

**THE OLD GLORY'S BRAND WENT TO DRAGON'S BRAND AND
CUSTOMER'S REACTION: WEBLOGS DISCOURSE ANALYSIS**

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ABSTRACT

The brand in today's business becomes a play game for companies, and something has happened to Google Inc. as the acquisition and a subsequent disposition took place within a time frame of 2 years. There had been several acquisitions that took place but one that came to light is a unique one, referred to as the Google and Motorola mobility case. The acquisition is the key source of business expansion as it adds to brand portfolios, but sometimes reverse to potential revenue generation from acquired brands happens. In this case, the objective of the study is to present the reaction of consumers after the acquisition and disposition of the Motorola mobility to the "dragon's brand" Lenovo i.e. what positive and negative perceptions consumers have with post-acquisition and disposition. The methodological framework followed is content analysis on existing literature, news articles, and bibliographies followed by discourse analysis of the weblogs, among the total posts, 225 posts were captured from randomly selected weblogs and analysis is done through discourse analysis.

Keywords

Acquisition, Brand, consumers, Disposition, Lenovo, Google Inc.

Introduction

Google sold Motorola Mobility to Lenovo, giving the Chinese smartphone manufacturer a major presence in the US market. Lenovo bought Motorola for \$2.91 billion for cash and

stock. Google Inc. retained ownership in the majority of Motorola's patents, while 2,000 patents and a license on the remaining patents went to Lenovo. Lenovo paid Google Inc. \$660 million in cash and \$750 million in stock, while the remaining \$1.5 billion will be paid out over three years. Earlier Google Inc. acquired Motorola Mobility for \$12.5 billion in year 2012, and the expert's opinion at that time was, the google Inc. is interested in making patent portfolio, and that actually happened, as Google Inc. is offloading its subsidiary's handset business, which is said that the company has been losing hundreds of millions each quarter since the purchase, which may or may not be true, as the Google Inc. will be holding the major patents of the Motorola mobility (Kastrenakes, 2014). The google Inc. first acquired the Motorola mobility then disposed within a short span of time, which is the Google's biggest acquisition look like its most expensive mistake as Motorola has lost nearly \$2 billion since Google took over, while trimming its workforce from 20,000 to 3,800 [1]. Lenovo, the Chinese brand, is among the smartphone leaders in its home country of China, and it has been looking for ways to expand its market operations in US and Latin American markets. The major investors perceived Motorola mobility as an unnecessary drain on Google's profit, from the perspective as reflected by Wall Street's reaction to the sale. Google's stock gained \$28.08, or 2.5 percent, to \$1,135 in extended trading. While Google is backpedalling, Lenovo Group Ltd. is gearing up for a major expansion. The world's largest maker of personal computers, Lenovo now appears determined to become a major player in smartphones as more customers rely on them instead of laptop and desktop computers to go online [2]. Motorola Mobility was Google Inc. largest ever acquisition at \$12.5 billion in the year of 2012, and this decision was made because of the higher competition in the smartphone market, so Motorola mobility was put to sold by the google Inc. to the Chinese brand, as it will be better served by Lenovo which has a fastest growing smartphone in PC manufacturer segments in the internationally (Connie, 2014).

Literature Review

Google's biggest acquisition look like its most expensive mistake as Motorola has lost nearly \$2 billion since Google took over, while trimming its workforce from 20,000 to 3,800. The company has been losing hundreds of millions each quarter since the purchase, which may or may not be true, as the Google Inc. will be holding the major patents of the Motorola mobility (Kastrenakes, 2014). Google Inc. was put to sold to the Chinese brand Motorola, as

