**HSNC UNIVERSITY, MUMBAI**

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**H.R. COLLEGE OF COMMERCE AMD ECONOMICS**

**CHURCHGATE, MUMBAI-20**

**S.Y.M.COM**

**RESEARCH METHODOLOGY**

**FOR ACADEMIC YEAR 2024-2025**

**PROJECT ON**

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

**SUBMITTED BY**

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**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.

**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.

**Secondary data** - It is gathered from earlier research works and literatures to fill the respective study.

**SECONDARY DATA**

**Introduction** - The telecommunication industry is the fastest growing sector in today’s economy. Earlier cell phone industry is primarily engaged in the manufacturing of mobile phones, including mobile phone handsets. But now the industry is totally concentrated on moving forward technologically. It is growing alongside up-and-coming technologies and innovations, building upon the progress of “smartphones” and other phone features and segments made in recent years Smartphones have revolutionized the way we do things: the role of smartphones in today’s society is phenomenal. Today’s smartphone is taking the role of computer making it possible to do a lot with small held devices. It has a broad use such as sharing information, shopping. Browsing and educational tools. Nowadays brands play a very vital role in consumer buying decisions. Consumers of smartphone are strongly influenced by brands when it comes to choosing a smartphone.

**Features** - One plus is a Chinese consumer electronics manufacturing company that is best known for making smartphones. The company has a strong presence in Mumbai and has implemented several marketing strategies to increase its sales and market share in the region. These are some of the key features of OnePlus’ marketing strategy and their impact on consumers in Mumbai:

Online Sales: At the core of OnePlus’ marketing strategy was the strategic choice of going ahead with just online sales. Amazon India was the sole and exclusive eCommerce platform from where users ordered their phones. This allowed OnePlus to properly manage its inventory and not produce excessively.

Effective Advertising: OnePlus has launched several ad campaigns that highlight its innovative features and are shown via both traditional and non-traditional media. The brand realizes the impact of star power and has roped in several Indian actors and cricketers to act as brand ambassadors and to act in commercials.

After Sales Services: OnePlus has developed an India-specific solution for customer care, which includes exclusive centres in premium locations in Bengaluru, Delhi, and Mumbai. This has helped the company to provide better after-sales services to its customers in Mumbai.

Future Prospects: OnePlus has a strong future outlook in Mumbai, with a market share of 33%. The company’s marketing strategies have helped it to capture a large share of the market, and it is well-positioned to continue to grow in the region.

Never Settle Philosophy: Core brand philosophy Emphasizing a commitment to continuous improvement and delivering exceptional products

Exclusivity and Scarcity: Utilising an invite only system during product launches creating a sense of exclusivity and driving anticipation.

Influencer and community engagement - collaborating with influences and take communities to build brand credibility engage with wider audio and gather valuable feedback

Localised Marketing: Adapting marketing strategies and campaigns to suit specific regions, languages, and cultural preferences for a more. Personalized approach.

Transparency and Open communication: Engaging in transparent communication with consumers, addressing concerns openly, and. Actively incorporating feedback into product improvements.

Regular Product Launch Events: Hosting carefully orchestrated launch events to unveil new products, creating buzz and excitement within the community.

strategic Partnerships: farming partnership with leading E-Commerce platform carriers and retailers to enhance product availability and accessibility.

Brand advocacy and word of mouth -encouraging satisfied customer to become brand educates and share positive experience driving organic growth through word mouth.

Focuses on product quality and innovation-emphasizing top notch specification innovation features and cutting-edge technology to deliver superior user experience and meet evolving consumer demands.

One plus mobile are renowned for their exceptional features and capabilities-

•High end processor - OnePlus device often featured top processor like Qualcomm Snapdragon series ensuring speedy performance and simplest multitasking.

•Impressive Ram and storage – temple run for smooth operation and generous storage option to Carter to various user needs

•Quality display - vibrant and sharp display often Amole with higher resolution and excellent colour accuracy

•Fast charging technology- dash charge and warp charge technologies for rapid and efficient charging providing a significant boost in a short time.

•Premium Build and Design: elegant and robust build quality using premium material with attention to aesthetics and ergonomics.

•Versatile camera systems -advance camera setups including multiple lens high megapixel counts and features like nightscapes ultra shot and Hasselblad collaboration for improved photography.

•5G connectivity - integration of 5G technology in your model for faster Internet speed and enhanced connectivity.

