
**MARKETING STRATEGY OF XIAOMI MOBILE PHONE IN PAKISTAN:
INTERNATIONAL TRADE ¹**

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ABSTRACT

In recent years, Xiaomi phones have been a major player in the Pakistani smartphone market due to their innovative technology, suitable hardware, and affordable prices. Still, in light of the intense market conflict, Xiaomi has to keep going in its endeavors to uphold the efficacy of its marketing strategy. This study focuses on the selection of Xiaomi Company as the research subject to comprehensively investigate its marketing strategy and its effectiveness within the Pakistani market. To begin with, PEST analysis is used to assess the external factors that impact their operations and make decisions to lower lowering the risk involved. In addition, Five Forces method might be useful for the executives of Xiaomi in analyzing the market.

Keywords: Xiaomi, Pakistan marketing strategy, Market analysis, Consumer behavior

INTRODUCTION

With the continuous development of cloud computing, artificial intelligence (Nawaz, 2022), internet of things (Niaz, 2022), big data, digital twin (Shoukat, 2023, 2021, 2022) and other new generations of

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information technologies (Raza, 2021), the research development of the industrial revolution, intelligent engineering, and smart city is advancing rapidly. At the same time, “Made in China 2025” proposed by China to realize the deployment and comprehensively promote the implementation of the manufacturing power strategy (Shoukat, 2022b). Xiaomi is a Chinese technology company that was established in 2010 and has its headquarters in Beijing. Xiaomi is a Chinese firm that designs and manufactures a variety of electronic devices, including smartphones, mobile applications, laptops, and more. Since the launch of its first smartphone in August 2011, Xiaomi has made rapid progress toward becoming one of the most prominent brands in China. The company ranks second on MIT Technology Review's 50 Smartest Companies for 2015, third on Fast Company's 2014 Most Innovative Companies, and 35th on The Boston Consulting Group's 2014 Most Innovative Companies.

After entering the Pakistani market, Xiaomi technology co., ltd. adopted a combination of multiple marketing models to promote Xiaomi products. At the same time, based on the actual situation of low per capita income and consumption levels in the local area, it was vigorously promoted the red rice series with high cost-effectiveness, achieving great success. The successful cases in the Pakistani market demonstrate Xiaomi's appropriate marketing strategy for entering the international market. After entering the Pakistani market, Xiaomi Company will inevitably face a different political, economic, cultural, and other business environment from the local market in China (Waseem, 2022).

Xiaomi Company has the potential to position its products in the Pakistani market as innovative, affordable, and high-quality smartphones that cater to the target audience's specific needs (Aboueldahab, 2022). The firm's success has been effectively incorporating changes in product offerings, pricing, and marketing strategies (see Table 1).

TABLE-1
GROWTH RATE OF XIAOMI MOBILES PHONES SALES IN PAKISTAN

Years	Growth Rate
2019	7.2%
2020	5.4%
2021	5.9%
2022	6.2%
2023	7.9%

Source: Estimated by researcher from different online news sources.

While expanding its market, it has also driven innovation in the corporate system based on the actual situation in Pakistan. This article selects Xiaomi technology co., ltd. as a case study of international enterprise marketing localization operations. The primary purpose is to study how China's mobile phone industry can transfer into other markets with lower social development levels, complex social environments, and a large consumer group in the context of the increasing openness and inclusiveness of the world economy. As Xiaomi's most important overseas market, the Pakistani market has substantial research and case analysis values. The main research problem of this study is to analyze the major challenges faced by Xiaomi Pakistan in the arena of smartphones. The objectives of the research are:

- To conduct a marketing strategy analysis of Xiaomi mobile phones for the Pakistani market.
- Analyze the business model for Xiaomi mobile phones in Pakistan
- The purpose of this study is to evaluate the marketing methods used by Xiaomi mobile phones in Pakistan.
- Conduct research about the current state of Xiaomi mobile phone sales in Pakistan.
- To conduct research into the issues and factors contributing to Xiaomi's marketing strategy in Pakistan for mobile phones.
- To refine and strengthen the marketing approach for Xiaomi mobile phones in Pakistan

To achieve the state-of-the-art, the rest of paper is as: Section II discusses the literature review of Xiaomi smart phone in the field of

marketing' development and manufacturing in Pakistan; Section III establishes the methodology of Xiaomi marketing including PEST analysis and Five Forces methods and data collection; Section IV designs a results analysis; Section V indicates the discussion part; And section VI draws conclusions with future instruction.

