

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)],
Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 4255 Cities in 176 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	A STUDY ON CUSTOMER'S APPREHENSION TOWARDS MOBILE BANKING TECHNOLOGY <i>PADMAAVATHY.PA. & DR. B. ADALARASU</i>	1
2.	TURNOVER ANALYSIS: A CASE STUDY OF AUTOMOBILE INDUSTRY IN INDIA <i>DR. M. VENKATA RAO & DR. K. KANAKA RAJU</i>	5
3.	UNDERSTANDING ORGANISATIONAL CULTURE THROUGH OCTAPACE PROFILE: AN EMPIRICAL STUDY OF THE UNIVERSITY <i>DR. PRAVEEN CHOUGALE & SOMNATH D. PAWAR</i>	13
4.	A COMPARATIVE STUDY OF SOCIAL ACCOUNTING, AUDITING AND DISCLOSURE PRACTICES APPLIED BY INDIAN CORPORATE SECTOR <i>SHARDHA G. THAKUR & DR. MAHESHCHANDRA P. JOSHI</i>	18
5.	CRITICAL FACTORS FOR THE SUCCESS OF EXPERIENTIAL BRANDING IN FLIPKART.COM <i>K.J. JAIMS & BELAGAVI BAKKAPPA</i>	23
6.	DETERMINANTS OF JORDANIAN BANKING SYSTEM ACTIVITIES <i>GHAZI A. ALRGAIBAT & TORKI M. AL-FAWWAZ</i>	29
7.	ASSESSING THE MEDIATING ROLE OF SOCIAL IDENTITY ON THE RELATIONSHIP BETWEEN SOCIAL NETWORKING SITE USAGE AND BRIDGING SOCIAL CAPITAL <i>SANGEETHA K L & DR. D. MAVOOTHU</i>	36
8.	IMPACT OF THE REFORM OF LIBERALIZATION ON EMPLOYEES' PRODUCTIVITY OF ETHIOPIAN LEATHER INDUSTRY <i>DR. BREHANU BORJI</i>	41
9.	INTEGRATED MARKETING COMMUNICATION IN POLITICAL CAMPAIGNING: A SUCCESS STORY OF BJP IN 2014 LOK SABHA ELECTION <i>MOHD DANISH CHISHTI, DR. RESHMA NASREEN, NAZIA HASAN KHAN, PRIYANKA INDORIA & MIR SHAHID SATAR</i>	49
10.	DIMENSIONS OF OPERATIONAL EFFICIENCY OF INDIAN PAINT INDUSTRY: AN EMPIRICAL STUDY <i>S. KAMALADEVI & DR. A. VIJAYAKUMAR</i>	53
11.	ATTITUDE OF CUSTOMERS TOWARDS INTERNET BANKING: A CASE OF NAMAKKAL TOWN, TAMIL NADU <i>M.MATHIYARASAN & DR.G.VADIVALAGAN</i>	59
12.	ADVERTISING ON SOCIAL MEDIA: THE INDIAN SCENARIO <i>PRAMA VISHNOI & NAMITA PADHY</i>	63
13.	THE PROMOTIONAL STRATEGY IN COMPETITIVE SMARTPHONE MARKET: A CASE STUDY OF INDIAN AND CHINESE MOBILE HANDSETS COMPANIES <i>SHWETA</i>	66
14.	YOUNG E-SHOPPERS' PERCEPTIONS ON LEADING ONLINE RETAILERS - WITH SPECIFIC REFERENCE TO E-SERVICE QUALITY AND E-RECOVERY DIMENSIONS <i>DR. ANDAL AMMISSETTI</i>	70
15.	AWARENESS ABOUT AVAILABILITY OF EDUCATIONAL LOANS FOR HIGHER EDUCATIONAL PROGRAMMES AMONG THE PU STUDENTS OF BANGALORE CITY <i>ASHA RANI.K</i>	73
16.	FACTORS THAT MAKE THE DIFFERENTIATION IN THE SERVICE SECTOR <i>AASHISH.C.I</i>	80
17.	ADAPTABILITY OF QUALITY MANAGEMENT IN HUMAN RESOURCES OF PUBLIC TRANSPORT SYSTEM <i>SARIN RAJU & SINI V.PILLAI</i>	83
18.	EFFECTIVENESS OF TRAINING FOR HUMAN RESOURCE DEVELOPMENT: A CASE STUDY OF A PUBLIC SECTOR BANK IN ODISHA <i>LOPAMUDRA PATNAIK & NAMEIRAKPAM CHETANA</i>	88
19.	EMPLOYER BRANDING: EMPLOYER OF CHOICE <i>ANURADHA DHANKAR</i>	94
20.	HUMAN RIGHTS OF AN ACCUSED PERSON UNDER CRIMINAL JUSTICE SYSTEM IN INDIA <i>SANSAR SINGH</i>	96
	REQUEST FOR FEEDBACK & DISCLAIMER	100