Oxygen OS – clean and customisable user interface offering a new stock Android experience with regular update and optimisation

**DATA ANALYSIS**

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

|  |  |  |
| --- | --- | --- |
| **Particular** | **Frequency** | **Percentage** |
| Agree | 55 | 30.21 |
| Disagree | 5 | 2.74 |
| Strongly Agree | 40 | 21.97 |
| Strongly disagree | 3 | 1.64 |
| Neutral | 79 | 43.4 |
| **Total** | **182** | **100** |

source: compiled from primary data

from the above table it can be interpreted that 30.21 of respondent are agree, 2.74 of the respondents are disagree, 21.97 of respondent are strongly agree, 1.64 of respondent are strongly disagree and 43.40 of respondent are neutral. thus, it can be interpreted that majority of the respondents are neutral.

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

|  |  |  |
| --- | --- | --- |
| **Particular** | **Frequency** | **Percentage** |
| Agree | 65 | 35.7 |
| Disagree | 26 | 14.3 |
| Strongly Agree | 13 | 7.1 |
| Strongly disagree | 10 | 5.5 |
| Neutral | 68 | 37.4 |
| **Total** | **182** | **100** |

source: compiled from primary data

from the above table it can be interpreted that 35.7 of respondent are agree, 14.3 of the respondents are disagree, 7.1 of respondent are strongly agree, 5.5 of respondent are strongly disagree and 37.4 of respondent are neutral. thus, it can be interpreted that majority of the respondents are neutral.

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

|  |  |  |
| --- | --- | --- |
| **Particular** | **Frequency** | **Percentage** |
| Agree | 76 | 41.8 |
| Disagree | 20 | 11 |
| Strongly Agree | 20 | 11 |
| Strongly disagree | 11 | 6 |
| Neutral | 55 | 30.2 |
| **Total** | **182** | **100** |

source: compiled from primary data

from the above table it can be interpreted that 41.8% of respondent are agree, 11% of the respondent are disagree, 11% of respondent are strongly agree, 6% of respondent are strongly disagree and 30.2 % of respondent are neutral. Thus, it can be interpreted that majority of respondents are agreeing.

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

|  |  |  |
| --- | --- | --- |
| **Particular** | **Frequency** | **Percentage** |
| Agree | 58 | 31.9 |
| Disagree | 23 | 12.6 |
| Strongly Agree | 21 | 11.5 |
| Strongly disagree | 16 | 8.8 |
| Neutral | 64 | 35.2 |
| **Total** | **182** | **100** |

source: compiled from primary data

from the above table it can be interpreted that 31.9 % of respondent are agree, 12.6% of the respondent are disagree, 11.5% of respondent are strongly agree,8.8% of respondent is strongly disagreeing and 35.2%of respondent are neutral. Thus, it can be interpreted that majority of the respondents are neutral.

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

|  |  |  |
| --- | --- | --- |
| **Particular** | **Frequency** | **Percentage** |
| Agree | 57 | 31.3 |
| Disagree | 27 | 14.8 |
| Strongly Agree | 21 | 11.5 |
| Strongly disagree | 17 | 9.3 |
| Neutral | 60 | 33 |
| **Total** | **182** | **100** |

source: compiled from primary data

from the above table it can be interpreted that 31.3% of respondent are agree, 14.8% of the respondent are disagree,11.5% of respondent are strongly agree,9.3%of respondent are strongly disagree and 33% of respondent are neutral. thus, it can be interpreted that majority of the respondents are neutral.

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

|  |  |  |
| --- | --- | --- |
| **Particular** | **Frequency** | **Percentage** |
| Extremely satisfied | 26 | 14.3 |
| Very satisfied | 54 | 29.7 |
| Moderately satisfied | 79 | 43.4 |
| Slightly satisfied | 14 | 7.7 |
| Not satisfied at all | 9 | 4.9 |
| **Total** | **182** | **100** |

source: compiled from primary data

from the above table it can be interpreted that 14.3%of respondent are extremely satisfied, 29.7%of the respondent are very satisfied, 43.4% of respondent are moderated satisfied, 7.7%of respondent are slightly satisfied and 4.9% of respondent are not satisfied at all.

thus, it can be interpreted that majority of the respondents are moderately satisfied

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

|  |  |  |
| --- | --- | --- |
| **Particular** | **Frequency** | **Percentage** |
| Effective | 58 | 31.9 |
| Ineffective | 21 | 11.5 |
| Extremely effective | 12 | 6.6 |
| Extremely ineffective | 13 | 7.1 |
| Neutral | 78 | 42.9 |
| **Total** | **182** | **100** |

source: compiled from primary data

from the above table it can be interpreted that 31.9%of respondent are effective, 11.5% of the respondent are ineffective, 6.6% of respondent are extremely effective 7.1% of respondent are extremely ineffective and 42.9% of respondent are neutral. Thus, it can be interpreted that majority of the respondents are neutral.

