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The Marketing Factors Affecting Customer Decision-Making of Xiaomi Smart Wearable Devices in Guangxi, China

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From an empirical point of view, this paper proposes research hypotheses and models based on the market situation of Xiaomi smart wearable devices in Guangxi, as well as the research status of consumers' purchasing decisions, combined with the empirical research of some researchers. This paper designs questionnaires and scales. The sampling survey method is used to investigate and analyze the influencing factors of Guangxi consumers' decision to purchase Xiaomi smart wearable devices. Questionnaires were distributed through Questionnaire Star, and 385 valid questionnaires were collected for descriptive statistics and correlation analysis. Conclusions are as follow: (1) Consumers in Guangxi who purchase Xiaomi smart wearable devices are between 19 and 32 years old, and most of them have a bachelor's degree. Among the five factors of demographic characteristics, only income and marketing mix satisfaction have a positive correlation, indicating that customers are sensitive to Xiaomi smart wearable products. And among the customers of Xiaomi smart wearable products, the monthly income of less than 5,000 yuan accounted for 30.91% of the total number of surveys; the monthly income was 5,000-7,000 yuan, accounting for 34.29%. (2) The satisfaction of the marketing mix is positively correlated with the satisfaction of customer decision-making. The satisfaction of the marketing mix varies with the age, gender, education, income, and working years of each population, and only the income is positively correlated with the satisfaction of the marketing mix. Relationships, age, gender, education, and years of employment were not associated with marketing mix satisfaction. According to the above conclusions, relevant and reasonable product development and marketing suggestions are put forward for the enterprise, which provides a reference for the enterprise's brand building and market development. Therefore, on the basis of comparing with other scholars at home and abroad, through the 7P marketing theory and purchasing decision theory and the research on the current situation of influencing factors for customers to purchase Xiaomi smart wearable devices in Guangxi, this paper compiled a questionnaire for 385 private colleges and universities in Guangxi. A questionnaire survey was carried out with customers, and the current situation of customers' purchasing decision-making behavior was obtained and analyzed and the following suggestions were put forward: continuously innovating products, targeting target customers, reasonably setting product prices, improving marketing mix.

Keywords: Xiaomi, smart wearable devices, customer decision, influencing factors

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Introduction

In today's world, science and technology are developing rapidly, and technological innovations are emerging one after another. Demand determines supply, that is, the businessman's thinking focuses on the obvious optimization of the technology itself, the significant improvement of production efficiency, and the continuous upgrading of product quality, but it is slightly passive on the path. As the wave of technology emerges, supply backfires. Product designers have found that changing the inherent attributes and functions of the product itself through the existing technical framework can stimulate consumers' new purchasing desires and achieve the effect of a positive feedback loop. At present, the Internet of Things technology is in the ascendant. As a product of Internet+ iterative upgrades, it can make up for the inherent biological defects of some customers' senses, and minimize unreachable areas, such as smart speakers and smart bracelets.

The premise of consumers' buying goods is that the goods can meet their needs; otherwise, smart wearable products are just a design concept and lack practical application scenarios. The premise of purchase behavior is purchase intention. If a product has a good reputation, and based on the herd effect of consumer groups, innovative products will have greater vitality. Product design, research and development, launch and operation must be based on quality, customer-centric and technology-based. Only in this way can customers' desire to buy be enhanced, which can then be transformed into effective buying behavior.

Therefore, this paper chooses the Xiaomi smart bracelet, which occupies the large market of smart bracelets in China, as the research object.

Method

This chapter is divided into four parts: research design that will explain the software and methods which the researchers use to analyze the data, in this part, the researcher will make a design of the population and content of study, and sampling method, and sample size. The second part is research method and instruments, which is the detail of research design. The third part is research validity and reliability. The fourth part is data analysis, which shows the standard of hypothesis testing.

The Population and Group Example

The researchers of this subject use statistical software to quantitatively analyze the survey results, analyze the questionnaire data, and make inferences on the research hypothesis. The population of the study is Guangxi, China. A total of 385 the customers, more than 19 years old, who have experienced decision-making of Xiaomi smart wearable devices in Guangxi, China were selected for this study.

The Research Instruments

The questionnaires have five parts which are translated by the language professional from the English version to the Chinese version as following.

Part 1: Demographic factors and Customer behavior analysis in descriptive by frequency and percentage.

Part 2: Customer satisfaction of Marketing mix (7Ps) Product, Price, Place, Promotion, Personnel, Process, and Physical Evidence analysis in descriptive by mean and standard deviation.

