

# The Business Growth by Promotion Strategies of Smart Phone in Select Indian Market

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**Abstract—** In this study we are presenting a business growth by promotion strategies of smart phone in Indian market. Use of modern smart phone has been ever increasing and has reached metros, urban cities and is slowly reaching Indian villages. The aim of this paper improved promotion strategies of mobile marketing companies. The mobile phone industry has entered the era of smart phones; consumers now have quite different views and demands of mobile devices. To achieve the above objective I have not restricted my study to just Marketing strategies of smart phones. In order to study about the smart phone business in India, and to understand the scope that Marketing of smart phone has in this business, I have extended to do a detailed study of Smart phone market of the other competitors smart phone companies.

**Keywords—** Phone; Market; Promotion; Growth; Business;

## I. INTRODUCTION

The telecom sector has been performing brilliantly with growth rates surpassing those in China, making India the fastest growing telecom market in the world. India is today adding over seven million subscribers every month with the current subscriber base of over 250 million expected to cross the half billion mark by 2010.

For a more inclusive economic growth, it is critical to take telecom services to the masses and more importantly to the rural areas. Reduction in network roll out costs and even lower tariff is therefore necessary for a faster roll out of these services in rural areas. The sector, however, continues to be plagued by multifarious taxes, charges, fees and levies such as license fee, spectrum charges, service tax, entry tax, octroi, stamp duty besides the regular corporate income tax. This is stifling the growth and spread of telecom services. It is estimated that these taxes and levies account for more than 40 percent of telecom service revenues. In India's smartphone promoting sweepstakes, the Chinese appear to be set to beat their prime adversaries based over the East China Sea: Oppo and Vivo, whose bulletins loan shading to the Delhi Metro's beige insides, would spend about Rs 2,200 crore on showcasing this year, overshadowing spends by the Koreans and the Japanese.

A back-of-the-envelope figuring demonstrates that the reserve of the two brands, one of which loans its name to India's most viewed game, would surpass the advertising spending plan of Samsung, LG, Videocon NSE 4.35 %, and Sony. The proposed spend is a piece of a technique that includes extension of their business organize by 25% through non-traditional stores, for example, cellphone energize and fix outlets, and shopper electronic stores. The strategy of the Chinese team is gone for overwhelming business sector pioneer Samsung in the following one year in the Rs 6,000-20,000 smartphone portion, which represents 78% of the market. Three senior industry officials said these two smartphone producers have additionally moved toward a few littler cellphone stores, requesting that they diminish their attention on Samsung cell phones, promising to repay the potential loss of business.

Hong Kong based market tracker Counterpoint Research says Samsung drives the Rs 10,000-20,000 value fragment, with 23% offer as of January-March, with Oppo and Vivo firmly behind at 20% and 18%, separately. In the sub-Rs 10,000 section, Samsung leads with 28% offer, trailed by Xiaomi (14%), Micromax (10%) and Vivo (8%).

Contrast Research expert Karn Chauhan said Oppo and Vivo are increase their circulation nearness driven by solid push from their forceful advertising efforts.

"Increase the disconnected nearness as well as their administration system and getting new highlights the item portfolio will be the way to beating Samsung in India," he said. Oppo has likewise chosen to leave the sub-Rs 10,000 portion to concentrate on the Rs 10,000-20,000 section, while Vivo will concentrate on Rs 7,000-15,000 fragment.

While up to this point both were centered just around disconnected deals, they have now likewise begun selling from internet business commercial centers, for example, Amazon and Flipkart, industry administrators said. While Vivo did not react to an email, an Oppo representative affirmed the online plans and development of the administration focus arrange from 180 focuses to 550.

