

A STUDY ON MARKETING STRATEGY OF ONE PLUS AND ITS EFFECTS ON CONSUMER BUYING BEHAVIOUR IN BANGALORE

Dr. Kavitha K. S¹, Sevvanthi S²

¹Assistant professor, Department of MBA, Paavai Engineering College, Namakkal, Tamil Nadu, India

²PG Student, Department of MBA, Paavai Engineering College, Namakkal, Tamil Nadu, India

ABSTRACT

This study investigates the marketing strategy employed by OnePlus and its impact on consumer purchasing behavior in Bangalore. Analyzing factors such as brand perception, pricing, promotions, and product features, the research aims to uncover correlations between OnePlus' marketing initiatives and consumer choices. Through surveys and data analysis, the study seeks to provide insights into how the company's strategies influence the smartphone purchasing decisions of consumers in the Bangalore market.

Keywords: Investigate, Promotion, Perception.

1. INTRODUCTION

Marketing strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage.

Marketing Strategies serve as the fundamental underpinning of marketing plans designed to fill market needs and reach marketing objectives. Plans and objectives are generally tested for measurable results. Commonly, marketing strategies are developed as multi-year plans, with a tactical plan detailing specific actions to be accomplished in the current year. Marketing strategies are dynamic and interactive. They are partially planned and partially unplanned.

Once a thorough environmental scan is complete, a strategic plan can be constructed to identify business alternatives, establish challenging goals, determine the optimal marketing mix to attain these goals, and detail implementation. A final step in developing a marketing strategy is to create a plan to monitor progress and a set of contingencies if problems arise in the implementation of the plan.

1.1 Objectives of the study:

- To promote its products or services to potential consumers that should be achieved within a given time frame.
- To achieve the overall organizational objectives.
- To increasing product awareness among targeted consumers, providing information about product features and reducing consumer resistance to buying the product.
- To ensure that they are specific, measurable, achievable, realistic and time-specific - or SMART for short.
- To allows a supervisor to effectively manage the marketing activities and be able to determine how successful new objectives will be.

1.2 Scope of the study

One Plus has successfully positioned itself as a premium smartphone brand, focusing on high-quality devices with a balance of performance and design. Their marketing strategy includes:

- **Product Differentiation:** One Plus emphasizes cutting-edge technology and features, distinguishing its products from competitors.
- **Community Engagement:** Building a strong community through forums and events fosters brand loyalty and word-of-mouth marketing.
- **Limited Marketing Budget:** Initially relying on word-of-mouth and online marketing, One Plus generates buzz through exclusive launches and limited edition releases.
- **Online Sales Model:** Selling primarily through online channels helps reduce costs and maintain competitive pricing.
- **Brand Partnerships:** Collaborations with other brands and influencers contribute to brand visibility and appeal to specific target audiences.
- **Flagship-Killer Positioning:** Marketing as a "flagship killer" device offers premium features at a more affordable price, attracting consumers seeking high-end specifications without the premium price tag.

Definition

Marketing strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage.

Developing a marketing strategy

Marketing Strategies serve as the fundamental underpinning of marketing plans designed to fill market needs and reach marketing objectives. Plans and objectives are generally tested for measurable results. Commonly, marketing strategies are developed as multi-year plans, with a tactical plan detailing specific actions to be accomplished in the current year. Time horizons covered by the marketing plan vary by company, by industry, and by nation, however, time horizons are becoming shorter as the speed of change in the environment increases. Marketing strategies are dynamic and interactive. They are partially planned and partially unplanned.

Marketing strategy involves careful scanning of the internal and external environments. Internal environmental factors include the marketing mix, plus performance analysis and strategic constraints. External environmental factors include customer analysis, competitor analysis, target market analysis, as well as evaluation of any elements of the technological, economic in strategy is often to keep marketing in line with a company's overarching mission statement. Besides SWOT analysis, portfolio analyses such as the GE/McKinsey matrix or COPE analysis can be performed to determine the strategic focus.

