

Research on Marketing Strategies Based on Smart Home: Taking Xiaomi as an Example

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Abstract: Against the backdrop of the integration of artificial intelligence and the Internet of Things, which has given rise to new smart-home business models, the innovation of marketing strategies has become a crucial factor in the industry's development. Consequently, research on marketing strategies in the smart-home context carries significant practical and theoretical relevance. Although studies on smart-home marketing are increasingly available, most current research remains focused on the technical level or macro-market analysis, failing to systematically uncover how AI technology shapes the underlying logic of marketing strategies. To address this research gap, this article adopts a single-case study approach, selecting Xiaomi—a leading enterprise in the smart-home field—as a representative case for in-depth investigation. Through systematic analysis, this study aims to construct a comprehensive theoretical model that traces the pathway from AI-enabled technological empowerment to marketing strategy innovation and, ultimately, to product iteration. This model not only offers a structured framework for the smart-home appliance industry to respond to market dynamics and facilitate technology adoption, but also compensates for gaps in the existing literature and provides actionable insights for enterprise practice.

Keywords: Artificial Intelligence; Smart Home; Marketing Strategy; Xiaomi

1. Introduction

1.1 Research Background and Significance

In the context where the convergence of Artificial Intelligence and Internet of Things technologies has catalyzed the emergence of smart home ecosystems, innovation in marketing strategy constitutes a pivotal driver for industry

advancement. Accordingly, scholarly investigation into smart home-oriented marketing strategies assumes considerable relevance. While extant literature on smart home marketing is expanding, a predominant focus persists on technical specifications or macroeconomic analyzes, often neglecting a systematic examination of how AI technologies reconfigure the underlying mechanisms of marketing strategy [1]. To address this identified gap, the present study employs a qualitative single-case research design, selecting the industry pioneer Xiaomi as an exemplary case for deep exploration. Through structured analysis, this research seeks to develop an integrated theoretical model that delineates the causal progression from AI-enabled technological empowerment, through marketing strategy innovation, to iterative product development [12]. The proposed model serves a dual purpose: it extends the current theoretical framework by furnishing a structured analytical lens for the smart home appliance sector to interpret market shifts and accelerate technology assimilation, while simultaneously offering a concrete, operational reference for corporate marketing practices [13].

At present, China's smart home industry is experiencing rapid development, propelled by a confluence of policy support, technological advancement, and growing market demand, which indicates a promising future landscape. However, this growth trajectory is accompanied by significant challenges [14]. A primary issue stems from intense market competition, leading major manufacturers to establish closed platform ecosystems in a bid to dominate the market. This has resulted in widespread interoperability barriers between products, which severely compromises user experience and fragments industry progress [15]. In this context, the formulation of effective marketing strategies emerges as a critical factor for navigating these constraints and steering sustainable growth. To address this imperative, this study selects

Xiaomi Corporation, a leading industry player, as a representative case. It conducts a thorough analysis of the prevailing marketing environment and current strategic approaches within the smart home sector, evaluates their respective strengths and limitations, and ultimately proposes targeted, actionable recommendations to foster the industry's high-quality development[2].

Research on the optimization of marketing strategies for Xiaomi's smart home products holds both theoretical and practical relevance for the field. On a theoretical level, it constructs a contextualized framework for understanding marketing dynamics within platform-centric ecosystems[1]. Practically, it contributes actionable insights into overcoming market fragmentation and interoperability challenges. As the domestic smart home market exhibits growth potential alongside persistent structural issues, a focused analysis of marketing strategy equips firms with evidence-based approaches to enhance competitiveness, adapt to market volatility, and achieve sustainable positioning.

1.2 Current Research Status at Home and Abroad

In comparison with overseas markets, smart home technology in regions such as the United States and Europe has reached a higher level of technological integration and product development, offering a wider range of interoperable features and more established user ecosystems[3]. Market competition in these regions, while intense, has driven enterprises to continuously refine their technological offerings and service models, thereby fostering sustained industry expansion and the evolution of a consolidated and interoperable ecosystem. By contrast, while the smart home market in China is projected to expand considerably, its current developmental phase remains characterized by evolving standards and emerging privacy frameworks. The industry continues to grapple with foundational challenges such as the lack of unified technical protocols and persistent concerns regarding data security and user privacy[16]. Furthermore, current consumer recognition of domestic smart home products remains limited, with growing expectations for customized and scenario-based solutions. Evidence from related studies suggests that well-structured marketing strategies are instrumental in elevating customer satisfaction and strengthening brand loyalty, which in turn

plays a pivotal role in advancing market maturation and industry integration[17].

