Impact Of Community Marketing On Performance Of Smartphone Brands

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Abstract

This research is undertaken to study the impact community marketing has on the success of the smartphone brands. A variety of literatures were studied to make sure that the right information regarding community marketing and smartphone brands is brought to the table. Sample was also selected for a quantitative research in this case. The sample population was chosen by the research personnel according to the requirement for the research personnel. It was made sure that the sample population would have the right level of knowledge to proceed with the research. The questions that was the core of the data collection process was repeated across the sample to make sure that the research is reliable and proper for the purpose.

1. Introduction

Community Marketing is the concept of making the customers feel more needed and more attached to the product through target audience-oriented services. One of the main factors that characterize this concept of marketing is that the customers would feel much more engaged to the product and the brand itself. There would be a higher level of interaction between the officials of the company and that of the target audience. The needs and the requirements that the target audience can pose to the brand are the factors that the brand officials have to focus on and improve through their maneuvers and efficient communication skills. The idea is to make sure that the target audience identifies with the brand with much more regularity than the day to day products that are sold by the brand. For that, it is essential for the company to make sure that the type of community marketing practiced by it is able to match with the product that the company is selling to the target audience. For example, community marketing for mobile phones and for a facewash would involve completely different set of activities on part of the officials of the brand. However, in both of these cases, the purpose of the company regarding the product is the same. In this research, the purpose is to make sure how the smartphone brands are able to take advantage of this concept or mechanism of marketing.

2. Aim, Objectives and Research Question

The aim of the research is to probe about how community marketing works for the companies and how the companies, especially the smartphone brands are able to improve their performances as a result of the presence of community marketing.

The objectives of the research are as follows

- To illustrate the existing relationships between the customers and the brand that leads to a growth of brand engagement
- To gain knowledge on the working functions of the smartphone industry and the customer requirements regarding the industry.

The research questions are as follows:

1. Does community marketing bring out a definitive change in the performance of the product in the market?
2. What is the relationship between the difference initiated in the market through community marketing of smartphones and that of other types of products?
3. How does the changing consumerism attributes influence the development of community marketing as a change in the brand-customer paradigm?

3. Review of Literature

One of the specific characteristics that determine whether or not a product is going to be sold in the market is the customer's intent in buying the product. A customer can have numerous thought processes and directions of thought that plays a role in developing the decision that would make the customer buy the product (Chang, 2016). First of all, the thought elements that would influence the mind of the customer is how much does the customer need the product at the given time. For various customers the time plays a crucial role in making the decision. However, for one customer, the time can play out one train of thought processes in making the decision (Juárez, p. 119, 2016). Whereas for the other customers, the train of thought processes would be completely different. For example, a customer would be wanting to buy a smartphone model that he has in his mind for a long time. When the time comes around for making the purchase, there can be other factors that play a role in making the decision for the customer. It might happen that the customer could not save the money that was necessary to make the purchase. That might play a role in making sure that the decision-making process does not overstretch the finances of the customer (Hamby, Pierce and Brinberg, p. 275, 2017). However, the same set of reasons might not yield the same result for other customers. There can be others who would make everything possible to close the purchase of the model. Therefore, one can see that there is a difference in the level of intent between two different customers. No two customers of the product would show the same level of intent for buying the product (Palmatier, p. 465, 2017). This is a factor that the authorities of brand management of the products would always have to be sincere about. The authorities of the brand have to make sure that the intent of purchasing the products is always at a high level. First of all, they have to recognize the fact of the difference in the intent (Shakhovska, Peleshchyshyn, Myna and Bilushchak, p. 268, 2019). It would mean that in community marketing, the brands would have to make sure that the engagement levels and the activities that they prescribe for the customers would vary from one customer to another. This would directly mean that the tasks that the companies would have to perform within the limitations of time would have to be creative in order to engage the customers on a higher level (Zwick and Bradshaw, p. 107, 2016).