it will be better served by Lenovo which has a fastest growing smartphone in PC manufacturer segments in the internationally (Connie, 2014). Google Inc. sold the US mobile phone company Motorola Mobility to Chinese computer maker Lenovo on the ground of loss occurring [3]. The case of Google Inc. and Motorola is analysed through discourse analysis, because conversation is the main aspect of the people for construction of the ideas into reality (burger and Luckmann, 1991). In the discourse analysis, the textual contents may consists of written records in formal forms (Elliot, 1996). The themes in this study generated inductively from the raw data (Ulun Akturan, 2011). Discourse analysis is about the coding of phrases and sentences and this has three main domains of behaviour i.e. the affective domain, cognitive domain and sensorimotor domain (Nahl, 2007). Coding is considered as analysis in qualitative studies (Miles and Huberman, 1994). The deal is not resulted in total financial loss for the wealthy Google Inc. as it keeping billions of dollars' worth of patents that essentially turned Lenovo into a factory for its Android operating system, and also picked up some cash (Miller and Gelles, 2014). Mobile manufacturer will keep the majority of the Motorola Mobility patents that it acquired with the purchase and the patents has become a key battle among technology firms especially in the case of mobile. Lenovo will keep some patent assets and the Motorola Mobility brand and trademark (Rushe, 2014).

Research Questions

RQ-1. What are the reaction of consumers after google Inc. sold out Motorola brand?

RQ-2. What are the customer reaction towards Motorola after disposition to Lenovo brand?

RQ-3. What are the response of consumers who just purchased or about to purchase the Motorola brand?

RQ-4. What are the purchase behaviour of consumer towards Motorola post acquired by Lenovo?

RQ-5. What are the attitude of consumers towards Lenovo as a Chinese brand factor?

Objectives

The objective of the study is to present the reaction of the consumer's towards google, and Motorola after the acquisition and disposition of the Motorola mobility to Lenovo i.e. what

positive and negative perception the consumers' have with post acquisition and disposition of Motorola.

Research Methodology

Conversation is the main aspect of the people for construction of the ideas into reality (burger and Luckmann, 1991) and the stretch of language that is a bit longer than one sentence is discourse (Elliot, 1996) further, it is a set of meaning, metaphors, representations, images, stories, and statements, which combines and produce the particular version of reality is to be called as discourse (Berglund and Johnson, 2007). In the discourse analysis, the textual contents may consists of written records in formal forms (Elliot, 1996). The formal written records may take the forms of advertisement, news reports, academic documents, company reports and statements. (Van Dijk, 1981) pointed out that, the area of discourse analysis is different from the characteristic of linguistic study of texts and it helps in focussing on the dominant themes in the discourse of the responses of the customers. Discourse analysis is about the coding of phrases and sentences and this has three main domains of behaviour i.e. the affective domain, cognitive domain and sensorimotor domain (Nahl, 2007). Coding is considered as analysis in qualitative studies (Miles and Huberman, 1994). Under discourse analysis, the things to understand is, how a text wheather it is written or spoken is constructed and the basic task to be understand is that, which text to be achieved through assertion, justification, defend or explanation etc. the complimentary understandable task, is to examine how text achieves its purpose assumptions, phrases and words. (Dick, 2004). In order to determine responses of regarding the reaction of customers' to the google Inc. move in respect to the Motorola mobility, the discourse analysis was put to search for dominant themes in our data. Looking for themes in written material involves analysing and marking the text through repetitions, unfamiliar words, metaphors and analogies, transitions, similarities/differences, linguistic connectors, missing data, theory-related materials, cutting-sorting, word lists, word co-occurrence and metacoding (Bernard and Ryan, 2010). In this study to identify the themes repetitions, transitions, similarities/differences and cutting and sorting techniques were used. A codebook is developed including structural codes, theme codes and memos. The themes in this study generated inductively from the raw data (Ulun Akturan, 2011), followed by developing of codes, which involved reduction of the raw data by analysing each unit repeatedly, carrying on thematic analysis within sub-samples, doing

comparison among themes across sub-samples, creation of code and finally checking of code reliability. During this process a numerous disparate codes emerged, and leads to conceptualisation from general to specific (Sitz, 2008).

Data Collection and Sampling

In this study the data is collected from blogosphere, a term referring to the universe of blogs and their linkage with each other .The blogosphere is considered as the population for this study and the data is directly copied from the communications that is found among the viral communities on blogosphere (Kozinets, 2002; kayanama, 2003). The source of samples is consumer posts, present in the blogosphere which are taken for this study and the inferences are taken from the 225 posts out of 3139 present on blogosphere.

