

Analysis of the Role of Digital Marketing on Integrated Marketing Communication and Organisational Performance in Mobile Phone Businesses in China

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ABSTRACT

This study aims, among other things, to examine the mobile phone market in China. In this research, we will look at how digital marketing has changed the face of integrated marketing communications (IMC) and how companies do in general. Rapid and worrisome changes are occurring in marketing strategies as a result of the rapid development of digital technology. This change is taking place quite quickly. Businesses are increasingly relying on digital channels for communication and revenue generation. It seems probable that this trend will continue. This research exists solely to determine how much of an impact digital marketing has on business and nonprofit outcomes. Various forms of online advertising, such as content marketing, social media, and search engine optimisation (SEO), are all part of this category. Rest assured; this is by no means an exhaustive list. Under order to achieve the goals of this quantitative study, a thorough examination of the marketing and management data from the top Chinese mobile phone firms is currently under progress. In order to investigate the connections between the variables, the researchers employ a Structural Equation Modelling (SEM) strategy. Models of the interrelationships between the variables are constructed using this method. Researchers will learn a lot from these numbers about how to use digital marketing to boost communication and the company's results, which is especially helpful in very competitive marketplaces. When it comes to integrated marketing communications (IMC) and the overall performance of their operations, mobile phone service providers in China put a lot of emphasis on digital marketing. This is due to the fact that good marketing communications always include digital marketing.

Keywords: Digital Marketing, Integrated Marketing Communication, Organisational Performance, Mobile Phone Businesses, Online Advertising.

INTRODUCTION:

Mobile marketing is a strategy that aims to engage in one-on-one conversations with clients using their mobile devices, such as smartphones and tablets. Mobile marketing presents an existential threat to more conventional kinds of promotion due to the fact that it is inexpensive, simple to locate, and enables individuals to directly communicate with one another in real time. For companies operating in China's mobile-first economy, integrated marketing communications (IMC) have undergone significant transformations as a result of digital marketing trends. Mobile phone carriers are currently facing a significant challenge as a result of this. WeChat and Douyin are two of the "super apps" that are being used the most frequently in China (Abbasi & Hamid, 2024). People can upload and share short videos on Douyin. The context in which a person lives influences the manner in which they interact with digital platforms. Due to the fact that this ecosystem is so distinct, mobile companies need to adapt the way in which they communicate with tech-savvy customers to acquire and retain those customers. As the use of digital marketing grows more widespread, mobile enterprises may be able to give their clients personalised marketing

messages at every stage of their trip. Innovative mobile advertising strategies, social commerce, artificial intelligence for personalisation, and cutting-edge technology, such as 5G and augmented reality, are the only approaches to creating experiences that are really immersive. It is essential to implement digital IMC strategies if the researcher want to distinguish yourself in the highly competitive sector of today and achieve success over the course of time. This is the only way to stand out from the competition. IMC, which stands for integrated marketing communications, can provide assistance to marketers in modifying their strategy to accommodate shifting preferences of customers, new market situations, and emerging trends. In order to keep their marketing content relevant and effective, companies must be flexible and fast to change. Most integrated marketing operations are carried out through digital marketing channels. Their potential assistance in enhancing the researchers' online communication skills bodes well for our ability to better target and reinforce campaign themes and activities across media platforms (Ahmed et al., 2022).

BACKGROUND OF THE STUDY

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One should look at the industry's quick evolution, China's digital ecosystem's uniqueness, and the growing complexity and data-driven character of marketing strategies while doing background research on digital marketing's impact on integrated marketing communication and company performance. This investigation ought to be conducted by Chinese mobile telecommunications providers. Integrated Marketing messages (IMC) are essential as they ensure clarity and consistency in messages. The correlation between digital marketing capabilities and enhanced organisational performance is significantly essential. Consumers are perpetually seeking novel brands and services, and the industry is in a constant state of flux due to technological advancements. WeChat and Douyin are two mobile applications that integrate social media, multimedia, and e-commerce functionalities. They are transforming the operational dynamics of commerce. The swift expansion of the internet in the 1990s resulted in the emergence of digital marketing. Businesses rapidly recognised the internet's potential for advertising as its user base expanded (Chakraborty & Jain, 2022).

