

# A STUDY ON MARKET SHARES AND MARKETING MIX OF TOUCH TABLETS IN ACCORDANCE TO CUSTOMER PREFERENCES

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## ABSTRACT

*As of late, the use of multimedia devices, for example, touch tablets in field data collection is increasing because of the rise of embedded Global Position systems (GPS) and Wi-Fi internet get to. Exact, opportune and handy field data collection is required for management and fast response during emergencies. The purpose is to understand the marketing mix of the touch tablet from consumers' point of view that is consumers' expectations from a touch tablet. The touch tablet industry has part of potential in it and we will witness more technological blast sooner rather than later. And simply coming up with a brilliant design will not fill the need but rather solving a specific issue would be more valuable. So to take care of this issue the producers need to understand what a customer needs from his/her touch tablet now, that is, more specifications, a superior design, a mid-run device, and so forth. In this research, we will discuss the market shares, marketing mix and the customer preferences regarding the Touch Tablets.*

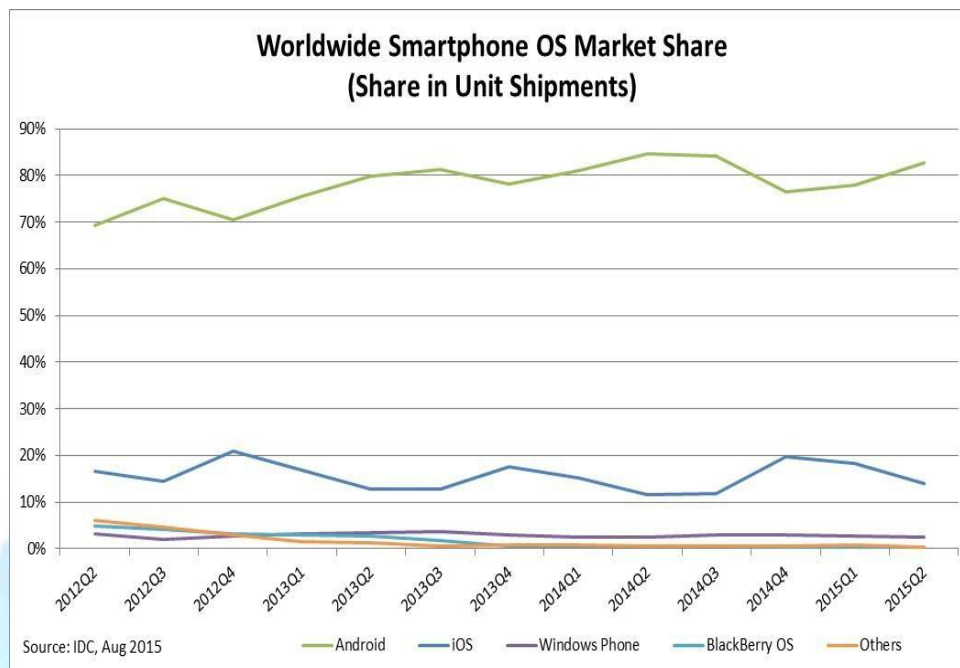
## 1. INTRODUCTION

The behavior of consumers toward touch tablet is increasingly as a focal point of marketing research. Specifically, consumer's behavior in touch tablet industry, from adoption motivation to post-usage behavior it has turned into a noteworthy focal point of research in the field of marketing, particularly within consumer behavior. The consequences of the research confirm that regulatory spotlight has an influence on consumer

behavior towards touch tablet purchase decision by affecting their perception, motivation and way of life. As, India is one of the quickest developing economies on the planet, the touch tablet industry in India is growing quick and for consumer's in market touch tablet has turned out to be basic parts of personal and business life [1].

### 1.1 Market Shares of touch tablets

- Market Fragment



**Figure 1: Touch tablet Market Share**

As can be seen from graph and table above, Android still dominated with 82.8% market share. Samsung is as yet the best contributor with a considerable measure of hit items, for example, Galaxy S6 and S6 Edge. Nonetheless, it is by all accounts that Samsung is losing customers to its main adversary: Apple. Apple has encountered a noteworthy development from 11.6% in 2014 to 13.9% in 2015. Offers of iPhones totaled 48 million during the second quarter contrasted with 35 million in the year-back quarter. In the interim, Samsung market share dropped from 26.9% to 21.6% even the company sold figured out how to gain \$76 million contrasted with \$72 million a year ago profit, it was by all accounts that the company hasn't able to keep pace with Apple [2].