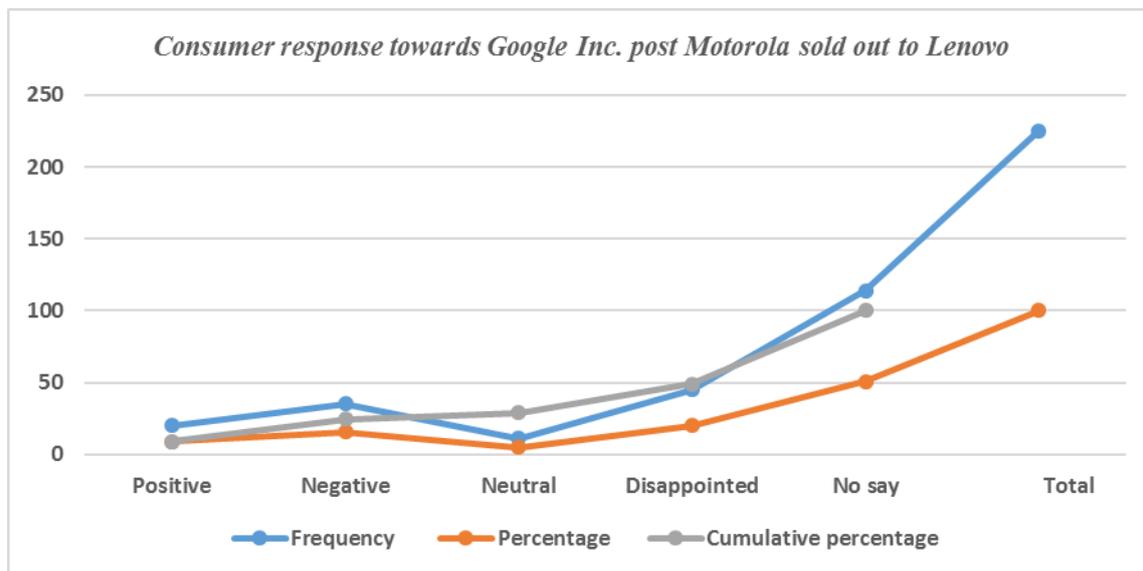
Research Findings

In the 225 post so collected from among the many, were analysed as to whether they contain negative, positive and neutral response towards google Inc. and Motorola and purchase behaviour of the customers towards Motorola brand. It was found that 8.8 percent of the customers talked positively about google post disposition of Motorola brand, followed by 15.5 percent negative responses towards Google Inc. and 20 percent consumers are disappointed by the act of Google Inc. with Motorola. Subsequently, the reaction of customer towards Motorola brand is as found as 15 percent have positive response towards Motorola, and 17 percent have negative response followed by 11 percent customers who disappointed by the separation of Google and Motorola, because several consumers were found to prefer the Motorola brand because of U.S factor. Several customers were found to have purchased the Motorola brand mobile at the time when Google disposed the Motorola brand, the percentage of the just purchased the Motorola brand were 3.5 percent and the consumer who are about to purchase the Motorola brand were found .88 percent. The customer who found to be on the path of boycott the Motorola brand were found to be 2.7 percent and the customer who were found to prefer the brand even acquired by Lenovo were 1.3 percent on the ground of brand loyalty. The positive attitude of the customers towards Lenovo brand were found to be 5.33 percent on the ground of area of operation followed by negative response 1.77 percent. The overall positive , negative and disappointed response included the words like “Stupid”, “fascinating”, “headache”, “disappointed”, “good move”, “impressed”,

“wonderful”, “strange”, “very bad”, “disturbing”, “very interesting”, “very bad”, “unexpected”, “feel very sad”, “I loved moto”, “shame”, “surprised”, “irritating”, “embarrassing” , “astonishing” , “hate you”, “shocked”, “worst”, “incredible”, “very sensible”, “horrible”. These are broad most common words found in the blogosphere.

