

Marketing Strategy Analysis Based on Consumer Behaviour

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Abstract: Since the release of Xiaomi in 2011, it has gained great success in the market with its unique marketing methods and product concepts. In this thesis, through in-depth study of the theory of Xiaomi mobile phone, combined with SWOT analysis model and 4P theory, we analyse the advantages and shortcomings of Xiaomi mobile phone, as well as its pricing, channels, promotions and other factors. According to the marketing environment of Xiaomi mobile phone, we can better predict the opportunities and challenges faced by Xiaomi mobile phone in the future. On the practical side, this thesis puts forward clear ideas and suggestions for the problems of the current development of Xiaomi mobile phones in China. These ideas and suggestions will provide the relevant government departments in the establishment of effective and reasonable marketing strategy, summarise the advantages of the marketing strategy that Xiaomi mobile phone is now using and its shortcomings. Finally, some suggestions are made for some of these problems.

Keywords: Xiaomi Mobile Phone; SWOT Analysis; 4P Theory; Consumer Behaviour; Marketing Strategy.

1. Introduction

With the rapid development of the contemporary information age, the smartphone market is gradually expanding, at the same time, the smartphone industry is also facing certain opportunities and challenges. The global mobile phone market, in 2023 China's mobile phone market cumulative sales accounted for the highest proportion of Apple mobile phones, sales accounted for 17.1%, while millet mobile phone sales ranked eighth, accounting for 3.0%. Well, millet mobile phone in the face of China's economic development and national consumption level continues to rise, enterprises have to face a variety of new technologies, new products and new business models [1]. How to seize the consumer's consumption psychology and achieve the enterprise to gain profit as well as long-term survival. Consumers will be influenced by the stimulus stage of purchase decision, the decision stage of purchase and the post-purchase behaviour stage. The external environment also influences consumers' purchasing decisions, among which the stereotypes and herd mentality that customers tend to have, which are mainly generated through group information, norms and values, have an important impact on consumers' purchasing decision-making behaviour [2].

This study is important in both theory and practice. Through the theoretical analysis of Xiaomi mobile phone, we can better understand its future development trend. We can also use the SWOT analysis model and 4P theory to explore the strengths and weaknesses of Xiaomi's mobile phone, as well as its product, pricing, channel and promotion strategies, so as to better satisfy consumers' needs. On the practical side, this study puts forward clear ideas and suggestions to address the current problems in the development of Xiaomi mobile phones in China. These ideas and suggestions will help the relevant government departments to establish an effective and reasonable marketing strategy as well as summarise the advantages and shortcomings of the current marketing strategy of Xiaomi mobile phone, and finally put forward

some suggestions to address some of these problems.

2. Xiaomi Mobile Phone Brand Marketing Status

2.1. Xiaomi Mobile Phone Brand Introduction

Xiaomi mobile phones are loved by consumers for their excellent performance and affordable prices. On Xiaomi's official website, you can see that its mobile phone series covers a number of models, including the Xiaomi digital series, Xiaomi MIX series, Xiaomi Civi series and so on. These mobile phones in the processor performance, camera quality, screen display, and so on.

The mobile phones have good performance in processor performance, camera quality, screen display, etc., and the price is relatively low, cost-effective.

In addition, Xiaomi mobile phones have many breakthroughs in terms of innovation. For example, millet MIX series was the first to launch a full-screen design, leading the trend of the mobile phone industry. Xiaomi Civi series focuses on photo function and thin and light design, providing excellent photo experience and hand feeling [3].

Overall, Xiaomi's mobile phones have gained market recognition for their outstanding performance and affordable prices. In the future, Xiaomi will continue to uphold the concept of "born for enthusiasts" and continue to introduce more innovative and competitive products.

2.2. Xiaomi mobile phone brand development history

Xiaomi is a Chinese technology company, founded by Lei Jun in 2010, mainly engaged in the development, manufacturing and sales of smart phones, TVs, laptops, smart homes and other products. Xiaomi has quickly become the largest smartphone brand in China and has achieved great success in the global market.

In August 2011, Xiaomi released its first Xiaomi mobile phone, the Xiaomi 1. The Xiaomi 1 is powered by MediaTek's

processor and Android, and has excellent hardware performance at a low price of 1,999 RMB. This made the Xiaomi 1 a huge success in the Chinese market.

In 2012, Xiaomi released the Xiaomi 2, which uses a Qualcomm Snapdragon S4 processor, equipped with Android 4.1 system, has stronger hardware performance, the price is also cheaper, only 1799 yuan.

