

Research on the Customer Behavior and the Frequency of MEIZU Company's Customers

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Abstract— This passage starts the research for a Chinese homegrown technology brand Meizu through analyzing Meizu's marketing strategy and the overseas market development in the last few years, including the marketing environment, SWOT analysis, 4Ps analysis, STP analysis and the basic develop situation in overseas market, in the meantime put forward some existed problems and solutions.

Index Terms— Meizu; Smartphone; Marketing Strategy; Overseas Market, customer, buying behavior.

1 INTRODUCTION

Meizu, the abbreviation of Meizu Technology Co., Ltd, was built up in March 2003. It's a well-known smartphone manufacturer locate in Zhuhai City, Guangdong Province, China. The company is devoted to providing consumers with electronic products with high-level performance and quality and aiming to take up an it's area at the Middle and high-end market [7].

2 CASE ANALYSIS AND RESULTS

2.1 Review Stage

As the price increases, the supply increases at a faster rate, showing a positive J shape; while the demand curve is expressed as the price The increased demand is reduced at a faster rate, presenting an anti-J shape

2.2 Frequency

2.3 Figures

The U-shaped distribution is characterized by a large frequency distribution at both ends and a small frequency distribution in the middle. For example, the mortality distribution of humans and animals approximates the U-shaped distribution because the mortality rate of infants and the elderly in the population is high. The youth mortality rate is lower; the product failure rate has a similar distribution. [10]

Name	Option	Frequency	Percentage
Male	1	147	100
Female	1	147	100
Under 20 Years Old	0	41	27.89
	1	106	72.11
20-30 Years Old	0	20	13.61
	1	127	86.39
30-40 Years Old	0	48	32.65
	1	99	67.35
40 Years Old Or Older	0	38	25.85
	1	109	74.15
The Mobile Phone Brand You Are Using Is	1	42	28.57
	2	68	46.26
	3	37	25.17
E-Commerce Website	0	41	27.89
	1	106	72.11
Large Store	0	32	21.77

Table3-2 Frequency part 2

	1
Mobile Phone Store	0
	1
Official Website	0
	1
Other	0
	1
The Price Of The Phone You Can Accept Is:	1
	2
	3
	4
Price	0
	1
Quality	0
	1
Brand	0
	1

• GUO NYUHUAN, Segi University, Malaysia, E-mail: guonyuhuan@zqu.edu.cn or chinahongfuchun@gmail.com Table3-1 Frequency part 1

Exterior	0	50	34.01	1
	1	97	65.99	0
Features	0	53	36.05	1
	1	94	63.95	0
After Sale	0	59	40.14	1
	1	88	59.86	0
Other	0	63	42.86	1
			Good After Sales Service	0
				1

Table3-3 Frequency part 3

The Life Cycle Of Your Phone Is:	1	84	57.14	0
	1	36	24.00	1
	2	58	39.46	1
	3	30	20.11	1
	4	23	15.67	2
Internet Advertising	0	51	34.69	3
	1	96	65.31	0
Tv Advertisement	0	43	29.25	1
	1	104	70.75	0
Newspapers And Magazines	0	52	35.37	1
	1	95	64.63	0
Relatives And Friends	0	41	29.96	1
	1	103	70.07	0
MEIZU Experience Store	0	39	26.86	1
	1	84	57.14	0
Other	0	42	28.67	1
	1	105	71.43	0
Your Understanding Of MEIZU:	1	26	17.69	1
	2	26	17.69	0
	3	50	34.01	1
	4	45	30.61	0
Network Independent Inquiry	0	43	29.25	1
	1	104	70.75	0
Brochure Search	0	31	21.19	1
	1	115	78.23	0
MEIZU Experience Store	0	45	30.61	1
	1	102	69.39	0
Don't Want To Understand	0	27	18.37	1
	1	126	85.63	0

Table3-4 Frequency part 4

You Think MEIZU Belongs To:	1	126	85.63	0
	1	25	17.01	1
	2	37	25.17	0
	3	49	33.33	0
	4	36	24.49	0
Have You Purchased Or Used A MEIZU Phone:	1	64	43.54	0
	2	83	56.46	0
Cost-Effective	0	33	22.16	1
	1	104	70.84	0
Powerful	0	75	51.02	1
	1	114	77.98	0

Table3-5 Frequency part 5

Other	0	43	29.25	1
	1	104	70.75	0
If You Buy A Mobile Phone Again, Would You Choose The MEIZU Brand?	0	43	29.25	1
	1	104	70.75	0
Low Popularity	0	43	29.25	1
	1	104	70.75	0
Fewer Models	0	43	29.25	1
	1	104	70.75	0
Product Quality Needs To Be Improved	0	43	29.25	1
	1	104	70.75	0
The Appearance Of The Product Is Not Beautiful	0	43	29.25	1
	1	104	70.75	0
High Price	0	43	29.25	1
	1	104	70.75	0
After Sales Service Needs To Be Improved	0	43	29.25	1
	1	104	70.75	0
Total				

3 CONCLUSION OF FREQUENCY

According to the distribution of newspapers and magazines, with a total of 95, accounting for 64.6%. And the ratio of 0.0 samples is 35.4%. More than 70% of the family and friends chose "1.0".

The ratio of 4.0 samples is 30.6%. More than 70% of the samples in the network and autonomous query select "1.0". For the brochure query, "1.0" accounted for a maximum of 78.2%. 69.4% of the sample will select "1.0". The ratio of the other 4.0 samples is 30.6%. From the point of view of not wanting to know, the sample "1.0" is relatively more, with a ratio of 81.6%. Have you purchased or used a MEIZU phone? More than 50% of the samples are selected as "2.0". A further 43.5% of the samples were 1.0. 63.9% of the

samples were "1.0".

The ratio of the other 0.0 samples is 36.1%. In terms of powerful distribution, most of the samples are "0.0", with a total of 75, accounting for 51.0%. The ratio of the other 1.0 samples was 49.0%. In terms of good quality, more than 60% of the samples in the sample are "1.0". A further 37.4% of the samples were 0.0. The ratio of "1.0" selected in the sample was 62.6%. The ratio of the other 0.0 samples is 37.4%. The ratio of "1.0" selected in the sample was 58.5%.

The ratio of 0.0 samples is 41.5%. For the good after-sales service, the "1.0" accounted for a maximum of 60.5%. And the ratio of 0.0 samples is 39.5%. 59.9% of the sample will select "1.0".

The ratio of the other 0.0 samples is 40.1%. If you buy a mobile phone again, would you choose MEIZU brand? In view, the "2.0" in the sample is relatively large, with a ratio of 45.6%. The ratio of "1.0" is 68.0%. And the ratio of 0.0 samples is 32.0%. The ratio of "1.0" selected in the sample was 59.9%.

There are also 40.1% of the samples being 0.0. From the perspective of the appearance of the product, the "1.0" in the sample is relatively large, with a ratio of 71.4%. For the high price, the "1.0" accounted for a maximum of 75.5%. The ratio of "1.0" is 53.7%. There are also 46.3% of the samples being 0.0.

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