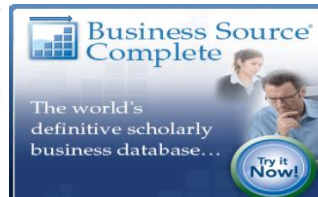


# MKC1200 assignment 4

Guide to searching Business Source Complete (BSC)



- Using BSC is more time efficient as it gives you more control on how you want to search
- Provides **Full Text** academic/ scholarly peered review journal articles which are not freely available. These journals are written by academics/experts in their disciplines.
- BSC allows you to limit the search results to academic articles only or other publication types and publication year
- You need to use academic articles as part of the essay criteria.
- When you google, you do not know if the articles are academic
- Newspapers and magazine articles are for the lay people and therefore do not cover management theories

Critically evaluate the STP strategy used by Microsoft for one of its products, Lumia 950

# ASSIGNMENT

# STP

# 5



1. Research the company and the product extensively; in particular, how the product is promoted in Australia.

2. Collect any online and offline promotional materials used for the focal product Lumia 950, as well as the promotional materials used by Microsoft for its smartphones in general. Promotional materials include, but are not limited to, advertisements, brochures, and websites.

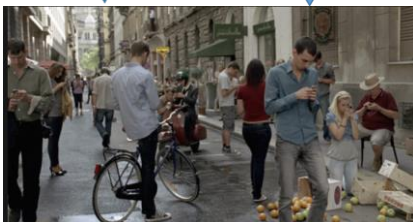
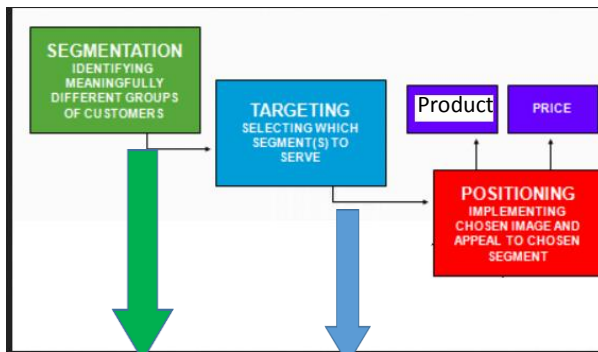
3. For the company Microsoft, describe its targeting strategy in the smartphone market by taking into consideration the ranges of its product offerings.

4. For the focal product Lumia 950, identify its specific target market based on the information/evidence provided in promotional materials and other relevant resources. More specifically, describe the market segment profile of this target market. Then, identify the segmentation variables used to derive this target market. Furthermore, critically analyse the bases used to position this product.

5. Finally, briefly research on the other brands that compete in the smartphone market. Create a perceptual map for the smartphone market by taking into consideration two evaluative criteria and plotting three other brands in addition to Microsoft Lumia. The selections of the two evaluative criteria and the three other brands are of your choice.



Lumia 950





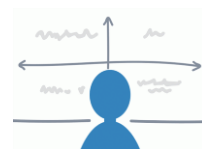
<http://digitalsynopsis.com/buzz/smartphone-addiction-funny-sad-images/>



## Brand Positioning



## POSITIONING AND PERCEPTUAL MAPS (task 5)



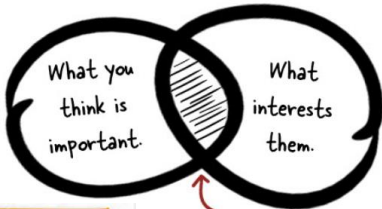
## Microsoft's Strategies

**your phone feels more like a PC.**



Search

relevant



What's relevant



Choosing the right



KEY TERMS  
AND CONCEPTS

from



reading list  
articles

textbook



<http://www.monash.edu/library>

Search

Find books, articles, journals, databases and more

[Sign in](#) | [Advanced search](#) | [eJournals A-Z](#) | [Databases A-Z](#)

**Step 1**

**Databases by Subject: Home**

This is a guide to finding databases by subject and faculty.

|                                        |                                 |                                                       |                          |                                              |                                        |
|----------------------------------------|---------------------------------|-------------------------------------------------------|--------------------------|----------------------------------------------|----------------------------------------|
| <a href="#">Home</a>                   | <a href="#">Trial databases</a> | <a href="#">General/multidisciplinary</a>             | <a href="#">Arts</a>     | <a href="#">Art, Design and Architecture</a> | <a href="#">Business and Economics</a> |
| <a href="#">Information Technology</a> | <a href="#">Law</a>             | <a href="#">Medicine, Nursing and Health Sciences</a> | <a href="#">Pharmacy</a> | <a href="#">Science</a>                      | <a href="#">Help</a>                   |

Popular databases

- Business source complete
- Emerald
- Expanded Academic ASAP

Subject databases

**Step 2**

**Step 3**

**Login to electronic resources**

Only Monash staff and students can use these resources

**Monash username:**

username (not email address)

**Password:**

*Use of data extracted from electronic resources for purposes other than study or research may be forbidden or restricted under the terms of our licences.*

By signing-in you agree to the [Terms and conditions of use](#).  
For recommended settings see [Browsers and settings](#).

