

# Descriptive Analysis on Digital Marketing Strategies and its Impact with Special Reference Xiaomi Hubli

AUTHOR 1: ABHISHEK C SHANBHOGAR

iv Sem MBA, RRIA'S, RR institutions

Bangalore university, Bangalore,

Email ID: [abhishek.shanbhogar@gmail.com](mailto:abhishek.shanbhogar@gmail.com)

Author 2: Shruthi Murthy

Assistant professor, RRIAS, RR institutions

Bangalore university, Bangalore

Email ID: [shruthimurthy71@gmail.com](mailto:shruthimurthy71@gmail.com)

## Abstract

This study explores Xiaomi's digital marketing strategies and their effectiveness in achieving the brand's objectives. Leveraging literature reviews, questionnaires, and statistical analysis, the research evaluates the company's approach to social media, influencer marketing, and ecommerce platforms. Findings reveal Xiaomi's strategic alignment with customer-centric innovation and suggest improvements for maintaining competitive advantage. This research examines Xiaomi's digital marketing strategies and their effectiveness in achieving the company's objectives. Using a descriptive approach, the study analyzes how Xiaomi leverages social media, influencer marketing, flash sales, and customer feedback to drive brand engagement and sales. The study utilizes questionnaires to gather consumer insights and employs statistical tools for analysis. Findings highlight Xiaomi's innovative digital strategies, while recommendations focus on enhancing transparency and diversifying campaign formats to sustain its competitive edge.

**Keywords:** Xiaomi, digital marketing strategies, social media, influencer marketing, ecommerce, flash sales, customer engagement, brand objectives, consumer insights, competitive advantage, innovation, campaign recommendations.

## 1 Introduction

Digital marketing has revolutionized how businesses interact with customers. Xiaomi, a global leader in technology, has successfully utilized digital channels to create a robust consumer base. This paper investigates Xiaomi's strategies to understand how the company uses digital tools to drive brand visibility, engagement, and sales. Objectives include identifying successful elements of Xiaomi's digital campaigns and recommending future pathways for growth. Digital marketing is now a pivotal tool for companies seeking to establish and maintain market relevance. As an industry disruptor, Xiaomi has utilized digital platforms to build its reputation and expand globally. The company's customer-

centric approach, combined with its innovative use of social media, influencer partnerships, and flash sales, has created a strong foothold in competitive markets such as India and Southeast Asia.

## 2 Research Methodology

The research methodology for analyzing the impact of digital marketing strategies with special reference to Xiaomi in Hubli involves a mixed-method approach combining qualitative and quantitative techniques. Primary data will be collected through structured surveys and interviews with customers, Xiaomi dealers, and marketing professionals in Hubli to understand their perceptions of various digital marketing channels such as social media, search engine optimization (SEO), and influencer marketing. Secondary data from company reports, online platforms, and industry analyses will be used to supplement findings. Statistical tools and descriptive analysis will evaluate the effectiveness of strategies in driving customer engagement, brand awareness, and sales performance. The study will also consider demographic and regional factors to provide targeted insights into Xiaomi's digital marketing success in Hubli.

## 3 Objective of the Study

- To Analyze the business development strategies adopted by Xiaomi Corporation
- To study on digital marketing strategies of Xiaomi Corporation
- To establish factors influencing Brand Loyalty of Xiaomi Corporation.
- To study how to visits Website and leads the customers

### Hypothesis:

- **Null Hypothesis (H<sub>0</sub>):** Digital marketing strategies have no significant impact on customer engagement, brand awareness, and sales performance of Xiaomi in Hubli.
- **Alternative Hypothesis (H<sub>1</sub>):** Digital marketing strategies have a significant impact on customer engagement, brand awareness, and sales performance of Xiaomi in Hubli.

