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Role of Product Marketing Management in Market Share Elevation: An Empirical Study of Top Smartphone Brands in India

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Abstract

Product Marketing Management (PMM) is a key role in every manufacturing industry to enhance their profit and business. The PMM can also impact on the market share of the organization. In this paper, an empirical study was carried out to understand the role of PMM in market share elevation. The fast growing top five smartphone brands such as Huawei, Xiaomi, Samsung, Vivo, and Oppo have been considered in the current investigation. The quarter wise market share percentage of these manufacturers from 2016 to 2018. Consumers are becoming increasingly dependent on smartphones technology. Marketers are searching for ways to grasp opportunities stemming from the extraordinary mobile presentations and usage patterns. Product marketing strategies have been studied and the variation of market share during last three years data was analysed. This study reveals marketing strategies for the effective of PMM to elevate the market shares. Finally, identified marketing strategies have been compared and validated to observe the variation in the market shares.

Keywords: Market Share Elevation (MSE), Product Marketing management (PMM), Smartphone Producer, Indian Smartphone Market (ISM), Market Share Analysis (MSA).

Introduction

Market share have a great impact on every organization's performance in the stock market. Overall performance of the company directly influenced by market share of the featured product [1]. Market share is one of the prevailing metrics used to calculate company sales of the similar product variant produced by different companies. It is directly proportional to the company sales and is calculated in terms of percentage or profit over the specific time period. In dynamic market situations, it has been observed that many companies are competing for the similar

featured the products [2]. Many companies are competing for the similar featured products [3].

Every similar product has multiple manufacturers and most of them offer similar featured products at marginal price difference. For example, in automobile industry the small segment car is available in price ranging between 4 to 6 lakhs of different manufacturers [4]. Renault Kwid, Maruthi Suzuki Alto, Datsun Redigo, Hyundai Eon, Tata Tiago etc., shares the total market segment. As per 2018 final report, among these products the Maruthi Suzuki Alto leads the market share with 75% and Renault Kwid holds the second position with 20% [5]. These two companies hold the market share of more than 95% in the low-price car segment.

Maruthi Suzuki is dominating the Indian market since 1982. The Indian customers admire the Maruthi Suzuki. Even though the Renault Kwid has been launched in 2014 and it has captured fair market share in the short span of time because of effective product marketing management strategies [7]. It is evident that the unique feature of the product is not only enough to capture market share. Therefore, it is essential to promote the target product innovatively using Digital Product Marketing Strategies [8].

Product marketing management is one of the major organizational unit. This department acts as a bridge between the company and customers [9]. The company requires branding for every newly launched product in the current dynamic market scenarios by considering new product development (NPD) technologies like rapid prototype etc. and customers feedback. The success of an organization is the reflection of successful adaptation of the PMM strategies. In the competitive dynamic market, the PMM strategies play a vital role in product promotion. Thus, it is believed that the influence of PMM is very much important to improve the market share of the company [10].

This paper is organised as follows. In the first section literature survey on various product marketing management strategies has been discussed. Second section performs empirical study to understand the role of PMM strategies for elevating the market share of the smartphones. Third section suggests four major PMM strategies towards market share elevation. Fourth section validates the identified PMM strategies based on available statistical data and finally in fifth section the research outcomes have been concluded.

Literature Survey

In this section some of the research based on the Product Marketing Strategy for the elevation of market share is listed.

Jidong Huang et al. [11] have analysed the growth of US retail in e-cigarette market using statistical marketing data. In their survey data showed that the e-cigarette usage was declined in USA between in the year 2015 and 2016. JUUL labs Inc. changed the design of e-cigarette, and it looks like USB key. The JUUL's design was increasingly used by young and youth adult group. The JUUL adopted a various marketing and promotional activities from the year 2016 to 2017. New product marketing management strategy helped to reach up to 40% of the market share at the end of year 2017.

Private label brands (PLBs) affects the market share of brand manufacturers and became a major challenge in many countries. Andres Cuneo et al. [12] have examined the market structure at country level and examined retailer typology, retail distribution and logistics structures. This analysis was conducted to study the success of PLBs across countries. From the analysis it is proved that the distribution structure of the organization made a huge effect on PLB share. The study suggested that the organisation follow on branding and international marketing to protect the share of products.

