

“A STUDY ON MARKETING STRATEGY OF ONEPLUS AND ITS IMPACT ON CONSUMER IN MUMBAI REGION”

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ABSTRACT

Present situation- OnePlus plans fresh investments to ramp up India manufacturing. Chinese handset maker OnePlus is exploring new manufacturing investment in India as the South Asian country continues to be its key growth market despite expansions across the world. OnePlus founder Pete Lau told ET India would continue to be a key focus market for the Chinese handset brand as well as for its product offerings.

1. INTRODUCTION

Our global presence continues to be extremely important while we have seen expansion in the last few years, India will continue to be a key focus market for the brand as well as for our product offerings.” Lau told ET. He added that OnePlus prioritises all its current markets, and all its users matter to the company equally

1.2 History – One plus was founded by Pete Lau and Carl Pei on 16 December 2013 to develop a high-end flagship smartphone running cyanogen Os that would come to be known as the one plus one. OnePlus would continue to release phones throughout the 2010s and 2020s. In 2020, OnePlus released the OnePlus Nord, its first mid-range smartphone since the OnePlus X in 2015. Pei would oversee the design and marketing of OnePlus’ products until his departure from the company in October 2020, going on to find the consumer electronics manufacturer Nothing. In 2022–2023, OnePlus is still actively producing affordably priced phones (\$200–749 USD) with top-of-the-line specs comparable to leading Samsung phones, including 5G connectivity. OnePlus is also partnered with T-Mobile to provide OnePlus Phone through T-Mobile to extend its legitimacy and reach.

Future aspect – Innovation: OnePlus has always been at the forefront of innovation, introducing features such as high-refresh-rate displays and pop-up selfie cameras. In the future, we can expect the brand to continue pushing boundaries and introducing new technologies to enhance user experience.

5G Connectivity: With the advent of 5G technology, OnePlus is likely to invest in developing smartphones that are compatible with this network. This will provide users with faster and more reliable internet speeds, opening up new possibilities in terms of streaming, gaming, and overall smartphone usage.

Camera performance: OnePlus has made significant improvements in camera quality over the years, and this trend is expected to continue. The company may collaborate with professional camera manufacturers to further enhance the camera capabilities of its devices, providing users with a high-quality photography experience.

Artificial Intelligence: Artificial intelligence (AI) has become an integral part of smartphones and OnePlus is likely to leverage this technology to further improve user experience. AI can help optimize battery life, enhance camera performance, and provide personalized suggestions, among other things.

Software Updates: OnePlus is known for providing timely software updates, including the latest Android versions. This commitment to software support is likely to continue in the future, ensuring that users have access to new features and security enhancements.

Expansion into new markets: OnePlus has primarily focused on the premium smartphone segment, but in the future, the brand may expand into other market segments to cater to a wider range of consumers. This could include launching mid-range or budget-friendly devices without compromising on quality.

Ecosystem Integration: OnePlus has already started expanding its product lineup beyond smartphones, with the introduction of smart TVs, audio devices, and wearables. In the future, the brand may further integrate its products into a comprehensive ecosystem, offering seamless connectivity and synchronization between devices.

Overall, the future of OnePlus looks promising, with a continued focus on innovation, performance, and providing value for money. As the brand continues to grow, it is likely to introduce exciting new features and technologies that will further solidify its position in the smartphone market

OBJECTIVE

The objective of studying the marketing strategy of OnePlus and its effects on consumers in the Mumbai region are as follows

1. To analyse the marketing tactics employed by one plus to attract and retain customer.
2. To study on marketing strategy of one plus and its impact on consumers.

3. To identify the perception and brand image of one plus among consumers.
4. To determine the level of customers satisfaction will one plus product and service in Mumbai region

HYPOTHESIS

- Null Hypothesis (H0): There is no significant difference in satisfaction with the clarity of the brand message conveyed in the OnePlus marketing campaign.
- Alternative Hypothesis (H1): There is a significant difference in satisfaction with the clarity of the brand message conveyed in the OnePlus marketing campaign.
- Null Hypothesis (H0): There is no difference in perceived reliability between OnePlus and other smartphone brands.
- Alternative Hypothesis (H2) OnePlus is perceived as more reliable than other smartphone brands.