## 4 Review of Literature

1. **Chaffey, D., & Ellis-Chadwick, F. (2023)** - Digital Marketing: Strategy, Implementation, and Practice. This comprehensive guide outlines the fundamentals of digital marketing, focusing on how to integrate various digital tactics to create a cohesive strategy.
2. **Kumar, V., et al. (2023)** - "From Social to Sale: How Digital Marketing Drives Consumer Purchasing Decisions". This research investigates how digital marketing influences consumer purchase behaviour across different digital touchpoints.
3. **Kotler, P., & Armstrong, G. (2022)** in "Principles of Marketing" emphasize the importance of consumer-centered marketing. Xiaomi's success can be seen in its user-centered digital marketing, focusing on direct engagement with its customer base.
4. **Li, Y., & Liu, J. (2022)** in "Social Media and Brand Engagement: Xiaomi in China" focus on Xiaomi's effective use of social media to build brand loyalty and increase customer engagement. Xiaomi has successfully created communities where users feel involved with the brand.
5. **Fang, Z. (2021)** in "Digital Communities and Engagement in the Smartphone Industry" highlights Xiaomi's ability to harness its fan community for marketing purposes, helping the brand grow organically through customer interaction and feedback loops.

**5 Data Methodology:**

**Table 5.1 On the basis of price and feature comparison, is Xiaomi Corporation Services economical**

Option	No. of. Response	Percentage
Extremely Agreed	17	13.5%
Highly agreed	41	32.5%
Agreed	54	42.9%
No Comment	12	9.5%
Disagree	2	1.6%

**Table 5.1**

**Analysis:** The majority of respondents agree with the statement, with 54 in the "Agreed" category, followed by 41 who "Highly agreed." Only 2 respondents "Disagree," and 12 chose "No Comment," indicating overall strong support and minimal opposition.

**Table 5.2 The selling scale System of Xiaomi Corporation Services**

Option	No. of. Response	Percentage
Excellent	18	14.3%
Good	43	34.1%
Fair	47	37.3%
Poor	16	12.7%
Very poor	2	1.6%

**Table 5.2**

**Analysis :** The majority of respondents rated the option as "Fair" (47) or "Good" (43), suggesting moderate to positive feedback. A smaller group rated it "Excellent" (18), while only a few considered it "Poor" (16) or "Very Poor" (2), indicating minimal dissatisfaction. Overall, the responses lean toward fair to good satisfaction.

**Table 5.3 the level of satisfaction for the Xiaomi Corporation Services**

Option	No. of. Response	Percentage
Satisfied	28	22.2%
Dissatisfied	47	37.3%
Not al all satisfied	41	32.5%
Neither satisfied or dissatisfied	10	7.9%

**Table 5.3****Caculation of the data using stastical tool- Chi-Square**

Chi-Square statistic for the three tables, we first need to compute the expected frequencies for each category using the provided observed frequencies and percentages. After that, we can compute the Chi-Square statistic for each table using the formula:

Where:

- OO = Observed frequency
- EE = Expected frequency
- $\sum$ sum represents the sum over all categories.

**Calculate Total Responses for Each Table****1. Table 1: Satisfaction**

$$\text{Total Responses} = 28 + 47 + 41 + 10 = 126$$

**2. Table 2: Rating**

$$\text{Total Responses} = 18 + 43 + 47 + 16 + 2 = 126$$

**3. Table 3: Agreement**

$$\text{Total Responses} = 17 + 41 + 54 + 12 + 2 = 126$$

**Calculate Expected Frequencies (E) for Each Table**

For each table, we calculate the expected frequencies for each category by multiplying the total number of responses by the percentage for each category.

**Table 1: Satisfaction**

Option	Observed (O)	Percentage	Expected (E)
Satisfied	28	22.2%	$22.2/100 \times 126 = 28$
Dissatisfied	47	37.3%	$37.3/100 \times 126 = 47$
Not at all satisfied	41	32.5%	$32.5/100 \times 126 = 41$
Neither satisfied nor dissatisfied	10	7.9%	$7.9/100 \times 126 = 10$

**Table 2: Rating**

Option	Observed (O)	Percentage	Expected (E)
Excellent	18	14.3%	$14.3/100 \times 126 = 18$
Good	43	34.1%	$34.1/100 \times 126 = 43$
Fair	47	37.3%	$37.3/100 \times 126 = 47$
Poor	16	12.7%	$12.7/100 \times 126 = 16$
Very Poor	2	1.6%	$1.6/100 \times 126 = 2$

**Table 3: Agreement**

Option	Observed (O)	Percentage	Expected (E)
Extremely Agreed	17	13.5%	$13.5/100 \times 126 = 17$
Highly Agreed	41	32.5%	$32.5/100 \times 126 = 41$
Agreed	54	42.9%	$42.9/100 \times 126 = 54$
No Comment	12	9.5%	$9.5/100 \times 126 = 12$
Disagree	2	1.6%	$1.6/100 \times 126 = 2$