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

|  |  |  |
| --- | --- | --- |
| **Particular** | **Frequency** | **Percentage** |
| Extremely satisfied | 21 | 11.5 |
| Very satisfied | 38 | 20.9 |
| Moderately satisfied | 86 | 47.3 |
| Slightly satisfied | 33 | 18.1 |
| Not satisfied at all | 4 | 2.2 |
| **Total** | **182** | **100** |

source: compiled from primary data

from the above table it can be interpreted that 11.5%of respondent are extremely satisfied, 20.9% of the respondent are very satisfied, 47.3% of respondent are moderately satisfied, 18.1% of respondent are slightly satisfied and 2.2% of respondent are not satisfied. thus, it can be interpreted that majority of the respondents are moderately satisfied.

**Q9} To what extant do you agree with the statement “One plus product, are of good quality”?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Particular** | **Frequency** | **Percentage** |
|  | Agree | 57 | 31.3 |
|  | Disagree | 27 | 14.8 |
|  | Strongly Agree | 21 | 11.5 |
|  | Strongly disagree | 17 | 9.3 |
|  | Neutral | 60 | 33 |
|  | **Total** | **182** | **100** |

source: compiled from primary data

from the above table we it can be interpreted that 31.3%of respondent are agree,14.8%of the respondent are disagree, 11.5% of respondent are strongly agree, 9.3%of respondent is strongly disagree and 33% of respondent are neutral. Thus, it can be interpreted that majority of the respondents are neutral.

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

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Particular** | **Frequency** | **Percentage** |
|  | Very interested | 57 | 31.3 |
|  | Extremely interested | 27 | 14.8 |
|  | Moderately interested | 21 | 11.5 |
|  | Slightly interested | 17 | 9.3 |
|  | Not interested at all | 60 | 33 |
|  | **Total** | **182** | **100** |

source: compiled from primary data

from the above table it can be interpreted that 31.3% of respondent are very interested, 14.8% of the respondent are extremely interested, 11.5% of respondent are moderately interested, 9.3% of respondent are slightly interested and 33% of respondent are not interested at all. Thus it can be interpreted that majority of the respondents are not interested at all

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

|  |  |  |
| --- | --- | --- |
| **Particular** | **Frequency** | **Percentage** |
| Very satisfied | 20 | 11 |
| Somewhat satisfied | 35 | 12.6 |
| Very dissatisfied | 8 | 4.5 |
| Somewhat dissatisfied | 23 | 19.2 |
| Neutral | 96 | 52.7 |
| **Total** | **182** | **100** |

source: compiled from primary data

from the above table it can be interpreted that 11% of respondent are very satisfied, 12.6% of the respondent are somewhat satisfied, 4.5% of respondent are very dissatisfied, 19.2% of respondent are somewhat dissatisfied and 52.7% of respondent are neutral. Thus, it can be interpreted that majority of the respondents are neutral.

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

|  |  |  |
| --- | --- | --- |
| **Particular** | **Frequency** | **Percentage** |
| Agree | 58 | 31.9 |
| Disagree | 16 | 8.8 |
| Strongly Agree | 20 | 11 |
| Strongly disagree | 4 | 2.1 |
| Neutral | 84 | 46.2 |
| **Total** | **182** | **100** |

source: complied from primary data

from the above table it can be have interpreted that 31.9%of respondent are agree, 8.8% of the respondent are disagree, 11% of respondent are strongly agree, 2.1% of respondent are strongly disagree and 46.2% of respondent are neutral. thus it can be interpreted that majority of the respondents are neutral.

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

|  |  |  |
| --- | --- | --- |
| **Particular** | **Frequency** | **Percentage** |
| Increased significantly | 36 | 19.8 |
| Increased moderately | 48 | 26.4 |
| Remained stable | 73 | 40.1 |
| Decreased significantly | 13 | 6.6 |
| Decreased moderately | 12 | 7.1 |
| **Total** | **182** | **100** |

source: compiled from primary data

from the above table it can be interpreted that 19.8% of respondent increased significantly, 26.4% of the respondent increased moderately, 6.6% of respondent are remained stable, 7.1% of respondent decreased significantly and 37.4 of respondent decreased significantly. thus it can be interpreted majority of the respondents are remained stable

**FINDINGS/SUGGESTIONS**

**Finding:**

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

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

**Suggestion:**

1.One plus should penetrate into offline sales more in the Indian market and thus should open more exclusive store in major cities 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.

**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’.

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**APPENDIX:**

**Google Form Link –**

[https://docs.google.com/forms/d/e/1FAIpQLSeK9WI90KEWEXbQJRvlASKkh5j2EbOrj4YVhzvDRHEoNFpWBA/viewform](about:blank)

**Response Sheet -**

