

Evaluating The Implications of Digital Marketing on Integrated Marketing Communication and Organisational Performance in Chinese Mobile Phone Companies

Bai Yang¹, Mrutyunjay Sisugoswami² and Priyanka Saha³

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ABSTRACT

In this study, the mobile phone sector in China was the only subject of investigation. The major purpose of this study is to improve our knowledge of the connection that exists between digital marketing, Internet marketing communications (IMC), and a number of other marketing tactics and the overall profitability of a company. As a result of the rapid development of digital technology, the manner in which businesses promote has been radically transformed. Businesses are increasingly acknowledging the potential of digital platforms to enhance communication and generate additional revenue. The overarching purpose of the study is to determine the extent to which digital marketing makes a difference in the performance of businesses. There are a variety of ways that advertisements can be displayed on the internet, such as paid social network postings, content marketing, search engine optimisation (SEO), digital ads, and online advertising. To do this quantitative research, one method that may be utilised is to investigate the management and marketing records of the most prominent Chinese mobile phone manufacturers. Researchers can investigate the interrelationships of the variables through the use of structural equation modelling (SEM). Through the analysis of these data, the researcher will be able to get a more in-depth understanding of digital marketing, which will enable the researcher to improve our communication with our constituents and compete in highly competitive marketplaces. Companies that manufacture mobile phones in China place a significant amount of emphasis on digital marketing since it is essential to the success of their IMC and their overall business operations. Because of this, it is absolutely necessary to incorporate online marketing into an entire public relations plan.

Keywords: Digital advertising, Marketing Effectiveness, Brand Awareness, Digital Transformation, Mobile Technology Market.

INTRODUCTION:

Mobile marketing is a method of communicating with customers in a manner that is specific to their needs by utilising mobile devices, such as smartphones and tablets. Traditional advertising faces a significant challenge in the form of mobile marketing due to the fact that it is simple to use, inexpensive, and enables people to communicate with one another in real time. Integrated marketing communications (IMC) have become significantly different for businesses operating in China's mobile-first economy as a result of trends developed in digital marketing. At the moment, the phenomenon is a major cause for concern for mobile phone service providers. Both WeChat and Douyin are currently considered the two "super apps" that are most popular in China. On Douyin, users are able to upload and share short videos with one another (Liang et al., 2025). The location of a person's residence impacts the manner in which they behave on digital networks. If mobile firms want to attract and retain customers who are knowledgeable about technology, they will need to adapt the way in which they engage with those clients. This phenomenon is due to the significantly different environment that exists here. Personalised

advertisements may soon be able to be displayed to customers throughout their journey, thanks to the increasing prevalence of digital marketing. When cutting-edge technology, such as 5G and augmented reality, is combined with innovative approaches to advertising on mobile devices, social commerce, and artificial intelligence for personalisation, it is only feasible to create experiences that are really immersive. It is essential to implement digital IMC strategies to successfully differentiate oneself in the extremely competitive market of today and achieve success over the long run. There is no other technique to attract attention but this. One way that IMC can help marketers adapt their strategies to new market conditions, altering trends, and the evolving preferences of their clients is by providing assistance in making these adjustments. To ensure that their marketing content continues to be valuable and relevant, businesses need to be able to make quick adjustments and be flexible. Digital marketing platforms manage the vast majority of integrated marketing operations (Zhang & Erturk, 2022).

BACKGROUND OF THE STUDY

Due diligence on how digital marketing affects integrated marketing communications and the performance of the organisation should take into account several factors, including the rapidity with which markets change, the fact that China's digital landscape is distinct, and the fact that marketing strategies are becoming more complex and data-driven. All of these factors should be considered. It is the responsibility of these Chinese mobile phone carriers to investigate this matter. When it comes to ensuring that messages are both clear and consistent, the IMC plays a very essential role (Go et al., 2024). One other essential aspect to take into consideration is the efficiency with which the company operates and the effectiveness of digital marketing. In light of the fact that customers are always seeking for new goods and services, the market is constantly evolving as a result of the introduction of new technology. Mobile applications for smartphones, such as Douyin and WeChat, are bringing about a change in the way businesses function. These applications mix social networking, multimedia, and online purchasing. Due to the fact that more and more individuals were able to connect to the internet in the 1990s, digital marketing became more popular for the first time. Businesses quickly saw the potential importance of the internet as a medium for advertising as the number of people utilising the internet increased (Liang et al., 2025).