### Step 3: Compute Chi-Square Statistic

Now we compute the Chi-Square statistic for each table using the formula:

$$\chi^2 = \sum (O - E)^2 / E$$

#### Chi-Square for Table 1: Satisfaction

Option	Observed (O)	Expected (E)	(O-E) (O-E)/E
Satisfied	28	28	(28-28)* (28-28)/28=0
Dissatisfied	47	47	(47-47)* (47-47)/47=0
Not at all satisfied	41	41	(41-41)* (41-41)/41=0
Neither satisfied nor dissatisfied	10	10	(10-10)* (10-10)/10=0

$$\chi^2 = 0 + 0 + 0 + 0 = 0$$

#### Interpretation

The data shows that the observed and expected frequencies for all satisfaction levels—"Satisfied," "Dissatisfied," "Not at all satisfied," and "Neither satisfied nor dissatisfied"—are identical. Consequently, the difference between observed and expected frequencies (O-E)(O - E) is zero for all categories, resulting in a zero value for (O-E)/E(O - E)/E as well. This indicates a perfect alignment between observed and expected distributions, suggesting that the observed satisfaction levels match the expected pattern without any deviation.

**Chi-Square for Table 2: Rating**

Option	Observed (O)	Expected (E)	$(O-E) * (O-E)/E$
Excellent	18	18	$(18-18) * (18-18)/18=0$
Good	43	43	$(43-43) * (43-43)/43=0$
Fair	47	47	$(47-47) * (47-47)/47=0$
Poor	16	16	$(16-16) * (16-16)/16=0$
Very Poor	2	2	$(2-2) * (2-2)/2=0$

$\chi^2=0+0+0+0+0=0$

**Interpretation**

The data reflects a perfect match between the observed (O) and expected (E) frequencies across all rating categories—"Excellent," "Good," "Fair," "Poor," and "Very Poor." Since the observed values equal the expected values in every category, the differences (O-E)(O - E) are zero, resulting in a zero value for (O-E)/E(O - E)/E in each case. This indicates that the observed ratings align exactly with the expected distribution, suggesting no deviations or discrepancies in the rating pattern.

**Chi-Square for Table 3: Agreement**

Option	Observed (O)	Expected (E)	$(O-E)2E\frac{(O - E)^2}{E}$
Extremely Agreed	17	17	$(17-17) * (17-17)/17=0$
Highly Agreed	41	41	$(41-41) * (41-41)/41=0$
Agreed	54	54	$(54-54) * (54-54)/54=0$
No Comment	12	12	$(12-12) * (12-12)/12=0$
Disagree	2	2	$(2-2) * (2-2)/2=0$

$\chi^2=0+0+0+0+0=0$

## Interpretation

The observed and expected frequencies for each response category are identical, resulting in a Chi-Square value of 0. This indicates no deviation between the observed and expected distributions. Therefore, the null hypothesis is supported, meaning there is no significant difference between the observed and expected frequencies.

## 6 Findings and Suggestions

### Findings:

- The observed and expected frequencies perfectly align across all agreement levels, resulting in no deviation  $((O-E)^2/E=0 \text{ for all categories})$ .
- The observed and expected frequencies for all rating categories are identical, resulting in no deviations  $((O-E)/E=0 \text{ for all categories})$  across the board.
- The observed and expected frequencies for all satisfaction levels perfectly match, resulting in no deviations  $((O-E)/E=0 \text{ for all categories})$ .

### Suggestions:

- Replace "no deviation" with a simpler phrase like "perfect alignment" to make the sentences more concise and consistent.
- Ensure mathematical expressions like  $(O-E)^2/E=0$  are presented uniformly to avoid confusion.
- Since all statements convey the same conclusion, merge them into a single, comprehensive statement for efficiency.

## 7 Conclusions

Xiaomi's digital marketing success lies in its customer-centric and cost-effective strategies. The study concludes that while Xiaomi has a robust digital presence, future growth will require refinement in campaign diversity and greater transparency in customer interactions. Xiaomi's success in digital marketing lies in its ability to innovate and adapt to consumer preferences. By leveraging cost-effective strategies and fostering direct engagement, the company has built a loyal customer base. However, continuous refinement in campaign strategies is essential to maintain its competitive advantage. The recommendations provided in this study aim to enhance Xiaomi's digital marketing effectiveness, ensuring long-term growth.

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