Once a thorough environmental scan is complete, a strategic plan can be constructed to identify business alternatives, establish challenging goals, determine the optimal marketing mix to attain these goals, and detail implementation. A final step in developing a marketing strategy is to create a plan to monitor progress and a set of contingencies if problems arise in the implementation of the plan.

2. MARKETING STRATEGY OF ONE PLUS PRODUCTS

2.1 Product Features

To sell a consumer durable product a company has to provide unique features i.e. features which other companies are not able to provide. Samsung has been using the same strategy to boost their sales. Samsung provides its consumers with wide range of products with unique features.

For example, Samsung was the only company offering 1000 watts PMPO sound output in the 21-inch flat TV segment. It also introduced a new 5.5 kg, top loading fully automatic washing machine with features like 'saree course' keeping in mind that the majority of the Indian women wear sarees.

2.2 Invitation system

Early phones were only available through a system whereby costumers had to sign up for an invite to purchase the phone at irregular intervals. The system was claimed to be necessary for the young company to manage huge demand. One plus ended the invite system with the launch of One plus 3 on 14 June 2016. Announced via an interactive VR launch event, the One plus 3 initially went on sale within the VR app itself. One plus touted the event as the world's first VR shopping experience. The phone was made available for sale later that day in China, North America and the European Union on the One plus website, and in India on Amazon.

2.3 Smash the past

On 23 April 2014, One plus began its "Smash the Past" campaign. The promotion asked selected participants to destroy their phones on video in an effort to purchase One plus One for \$1. Due to confusion, several videos were published by unselected users misinterpretation the promotion and destroying their phones before the promotion start date. One plus later revised the rules of their promotion by allowing consumers to donate their old phones. There were 140,000 entrants in the contest with 100 winners.

2.4 Ladies First

On 13 August 2014, One plus hosted a contest to give invites, which were hard to come by at the time, to their female forum members. Users were asked to post a photo of themselves with the One plus logo, images would be shared in the forum and could be "liked" by other forum members.

3. RESEARCH METHODOLOGY

- Marketing Research
- Sources of Data

3.1 Marketing Research

Marketing research is the function, which links the consumer, customer and public to the marketer through information.

Information used to identify and define marketing opportunities and problems: generate, refine and evaluate marketing action, monitor marketing performance, and improve understanding of market as a process.

Marketing strategies of one plus vary in their specific objectives. They may be used to correct new customer, to reward loyal customer's ad to increase the repurchase rates of occasional users. Sales promotion usually targets brand switchers because non-users of other brands do not always notice a promoting.

3.2 Sources of Data

In this study the most data collection instrument used is the questioner method. The questioner has been designed with both open ended and close ended questions. Apart from this, the research instrument consists of primary and secondary data collected for the study.

➤ Primary Data

Here first information is obtained by distributing printed questioners to the marketing executives of the company. Data was also obtained from the observation and interviews techniques adopted by the researchers. Moreover, information was disseminated by the departmental heads.

➤ Secondary Data

Here the information is obtained from the brochure of one plus group, books, websites, newsletter, generals, magazines, newspaper, etc.

4. DATA COLLECTION TOOL

4.1 Questionnaire:

A Questionnaire is a research instrument consisting of a series of questions and prompts for the purpose of gathering information from respondents. Although they are often designed for statistical analysis for the responses, this is not always the case.

4.2 Sample:

The selected respondents constitute what is technically called a "sample". The group consisting of these is known as "sample".

4.3 Sampling Techniques:

The sampling method adopted for this study was simple random samplings. Simple random sampling (sometimes known as grab or opportunity samplings) is the method of choosing items in an structured manner from the population frame. Though almost impossible to treat meticulously, it is the method most commonly employed in many practical situations.

4.4 Sampling Design:

Sampling design is to clearly define set of objective, technically called the universe to be studied. Sampling technique used is simple random sampling method.

4.5 Sample Size:

Sample size is 53. It was collected by using questionnaire.

