University for the Creative Arts

BERLIN SCHOOL OF BUSINESS & INNOVATION

Essay / Assignment Title: critical research on how the digitization of business in india has impacted industries in understanding consumer behaviour of ASUStek

Programme title: Consumer Behaviour {MSC Digital Marketing}

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Year: 2023

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INTRODUCTION

A multinational manufacturer of electronics and computer hardware with its headquarters in Taiwan is ASUS, also known as ASUSTeK Computer Inc. Established in 1989 by a group of former Acer engineers, the company is renowned for its extensive line of products, which includes laptops, desktops, motherboards, graphics cards, monitors, smartphones, tablets, networking gear and peripherals, all of which feature an innovative, high-quality, and user-centric design. The company's tagline, "In Search of Incredible," captures its commitment to advancing technology and presenting a reliable image of more superior, reliable products. The performance, dependability, and cutting-edge features of ASUS products are well known. As a result of ASUS's strong brand reputation, it can be said that it holds a position in any technological product category. Their efforts also paid off, as evidenced by the development of the modern motherboard, a significant contribution to the computer industry.

ASUS is a multinational company with a significant market presence. In order to guarantee that its products are widely accessible to customers, the company has formed partnerships with retailers, distributors, and e-commerce platforms.

ASUS's marketing strategy consists of a number of steps and actions designed to market and sell its products. An overview of ASUS' general marketing strategy is provided below:

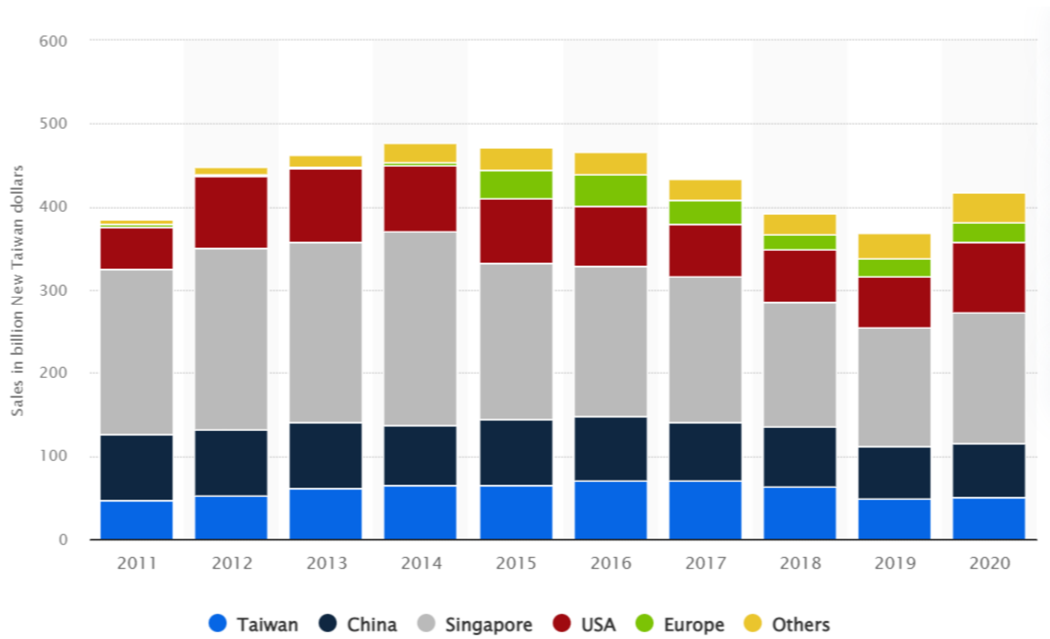


Figure 1 Strategic outcome of marketing changes due to consumer behavior Source : Statista.com

Market research: In order to better understand consumer needs, preferences, and trends, ASUS carries out market research. Analyzing market segments, examining competitors, finding emerging technologies, and spotting market opportunities are all part of this.

Product development: In response to customer demands and market research results, ASUS creates and designs new products or improves existing ones. This entails identifying the essential characteristics, technical details, and aesthetic components that set ASUS products apart from rivals.

Promotion: ASUS chooses the product's pricing strategy. Production costs, market demand, competition, perceived value, and profitability objectives are all taken into account during this process. ASUS aims to provide competitive pricing that offers customers value while maintaining the business's profitability.