Part 3: Customer decision making involving the customer decision making as Xiaomi smart wearable devices.

Part 4: Inferential statistics for MEAN different testing between the marketing mix satisfaction and demographic using by *t*-Test, *f*-Test (ANOVA), and Post Hoc test.

Part 5: Inferential statistics that the researcher will use in this research by applying Person correlation. Using these specific statistics, the researcher will analyze the independent variables in the marketing mix, which variables are positive. The researcher will apply a simple regression model to examine which independent factor has a strong or weak relationship towards dependent variables (customer buying decision-making). The researcher will apply a multiple regression model to examine which independent variables (marketing mix) have a strong or weak relationship with dependent variables (customer decision making).

The questionnaire was designed to gather quantitative data. The marketing factors affecting customer decision-making of Xiaomi smart wearable devices in Guangxi, China were investigated by using structured questionnaire based on five points in Likert Scale rating from: 1 = strongly disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly agree.

Data Collection

The respondents of this article are customers over the age of 19 in Guangxi who have purchased Xiaomi smart wearable devices and agree to participate in the survey. The instruments for collecting data in this study are personal surveys using constructed survey questionnaires for the customers experienced in this business until completed. The data collection methods of this study include online questionnaire investigation and field investigation. Questionnaires have been sent to all employees via email. A telephone call has also been used to clarify the questions to the staff. For employees who have difficulty with the English language, the questionnaire has been translated into Chinese. Participants were asked to indicate their level of agreement with each statement/item by choosing one of the options given as “Strongly agree”, “Agree”, “Neutral”, “Disagree”, or “Strongly disagree”. Finally, the collected data were edited and entered into the Statistical Package for the Social Sciences (SPSS) software to enable the carrying out of the analysis.

Results

This research using the descriptive statistical method in the data analysis software, frequency analysis analyzes the basic personal information of the sample from gender, age, education level, working years, monthly income level, frequency, percentage, and other statistical methods to describe its distribution, so as to judge representativeness of the sample. The obtained statistics are shown in the following:

Table 1

Descriptive Statistical Analysis Of basic Personal Information

		Frequency	Percent
Gender	Male	173	44.93
	Female	212	55.07
	Total	385	100.00
Age	19-25 years old	106	27.53
	26-32 years old	200	51.95
	33-38 years old	50	12.99
	More than 38 years old	29	7.53
	Total	385	100.00

Table 1 to be continued

	High school/vocational high and below	7	1.82
	Associate	1	0.26
Education level	Undergraduate	364	94.54
	Master and above	13	3.38
	Total	385	100.00
	3 years or less	90	23.38
	3-5 years	185	48.05
Working years	6-10 years	90	23.38
	10+ years	20	5.19
	Total	385	100.00
	No income	74	19.22
	Less than 5,000 yuan	133	34.55
Monthly income	5,000-7,000 yuan	146	37.92
	More than 7,000 yuan	32	8.31
	Total	385	100.00

There were 212 female surveyed, accounting for only 55.07% of the total survey; 173 male were surveyed, accounting for 44.93% of the total survey. The results of this questionnaire survey are relatively balanced between males and females, and a more representative satisfaction survey can be obtained; under the age of 35, of which 51.95% are 26-32 years old, 27.53% are 19-25 years old, and the proportion of 33-38 years old respondents was 12.99%, and those over 38 only accounted for 7.53% of the total surveyed. The results of the survey were consistent with the age structure of smart wearable product consumers; the educational level of the respondents is mainly undergraduate, accounting for 94.54% of the total, master's degree and above accounting for 3.38% of the total, high school degree is 1.82%, and Associate is 0.26%. This shows that the education of the consumer group of Xiaomi smart wearable devices in Guangxi is still dominated by undergraduate education; the working years of the respondents are 3-5 years accounting for 48.05% of the total, 3 years and below accounting for 23.38%, 6-10 years accounting for 23.38%, more than 10 years accounting for 5.19%. According to the data, the consumers of Xiaomi smart devices are mainly young people; the monthly income is 5,000-7,000 yuan, accounting for 37.92%; the monthly income is less than 5,000 yuan, accounting for 34.55% of the total number of surveys; the monthly income is more than 7,000 yuan, accounting for 8.31%. It shows that although there is a gap in the overall monthly income of consumers, it is consistent with the age characteristics of consumers.