On 31 March 2015, 14 pm, Xiaomi's fifth anniversary of the Mi Fan Festival's new product conference was held here, bringing a new experience to the Mi fans. Previously millet for the new communication will be the momentum can be described as a great momentum, Lei Jun and other millet executives continue to use microblogging and other social networks to create a hot event for millet Mi Fan Festival to do publicity. In the five days before 31 March, millet microblogging every day to release a teaser poster to preview the new products to be released, and constantly cause the majority of rice fans and the media's attention. 31, Lei Jun brought a stunning five new products: "Mi Fan Carnival", "55-inch Xiaomi TV", "Double 11", and the "2A", and April 8, millet online all the goods can be enjoyed! The company's new product launch on 31st March to the end of the year, the company's new product launch on 31st March to the end of the year [4].

The end of the new conference on 31 March to the opening of the 8 April "Mi Fan Carnival", Xiaomi constantly in microblogging and other social media to create events hot, Xiaomi leaders frequently speak out, and constantly for the Mi Fan Festival to attract the public and the media's attention, at the same time Xiaomi a variety of coupons are also constantly through the network to the distribution of the Mi Fan. Xiaomi for the service module and logistics module emergency recruitment of a large number of people, to prepare for the upcoming millet shopping festival.

At 10:00 on 8 April, millet network "crazy shopping festival" opened, 22:00, "carnival" end. In these 12 hours, 14.6 million people visited the millet network, resulting in orders of 3.05 million single, millet mobile phone sales reached 2.12 million units, plus millet TV and other functional hardware and accessories sales, the day of millet net sales reached 2.08 billion yuan!

Despite its shocking figures, Xiaomi continued to push its event marketing, even inviting Guinness World Records officials to announce live that Xiaomi.com had broken the all-time record for the number of mobile phones sold on the online platform in a 24-hour period [5].

In 2017, Xiaomi released the Xiaomi MIX2, which is powered by a Qualcomm Snapdragon 835 processor, powered by Android 7.1, with more powerful hardware performance and a cheaper price of just 3,299 yuan.

In 2018, Xiaomi released Xiaomi MIX3, which uses a Qualcomm Snapdragon 855 processor, equipped with 'Android 9.0 system, with more powerful hardware performance, the price is also cheaper, only 3,299 yuan. 2019, Xiaomi released Xiaomi MIXAlpha, which uses a Qualcomm Snapdragon 855+ processor, equipped with Android 10.0 system, has a strong hardware performance, the price is also cheaper, only 1999 yuan.

Now after the continuous development of millet, 2023, millet has developed to millet 13, and more and more popular, loyal users are also increasing.

The data on China's mobile phone market share in 2023 shows the position of Xiaomi's mobile phones in the fierce competition in the market. Apple leads the market with a 17.1

per cent share, reflecting its strong brand power in the premium segment. Honor and OPPO followed with 15.3 per cent and 14.0 per cent respectively, demonstrating their strong performance and wide consumer acceptance in the mid-range market [6]. Xiaomi came in fourth with 12.8 per cent market share, lagging behind the top three, but its stability in market share shows the effectiveness of its long-established brand loyalty and value-for-money strategy.

As a marketing strategy, Xiaomi attracts consumers by consistently launching mobile phones with excellent performance and affordable prices, as reflected in the charts. Xiaomi's market positioning of its mobile phones focuses on the balance between performance and cost-effectiveness, a strategy that is particularly effective among price-sensitive consumer segments. However, the chart also hints at the potential for market share growth, and Xiaomi will need to take more aggressive steps in terms of innovation and branding in order to do better against the top brands [7].

The data on smartphone market share and growth rate in 2023 gives us an idea of the performance and dynamics of the major mobile phone brands in the market. Honor is ranked first with a market share of 19.3%, showing its market growth and brand influence over the past year. In comparison, Xiaomi's market share was 13.5 per cent, a slight increase from 12.6 per cent the year before. This slight growth could be attributed to its strategy of stabilisation in the market and the positive effect of consistently launching products with excellent performance at affordable prices.

Xiaomi has demonstrated its resilience and growth potential in the market by sustaining YoY growth over the past three quarters. The success of the Redmi Note 12 and Redmi Note 13 series is not only due to their superior performance and design, but also due to their pricing strategy, which meets consumer demand for cost-effective smartphones. This demonstrates Xiaomi's ability to maintain its existing market share while attracting new consumers, especially among the group with limited budgets but demanding technical performance.

