



A STUDY ON MARKETING STRATEGY OF ONE PLUS

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ABSTRACT :

This study investigates the marketing strategy employed by OnePlus and its impact on consumer purchasing behavior in Mumbai. 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 Mumbai market.

KEYWORDS - Investigate, Promotion, Perception

INTRODUCTIONS -

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

Objective 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.

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

MARKETING STRATEGY OF ONE PLUS PRODUCTS

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.

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.

DATA COLLECTION TOOL

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.

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

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.

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.

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

Tools For Analysis: To arrange and interpret the collected data the following statistical tool were used.

FINDINGS

- A majority of the consumers are not use One plus products.
- Advertisement gas 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

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.

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