Through the activities and the projections that the personnel of the brand management undertake, it is necessary to convey the message to the customers in the first place that it is essential for them to purchase the product (Hou, p. 37, 2018). There are many techniques that can be utilized to make sure that this happens. For once, the personnel have to be sure if the customer is wholly attached to the product or not. If the customer is not attached to the product in a wholesome and extensive manner, it is important for the personnel to make sure that the attachment would be initiated for a different product of the same brand (Chiang, Wong and Huang, p. 126, 2019). In smartphones, there are many brands and these brands specialize over one thing or another. Some new model or another capture the imagination of the customers to a high level. It is important

that the treatment meted out to the customers would be solely focused on the establishment on the engagement of the customers with the product that the brand presents (Kim, Wong, Chang and Park, p. 943, 2016). It is also important to note that in case of community marketing, there would be many causal buyers of the brand who would not be deeply involved by the new and trendy objects that each of the products would have to offer. In general, such buyers would make their way to the brand through some other contacts instead of the traditional customers of the brand (Fan and Yang, p. 116, 2020). In spite of the fact that they are casual buyers of the product, there is room for these buyers in the area of community marketing. The attention of these casual buyers would not be in general arrested by the features of the product that are everchanging and evolving at a fast rate. What they need is the development of a relationship as a customer with the brand (Park and Koo, p. 312, 2016). They have to know that they would not be cheated in terms of money or any other convenience through the purchase of the products.

The more dynamic the relationship created between the brand and these types of customers, the better the brand would be able to perform in the market of selling smartphones. It is also a fact that these casual buyers by far outnumber the buyers who are engaged on a high level with the brand for a long time (Hyun, 2017).

In community marketing the most important aspect that is highlighted and focused upon by the brand managers is the customer satisfaction. While customer satisfaction is significant in the success of each and every product, it is important to note that community marketing offers a chance to the marketing personnel to engage with the target audience on a dynamic level. There are many activities and many functions that can yield more results for the brand and the products themselves (Takakuwa, p. 11, 2019). The feedback that would be received by the brand personnel in this case would be much more realistic and would throw more light on the development and the progression of thought processes between the customers and the brand itself. It is a way through which the customers would get a better idea about the product and its value. It is also a way through which the brand would get to know about the customers in a more efficient manner. Since smartphones are machines that have become a dynamic factor in the lives of the people in the 21st century, community marketing would play a regular and an active role in the buying and selling of the products in the market. There are numerous factors that play a role in the purchase of this type of product. Therefore, there is a requirement of community marketing to engage both the parties of customers and increase the level of knowledge from both sides.

4. Study   Design

Sampling Population

The sample is a part of population that is chosen in the research to take an active interest and actively participate in the research. The personnel who are behind executing the research project would have to focus on the requirements that they would want from the participants to conduct the research or to further proceed with the research in the right direction (Etikan, Alkassim and Abubakar, p. 55, 2016). In this particular research, it is the decision of the research personnel that would allow the degree of participation from the research participants. The participants would be chosen on their familiarity with the smartphone products and also their familiarity with the brand engagement. These are only true for the participants who are customers for smartphones (Etikan and Bala, p. 00149, 2017). The brand personnel who are into this particular profession and have a reasonable knowledge regarding the different areas of the business and the

activities would also play an active participation in this research process. There are various types of sampling. Based on the requirements of this particular activity, the type of sampling process was chosen methodologically.

- **Convenience Sampling:** Convenience Sampling refer to the population that is most easily accessible to the research personnel. In this type of sampling, the research personnel would not have to go the extra distance to make sure that the population is highly educated or fits the description of the requirement for the research. For this type of sampling, the research requirements are usually preliminary and the sampling procedure takes place without much of a hassle for the researcher. The sample population is generally selected from the most conveniently available population by the research personnel. However, one area about the topic that is highly important to note here is that the sample population does not reflect the opinions of the entire population. The answers that is provided by the sample in this particular case cannot be generalized for the entire population.

- **Voluntary Response Sampling:** In the case of voluntary response sample, it is the idea that the sample population would come to the doorstep of the research and make the research personnel aware of their participation in the research. One area where this type of sampling is helpful for achieving the purpose of the research is that the researcher would have participants that are highly interested about the topic of the research and are making themselves part of the research on their own. Hence, it can be said hat the participation of the sample would not result in false answers that numerous samples in research has the probability to produce. One area that needs to be noticed and also taken care of by the researcher is that is there is an ill intention on part of anybody to make sure that the data of the researcher is compromised.