In the current market environment, Xiaomi's strategy should focus more on improving its brand image and user experience in order to further increase its market share. At the same time, Xiaomi also needs to pay attention to market dynamics, such as changes in market share and technological innovations of other brands, in order to ensure that its product and marketing strategies can quickly adapt to changes in the market.

3. Xiaomi Mobile Phone Brand 4P Theory Analysis

3.1. Product

Xiaomi mobile phone has been widely recognised by consumers for its high quality, high cost performance and good user experience. In terms of products, Xiaomi has always insisted on innovation, focusing on user needs and experience, and constantly launching new products with differentiated competitiveness. Xiaomi's product line covers a number of series, to meet the needs of different consumers, from high-end to low-end have the corresponding product layout. In addition, Xiaomi continues to invest in product research and development, and is committed to improving product performance, functionality and design.

3.2. Price

Xiaomi mobile phone is known for its high cost performance, its price strategy is also one of the key factors of its success, Xiaomi through accurate cost control and efficient supply chain management, to achieve the high cost performance of the product [8]. At the same time, millet also for different markets and consumer groups, launched a different price range of products to meet the needs of different consumers. In terms of price, Xiaomi has always maintained a high degree of competitiveness, so that consumers can get a better product experience at a lower price.

3.3 Channel (Place)
Xiaomi mobile phone sales channels are very diverse, including online and offline channels. Online channels, millet through their own official mall, e-commerce platform and other cooperation platform for sales. In terms of offline channels, Xiaomi has actively developed shops, authorised shops and other sales channels to improve the coverage of the product and the convenience of consumers to buy. In addition, Xiaomi also launched customised products and services for different markets and consumer groups to meet the needs of different channels.

3.3. Promotion

In terms of promotion, Xiaomi makes full use of social media and Internet platforms for brand promotion and marketing. Mainly through social media platforms such as jittery voice and consumer interaction in time to understand consumer demand and feedback, at the same time, through a variety of online activities for brand promotion. More than that, Xiaomi also through the famous netroots, celebrity cooperation, held offline activities and other ways to expand the brand influence.

Overall, Xiaomi mobile phone marketing strategy makes full use of the 4P theory, through the innovative design of the product, higher cost-effective strategy, as well as online marketing channels and diversified promotional methods, successfully attracted a large number of consumers [9]. To a certain extent, Xiaomi mobile phone has not only become one of the leaders in China's mobile phone market, but also brought a new competitive pattern and development momentum for the global mobile phone market.

4. Xiaomi Mobile Phone Brand SWOT Analysis

4.1. Strengths

Unique market positioning, low-priced high-performance products, advanced sales channels are the great advantages of Xiaomi. It is embodied in: millet mobile phone main consumer characteristics are 18 ~ 30 years old often online shopping young people, these customers accept new things fast, strong values. As well as the middle-income consumer group with a monthly income of more than 2,000 yuan, they have a greater demand for smartphones of about 2,000 yuan. Not less than that, there are mobile phone enthusiasts. They have high requirements for the configuration of mobile phones, they buy mobile phones for higher configuration and higher performance, and will not buy ordinary smart phones. Product advantages of Xiaomi mobile phone: Xiaomi mobile phone is the world's first dual-core 1.5Hz smartphone. Dual system switching, self-developed Android, MIUI operating system. The company's internal management and technical personnel from many well-known enterprises, supported by

excellent technology. The appearance advocates simplicity, without any superfluous design. Price advantage: Xiaomi mobile phone sales price of 1999 yuan, take the high-end products, low-priced sales route, claiming that it is for the "Chinese mobile phone enthusiasts" to create a smartphone [10]. Advantage of the channel: Xiaomi mobile phones are only sold online, and at the same time derived from a very large number of branch products, accessories, apparel and other products, are sold through Xiaomi Technology's e-commerce, Xiaomi.com. Millet mobile phone logistics and inventory to Vancle to do, go e-commerce channels + logistics cooperation distribution channel model, did not go to the traditional marketing model, eliminating the need for expensive promotional costs and channel costs, so that the benefits are maximised. Xiaomi mobile phone using the online first booking, then production mode, that is, the production of products are sold, to achieve zero inventory, saving a lot of cost.