Table 1: Response of consumers towards Google Inc. post Motorola sold out to Lenovo

Responses	Frequency	Percentage	Cumulative percentage
Positive	20.0	8.80	8.80
Negative	35.0	15.5	24.3
Neutral	11.0	4.80	29.1
Disappointed	45.0	20.0	49.1
No say	114	50.9	100
Total	225	100	

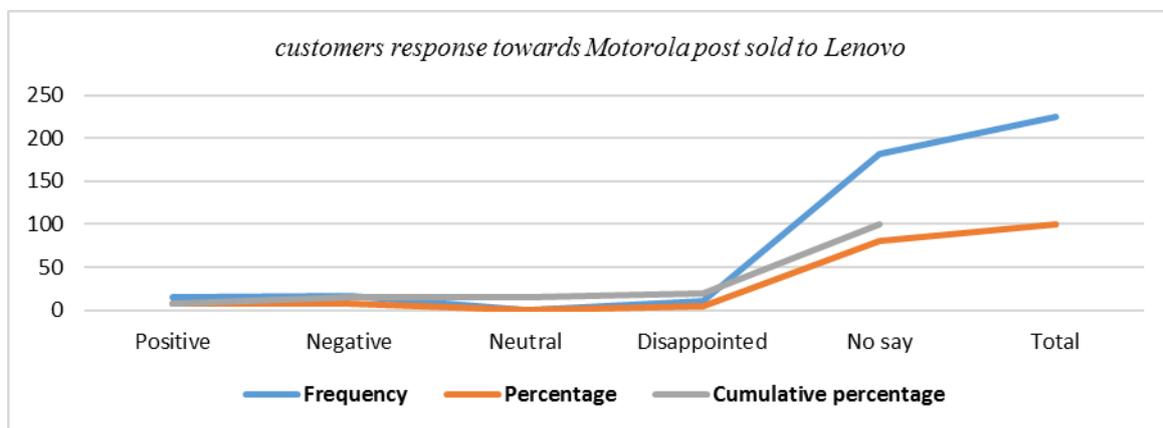


Source: Primary data

Table 2: Showing responses of consumers towards Motorola post sold to Lenovo

Responses	Frequency	Percentage	Cumulative percentage
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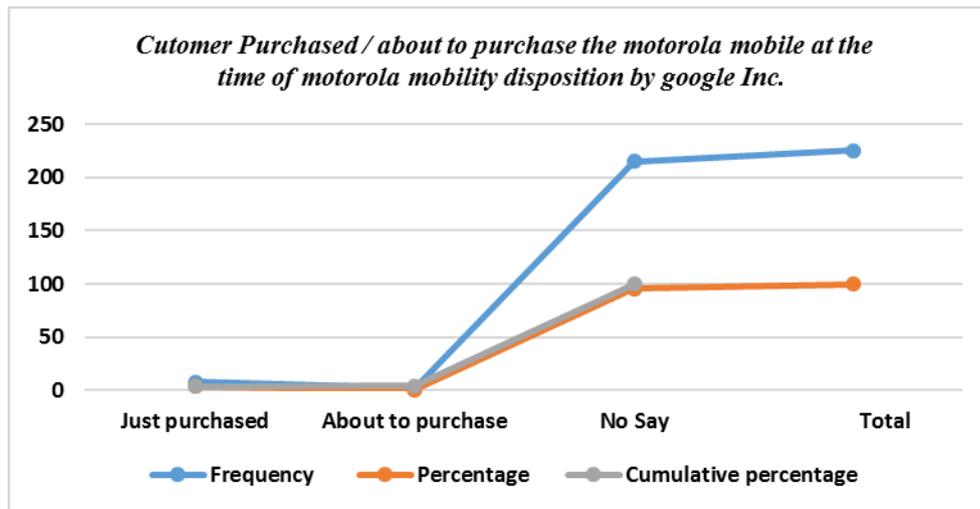
Positive	15.0	7.00	7.00
Negative	17.0	7.55	14.55
Neutral	00.0	0.00	14.55
Disappointed	11.0	5.00	19.55
No say	182	80.8	100
Total	225	100	



Source: Primary Data

Table 3: Showing customer just/ about to purchase the mobile at time of Motorola disposition by Google Inc.