4.6 Tools For Analysis:

To arrange and interpret the collected data the following statistical tool were used.

➤ Percentage analysis.

5. PERCENTAGE ANALYSIS

Percentage refers to special kind of ration. It is used in making comparison between two or more series of data. It is used to describe relationship. It is used to analyses the data. Bar charts, pie charts were used to explain tabulation clearly

5.1 Formula:

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

5.2 Table No: 1

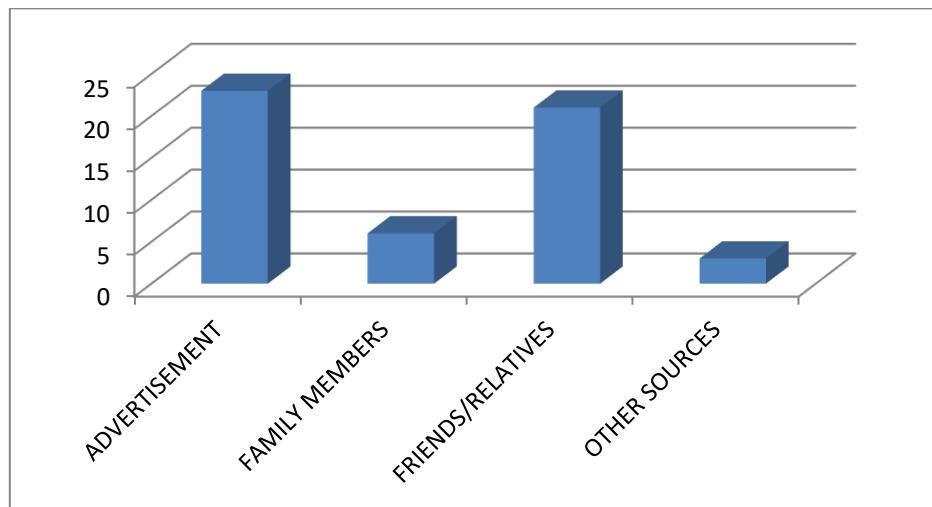
KNOWN ABOUT ONE PLUS

	FREQUENCY	PERCENTAGE%
ADVERTISEMENT	23	43.4%
FAMILY MEMBER	6	11.3%
FRIENDS/RELATIVES	21	39.6%
OTHER SOURCES	3	5.7%
TOTAL	53	100%

INFERENCE:

The above table indicates that 43.4% of the respondents belongs to Advertisement, 11.3% of the respondents belongs to Family member, 39.6% belongs to Friends/Relatives, 5.7% of the respondents belongs to Other sources.

Chart No: 1



5.3 TABLE NO: 2

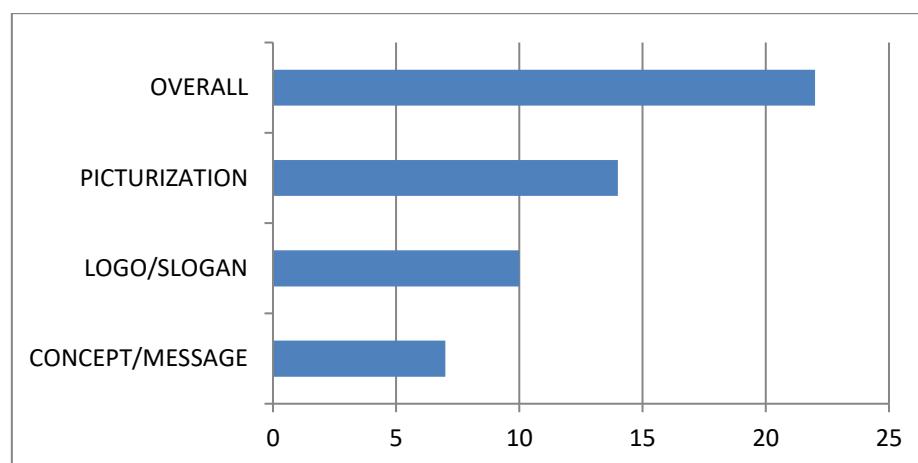
FEATURE INFLUENCED IN THE AD

	FREQUENCY	PERCENTAGE
CONCEPT/MESSAGE	7	13.2%
LOGO/SLOGAN	10	18.9%
PICTURIZATION	14	26.4%
OVERALL	22	41.5%
TOTAL	53	100%

INFERENCE:

The above table indicates 13.2% of the respondent concept and message, 18.9% of respondents belongs to Logo/slogan, 26.4% of the respondents belong to Picturization, 41.5% belongs to Overall.