2. REVIEW OF LITERATURE

1. Andreoulakis G. Kandus (2011) - In their research correlated the brand of mobile phone users 'security practises. Users show different behaviour in an array of characteristics according to the brand of the mobile phone they are using as such there is categorisation of arrears different for each brand where users are clearly lacking security mind, possibly due to lack of awareness. Such a categorisation can help manufactures enhance their mobile phone in regard to security, preferably transparently for the user.
2. PuneetWalia and Lalit Singla 2017 - In their research had study analysis of factor influencing consumer purchase decision on cellular phone study of analysis of factors influencing consumer purchase decision of cellular phones". The expansion of communication technology such as cellular phones, global positioning system and wireless internet are continuously evolving and advancing and the needs of a consumers. The main motive of the research is to analyse the highly influencing factors for cellular phone purchase decision in Patiala, Punjab. The data are collected 300 respondents with certain questionnaire. Now a day's cellular phones have tremendous improvements in the several factors include in the cellular phone.
3. Malviya (2013)- In their research found that people in Mumbai are buying Smartphones irrespective of its prices. He also added that features like brand, social image. Technology and durability are playing major role in buying decisions of consumers in Indore. The study using the confirmatory factor analysis model concluded that people are buying Smartphones irrespective of its prices. It is important to highlight that the results of this paper can provide new marketing dynamizes to the leading mobile companies for important to highlight that the results of this paper can provide new marketing dynamizes to the leading mobile companies for a market, that is very soon be contributing a major share in the revenue of these companies

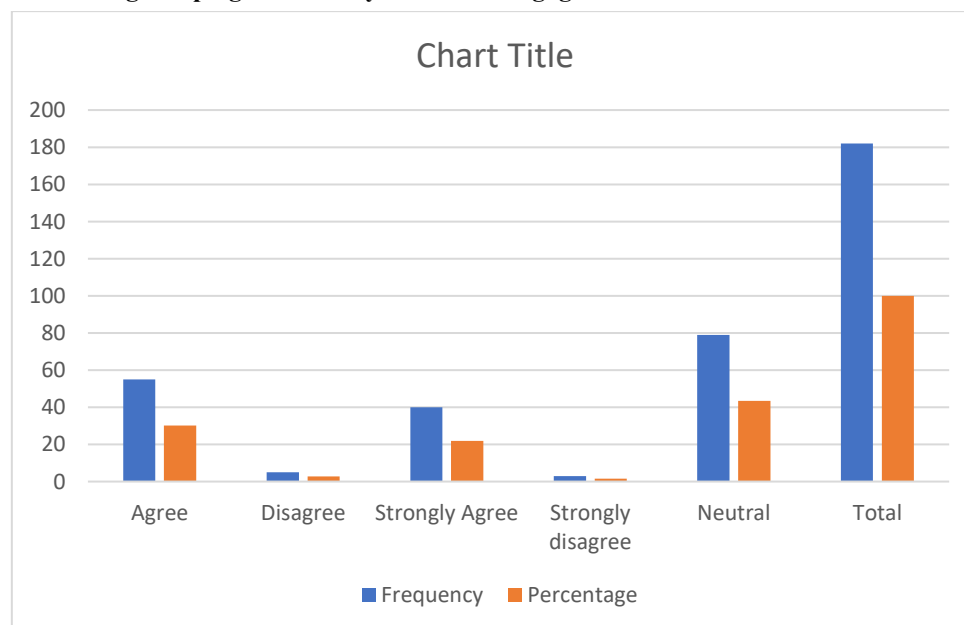
DATA COLLECTION.

To find out suitable data for research mainly two kinds of data was gathered namely primary and secondary data as explained below:

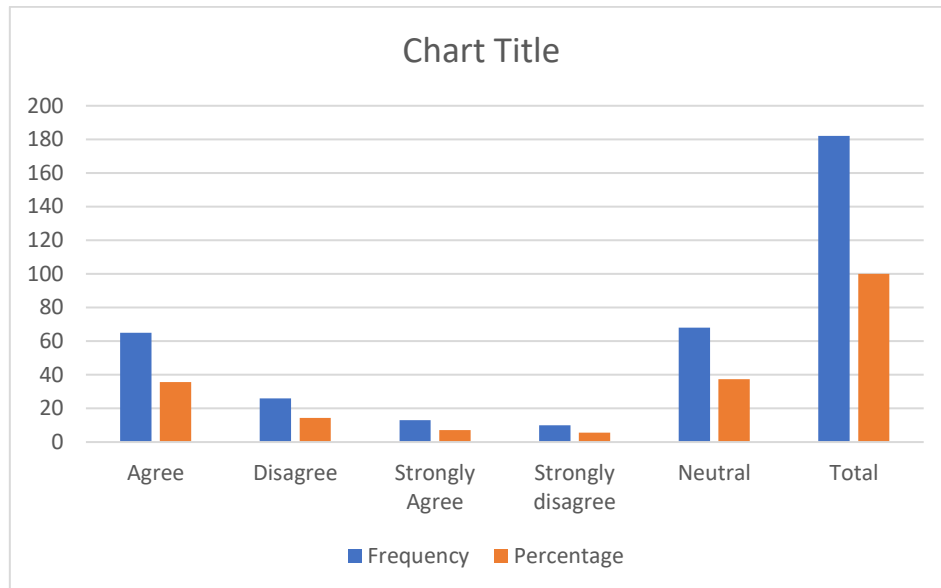
Primary data - The primary data was gathered with the support of structured questionnaire.

3. DATA ANALYSIS

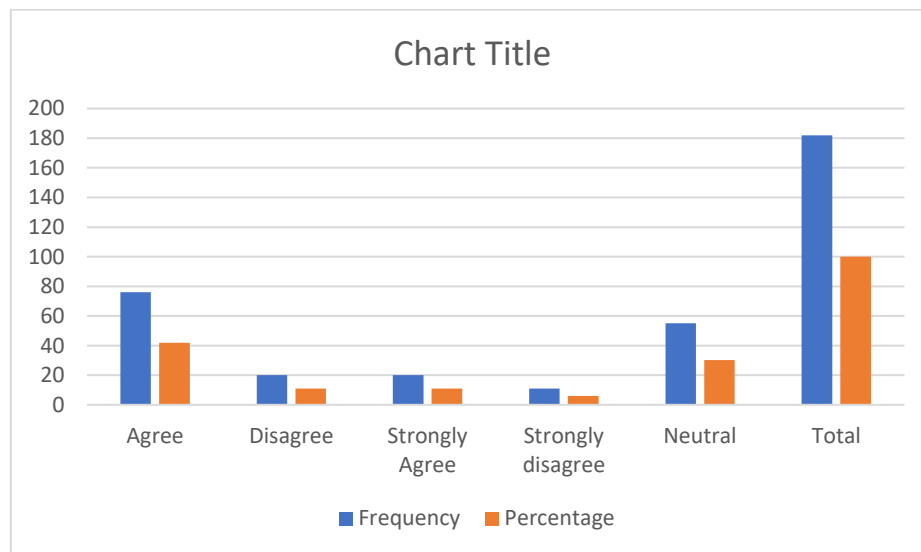
Q1} One plus marketing campaign effectively reach and engage consumer in Mumbai?



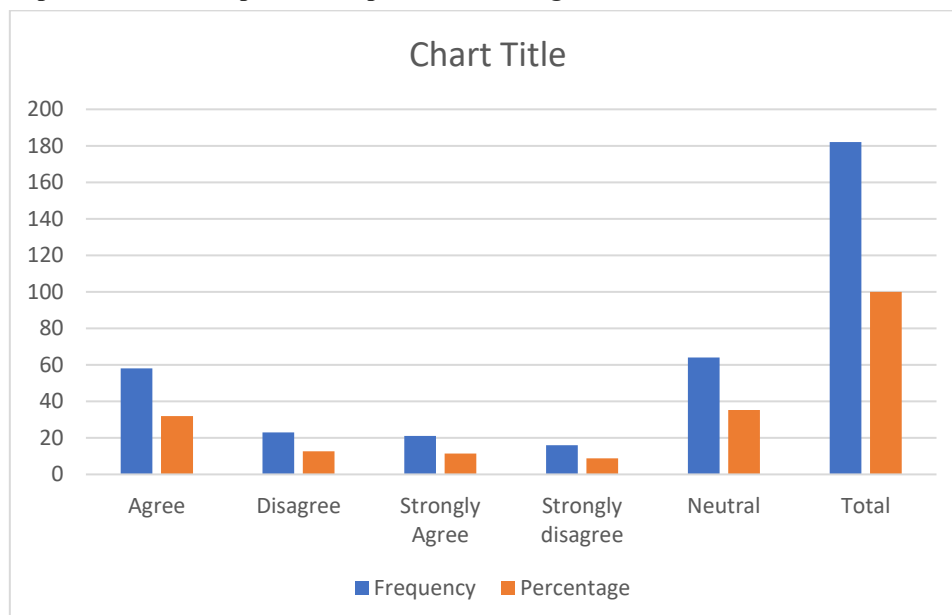
Q2} Do you feel that one-plus marketing efforts effectively communicated the unique feature and benefits of their product in Mumbai?