Selling: In order to make its products available to customers, ASUS creates distribution channels. To ensure that ASUS products are widely accessible, this includes collaborating with merchants, e-commerce platforms, and strategic partners. Relationship management with distributors, inventory tracking, and distribution network optimisation are all part of channel management. This covers sales team development, client care, post-purchase assistance, warranty policies, and loyalty schemes. In order to satisfy customers and give them a good experience, ASUS works hard. Commentary: ASUS creates marketing communication plans to advertise its goods and raise brand recognition. This includes marketing initiatives like influencer marketing, social media campaigns, digital marketing, public relations, and advertising. In its marketing messages, ASUS places an emphasis on product features, performance, dependability, and cutting-edge technologies. Analysing sales data, customer reviews, market trends, and the effectiveness of marketing campaigns are all part of this process. This data is used by ASUS to develop data-driven decisions, enhance marketing tactics, and enhance product offerings.

Product improvement: By emphasising features like quality, dependability, technological advancements, and user-centric design, it aims to distinguish its products from the competition. ASUS aspires to establish itself in consumers' minds as a reliable and creative brand. By employing this marketing strategy, ASUS hopes to raise consumer awareness, spur demand, and ultimately increase product sales. The company's success in the cutthroat technology market can be attributed to its emphasis on research and development, product quality, innovation, and effective marketing communication.

CHAPTER ONE

Consumer behaviour in the mobile sector includes a wide range of variables that affect people's choices of mobile products, services, and applications. The following are some significant facets of consumer behaviour in the mobile sector:

Purchase Decision: This dimension is concerned with the elements that affect consumers' decisions when they go to purchase a mobile device. It takes into account factors like brand reputation, features and specifications, price, design, accessibility, and the impact of marketing and advertising initiatives.\

Usage Patterns: It's critical for mobile industry players to comprehend how consumers use their mobile devices. The duration of usage sessions, frequency of use, types of activities (such as social media, gaming, browsing, calling, and messaging), and more are all explored in this dimension.

The mobile industry is characterised by quick technological advancements. The adoption of new mobile features and technologies, such as 5G connectivity, augmented reality (AR), virtual reality (VR), biometric authentication, and AI-powered applications, is examined in this dimension.

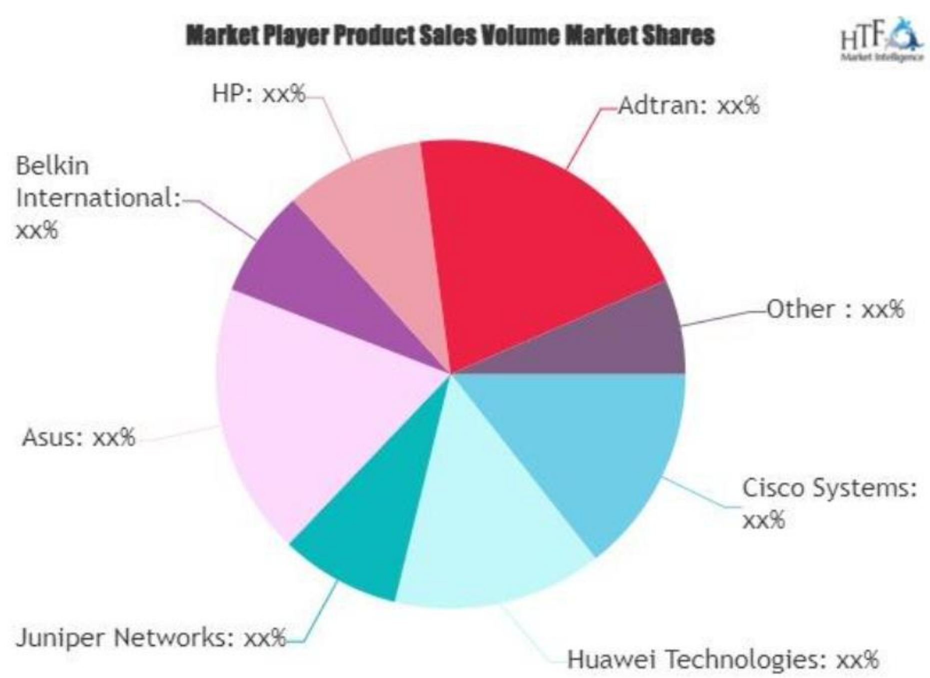


Figure 2: Market and sales revenue after considering consumer segmentation source: openpr.com