1.3 Research Content and Methods

1.3.1 Research content

A mechanism analysis of AI technology empowering marketing, centered on selected cases, examines how enterprises leverage AI technologies—such as user profiling and recommendation algorithms—to establish a closed-loop process from data collection to marketing decision-making. This process systematically transforms raw data into actionable insights, enables the dynamic optimization of customer interactions, and drives the continuous iteration of marketing strategies[18].

The deconstruction of AI-driven marketing strategies analyzes the integration of AI technologies with the core components of the marketing mix—product, price, channel, and promotion—within selected case enterprises. This analysis identifies the specific operational mechanisms through which this integration gives rise to differentiated and coherent marketing models [19].

Analysis of the Effects and Challenges of AI Marketing: This section examines the impact of AI-driven marketing strategies on user experience and brand loyalty within the selected case. It further identifies and elucidates the principal challenges encountered in the implementation and operation of these strategies [20].

Localization Marketing Model Refinement: Through an in-depth analysis of the selected case, this study formulates an AI-driven marketing practice framework for the smart home sector. This framework synthesizes context-specific insights into a structured model, providing actionable and adaptable strategic guidance for industry practitioners [21].

1.3.2 Research methods

Methodology: This study employs a single-case study approach to investigate how AI technology systematically informs and reshapes marketing strategies. Through an in-depth analysis of a representative case, it delineates the underlying mechanisms and pathways of this transformative process [22].

Case Selection: This study identifies Xiaomi Corporation as the focal research case. The selection is grounded in its established position as an ecosystem pioneer within the smart home

industry and its extensive, documented integration of AI across marketing functions. This approach allows for an in-depth examination of a representative entity whose practices encapsulate both the strategic imperatives and implementation challenges characteristic of the field. [23]

Data Collection: This study gathers qualitative and quantitative data on the application of AI technology and marketing strategies from multiple public sources. These include corporate annual reports, industry analyzes, authoritative media coverage, and official product documentation. This multi-source approach ensures a comprehensive evidence base for the subsequent case analysis [24].

Data Analysis: This study employs a systematic deconstructive approach. It first establishes the overarching framework of the case's AI-driven marketing. Subsequently, it traces the function of AI technologies through the sequential process of "data → insight → strategy → execution → feedback." Finally, it synthesizes the findings to construct a coherent logical model of AI-enabled marketing within the case context [25].

1.4 Research Innovation Points and Deficiencies

The primary innovation of this research lies in its integrated approach, which moves beyond discussing AI technology and marketing strategy in isolation. Through the case study of Xiaomi, it delineates the step-by-step process through which AI reshapes the marketing continuum—from data collection and user insight to strategy formulation and execution. This process bridges the gap between established marketing theory and contemporary intelligent-era practices. Building on this analysis, the study proposes a structured AI marketing implementation framework. This framework enhances the practical applicability of the findings, ensuring they extend beyond purely theoretical discourse[4].

Concurrently, this study recognizes its inherent limitations. The focus on a single, albeit representative, case like Xiaomi means that the generalizability of the conclusions may be constrained by the specifics of its business model. Furthermore, the reliance on publicly available secondary data, rather than primary data collection, imposes certain constraints on the analytical depth achievable. Finally, given the rapid evolution of both AI and the smart

home industry, the findings presented here necessitate ongoing future validation and refinement [26].

2. Analysis of the Marketing Environment for Xiaomi Smart Home

2.1 Current Development Status of the Smart Home Industry in China

The development of smart home technology in China has undergone a significant evolution, transitioning from an initial phase of early adoption to its current status as a more integrated element of daily life. Two decades ago, smart home concepts were largely unfamiliar to the public, with technological limitations preventing a seamless user experience. A pivotal shift occurred around 2010, driven by the widespread adoption of smartphones and advancements in internet infrastructure, which provided the foundation for the industry's substantive growth [27].

From a technological standpoint, this evolution can be characterized by three distinct stages. The initial stage focused on achieving basic remote connectivity and control, making appliances "obey" commands. The subsequent stage aimed at establishing inter-device communication and interoperability, enabling a connected ecosystem. The current stage is defined by the pursuit of contextual awareness and proactive service, where systems are designed to "understand" user needs and act autonomously. The integration of artificial intelligence has been the critical driver in transitioning from simple connectivity to genuine intelligence within these systems [5].