PURPOSE OF THE RESEARCH

The purpose of this research is to examine the relationships among operational efficiency, digital marketing, and integrated marketing communications (IMC) within the framework of Chinese mobile phone firms. This study mainly focusses on the Chinese mobile phone industry. The first step is to look into how digital marketing may help the business make more money and get more customers. This is the first step in the process. To reach this goal, it's important to find ways to improve the company's marketing, make sure that the message is the same across all platforms, and encourage growth within the organisation. The study's overarching objective is to demonstrate how digital marketing may facilitate the establishment of a unified customer voice and experience across all consumer touchpoints with the business. This paper's principal aim is to provide light on these strategies. Analysing the effects of digital marketing on organisational key performance indicators and measuring the magnitude of that influence, this study aims to examine the influence of digital marketing on integrated marketing communications (IMC). To promote a company's wares and services, digital marketers use a variety of online mediums. These channels include things like search engines, email, social media, and the internet. Advertising in this way is known as "digital marketing." The overarching objective is to increase product awareness, which in turn will increase sales and leads. Now that businesses have more resources at their fingertips, they can target specific demographics, track the efficacy of their advertisements in real time, and adjust their approaches to maximise return on investment (ROI).

LITERATURE REVIEW

This study aims to examine the intricate relationships among operational efficiency, digital marketing, and integrated marketing communications (IMC) through a literature review, with a primary focus on Chinese mobile phone companies. To start, you should look at

the several ways that digital marketing can help the business make more money and get more customers. In order to reach this goal, the firm needs to grow as a whole, identify ways to improve its marketing, and make sure that the message is the same in all forms of communication. The goal of this study is to give a full picture of how digital marketing makes it possible to create a consistent brand voice and customer experience across multiple channels of engagement. The goal of this study is to present the results of this analysis. This study seeks to examine the modifications of key performance indicators (KPIs) across various businesses due to digital marketing, along with the repercussions of this strategy on integrated marketing communications (IMC). Using the internet, social media, email, and search engines to tell people about a business's goods or services is what "digital marketing" is. "Digital marketing" is what this kind of advertising is called. This kind of business is called "digital marketing." People need to know more about the products, which should lead to more leads and sales. Businesses can now focus on specific groups of clients, keep an eye on how well their ads are doing in real time, and change their strategy as needed to get the most out of their money (Gao et al., 2023).

RESEARCH QUESTION

- What ensues as a consequence of digital marketing on integrated marketing communication in mobile phone businesses in china?
- What is the impact of mobile phone businesses in china on organisational performance?

RESEARCH METHODOLOGY

Research design:

Quantitative data analysis was performed with SPSS version 25. The researchers employed the odds ratio and the 95% confidence interval to assess the strength and direction of the statistical link. The researchers determined a statistically significant criterion at $p < 0.05$. A comprehensive examination clarified the essential characteristics of the data. Quantitative approaches are frequently employed to analyse data obtained from surveys, polls, and questionnaires, as well as data processed by statistical analysis software.

Sampling:

Following the evaluation of the questionnaire with 20 Chinese consumers, the study was executed with a conclusive sample of 500 participants. Seven hundred thirty-five surveys were disseminated via email to randomly selected customers. The researcher discarded 235 surveys due to incomplete responses.

