

# A SYSTEMATIC REVIEW ON MARKETING STRATEGIES AND THEIR RELATION WITH OTHER STRATEGIES WITH SPECIAL EMPHASIS ON SMART PHONES

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## ABSTRACT

*Business environment is very tough for today's organizations. The firms are literally in warfare while selling their goods and services, so there arises a necessity for strategies. One of the foremost strategy for companies is to present a concise message across different mediums and platforms. These marketing strategies enables firms to contend with their counter-parts. While doing so, attracting customer attention and keeping them loyal is another challenge. Smart phone sellers are no more exception to such marketing charades. This article try to identify some of the major issues of smart phone market. This study basically belongs to the category of systematic review. Hence, there was an extensive literature survey. Few useful articles belongs to the area of study were collected, studied and analyzed to identify what makes a company that sells smart phones so strong in the market.*

*Key words: smart phones, marketing strategies, pricing strategies, competitive strategies, technology.*

## 1 INTRODUCTION

Organizations needs very concise message across different mediums and platforms owing to the nature of target audience. Today's audience are different from yesteryears. Organizations has variegated strategies to do the same. Today's organizations are devising promotions through a medley of media rather than sticking to a typical and stereotypic medium. Integration Marketing Communications (IMC) appears to help organizations in achieving objectives of the firm. Organizations needs a different theory and practice of marketing unlike before. Implementing an integrated marketing communications strategy can provide a competitive advantage for a successful business (Brindha, G., 2014). However, many companies still employ a linear direct marketing process in which products are developed, messages created and incentives are added to the mix (SFN, 2012). The products are then promoted through various media coupled with sales force to consumers (Brown, A., n.d.). Consumer awareness levels improved through increased level of education. Such a change is attributable to widely available learning opportunities and it is very dynamic. These dynamic learning opportunities giving rise to a consumer-controlled communication landscape (Labrecque, L., et al 2013). And it is not extraneous to

state that the organizations are facing strictly challenging times due to these learning scenario (Hirt, M., & Willmott, P. 2014). Obviously, companies need to depend on integrated marketing communications strategy that combines traditional and modern methods of promotion to be successful (N.A., 2013 & Aikat, D. 2004)

The aim of this paper is to explain the various marketing strategies implemented by smart phone manufacturers. Marketers might need methods to leverage all elements of the communication mix and blend traditional, digital and social media into a single, cohesive, holistic approach. Such practices could engender life time enchantment upon customers and also improve life time value as valid CRM practice (Selvi, K. R., et al 2013). Other issues organizations supposed to find in order to make optimal mix are type industry and competitive position in the customer market (Shin, N. 2001). Integrated Marketing communication is an approach to achieve the objectives of a marketing campaign through a well-coordinated use of different promotional methods that are intended to reinforce each other. Integrated marketing communication involves a strategic marketing process specifically designed to ensure that all messaging and communication strategies are unified across all channels and are centered around the customer. IMC is used practically to allow one medium's weakness to be offset by another medium's strength, with elements synergized to support each other and create greater impact (Wikipedia, n.d.).

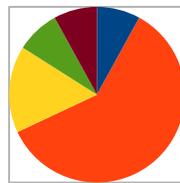
## **2 OBJECTIVES & RESEARCH METHODOLOGY**

This article deals with fundamental aspects of IMC with special reference to smart phone market. As such this article belongs to basic research (Zikmund, W. G., et al 2016). Due to the very nature of research this study requires extensive literature survey. The data collected through certain on-line research data bases like EBSCO, MINTEL, GMID etc. These research papers so collected were enumerated by the study theme and only 25 articles were found fit. Again from those 25 only 10 found to be suitable for the study due to their close relation with study theme and suits to the purpose of this article. Hence, owing to this nature it is not extraneous to state that this article might fall under the category of systematic review. A systematic review is a research study that collects and looks for the study criteria at multiple studies. Researchers use methods that are determined before they begin to frame one or more questions, then they find and analyses the studies that relate to that question. A random search has been done through Google search engine on-line the following resources were obtained.