Table 2

Customer Satisfaction in Marketing Mix

Variables	Mean	Std. deviation	Interpretation
Product	4.18	0.555	Mostly satisfied
Price	3.76	0.823	Mostly satisfied
Place	3.91	0.738	Mostly satisfied
Promotion	3.68	0.820	Mostly satisfied
People	3.89	0.732	Mostly satisfied
Process	3.81	0.748	Mostly satisfied
Physical evidence	3.93	0.667	Mostly satisfied
Total	3.88	0.73	Mostly satisfied

From Table 2, it can be concluded that the respondents generally hold a positive view on the marketing mix (7Ps) of the Grand Palace Scenic Area, that is, from max to min, the mean of consumer satisfaction in the Product item = 4.18, which belongs to the range of Agree range; the mean of consumer satisfaction in the Physical evidence item = 3.93, it belongs to the Normal range, close to the Agree range; mean of consumer satisfaction in the Place item = 3.91, belonging to the Normal range, close to the Agree range.

Table 3

Descriptive Statistics of Satisfaction With Marketing Mix Scale (7P)

Variables	Mean	S.D.	Interpretation
Physical evidence analysis	3.777	0.874	satisfied
Process	3.74	0.892	Mostly satisfied
Personal	3.725	0.911	Mostly satisfied
Promotion	3.671	0.883	Mostly satisfied
Place	3.642	0.905	Mostly satisfied
Price	3.69	0.933	Mostly satisfied
Product	3.695	0.9	Mostly satisfied

This questionnaire scale uses a 5-point scale, with 1 representing very dissatisfied, 5 representing very satisfied, with a median value of 3. From the results, it can be seen that the average values of physical evidence, process, personnel, promotion, location, price, and product satisfaction are all higher than 3, indicating that the customer satisfaction of Xiaomi smart wearable products in Guangxi is high.

Table 4

Mean and Standard Deviation of Customer Decision-Making Process

Variables	Mean	Std. deviation	Interpretation
Need recognition	3.48	1.041	Neutral
Information search/option evaluation	3.69	0.937	Neutral
Purchase decision	3.94	0.787	Neutral
Post-purchase evaluation	3.97	0.798	Neutral
Total	3.77	0.748	Neutral

From Table 4, it can be concluded that the respondents generally hold a positive view on the Consumer Decision-Making Process of the Grand Palace Scenic Area, from max to min, that is, mean of consumer satisfaction in the Post-purchase evaluation item = 3.97, which belongs to the Agree range and is close to the Strongly Agree range; mean of consumer satisfaction in the Purchase Decision item = 3.94, belonging to the Agree range, close to the Strongly Agree range; mean of consumer satisfaction in the Information Search and Option Evaluation item = 3.69, belonging to the Agree range.

As can be seen from the above table, using analysis of variance (full name is one-way ANOVA) to study age, there are a total of seven differences in Product, Price, Place, Promotion, People, Process, and Physical evidence. It can be seen from the above table that all the 7P factors of different ages do not show significance ($p > 0.05$), which means that all the 7P factors of different ages show the same consistency, and there is no difference.

Table 5

Result of Age and Customer Satisfaction

Factors	Age (years) (mean ± std. deviation)					*F*	Sig.
	19-29 (*n* = 112)	30-39 (*n* = 188)	40-49 (*n* = 57)	50-59 (*n* = 19)	60 and above (*n* = 9)		
Product	4.12 ± 0.56	4.17 ± 0.57	4.32 ± 0.51	4.15 ± 0.51	4.16 ± 0.52	1.204	0.309
Price	3.72 ± 0.86	3.78 ± 0.85	3.85 ± 0.73	3.66 ± 0.58	3.39 ± 0.82	0.801	0.525
Place	3.88 ± 0.71	3.90 ± 0.75	4.02 ± 0.79	4.07 ± 0.45	3.44 ± 0.82	1.484	0.206
Promotion	3.68 ± 0.83	3.66 ± 0.84	3.71 ± 0.83	3.87 ± 0.55	3.56 ± 0.77	0.349	0.845
People	3.85 ± 0.73	3.87 ± 0.77	4.02 ± 0.63	4.09 ± 0.55	3.57 ± 0.95	1.341	0.254
Process	3.82 ± 0.78	3.81 ± 0.75	3.81 ± 0.71	3.84 ± 0.66	3.58 ± 0.80	0.221	0.926
Physical evidence	3.95 ± 0.68	3.91 ± 0.71	3.96 ± 0.53	4.02 ± 0.51	3.82 ± 0.71	0.249	0.910