4.2. Disadvantages (Weaknesses)

Xiaomi disadvantages are industrial design and production and after-sales. Initially some people mentioned the low brand value of millet company, but the development of recent years makes millet mobile phone deeply popular, and even the Spring Festival Gala can see its figure. Now Xiaomi's disadvantage is still mainly reflected in his craft design and production and after-sales. His process design - general, perhaps millet company is in order to maximise the benefits of the maximum investment of funds to its performance, the appearance of its own design and did not care very much about, compared to the Phantom and Apple mobile phone is much worse [11].

Production, he could not reach the level of supply and demand balance, but this is also his sales strategy, the means of hunger marketing, but compared to the physical shops of mobile phones, - some ordinary people are more willing to buy their own can see can try the mobile phone. Finally, there is the problem of after-sales service, Xiaomi's after-sales service system is not sound. Xiaomi mobile phones have just entered the market, currently all rely on online. Xiaomi mobile phones just entered the market, currently all rely on online marketing, there is no complete after-sales service system, he is just looking for some agents in certain first and second-tier cities as after-sales service.

4.3. Opportunities

At present, in China, the market space of smart phones is relatively large. The system of Xiaomi mobile phone can be switched freely, which is not available in general mobile phones, and MIUI is an excellent system, which attracts a lot of users. There are different modes of MIUI system such as business machine, entertainment machine, student machine, white-collar machine, fever, and old age machine in terms of its interface and operation. Xiaomi relies on Lei Jun's personal influence and does online interactions with affiliated companies. Xiaomi and these companies' service docking, it has the advantages that other mobile phone manufacturers do not have a low cost, high efficiency, fast integration and two-way promotion advantages. The formation of a mobile Internet with mobile phones as the link. As well as Xiaomi's own excellent marketing strategy for their future development also laid the foundation.

4.4. Threats

Since the launch of millet mobile phone, many mobile phone manufacturers have caused panic, a typical example is the launch of millet mobile phone 2 so that the original plan of the Meizu MX2 mobile phone launch delayed again and again, and will be priced at 2400 or so, the original speculation that the price of more than 3,000. Xiaomi's price war has made their own competitors have joined the war, Lenovo, Coolpad, Haier, Xixun, ZTE and small brands of mobile phone manufacturers, have begun a low-priced, high-compatibility strategy, and the price-performance ratio of all dare to call Xiaomi 2. Xiaomi itself lacks the experience of hardware management and control, Xiaomi is not a hardware manufacturer for the compression of the upstream cost of the ability to be limited to a combination of stable production capacity and market demand is faced with a The combination of stable production capacity and market demand is facing a huge challenge.

At the same time, Xiaomi's sales channels are only a single network of direct sales, for the first-tier cities, the number of online shoppers is large, but for the second and third tier of the city, through the network to buy courier to send a week's worth of purchases is not everyone will agree. At this stage, Xiaomi's users are mainly technical enthusiasts and "Mi fans", a single user group, whether the mass consumers can produce enough attraction still needs to be proved.

5. Problems in Xiaomi Mobile Phone Brand Marketing

5.1. Insufficient product innovation

The rapid rise of Xiaomi mobile phones relies heavily on its cost-effective marketing strategy. However, the brand faces a number of challenges in sustained innovation that could affect its long-term market competitiveness.

Xiaomi still needs to improve its innovation in terms of its own core technology. Despite the company's success at the software level, in the hardware area, key components such as processors and cameras are still dependent on external suppliers. This dependency limits Xiaomi's autonomy in product development and design to a certain extent, making it difficult to lead in the field of technology.

Although the design of Xiaomi's mobile phones is widely praised by users, it is relatively conservative in terms of appearance innovation. In the face of other brands' continued innovation in design, Xiaomi's design strategy has failed to deliver the same level of market-shaking effect, and it needs to seek more breakthroughs in appearance design.

For Xiaomi's ecosystem, although the MIUI system provides rich functionality and a good user experience, there is still a gap compared to industry leaders such as iOS and Android. In addition, Xiaomi has been slow to develop in the smart home and IoT sectors, failing to form a complete and competitive ecosystem.

While Xiaomi has excelled in its marketing strategy, it has invested relatively little in research and development. In order to promote technology and product innovation, the company needs to increase its R&D investment to support the development of innovative projects.

All things considered, Xiaomi does have deficiencies in innovation, especially when compared with other systems developed on the Android platform such as Oppo's ColorOS and Vivo's OriginOS. MIUI, although equipped with stability

and user-friendliness, still has room for improvement in terms of functional innovation and integration of ecological services. Xiaomi needs to increase investment in core technology research and development, appearance design, ecosystem construction and brand image enhancement to achieve sustained market competitiveness and brand growth.