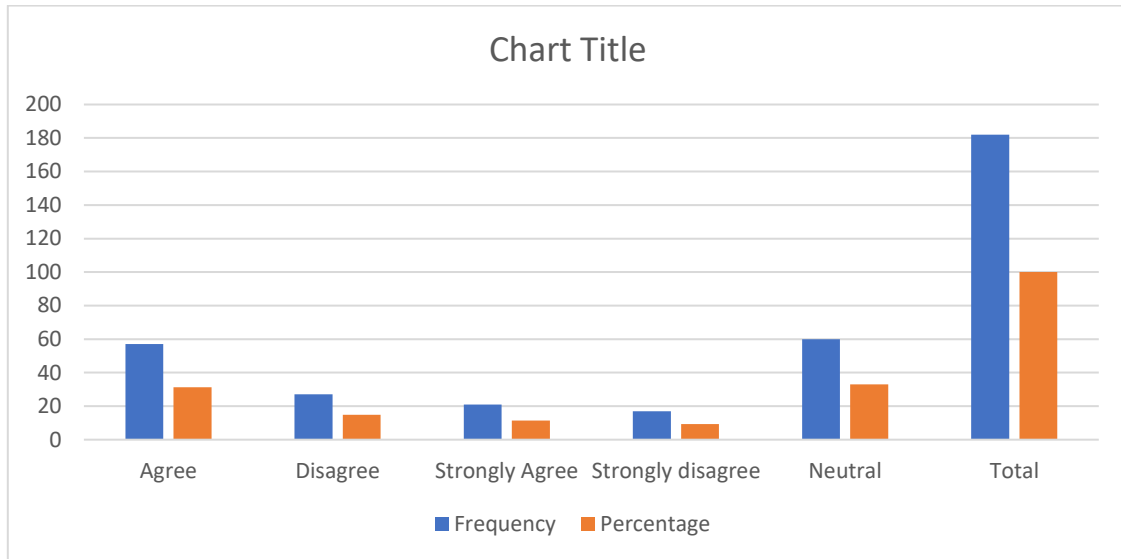
Q3} One plus as a reliable brand for smart phone?



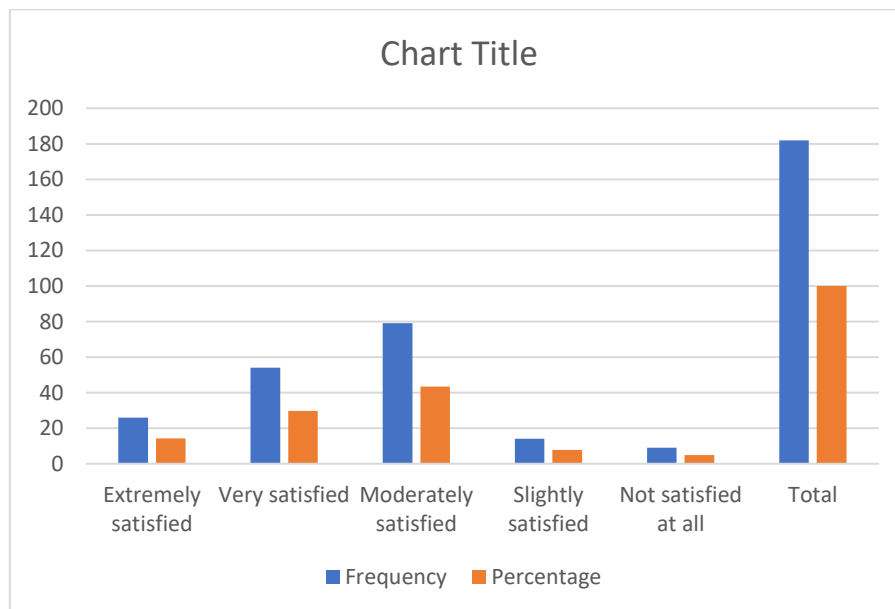
Q4} In terms of performance one-plus smart phone are among best in the market?