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
Chancellor, K. R. Mangalam University, Gurgaon
Chancellor, Lingaya's University, Faridabad
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

FORMER CO-ORDINATOR

DR. S. GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. A. SURYANARAYANA

Department of Business Management, Osmania University, Hyderabad

PROF. V. SELVAM

SSL, VIT University, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

SURJEET SINGH

Asst. Professor, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

FORMER TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to their inclusion of names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR :

Designation :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. ***pdf. version is liable to be rejected without any consideration.***
- b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
- e) **Abstract alone will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
- f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
- g) The author (s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.

2. **MANUSCRIPT TITLE:** The title of the paper should be **bold typed, centered and fully capitalised**.
3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
5. **ABSTRACT:** Abstract should be in **fully italicized text**, ranging between **150 to 300 words**. The abstract must be informative and explain the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**
6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations.
7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php, however, mentioning JEL Code is not mandatory.
8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably range from 2000 to 5000 WORDS.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered & self explained, and titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section: Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they are supposed to follow Harvard Style of Referencing. **Also check to make sure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use **(ed.)** for one editor, and **(ed.s)** for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders after the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

THE PROMOTIONAL STRATEGY IN COMPETITIVE SMARTPHONE MARKET: A CASE STUDY OF INDIAN AND CHINESE MOBILE HANDSETS COMPANIES

SHWETA
ASST. PROFESSOR
DEPARTMENT OF COMMERCE
COLLEGE OF VOCATIONAL STUDIES
UNIVERSITY OF DELHI
NEW DELHI

ABSTRACT

In the real sense, India is the second largest mobile phone market and third largest Smartphone market across the world that makes it particularly attractive. There are over 200 brands vying for 250 million units a year mobile phone market. As the market transitions to Smartphones, an array of Chinese manufacturers have headed to India recently, with Lenovo, Xiaomi, Gionee and Oppo-- all are boasting a good portfolio of Smartphones. Not only this, Indian companies have built their sales through massive imports—the bulk of that from China. Thanks to huge economies of scale, Chinese manufacturers hawk mobile devices at rock-bottom prices to these Indian firms. Therefore Xiaomi has sold over 95K devices in its first month of launch and even a lesser known company, Gionee is making its presence felt in the Smartphone market with a correlated competition with India in terms of selling Moto G & Moto E models. This article expresses the competitive idea of Indian and Chinese promotional market strategies adopted by their smart phones handsets companies and evaluates the factors that are helping Chinese Smartphones to become an Indian market capturing hegemon with a cheaper cost promotional strategy. This article also addresses some segment-related issues that show some promotional weakness of Indian handset companies to promote smartphones.

KEYWORDS

Home-Grown players, VFM strategy, technological superior segments, hands-free set.

INTRODUCTION

The increasing trend using Smartphone among the people is the main reason that has intensified the interest to research on this topic. People's obsession about the Smartphone has been increasing rapidly today. Mobile communication is continuously one of the hottest areas that are developing at a booming speed, with advanced techniques emerging in all the fields of mobile and wireless communications. In real sense, Smartphone is a mobile phone with advanced features and functionality beyond traditional functionalities like making phone calls and sending text messages. We are in an era where users buy smart phones not just to be in touch, today's consumers use it to express their thoughts by using apps, for social networking, to show their interests, surf on the internet, listen to music, play videos, play games, playback and recording, read news and jokes, navigation, to use built-in camera, chat instantly with friends & families and even check their bank balances and much more. Due to same reasons the Smartphone is now become a common choice for consumers along with the use in business as it was initially intended for business users only.