LITERATURE REVIEW

Buckingham et al. (1997) claims that the output of any firm, organization, or individual is their product. The term "product" encompasses anything available in the market for consumption or use by customers. Products can be physical items, experiences, locations, or concepts. According to the study (Meng, 2022), Xiaomi's marketing mix strategy dominates the mobile phone market. Buyers indeed prioritize product quality when shopping. First impressions are lasting ones for consumers whether, it comes to a product or brand (Wang, 2023). The term "perceived brand quality" refers to the subjective evaluation made by consumers of a product's benefits or superiority based on its various attributes and characteristics. Brands that are believed to have higher quality are more likely to thrive.

Companies target overseas markets to sell their goods and services. Going global requires targeting the right markets. Wang et al. (2021) explained distance using the CAGE model, which accounts for cultural, administrative or political, geographic, and economic distance. However, recent research has improved distance models. Moalla et al. (2020) proposed a precise distance model that separates language, religion, education, colonial links, time zone, industrial growth, and political systems. Gonzalez-Ollauri et al. (2023) examined an integrated distance model that only addresses socio-economic, cultural, and physical aspects. The Uppsala model states that the more the mental distance between two nations, the greater the uncertainty (Oliveira, 2022). This has made distance one of the biggest obstacles to educational institution internationalization. Mental distance between domestic and international markets is the most obvious sign of their magnitude.

According to Krüger et al. (2021), the expansion of operations on a worldwide scale is associated with heightened operational risks and increased unpredictability due to the presence of psychological

distance. Considerable dangers and uncertainties exist due to the company's lack of familiarity with local markets and its inability to transfer knowledge of those markets to those markets (Dawood, 2021). If a company doesn't have employees with international expertise or training, it should focus on expanding locally.

Samarkjarn et al. (2022) discovered that phone prices were the most influential element in consumers' decisions to purchase mobile devices. Changes in network providers, features, and hardware all have an impact on mobile devices. The younger generation appreciates the basics of mobile phones and is aware of the dangers they present. Haleem et al. (2022) found that mobile companies use a wide range of marketing strategies to attract and retain customers, all of which influence customers' choices. The survey found that advertisements, level of education, level of money, and personal recommendations from friends and family had the most impact on mobile phone purchases.

In their study, Jung et al. (2022) discovered that when making purchasing decisions, students take into account many factors such as mobile phone models, brand name familiarity, affordability, safety, and aesthetics. Sharma et al. (2023) found a wide variety of influences on consumer behavior. According to their research, consumers care most about price, product features, social group, brand recognition, product longevity, and support after the sale. According to these surveys, consumers buy mobile devices for a variety of reasons. The Analytical Hierarchical Process took into account how users' choices varied and ranked them.

RESEARCH METHODOLOGY

PEST Analysis and Five Forces Methods

Businesses can utilize PEST analysis to assess the external factors that have an impact on their operations and make decisions with the goal of lowering the risk involved. This research helps a corporation make better decisions by considering external factors, as depicted in Figure 1.

