A STUDY ON MARKETING STRATEGY OF ONE PLUS AND ITS EFFECT ON CONSUMERS OF MUMBAI REGION

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ABSTRACT

At one plus, they follow a simple philosophy: “NEVER SETTLE” which illustrates their will to disrupt the way companies design and build mobile devices. Unlike other manufacturers, they don’t see a smartphone as a list of tech specs and features. They focus on delivering the best end-user experience on a day-to-day basis. To do so, their approach integrates three main elements: people (desirability), technology (feasibility) and business (viability). A smartphone is more than the sum of its parts. It is the combination of complementary components that offer an overall experience. Some companies make believe that a particular spec can totally transform a device. However, specs frequently conflict with each other. A powerful battery lets the device run for longer, but frequently increases its thickness and weight. At OnePlus we believe that a mobile experience has to take a holistic approach in order to be optimal. This study, while providing valuable insights into OnePlus’ marketing strategy and its potential for growth, has several limitations. Firstly, the study primarily relies on data from OnePlus customers, marketing professionals, and community members, which may not capture the perspectives of noncustomers or potential customers. Secondly, the research design, though mixed-methods, is based on a relatively small sample size and may not fully represent the diverse consumer base. Additionally, the study does not delve deeply into the financial aspects of OnePlus’ marketing strategy, such as the return on investment.

Lastly, the study does not consider external factors like market competition, economic conditions, or changing consumer preferences that could impact OnePlus’ success. 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.

I. INTRODUCTION

At one plus, they follow a simple philosophy: “NEVER SETTLE” which illustrates their will to disrupt the way companies design and build mobile devices. Unlike other manufacturers, they don’t see a smartphone as a list of tech specs and features. They focus on delivering the best end-user experience on a day-to-day basis. To do so, their approach integrates three main elements: people (desirability), technology (feasibility) and business (viability). Every day, their people bring this philosophy to life. The leaders search for the brightest talent from across the world, and give them the resources they need to be the best at what they do. The result is that all of its products—from memory chips that help businesses store vital knowledge to mobile phones that connect people across continents have the power to enrich lives. And that’s what making a better global society all is about. We believe that living by strong values is the key to good business. It is our commitment to bring the best possible technology to users around the world, reaffirmed by our personal experiences as smartphone geeks. Only a few devices available on the market satisfy tech lovers. We believe that consumers shouldn’t choose between performance, quality and price. Our motto – Never Settle – illustrates our will to disrupt the way companies design and build mobile devices. A smartphone is more than the sum of its parts. It is the combination of complementary components that offer an overall experience. Some companies make believe that a particular spec can totally transform a device. However, specs frequently conflict with each other. A powerful battery lets the device run for longer, but frequently increases its thickness and weight. At OnePlus we believe that a mobile experience has to take a holistic approach in order to be optimal. One Plus simply aims to deliver the promises and allow us to leverage OnePlus high performance hardware.
Companies generally focus on retail price first when defining phone specs. The better the phone specs, the more expensive the product. We believe that there are new ways to incorporate more technology with no extra cost. OnePlus doesn’t compromise on product quality and plans to offer greater value to consumers through innovative design and outline strategy. As stated in its motto, OnePlus’ vision for the new decade is, “to pursue excellence, in other words Never Settle.” The goal for one plus is to become a respected, global brand. This new reflects ONE PLUS’ commitment to inspiring its communities by leveraging its three key elements: people (desirability), technology (feasibility) and business (viability). Through these efforts, Samsung hopes to contribute to a better world and a richer experience for all. To this end, one plus has also established three strategic approaches in its management: “Creativity,” “Partnership,” and “Talent.” One plus builds only beautifully designed devices with the highest quality, because our users would never settle for anything less. One Plus is excited about the future. One Plus is now finally going to chase the ultrapremium market. The idea is that not just to be a flagship killer. It also wants to be a flagship phone. The company along with its goal of launching more than one phone, plans to launch a phone with cutting edge technologies. In December 2014, alongside the release of one plus in India exclusively through Amazon, One plus also announced plans to establish a presence in the country, with plans to open 25 official walk in service centres across India. As of today there are 52 walk in service centres in India. India will become home to One plus’ second global headquarters as a R&D centre which has been proposed to be set up in Banglore or Hyderabad, either of the two cities. One plus has recorded a sales of Rs 500 cr in India which makes it a 100% growth rate than what it earned the last year (Rs 250 cr).