Table 1: Data collection mechanisms

<i>Type of the source</i>	<i>Number</i>	<i>Proportion</i>
Presentations	5	0.20
Scholarly articles	15	0.60
Working papers	2	0.08
books	2	0.08
Monograms	1	0.04
	25	1

### Number



- Presentations
- Scholarly articles
- Working papers
- books

The above table provides summary of data collection mechanisms performed for this study. As mentioned earlier, only 25 resources found relevant from 120 objects that were obtained on-line, in which only 15 articles found to be useful for this study. The relative proportion of these articles is 0.60, which means 60 % of the data so retrieved found to be relevant for the study. The next category that follows articles is presentations (PPT), for which the relative proportion is observed to be 0.26, rest of the details are clear from the above table.

The purpose of the study is to explain various strategies implemented by these companies and the author mentioned it explicitly in the very study. As far as the objectives are concerned the primary objective for this study is to learn and under various marketing strategies implemented by smart phone companies or manufacturers. The secondary objectives are mentioned below. The following are the objectives of the study.

**Objectives**

1. To know about relative importance of marketing strategies to promote smart phones.
2. To study and aware various pricing strategies implemented by smart phone manufacturers.
3. To study and unearth few important issues that might be closely related to marketing efforts of smart phone sellers.

**3 LITERATURE REVIEW**

As it was mentioned earlier this paper is a systematic study. The purpose of this study is to gain insights and understand as how smart phone manufacturers promotes their products. Below part of this section shows the effort that was made in order to understand various marketing strategies implemented by smart phone manufacturers. The following is the excerpt obtained from literature survey.

Brindha, G (2014) did a comparative study on communication strategies of Apple and Samsung. Finally the study concludes that the Samsung and Apple adopted various communication tools and techniques to reach the customers in their market effectively. Integrated marketing strategies take advantage of a combination of communication tools and media to spread a message. The study also states that by combining various tools, marketers are able to ensure that their audience is reached and can leverage the various tools in ways that are most effective. Integrated marketing draws upon the power of traditional advertising and public relations efforts, as well as the use of new, on line communication tools that include social media. Thus it is must for the organization to have an effective communication strategy to create a better impact in the minds of the target audience. (Marketing strategies)

Jinjin, T. (2013) did strategic analysis of Apple computers and the author reports that the company losing its position. The study concludes that in the near future, the hybrid strategy will definitely give Apple a leg up, which supports Apple to insist its cost leadership strategy, differentiation strategy, outsourcing strategy and the customer-focused services strategy under the guidance of the "Think Different" philosophy. At the same time, with the improvement of the compatibility of Apple's software and hardware, Apple's new situation can be expected soon and a new fashion is under Apple's leading. (Strategy)

Khan, U. A, et al (2015) did a critical analysis on internal and external environment of Apple Inc. The authors used variety of tools like WOT analysis, PESTLE analysis, BCG matrix and Porters five forces model for this article to arrive at conclusions. The study selectively choose corporate governance, corporate social responsibility and other strategies for analysis. The study finds that the company conduct social events though contracting, the governance is rather poor due to the fact that the board

has less intellectual diversity. The study also states that the product development at Apple is secretive. The study finally offers solution by stating “Apple can decrease its future threat via increase investments, currently which is a billion dollar on yearly which is basically not sufficient. Company should pay more focus to emerging markets like China and India which already been occupied by competitors.” (Corporategov.)