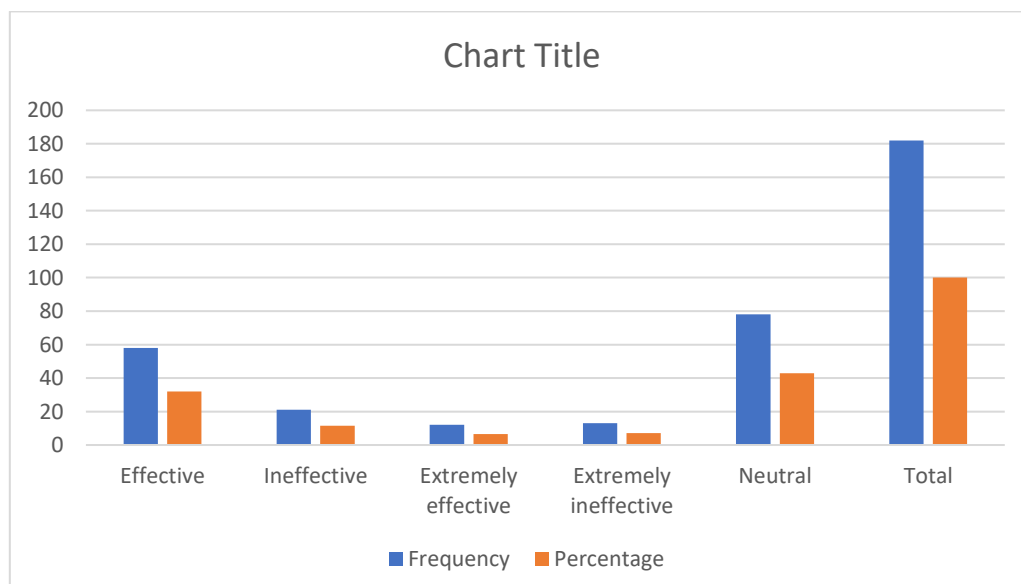
Q5} One-plus offers good value for money compared to other smartphone brands?



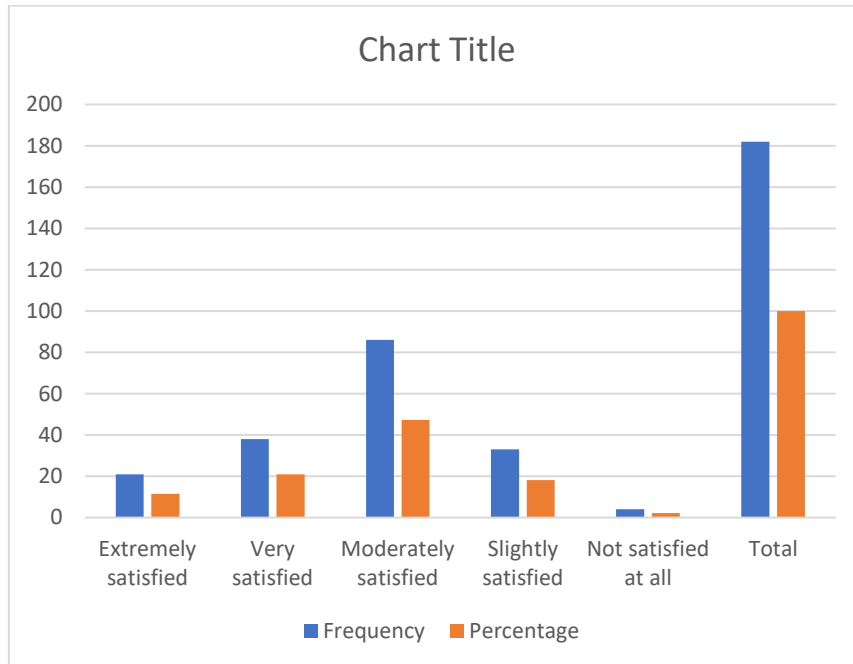
Q6} How would you rate the performance and reliability of one plus products?



