Research on Marketing Strategy of Mobile Business in Telecom Market

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Abstract: With the reform of the telecommunications industry and the increasingly fierce competition in the telecommunications industry, telecommunications marketing has become one of the most important tasks in the operation of telecommunications companies. Whoever has a large market share and has a large number of customers can gain a broader development space, and get bigger profits. In this context, this paper takes Jiangxi Telecom as the target, and the development of the campus market mobile business is the goal. Under the current fierce competition between the three communication operators for the campus market mobile business, Jiangxi Telecom needs to break the existing overall marketing system and strategy to ensure the smooth development of campus marketing in Jiangxi Telecom.

1. Introduction and literature review

This paper takes Jiangxi Telecom as the research object, and analyzes the market share of Jiangxi Telecom in the campus market. Based on the research on domestic and foreign research and related concept theory, this paper analyzes the advantages, disadvantages and opportunities faced by Jiangxi Telecom's campus mobile business market. And threats, which problems need to be solved in order to develop Jiangxi Telecom campus business, and finally combine the consumption characteristics of campus mobile users in Jiangxi Province, give marketing strategies and specific marketing execution plans, thereby optimizing the existing marketing system and improving the market Share.

As we all know, the right marketing strategy is crucial for operators to open up the target market and achieve long-term development of the business. However, it should be noted that the mobile communication service is not a one-time sales service. One-time sales success does not mean the success and end of marketing. Providing continuous and good marketing services to customers is the goal we are pursuing. Especially for the current college students, they are young, pursuing fashion and trends, and the marketing strategies they design must be in line with their consumption habits.

This paper mainly uses literature research method, SWOT analysis method, interview method, research method and empirical analysis method. On the basis of expounding the basic principles of marketing and market segmentation, combined with the analysis of mobile communication marketing environment and Jiangsu telecom campus marketing environment analysis, the demand of students' group consumption psychology is used to guide the demand, and the rational positioning of Jiangxi Telecom campus mobile business market. And put forward a marketing strategy, through designing products, tariffs, promotions and channel strategies and summer pre-marketing as innovation points to comprehensively study the mobile development marketing strategy of Jiangxi Telecom campus market.

2. Research methods

Analysis of the advantages, disadvantages, opportunities and threats of Jiangsu Telecom's campus mobile communication market is conducive to Jiangsu Telecom's identification of its strengths and weaknesses and laying the foundation for the expansion of campus mobile services.

2.1 Model establishment

SWOT analysis is a comprehensive approach to environmental analysis. It compares the strengths, weaknesses, opportunities and threats faced by companies to develop appropriate strategies for enterprises.

$$\lambda(t) = \mu + k \sum_{t_k < t} w e^{-w(t - t_k)}$$

2.2 Parameter estimation method in the self-exciting process

Through the above analysis, we can draw the following conclusions: Jiangxi Telecom is suitable to adopt the SO strategy, through the development of various campus marketing activities, to expand the share of the campus market as soon as possible, so as to be able to quickly win the initiative of the campus market.:

$$\log L(\mu, k, w \mid t_1, .., t_n) = \sum_{t_i : 2 \leq i \leq n} \log(\lambda(t_i)) - \int_0^T \lambda(t) \, dt$$

The maximum likelihood function used to estimate is:

$$\log L(\mu, k, w \mid t_1, .., t_n) = \sum_{t_i : 2 \leq i \leq n} \log\left(\mu + k \sum_{t_k < t} w e^{-w(t - t_k)} \right) - \mu T -$$
$$k \sum_{t_k < t} \left(e^{w t_k} - e^{w(t_k - T)} \right)$$

3. Empirical analysis

3.1 Sample construction

Hawkes self-strength function extraction of stock index futures, the Shanghai and Shenzhen 300 stock index futures contract data, data from Wind consulting financial terminal. The sample interval ranges from the April 16, 2010 to August 13, 2015. In order to calculate the Shanghai and Shenzhen 300 index earnings volatility corresponding to the stock index futures, we use the CSI 300 index daily data. The sample ranges from April 16, 2010 to August 13, 2015. Data is extracted from CSMAR financial database.

3.2 Granger causality test of position data of stock index futures and basis

Table 1 gives the Granger causality test of top twenty institutions of stock index futures and basis.

