

# Research on the Buying Behavior and the Description of Cellphone Company's Customers

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**Abstract:** *Through market analysis, the marketing strategy of mobile phone is formulated, and the marketing strategy of mobile phone is further developed based on 4Ps. At last, the guarantee of its mobile phone marketing strategy is put forward. I hope this paper can provide guidance for the marketing of mobile phone, and also provide some reference significance for the marketing of similar products.*

**Keywords:** Meizu; Smartphone; Marketing Strategy; Overseas Market, customer, buying behavior

## 1. Introduction

On the other hand, as the high-end market with high profit margins is completely monopolized by apple and samsung, and there are many domestic brands in the middle and low-end market, the competition is fierce and full, which is a red sea. Nowadays, smart phones are integrated with many functions such as surfing the Internet, video communication, taking photos and mobile payment. In addition to various apps, smart phones are not only integrating into people's life, but also changing people's lifestyle.

## 2. Case Analysis and Results

### 2.1 Review Stage

Therefore, the use of mobile phones puts forward diversified requirements. The first iPhone, released by apple in 2007, was the first to feature a multi-touch design. The way people used to type on their phones using a physical keyboard was radically changed to allow for a larger screen. Touch up, the new way of interaction is amazing. After the peak of the development at the end of the 20th century, the traditional mobile phone brands such as bird and changhong gradually withdrew from the market. With the gradual popularization of 4G network technology in China, China has rapidly become the world's largest mobile phone user and consumer. The technology upgrading speed of mobile phone industry is fast, and the market demand has been changing. It is in this industry background, there is a company called MEIZU, into our sight.

### 2.2 Data Analysis

### 2.3 Description

Data analysis is a process of inspecting, cleansing, transforming, and modeling data with the goal of discovering useful information, informing conclusions, and supporting decision-making.

The process of evaluating data using analytical and logical reasoning to examine each component of the data provided.

There are a variety of specific data analysis method, some of which include data mining, text analytics, business intelli-

gence, and data visualizations. [11]

Descriptive analysis describes the overall condition of the data by means of the mean or median. It can be seen from the above table that there is no abnormal value in the current data, and the data values fluctuate within the range of 3 standard deviations of the average value, so the SPSS suggestion can directly describe and analyze the average value. As a summary, there are no outliers in the data, and the description can be directly analyzed for the average.

**Table 3-1:** Your gender is:

Option	Subtotal	Percent
male	75	100%
Female	72	100%
This question is valid for the number of times	147	


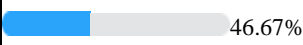

From the age distribution of respondents, young people aged 20 to 30 account for 59.17% of the total. As MEIZU mobile phone market positioning is relatively young, it is reasonable to take 20-30 years old as the main target of this survey.

**Table 3-2:** Your age is:

Option	Subtotal	Percent
Under 20 years old	35	73.33%
20-30 years old	55	86.67%
30-40 years old	32	66.67%
40 years old or older	25	73.33%
This question is valid for the number of times	147	






As shown in figure 3-6, from the perspective of current mobile phone brands, although the number of domestic brands is less than that of international brands, the gap between them is not very big. The users of Chinese mobile phone brands accounted for 69.47% of respondents, while foreign brands accounted for 76.52%. The remaining 2.1% did not know whether the mobile phone brands were domestic or foreign brands.

**Table 3-3:** The mobile phone brand you are using is

Option	Subtotal	Percent
Domestic mobile phone brand	120	 28.89%
Foreign mobile phone brands	11	 46.67%
Not clear	16	 24.44%
This question is valid for the number of times	147	

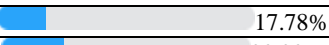
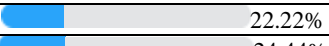
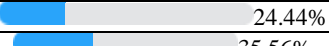

From the perspective of the purchasing channels of mobile phones, the vast majority of consumers will choose to buy mobile phones in specialty stores, accounting for 45% of the total number of respondents. 31.25% of consumers choose to buy mobile phones on e-commerce websites. The number of mobile phones purchased on official websites and big-box stores is similar, 11.25% and 10.83% respectively. The remaining 1.67 percent chose other options. User experience is crucial for the purchase of mobile phones. Although shopping online is very convenient now, consumers still tend to visit physical stores before making a choice. This is also consistent with the purchase logic of consumer electronics.

**Table3-4:** You usually choose where to buy your phone:

Option	Subtotal	Percent
E-commerce website	100	 71.11%
Large store	88	 77.78%
Mobile phone store	75	 80%
Official website	121	 68.89%
other	37	 71.11%
This question is valid for the number of times	45	

The price range of mobile phones generally accepted by respondents is 1000-2000 yuan, which is 100 people, accounting for 41.67% of the total number of respondents. The price zone of 2000-3000 yuan ranked second, accounting for 31.25% of the total. Interestingly, the number of people who choose a price above 3,000 yuan is higher than that below 1,000 yuan, which is quite different from the author's previous speculation, indicating that people are still willing to spend money on mobile phones.

**Table 3-5:** The price of the phone you can accept is:

Option	Subtotal	Percent
Within 1000	108	 17.78%
1000-2000	108	 22.22%
2000-3000	111	 24.44%
More than 3000	121	 35.56%
This question is valid for the number of times	147	

When consumers buy mobile phones, the most important factors are: product quality, function and performance, brand, price, appearance and after-sales service. So want to get consumer recognition, only in these points to achieve no short board, in order to meet the public consumption.<sup>[12]</sup>

**Table 3-6:** What are the main factors to consider when purchasing a phone:







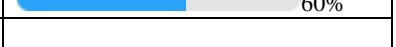
Option	Subtotal	Percent
price	134	 75.56%
quality	131	 68.89%
Other	131	 68.89%
Exterior	130	 66.67%
Features	121	 64.44%
After sale	127	 60%
other	125	 60%
This question is valid for the number of times	147	

Figure reflects the frequency of consumers' purchase of mobile phones. According to the collected data, consumers generally choose to change their mobile phones between one year and the second year after purchasing a new mobile phone, and even 28.34% of respondents choose to change their mobile phones within less than one year.

### 3. Conclusion of Frequency

This reflects the mobile phone industry. Firstly, the loyalty of mobile phone users is not very high, and consumers will choose to change mobile phone brands according to their own needs. Secondly, the mobile phone industry develops rapidly. This requires mobile phone manufacturers to introduce new products during the golden period from year one to year two, when consumers may choose to replace their mobile phones. If they do not update their products in time, they will often lose customers

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