The latest surveys show that the popularity of Smartphone's is increasing in general public with the more paces than it is increasing in Corporations. Initially the Smartphone's were only perceived for business use due to their cost and application, but not today, we are in a frenetic Smartphone society populated with the Smartphone's from many vendors providing a range of advanced functionalities and services on a piece of handset.

Nowadays cheaper smart phones are also available in the market. But price, quality, brand, country of origin, marketing, sales, word of mouth etc. could be several factors that a consumer may think before buying a Smartphone. How much does brand of Smartphone affect the buying decision of a customer? As there are various types of Smartphones available in market with varying price. And how they impact the customer buying decision? The handsets companies are in the competition in terms of manufacturing their Smartphone handsets with more featured and cheaper in luring the customers. Just because of this Smartphones promoting revolution, India's telecommunication network is the second largest in the world based on the total number of telephone users (both fixed and mobile/smart phone) in the developing world behind China. There are various Indian and Chinese phone manufacturers providing attracting handsets like-- Celkon Mobiles, HCL Technologies Limited, iBall, Intex, Karbonn Mobiles, Lava, Micromax, Simmtronics, Spice Digital Limited, Videocon Companies Limited, and Xolo, Lenovo, ZTE, Huawei, Xiaomi, Oneplus etc. But apart from achieving the premier stage the Indian Smartphones manufacturer companies are scared about the competitive market segmentation in terms of Chinese handsets what are selling out in Indian markets rapidly.

Today's Smartphone's has been around since last six to eight years when Apple introduced the Smartphone in mass consumer market, but in reality the Smartphone has been in market since 1993. Today's Smartphone are quite different from the early Smart phone. Earlier Smartphone were predominantly meant only for corporate users and were too expensive for the general consumers. But today's Smartphone are closing the gap between enterprise centric and general consumer centric Smartphone and providing advance features. The up-gradation in the mobile operating system started in 2008 and within last seven year there have been several upgrades in Apple Ios, Android and Blackberry OS. The most popular mobile Operating systems (Ios, Android, Blackberry OS, Window mobile) and key Smartphone vendors (Apple, Samsung, HTC, Motorola, Nokia, LG, Sony etc.) are concentrating to bring features both in operating systems and devices which will provide exciting feature to enterprise and general consumers.

Just because of advance features and using Android technology the world's mobile/smart phone handsets manufacture companies are coming in the comprehensive competition in promoting their new handsets in the markets. India's mobile handset market, of about 20 million units a month, saw two major changes that overturned the pecking order in the April-June quarter of 2014. While home-grown Micromax, for the first time, elbowed out Korean giant Samsung to become the firm selling the highest number of handsets in the country. Motorola's gamble of taking the exclusive e-commerce route for its India re-entry with Moto G, six months ago, struck gold in the Smartphone segment. According to Hong-Kong based *Counterpoint Technology Market Research*, in the April-June period, Micromax's share of the overall handset market (Smartphones, feature phones, and low cost handsets) stood at 16.6 %, while Samsung settled for 14.4%. Nokia was relegated to the third spot with a 10.9 % share, while Karbonn's share was 9.5% and lava's 5.6 %. In the smart phone segment, Motorola, it sells its products only through e-tailer Flipkart, surpassed formidable rival Nokia in sales to become the country's fourth-largest Smartphone player. Nokia was pushed to the fifth position. According to *Counterpoint*, Motorola had a 4.3% share, while home-grown players Micromax (19.1%) and Karbonn (5.9%) were second and third respectively. And now Intex achieved No.3 position in overall Smartphone market share, which includes both Indian and MNC brands according to latest *Counterpoint Research & Cyber Media Research* report.