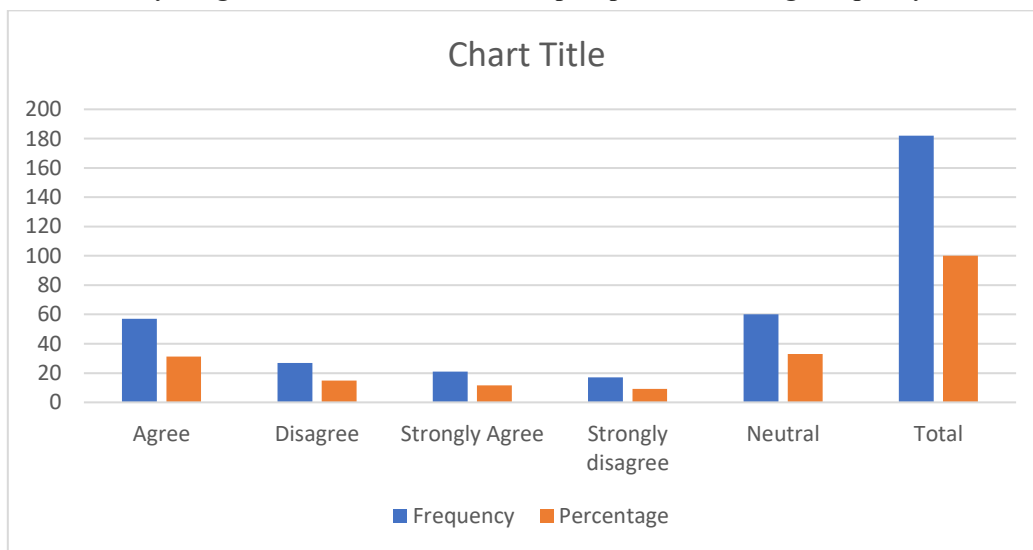
Q7} In your opinion how effective is one-plus strategy is creating brand awareness and visibility in the Mumbai smart phone market?



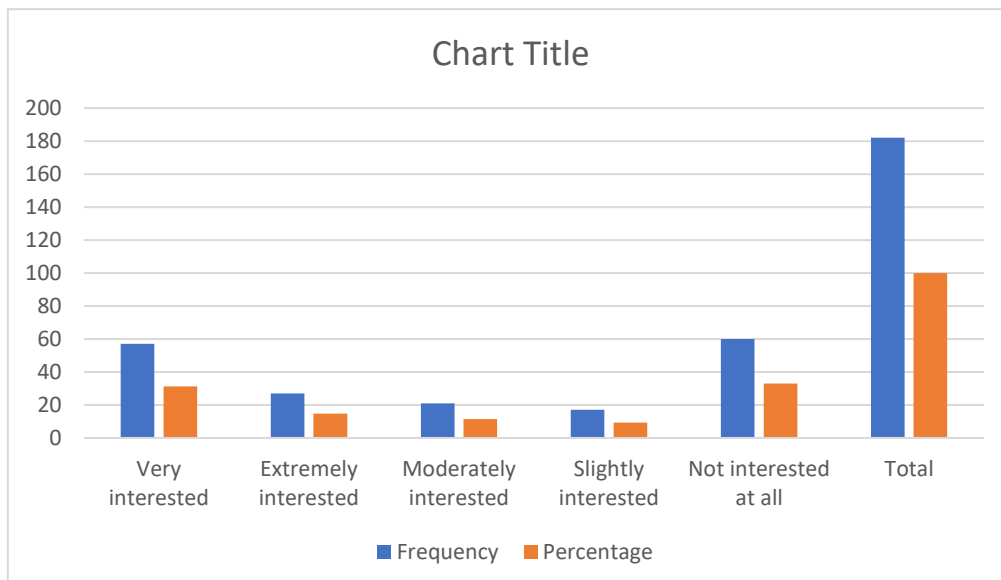
Q8} How satisfied are you with the clarity of the brand message conveyed in one-plus marketing campaign?