Hidesuke Takata [13] have conducted an empirical analysis on manufacturer during 2009 to 2011 in Japan. The analysis examined the stability and relative importance of the effect of marketing capabilities, market orientation, and industry force for the business performance. The survey was conducted over three years from 2009 to 2011 and the data is analysed using partial least squares structural equation modelling. This research analysis suggested that the marketing capabilities are the major factor to maintain and improve the business performance.

Zuhairah Hasan and Noor Azman Ali [14] have analysed organization performance variation due to the green marketing strategy in Malaysia. Here the authors analysed the certified ISO 14001 environmental management system firms in Malaysia to understand the company performance variation due to the usage of green marketing strategies. In this research conducted a literature review and studied the two factors that influences the performance of an organisations. Ultimately, they conclude that the green marketing strategy made a positive image on the performance of a firm.

Hui Feng et al. [15] have analysed the various organizational activity for the growth of market condition. They conducted an empirical study to understand the impact of various level of firm capability and their interactions on the growth of the firm. In this research, considered three key organizational capabilities such as R&D, Marketing and Operation. The impact of these three capabilities is analysed on profit and revenue growth over a specific time interval. The research outcomes explain the marketing capabilities made a positive impact on firm growth. Finally, suggested a strategy to handle all the capability simultaneously under varied market condition.

Ke Rong et al. [26] have explored a business ecosystem for the development of organization's growth in foreign market and conducted a deep study to understand the strategy of business success to nurture in the foreign market. Then study explains to evaluate the development of business ecosystem in Chinese marketplace. In this research developed three sequential stages of framework to maintain a stable business ecosystem. The developed frame includes identification of leader partners, incubation of some complementary partners and try to integrate ecosystem partners. The proposed strategy helped a lot to nurture the business ecosystem and developed business growth in foreign market.

Pantea Foroudi et al. [27] have conducted a study to evaluate the necessity of marketing capability and digital technology for the influence of gain in small and medium sized enterprises (SMEs). The researcher concentrated this evaluation of the SMEs in the UK. The study found that the digital technology has two new components such as service convenience and information quality. Digital product technology of the marketing capabilities can facilitate a significant growth for the organization.

The mergers and acquisition or combine similar companies in the industry considered to enhance the profit and achieve the targeted revenue. Expand the market share by adding new products and offering cost effective services. The managers feel difficulties to achieve the goals especially market growth and sales revenue [28]. Mahabubur Rahman and Mary Lambkin have conducted a study to analysis the impact of product marketing performance due to the acquisitions and merging of companies. Study found that the performance of marketing got improved in sales revenue and reduces the cost for administrative, marketing and selling.

The research study shows that the internet gives positive impact to the organization and to export activities from the developed market. Constanza Bianchi and Shane Mathews [29] have conducted an experimentation to evaluate the effect of internet marketing for the development of market growth of an organization. Research focused on export firms in Latin American Country (Chile) and evaluated the internet marketing performance of firms. Study results the internet marketing provides a positive influence on the organizations and increase the export market share this leads to increase of market share. These strategies are well played in the enhancement of the business network for the export market.

The international new ventures face difficulty in the market to enhance the marketing capabilities and maintain the gain the foreign market. The international entrepreneurship may influence the performance of international new ventures in the foreign market. But the international entrepreneurship is oriented with the resource consuming. The new ventures have restriction with constraints for resource. Silvia L. Martin et al. [30] presented an investigation to understand the performance of new venture due to the variation of marketing capabilities and highlighted the role of marketing capability for the performance improvement of new venture in international market. The study suggested that the new vendor should focus on international entrepreneurship for the marketing capability for the improvement of performance.

Now a day's social media also plays a major role to boost the sales of an organization. The managers are challenged to understand the effectiveness of social media marketing and its difference from the traditional marketing strategy. V. Kumar et al. [31] have conducted a study to understand the time varying effect of social media marketing and compared the time varying effect of traditional marketing. Time varying effect model used to understand the effect of various marketing strategies.