Concurrently, a fundamental transformation has occurred within the industrial ecosystem. The field has expanded from being explored by a handful of specialized technology firms to attracting diverse market entrants, including internet giants, traditional home appliance manufacturers, and telecommunications operators [28]. These participants leverage their distinct strengths in platform services, hardware manufacturing, and network infrastructure, respectively, collectively fostering market expansion. Competition has consequently shifted from individual product features to comprehensive, ecosystem-based solutions. The strategic focus for leading companies is now on building integrated platforms and fostering open collaborations to deliver cohesive and convenient smart living experiences [29].

This trajectory demonstrates that smart home technology in China is moving beyond conceptual novelty toward practical, value-driven integration into everyday life. Its ongoing development is positioned not merely as a technological trend, but as a significant contributor to enhancing overall quality of life [6].

2.2 Analysis of the Competitive Environment in the Smart Home Industry

At present, China's smart home industry is undergoing a critical transition from single-product intelligence to holistic, scenario-based intelligence, with market competition characterized by a diversified and multi-layered structure. Technology companies, exemplified by Xiaomi, have established extensive product ecosystems spanning multiple categories with interoperability at their core. Through strategic investments and the incubation of a broad network of ecosystem partners, Xiaomi has constructed an integrated smart home network centered on the Mi Home App and its XiaoAI voice assistant as primary control interfaces [30].

Regarding the competitive landscape, Xiaomi encounters challenges across several strategic dimensions. Internet platform companies are integrating traditional home appliance manufacturers by promoting open connectivity protocols. Established appliance giants are accelerating their intelligent transformation by leveraging their deep manufacturing expertise and extensive distribution channels. Simultaneously, global technology firms continue to advance based on their sustained technological R&D capabilities. This multi-faceted competition is driving the entire industry toward continuous innovation in technology development, user experience enhancement, and ecosystem architecture [31].

With the deepening integration of artificial intelligence and 5G, the industry is evolving from foundational "connectivity" to "intelligence" and toward "contextual awareness." Companies like Xiaomi are guiding the upgrade of devices from passive responsiveness to active sensing and autonomous decision-making. Future competition will increasingly focus on cross-scenario synergistic capabilities, the mining of data value, and the development of comprehensive ecosystems encompassing

"people, vehicles, and home." These trends are poised to reshape the industrial structure and redefine user experiences, steering the industry toward a more mature and sophisticated phase of development [7].

2.3 SWOT Analysis of Xiaomi Smart Home

Xiaomi's competitive advantage is anchored in its well-established ecosystem model. By strategically investing in and collaborating with over a hundred specialized companies, it has assembled one of the most extensive product portfolios in the industry, ranging from power banks to air purifiers. This broad array of devices achieves seamless interconnectivity primarily through the unified "Mi Home" app and the "XiaoAI" voice assistant, offering users a cohesive and convenient control experience. Concurrently, the company has cultivated a large and actively engaged user base, supported by strong brand appeal and its established value-for-market proposition.

However, the very breadth of this ecosystem model introduces certain trade-offs, including variability in product quality and user experience. The pursuit of cost-efficiency by some ecosystem partners can, at times, lead to compromises in core technological refinement or quality consistency. Furthermore, while internal connectivity is robust, interoperability with external ecosystems—such as those of Huawei or Haier—remains limited, creating the potential for so-called "ecosystem islands." In addition, regarding foundational core technologies like semiconductor chips and proprietary AI algorithms, a discernible gap persists when compared to leading global technology firms.

The maturation of AI large language models and 5G technology is currently propelling the smart home industry toward "proactive intelligence" and "whole-home intelligence." This shift affords Xiaomi significant avenues for product evolution and value enhancement. Its unique "Human x Car x Home" full-scenario ecosystem strategy, particularly the integration of its automotive business, presents a distinctive opportunity to forge novel cross-device intelligent experiences that are challenging for competitors to replicate. Moreover, expansive overseas markets offer substantial potential for sustained global growth [8].

Presently, Xiaomi faces intense multi-dimensional competition. Huawei, leveraging its technological expertise and

open-platform strategy, is attracting numerous third-party brands. Traditional home appliance giants are accelerating their smart transformations, leveraging deep manufacturing expertise and extensive retail channels to solidify market positions. Beyond competitive forces, industry-wide challenges are intensifying: data security and user privacy have become critical consumer concerns, and evolving regulations present compliance challenges for all market players. Concurrently, intense price competition is consistently putting pressure on industry-wide profit margins.