With respect to Windows Phone, they have ready to get 0.1% higher than the earlier year. And honestly to state, things don't hope to go pleasantly for Microsoft since

its market share dropped essentially from 3.4% in 2013 to 2.5% in 2014. In any case, the company's touch tablet platform still ready to remain on a consistent street in spite of the way that countless customers have moved to another brand, Windows Phone still figure out how to have twofold the quantity of users contrast with Blackberry.

Blackberry appears hasn't ready to pivot its fortune presently. The company continued to decline its share globally. In the course of the most recent 3 years, their shares has dropped over 4%. Clearly, Blackberry will experience serious difficulties attempt to return to its position.

## 1.2 New trend in touch tablet market

There is a reality that Apple is most likely the only brand hasn't propelled any item to contend in the low - end touch tablet market, and maybe the company does not see the interest in this market fragment. Be that as it may, on the contrary, Samsung,

LG, Sony, Xiaomi ... are to apply its influence in the low - end section or considerably more is the mid-run with price around 300\$. Truth be told cheap items never reluctant to lose, and the future for not outstanding firms which would prefer not to chance in the top of the line items, for example, Xiaomi, Asus, Lenovo and LG, the Cheap phone sector remains a potential market that brings accomplishment to them. According to ICTnews - Two Chinese local company Xiaomi and Huawei has outperformed Apple in touch tablet deals in the quarter from March to May 6/2015, according to market expert firm Canalys. After two quarters as a touch tablet market pioneer in China, Apple as of late being pushed down to third place by two neighborhood firms called Xiaomi and Huawei. This is information analysis firm Canalys released market. Canalys measurements is done in the second quarter/2015. Accordingly, currently Xiaomi has turned into the biggest touch tablet producer China with a share of 15.9%. Huawei comes next with 15.7%. Behind are Apple, Samsung and Vivo [3].

While development in China as of late has been driven by the homegrown ability, the situation is somewhat different in India. India additionally has its own particular nearby players effectively settled on the market, yet is facing competition from countless manufacturers, which both have

involvement in conditions emerging and propelled markets. Xiaomi, OnePlus and Lenovo (Motorola) are only a couple of the Chinese organizations rival Micromax, Lava, Karbonn and other organizations of India. Samsung and Micromax holds the biggest share in India at 48 percent combined, leaving the remaining 52 percent of this growing market prepared.

## 2. CURRENT TABLET MARKET TREND IN INDIA

The main tablet computer was propelled in India in November 2010. Since then, the market saw a huge number of dispatches from both MNC and Indian players. While models like Cisco's Cius and RIM's Blackberry Playbook tablets are focused on the venture user fragment, the Samsung Galaxy Tab and Reliance 3G Tab are focused on the consumer portion. (Dependence 3G Tab made by ZTE, retails at Rs. 12,999 for every unit).CyberMedia Research anticipates that tablets will turn into the new battleground as major MNC and India sellers and operators race to catch a share of this emerging market [4].

"As telecom bearers began offering 3G services in India since mid 2011, the improved connect speeds are relied upon to support use of data services by endorsers. For tablets to end up a common man's device, the data use duties for 3G services should be cut down even further."Anirban expressed.

Company	Marker Share
Samsung	45.8
Apple	18.4
Blackberry	21
Others	14.8



### 3. MARKET SHARE OF INDIAN MARKET IN CASE OF TOUCH TABLETS

Xiaomi substituted Samsung for the leadership position in the 2017Q4. Xiaomi tripled its shipments year-over-year and sold in excess of 2 million units from its offline channel. In continuation of its offline expansion through Mi stores and favored partners, Xiaomi appointed its first product endorser, and is presently exceptionally forceful in over the line marketing, which helped the brand to gain traction in the offline channel. Samsung slipped to second position in touch tablet ranking in the last quarter of the year however leads in the general year [5]. In spite of growing 13 percent year-over-year in 2017Q4, it confronted challenges in competing with the forceful pricing strategy of Xiaomi in India. Notwithstanding, the channel trust remains strong on brand and Samsung's distribution quality remains strong too, even as other sellers approach retailers and channel partners with lucrative offers. Vivo rose to the third position in the wake of dropping to fourth in the last quarter. In any case, its shipments saw a 41% decline from the past quarter and remained flattish on YoY premise. To broaden its omni channel understanding, vivo propelled its lady encounter focus in India and likewise took an interest in Amazon and Flipkart's winter deals this quarter.