An empirical analysis is conducted to understand the performance of an ice cream product in US. Study revealed that the sales down due to the traditional and lack of social media marketing strategies over a period. Then the sales increase due to effective adoption of social media marketing strategies. This study provided the necessary information to understand the social media marketing benefit to boost the sales, which can be helpful for the marketing managers and the study provided the detail on the time varying effect of the various product marketing strategies.

Technological and Marketing capability are the primary drivers to lead the performance of an organisation. These two capabilities in changing environment was unclear. Hence Ralf Wilden and Siegfried P. Gudergan [32] have proposed a model to understand the dynamic capability and its utilization. The model allows to sense and reconfigure the underlying processes related to technological and marketing capabilities. The influence of technological, market and competitor turbulence affect the proposed model. The study proved that the reconfiguration and sensing provided a positive effect on the growth of business.

In product marketing, some of the research involved in the analysis of consumer reviews. Several dimensions were explored for the review analysis, but the online products had fewer temporal dynamics. The analysis made some queries such as what are the dominant sales patterns? And how they affected the review count, sentiment, helpfulness, and rating? How the trust of the review is characterized and what its effects on revenue and sales? What is happening in marketing competition and benefits on sales is questioned. Santosh K C and Arjun Mukherjee [33] have tried to answer these questions based on the analysis of reviews of about 1 million products. Study reveals that the helpfulness and trust are the two major factors that can influence the revenue of an organisation. Then a sales forecast model was proposed based on the analysis of the review and its performance outcomes based on the conventional techniques.

PhyraSok et al. [34] have conducted study on analysis of the financial performance of SMEs by facilitating resource and capabilities. The capability and resource are the major factors for the marketing and product innovation. Research carried out on the data from few manufacturing SMEs and analysed it to understand the performance influence on revenue growth. Research study recommends that the innovation in the product and product marketing strategies provide the financial growth to the firm. Luca Cacciolatti and Soo Hee Lee [35] have analysed the need for the product marketing capability for the firm performance and suggested that the resource advancement for the marketing facilitate more benefit for the improvement of firm performance.

Digital product marketing presentations (DPP) are mainly used under the promotions part of product marketing management strategies to enhance the market share of an organisation. Digital product presentations are to be discussed on smartphones. Emerging devices and Technology like Internet of things, Wearable tech and Mobile TV. Consumers added values from mobile like health and wealth monitoring, Convenience and Location based services, Money and time saving, entertainment and education, Personalization. Marketing best practices like browsers versus apps, Gaming, Payments, Content, Advertising and Commerce.

Empirical Study

The influence of product marketing management strategies for the growth of market share has been analysed in this research paper. The top selling five smartphone brands in India such as Huawei, Xiaomi, Samsung, Vivo, and Oppo have been considered.

Finally, product marketing management strategy adopted by these companies is analysed.

Huawei in India

Huawei Technologies Co. Ltd is a one of the leading multinational telecom product manufacturers [17]. In 2008 Huawei manufactured their first smartphone and launched to market. In 2011 Huawei created their sub brand Honor and made a trend in the word smartphone market. In India Huawei brand is one of the most popular smartphone sellers [18]. Product market share in last three years in India is given in Table 1 [16].

Table 1: Huawei Market Share in India

Year	Trending Product	Market Share (%)
2016	Nova	<1%
2017	Honor Series	1%
2018	Honor Series	3.4%

Huawei is an experienced telecom product producer and they started smartphone manufacturing and launched smart phone in 2016 but they could not capture fair market share. Then they concentrated on their product and produce a new sub brand called Honor Series. It is an online product of Huawei and the achieved least share of 1% and in 2018 they used product marketing management strategies and achieved to 3.4% of the market share. Their target is to achieve at least 10% by 2019.

PMM of Huawei: The Huawei initially set the marketing strategy based on to fulfil the customer satisfaction. They followed the Marketing Mix (4Ps) strategy, it includes Product, Price, Place and Promotion [19]. The Marketing Mix is one of the most used strategy, and acts as a tool for marketers and marketing. In this strategy, the marketer uses the technology to meet the customer expectations. In 2018 the Huawei president, coined a new strategy to enhance the market share in India. In their new strategy, they planned to follow dual-brand strategy. In the dual brand strategy, they plan to sell their main and sub brand simultaneously with lots of features. In 2017-2018, they increased their growth up to 500% and overall achieved 3.4% of the market share. The Huawei uses product marketing strategy to lead market.