Brand Loyalty: As consumers frequently form strong preferences for particular brands, brand loyalty is important in the mobile industry. This dimension looks into the elements that influence brand loyalty, such as overall user experience, product quality, customer service, brand reputation, and trust. Usage of mobile apps by consumers is a critical factor in the mobile industry. It takes into account elements like the apps used (social media, gaming, productivity, entertainment, etc.), how often they are downloaded, how often in-app purchases are made, and how often they are used.

Mobile Payments: As mobile payment platforms proliferate, this dimension focuses on consumer adoption of mobile payment services, preferences for particular payment methods (such as mobile wallets, contactless payments), perceived security concerns, convenience factors, and acceptance at different merchants.

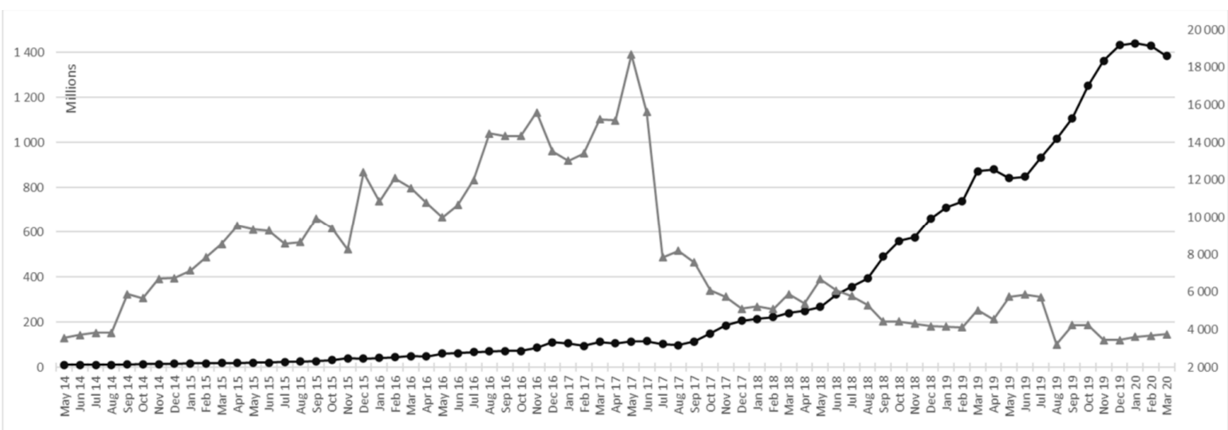
Privacy and Security: The mobile industry must address consumer concerns about privacy and security. This dimension looks at how consumers feel about data privacy, how they consent to data collection and use, how they authenticate securely, and how they protect themselves from online threats.

Social Influence: Recommendations from friends, family, and online communities are examples of social influence that significantly affects how consumers behave. This dimension investigates how consumer mobile decisions are influenced by social media, online reviews, influencers, and word-of-mouth. Consumer concerns about the environmental effects of mobile devices and their lifecycle are on the rise. This dimension evaluates consumer preferences for eco-friendly products, recycling and disposal methods, energy efficiency, and sustainable manufacturing techniques.

In order to meet the changing needs and preferences of users of mobile devices, businesses can better tailor their products, services, marketing plans, and customer experiences by being aware of these aspects of consumer behaviour in the mobile sector.

CHAPTER TWO

Demonetization is the process of removing a currency unit's legal tender status. Demonetization specifically refers to the Indian government's decision to declare the 500 and 1,000 rupee notes, which were the two largest denominations in circulation at the time, invalid in November 2016 in the context of India. The demonetization initiative aimed to reduce corruption, promote digital transactions throughout the nation, and combat fake currency. According to the affidavit, "the overall impact of the withdrawal of the legal tender on the economic growth was transient, with real growth rate being 8.2% in financial year 16–17 and 6.8% in financial year 17–18, both being more than the decadal growth rate of 6.6% in the pre–pandemic years. In India, electronic payments were significantly impacted by demonetization. Here are some ways that it increased the use of electronic payments in the current GDP. According to the RBI's 2020–21 annual report, the currency–GDP ratio increased to 14.7% in 2020–21 from 12% the previous year. Because CIC increased from 14% to 17.2% in 2020–21, the cash–GDP ratio increased. The RBI stated that the pandemic-induced rush for cash was added to the customary seasonal surge in demand for cash in the first quarter of 2020–21, which was related to the purchase of Rabi crops and the sowing of Kharif crops.