The Indian handset market is the second largest in the world after China due to unprecedented subscriber growth. But in India 25% of the mobile phone market is captured by the Chinese companies because of the liberal import policies of India. While Multinational mobile companies such as Nokia, Samsung, Motorola and LG, who dominate the mobile handset space with over 75% of the market share. Karbonn is also facing an increased competition, Chinese smart phone makers going ahead. The newest kid on the block, China's Xiaomi, which also sells Smartphones in the country only through FlipKart, has sold 20,000 units in just two weeks. In a statement, Xiaomi earlier said it sold the entire weekly stock for India in only five seconds. In addition, Gionee, another Chinese firm, is also pushing its products aggressively in the Indian market, with average sales of 300,000 to 400,000 units a month.

To compete with china, Indian companies such as consumer goods giant Videocon, B K Modi owned Spice Mobiles, Usha Lexus, Delhi based Intex and Reliance Communications, are joining the bandwagon by leveraging their brands and offering warranties which are not available on the Chinese products. As many as

over six million GSM phones are sold every month in India. This market is expected to grow further, with the entry of new players and telcos moving to rural areas.

Apart from this, Indian handset companies import most of their devices from China. Home-grown handset manufacturers—Micromax, Karbonn, Intex, Lava and Maxx, which controlled 35% of the mobile handset market last year. Their rise is believed to showcase the success story of India's manufacturing sector. But, dig a little deeper and the story looks less impressive. For, these home-grown mobile phone companies have built their sales through massive imports—the bulk of that from China. Thanks to huge economies of scale, Chinese manufacturers hawk mobile devices at rock-bottom prices to these Indian firms. The prowess of Chinese manufacturing can be gauged from the fact that last year 850 million devices—more than 50% of global production—were made in that country alone, according to *ABI Research* (New York based Market Research and Market Intelligence Firm).

Though the growth opportunities are excellent of Indian Smartphone companies, there are many issues that need to be addressed for handsets manufacturing sectors in India. Some of these aspects are as follows:

1. Chinese companies, with names like Huawei, Xiaomi, Coolpad, Lenovo, ZTE, and even Alcatel (which is now part of TCL Corp., a Chinese electronics company) are having a big impact both inside China and in emerging economies. These companies mostly sell unlocked Smartphones that run the Android mobile operating system. They usually charge much lower off-contract prices than Apple and Samsung, including Indian Smartphones.
2. According to Strategy Analytics, out of the top 17 Smartphone makers globally in the third quarter, 10 were based in China. Xiaomi ranked third in total production, and Huawei ranked fifth. The rest of the Chinese group in Strategy Analytics' top 17 included Lenovo, ZTE, TCL Alcatel, Lenovo (formerly Motorola under Google), Coolpad, Oppo, Vivo, Micromax and Tionee.
3. Chinese Smartphone companies also operate its own App store – like Google Play or Apple's App Store – keeping users in its ecosystem like Xiaomi. Xiaomi known as Chinese Apple, the company also sells their phones in China and India, its second-biggest market, through online-only channels, keeping the cost base down and appealing to a tech-savvy audience.
4. China experienced explosive Smartphone growth in the last few years with almost 85% of mobile shipments expected to be Smartphones this year (up from 58% last year), but India is not in position to do the same.

OBJECTIVES OF THE STUDY

With the background, it is of interest to see how the Indian handset companies are addressing these aspects discussed above that is to ensure promotion of their handsets in the world in comparison to China. Hence, the objectives of this research are:

1. To explore if Indian Smartphone handset companies promote their handsets and mobile devices in India and the other countries.
2. To analyze the competitive promotional strategies adopted by Indian mobile companies to defeat Chinese mobile handset market.

REVIEW OF LITERATURE

Guy Klemens explores the history of the cellular phone from its beginnings in the 1940s to the present, this book explains the fundamental concepts involved in wireless communication along with the ramifications of cellular technology on the economy, U.S. and international law, human health, and society. It also deals with bandwidth and radio. Subsequent chapters look at precursors to the contemporary cell-phone, including the surprisingly popular car phone of the 1970s, the analog cell-phones of the 1980s and early 1990s, and the basic digital phones which preceded the feature-laden, multipurpose devices of today (**Guy Klemens, 2010**). In addition, the popularity of smart phones has created a wave in development of mobile friendly websites. More than 100 million people actively use Facebook from their mobile devices every month, whereas mobile browser opera mini has more than 90 million users. Just a few years back, Smartphones were more of a status symbol, but now they have become a must-have productivity aid, literally carrying a lot of information all in pocket (**Elizabeth Woyke, 2014**).