5.2. Poor brand communication

5.2.1. Insufficiently unified brand image

There is a certain degree of fragmentation of Xiaomi's brand expression in the market, which is particularly evident in the diversified expression of its brand image. For example, while Xiaomi's youth market launches have been successful with their bright colours and modern designs, there is a lack of consistency in its brand communication in traditionally more mature markets. This strategic inconsistency may lead to consumers struggling to accurately grasp the core values of the Xiaomi brand, which in turn affects their loyalty and repurchase behaviour.

5.2.2. Limited brand communication channels

Xiaomi mainly relies on online channels, such as social media and e-commerce platforms, for brand communication. This single communication method limits the coverage and influence of Xiaomi's brand, which makes consumers' recognition of Xiaomi not deep enough.

5.2.3. Insufficient brand value cognition

Millet mobile phones in the market to cost-effective as the main selling point, but with the increase in consumer demand for quality and brand value, simple price advantage can not meet the needs of consumers. Xiaomi in the brand value of the communication efforts are insufficient, resulting in limited consumer awareness of the brand value of millet.

5.2.4. Brand reputation to be improved

Some consumers are dissatisfied with the quality of Xiaomi mobile phones, after-sales service and other aspects, resulting in poor reputation. Xiaomi's brand reputation depends to a large extent on consumer choice, if the reputation is poor, it will seriously damage the reliability of Xiaomi and customer loyalty.

5.3. Channel expansion is not perfect

5.3.1. Backward development of offline channels

Compared with competitors such as Huawei, OPPO and vivo, Xiaomi's offline channel layout seems less extensive. Although Xiaomi has set up shops in Tier 1 cities and some Tier 2 cities, its coverage in Tier 3 and below cities is still insufficient. This phenomenon may result in Xiaomi's brand recognition and market share in these potentially high-growth regions being lower than that of its competitors. For example, Xiaomi has far fewer shops than Huawei and OPPO in some Tier 3 cities, which directly affects its sales and brand building in these regions.

5.3.2. Directly-managed shops and boutiques have operational problems

In some cities, Xiaomi's directly-managed shops and boutiques face management and operational challenges. The small size, limited product range and varying service levels of some shops may affect consumers' shopping experience, which in turn may affect purchasing decisions. This situation may weaken Xiaomi's brand image in the minds of consumers.

5.3.3. Over-reliance on online third-party platforms

Although Xiaomi obtains a large number of sales through third-party e-commerce platforms such as Jingdong and

Small, over-reliance on these platforms may adversely affect Xiaomi's sales strategy and cost control. Xiaomi may be limited by the marketing policies and fees of these platforms, which may result in limited autonomy in marketing activities and may increase the cost of sales.

5.3.4. Lack of innovation in emerging marketing channels

With the rapid evolution of Internet marketing, emerging marketing channels such as social e-commerce and live streaming with goods are becoming important sales methods. Xiaomi appears to be conservative in the use of these channels and fails to adapt quickly to market changes and consumer habits. This limits Xiaomi's potential to use emerging marketing channels to increase brand influence and sales.

To improve channel expansion, Xiaomi needs to increase its investment in Tier 3 and below cities to improve brand visibility and accessibility in these markets by opening more offline shops. Improve the operational efficiency of its directly-managed shops and boutiques to ensure that the shops have sufficient variety and quality service to enhance customer satisfaction and loyalty. Multi-channel operation, reducing reliance on third-party platforms and controlling sales channels by building our own e-commerce platforms and other means to improve profit margins. Innovative marketing strategies, actively exploring and investing in emerging Internet marketing channels, such as social e-commerce and live streaming with goods, in order to capture the attention of more consumers. Through the implementation of these strategies, Xiaomi can improve the diversity and efficiency of its channels, thus gaining a more solid brand position in the global market.

6. Xiaomi Mobile Phone Brand Marketing Recommendations

6.1. Increase product development and innovation

6.1.1. Technology R&D and Innovation

Xiaomi should continue to increase its investment in new technologies and processes, especially in the cutting-edge technology areas of 5G, AI and IoT. Based on the hardware performance and system optimisation needs analysed in Chapter 3, Xiaomi needs to seek major breakthroughs in these areas and carry out in-depth optimisation on the MIUI system to provide a more innovative product experience.