Left Y-axis: Total number of mobile banking transactions (in millions) (black curve).
Right Y-axis: Average mobile phone transaction amount (in rupees) (grey curve).
Sources: Calculated from RBI (various dates-b)

Figure 3:Money transferred in mobile source: Demonetization and digitalization

"In the following quarter, despite an overall slowdown in economic activity and the seasonal slack in demand from cash-intensive sectors such as construction and agriculture, the fear of the virus kept CIC at an elevated level," the report stated. According to the report, the third quarter of 2020–21 saw CIC grow as a result of higher demand for currency during festivals, the Kharif harvest, and an election for a state's legislative assembly. The Indian government was propelled to improve and expand the nation's digital payment infrastructure as a result of demonetization. To enable seamless and immediate transactions, new payment systems, like the Unified Payments Interface (UPI), were introduced. Due to the sudden shortage of cash, interest in alternative payment methods like mobile wallets, digital banking apps, and online payment platforms has increased. As more people learned about these options and grew accustomed to using electronic payment methods, India's volume of digital payments increased at an average annual rate of about 50% over the previous five years. That growth rate is already among the fastest in the world, but India's unique, real-time, mobile-enabled system, the Unified Payments Interface (UPI), has seen growth that is even faster—by about 160 percent annually.As the number of participating banks increased by 44 percent to 330 in June from a year earlier, transactions more than doubled to 5.86 billion. In the same time frame, values nearly doubled. Additionally, the RBI unveiled a UPI for feature phones in March (older phones with buttons rather than touchscreens), which has the potential to link 400 million users in far-flung rural areas.In 2016, the UPI system was launched. When high-denomination banknotes were taken out of circulation near the end of that same year, the demonetization initiative's shock came next.In order to promote digital payments, the government launched a number of initiatives, including the Digital India campaign and the BHIM (Bharat Interface for Money) app. These programmes aimed to increase the ease with which all facets of society could use electronic payment methods. Following demonetization, companies, retailers, and service providers started implementing cashless payment methods more widely. Many businesses, from large retailers to small street vendors, have begun accepting digital payments like cards, mobile wallets, and UPI. Over the past five years, India's volume of digital payments has increased at an average annual rate of about 50%. That growth rate is already among the fastest in the world, but India's unique, real-time, mobile-enabled system, the Unified Payments Interface (UPI), has seen growth that is even faster—by about 160 percent annually. As the number of participating banks increased by 44 percent to 330 in June from a year earlier, transactions more than doubled to 5.86 billion. In the same time frame, values nearly doubled. Additionally, the RBI unveiled a UPI for feature phones in March (older phones with buttons rather than touchscreens), which has the potential to link 400 million users in far-flung rural areas.

When high-denomination banknotes were taken out of circulation near the end of that same year, the demonetization initiative's shock came next. Financial institutions were compelled by demonetization to increase the unbanked population's access to banking services. In order to advance financial inclusion, it led to the growth of banking networks, an increase in the issuance of debit and credit cards, and the introduction of basic bank accounts. Unified Payments Interface (UPI) has become a well-liked technique for quick and easy money transfers from bank accounts. The user bases and transaction volumes of mobile wallet services like Paytm, PhonePe, and Google Pay experienced significant growth. The Indian population underwent a behavioural change as a result of demonetization, gradually eschewing cash-based transactions in favour of the convenience and security that electronic payment methods provide. Dilip Asbe, chief executive officer of NPCI, predicts that the number of individual digital payment users will triple to 750 million in five years and that merchant users may double to 100 million. The National Financial Switch cash machine network, RuPay, a debit and credit card issuer with a sizable market share, and a payment system utilising the national identity programme to bring banking to underserved areas are just a few examples of the diverse ecosystem of payment systems that the central bank supports.