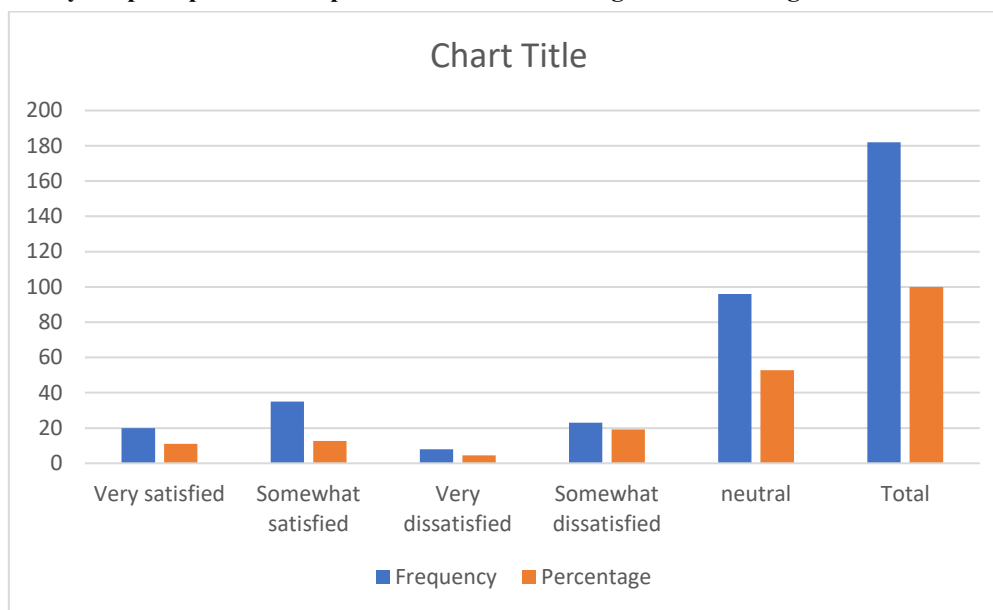
Q9} To what extent do you agree with the statement "One plus product, are of good quality"?



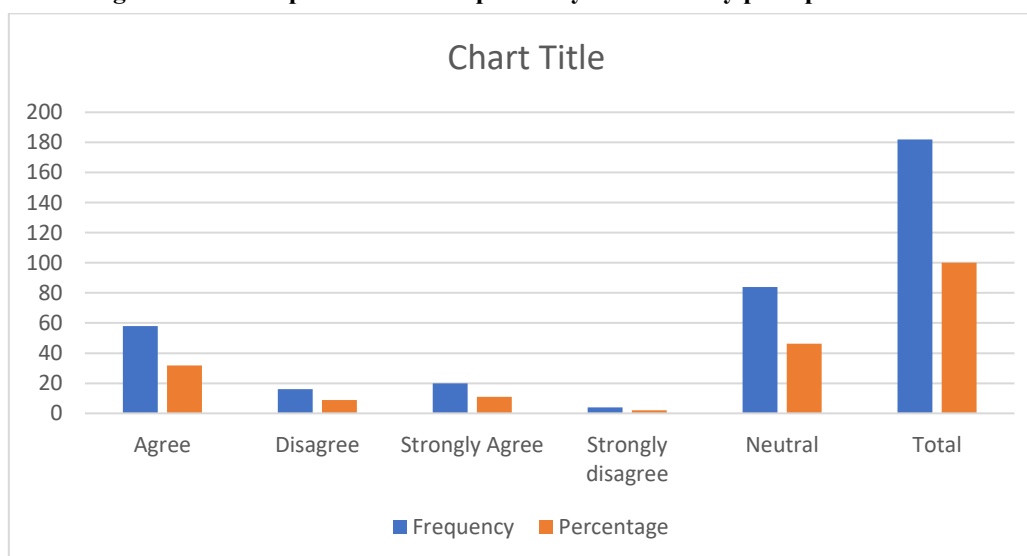
Q10} How interested are you in purchasing one plus smartphone in the near future?



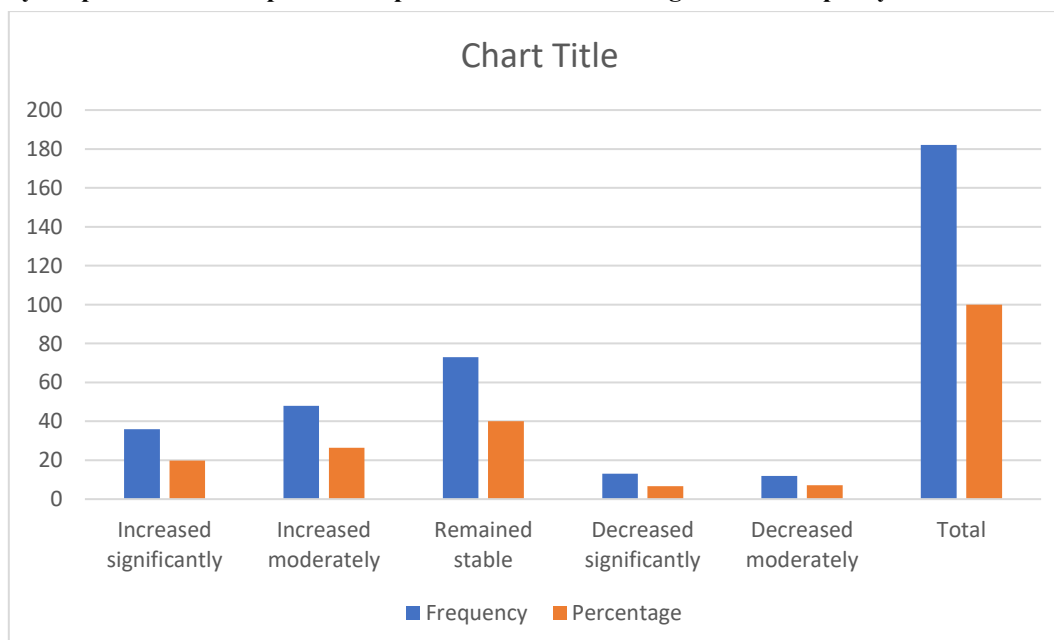
Q11} Please rate your perception of one plus influencer marketing in Mumbai region?