While **Rich Ling's** book provide the general background information on the growth of the worldwide mobile-phone market and also provide an interesting account of the history of mobile telephony. It focuses on discussing theories that examine the interaction between society and technology. He also focuses that the mobile phone is also shown as being the cause of creating insecure situations, such as using your mobile phones while driving. This problem is being tackled in countries such as the UK, where it is now illegal to use a mobile phone while driving unless you are using a hands-free set. But overall he points out that the hands-free set came in the market just because of using mobile phones while doing another task as well. Now world is using Bluetooth, a new feature in Smartphone markets (**Rich Ling, 2004**).

Gerard Goggin and Larissa Hjorth produced their idea on the basis of telecommunication and mobile technologies. They argue that in light of emerging forms of software, interfaces, cultures of uses, and media practices associated with mobile media, this collection investigates the various ways in which mobile media is developing in different cultural, linguistic, social, and national settings. Mainly, contributors consider the promises and politics of mobile media and its role in the dynamic social and gender relations configured in the boundaries between public and private spheres. The essay collection is genuinely interdisciplinary, as well as international in its range, with contributors and studies from China, Japan, Korea, Italy, Norway, France, Belgium, Britain, and Australia (**Gerard Goggin and Larissa Hjorth, 2009**).

CCS Insight Report proclaims that recent years have witnessed a fundamental shift in the structure and dynamic of the global Smartphone landscape. Profit margins have followed a similar if not worse trajectory to those in the PC industry and the strategic importance of mobile technologies has seen the Smartphone market become incrementally more complex and competitive. In addition, barriers to entry have fallen dramatically, enabling a "long tail" of emerging manufacturers that are collectively becoming a significant force. They are steadily expanding beyond their heartland of Shenzhen, China, exploiting the advantages of low cost, the scale of their home market and their closeness to the supply chain. Chinese manufacturers benefit from enormous scale in their home market. China will see shipments of 350 million Smartphones in 2014 and China Mobile alone is targeting sales of 100 million LTE (Long Term Evolution) devices in 2014. This is enabling Chinese manufacturers to quickly expand to overseas markets. At the other end of the spectrum are the multitudes of Chinese manufacturers, ranging from larger more-established players such as Gionee, Oppo, Yulong and Xiaomi to an abundance of smaller but growing operations. This report concluded that the mobile phone and smartphone market has become more competitive, complex and connected over the past three years (**CCS Insight Report, June 2014**).

IPSOS Business Consulting report states that India's handset market, one of the largest in the world, continues to grow strongly every year. Back in the early 2000s, mobile phones were typically only found in key urban centers and primary cities due to the low number of models in the market, high handset costs, expensive tariffs and limited network coverage. The situation has changed over the past few years with the entry of more global brands and the emergence of homegrown manufacturers in the handset market. Wider availability of more affordable handsets, including smartphones, and significantly lower call rates has catalyzed growth in the market, most notably in rural areas. Competition within the crowded market is intense with more than 50 device manufacturers now selling their products. Most of these companies focus on low cost feature phones. Smartphones penetration in India's mass market has accelerated with uptake rising from 2.5 million handsets in 2009 to about 27 million in 2012. Previously the preserve of wealthier users, smartphones have become popular on the back of greater technology usage and lower costs. Smartphone sales grew 35 per cent in 2012 when they accounted for 10-12 per cent of the total handset market. This share is expected to rise to half of the market's total expected sales of 156 million units by 2017. Domestic firms such as Micromax, Karbonn, Lava and Intex have launched handsets costing as little as half the price of a Samsung, Sony or HTC model. As a result they have significantly increased their share of the handset market (**IPSOS Business Consulting, 2014**).