3. The Strategic Chain of Xiaomi's AI-Enabled Marketing

3.1 Starting Point: AI Technology as the Underlying Support (Data Collection and User Profiling)

AI technology builds a marketing chain by collecting and analyzing data, formulating strategies, providing personalized services to consumers, and receiving real-time feedback. Compared with traditional marketing methods, AI technology can reduce labor costs and improve data accuracy by automating the processing of massive amounts of data, and use algorithms to construct different user profiles and push corresponding patterns to them. This enables precise marketing and reduces the waste of resources. It also allows for dynamic analysis of the database, timely adjustment of prices and design of the promotional plans needed at present. It has predictive power for the future, and uses models to predict the sales volume of different products, reduce inventory overstock and lower logistics costs, etc.

In Xiaomi's smart home ecosystem, AI technology plays the role of the underlying "brain", systematically completing the process from data collection to user understanding. It continuously collects users' environmental and behavioral data, such as device usage frequency, sleep schedule, temperature preferences and voice command content, through smart devices distributed throughout the house, including sensors, smart speakers and cameras. Subsequently, machine learning algorithms clean, categorize and conduct in-depth analysis on these massive and mixed raw data, thereby precisely outlining dynamic and multi-dimensional user profiles. This profile not only encompasses demographic characteristics

but also deeply reveals users' living habits and potential needs, laying a solid data foundation for subsequent precise product recommendations, scenario-based linkages, and personalized service reach. Ultimately, it drives the entire marketing system to shift from "casting a wide net" to "precise satisfaction".

3.2 Core: AI-driven Marketing Template Strategies

3.2.1 Precision: Personalized recommendations based on user behavior

In Xiaomi's smart home ecosystem, its personalized recommendation system is built upon a comprehensive data collection and analysis infrastructure. The system aggregates continuous data streams from smart devices, encompassing usage frequency, functional preferences, and activity patterns. AI algorithms process this data to construct dynamic user profiles. For example, detecting that a user regularly activates a specific scene mode for living room lighting in the evening enables the system to prominently feature compatible smart bulbs or related accessories within the Mi Home app interface.

This data-driven marketing approach extends beyond product recommendations into content services. Recognizing a household's deployment of multiple Xiaomi TVs and smart speakers, the system may prioritize recommendations for video streaming subscriptions or family-oriented educational content. Crucially, the system demonstrates continuous learning capabilities; it iteratively refines its algorithmic models based on user feedback—such as clicks, dismissals, or purchases—on prior recommendations, thereby enhancing the precision of subsequent suggestions [9].

The system's recommendation capability is further augmented by deep learning-based collaborative filtering. By analyzing clusters of users with similar device configurations and behavioral patterns, the algorithm identifies latent product associations. This facilitates effective cross-category recommendations—exemplified by the "users who bought this also bought" paradigm—thereby increasing marketing reach and improving conversion efficiency.

3.2.2 Contextualization: Building AIOT smart life experiences

The essence of scenario-based marketing is the integration of individual smart devices into

cohesive, automated solutions. Xiaomi facilitates this by providing users with both pre-configured smart scene templates and customizable scene functions, empowering them to assemble personalized smart living experiences. For instance, the "Wake-up Mode" orchestrates a sequence involving devices like smart alarms, curtains, and coffee makers, executing a series of environmental preparations upon the user's morning alarm.

This strategy augments product value through systemic linkage. An initial purchase of a Xiaomi smart device often initiates a logical consumption pathway. A user who acquires a smart air conditioner may subsequently develop a need for a linked air purifier, and later consider an environmental sensor that enables automated air quality monitoring. This cross-selling logic amplifies the value of individual products by embedding them within a functional scenario.

The evolving frontier of this approach involves integrating predictive AI capabilities. By analyzing historical usage data, the system can identify behavioral patterns and proactively suggest optimizations to existing scene configurations. For example, upon detecting a user's habitual weekend evening movie sessions, the system might recommend and assist in deploying a "Cinema Mode" that adjusts lighting, audio, and curtains, thereby advancing the service model from passive response to anticipatory action.

3.2.3 Interactivity: Marketing reach of AI voice assistant (Xiaoai Classmate)

Xiaoai, serving as the primary voice interaction interface for Xiaomi's smart home ecosystem, redefines traditional marketing outreach by embedding promotional opportunities within natural user interactions. Its value in interactive marketing is demonstrated through its seamless integration into daily usage scenarios. During functional dialogs-such as when a user inquires about air quality-Xiaoai can, after providing the requested information, contextually suggest activating an air purifier or introduce related environmental monitoring products.

The personalization capability of the voice assistant enhances message relevance. By recognizing individual voices within a household, Xiaoai tailors its responses and content recommendations based on distinct user histories. For example, it may prioritize recommendations for child-related smart devices for users who frequently ask parenting questions, while

detailing technical specifications and innovative features to users identified as technology enthusiasts.