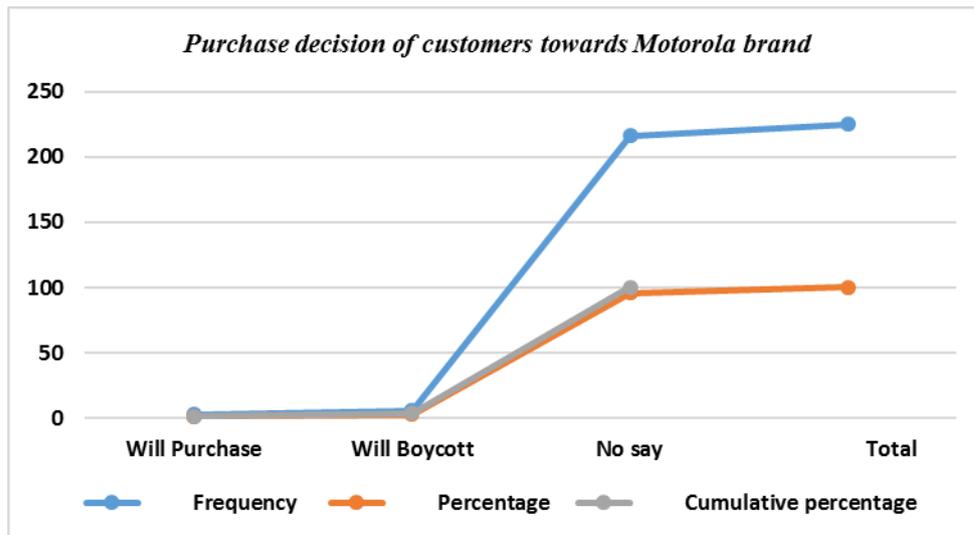
Responses	Frequency	Percentage	Cumulative percentage
Just purchased	8.00	3.50	3.50
About to purchase	2.00	.880	4.38
No Say	215	95.5	100
Total	225	100	



Source: Primary Data

Table 4: Showing purchase decision of consumer towards Motorola acquired by Lenovo

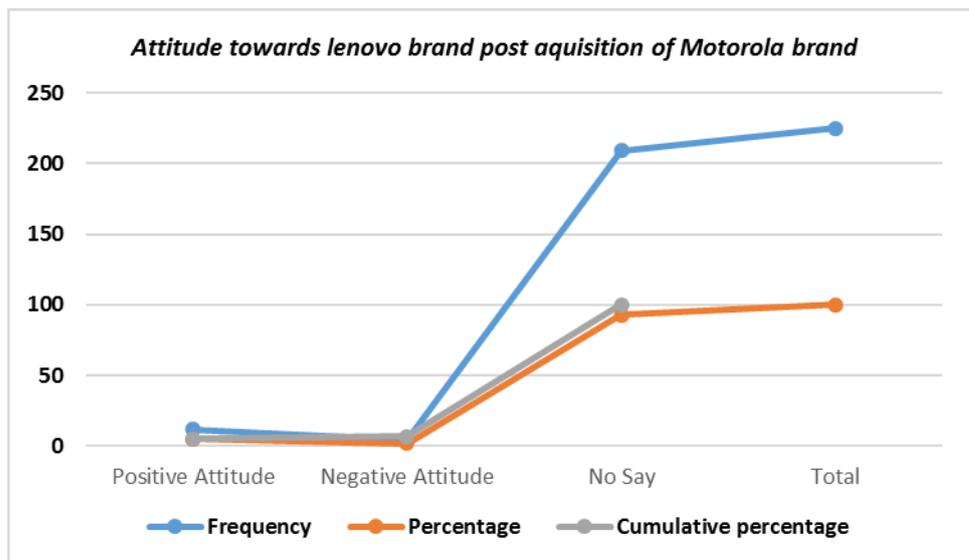
Responses	Frequency	Percentage	Cumulative percentage
Will Purchase	3.00	1.30	1.30
Will Boycott	6.00	2.70	4.00
No say	216	96.0	100
Total	225	100	



Source: Primary data

Table 5: Showing attitude of consumers towards Lenovo brand

Responses	Frequency	Percentage	Cumulative percentage
Positive Attitude	12.0	5.33	5.33
Negative Attitude	4.00	1.77	7.10
No Say	209	92.8	100
Total	225	100	



Source: Primary data

Themes and their linkages from the analysis of study.