Lenovo (Including Motorola) slipped to fourth position as its shipments declined consecutively and every year in the 2017Q4. Lenovo continues its efforts to strengthen its Motorola brand in India as Lenovo-branded shipments declined right around 60 percent while its Motorola

portfolio saw a marginal increase contrasted with multiyear back. OPPO maintained its position however its shipments dropped nearly significantly contrasted with its record-breaking quarter in 2017Q3. OPPO rolled out improvements to its channel strategy as it began focusing more on particular outlets instead of having nearness over all outlets.

### 4. MARKETING STRATEGY OF TOUCH TABLETS

Odds are, whether you're one or the other relies upon what you do, what your qualities are, and how you relate to a brand. Those using iPhones have a tendency to be more youthful, hip, and esteem user-accommodating devices, while Droid fans are probably going to be more established, male, and incline toward hard specialized features to benevolent design [6].

PDA marketers are very much aware of the factors that influence consumer decision making when purchasing touch tablet – factors that consider not just angles like speed, connectivity, and unique features, however psychological attributes like personality, way of life, and brand dependability. This mindfulness is exemplified in touch tablet phone advertisements and commercials, which have a tendency to emphasize style and emotion, showing exactly how a phone could enhance a consumer's way of life.

Consumer research drives these advertising efforts, informing organizations of what their customers need before they even know they need it. Wireless manufacturers have profited by this research with awesome achievement,

gaining an understanding of the kinds of psychological reactions their products, brands, and advertisements invoke in their customers.

## 5. MARKETING MIX OF THE TOUCH TABLET

Marketing uses an arrangement of tools to influence demand for products known as the marketing mix. Kotler (2005, p.34) portrays Marketing mix in the following way "the arrangement of controllable strategic marketing tools that the firm mixes to create the response it needs in the target market". Included in the marketing mix, or the 'four P's' are product, price, place and promotion (Kotler, 2005, p33). The following are the 'four P's' recorded and quickly depicted in the creator's personal view:

- Product – what is sold
- Price – how much does it cost
- Place – where and how to get it

- Promotion – anything that communicates the value of the product.

The elements of the marketing mix can be incorporated individually or all together in the organizations marketing strategy. It can be used to make extremely strategic and fast actions, or to construct a 15 all the more long term design. In touch tablets there has been where one maker has thought of a working concept which competitors have then in swing attempted to adjust into their line of devices. Cases from the past of these trends in this product situated marketing can be BlackBerry's wide screen and qwerty keypad, Sony Ericsson's superior Cyber-shot camera phones and all the more as of late Apple's iPhone with its anything but difficult to use touch screen interface. The table beneath gathers together a couple of cases of how Apple, Nokia and Samsung are using the marketing mix with their competing devices [7].