PURPOSE OF THE RESEARCH

The primary objective of this study is to investigate the intricate web of connections that exists between intelligent marketing communications (IMC), operational efficiency, and digital marketing in the Chinese mobile phone business. Determine how digital marketing may help the company increase the number of clients it serves and the amount of money it makes. This is the first stage. An expansion of the business as a whole, the discovery of methods to improve its marketing, and the guarantee that the message is consistent everywhere are all necessary steps. According to the findings of this study, digital marketing may be able to assist in providing researchers with a consistent brand voice and consumer experience across a variety of channels. The purpose of this research is to investigate the ways in which digital marketing has affected the key performance indicators (KPIs) of various research businesses, as well as the ways in which this trend has impacted integrated marketing communications (IMC). The process by which a company sells its products via the use of online channels such as social media, email, and search engines is referred to as "digitally marketing." This type of marketing is referred to as "digital marketing". A venture of this nature is referred to as "digital marketing." More individuals should be aware of our products, which should result in an increase in the number of leads and sales. When it comes to maximising their return on investment (ROI), businesses now have the ability to zero in on specific client segments, monitor the effectiveness of their advertising in real time, and adjust their approach accordingly.

LITERATURE REVIEW

The purpose of the literature review that is being conducted for this project is to investigate the complex correlations that exist between digital marketing, operational efficiency, and IMC concerning mobile phone companies in China. The initial stage is to investigate how digital marketing could help the company increase the number of consumers it serves and the amount of money it makes. It is necessary for the company to first develop and perfect its marketing strategy in order to accomplish this objective. Then, it is necessary to ensure that the message it conveys is consistent regardless of the context in which it is used. This study's major purpose is to summarise the means by which digital marketing enables a coherent customer experience and voice for the company across all touchpoints. This will be accomplished by analysing the processes that are involved. This study's objective is to evaluate the impact that digital marketing has on KPIs across various researcher companies, as well as the effect that it has on IMC. It is referred to as "digital marketing" when a company promotes its products through the use of online channels such as web search engines, social media, and email. This advertisement strategy is referred to as "digital marketing." The term "digital marketing" may refer to this particular undertaking. As public awareness of our products grows, the researcher anticipate an increase in the number of leads and purchases. There is now a way for businesses to maximise their ROI by concentrating on specific client categories, monitoring the effectiveness of their advertisements in real time, and adjusting their strategies as required (Zhang et al., 2023).

RESEARCH QUESTIONS

- What is the effect of mobile phone businesses in china on integrated marketing communication?
- What is the impact of digital marketing on integrated marketing communication?

RESEARCH METHODOLOGY

Research design:

We used SPSS version 25 to conduct quantitative data analysis. To determine the strength and direction of the statistical association, the researchers used the odds ratio in conjunction with the 95% confidence interval. A statistically significant criteria was established by the researchers at $p < 0.05$. A thorough analysis shed light on the essential features of the data. A lot of the time, quantitative methods are used to evaluate data that has been collected via polls, questionnaires, surveys, and computerised statistical tools.

Sampling:

Following the initial testing of the questionnaire with 20 Chinese consumers, the study was executed with a final sample of 500 participants. Customers were selected at random, and 735 received questionnaires over email. The researcher was necessitated to exclude 235 questions from the study due to incomplete responses.

Data and Measurement:

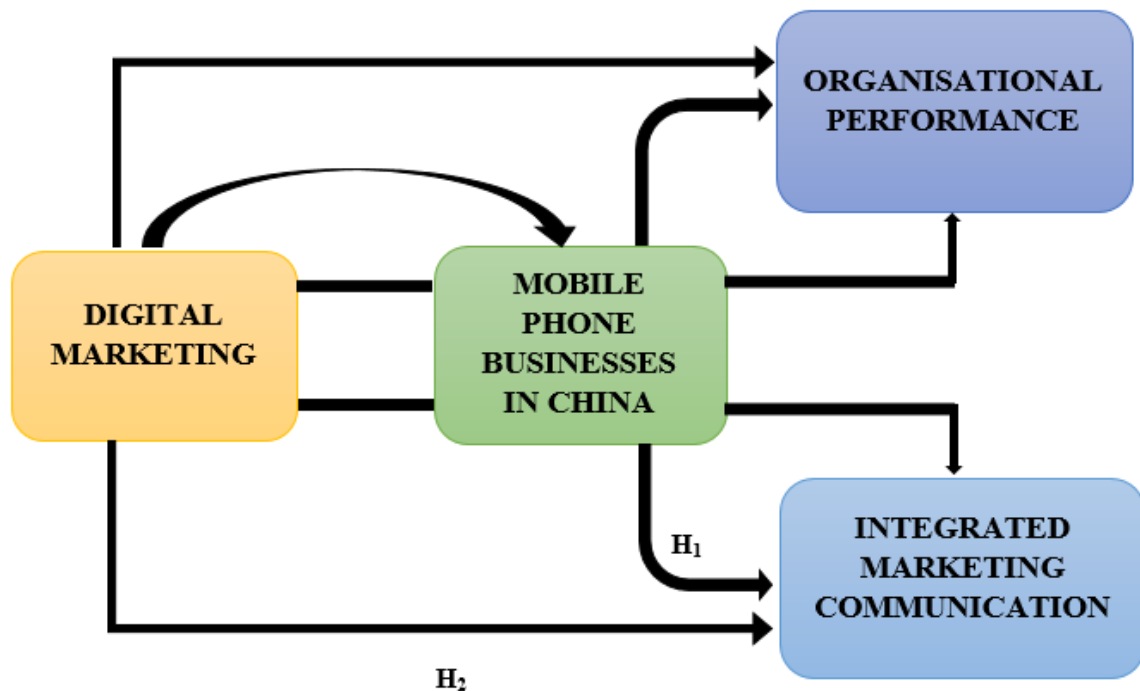
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The study primarily used data gathered from a questionnaire survey. The participant's essential demographic information was requested first. Participants were then given a 5-point Likert scale to evaluate the online and offline channels. The researchers rigorously analysed several resources, especially internet databases, for this secondary data gathering.

6.4 Statistical Software: The statistical analysis was conducted using SPSS 25 and Microsoft Excel.

6.5 Statistical Tools: Descriptive analysis was used to comprehend the essential attributes of the data. The researcher must analyse the data with ANOVA.

CONCEPTUAL FRAMEWORK



RESULT

Factor Analysis:

Factor Analysis (FA) is often used to identify latent variables within observable data. Using regression coefficients for evaluation is a common practice when there are no obvious visual or diagnostic signs. Models are very important for doing well in financial analysis. Errors, interferences, and recognisable linkages are all part of modelling. The Kaiser-Meyer-Olkin (KMO) Test may evaluate datasets generated from numerous regression analyses. Researchers assert that the model and the variables within the sample are representative. The data shows that there is redundancy. It is easier to understand information when it is broken up into smaller parts. The KMO output may be any integer between 0 and 1. A KMO value of 0.8 to 1 is good for the size of the sample. Kaiser says that these are the acceptable ranges: Kaiser has set further requirements for entry.

- The usual range for medium grades is 0.70 to 0.79. The range for this grade is not good enough, from 0.050 to 0.059, and the range for this grade is not good enough, from 0.60 to 0.69.
- The quality point score might be anything from 0.80 to 0.89.
- They are amazed at the range from 0.90 to 1.00.
- Table One: The Kaiser-Meyer-Olkin measure of 0.940 shows that KMO and Bartlett's Test found the sample to be adequate.
- Here are the findings of Bartlett's sphericity test: The chi-square value is around 190, and the significance level is 0.000.

This proves that claims made for sampling reasons are true. The researchers used Bartlett's Test of Sphericity to evaluate the significance of the correlation matrices. A Kaiser-Meyer-Olkin measure score of 0.982 shows that the sample size is good. The p-value from Bartlett's sphericity test is 0.00. The association matrix does not include a distinct value, hence satisfying Bartlett's circularity test.

Table 1: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.940
Bartlett's Test of Sphericity	Approx. Chi-Square	3252.968
	df	190
	Sig.	.000

Additional confirmation of the connection criterion's significance was provided by Bartlett's Test of Sphericity. A sample adequacy metric, the Kaiser-Meyer-Olkin, comes out at 0.982. Researchers used Bartlett's sphericity test and got a p-value of 0.00. According to the results of Bartlett's sphericity test, the correlation matrix is flawed.