Adversely, China Smartphone Sector Report represents that the Chinese handset sector (represented by a basket of ten handset-related stocks in this report; see table below) has outperformed the MSCI China Index by 23% so far this year 2014. China Mobile officially started to launch 4G services in January 2014. The ramp-up in 4G subscribers accelerated in 2H14 after a slow start in 1Q14. Total 4G mobile subscribers reached 41m by September 2014. Monthly net 4G subscriber addition reached 11m in August, and we believe it is very likely that China Mobile will exceed its 2014 4G subscriber target of 50m before the end of the year. The 4G transition will drive a multiyear handset replacement cycle given the huge 3G and 2G subscriber base in China. Using China Mobile as an

example, 2G and 3G users accounted for 64% and 31% of its total subscriber base of 799m as of September 2014, respectively. Xiaomi will also help to drive 4G adoption with its "low-price/high specification" product offering. The company launched the Mi4, its first 4G Smartphone, in July 2014. The device offers matching or even superior specifications compared to the iPhone 6/6+, but it is priced at just one-third of its Apple counterparts. Xiaomi is likely to ship 60m units of the Smartphone in 2014, and management targets over 60% YoY growth in 2015 to 100m units. Xiaomi was the leader in the Chinese Smartphone market in 2Q14, according to Canalys, with 15m units shipped (+240% YoY). Xiaomi's suppliers will benefit from the ramp-up in shipment momentum. This report also recommends investors avoid downstream China-centric handset brand owners who will be subject to mounting margin contraction risk in this crowded and competitive market (**China Smartphone Sector Report, 2014**).

METHODOLOGY OF THE STUDY

This is an exploratory study to understand if India's smart phones handset sector management is geared up to promote their handsets in India. A comparative analysis was prepared to find out if the Indian smart phones handset companies' management is geared up to promote their handset in India. In the depth of this analysis some handset companies were taken to the outcome with the competitive manner but specially focus on the Chinese handset companies those who are managing this sector with a great strategy and promotional ideas and investing in the world through this segment. The recommendations of the CEO's and researchers also were followed in this analysis who are forecasting about Smartphone handset segment that Chinese handset sector will promote their handset with full fledge strategies and SWOT analysis to capture the Indian market and world's market as well.

ANALYSIS AND DISCUSSIONS

The Smartphones companies (some Indian and Chinese respectively) that are for the study are: 1. Micromax, 2. Spice Digital Limited, 3. Intex, 4. Lava International Ltd., 5. Karbonn Mobiles India pvt ltd., 6. Lenovo, 7. ZTE, 8. Huawei, 9. Xiaomi, 10. OnePlus.

Q.1. CREATING AWARENESS BY ADVERTISING TO HOME-GROWN SMARTPHONES IN INDIA AND ELSEWHERE: Indian Customers are not loyal and appreciating the Indian brands. Spice, Intex, Lava, Karbonn and Micromax (sometimes), are facing very bad position against the competitors. Companies are maintaining very bad relationship with its suppliers and laborers. Offering advanced technology products and positioning itself on the technology platform will not help a company sell its products if it fails to communicate properly with the potential customers. To raise brand awareness and create strong, favorable and unique brand associations. Indian handsets companies should adopt various marketing strategies like celebrity endorsement, corporate advertisements, highlighting its technological superior segments and many promotional schemes because "*Jo Dikhta Hai Woh Bikta Hai*". Indian handsets companies are not involved in aggressive marketing and advertising of its products to develop attitude, create awareness and transmit information in order to gain a response from the target market. Their main advertising channels should include 'media' such as newspaper (such as posters, bus sides, Delhi metro sides). It should try to promote their brand with the SMS advertising also. Sudhir Hasija, Chairman of Karbonn mobile/smart phone, Headquartered in New Delhi indicated "We are very positive towards the acceptability of this next generation of affordable Smartphones and are keen to utilize these critical turnkey solutions to bring quality, budget Smartphone solutions to next-gen Indians". With an intention of becoming a truly Indian yet multinational company, Hasija is all set to make Karbonn a Rs. 8,000 Crore player by the end of the current fiscal.