Xiaomi in India

Xiaomi Corporation is a one of the leading multinational telecom product manufacturers. The product is manufactured and launched to the market in the year 2011. In the end of 2018, The fourth largest smartphone manufacturer in the world [20]. In 2019 company launched new sub brand as POCO to increase the market share. Xiaomi reached the customer with low cost with high features of smartphones [21]. At the end of 2018 they acquired more than 27% of market share in India [16]. The market share of Xiaomi for the past three year in India is given in Table 2.

Table 2: Xiaomi Market Share in India

Year	Trending Product	Market Share (%)
2016	Redmi Note	10%
2017	Redmi Note	25%
2018	Redmi Note	27%

The above table clearly shows the contribution of Xiaomi in Indian smartphone market [16]. Now a days the Xiaomi brand creates tough competitor to acquire more than 25% of market share. In 2016 the market share in the first and second quarter is less than

5% and later increases the market share in the next two quarters and acquires the 10% at the fourth quarter. In the year 2017 and 2018 they achieved 25% and 27% of market share in India respectively. In all the years, the Redmi Note series made a trend to enhance and maintain the growth of market share.

PMM of Xiaomi: Xiaomi is a young smartphone manufacturer in India and during 2011, new product was introduced to the market [22]. Company achieved 6% of market share at the beginning and now it holds 27% of market share and become the third largest smartphone brand in India. For achieving this market share, they used a unique marketing strategy called go-to-market strategy. In the go-to-market strategy, the product is sold only via e-commerce business. Company not spent too much in conventional advertising, instead of that company opened Mi home online marketing systems for direct retail selling and signed with leading retailer to increase the offline sales.

Samsung in India

Samsung is a South Korean multinational electronics product producer since 1938. In 2009 they produced the Samsung Galaxy series with android at affordable price compared to the android phones by HTC [23]. They easily captured the Indian market by giving tough competition to the world leading manufacturer like Apple Inc. Due to its price range and features, the Indians are getting admired and organisation holds highest market share in India. Samsung holds its first place in market place since from 2017 to 2009 [16].

The market share percentage of Samsung in India during 2016-2018 is given in Table 3.

Table 3: Samsung Market Share in India

Year	Trending Product	Market Share (%)
2016	Galaxy Series	26%
2017	Galaxy Series	25%
2018	Galaxy Series	23%

The variation of market share value of Samsung during 2016, 2017 and 2018 is given. Still 2017, Samsung holds its position in top with constant 25% of market share in India. After the penetration of Xiaomi and other brands, they get dropped from the top position.

PMM of Samsung: Samsung concentrate to maintain a product portfolio in marketing mix to provide fast services to the customer. Samsung is believed as very fast service provider among the smartphone manufacturer in India. In order to cover all categories of people, maintain a portfolio of smartphone from low range to high range of products. Followed channel marketing, and all the customer relation activities are channelized and maintained.

Samsung maintained three channel activities, in the first channel as an exclusive showroom, here the sales and service point are responsible for all the corporate sales and product service. The second channel includes Morden Retail, in which the company made a contract with the leading e-commerce retailers to promote the products each corner of the country. The third channel is distributor, in which a separate distributor is assigned to every region, Distributor spread the product throughout the region. Additional to with these activities, Samsung also spend for promotion through advertisement and seasonal offer.

Vivo in India

Vivo is a Chinese technology smartphone manufacturer established in the year 2009. In 2015, Vivo introduced its first smartphone in

India and started its journey with low to mid-range of smartphones [24]. Company concentrated the market with different features in smartphones. In one year from the introduction, they reached up to 5% of the market share. Currently company have a constant 10% of market share in India [6]. The market share value of Vivo in India is given in Table 4.

Table 4: Vivo Market Share in India

Year	Trending Product	Market Share (%)
2016	V5	5%
2017	V7	10%
2018	V15	10%

In the first quarter of the year 2016 Vivo acquired only 1% of market share, then in the second quarter company acquired 4% of market share and in the subsequent quarters Vivo achieved 5% and 10% of market share. Thus, company over all achieved 5% of market share in the year 2016. In the next two years company achieved constantly 10% of market share in India.