Table 6

Result of Gender and Customer Satisfaction

Factors	Gender(mean ± std. deviation)		*T*	Sig.
	Male (*n* = 113)	Female (*n* = 272)		
Product	4.21 ± 0.60	4.16 ± 0.54	0.711	0.478
Price	3.77 ± 0.85	3.76 ± 0.81	0.204	0.838
Place	3.94 ± 0.76	3.90 ± 0.73	0.510	0.610
Promotion	3.77 ± 0.87	3.64 ± 0.80	1.380	0.168
People	3.96 ± 0.75	3.86 ± 0.72	1.282	0.200
Process	3.85 ± 0.78	3.80 ± 0.73	0.576	0.565
Physical evidence	3.92 ± 0.71	3.94 ± 0.65	-0.267	0.790

As can be seen from the above table, *T*-test (independent sample *t*-test) is used to study the differences of gender for a total of seven items of Product, Price, Place, Promotion, People, Process, and Physical evidence. It can be seen from the above table that the samples of different genders do not show significance for all the 7P factors ($p > 0.05$), which means that the samples of different genders all show the same consistency for the 7P factors, and there is no difference.

Table 7

Result of Education Level and Customer Satisfaction

Factors	Education level (mean ± std. deviation)				*F*	Sig.	LSD
	1. Junior high school and below (*n* = 24)	2. High school/vocational high school (*n* = 68)	3. Bachelor (*n* = 185)	4. Master and above (*n* = 108)			
Product	4.22 ± 0.50	4.32 ± 0.58	4.15 ± 0.56	4.12 ± 0.53	2.162	0.092	
Price	3.88 ± 0.71	3.90 ± 0.85	3.72 ± 0.83	3.72 ± 0.81	1.106	0.347	
Place	4.03 ± 0.61	4.09 ± 0.80	3.90 ± 0.69	3.79 ± 0.79	2.525	0.057	
Promotion	3.69 ± 0.81	3.95 ± 0.79	3.68 ± 0.79	3.50 ± 0.85	4.181	0.006**	2>3,4
People	4.03 ± 0.60	4.15 ± 0.69	3.83 ± 0.73	3.79 ± 0.76	4.466	0.004**	2>3,4
Process	4.01 ± 0.62	4.07 ± 0.74	3.79 ± 0.72	3.65 ± 0.78	5.276	0.001**	1,2>4,2>3
Physical evidence	4.03 ± 0.54	4.13 ± 0.68	3.91 ± 0.67	3.83 ± 0.65	3.069	0.028*	2>3,4

* $p < 0.05$; ** $p < 0.01$.

As can be seen from the above table, we use analysis of variance (ANOVA) to study the differences of Education Level on Product, Price, Place, Promotion, People, Process, Physical evidence, a total of seven items.

A total of three items of Product, Price, and Place will not show significance ($p > 0.05$), which means that samples of different education levels all show consistency for Product, Price, and Place, and there is no difference, and no post-hoc test analysis is required.

However, the education level samples showed significance ($p < 0.05$) for four items of Promotion, People, Process, and Physical evidence, which means that samples with different education levels have differences in Promotion, People, Process, and Physical evidence. So the four items mentioned above should be tested by LSD.

Table 8

Result of Income and Customer Satisfaction

Factors	Income (mean ± std. deviation)				*F*	Sig.	LSD
	1. No income (*n* = 69)	2. Within 5,000 (*n* = 119)	3. 5,000-7,000 (*n* = 132)	4. More than 7,000 (*n* = 15)			
Product	3.27 ± 0.84	4.12 ± 0.72	3.95 ± 0.49	3.86 ± 1.10	3.929	0.014*	3.27 ± 0.84
Price	3.22 ± 0.75	4.17 ± 0.76	3.81 ± 0.67	3.44 ± 1.71	4.056	0.012*	3.22 ± 0.75
Place	3.08 ± 0.76	3.95 ± 0.75	3.48 ± 0.63	4.25 ± 0.50	5.587	0.002**	3.08 ± 0.76
Promotion	3.17 ± 0.66	4.01 ± 0.72	3.69 ± 0.35	4.13 ± 0.63	5.805	0.002**	3.17 ± 0.66
People	3.35 ± 0.64	4.17 ± 0.76	3.65 ± 0.59	4.04 ± 0.67	4.529	0.007**	3.35 ± 0.64
Process	3.34 ± 0.65	4.13 ± 0.77	3.71 ± 0.46	3.80 ± 1.14	3.74	0.017*	3.34 ± 0.65
Physical evidence	3.50 ± 0.65	4.10 ± 0.77	3.87 ± 0.52	4.95 ± 0.10	5.81	0.002**	3.50 ± 0.65

* $p < 0.05$; ** $p < 0.01$.