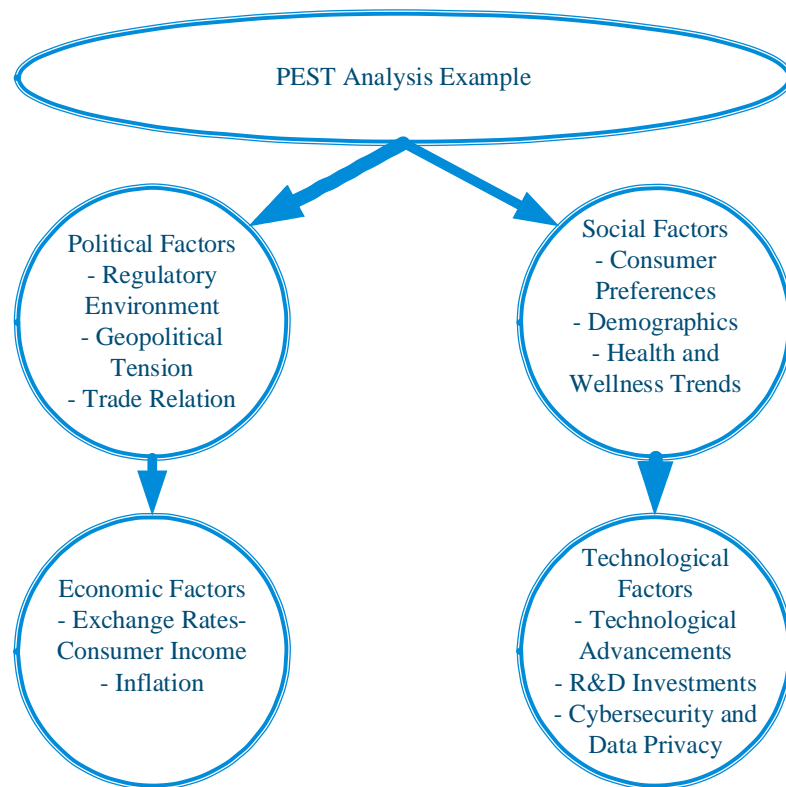


FIGURE 1: PEST ANALYSIS EXAMPLE (COX, 2021)

Xiaomi has been known as a company that provides top-tier software and hardware for every device on the market without breaking the bank. For this reason, Xiaomi stands apart from its competitors. It's established a reputation that few others in its field have managed to achieve. According to the sample PEST analysis provided, Xiaomi must go forward and increase its presence in the lucrative US market. Xiaomi is a popular brand because of its reputation as a leader in adopting new technologies at a rapid pace. The current market is ideal for Xiaomi since the company is in high demand and well-established. As things stand, a behemoth is in the cards for Xiaomi if the company can maintain its present lead.

As a strategic management tool, Porter's Five Forces might be useful for the executives of Xiaomi (Hong Kong) in analyzing the market. Mi leaders will benefit from this in their efforts to better understand the global and domestic competitive landscapes within the services sector. The analytical tool created by Michael Porter is called "Porter's Five Forces" (1979). Xiaomi, the level of rivalry in any given market may be broken down into five distinct factors using Porter's Five Forces. Figure 2 below depicts these forces:

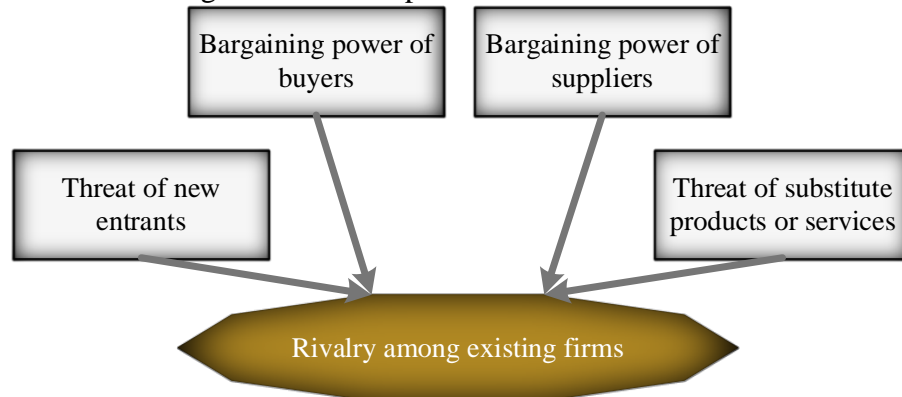


FIGURE 2: PORTER'S FIVE FORCES (MUGO, 2020)

Thorough adoption of Porter 5 Forces may enable management at Xiaomi to understand

- Competition among established retailers (Technology),
- Pricing leverage of Xiaomi customers,
- Suppliers' ability to drive down Xiaomi's costs,
- Competition from up-and-coming companies in the retail technology sector
- Competition from similar but not identical goods and services is a key challenge facing the Retail (Tech) sector.

DATA COLLECTION

Using a survey sample to represent Pakistan's total population, we chose 200 residents at random to fill out our questionnaire. The data collection process was quantitative. This study relied heavily on a questionnaire survey to acquire the necessary data to paint a complete picture of the investigated phenomenon. Quantitative research aims to

quantify an issue by collecting data that can be analyzed numerically or statistically. Method for quantifying and extending qualitative data such as: "attitudes," "opinions," and "behaviors," to a larger population. The sampling will be conducted using a random selection process. Market participants in Pakistan were included in the survey sample, and they were picked at random.