PMM of Vivo: Vivo is one of the youngest smartphone manufacturers in Indian marketplace. Company acquired 10% of market share within the short period of time. It is strong evident that the marketing strategy worked well for them. The Vivo follows the 4P's of product marketing strategies. As per the 4Ps strategy process, initially planned their product based on the current trend and customer requirement. Then, the second one is Pricing, the new model smartphone should release at the offered price range to cover maximum customer. The third 'P' as Place, vivo from the beginning itself concentrated on the retail store with portfolio of new smartphone and the stores are placed most of the region. Then the fourth 'P' stands for Promotion, vivo also spends its time and money for the promotional activities and advertising.

Oppo in India

Guangdong OPPO Mobile Telecommunications Corp., Ltd is a Chinese smartphone manufacturer founded in 2001 and Smartphones are launched to the market in the year 2004 and it becomes the biggest smartphone manufacturer in China during 2016 [25]. In the year 2013, Oppo launched its first smartphones in the Indian marketplace. In 2018 they become the fourth largest smartphone brand in India [16]. The market share percentage of Oppo during 2016 to 2018 is given in Table 5.

Table 5: Oppo Market Share in India

Year	Trending Product	Market Share (%)
2016	F series	4.25%
2017	F series	8.5%
2018	F series	7.25%

The table clearly shows that the Oppo acquired more than 4% of market share in 2016 due to its trending 'F' series phones with the tagline of "Selfie Expert". The Oppo always concentrated on camera especially front camera to admire selfie wishers. At an affordable price range of phone, they enabled a high-resolution camera to encourage selfie snap wishers. And in the subsequent years company gained almost doubled the market share in India.

PMM of Oppo: Oppo is one of the youngest smartphones manufactures in the Indian market. The major marketing strategy is to produce the product for the selected type of people not for all the user. For example, Company given importance to the selfie clicking people by including high resolution camera with proper software

support in their smartphones. Like other smartphone they also following the marketing mix 4Ps, in which they concentrate all the parts. For example, design a product for specific people based on their expectations, price range of products is always affordable form low to mid-range. Oppo maintaining exclusive retailer to admire local and experience the new smartphone in their portfolio and dynamically active in the promotional activities.

Methods

The marketing strategy of five famous smartphone manufacturers and its importance in the market share elevation has been investigated. The study focused the smartphone brands like Huawei, Xiaomi, Samsung, Vivo and Oppo. Among the five brands Xiaomi, Samsung are the top two smartphones manufacturer according to the market share acquired in India. Some of the notable marketing strategy followed by these manufacturers are listed in this section.

Marketing Mix 4Ps

Marketing Mix 4Ps is a famous and most used marketing strategy by various organization in the universe. The marketing mixes a kind of decision-making process before launching a product. It includes 4Ps such as Product, Price, Place and Promotion. The first step Product is followed before manufacturing a product. In this process the right product is planned by analysing the current trend and as per the customer requirement. The second P is Price, the competitive price for the product is assigned. The price tag is one of the biggest tools to reach the customer. The product should price in a range to admire more people. 4 P's of Marketing Mix are given in Figure 1.



Figure1: 4 P's of Marketing Mix

The third P stands for Place, the manufacture should facilitate the proper channel to maintain the customer relation. Every place should hold portfolio of new model smartphones to experience its functionality. Then a separate channel for dealing service activities at the nearer location to the customer. The last and most important activity is Promotion. Every product should promote and advertised to reach maximum people. The manufacturer should involve direct marketing through advertising and suggest retailer to reach the brand in the nearer location. All the five brands of smartphone following these 4Ps with different time period to capture the market.

Creating a situation of scarcity

It is a special kind of marketing strategy and it is initially followed by the brand Xiaomi through e-commerce website. Now a days most of the brands are following this strategy to make an attention among the people. In this strategy, the initial advertisement about the product with the features are released by the manufacturer. Then

the limited number of products is manufactured, and it is sold in a single day through online flash sale. In which the targeted product can get sold within few minutes after sales start. It made a scarcity situation among people and made a curiosity for the next sale.