Q. 2. COMPARING PRICING FACTOR OF INDIAN AND CHINESE HANDSET MANUFACTURING COMPANIES: In competitive markets, Pricing is one crucial element that will decide the fate of a mobile/smart phone instrument. Recent surveys suggested that Indian Mobile Phone manufacturing Companies have gained considerable market advantage and forayed into the MNCs (Multi National Corporations like Nokia, Samsung, Sony Erickson, LG, etc.) markets due to the pricing advantage. This is noticed especially under the Rs. 5000 category. The local companies and Chinese companies are able to give matching features at cheap prices and luring the consumers. Chinese players like Huawei, Xiaomi and ZTE are too exploring the boom in Indian markets big-time with phones in the range of Rs 6,000 or around. As Sanchit Gogia, Chief Analyst & CEO, Greyhound Research asserts "In India, only less than 10% population has access to Smartphones, with a price lower than \$100 or Rs 5,000, it is going to be a common man's Smartphone. That said, price alone does not drive demand. What is missing till now is education on the ground - once Google decides to sell via retail model, more on-the-ground education about AndroidOne will help promote the platform."

Q. 3. PRODUCT DIFFERENTIATION OR FEATURES INDEED PERFORMS A VITAL ROLE IN COMPETITIVE MARKET SECTOR. Product Differentiation or Features plays a main role in consumer decision making. This is clearly evident from the rise of sales of internet mobile/smart phones. Companies that have given access to the net with speed and accuracy are marching ahead in this segment. For example, Xiaomi Mi3 has Category-defying performance, unbelievably low price, excellent battery life, and decent build quality but it has Average camera performance and MIUI skin may not appeal to all. The most popular features other than calling are Music Player (MP3), Internet, Touch Screen, and Dual SIM. Local companies are able to give four SIMs. Most recently, Internet giant Google rolled out AndroidOne phones in India- Karbonn Sparkle V, Micromax Canvas A1, and Spice Dream UNO, priced at Rs 6,399. AndroidOne is an initiative designed to address a nagging problem among earlier entry-priced Android Smartphones, which are said to offer an inconsistent user experience. The emergence of new Indian and Chinese handset manufacturers, who offered smart phones at less than Rs 5000 with some new technical features accordingly, resulted in drop in the prices of handsets in the country. The year 2010 saw sliding market share for the industry leader Nokia, while the other manufacturers like Samsung, LG, HTC and Motorola rolling out new varieties of handsets.

Q.4. IMPROVING CUSTOMER SERVICE FOR HOME-GROWN HANDSET COMPANIES: Unfortunately, Micromax too suffers from the one big folly that ails Indian consumer technology companies—inferior customer support. A few retailers, on condition of anonymity, have said that the customer support of Micromax is bad (in as many words). Micromax's low cost and VFM (Value-for-Money) strategy has got it this far, but if it has to take on the biggies like Samsung and Nokia, customer service is one area the company has to immediately work on. This could be the deal maker or breaker, going forward. While the manufacturer's Limited Warranty sets forth the warranty responsibilities of BlackBerry Limited and its affiliates ("BlackBerry") regarding BlackBerry branded hardware products and accessories manufactured by or on behalf of BlackBerry. While Chinese handsets have no warranty and guarantee just because of companies do not have their outlets and customer service centre. Its policy in terms of mobile/smart phones segmentation and other products is '*use and throw*' only. Therefore, Indian companies should reform in this sector and can take advantage from this Chinese policy.

CONCLUSION

It has to be observed that apart from pricing, marketing and branding, the following are some crucial areas that are immensely significant in Indian mobile/smart phone handsets industry in terms of defeating competitor markets to achieve its success: First, The key driver of change in the mobile/smart phone handset industry is technology. It is essential to develop unique software capabilities to bring innovative products, which cannot be easily imitated by competition. Second, the observation mainly records all user activities on their Smartphone. Although the main usages such as voice, SMS, MMS, data and applications are recorded, other minor usage such as Bluetooth, Disk storage space, Email, etc. are not well recorded. Although it is only minor usage, but these information are needed to analyze the market segmentation on the perspective of handset manufacturer. Moreover, Additional recommendation for further research is to analyze the interaction and correlation between actors in mobile/smart phones' ecosystem based on the behavioral usage of customers. It is very interesting to see in this observation that one actor in mobile ecosystem can cooperate with other actor to provide better services, therefore it is challenging to study in depth on this type of relation by using customer behavior as the basis of analysis in judging this relation. International phone reviewers have responded positively to Chinese discount Smartphones, favoring the friendly user experience provided at lower prices versus standard Smartphones available today. Boosted by this, Chinese companies Xiaomi, Coolpad, and Lenovo have targeted other developing economies outside of their home country, including India, Brazil and the Philippines. Therefore, India should think about it. Indian handset manufacturers also should show themselves to be aggressive and relatively successful players in the largely under-tapped low-cost Smartphone market with a great promotional strategy.