Table 1 Campus market questionnaire distribution and recycling

Variable	x	Overall basis		Basis in normal situation		Basis in inverted market	
y	primary hypothesis	F-test	P Value	F-test	P Value	F-test	P Value
Sum of top 20 of position holders							
Position of Stock Index Futures of CSI 300	y<≠x	22.6	Very low	16.42	0.0001	6.95	0.0089
	y≠>x	1.8	0.1799	3.87	0.0498	0.28	0.5996
Securities company of the top 20 of position holders							
x	y	Position of Guotai Junan Securities		Position of Shenyin Wanguo Securities		Position of Zhongxin Jiantou Securities	
Overall basis	y<≠x	6.4	0.0116	0.02	0.8855	1.45	0.2295
	y≠>x	0.13	0.7197	7.31	0.007	0.17	0.6787

Based on the research of marketing theory, this paper analyzes the development status of Jiangxi Telecom's campus mobile business, compares it with competitors' package strategy, channel coverage and promotion, and conducts SWOT analysis on the internal and external environment of Jiangxi Telecom. Afterwards, we identified the problems and challenges faced by Jiangxi Telecom's campus market expansion process, namely product design, promotion and channel development.

Then analyze the target group, that is, college students, analyze their overall characteristics and communication consumption characteristics, and lay the foundation for the subsequent marketing strategy.

3.3 Features of self-exciting process of abnormal fluctuation of stock index futures

According to the analysis results, the development marketing strategy of Jiangxi Telecom campus mobile service was designed from four aspects: product strategy, tariff strategy, promotion strategy and channel strategy. The implementation plan was developed for this marketing strategy, from normal marketing and summer pre-marketing. Specific guidance was given to the autumn promotion, and the corresponding guarantee mechanism was proposed.

Due to the author's level, energy and the space limitations of this article, the following deficiencies exist: The information on the case of the marketing strategy of the mobile communication industry at home and abroad is not enough. The information on the marketing strategies of other operators in the Jiangxi campus market is difficult to obtain and cannot be detailed. Comparative analysis. I hope that in the future work and study, we will continue to improve the collection of cases of marketing strategies for mobile communication industry at home and abroad, and develop a more accurate campus marketing strategy to promote the development and growth of the mobile communication market.

Table 2 Self-exciting process estimation of accumulation of index futures basis risk

Variable name	u	k	w	Response time	AIC(yes)	AIC(no)	Events number
Overall basis risk	0.2123	0.1477	0.0567	18	9.56E-03	1.13E+301	539
Basis risk in normal market	0.1148	0.1077	0.0267	37	-1.21E+21	-1.1450	269
Basis risk in inverted market	0.1185	0.119	0.02	50	-3.87E+15	-1.1481	270

3.4 Granger causality test of basis risk and index fluctuation

Due to the different characteristics of college students' needs and the existing market share, Jiangxi Telecom needs to do a research on individualized needs according to the characteristics of different colleges and universities, and formulate marketing plans to achieve "one school one case" and The implementation of the real-time correction program, integration of all resources of the company, the "one school one case" marketing plan is steadily advanced.

Table 3 Granger causality test

Variable	X	Overall degree function of basis risk		Degree function of basis risk in normal situation		Degree function of basis risk in inverted Market	
y	primary hypothesis	F-test	P value	F-test	P Value	F-test	P Value
Index spot							
Volatility of CSI 300	y<≠x	**3.59**	**0.0582**	1.36	0.2433	**90.71**	**Very low**
	y≠>x	**4.8**	**0.0286**	64.1	**Very low**	227.44	**Very low**
Connectivity index							
Volatility of Shanghai stock composite index	y<≠x	**3.39**	**0.0657**	**4.82**	**0.0282**	0	0.9788
	y≠>x	**8.03**	**0.0046**	0.4	0.5255	2.32	0.1276
Volatility of Shenzhen composition index	y<≠x	1.45	0.2286	0.04	0.8469	0.05	0.8262
	y≠>x	0.81	0.3686	**3.46**	**0.063**	0.45	0.5018
Volatility of small board index	y<≠x	0.23	0.6289	**58.29**	**Very low**	**2.96**	**0.0856**
	y≠>x	0.56	0.4535	0	0.9512	**2.99**	**0.084**
Volatility of GEM index	y<≠x	**73.61**	**Very low**	**124.3**	**Very low**	**40.29**	**Very low**
	y≠>x	**7.39**	**0.0066**	**4.33**	**0.0374**	**9.21**	**0.0024**

4. Conclusion and implications

In the past, the competition in the mobile communication industry has become increasingly fierce, and various operators have tried their best to expand their market share. The campus market is favored by operators because of its particularity and development potential. China Mobile entered the campus market earlier and occupied a larger market share. Therefore, when Jiangxi Telecom entered the campus market, it was already a weak one. How to seize the opportunity and make new breakthroughs in the Internet era is the original intention of this article.

Based on the research of marketing theory, this paper analyzes the development status of Jiangxi Telecom's campus mobile business, compares it with competitors' package strategy, channel coverage and promotion, and conducts SWOT analysis on the internal and external environment of Jiangxi Telecom. Afterwards, we identified the problems and challenges faced by Jiangxi Telecom's campus market expansion process, namely product design, promotion and channel development.

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