It can be concluded that different income samples show significant differences in product, price, location, promotion, personnel, process, and physical evidence.

Table 9

Correlations Between Marketing Mix and Customer Decision-Making

Factors	Correlation coefficient
Marketing Mix Customer decision-making process	0.762**

** Correlation is significant at the 0.01 level (2-tailed).

From the table above, it found Marketing Mix has a significant positive correlation with consumer decision making process and the correlation coefficient value between the consumer decision-making process and Marketing Mix is 0.762, and it is significant at less than 0.01 level, indicating that there is a significant positive correlation between the consumer decision-making process and Marketing Mix.

It can be seen from Table 10 that the total 7P is used as the independent variable, and the decision-making process is used as the dependent variable for linear regression analysis. It can be seen from the above table that the model formula is:

The Decision-making process = -0.059 + 0.968(7Ps)

The model adjusted *R* square value is 0.58, which means that the total 7P can explain 58.0% of the variation in the decision-making process. When the *F*-test was performed on the model, it was found that the model passed the *F*-test ($F = 531.933$, $p = 0.000 < 0.05$), which means that the total 7P will definitely have an impact on the decision-making process. The final specific analysis shows that:

Table 10

Simple Regression for Marketing Mix and Consumer Decision-Making Process

Factors	Unstandardized coefficients		Standardized coefficients	*t*	*p*	VIF	R^2	R^2 adjusted	*F*
	B	Std. error	*Beta*						
Constant	-0.059	0.168	-	-0.353	0.724	-	0.581	0.580	*F* (1,383) = 531.933, *p* = 0.000
Marketing Mix	0.968	0.042	0.762	23.064	0.000**	1.000			

Dependent variable: Consumer Decision Making Process.

* $p < 0.05$ ** $p < 0.01$.

The regression coefficient value of the total 7P is 0.968 ($t = 23.064$, $p = 0.000 < 0.01$), which means that the total 7P will have a significant positive impact on the decision-making process.

The summary analysis shows that all of the total 7P will have a significant positive impact on the decision-making process.

Discussion

It can be seen from data that there is a positive correlation between customer decision-making and physical evidence, process, personnel, promotion, location, price, and 7 items, as follows:

(1) The correlation coefficient value between customer decision and physical evidence is 0.793, and it is significant at the 0.01 level, thus indicating that there is a significant positive correlation between customer decision and physical evidence.

(2) The correlation coefficient value between customer decision and process is 0.739, and it is significant at the 0.01 level, thus indicating that there is a significant positive correlation between customer decision and process.

(3) The value of the correlation coefficient between customer decisions and personnel is 0.683, and it is significant at the 0.01 level, indicating that there is a significant positive correlation between customer decisions and personnel.

(4) The value of the correlation coefficient between customer decision-making and promotion is 0.612, and it is significant at the 0.01 level, indicating that there is a significant positive correlation between customer decision-making and promotion.

(5) The value of the correlation coefficient between customer decision and location is 0.633, and it is significant at the 0.01 level, indicating that there is a significant positive correlation between customer decision and location.

(6) The value of the correlation coefficient between customer decision and price is 0.682, and it is significant at the 0.01 level, which indicates that there is a significant positive correlation between customer decision and price.

(7) The value of the correlation coefficient between customer decisions and products is 0.707, and it is significant at the 0.01 level, indicating that there is a significant positive correlation between customer decisions and products.

Based on the 7P marketing theory and purchasing decision theory, this study enriches the existing models that affect job satisfaction. Through research and analysis, it verifies the research hypothesis of the influencing factors proposed above. We can draw the following conclusions:

It can be seen from data that in the demographic characteristics, there is a positive correlation between income and seven variables in the marketing mix: physical evidence, process, personnel, promotion, location, price, and product, and a relationship between gender, age, level of education received, years of work, and marketing mix.

Conclusion

The research object of this survey is Xiaomi smart wearable device customers in Guangxi District, which is a typical research. If the data and conclusions of the survey are more general, the research scope needs to be expanded in the future.

Model variables need to be further enriched. This paper sets the marketing mix as the independent variable and the purchase decision as the dependent variable. This is a pre-set. The model in this paper does not refer to other influencing factors, which may hinder the improvement of the model. Model variables need to be further optimized;

In terms of research methods, this paper only adopts common research methods such as literature survey method, questionnaire survey method, and data analysis method. This research will be in-depth analysis of structural equation models, etc., to improve the existing theoretical research on teacher job satisfaction, and to further promote the development of practice with theoretical research.

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