Initially Xiaomi followed this strategy by made an agreement with one of the India's leading e-commerce company Flipkart. The same strategy continued now while the releasing of new products to market. Then Xiaomi is giving assurance for fast delivery and best services for complaints. The steps followed in the flash sale is shown in Figure 2.

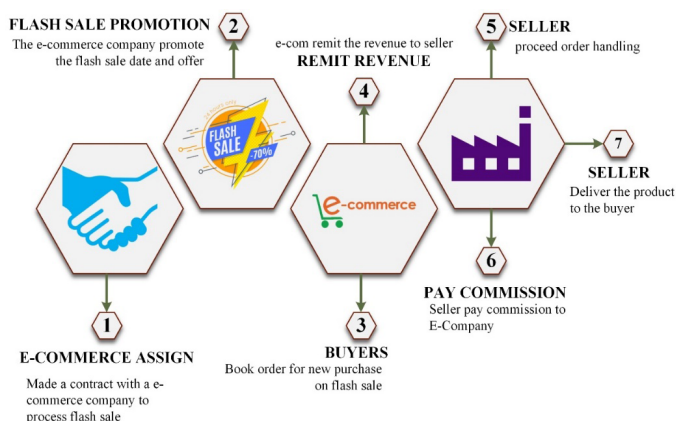


Figure 2: Process flow of Flash Sale

Now a days some other e-commerce company Amazon also supporting flash sale of smartphone manufacturers. Most of companies also go for flash sale with huge offer on product features and price. Thus, this strategy is a notable and important to enhance the market share of the organization.

Exclusive Retail Store with Portfolio

Creating exclusive retail store with portfolio of recent smartphones is a kind of marketing strategy; it can also elevate the market share of the products. Samsung is one of the leading smartphone manufacturers opened many exclusive retail stores in every parts of the country. Then they made a contact with the famous and leading retailers to maintain the portfolio of their product. The exclusive store contains the following features as given in Figure 3.



Figure 3: Function of Exclusive Retail Store

The portfolio of latest product helps people to experience them and create more chance to buy the product. In recent years the Vivo and Oppo created huge store to maintain their portfolio. These companies suggested placing an exclusive label in their display and provided a portfolio desk to every store with few latest smartphones for demonstration. Xiaomi recently decided to open maximum number of their exclusive stores with portfolio of all

their latest product in the name of their brand MI. Thus, it is evident that the exclusive store with portfolio is essential for the market share elevation in India.

Promotion via Sponsoring

Sponsoring a famous event or program is another marketing strategy that can reach the brand to the maximum people. Now a days the manufacturers came forward to sponsor an event or program to increase the market share. Oppo sponsored the Indian National Cricket Team. Vivo sponsored, a famous cricket event IPL to promote their brand. Similarly, some other brands sponsoring the famous reality shows in Television. In other hand, the brand is promoted by the retailers by publishing the newspaper advertisement and spreading flyers in the local region. Thus, these activities also essential to improve the market share.

Sub Branding

Sub branding is one of the newly introduced marketing tactics to improve the market share. In some instant the people may get bored of using same band of smartphone and give interest to buy other brand. In other case, some brands have identity based on their price range and features. It can cover only a specific group of people; it is also a cause for market share. In order to overcome these issues, the brands are introducing sub brand to reach all the group of people. Figure 4.

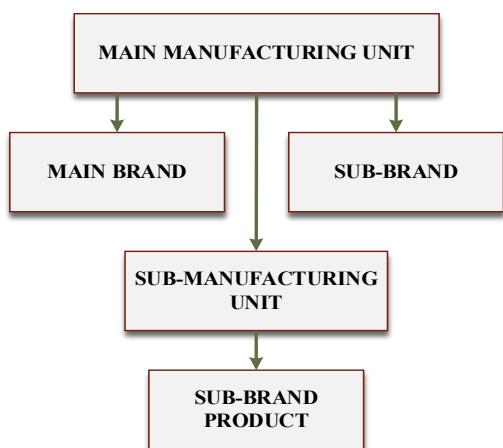


Figure 4: Sub branding tree

In sub brand the manufacturer introduces some of new product designs, features and variation in price tags to cover maximum market. Currently Xiaomi has a sub brand called POCO, the Oppo has a sub brand Realme and the Huawei has a sub brand Honor. Sometimes many manufacturers introduce new smartphone to market with main and sub brands at same time, but they consider the aggregate of market share. In this section, we have described

five marketing strategy for the market share elevation. All the listed strategies are currently followed by most of the smartphone manufacturer in India. It is evident that these strategies can helpful for the market share elevation.