## Think Differently

Searching: [Business Source Complete](#) | [Choose Databases](#)

|                      |                             |                                       |
|----------------------|-----------------------------|---------------------------------------|
| <input type="text"/> | Select a Field (optional) ▼ | <input type="button" value="Search"/> |
| AND ▼                | <input type="text"/>        | Select a Field (optional) ▼           |
| AND ▼                | <input type="text"/>        | Select a Field (optional) ▼           |

FOUR  
BASIC RULES  
ABOUT

- Do not type whole sentences into each search box
- DO NOT use only ONE keyword
- Each keyword should be typed in a different box, exception applies when using OR to search
- Mix and match different keywords

1  
2

Searching: Business Source Complete | Choose Databases

smartphones Select a Field (optional)

AND microsoft Select a Field (optional)

AND Select a Field (optional)

Search Results: 1 - 20 of 1,814

Limit To

☐ Full Text

☐ References Available

☐ Scholarly (Peer Reviewed) Journals

1999 Publication Date 2016

Show More

Source Types

☒ All Results

☐ Magazines (1,029)

☐ Trade Publications (463)

☐ Newspapers (211)

☐ Product Reviews (178)

☐ Industry Profiles (41)

1  
2

Searching: Business Source Complete | Choose Databases

smartphones Select a Field (optional)

AND lumia 950 Select a Field (optional)

AND Select a Field (optional)

Search Results: 1 - 20 of 24

Limit To

☐ Full Text

☐ References Available

☐ Scholarly (Peer Reviewed) Journals

2015 Publication Date 2016

Show More

Source Types

☒ All Results

☐ Product Reviews (19)

☐ Magazines (18)

☐ Trade Publications (3)

☐ Newspapers (2)

ACADEMIC results are missing from these two searches

1  
2

Searching: Business Source Complete | Choose Databases

smartphones Select a Field (optional)

AND consumers Select a Field (optional)

AND Select a Field (optional)

Search

Search Results: 1 - 20 of 6,604

Limit To

☐ Full Text

☐ References Available

☐ Scholarly (Peer Reviewed) Journals

1995 Publication Date 2016

Show More

Source Types

☒ All Results

☐ Trade Publications (2,734)

☐ Magazines (2,428)

☐ Newspapers (742)

☐ Product Reviews (497)

☐ Academic Journals (433)

1  
2  
3

Searching: Business Source Complete | Choose Databases

smartphones Select a Field (optional)

AND consumers Select a Field (optional)

AND brand Select a Field (optional)

Search Results: 1 - 20 of 464

Limit To

☐ Full Text

☐ References Available

☐ Scholarly (Peer Reviewed) Journals

2002 Publication Date 2016

Show More

Source Types

☒ All Results

☐ Trade Publications (246)

☐ Magazines (124)

☐ Academic Journals (62)

## Consumer Preference Towards **Smartphone** Brands, with Special Reference to Android Operating System.

Authors: Pandey, Mithilesh<sup>1</sup> [mithileshpandey.mp@gmail.com](mailto:mithileshpandey.mp@gmail.com)  
Nakra, Neelam<sup>2</sup> [n.nakra@yahoo.com](mailto:n.nakra@yahoo.com)

Source: [IUP Journal of Marketing Management](#), Nov2014, Vol. 13 Issue 4, p7-22. 16p.

Document Type: Article

Subject Terms: \*CONSUMERS' preferences  
\*SMARTPHONES  
\*OPERATING systems (Computers)  
BLACKBERRY (**Smartphone**)  
CHI-squared test

 Print

 E-mail

 Save

**Abstract:** With the widespread innovations in the communication technology, people are shifting from their basic phones to the **smartphone** technology. Nowadays, many manufacturers are tapping this potential market which has created a lot of choice availability for the customers. This paper focuses on the **consumer** preference towards **smartphone brands**. One of the major factors for selecting a **smartphone** is the Operating System (OS). Android, after its introduction, has captured more than half of the market share of the OS market which earlier was held by Symbian, iOS and Blackberry. Therefore, android is being taken as a special reference for knowing the **smartphone brand**. This paper studies the **consumer** preference towards various OS and preference towards a **smartphone brand** with android as its OS. A quantitative study on 300 respondents was carried out in Ludhiana region. The collected data was analyzed with descriptive statistics, Chi-Square, Friedman test and Kendall's W-test. The study found that android and iOS are the most preferred OS, while Samsung is the highest preferred **brand** to be selected for an android platform. The price, screen size and RAM size are the most important attributes while choosing the **smartphone brand**. [ABSTRACT FROM AUTHOR]

## Predicting **smartphone brand** loyalty: **Consumer** value and **consumer-brand** identification perspectives.

Authors: Yeh, Ching-Hsuan<sup>1</sup>  
Wang, Yi-Shun<sup>1</sup> [yswang@cc.ncue.edu.tw](mailto:yswang@cc.ncue.edu.tw)  
Yeh, Kaili<sup>2</sup>

Source: [International Journal of Information Management](#), Jun2016, Vol. 36 Issue 3, p245-257. 13p.