Smart phones will continue getting smarter and will dominate any discussion around emerging technologies. The same can be said about smart home products that are increasingly becoming omnipresent. Wi-Fi connectivity and app control, thanks to Internet of Things (IoT), are expected to become commonplace in kitchens. Similarly, refrigerators, washers, dryers, doorbells, light bulbs, ceiling fans and smoke alarms will get smarter by the day. In the healthcare sector, wearable devices, fitness trackers and daily medications that come with audible reminders will go popular. Hence, one can see the dynamics are not limited to sectors, but disruptive all across.

For India, in particular, the following three technologies are likely to dominate headlines in 2018:

**Artificial Intelligence (AI):** This is revolutionizing the way people go about our their lives. Most people have already got a glimpse of how AI works by the virtue of intelligent assistants that sit unnoticed on smart phones, and have quietly taken over many of the functions manually done. But AI is not just about smart phones and the mobile industry alone. AI has given speech recognition, more effective web search and self-driving cars, among other innovations. Just about every industry today is being transformed by artificial intelligence: from retail and entertainment to transportation and healthcare. And very soon, everything from cell phones to refrigerators will possess some sort of intelligence to help seamlessly interact with surroundings.

## II. SMART PHONES

Smartphones have become the most important gadget to own these days, and the difference between a good smartphone and a bad smartphone is quite noticeable. The best mobile phones in India pack hardware that can give entry-level laptops a run for their money, and for good reason. From editing spreadsheets to streaming HDR videos, the best smartphones

are powerful enough to do everything. These smartphone can multitask without a hitch, get regular updates and take stunning photos. Here's the list of best smartphones you can buy in India right now. These mobile phones offer latest technology combined with premium design and cutting edge features.

Apple iPhone, Google Pixel 3XL, Samsung Galaxy Note 9, LG G7 ThinQ, OnePlus6T, Asus Zenfone, Vivo Nex, Oppo FindX, Xiaomi Mi Max 2, Nokia, Gionee, Moto, HTC, Lenovo, Realme brands will be considered in the study.

### III. MODERN MARKETING STRATEGIES

Everybody knows that one can market their business and products by posting leaflets on city signposts and signing up for ads in the local paper. But modern marketing strategies in arsenal increase sales. In this part, five modern marketing techniques including social media, email, and product placement are discussed and described which can be handily used for smart phone as well.

#### 1. Social Media Marketing

This should be no surprise: the first marketing strategy one should know in today's day and age is social media marketing. Using social media platforms is effectively free and is a great way to get the word out about you and your product. One can reach an audience spread across the entire world with super-specific interests, without any trouble at all. That said, make sure to do it right (don't spam the followers: give more than you take!) if one wants to see any results. The last thing is to make sure to pick the social media platforms that are most appropriate to the product and the organization. If one is selling B2C (business-to-consumer), pick platforms like Facebook, Snapchat, and Pinterest, whereas if one is selling B2B (business-to-business) pick more conservative mediums like Twitter or LinkedIn.

#### 2. Email Marketing

Email marketing is another fantastic strategy nowadays, especially as most people check their emails multiple times a day (if their phone doesn't already do it for them with notifications). Email marketing differs slightly from social media marketing in that it is a more effective way to get in contact with people who already engage with your brand, while social media is more effective in bringing in the initial attention. Basically, do not send unsolicited emails. Try to collect the emails of potential customers with opt-in newsletters, or gather from those who submitted their details in previous purchases, and follow up discreetly and unobtrusively for best results.

#### 3. Affiliate Marketing

Affiliate marketing can sometimes be seen as a less-respected practice on the internet, but that's just because of the thousands of 'wantrepreneurs' who send their friends product links to make money. As a business though, one can introduce an affiliate program to encourage other webmasters to advertise your product for you, in exchange for a percentage cut of every sale which one can drive. If there is a useful product or service, and one picks the right affiliate rates, then there will be plenty of people who will want to sell the product.

#### 4. Internet Ads

Internet ads fall under the "advertising" portion of marketing, which means that one has to pay to use this marketing strategy. In exchange for the hard-earned cash, there are plenty of online platforms which will display your advertisements for the product. For example, Google Adwords and Facebook Ads are two online advertising platforms that allows to display the offerings to highly-targeted audiences and receive more metrics about how they perform than with any other strategy.