Q12} The marketing efforts of one plus in Mumbai positively influence my perception of the brand?



Q13} Has your purchase of one plus smart phone in the Mumbai region over the past years?



4. FINDING

The finding of the study is a summary of the primary data collected which is under: -

1. The majority of the respondents are neutral in the marketing campaign of one plus which effectively reach and engage consumer in Mumbai.
2. The majority of the respondents are neutral in the feature and benefits of their marketing of one plus.
3. The majority of respondents agree that one plus is a reliable smart phone.
4. The majority of the respondents are neutral in terms of performance one-plus smart phone.
5. The majority of the respondents are neutral in comparing money with another smart phone.
6. The majority of the respondents are moderately satisfied with rate performance and reliability of one plus products.
7. The majority of the respondents are neutral in creating brand awareness visibility in Mumbai.
8. The majority of the respondents are moderately satisfied with the clarity of the brand message conveyed in one-plus marketing campaign.
9. The majority of the respondents are neutral with the quality of one plus product.
10. The majority of the respondents are not interested at all in purchasing one plus product in future.
11. The majority of the respondents are neutral in perception of one plus influencer marketing in Mumbai region.
12. The majority of the respondents are neutral in positively influence the perception of the brand.
13. The majority of the respondents remained stable towards purchase of one plus smart phone in the Mumbai region over the past years.

5. SUGGESTION

1. One plus should penetrate into offline sales more in the Indian market and thus should open more exclusive store in major cities. The reason is India being a huge country most of the people don't buy via online channels very often. Elderly people still very comfortable buying from physical stores and thus it is potential market is lost. One plus would see a significant increase in their sales if they start selling via offline stores more the way Xiaomi are doing.
2. One plus should look following producing following electronics and excel on it Tablets, smart television, cheaper phone like one plus x , smartwatches, audio wearable.
3. It can focus on expansion to outside countries thus widening the scope of operations.
4. It should entice the customer by Introducing a new product each year must like iPhone does by inducing minor variations in the product.
5. It can diversify its focus by even making more efficient products for even the low-Income level of consumers spanning from a range of 12 to 15K.

6. CONCLUSION

The study reveals dynamic landscape of the telecommunications industry, with a specific focus on OnePlus and its impact on consumers in the vibrant city of Mumbai. The evolution from traditional cell phone manufacturing to the era of smartphones has revolutionized daily life, with OnePlus emerging as a notable player since its establishment in 2013. OnePlus, driven by its "Never Settle" philosophy, has strategically positioned itself in the highly competitive smartphone market, gaining recognition for its commitment to excellence and innovation.

The study highlights the brand's focus on customer satisfaction, evident in India-specific customer care solutions and efficient after-sales services in premium locations like Mumbai. OnePlus' marketing strategies have provided increased options, influenced perceptions of value, and focused a sense of community engagement. Looking ahead, the research suggests future for OnePlus, including customized regional strategies, sustainability initiatives, and continued innovation to navigate the competitive smartphone industry. Diversification, expansion into emerging regions, and adaptation to emerging technologies are recommended.

Overall, one plus marketing strategy has helped it reach the top level. It has become the no.1 smartphone with the Launch of One plus eight series. It does have the potential of Becoming the "future brand" of the nation as India has the largest number of tech geeks in the world. One plus'.

7. BIBLIOGRAPHY

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