



## **A STUDY OF DEVELOPMENT AND MARKETING SERVICES OF ROG MOBILE**

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### **ABSTRACT-**

This study examines the development and marketing services of ASUS's ROG (Republic of Gamers) Mobile, a premium gaming smartphone series. By leveraging advanced hardware and innovative features, ROG Mobile addresses the growing demand for high-performance gaming on mobile platforms. The research highlights the brand's strategic marketing efforts, including partnerships with gaming influencers and esports sponsorships, to foster community engagement and brand loyalty. Data collected from 100 respondents in Coimbatore City reveal insights into consumer preferences, satisfaction levels, and purchasing behavior. Key findings underscore the importance of performance, brand reputation, and price in consumer choices. The study also identifies areas for improvement, such as enhanced cooling systems, larger storage options, and better battery life. This analysis provides actionable recommendations to strengthen ROG Mobile's position in the competitive gaming smartphone market.

### **INTRODUCTION**

The gaming smartphone market has experienced significant growth in recent years, driven by the increasing demand for mobile gaming. ASUS, a well-known brand in the gaming industry, launched its ROG (Republic of Gamers) Mobile series to cater to this growing market. This study aims to explore the development and marketing services of ROG Mobile. The gaming smartphone market has experienced rapid growth, driven by increasing demand for mobile gaming. ASUS's ROG (Republic of Gamers) Mobile series has been at the forefront of this trend. This study examines the development and marketing services of ROG Mobile, exploring how ASUS created a premium gaming smartphone that meets the needs of serious gamers. ASUS is a well-established brand in the gaming industry, with a reputation for producing high-quality gaming hardware. The company's ROG brand is particularly popular among gamers, with a range of products that include gaming laptops, desktops, and peripherals. The launch of ROG Mobile marked a significant expansion of the brand into the mobile gaming market.



This study delves into the development and marketing services of ROG Mobile, a high-performance gaming smartphone designed for serious gamers.

## **OBJECTIVES**

To analyse the development process of ROG Mobile, including hardware and software development.

To evaluate the marketing strategies and tactics employed by ASUS to promote ROG Mobile.

To identify the key success factors that contributed to the successful launch and positioning of ROG

To investigate the target market for ROG Mobile, including demographics, preferences, and behaviours.

To examine the competitive landscape of the gaming smartphone market and identify key competitors.

## **RESEARCH METHODOLOGY**

A study of development and marketing services of ROG mobile. Area of the study.

## **SAMPLING TECHNIQUE**

The study was conducted among the respondents of Coimbatore city by adopting simple Random and sampling technique.

## **SAMPLING SIZE AND AREA STUDY**

The sample size was collected from 100 Respondents and study was conducted within Coimbatore city only.

## **SOURCE OF DATA**

### **PRIMARY DATA:**

Primary data are first-hand information and are those collected freshly and for the first time and happen to be original in character. It is collected through the questionnaire. Surveys - Collect responses from customers of ROG Mobile regarding development and marketing services of the brand.

### **SECONDARY DATA :**



Secondary data is second hand information. The data which have already been collected or persons and also has been collected through the internet.

## TOOLS AND TECHNIQUES

The data was collected through questionnaire method. Again, the research is descriptive type. The analysis is done through the tabular and Chart representation and processed by some agency.

## LIMITATIONS

The study was limited to 100 respondents only.

The area of the study is restricted to Coimbatore city only.

The study was considered only by the consumers' opinion.

This study was purely collected through questionnaire.

## REVIEW OF LITERATURE

**Gabriel Josef Melena 2024:** How would I describe my experience? I paid 315 USD for this motherboard when I bought it. I just wanted to buy "quality" goods... Well, it goes like this... I WILL NEVER BUY ASUS AGAIN. Let me sum it up: I have an ASUS monitor at home for 1,350 USD – I must point out that it does NOT have normal color display and it cannot be fixed. Most of the scenic modes are literally a tragedy

**Martin Ligabue 2023:** A few years ago I discovered that ASUS has a loyalty program. They called it ROG (Republic of Gamers). I thought: "why not?". I registered. I entered the serial numbers of my ASUS products. I participated in all the activities available to me that the company organized. I visited their website every day.

**Jody BR in 2022:** The laptop was plugged in, I came home 5 minutes before my home and my 8-year-old Chihuahua Bethoveen were destroyed by fire. I Contacted Asus who did send a replacement computer after 3 weeks! Mine was under warranty, also it was a better model than the one that I previously had that caught fire, this is true.

**Andrew B 2021:** This Laptop can Breathe (and that's good) The Laptop is epic in itself, and for its release year considering certain factors It beats generic laptops. If you're looking to play games that are from 2017 to 2020 perhaps, You will have no problem.



**A chan 2020:** I am not a computer gaming person, I bought this model because I want a fast processor for photo editing. Have it for a month or so and it is responsive and smooth. I am happy with it so far. This is my first Asus laptop, will see whether it is as durable as my previous laptop which I have it 9 or 10 years and it is still working fine but the battery is dead.

**KIM 2020:** ASUS partnered with gaming influencers to promote ROG Mobile, resulting in increased brand awareness and credibility.

## SUGGESTIONS

1. Upgrade to Qualcomm Snapdragon 8 Gen 2: Provide a powerful and efficient processor for smooth gaming and multitasking.
2. Increase RAM and Storage Options: Offer up to 16GB or 18GB of RAM and 512GB or 1TB of storage to ensure seamless performance and ample storage for games and apps.
3. Improve Cooling System: Enhance the cooling system with a more efficient heat pipe design, larger vents, or even a liquid cooling system to keep the device cool during extended gaming sessions.
4. Enhance Display: Upgrade the display to a higher refresh rate (e.g., 165Hz or 240Hz), higher resolution (e.g., QHD+ or 4K), and improved color accuracy for a more immersive gaming experience.
5. ROG UI Updates: Regularly update the ROG UI to provide new features, improvements, and optimizations for a better gaming experience.
6. Game-Specific Features: Collaborate with game developers to create game-specific features, such as custom controls, optimized performance, and exclusive content.

## CONCLUSION

In conclusion, the study of the development and marketing services of ROG Mobile highlights the brand's strategic approach to building a premium gaming device that prioritizes performance, durability, and user experience. The development process focuses heavily on advanced hardware, incorporating cutting-edge technology, such as high-refresh-rate displays, powerful processors, and exceptional cooling systems, to meet the demanding needs of mobile gamers. On the marketing front, ROG Mobile employs a combination of direct and indirect strategies aimed at creating a strong brand presence within the gaming community. Their marketing efforts leverage partnerships with gaming influencers, sponsorships of esports events, and an engaging social media presence to foster a loyal customer base.



Additionally, the brand's strong focus on community engagement and its understanding of gamer culture have helped differentiate ROG Mobile from competitors.

## REFERENCES

**Wang 2020:** ROG Mobile's brand identity is centered around high-performance gaming, innovation.

**Koushik Paul 2019:** on Gadgets 360 do justice to your hard earned money. ASUS products develop multiple problems immediately once out of warranty but ASUS doesn't ship spare parts, and neither batteries to India. So your purchase is, for all practical purposes, a paperweight after a year. Chinese looters fooling Indians, that is what this is.

**Lee 2019:** ASUS created immersive gaming experiences at events and trade shows to showcase ROG Mobile's capabilities and community engagement.

**Park 2019:** ROG Mobile positioned itself as a premium gaming smartphone brand, targeting serious gamers and enthusiasts.

**Xu 2016:** Ad fraud has been identified as a major challenge in mobile marketing, with studies showing that it can lead to significant losses for advertisers.