Analysis

Indian market for smartphones is considered as big marketplace in universe, leading in India will make them a universal improvement. The market share elevation in three years is analysed and is given in Table 6.

Table 6 gives the quarter wise market share by various smartphone brand in India and their product marketing strategy is given. In the year 2016 Samsung was having first position based on the market share value. Major sales are through the exclusive and retail store along with the 4Ps. Company also sponsoring various events as part of promotional activities. But Xiaomi is the young brand compare to the Samsung, but it is in second position.

Company adopted various marketing strategy, but their strength is flash sale to create the curiosity among people to buy the products. This analysis it clearly states that the flash sale and sponsoring plays a major role in market share elevation.

Table 7 gives the market share of various brand in 2017 and explains the importance of flash sale and sponsoring. Because Xiaomi in the year 2017 with only two featured marketing strategy they lead the market and gained around 25% of market share. But in this period not concentrated on sub brand and exclusive store.

The market share of 4 quarters in 2018 of various brand is given in the Table 8. In the year 2018 along with Xiaomi, Oppo and Huawei also introduce flash sale strategy. Huawei introduced its sub brand Honor for flash sale and to increase the e-commerce sales.

Xiaomi holds first position after introducing sub brand POCO to concentrate offline sale through exclusive store or retailer. Then Oppo to break its barrier and introduced its sub brand Realme. The market share value of all the manufactures are visually shown using a comparison chart and is given in Figure 5.

Initially Xiaomi concentrated on e-commerce sales, flash sales method to get attention from people. In subsequent years all brands concentrated e-commerce sale and some brands introduced flash sale strategy. The result shows five product marketing strategies are very important for market share elevation.

Strategies for Small Scale Industries to Lead Indian Marketplace

In India, small scale industries are huge, and they are struggling a lot in marketplace, due to the lack of resource for branding their products. Some of the notable Indian smartphone companies

Table 6: Market Share of Top Brands in 2016

Brand	Market Share in %				PMM				
	Q1	Q2	Q3	Q4	4Ps	Flash Sale	Exclusive Store	Sponsoring	Sub brand
Samsung	29	26	22	24	✓	-	✓	✓	-
Xiaomi	4	4	6	9	✓	✓	-	✓	-
Vivo	1	4	5	10	✓	-	✓	✓	-
Oppo	2	3	4	10	✓	-	✓	✓	-
Huawei	<1	<1	<1	<1	✓	-	-	-	-

Table 7: Market Share of Top Brands in 2017

Brand	Market Share in %				PMM				
	Q1	Q2	Q3	Q4	4Ps	Flash Sale	Exclusive Store	Sponsoring	Sub brand
Xiaomi	13	16	22	25	✓	✓	-	✓	-
Samsung	27	23	23	23	✓	-	✓	✓	-
Vivo	12	13	9	6	✓	-	✓	✓	-
Oppo	10	10	8	6	✓	-	✓	✓	-
Huawei	1	1	1	1	✓	-	-	✓	-

Table 8: Market Share Top Brands in 2018

Brand	Market Share in %				PMM				
	Q1	Q2	Q3	Q4	4Ps	Flash Sale	Exclusive Store	Sponsoring	Sub brand
Xiaomi	31	28	27	27	✓	✓	✓	✓	✓
Samsung	26	28	22	20	✓		✓	✓	
Vivo	6	12	10	10	✓		✓	✓	
Oppo	6	9	8	7	✓	✓	✓	✓	✓
Huawei	3	3	4	4	✓	✓	-	✓	✓