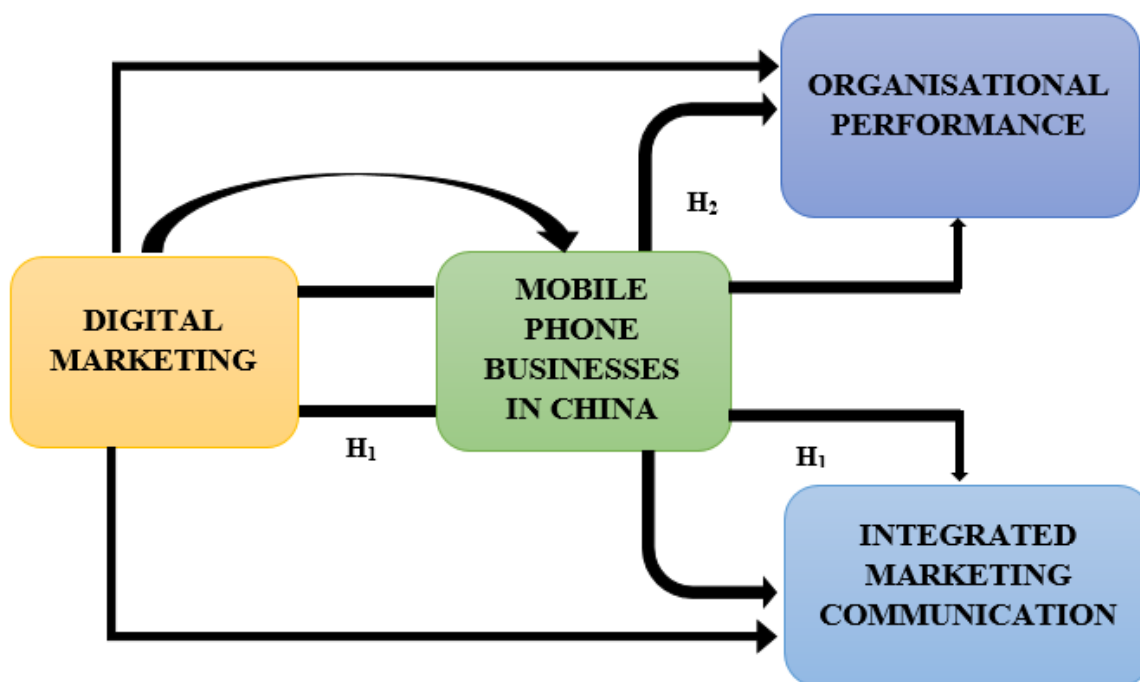
Data and Measurement:

The study mostly utilised data gathered from a questionnaire survey. First, they asked for the participant's basic demographic information. After that, the participants were given a 5-point Likert scale to rate the online and offline channels. For this secondary data collection, the researchers carefully looked at a number of sources, such as online databases.

Statistical Software: Excel and SPSS 25 were used to do the statistical analysis.

Statistical Tools: Researchers utilised descriptive analysis to elucidate the essential properties of the data. The researcher must use ANOVA to look at the data.

CONCEPTUAL FRAMEWORK



RESULTS

Factor Analysis

Finding hidden variables in observable data is a typical use case for Factor Analysis (FA). Regression coefficients are commonly used for assessment when there are no clear visual or diagnostic markers. To succeed in financial analysis, models are necessary. Finding mistakes, intrusions, and explicit relationships are the goals of modelling. Datasets obtained from multiple regression analyses are assessed using the Kaiser-Meyer-Olkin (KMO) Test. That the data is adequately represented by the model and the sample variables is what they guarantee. The data appears to have been replicated, according to the figures. Reducing the proportions makes it easier to understand the data. The possible values for the KMO are zero and one. The sample size is considered acceptable if the KMO value falls within the range of 0.8 to 1. The following restrictions are allowed, according to Kaiser: The following standards for approval have been set by Kaiser:

- A lamentable 0.050 to 0.059, subpar 0.60 to 0.69
- Middle grades often range from 0.70 to 0.79.
- The quality point score ranges from 0.80 to 0.89.
- They are astonished at the interval of 0.90 to 1.00.
- Table 1: KMO and Bartlett's Test for Sampling Adequacy
- Assessed using the Kaiser-Meyer-Olkin method. 974

The outcomes of Bartlett's test of sphericity are as follows: Chi-square statistic, degrees of freedom = 190, significance level = .000

This substantiates the assertions made solely for sampling purposes. Researchers utilised Bartlett's Test of Sphericity to evaluate the relevance of the correlation matrices. The Kaiser-Meyer-Olkin measure indicates that a value of 0.974 demonstrates the sufficiency of the sample. The p-value for Bartlett's test of sphericity is 0.00. A favourable outcome from Bartlett's sphericity test signifies that the correlation matrix is not an identity matrix.

Table: KMO and Bartlett's Test

KMO and Bartlett's Test^a		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.974
Bartlett's Test of Sphericity	Approx. Chi-Square	6850.175
	df	190
	Sig.	.000
a. Based on correlations		

The significance of the correlation matrices was further reinforced by Bartlett's Test of Sphericity. The sample adequacy metric developed by Kaiser-Meyer-Olkin is 0.974. The researchers obtained a p-value of 0.00 using Bartlett's sphericity test. The correlation matrix was rendered meaningless by the statistically significant results of Bartlett's sphericity test.