### 5. Product Placement

Another up-and-coming internet marketing strategy is to pay for product placements in content creators' work. For example video — many YouTube channels nowadays are willing to incorporate product into their videos for some amount of money, as long as it doesn't bother their audience too much. Again, if someone has got a killer product then this is not an issue.

### IV. INDIA SMARTPHONE MARKET

The Indian smartphone advertise saw the quickest development among real markets, growing by 10 percent in 2018 over the earlier year to more than 145 million units, as indicated by a Counterpoint Research report. Smartphone shipments in the nation caught just about 44 percent offer of the all out smartphone volumes (more than 330 million units) delivered in 2018. Other real markets like China and the US, then again, saw a decrease in smartphone shipment for the year.

Curiously, highlight telephones shipment developed at a quicker pace than cell phones at 11 percent to in excess of 185 million units in 2018.

Xiaomi drove the smartphone showcase in India in 2018 with 28 percent offer, trailed by Samsung (24 percent), Vivo (10 percent), Oppo (8 percent) and Micromax (5 percent).

"India is the second largest smartphone market in the world after China. It has just surpassed 430 million smartphone users. However, this accounts for just 45 per cent of the potential total addressable market for smartphones; India is underpenetrated relative to many other markets," Counterpoint Research Analyst Karn Chauhan said.

Proceeding with its fast development from the present year, the smartphone showcase in India is set to develop more than China and the US in the following year. India will be the sole major smartphone market to develop in 2019 though China and the US advertise are required to stay level or further decrease, said an examination ponder by Counterpoint and Cyber Media. India will observe around 7 percent ascend in smartphone shipments to 160 million, from 150 million this year. In 2017, it had seen 134 million shipments. In a year time from 2017 to 2018, the smartphone mark has grown 12 percent in contrast with the worldwide market, which is required to observe decrease one year from now. The market principally driven by forceful smartphone dispatches crosswise over value focuses, limits and repurchase offer. Furthermore, this is anticipated to proceed in one year from now, included the exploration. Online deals by Amazon and Flipkart have additionally given added driving force to smartphonedeals. Online deal occasions like Flipkart's Big Billion and Amazon's Great Indian Sale, advancements and offers drove the market. Alongside due substitution cycle, this will likewise contribute in a forthcoming year. Smartphone clients in India are set to contact 340 million by one year from now. As indicated by Statista, the quantity of smartphone clients in India is evaluated to increment to about 442.5 million of every 2022. Then, the Chinese smartphone showcase declined by 8 percent year on year. As indicated by the business expert, the Chinese market has come to a nearly immersion point with more than 95 percent smartphone infiltration. The US smartphone advertise demonstrated a yearly decay of around 7 percent. Apple is driving the US smartphone showcase with a 39 percent offer in Q3 2018. When it comes Indian piece of the overall industry by brands, China-based Xiaomi expanded its smartphone piece of the pie to 27.3 percent in Q3 2018. In a similar period, Samsung India's piece of the pie tumbled to 22.6 percent from 23.5 percent in the most recent year quarter. Viva additionally increased great footing and expanded to more than 10 percent piece of the pie. Oppo, Nokia, Realme and HMD Global are

different players battling for top openings. This year, 6-12k smartphone section saw a marvelous ascent in the market. It drove the greater part of the market deals.

#### V. CONCLUSION

In conclusion, there are a number of different modern marketing strategies one can use to promote smart mobile handset business online. From social media to product placement, many of these methods use little-to-none investment and yield great results. The smartphone market in India grew 14.5 per cent in 2018 with shipment of 142.3 million units, as per research firm IDC. In the previous year, shipment stood at 124.3 million units. This is the first run through the element telephone showcase became quicker than the smartphone advertise. India remains the biggest market as far as worldwide component telephone volume.

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