To begin, we randomly pick individuals using social media and employ a basic random sampling approach to select the sample. Because of its effect on the validity and dependability of the research, simple random sampling is a valuable method. Every member of the population has an equal shot at being selected, and bias in the data gathering process is minimized with simple random sampling. Since maintaining consistency and credibility in the study is the primary goal, the sample is often defined without using any sort of priority selection.

Second, the research questions and aims inform the development of the survey's questionnaire. There were two primary components to it. The survey consists of both a demographics section and questions specific to the current investigation. In addition, a brief permission form is being drafted to reassure participants in all parts of the study. The permission form was created so that the respondent could quickly and easily grasp the nature of the study and their role in it. To determine respondents' openness to taking part in the poll, this was also created. The survey questions were sent by email and social media. For this, 210 persons were contacted, and 200 responded and agreed to be surveyed.

RESULTS ANALYSIS

Excel is used to analyze survey responses from 200 participants in this study. The survey questionnaire evaluation was used to collect data and evaluate the existing condition of the business in the market. It included a demographic assessment section and 13 questions asked of the respondents.

In Pakistan, there is a wide range of socioeconomic strata, and each of these influences the likelihood that an individual will obtain a mobile phone. This is because of the effect of respondents' purchasing power parity in a given market. Out of a total of 200 respondents, 7

(3.50%) were found to be economically disadvantaged. Also, 24.5 % were considered to be middle-class, 50 % were considered to be upper-middle class, and 22 percent were considered to be upper-class. Figure 3 displays the obtained outcomes.

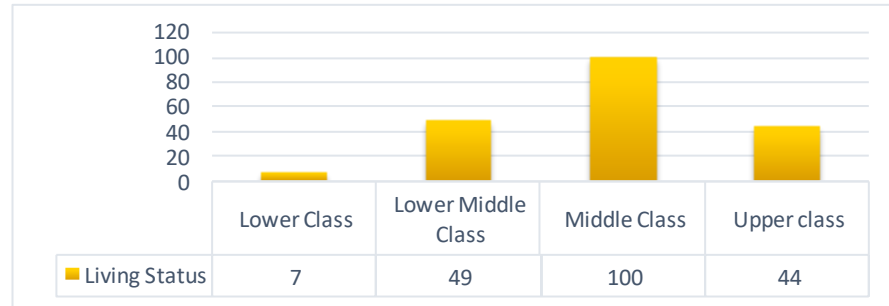


FIGURE-3: SOCIAL CLASS

Assessing the customer's ability to provide information about their current mobile phone brands was essential. Of the 200 respondents, 70 were using Samsung, 32 were using Oppo, 50 were using Xiaomi, and 48 were using an iPhone, as shown in Figure 4.

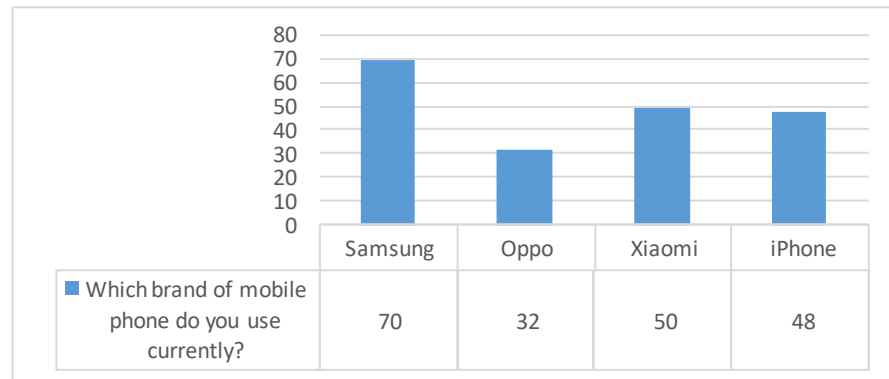


FIGURE-4

WHICH BRAND OF THE MOBILE PHONE DO YOU USE CURRENTLY?