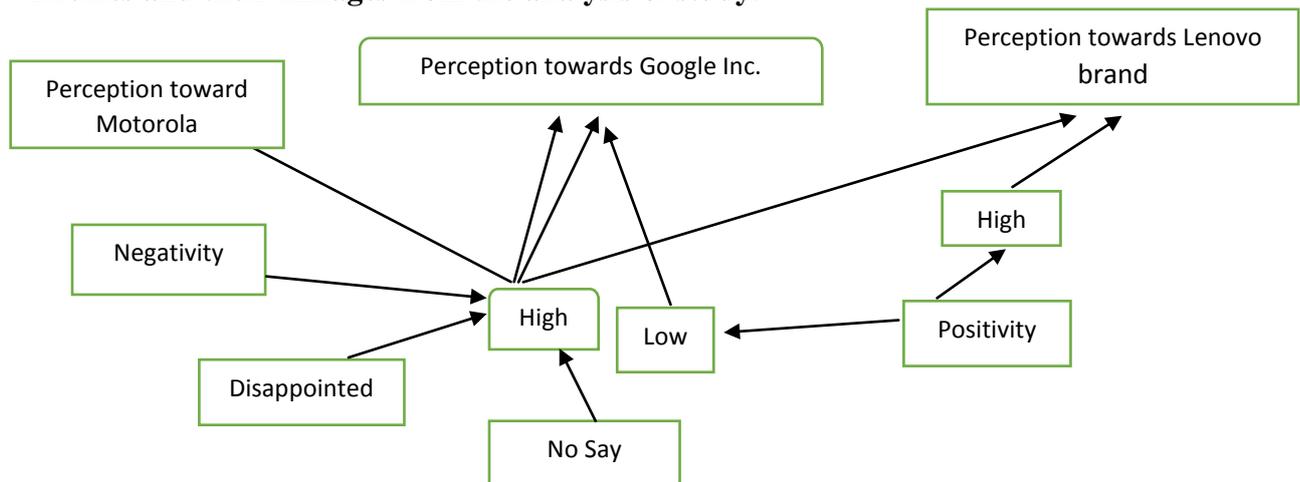


Fig -1. Emerging themes of study

Content Messages of Respondents

Message contents in blogosphere and interpretation of emerging themes:

The message contents i.e. the posting of the consumers found in the blogosphere were analysed by discourse analysis to identify the consumer’s reaction or what the consumer have in their mind about the brand involved i.e. Google Inc., Motorola Mobility and Lenovo respectively.

Consumer perceptions of Google Inc.:

As analysed the posting of the consumers and themes found in blogosphere and got inferences through discourse analysis of weblogs, it was found that the perception of consumers are mixed i.e. some customers have positive perception towards google Inc. some of the broad message content or comments found in blogs. The positive response regarding Google Inc.

Brilliant move google [.....]

Google's involvement helped, they had shown change for the better [....]

[.....] Good Move Google.

[.....] Will be interesting development.

Google done a great job [.....]

Some customers considered that google Inc. is the culprit for Motorola brand disposition on the ground that U.S. based brand went to Chinese brand. So on the Chinese factor ground some customer have negative attitude towards google Inc.

The negative and disappointed responses of the consumer about Google Inc. are as-

[...] Google has lots of cash, so, it can do lots of stupid things...

Google guys are the same that have given the "kiss of death" to Motorola [.....]

It's the game of patents from google Inc. [.....]

Is it April 1st [.....]

Motorola Born: September 25, 1928 - Schaumburg, Illinois - United States of America
....Death: January 29, 2014 – CHINAThanks Google - way to go [.....]