Chart No: 2



6. FINDINGS

- A majority of the consumers are not use One plus products.
- Advertisement has been an effective method for spreading awareness about One plus products.
- A majority of the consumers have seen One plus ads.
- The logo/slogan and concept/message has been an important factor influencing the consumers.
- Many consumers find the marketing of One plus satisfactory and impressive.

- The logo/slogan and the message make people recall the brand.
- The advertisement reflects actual product profile.
- Majority consumers find One plus' products to be economical.
- Consumers have been satisfied with the after sales service of One plus.
- It's the product feature that induces the consumers to buy the product.

7. SUGGESTIONS

- Company should concentrate on improving the after sales service of products as it is a important factor for the sales of consumer products.
- Company should constantly get innovative in advertising its products, mainly focusing on Value it will bring to the customer after buying the product
- Company can use some of the marketing tactics like distributing free key chain, calendar, t-shirts for making brand popular among people
- Advertisements of the company's products should focus on quality and main features.
- Proper Segmentation should be done and accordingly marketing strategies should be planned for premium products.
- Welcome call as well as follow up call will help the company to maintain customer relationship; hence the company should focus on such softer these aspects.
- Establish the service center as per the ease of consumer accessibility.
- Company should undertake repeated advertising as it is an effective till to reach the consumers.
- Company should/may undertake more innovative advertising.
- Although, marketing strategies currently undertaken, have been effective, nut a little more can be done towards the same.

8. CONCLUSION

With respect to the above study and the findings thereby are that the company has definitely entrenched into the urban market. With few more concerted efforts, the said organization needs to enter the rural market in order to completely establish itself all over. Customer Service and Satisfaction are of utmost important in this highly competitive market. Value Proposition should be created in the eyes of the customer to gain Loyalty which will in turn help to sustain and be a Leader in the Market. Constant Investment in R&D will help an Organization to get Innovative products in the market and in turn lead to higher Customer Satisfaction. Brand Recall is of utmost importance and the Company should make efforts to increase the same. Exclusive showrooms are of utmost importance and so the required investment should be done to expand for the same. Merchandises play an important role in extensive advertising and so the same should be innovated every now and then to take advantage of mass appeal. Picturization techniques can be improved by appointing more professional and so the investment for the same is proposed. Overall it's the product feature that attracts different segments of the population.

9. REFERENCE

- [1] Principles of Marketing – Philip Kotler
- [2] Special Studies in Marketing- Romeo Mascarenhas
- [3] Diane, Whitaker. (2007)
- [4] Dr. Enid Masih, Aamir Abidi, (2018)
- [5] Marieke de Mooij (2010) ‘Global Marketing and Advertising: Understanding cultural Paradoxes’. New Delhi India.
- [6] AdelyStantly (2003) “Careers in Marketing, Advertising and Public Relations”.
- [7] Tracy L. Tuten (1967) “Advertising 2.0: Social Media Marketing in a Web 2.0 Worlds”.
- [8] Ferguson (2004),” Careers in Focus: Advertising & marketing”.
- [9] BarreyCallen (2009) “Guide to marketing, Advertising, and Publicity”.
- [10] <http://www.Exchangeformedia.com>
- [11] <http://www.Agencyfaqs.com>
- [12] <http://www.Magindia.com>
- [13] <http://www.Indiatelevision.com>
- [14] <http://www.Indiainfoonline.com/bschool/biz.asp>
- [15] <http://www.oneplus.in>