6.1.2. Research on User Requirements

Based on the brand communication issues mentioned in Chapter 4, Xiaomi needs to further strengthen its research on user needs and collect key consumer insights through social media feedback, user forums, and product reviews to ensure that product development is aligned with user needs.

6.1.3. Quality Control and Enhancement

To ensure product quality, Xiaomi needs to implement strict quality management in all processes, including selecting high-quality raw materials, overseeing the production process, and executing end-to-end quality audits to ensure that products meet the highest standards.

6.1.4. Software Development and Updates

Xiaomi shall continue to improve its operating systems and applications, optimise system performance through regular software updates, and introduce new features in response to user needs.

6.1.5. Hardware Performance Improvement

Xiaomi needs to continuously explore new technologies and materials to improve hardware performance. In particular, it should continue to pursue innovation in processor, storage and display technologies to provide users with a smoother and more efficient experience.

6.2. Enhance brand communication effect

6.2.1. Precise Positioning and Market Segmentation

Xiaomi should implement precise market segmentation by gaining an in-depth understanding of the specific preferences and interests of different customer groups. For different groups, such as young people, students or working professionals, Xiaomi should develop products and promotions that meet their needs.

6.2.2. Innovative marketing activities

Xiaomi can increase brand awareness and reputation through innovative marketing activities, such as online and offline interactive activities or fan meetings.

6.2.3. Social Media Marketing

Xiaomi should make full use of social media platforms, such as Weibo, WeChat and Jieyin, to enhance the brand's social media influence through high-quality content and interesting interactions.

6.2.4. Partnerships

Xiaomi should establish partnerships with other famous brands or enterprises to expand the brand's influence through joint marketing or resource sharing.

6.2.5. Increase investment in marketing channels

Xiaomi needs to invest more resources in offline channels, especially in third-tier and lower cities, to enhance brand coverage and recognition in these markets.

6.3. Strengthen and improve channels

6.3.1. Strengthening offline channels

Xiaomi should increase the number of offline shops, especially in areas where traditional retailing is weak, in order to enhance the brand's image and recognition in consumers' minds.

6.3.2. Diversified marketing strategy

In addition to traditional price and online marketing strategies, Xiaomi should adopt more diversified approaches, including cooperative marketing and social media activities.

6.3.3. Enhance brand image

By strengthening product innovation and improving quality and service, Xiaomi can attract more consumers in the high-end market.

6.3.4. Cross-border co-operation

Xiaomi should consider cross-border co-operation with smart home and home appliance industries to expand application scenarios and market channels.

7. Conclusion

This paper analyses the consumer purchasing behaviour of Xiaomi mobile phone brand in China, the external environment analysis, market segmentation analysis, SWOT analysis of Xiaomi's internal environment and 4P theoretical strategy as well as the analysis of Xiaomi's own marketing strategy, and finds that Xiaomi's marketing problems include: low brand value, lack of physical sales, unsound after-sales service system, shortcomings in the sale of futuristic mobile phones and failure to segment the sales market and other

problems. Based on the data collection and analysis, the data analysis section concludes that Xiaomi's mobile phone should "seize the market segments and attack the market segments. Firstly, in terms of products, it needs to continue to optimise the brand image, increase the popularity of the Xiaomi mobile phone brand and expand the influence of the high-end market; secondly, it should continue to launch the product "boutique strategy", increase the differentiation and innovation of R&D products as well as strengthen the development of hardware and optimise the development of software, so as to achieve the goal of reducing the dependence on the hardware suppliers, thus increasing the profit margins, and reducing the dependence on the hardware suppliers, thus increasing the profit margins. Secondly, we should continue to launch the product "boutique strategy", increase product differentiation and innovation and strengthen the development of hardware and optimise software development, to reduce the dependence on hardware suppliers to improve profit margins, and appropriately raise the price of high-end products to enhance the brand's premium ability; finally, increase the coverage of the Xiaomi Home, and strive to achieve a full range of coverage of the municipal units, so as to better serve the user and optimise the Xiaomi Xiaoyuan's operating model. There is a restrained hunger marketing strategy to avoid the loss of information about the product caused by the user due to the long waiting time, but also to avoid the psychology of disappointment due to the product publicity and the actual. Insufficiency. There are still some shortcomings in the analysis of this paper, such as: the difficulty of obtaining data and information within the company, resulting in insufficiently detailed analysis; consumer purchasing behaviour for the brand of mobile phone used in the rating data can not be guaranteed, the number of each brand varies, which may lead to bias in the results.

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