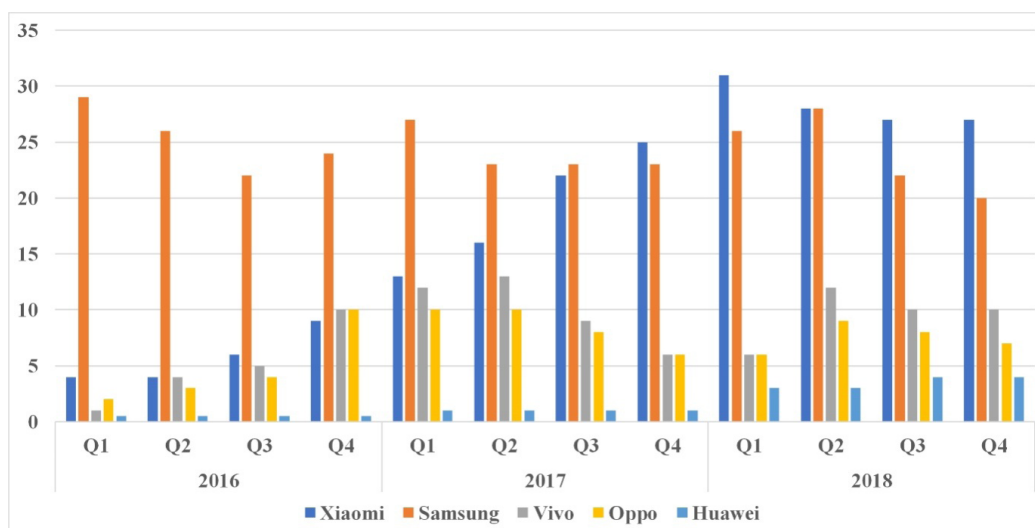


Figure 5: Market Share of Top Smartphone Brand in India

are Celkon, iball, Intex Technologies, and Karbonn Mobiles, comparatively these are small companies than the bands like Huawei, Xiaomi, Samsung, Vivo and Oppo. These Indian products are not able to promote their products well due to the poor marketing strategies.

The study reveals that the flash sale, exclusive store, sponsoring, sub branding and 4P's are the five important strategies followed by the large-scale industries to capture the market share. Some of other strategies are considered to elevate market shares such as Expansion, Diversification, Joint Venture, Mergers and Acquisitions, Sub-Contracting and Franchising.

Sales Corner

Exclusive store for the brand is an encouraging strategy among the large-scale industries. In case of small-scale industries, it may be expensive, SSI can expand to every region of country by Joint

Venture, Subcontracting and Franchising by adopting marketing strategies. For example, the smartphone companies can joint with the retail seller of other home appliances and motivate them to concentrate on both product sales. The sales corner can boost the sales and enhance the market share.

Single Day Sales

Flash sale is an online or e-commerce-based sale, the seller should have an e-commerce service with proper delivery support or made a contract with the famous e-commerce company. This process may be expensive for the small-scale industries, SSI can concentrate on single day sales strategy. In which, they should produce the limited products and advertise the product in the local region through their sale corner. The product should be selling on the same day only or till the stock available. This single day sales strategy can attract the people only based on the products feature, price offers and advertising style.

Advertising with Offers

It is one of the most important strategy, should follow by small scale industries for the sales growth. The large-scale industries are sponsoring many events and giving advertisement in television to make their product popular. But it might not be possible by the SSI. Continuously advertise the product in their local region via the sales corner. SSI can use local newspaper, flyers and place attractive advertising board in the public place. This can make the product popular among the public and it can increase the products sales.

Conclusions

This research paper deals with the product marketing management strategies to elevate the market shares. In this study, five top smartphone manufacturers are considered and analysed their marketing strategy and market share in India for the period 2016 to 2018. The study explains the quarter wise market share of five smartphone producer Huawei, Xiaomi, Samsung, Vivo and Oppo. The mentioned five marketing strategies are Four Ps, Flash Sale, Exclusive Store, Sponsoring, and Sub brand. All these strategies are essential to elevate the market share. But the flash sale and sponsoring has a major impact on growth of the market share. However, it is required to follow all these methods to maintain the market share along with the improvement.

In this empirical analysis large-scale industries have been considered which has foothold in Indian Market smartphone market share. But in India, there are large number of small-scale industries involving producing similar product. These small-scale industries are struggling to lead their market share among the large-scale industries. Finally, Product Marketing Strategies are sales corner, single day sales and advertising with offers has been identified for the small-scale industries.

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