INDEPENDENT VARIABLE

Digital Marketing

When it comes to marketing products and services to certain demographics of individuals, digital marketing refers to the utilisation of digital channels, such as the internet and other forms of electronic media. It is necessary for the research firm to carry out a variety of marketing strategies, including as search engine optimisation (SEO), social media marketing (SMM), email marketing, content marketing, and online advertisements, in order to convince individuals to make purchases from them and to take some kind of action. By using data analytics in digital marketing, businesses have the ability to reach a greater number of individuals, see how consumers behave in real time, and determine the level of success that their efforts are achieving. In the very competitive digital market of today, it is essential to enhance the performance of your company, increase the number of people who notice your brand, and build the ties you have with your customers (Zhang et al., 2023).

MEDIATING VARIABLE

Mobile Phone Businesses In China

Chinese people call businesses that work with mobile phones and the technology that goes with them "mobile phone companies." These firms that work in this field are also known as mobile phone makers. There is a lot of competition in this field since new types of technology and digital platforms are always being developed, and consumers' tastes are often changing. There is a lot of competition between these companies and other companies in the same field. These companies want to make their brands more well-known, build their relationships with customers, and improve their performance both locally and worldwide. They have integrated digital marketing and strategic communication in their overall plans (Du et al., 2024).

DEPENDENT VARIABLE

Integrated Marketing Communication

Integrated marketing communication (IMC) is a marketing approach that aims to make sure that all of a company's marketing materials, messages, channels, and other parts work together to provide customers a smooth and consistent experience. To make communication more successful and boost brand awareness, marketers plan a lot of different activities, such as advertising, public relations, digital media, sales promotions, and direct marketing. When a firm uses integrated marketing communications (IMC) in its marketing plan, it makes customers more loyal and encourages them to buy from them again (Sohaib et al., 2022).

Relationship between Mobile Phone Businesses In China and Integrated Marketing Communication

The mobile phone sector is quite competitive and changes quickly, therefore it's apparent that there is a strategic and important interaction between Chinese mobile phone companies and IMC. People all around the world are competing fiercely for the attention and wallets of the Chinese smartphone giants Vivo, Oppo, Xiaomi, and Huawei. Because of this, their company is one of the biggest and busiest in the world. In this case, IMC makes it more easier for a brand to expand, for customers to be involved, and for a consistent message to be sent across different media. The goal of integrated marketing communications (IMC) is to make it easier for Chinese mobile phone businesses to handle their advertising, digital campaigns, public relations, influencer relationships, retail displays, and customer service efforts. The goal is to create a brand experience that is both consistent and convincing. Digital marketing is used with traditional media and offline events to reach as many customers as possible and strengthen the brand message. This is particularly true on social media sites like WeChat, Weibo, Douyin (TikTok China), and e-commerce sites like JD.com and Tmall. For example, a company that is releasing a new smartphone model may do a multi-channel campaign that includes TV

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ads, live streaming from influencers, social media promos, online pre-orders, and displays in stores. Data analytics, tracking customer behaviour, and real-time participation via digital platforms all work together to make integrated marketing communications (IMC) strategies more effective. Chinese mobile phone firms rely heavily on interactive ads that fit into the bigger IMC structure. This is because Chinese buyers are very sensitive to personalised information and are quite good with technology. Because of this, the link between IMC and China's mobile phone carriers is strategically important. Companies can keep their brands consistent, improve their interactions with consumers, and get ahead of the competition in a market that is both dynamic and aggressive by using integrated communication (Alexander et al., 2020).

Table 2: H1 ANOVA TEST

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	74603.320	196	4372.715	249.936	.000
Within Groups	1364.590	303	16.851		
Total	75967.910	499			

Important conclusions are drawn from this research. With a p-value of .000, which is lower than the .05 alpha level, the significance is achieved with F value of 249.936. The hypothesis “H1: A significant relationship exists between Mobile Phone Businesses in China and Integrated Marketing Communication.” is accepted, whereas the null hypothesis is rejected.