Document Type: Article

Subject Terms: \*SMARTPHONES  
\*BRAND loyalty  
\*VALUE proposition  
\*CONSUMER behavior



Use any of these subject terms to search if they are relevant

**Abstract:** With the growth and competition of the **smartphone** industry, developing a better understanding of what drives **consumers'** loyalty to **smartphone brands** has become an important issue for academics and practitioners. This study hypothesizes four determinants of **smartphone brand** loyalty based on the perspectives of **consumer** value and **consumer-brand** identification. Furthermore, this study also explores the moderating effects of age and gender differences on the determination process of **smartphone brand** loyalty. Data collected from 157 respondents was tested against the research model using a partial least squares (PLS) approach. The results indicate that functional value, emotional value, social value, and **brand** identification have a positive influence on **smartphone brand** loyalty. Of the two moderators, results show that age enhances the emotional value-**brand** loyalty and social value-**brand** loyalty linkages but weakens the **brand** identification-**brand** loyalty relationship. However, gender does not play a moderating role in the determination of **smartphone brand** loyalty. The results of this study provide several important theoretical and practical implications for **smartphone brand** management. [ABSTRACT FROM AUTHOR]



more



USE



USE



means either

(not necessarily both in a database).

### STP (Segment, Target & Positioning)

#### Segment

To find more words after the root word, segment, use an asterisk \*

#### Target

#### Positioning

Is an asterisk necessary for this word?



- It will find other words like segmentation, segmented.
- The use of the asterisk is only an option.

Searching: [Business Source Complete](#) | [Choose Databases](#)

smartphones OR cellphones Select a Field (optional) Search

segment\* Select a Field (optional)

AND consumers Select a Field (optional) + -

[Basic Search](#) [Advanced Search](#) [Search History](#)



- Use it to find a related/similar term example, cellphones OR smartphones.
- It must be typed in the same search box
- The use of OR is an option



FEWER  
OR  
LESS

RESULTS



Phrase searching will find fewer results as the words must be found in the exact order in which they appear. Use your judgement based on the results found if phrase searching is necessary. For phrase searching, place two or more words in "inverted commas" or "quote marks" example "consumer behavior"



**Do not use!**

too many "OR" to find related keywords

**Do not use!**

Remove the use of the "OR" if it is unnecessary

the asterisk after the root word eg. manag\*

**USE** relevant or more **SPECIFIC** keywords

**USE** More keywords



to types of publications eg academic articles or by publication year eg from 2000



More

RESULTS

**USE**



to find related terms

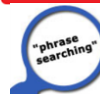


**Do not use!**

too many keywords

**Do not use!**

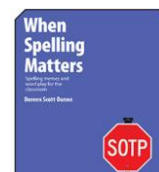
too many very **SPECIFIC** keywords



may be unnecessary

**USE**

the asterisk after the root word eg. manag\*





Australian Bureau of Statistics (ABS)



abs statistics population age groups

Population by Age and Sex, Regions of Australia - Australian Bureau ...  
[www.abs.gov.au/ausstats/abs@.nsf/mf/3235.0](http://www.abs.gov.au/ausstats/abs@.nsf/mf/3235.0) ▼  
3235.0 - Population by Age and Sex, Regions of Australia, 2015 Quality Declaration ... SEX RATIOS AND  
MEDIAN AGES - Greater Capital City Statistical Areas ...

Population by Age and Sex, Australia, States and Territories  
[www.abs.gov.au/ausstats/abs@.nsf/0/1CD2B1952AFC5E7ACA257298000F2E767...](http://www.abs.gov.au/ausstats/abs@.nsf/0/1CD2B1952AFC5E7ACA257298000F2E767...) ▼  
Mar 26, 2015 - 3101.0 - Australian Demographic Statistics, Jun 2014 Quality Declaration ... Population  
Structure, Age and sex - Australia - 1994 and 2014 ... According to ABS projection series B, the proportion of  
children 0-14 years in the ...

Population by Age and Sex, Australia, States and Territories  
[www.abs.gov.au/ausstats/abs@.nsf/.../7A40A407211F35F4CA257A2200120EAA?](http://www.abs.gov.au/ausstats/abs@.nsf/.../7A40A407211F35F4CA257A2200120EAA?) ▼  
Mar 23, 2015 - 3101.0 - Australian Demographic Statistics, Jun 2015 Quality Declaration ... Population  
Structure, Age and sex - Australia - 1995 and 2015 ... According to ABS projection Series B, the proportion of  
children 0-14 years in the ...

3235.0 - Population by Age and Sex, Regions of Australia, 2015  
[www.abs.gov.au/ausstats/abs@.nsf/.../72D4A8F0C7957E85CA257A6A0012F5A0?](http://www.abs.gov.au/ausstats/abs@.nsf/.../72D4A8F0C7957E85CA257A6A0012F5A0?) ▼  
6 days ago - 3235.0 - Population by Age and Sex, Regions of Australia, 2015 Quality ... to data released today  
by the Australian Bureau of Statistics (ABS).