[.....] I don't love you anymore Google.

[.....] What the Hell, Google?

Very bad Google [.....]

The consumer's perception is more negative and disappointing than positive perception and the considered the Google Inc. a culprit for the episode.

Consumer perceptions of Motorola brand post sold by Google Inc.:

Motorola Mobility, as earlier U.S.A based company and several customers were loyal to Motorola mobility due to U.S.A factor, and don't like the Chinese brand to carry Motorola Mobility and now they have negative positioning as found in the analysis of the weblogs, and several are disappointed, as they feels and consider the Google Inc. have a lot of cash then why it sold to the Lenovo.

I'm...I'm...I feel sad. #Motorola [...]

[.....] So sad to see a great brand like Motorola getting lost

[.....] Moto x now my heart is broken

[...] I bought a Moto X was that it was assembled in the US...now totally disappointed.

Bought a moto x to get closer to android updates [.....]

Disappointing news in my opinion [.....]

[...] It's Shocking!

Horrible, and I just bought a Moto X [...]

Besides the negative attitude of the customers some of the respondent are found to have the positive attitude towards the Motorola even, it is sold to the Chinese brand, because they are highly loyal to the brand. The positive response of the customers found as-

[...] I would buy my Moto X next week

[...]Motorola still has its name.

I still like my Moto X, so I have time to let it play out. [.....]

Moto X is awesome, and I have been a vocal supporter of the "new" Motorola [.....]

These are the some broad most common themes found on the blogosphere, and it was analysed and found that some customers are still loyal to the Moto brand, for them it doesn't matter who is now taking the brand, they have no problem, as acquired by Chinese brand. There are some customers who just purchased the moto and some customer were about to purchase, as it sold by google Inc.to the Lenovo brand.

Customer's perception of Lenovo brand:

A mix of positive and negative attitude of the customers were found on the blogosphere about Lenovo brand, but more consumers have positive response about the Lenovo brand on several grounds as, mentioned in the customers' review below-

I would never be excited about a phone that involves Lenovo [...]

[...] i never expected this Lenovorola deal.

[.....] Nice business decision.

Motorola, A Lenovo Company...nice [.....]

[...] I'll be loving my Lenovo phone it seems.

[...] one should not forget that Lenovo is the second biggest smartphone vendor in china. This means that Lenovo's economies of scale will help make Motorola phones cheaper.

[...] it will increase the competitive advantage to Lenovo

Several customer believes that Lenovo brand will carry on operation effectively as it is the second biggest smartphone vendor in china and Lenovo's economies of scale would be helpful for getting competitive advantage at market place.

Conclusion

This study aims to investigate the reactions of the consumers when the people trusted company Google Inc. disposed the Motorola mobility to the Chinese brand after being first acquired 2 years back and subsequently sold. In this case "The old glory's brand went to dragon's brand and customer's reaction", the discourse analysis carried on the weblogs posts of the consumers The customers had a lot of hopes from Google Inc. that it will provide a good ground to Motorola and excellent base to the android system, but all of them suddenly goes in vain post Moto sold to Lenovo brand, but on other hand some customers welcome the Google decision. The overall perceived image of Google Inc., is just like a culprit in the consumer mind and they believe the Google Inc. took the wrong decision. So, the customers are blameworthy to Google Inc. As regard to Lenovo brand, the overall perceived image customers is positive and they believe that it would carry on operation effectively, as it has better resources to carry on operations with Motorola mobility.

Limitation and future research

The results as found in the analysis of study, would be fool hardy to generalize these limited results. This study is limited to the consumers' reaction about the Google Inc. Motorola Mobility, Lenovo Brand. Further, it is related to the customers perceived positioning after the U.S.A based brand goes to the Chinese brand. Firstly, this study is carried on the content analysis, followed by the weblogs discourse analysis. Secondly, the sample was small i.e. analysis was done on 225 post only. So, it is advisable to carry on the empirical research by taking larger sample size for further reliable results. Thirdly, future empirical research may also be done about, "why Google Inc. kept patents of Motorola mobility".

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