❖ Relationship between Digital Marketing and Integrated Marketing Communication

The new world of strategic marketing is being formed by the merger of two ideas that are somewhat related to one another: IMC and digital marketing or digital marketing. This combination is going to establish a new world of strategic marketing. In the context of marketing, the term IMC refers to the strategic utilisation of a wide variety of marketing strategies and channels, such as advertising, public relations, direct marketing, sales promotions, and personal selling, among others, with the objective of conveying the same brand message to all customer touchpoints. The objective of digital marketing, which is a growing component of the IMC architecture, is to connect with and successfully communicate with the consumers who are the focus of the researcher of the marketing strategy. In digital marketing, digital channels are used, including but not limited to social media platforms, websites, email, search engines, and mobile applications. Because digital marketing makes IMC more successful and advantageous, there is a relationship between the two. This is because digital marketing enables real-time communication, individually personalised content, interactive engagement, and options based on data. The need of maintaining a coherent brand and a consistent message across all channels is brought to light by IMC. The use of digital marketing tools, on the other hand, makes it possible to enhance analytics, automation, and audience targeting, which, in turn, makes the consistency stronger and more measurable. Digital strategies are no longer considered to be separate from conventional marketing tactics; rather, they are now included into the more comprehensive IMC strategy. This is done in order to ensure that traditional and digital channels are able to operate together effectively. As an instance, a campaign may first make use of commercials on television or in print to broadcast information to a wide number of people. Subsequently, the campaign might then continue to make use of social media and email marketing in order to guarantee direct and two-way interactions with customers. Digital marketing eventually makes IMC more successful because it introduces additional channels via which marketers may engage with the right individuals at the proper time with the appropriate message. This makes integrated campaigns more effective, versatile, and far-reaching than they would have been otherwise. In a world that is electronically linked, this helps integrated campaigns to be more effective (Wang et al., 2024).

- “H02: There is no significant relationship between Digital Marketing and Integrated Marketing Communication”
- “H2: There is a significant relationship between Digital Marketing and Integrated Marketing Communication”

Table 3: H2 ANOVA TEST

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	75420.347	126	4785.459	572.429	.000
Within Groups	697.563	373	8.228		
Total	76117.910	499			

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This study produces significant findings. The F value is 1057.807, achieving significance with a p-value of .000, which is below the .05 alpha level. The hypothesis “H1: A significant relationship exists between Digital Marketing and Integrated Marketing Communication” is accepted, whereas the null hypothesis is rejected.

DISCUSSION

The mobile phone sector in China is marked by a high level of competitiveness, and digital marketing has emerged as an important component of integrated marketing communication (IMC) plans as well as overall corporate performance. This is because digital marketing allows businesses to reach a wider audience. The fast growth of technology and the movement of businesses to digital platforms are the two factors that have led to this phenomenon. Businesses in China that focus the researcher on mobile phones, such as Huawei, Xiaomi, Vivo, and Oppo, compete in a market that is already saturated with intense competition and is entering a period of fast development. Because of this, including digital marketing technology into their communication plans is not only advantageous for them, but it is also necessary for them to do so. There are a number of ways in which digital marketing has an effect on integrated marketing communications (IMC). This is due to the fact that digital marketing makes it possible for businesses to provide brand messages to customers that are consistent, timely, and highly targeted across a range of touchpoints. Digital marketing, on the other hand, fosters engagement in both ways, making it possible for customers to connect with businesses in real time. This is in contrast to conventional marketing, which often depends on communication in just one direction. This contributes to the reinforcement of the essential goals of integrated marketing communications (IMC), which include maintaining message coherence, maintaining message consistency, and engaging consumers.

CONCLUSION

Digital marketing and integrated marketing communication (IMC) were shown to have a dynamic and transformative relationship with organisational performance in Chinese mobile phone firms, according to the findings of a group of researchers. It is possible to arrive at this conclusion as a consequence of the findings of the investigation. Digital marketing is now highly crucial for staying ahead of the curve in China's mobile phone business since clients are getting more important and there is more competition. This is because digital marketing utilises digital platforms. With the aid of digital marketing, businesses are able to contact a greater number of individuals. A variety of digital channels, including WeChat, Weibo, Douyin, and e-commerce marketplaces, provide businesses with the opportunity to implement marketing tactics that are data-driven, personalised, and real-time. These strategies are a kind of marketing strategy that significantly boosts the number of individuals who are exposed to their integrated marketing communications (IMC) campaigns when they are implemented. They also benefit from similar tactics for their IMC initiatives.

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