INDEPENDENT VARIABLE

- **Digital Marketing:**

Digital marketing is the process of selling goods and services to specific groups of people using digital tools like the internet and different types of electronic media. "Targeted marketing" is another name for this kind of marketing. Search engine optimisation (SEO), social media marketing (SMM), email marketing (EM), content marketing (CM), and online advertising (OA) are all important marketing strategies that can help your business get more customers and make more money. Digital marketing lets firms reach more people, see how their customers behave in real time, and use data analytics to see how well their marketing campaigns are doing. Digital marketing makes all of these benefits possible. In today's increasingly competitive digital market, it is very important for improving overall business performance, establishing brand awareness, and making connections with customers. Also, it's important for building relationships with customers (Homburg & Wielgos, 2022).

MEDIATING VARIABLE

- **Mobile phone businesses in china:**

Chinese mobile phone companies are responsible for the design, construction, marketing, and sale of mobile phones and additional technology. A different moniker for these businesses is the manufacturers of mobile phones. In this industry, there is a great deal of competition because of the quick development of new technologies, the emergence of digital platforms, and the ever-changing preferences of clients. These enterprises operate within the same sector and must contend with other competitors in the market. By employing digital marketing and strategic communication in their business planning, these organisations have successfully enhanced brand awareness, increased consumer

engagement, and achieved greater overall success both in the US and globally (Kayani et al., 2023).

DEPENDENT VARIABLE

- **Organisational Performance:**

The term "organisational performance" is used in the context of business to describe how effectively and efficiently an organisation achieves its strategic objectives. That competency is what the academics mean when they speak of "organisational performance." Common metrics include market competitiveness, staff engagement, financial performance, productivity, and customer satisfaction. Various efforts to foster growth, wealth, and long-term success have paid off, as evidenced by the organization's success. (Li et al., 2023).

DEPENDENT VARIABLE

- **Integrated marketing communication:**

Integrated marketing communication (IMC) is a marketing strategy that ensures customers have a consistent experience with a brand across all marketing channels, resources, and messages of the organisation. The objective is to optimise communication and brand recognition by synchronising all marketing endeavours, including advertising, public relations, digital media, sales promotion, and direct marketing. IMC is a strategy designed to enhance the synergy of all marketing initiatives. The objective is to enhance the company's operational efficiency and strengthen its relationships with customers (Madan & Rosca, 2022).

Relationship between Digital Marketing and Integrated Marketing Communication through Mobile Phone Businesses in China

There is a complex and ever-changing connection between digital marketing and integrated marketing communication (IMC). The way these two marketing

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methods work together is both dynamic and complex. The connection between these two parts is one that changes and grows over time. The mobile phone market in China is growing quickly, but it is also becoming more competitive. This is all happening at the same time. The particular instance in question is particularly important to the Chinese market because it has a number of unique features. More and more, customers are connecting with businesses mostly through digital platforms. More and more people are using this type of communication. (Rehman et al. 2022) assert that, as a result of this trend, traditional forms of communication are progressively being supplanted by modern forms of communication. Companies need to keep improving and growing their integrated marketing communications strategy if they want to stay ahead of their competition in their fields. This applies to businesses in both the US and other countries. Using digital marketing tools like social media, search engine optimisation (SEO), influencer marketing, content creation, and online ads can help a business keep a good and interesting relationship with its customers. All of these are instances of digital marketing. The researcher will be able to achieve the targeted effect to the fullest extent by employing these tactics. These goals are the basis for this part of the organisation. When combined with the goals of the International Message Connectivity (IMC) group, which focusses on the importance of connecting messages across all communication channels, they form the basis for this part. The amount of competition in the Chinese mobile phone market is growing at a rate that is quite frightening considering how things are right now. Companies can set themselves apart from their direct competitors right from the start of the marketing process by including digital marketing in their integrated marketing communication plan. This is a good time for businesses to set themselves apart from their competitors. Companies may utilise this information to create strong brand identities and make sure that their messages are the same across all types of media, both online and offline at the same time. Businesses can use this information (Zhang et al., 2023).

In light of the preceding debate, the researcher offered the following hypothesis to analyse the relationship between digital marketing and integrated marketing communication through mobile phone businesses in china.

- “H01: There is no significant relationship between digital marketing and integrated marketing communication through mobile phone businesses in china.”
- “H1: There is a significant relationship between digital marketing and integrated marketing communication through mobile phone businesses in china.”