Furthermore, Figure 5 has assessed the users' experience with Xiaomi, and it was observed with direct yes- and no-based answers. Almost 76.5% of respondents said they knew the Xiaomi brand, and 17% declared they were unaware of the mobile. However, more people had information about the organization, which denotes its valuable

position in the Pakistan market. On the other hand, 6.5% of respondents were neutral about their awareness regarding Xiaomi.

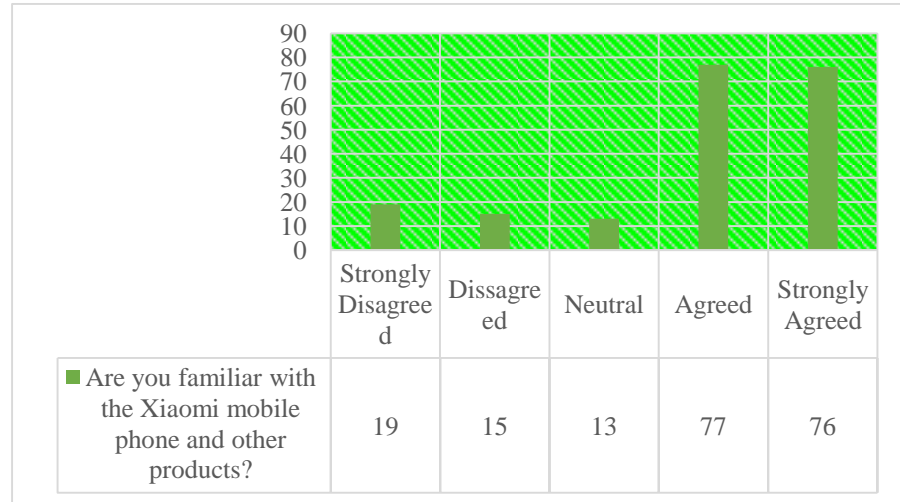


FIGURE-5: FAMILIARITY OF RESPONDENTS WITH XIAOMI

It can be seen that the Figure 5 has recognized further questions from respondents by asking about their usage and experience of Xiaomi and their satisfaction with the mobile phone brand. It was identified that almost 16% of the respondents have yet to use the Xiaomi brand, and 84% of the users have used the brand.

This is also related to Figure 6, where 12.5% of the users were unsatisfied with the Xiaomi products and responded with their bad experience with the mobile. This created a gap in the responses, showing the need for change.

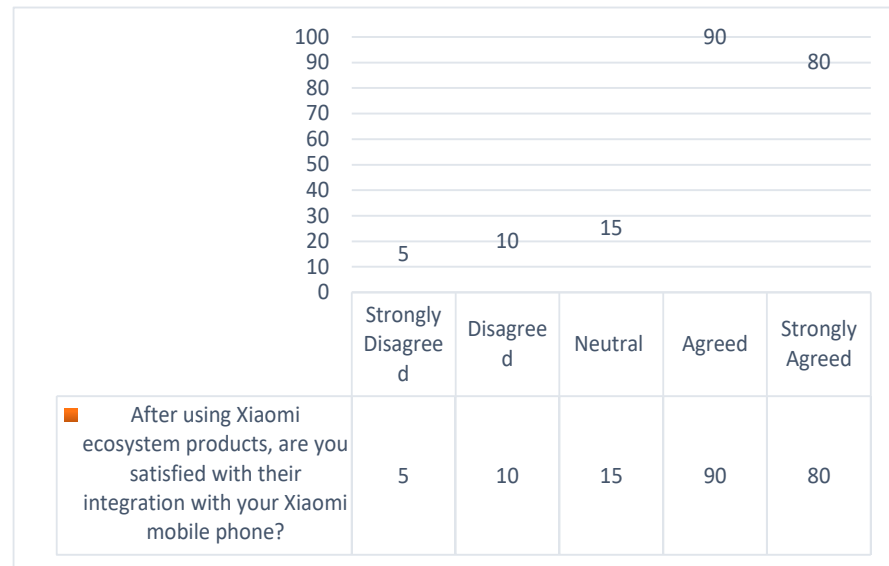
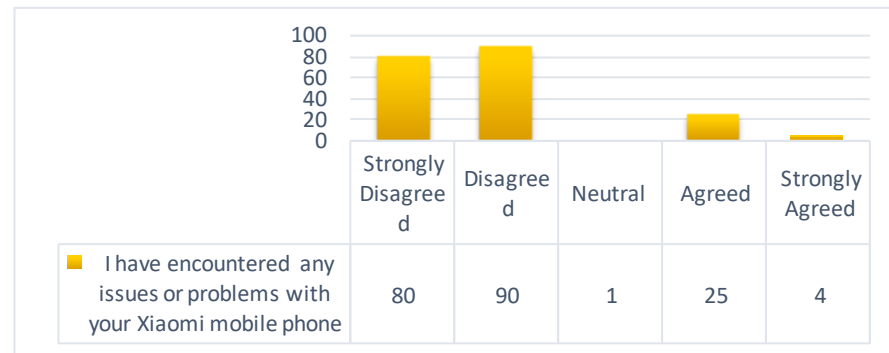


