile phone?

- a) Yes                                    b) No

4. Which mobile phone do you consider provides the better services?

- a) Vivo                  b) Xiaomi

5. Can you recall the brand – ambassador of Vivo and Xiaomi?

- a) Yes                    b) No

6. Do you think Vivo mobile phone worth economically?

- a) Yes                  b) No

7. Are you satisfied with the market presence of Xiaomi mobile's in India?

- a) Yes  b) No

8. Are you satisfied with the packaging and labeling of Vivo and Xiaomi mobile phone's ?

- a) Yes  b) No

9. The brand of mobile phone you use at present?

- a) samsung.  b) iphone.  c) oppo.  d) vivo.

10. The important factor that you look into the mobile phone

- a) Price  b) safety  c) looks  d) brand  e) services

11. Recommend the brand name to other?

- a) strongly Agree  b) Agree.  c) Neutral  d) Disagree  e) strongly disagree.

12 In which of the following scale you will rate Vivo and xiami mobilephone

- Excellent  Verygood  good  Average  poor

Price



Configurations

Vivo

Style

After sale services

Excellent

Verygood

good

Average

poor

Price

Configurations

Xiaomi

Style

After sale services

13. Attributes that make you feelsatisfied

Verysatisfied satisfied neutral dissatisfied very dissatisfied

Vivo

Availability of design

Price of model

Services

Special offer like discount

Xiaomi

Verysatisfied satisfied

neutral dissatisfied

very dissatisfied

Availability of design

Price of model Services

Special offer like discount