- **Purposive Sampling:** In purposive sampling, it is the decision taken by the research personnel that would drive the research project. It is the researcher who makes the decision to select a sample based on what the sample population has to offer. Variety of researches have variety of research purposes too. Based on that, there are requirements that have to be met (Taherdoost, 2016). The knowledge that is

imparted and shared in the process of research is also highly significant. In these areas, it is the research personnel who have the ability and the resources to make the best possible decision that would drive the research in the positive direction. The sample that would be chosen by the research personnel would have the highest level of knowledge among the available population. They would be able to provide the researcher with a level of information that is significant and focal to the requirement of the research.

Of these three types of sampling processes, it is the purposive sampling that is chosen for this research process. Purposive sampling would provide the answers that are required in the research process with a proper level of efficiency. Convenient sampling and voluntary sampling methods are both ways that do not provide a knowledgeable population that is required in this particular research. In this research, the interaction between the research personnel and the participants of the research is highly important to the purpose and the process of the research itself.

5. Reliability of Data

For the research personnel, the reliability of the data that is gathered through the process of the research is an important component of the wholesome procedure. In this particular research, the research personnel went through the process again and again through different populations to ensure that there is a common factor between the answers and the interactions that are gathered from the participants of the research. It was made sure that the research participants would come from the same background during the different alternative versions of the participation. It is important for any research to make sure that the data that is available is repeated across the similar samples of the population. Otherwise, the validity of the data reduces largely and the whole research process would produce results that are not relevant to any study for future references (Rahi, p. 4, 2017). However, it is important to note that there are more ways to test the reliability of the data. One of those ways would be to test the data across time. That would not be valuable to the purpose for this particular research. This research is only valid for this particular time frame. If it was conducted a few years earlier, the results that the research would have produced would not have been the same. If it was conducted more than a decade earlier, the research would have been completely invalidated.

6. Findings

The questions that were presented to the participants of the research were divided into two parts. One part of the questions was directed at the personnel of the brands who are behind the management and the operations of smartphone brands. The other part of the questions was directed at the people who are potential customers of smartphones.

These are the questions that were posed to the participants of the research:

To the Representatives of Smartphone Brands

1. How much positive influence has community marketing brought to the sphere of smartphones?
2. Does community marketing introspect every area of marketing process?
3. How much belief do the investors of the smartphone brand pose when they see that the brand is undertaking the activity of community marketing?
4. Is there any chance that the strategy of community marketing would lead to a failure?
5. How has smartphone marketing changed in the process in the last decade since around the times when smartphone was introduced in the market?

To the potential customers of the smartphone brands

1. Do you feel livelier in case of community marketing?
2. Do you feel the fact that you are more involved in the process of marketing is helpful?
3. Do you think the salespersons of the brand would provide you with the complete level of truth while making a sales pitch to you?

4. Do you feel there is a necessity for people in general to be more involved with the product and the brand?
5. How much feedbacks about the products do you actually provide to the brand?

These questions were not close ended and the answers revealed a variety of factors. It comprises the data of the research and is important for the research to meet its proper end. For one, most of the customers have revealed that there is a need to identify with the brand and the product (Etikan, Musa and Alkassim, p. 3, 2016). It makes the production of the variety of products more

customer oriented and the brand would always have the idea about the needs of the customers in a particular situation (Appiah, Ozuem and Howell, 2017). It is important that the brand addresses these particular factors to make sure that the performance of the brand and the product itself remains on a high level. The representatives of the brand themselves also revealed that community marketing does not leave out any area of the marketing process and is highly reliable as far as the needs and requirements of the brand is concerned.

7. Conclusion

Community marketing is a type of mechanism of marketing that is highly popular and also highly reliable in the modern times. What it does is engage the customers on a much higher level and while doing so, it makes sure that the exchange of knowledge between the customers and that of the representatives of the brand remains at a high standard. It is also a highly effective method of marketing in the modern times. In the research, it is important for the research personnel to make sure that the data that is collected in the research process is reliable. The purpose of the research is to illustrate the change that community marketing can potentially bring put in the performance of a brand or a product. Through the collection of data and also the review of literature in this particular research, it was revealed that community marketing is not only beneficial for the brands or the smartphone companies but it is also essential in the modern day and age. It makes sure that the relationship between the brand and that of the customers of the brand remain at a high standard. Through community marketing, it is possible for the smartphone brands to maintain a relationship with the customers that is essential according to the needs and trends of the 21st century. Through community marketing, the brands can expect growth and keep themselves competitive.

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