FIGURE-6: ARE YOU SATISFIED WITH XIAOMI INTEGRATION?

The results also predict that 85% of Xiaomi customers are not encountering any issues with the products. However, the main problem is that 25% of customers in the market still need help with Xiaomi products. Xiaomi has a good appearance in the Pakistani market because the results have provided a good response from the respondents, as shown in Figure 7.



**FIGURE-7
I HAVE ENCOUNTERED ISSUES AND PROBLEMS WITH XIAOMI**

The survey results declared that 82.5% of the users agreed about the strong impression of the Xiaomi products, and the rest of the users could have had a better image of the Xiaomi products. The mobile phone organization leaves a relatively positive impression on users by introducing the products according to the consumer's taste. The response from the users in Figure 8 can be observed regarding the interest of the users' interest in the Xiaomi brand.

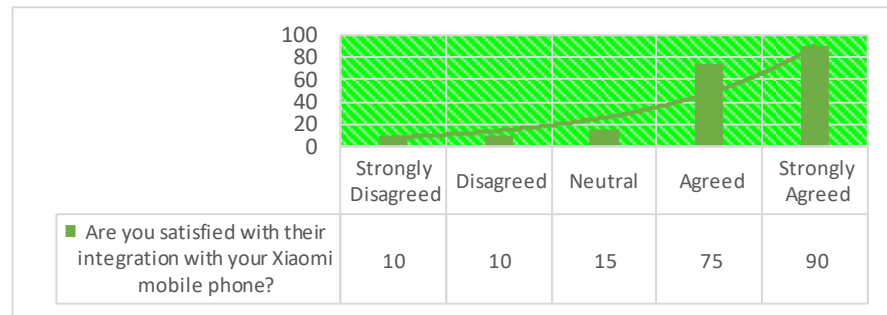


FIGURE-8: SATISFACTION WITH XIAOMI INTEGRATION

The reactions are that 88 respondents found Xiaomi making an impression on the senses, as they were all mobile phone users. At the same time, 65 agreed about the appearance of Xiaomi. However, more respondents were in favor of Xiaomi in Pakistan. On the other hand, 22 were neutral about the image Xiaomi leaves on customers, and 25 disagreed.

Xiaomi is found to be inducing feelings and sentiments of customers, as Figure 9 has depicted the results. The survey assessed that Xiaomi is going to meet the customer needs of almost 75% of the customers in the Pakistan market. Furthermore, 22.5% of customers are not enticed by Xiaomi products, and their needs are not met. This can be accessed from the figure where 45 respondents disagreed with the facts of meeting specific preferences of customers