REFERENCES

1. China Smartphone Sector Report, GF Securities (Hong Kong) Brokerage Limited, Hong Kong Oct 24, 2014. Available on http://www.gfgroup.com.hk/docs/gfgroup/securities/Report/CorporateReport/ChinaSmartphoneSector_20141024.pdf (Accessed on 02/02/2015)
2. "Global Smartphone Market Analysis and Outlook: Disruption in a Changing Market", CCS Insight Report, North America: Cupertino, June 2014. Available on www.ccsinsight.com (Accessed on 02/02/2015).
3. Goggin, Gerard and Larissa Hjorth (Eds.) (2009). *Mobile Technologies: From Telecommunications to Media*, New York: Routledge.
4. Gupta, Surajeet Das & Sounak Mitra (2014). "Indian handset companies import most of their devices", *Business Standard*, New Delhi, April 28. Available on http://www.business-standard.com/article/companies/indian-handset-companies-import-most-of-their-devices-114042800022_1.html (Retrieved on 31/01/2015)
5. <http://www.globalintelligence.com/insights/all/seven-world-beating-industries-from-china-to-2018#ixzz3R8rsUqYb> (Accessed on 06/02/2015).
6. <http://www.lightreading.in/lightreadingindia/news-analysis/298132/india-low-cost-quality-smartphone-market> (Accessed on 02/02/2015).
7. <http://www.techtree.com/content/features/2941/micromax-indian-mobile-phone-company.html#sthash.bLlzhKcm.dpuf> (Accessed on 02/02/2015).
8. "India's Mobile Phone Market", IPSOS Business Consulting Report, Feb. 2014. <http://www.ipsosconsulting.com/pdf/Research-Note-India-Mobile-Phone-Market.pdf> (Accessed on 02/02/2015).
9. Klemens, Guy (2010). *The Cellphone: The History and Technology of the Gadget That Changed the World*, N.C.: McFarland and Co.
10. Ling, Rich (2004). *The Mobile Connection: The Cell Phone's Impact on Society*, San Francisco: Morgan Kaufmann.p.1-20.
11. 'Micromax becomes No 1 handset maker in India', *Tripura Times*, Agartala, Tuesday, August 05, 2014, p.5
12. Mitra, Sounak & Gireesh Babu (2014). "Micromax topples Samsung as India's top handset maker", New Delhi/Chennai, August 5, http://www.business-standard.com/article/companies/motorola-ousts-nokia-for-fourth-spot-in-smartphone-market-114080401193_1.html (Retrieved on 01/02/2015)
13. Ojha, Abhilasha (2013). "Leveraging China", *Asian Management Review*, Volume 8, No.1, January-March, p.28-33.
14. Russell, Ishita (2008). "Indian brands to counter Chinese unbranded mobile handsets", *Business Standard*, New Delhi, July 27. Available on http://www.business-standard.com/article/printer-friendly-version?article_id=108072701041_1(Retrieved on 01/02/2015)
15. Sarwar, Muhammad (2013). "Impact of Smartphone's on Society", *European Journal of Scientific Research*, Volume. 98, No 2, March, pp.216-217.
16. Sheopuri, Anita., and Sheopuri, Anuj (2014). "Darker Shade Of Smart Phones: Boon To Bane", *International Journal of Business Quantitative Economics and Applied Management Research*, Volume.1,No.7, December, p.121.
17. Shiraishi, Yoshinari & et. al. (2011). Smartphone Trend and Evolution in Japan: MCPC / Impress R&D joint survey conducted in September 2010, Mobile Computing Promotion Consortium Smartphone Committee, Japan, January 28.
18. Woyke, Elizabeth (2014). *The Smartphone: Anatomy of an Industry*, New York: The New Press Publishers.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, IT & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-
Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