Mittan, S. R. (2010) did a case study on Apple Inc. The study states that the Macintosh began the desktop publishing revolution with its cutting-edge GUI and laser writer printer capability. The study also mentions that the Apple continues to lead the industry with their outstanding and award-winning products and services. Apple is also credited with leading the digital media revolution with their iPod portable music and video players and iTunes online media store, creating the first sustainable music-downloading business model in history. The growing demand for Apple products is due to high-quality, powerful, user-friendly, and cost effective products, Apple is undoubtedly the leader in terms of bringing these ideas to life. The company realizes that rather than publicly announcing product development plans years in advance, products are better-received with an “awe” response if they are simply released when they’re finished as opposed to providing “beta” or “demo” versions to the public. (Marketing strategies)

Harris, M (2010) did a study on new product markets relevant to Apple Inc. The paper describes as how Apple makes the management decisions, design new products, new market entry etc. The study mentions that Apple's marketing strategies are unique and competitive. The authors mention that the point that the Apple defeating Sony in consumer electronics market is highlight of the paper. Erika (2013) wrote about Apple Inc. and in his paper he concludes as “Over the past few decades, Apple has proven itself to be a resilient company. Not only has it survived poor leadership, tech-bubble bursts, slow economies, and stiff competition, but it has also gracefully remained afloat in a highly volatile and evolving market. This success, as mentioned several times throughout this case, can be attributed to Apple’s strong focus on its core mission of producing innovative and industry disrupting technology for everyone. This has enabled Apple to attract employee talent and consumers who also share this value and will remain loyal to Apple for years to come.” (Competition, technology)

Mickalowski, K & et al (n.d.) did a study on marketing effectiveness of Apple products. The authors described as how Apple launched its new iPhone in 2007 with grand success. The study mentions that the Apple created a very strong overall marketing strategy for the iPhone and managed every aspect of the iPhone’s launch very effectively. Like almost all products, the iPhone has some flaws and drawbacks, but Apple was able to develop a unique product for tech-savvy consumers interested in a combination smart phone-music player and make those customers aware of the product through well-

managed marketing efforts and strong publicity. The iPhone exemplifies Apple's knack for creating excitement about products among its fiercely loyal customer base, who keep attention focused on the company, and then justify the hype by delivering a high-quality, desirable product. In addition to satisfying consumers with a great product, Apple built a powerful partnership with AT&T and also conferred benefits to overseas suppliers of parts and manufacturers. All of these efforts boosted Apple's stock price considerably and further solidified Apple's image as a leader in consumer electronic gadgetry. (Marketing strategy)

Huimin, M (n.d.) did a study on pricing strategies of Apple Inc. The study mentions that the success of Apple is its stamina of creating brand loyalty. The paper attempts to analyze the principal factors and activities that conform marketing Strategy, and the advantages and disadvantages of a Price skimming setup on this kind of market. Price skimming strategy provides an excellent opportunity for the company to maximize profits from the early stage of the Product Life Cycle (PLC), covering research and development costs and eventually, slowly decreasing price when is needed, due of sales reduction. (Pricing strategy)

Table 2: Summary of review of literature

<b>Article</b>	<b>No</b>	<b>Proportion</b>
Marketing Strategy	2	0.18
Pricing Strategy	3	0.27
Corporate Governance	2	0.18
Competitive Strategy	1	0.09
Strategic Management	2	0.18
Technology	1	0.09
	11	1

#### 4 CONCLUSIONS

As it was mentioned earlier the purpose of the study is to find various marketing strategies that were implemented by smart phone manufacturers. This study uses systematic study or review in order to realize the study objectives. The table provided in literature review summaries the concepts and its relative importance. The proportions that were computed in the table are valid probabilities due to the fact that the articles for the study were collected randomly. Coming to the results 27 per cent of articles belongs to the area of "pricing strategies", each of 18 per cent of the articles belongs to the area of marketing strategies, corporate governance and strategic management. Each of 9 % of the articles observed as belonging to miscellaneous issues like competitive strategy, technology, etc. So from this

study it is clear that most of the smart phone sellers treat pricing as key strategic option to market their gadgets. Marketing strategy, corporate governance and technology appears to be equally important, Competitive strategies could be treated as equally important when compared to technological features.

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