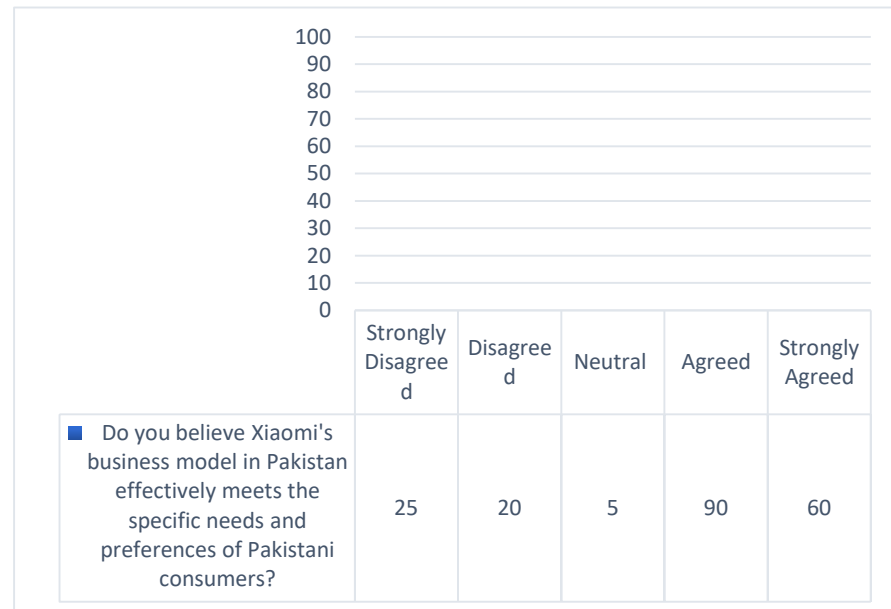


FIGURE-9
XIAOMI BUSINESS MODEL MEETING CUSTOMER PREFERENCES?

The customers are led towards those products that are more attractive and toward those where they find a strong emotional association. In this regard, the data presents that 66 of the 200 users in Pakistan strongly agreed about the Xiaomi brand and its effective awareness programs, and 74 agreed about these efforts. On the other hand, 21% of respondents did not disagree about Xiaomi as a brand with good awareness efforts.

DISCUSSION

Product: Problems arise from Xiaomi's too ambitious attempts at localization in Pakistan. Xiaomi has adapted its products for the Pakistani market. Hardware, software, and design updates further complicate localization. Problems arise when these attempts fail to live up to the standards of the Pakistani market. Consumers' perspectives on localization efforts range due to variations in their success. Xiaomi must constantly improve localization to attract Pakistan's broad user base. Xiaomi needs to balance the needs of its global brand with those of its local markets.

Xiaomi's diverse product line causes Pakistani product issues. Xiaomi must ensure device quality and uniformity to benefit from its diverse product lineup. Xiaomi's product line may hinder its ability to compete with its rivals' focused and innovative offerings. Xiaomi needs strict quality control and product management to diversify its product portfolio across low-end and high-end devices. The quality of hardware, software, and build can affect brand perception. Establishing consistent quality standards and promptly resolving product issues across the product line is necessary to manage these challenges and maintain consumer confidence and satisfaction in Pakistan.

General observation: many factors can cause product issues. Such factors may include:

- (1) Design flaws can cause usability or functional issues due to poor product design.
- (2) Quality control issues during manufacturing can cause product quality variations or substandard products.
- (3) Manufacturing process deficiencies can lead to component failure and product malfunctions.
- (4) Users may misuse or abuse the product, leading to operational difficulties or damage.
- (5) Firmware updates are necessary to fix operational or functional issues caused by software bugs in electronic devices.
- (6) Environmental factors, such as extreme temperatures, humidity, physical impact, or exposure to liquids, can cause product issues.

It's important to note that the above factors are broad causes of product-related issues, and the exact audiology of any given product issue may vary by product and circumstance.

Price Issues: Competition can lower prices by offering similar products at lower prices, among other factors. A market leader may raise costs. Pakistan's volatile economy and currency exchange rates affect Xiaomi's pricing. Pakistan's currency devalues and inflates. Xiaomi's phone prices are heavily influenced by external factors, making consistency difficult. Price fluctuations can upset customers and affect purchases. To navigate the complex economy, Xiaomi needs stable and flexible pricing strategies to handle currency

fluctuations. Pakistani consumers value affordability, so Xiaomi must balance it.

Changing commodity supply and demand can affect prices. Constant supply and rising demand can raise product prices. If commodity supply rises and demand stays the same, price may fall. Production costs affect commodity prices. Price increases may result from high production costs.

Xiaomi's low prices and market competitiveness cause pricing issues. Xiaomi's Pakistan strategy includes affordable smartphones. The company struggles to balance price, features, and quality. Pakistani consumers are becoming more discerning and expect advanced features at affordable prices, just like elsewhere. Meeting these expectations requires innovative production cost optimization, supply chain management, and distribution expense management. To avoid the impression that lower prices mean lower quality, Xiaomi should review its cost structures. Xiaomi faces local and global competitors' pricing strategies in Pakistan, complicating its pricing decisions. These factors must be balanced to address price concerns and ensure Xiaomi's long-term smartphone success in Pakistan.