In general, demonetization was crucial in encouraging India to adopt electronic payments. The development of electronic payment systems in the nation was aided by government initiatives, improved infrastructure, and a shift in public opinion regarding digital transactions.

There by the cross affection of digital payment and consumer behaviour meets here
motives and requirements for purchasing a mobile
Consumers have a variety of needs and goals in mind when they think about purchasing a mobile device.
Mobile companies must comprehend these needs and motivations in order to create products and marketing plans that meet consumer expectations.
The following are some typical requirements and factors that motivate people to buy mobile devi ces,One of the primary needs that mobile devices primarily address is communication.
Consumers use mobile devices to communicate with others via voice calls, text messages, video calls, and social media platforms.People purchase mobile devices because they require easy and seamless communication.Mobile device users have access to a wide variety of resources and can stay connected to the online world.Customers look for mobile devices to use for online activities such as web browsing, email checking, news and information access, and other services.
The purchase of mobile devices is motivated by the need for quick information access.Mobile de vices serve as portable entertainment centres by providing access to music, videos, games, and ot her multimedia content.Customers seek out mobile devices with advanced gaming capabilities, p remium displays, powerful cameras, and speakers for a rich multimedia experience.Today, mobil e devices are essential tools for work
related tasks and productivity.Demand is high for mobile devices that include capabilities like e mail access, document editing, task management, calendar integration, and collaboration tools.
The need for mobile productivity and work-
related features influences mobile device purchases, especially among professionals and business users.Mobile devices make social networking and connection possible through messaging apps, social media sites, and online communities.Consumers use mobile devices to communicate with friends, family, and peers, to share experiences, and to take part in social networking activities.

People are motivated to purchase mobile devices by their desire to socially connect and network. Some customers' desire for status and fashion might be what motivates them to buy a mobile dev ice.
These days, mobile devices are viewed as fashion accessories that convey social status and perso nal preference.Mobile devices can be chosen by consumers based on things like brand reputation , design aesthetics, and high-end features that fit their desired lifestyle and image.
Convenience and Portability: Users can complete a variety of tasks while on the go thanks to mo bile devices' portability and convenience.
In order to access information, communicate with others, and complete tasks whenever and wher ever they are, customers are looking for mobile devices that are portable, lightweight, and easy to use. Some consumers are motivated by a desire to use the most recent features and technologies. They want smartphones with cutting-edge capabilities like 5G connectivity, top-tier cameras, augmented reality (AR), virtual reality (VR), biometric authentication, and AI-powered features. The need for technological advancement and being at the forefront of mobile technology influence decisions about what to buy.

Depending on their age, lifestyle, employment, and personal preferences, various people may have various needs and motivations. Mobile companies work to address these needs and motivations by developing and marketing mobile devices that meet the diverse range of customer expectations.

CONCLUDING

Some consumers are motivated by a desire to use the most recent features and technologies. They want smartphones with cutting-edge capabilities like 5G connectivity, top-tier cameras, augmented reality (AR), virtual reality (VR), biometric authentication, and AI-powered features. The need for technological advancement and being at the forefront of mobile technology influence decisions about what to buy.

Depending on their age, lifestyle, employment, and personal preferences, various people may have various needs and motivations. Mobile companies work to address these needs and motivations by developing and marketing mobile devices that meet the diverse range of customer expectations.

The well-known electronics manufacturer ASUS could indirectly influence digital payments with its goods and services. Although ASUS is not directly involved in the processing of digital payments or the development of payment solutions, its products, such as smartphones, laptops, and tablets, are essential in facilitating these transactions. In order to enable secure digital payments, ASUS devices frequently come with the necessary hardware, including NFC (Near Field Communication) chips, biometric sensors (such as fingerprint scanners or facial recognition), and secure enclaves. Customers can use their ASUS devices for contactless payments and secure authentication during transactions thanks to these features. ASUS laptops and smartphones are frequently used for these activities.

The growth of digital payments in the Ecommerce industry is being fueled by the dependability, security features, and userfriendly interfaces of ASUS devices, which contribute to a seamless an d secure online payment experience. ASUS smartphones are compatible with a wide range of mo bile payment systems, including independent ones like Google Pay, Samsung Pay, and Apple Pa y.

By working with these payment service providers, ASUS products can allow customers to use th eir smartphones to make purchases, further encouraging the use of electronic payment methods.

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