**Table 1: Touch tablets Marketing mix**

Product	Price
Samsung Galaxy Note 8.0 <ul style="list-style-type: none"> <li>➤ Very good design</li> <li>➤ Strong brand</li> <li>➤ Huawei MediaPad 10 Link</li> <li>➤ New interface WP7</li> <li>➤ Solid design</li> <li>➤ Samsung Galaxy Tab 3</li> <li>➤ Superior technical specifications</li> <li>➤ o Android</li> </ul>	Samsung Galaxy Note 8.0 <ul style="list-style-type: none"> <li>➤ Very high price</li> <li>➤ Package deals</li> <li>➤ Huawei MediaPad 10 Link</li> <li>➤ High price</li> <li>➤ Package deals</li> <li>➤ Samsung Galaxy Tab 3</li> <li>➤ High price</li> <li>➤ o Package deals</li> </ul>
Place	Promotion
Samsung Galaxy Note 8.0 <ul style="list-style-type: none"> <li>➤ Samsung store</li> <li>➤ Limited dealers</li> <li>➤ Huawei MediaPad 10 Link</li> <li>➤ Service providers</li> <li>➤ Some control over retailers</li> <li>➤ Samsung Galaxy Tab 3</li> <li>➤ Service providers</li> <li>➤ o tablets retailers</li> </ul>	Samsung Galaxy Note 8.0 <ul style="list-style-type: none"> <li>➤ Brand buzz</li> <li>➤ Samsung store openings</li> <li>➤ Huawei MediaPad 10 Link</li> <li>➤ Press hype</li> <li>➤ Big events</li> <li>➤ Samsung Galaxy Tab 3</li> <li>➤ Advertising</li> <li>➤ o Technical excellence</li> </ul>

## **6. CONSUMERS PREFERENCE AMONG DIFFERENT OPERATING SYSTEMS THAT ARE OFFERED IN THE TABLETS**

Touch tablet Operating System A touch tablet operating system (or touch tablet OS) is an operating system for touch tablets, tablets, PDAs, or other touch tablet devices. Touch tablet operating systems combine features of a personal computer operating system with other features useful for touch tablet or handheld use; typically including, and most of the following considered fundamental in current touch tablet systems; a touchscreen, cell, Bluetooth, Wi-Fi, GPS touch tablet navigation, camera, video camera, speech recognition, voice recorder, music player, close field communication and infrared blaster [8].

The most prominent OS's for touch tablet devices (touch tablets and tablets) are Apple's iOS and Google's Android and they are the only ones that still show growth. Down the positions there are RIM's BlackBerry OS and Microsoft's Windows Phone. Symbian holds an inaccessible fifth place, while only multiyear back it was as yet the most generally used touch tablet OS. Today touch tablet devices with a legitimate OS are called touch tablets and users have a wide selection of applications, for example, games, productivity apps, communication or social media apps, digital maps, and so forth [9]

## **7. CONSUMER'S PREFERENCE ON THE IMPORTANT APPLICATIONS OF 3G CONNECTIVITY**

3G technology features can be partitioned into two categories which are the data rates and the security, The main feature of 3G technology is that it supports more prominent voice and data limit and high data transmission effortlessly, 3G touch tablets can work on 2G and 3G advancements. The second feature is the security; 3G technology has more noteworthy security features than 2G like Network Access Security, Network Domain Security, User Domain Security and Application Security. 3G Technology presents limited services for accessing traffic and weather updates , Video calls and video conference is another main feature in 3G touch tablet technology , These features decreases the communication obstructions between the people , that were not sacked even with touch tablet . 3G networks furnish you with multimedia services, for example, sharing of digital photos and motion pictures , 3G technology offers the continuous multi player gaming and location-based services , It enables the users to be online constantly and it additionally includes touch tablet office services ,, for example, virtual banking and online selling and Teleconferencing at work is one of the best applications [10].

## **8. CONCLUSION**

For quite a while, advertisers have utilized the customary transactional marketing mix strategy. Be that as it may, advertisers today understand the significance of relationship orientation; they are searching for a long haul gainful business relationship with their customers. Products in the technology showcase are always showing signs of change with shorter item life cycles, so it is trying for advertisers to



make a feasible relationship with their buyers and persuade customers to purchase products from their retail location. Touch tablets clients are in two classifications Touch tablets upgraders and substitution purchasers. Since touch tablets cost approximately four fold the amount of as highlight telephones, clients that move up to a touch tablets are bigly affecting the touch tablet telephone deals market in general. To start with, the greatest test confronting managers is to understand what sort of marketing strategy ought to be embraced to hold and increment consumer stream into their retail location and, in the long run, change over guests into customers who purchase their products. For quite a while, marketers were utilizing the customary transactional and marketing mix strategy, however the study has shown the estimation of a relationship orientation. The current 'marketing mix' strategy can't be overruled or discarded in the present business condition; be that as it may, the present marketing mix strategy can be the establishment on which retailers can set up their industry business stage. There has to be made many modifications in the marketing field.

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