More significantly, Xiaoai establishes a continuous user feedback loop. Each voice interaction refines the system's understanding of user preferences. When a user acts on a suggestion and makes a purchase, this positive feedback instance is recorded, further refining the user profile and providing data to enhance the precision of future marketing interactions. This self-optimizing mechanism, grounded in real interactions, enables progressive improvement in marketing effectiveness over time.

By integrating marketing into habitual conversation, Xiaoai facilitates a shift from interruptive promotions to service-oriented recommendations. This approach sustains user experience while effectively contributing to business growth.

3.3 Results: Drive Product Innovation and Brand Strengthening

The value created by this data-driven marketing strategy is systematically realized through a continuously operating feedback loop. This loop serves a dual function: it feeds precise data on user pain points and latent demands from real usage scenarios back into product function iteration and new product development. This process translates technological innovation from an isolated engineering endeavor into a market-informed and responsive activity.

Concurrently, by delivering consistent, intelligent, and proactive scenario-based experiences, the strategy cumulatively builds user trust and affinity. Each seamless device interaction and accurate system response reinforces a distinct brand image centered on leadership in intelligent living and deep user understanding. Ultimately, this sustained cycle of interaction converts routine marketing engagements into a core driver for continuous product evolution and the long-term appreciation of brand equity.

4. Conclusions and Prospects

4.1 Main Conclusions and Limitations of the Study

4.1.1 Main conclusions of the research

Based on the in-depth case analysis of Xiaomi Corporation, this study establishes the following

core conclusions.

First, the research demonstrates that AI technology has been deeply integrated into and systematically reshapes the marketing logic of the smart home sector. It functions not as an isolated tool but as a central driver, orchestrating a closed-loop process that integrates data collection, user insight, strategy formulation, and performance evaluation. Xiaomi's practices substantiate that AI-enabled marketing-characterized by precision, scenario-based integration, and interactivity-effectively converts user engagement into sustained retention, thereby enhancing user stickiness and repurchase rates.

Second, the analysis reveals that the ultimate value of AI-driven marketing lies in its recursive impact on product development and brand building. Precise user profiling provides actionable direction for product innovation, while seamless intelligent experiences continuously reinforce a brand image associated with technological sophistication, convenience, and user-centricity. This process establishes a virtuous cycle that transcends short-term sales to contribute to long-term brand equity accumulation.

Ultimately, the logical chain of "technology empowerment → strategic innovation → value realization" derived from this study provides a structured and actionable framework for smart home enterprises. It illustrates both the strategic necessity and the operational effectiveness of positioning AI at the core of contemporary marketing strategy.

4.1.2 Limitations of the research

This study acknowledges several inherent limitations, despite its rigorous design. First, the chosen methodology-a single-case study-presents constraints on generalizability. While the in-depth analysis of Xiaomi succeeds in elucidating its internal strategic logic, the uniqueness of its "ecosystem chain" model implies that its experience is not directly transferable to all enterprises, particularly small and medium-sized or traditional manufacturers[10]. Consequently, the broader applicability of the findings necessitates future validation through comparative multi-case research.

Second, the reliance on publicly available secondary data imposes certain boundaries on analytical depth. The absence of primary data sources-such as internal decision-making records,

granular user behavior datasets, or direct consumer interviews-limits the exploration of underlying micro-mechanisms and nuanced causal relationships.

Finally, the dynamic evolution of the industry itself constitutes a significant contextual limitation. Both smart home technology and AI applications are in a state of rapid iteration, where emerging business models and technological breakthroughs can swiftly reshape the competitive landscape [11]. Therefore, the conclusions drawn here are primarily reflective of the industry's state within a specific timeframe and must be continuously examined against future developments.

4.2 Future Research Prospects

Future Research Directions: Consumer insight in the smart home field is poised to become a critical focal point for subsequent research. It is recommended that scholars develop more granular user profiles and segmentation models through in-depth behavioral analysis, thereby enabling precise targeting of distinct consumer segments. As the industry evolves rapidly, consumer demands continually shift. This necessitates integrating big data analytics with machine learning techniques to dynamically track consumption trends, uncover latent needs and behavioral patterns, and provide an empirical foundation for designing personalized marketing strategies.

Simultaneously, innovation in smart home products should extend beyond technological advancement to encompass the synergistic development of brand building and channel optimization. Future studies could focus on constructing an integrated user outreach system through diversified means-such as online-offline channel integration, social media content marketing, and scenario-based experience design [10]. Such research would assist enterprises in strengthening user retention, enhancing brand influence, and ultimately establishing a sustainable competitive position in an increasingly intense market.

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