Economic factors like inflation, exchange rates, and raw material prices affect product pricing. Companies may price products with marketing and branding costs. Government regulations and taxes can raise production costs and product fees, affecting pricing. The above factors are the main causes of pricing discrepancies, but the exact cause depends on the product and context.

Channels: Xiaomi's channel-related challenges in Pakistan include the need for a comprehensive and diverse distribution network to reach consumers in different regions. Xiaomi has made significant progress in urban areas, but expanding to rural and remote areas is difficult. Xiaomi must make its phones available in sparsely populated areas to expand its market. Managing and maintaining good relationships with local retailers and partners is crucial, but product availability, supply chain management, and payment terms can be complex. To address channel complexity, Xiaomi must balance urban and rural market penetration and retailer partnerships.

Insufficient or poorly managed distribution networks can cause product delivery delays, stock outs, and poor customer service. Price

consistency across channels can cause channel conflicts and distributor or retailer reluctance to carry the product.

Selling counterfeit products through unapproved channels can damage reputation, finances, and legal standing. Brand and messaging inconsistency across channels can confuse customers and damage brand trust.

Poor communication: Poor communication between the organization and its intermediaries can lead to misinterpretations, delayed reactions, and other issues.

Inequitable competition, price erosion, and territorial disputes between distributors and retailers can cause channel partner conflicts. The aetiology of channel issues depends on many contextual variables, including organization, product, and situational factors.

Promotion: Promotion issues can arise for many reasons, including Ineffective promotional targeting may reduce effectiveness if the intended audience is not reached. Ineffective communication: Promotional communications may fail to persuade recipients if they are unclear, brevity, or persuasive.

Inappropriate promotional timing can cause issues. Summer advertising for winter wear may not work. Insufficient promotion integration with other marketing efforts can cause confusion and ineffectiveness. Budgetary constraints may limit the company's ability to allocate enough resources for promotions. Promoting false or misleading information can have legal and reputational consequences.

Insufficient promotional material distribution may miss the mark. Quantification: Without quantification, promotional activities' success may be difficult to assess. The aetiology of promotion issues is multi-factorial and depends on the brand, product, and context.

Xiaomi's use of celebrity endorsements and lavish advertising campaigns contributes to promotional issues. Celebrity endorsements can boost brand awareness, but Xiaomi may face a drawback. These endorsements may give consumers the impression that Xiaomi prioritizes style and extravagance over product quality and features. Some consumers think Xiaomi's products focus more on idols and advertising than value. The contrast between Xiaomi's aggressive marketing and its phones' ease of use and creativity may lead to misperceptions about their quality and value. Integrating advertising

into TV shows and movies may lead to intrusive and frequent placements, which may make viewers uncomfortable and cause negative brand reactions. Although sponsoring variety shows increases brand visibility, it raises questions about their efficacy and their impact on product pricing. Xiaomi must balance consumer perceptions, cost, and promotion in the Pakistani market.

CONCLUSION AND RECOMMENDATIONS

This study used Pakistan as an example of Xiaomi's internationalization process risk and sought to draw lessons from the company's experiences there. Based on an examination of data collected from a broad range of academic and non-academic sources, it can be seen that Xiaomi has expanded into several new areas throughout the globe. PEST analysis, on the other hand, helped this study better understand different countries' situations. The results showed that India and Brazil are still in a good position to attract foreign investment, with reasons from politics, the economy, society, and technology. RBT (resource-based theory) contends that resource changes were the leading cause of the issues we investigated. Intellectual property is not protected in a foreign country, or an asset's value cannot be continually created in a new market, like when a marketing strategy that worked well in the old market does not work as well in the new one. This study focused on one of China's fastest-growing tech firms (Xiaomi); its findings may need to be more generalizable to other types of businesses, such as those in the market for raw materials or those peddling more tried-and-true wares.

Xiaomi has raised both brand recognition and market share through its marketing techniques. However, there is much rivalry in the mobile sector. Customers are no longer particularly interested in upgrading their outdated smartphones. Furthermore, there are several issues with Xiaomi's marketing approaches. In this regard, Xiaomi must enhance and optimize its corporate marketing strategy to grow more successfully.

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