Table 2: H₁ ANOVA

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	94.085	87	13.298	491.637	.000
Within Groups	3.494	412	.027		
Total	97.579	499			

This investigation yields remarkable results. The F value is 491.637, attaining significance with a p-value of .000, which is below the .05 alpha threshold. This signifies that “H1: There is a significant relationship between digital marketing and integrated marketing communication through mobile phone businesses in china” is accepted and the null hypothesis is rejected.

Relationship Between Mobile phone businesses in china and Organisational Performance

There are many different factors that affect the relationship between Chinese mobile phone carriers and the success of businesses in different ways. Some examples of these kinds of developments are the advent of new technology, how people utilise their mobile devices, and how businesses manage their resources. Thanks to China's robust economic growth, the market for mobile phones there is one of the most active and fastest-growing in the world. The company has a good reputation since it quickly releases new products, has short product life cycles, and fights off strong competition in China and other countries across the world. In this market, a firm will either succeed or fail based on how well it can come up with new ideas, change with the times, and put new plans for marketing and operations into action. This is really important for the organisation to do well. Because the Chinese economy is quickly moving to digital, the mobile phone market in China is growing. The rise of e-commerce sites, smartphone apps, and social networking sites like WeChat, Weibo, and Douyin is to blame for this. The elements that were once used to measure an organization's success have changed a lot because of the way things are now. If a business can learn how to use digital marketing and integrated communication tools well, it is far more likely to grow its market share and its profits. This is because they can get more people to interact with them, stick with their brand, and learn about it. So, for these businesses to do well, they need to be able to quickly adapt to new technologies and put their customers' needs first.

Following the aforementioned debate, the researcher developed the subsequent hypothesis to assess the relationship between Mobile phone businesses in china and Organisational Performance.

- “H02: There is no significant relationship between Mobile phone businesses in china and Organisational Performance.”
- “H2: There is a significant relationship between Mobile phone businesses in china and Organisational Performance.”

Table 3: H₂ ANOVA

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	92.534	82	11.568	348.647	.000
Within Groups	4.045	417	.033		
Total	96.579	499			

The outcome of this investigation is substantial. The F value is 348.647, attaining significance with a p-value of .000, which is below the .05 alpha threshold. This means

the “H4: There is a significant relationship between Mobile phone businesses in china and Organisational Performance” is accepted and the null hypothesis is rejected.

DISCUSSION

As a result of the intense competition in China's mobile phone market, digital marketing has become an integral part of IMC strategies and overall company success. This is because, thanks to digital marketing, companies can reach more people. Two reasons that have contributed to this issue are the rapid advancement of technology and the shift of enterprises to digital platforms. Chinese smartphone manufacturers including Oppo, Xiaomi, Huawei, and Vivo face stiff competition in a rapidly expanding industry. Researchers would be wise to incorporate digital marketing strategies into their communication plans for the sake of both their own benefit and the benefit of the research. In many respects, integrated marketing communications (IMC) are left behind by digital marketing. This is because digital marketing lets businesses provide regular, timely, and much targeted brand messages to customers at many different points of contact. Digital marketing, on the other hand, lets people talk to businesses in real time, which is a two-way interaction. This method of marketing is different from traditional marketing, which usually only involves communication in one direction. In this method, communication goes both ways. This makes the main goals of integrated marketing communications (IMC) even better. This is sometimes called integrated marketing communications. This includes getting customers involved, making sure that messages are clear and consistent, and making sense.

CONCLUSION

After studying how digital marketing affects Chinese mobile phone companies, it was found that integrated marketing communication (IMC) and the performance of organisations have a dynamic and changing relationship. The main emphasis of the study was IMC, which looked at how digital marketing affects things. Based on the investigation's results, we believe this is the conclusion that should be drawn from the findings. Digital marketing has grown more and more important for businesses that want to stay ahead of the curve in the Chinese mobile phone market, which is becoming more focused on customers and more competitive. This is because digital marketing helps businesses reach more people. Digital marketing has become so popular that firms can now talk to a lot more people than they could before. Businesses may make marketing plans that are based on data and happen in real time thanks to e-commerce marketplaces, social media sites like WeChat and Weibo, and video-sharing sites like Douyin. Using these platforms makes this possible. These approaches make a big difference in the marketing strategy they deploy, which includes actions that are part of integrated marketing communications (IMC). Also, their IMC programs can use similar strategies if they are put into action.

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