Almost all users seem to be satisfied with the brand, with more than 90% of them rating their phones 4 or higher on a scale of 5 when it comes to ‘value for money’. During the first half of the year 2018, it surpassed rivals Samsung and Apple to become India’s bestselling smartphones brand in the premium (Rs30000 plus) segment.

**SWOT Analysis**

- **Strength**
- **Weakness**
- **Opportunity**

**Threat**

- Accessory to necessary
- A smart tv are no longer perceived to be a item of luxury
- Advancement of technology which gives companies’ ability to introduce new products and new product features
- High growth key driver being urban and rural
- Government policies in favor of infrastructure and reduction in excise duty and so on.

**OPPORTUNITY**

- Diversification and Developing new products for new market.
- Easy availability of finance has stimulated consumers to buy durables.
- Changes in Consumer outlook from spend now-save later mentality leading to high disposable income
- Market Trends in Personal Hygiene

**Threat**

- Dozen companies operating in the white goods segment.
- Prices would continue to remain depressed and margins will be under pressure ➡ Threats of cheaper imports from South East Asian countries

**Weakness**

- Supply continuous to outstrip demand.
- Demand cyclical and seasonal
- Volatile performance of the seasonal industrial sector has negative impact on demand. The sectors performance is highly dependent on supply of material.
Positioning

The company unveiled its first device in April 2014, which was intended to capture the market from google nexus series.

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• In April 2014, one plus hired Han Han to help market its products in Mainland China.
• On 9 March 2014, the company expanded its operations to the European union.
• On 23 January 2015, one plus made its products available for the first time Southeast Asia.
• In June 2016, One plus decided to pull out of the Indonesian market due to local regulations.

Marketing Strategy of One plus Products

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Marketing Strategy of One plus Products

PRODUCT FEATURE

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 customers 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 with 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.

HYPOTHESIS

Hypothesis (H0): OnePlus' marketing strategy does not significantly impact its brand perception and customer engagement. Alternative Hypothesis (H1): OnePlus’ marketing strategy significantly influences its brand perception and customer engagement. Null Hypothesis (H0): The use of influencers in OnePlus’ marketing strategy does not have a significant impact on brand awareness and product adoption. Alternative Hypothesis (H1): The use of influencers in OnePlus’ marketing strategy significantly boosts brand awareness and product adoption. Null Hypothesis (H0): OnePlus’ community-first ideology does not lead to increased customer loyalty and word-of-mouth marketing. Alternative Hypothesis (H1): OnePlus' community-first ideology results in higher customer loyalty and positive word-of-mouth marketing. Null Hypothesis (H0): OnePlus’ commitment to delivering high-quality products does not significantly affect customer satisfaction and repurchase intentions. Alternative Hypothesis (H1): OnePlus’ focus on delivering high-quality products positively impacts customer satisfaction and increases repurchase intentions. Null Hypothesis (H0): OnePlus’ cross-platform marketing approach has no significant advantage over single-platform strategies in reaching and engaging customers. Alternative Hypothesis (H1): OnePlus’ cross-platform marketing approach is more effective in reaching and engaging customers compared to single-platform strategies. Null Hypothesis (H0): OnePlus’ engagement with its community does not result in improved product development or customer feedback.

Influencer Approach

Influencer marketing in a double-edged sword – one wrong association or forced tweet and the entire campaign arrives to a grinding halt. OnePlus created a network of 117 influencers in one day that helped reach a massive chunk of their TG at the same time. For the launch of Oneplus6, the brand roped in influencers from various stratas including, Suresh Raina, Mouni Roy, BeYouNick, and Anita Hassanadani to pose with the latest smartphone and create buzz.

True to their offerings, Humanity's Fascination with Speed managed to portray the best qualities of OnePlus handsets through high-quality storytelling and cinematography. The video represented everything that OnePlus stood for, without getting to advertise-y or repetitive for that matter – it delved into the history of speed, how and when humankind attempted to get faster for getting better. Community first ideology

Building a community is probably not as difficult as engaging with and sustaining it. OnePlus has followed up with their community through constant gratification such as movie screenings, showing that they care. 64 | Page

The brand also organizes OnePlus Pop Ups giving the OnePlus community a change to interact and show that their opinion matters. OnePlus also organized a meetup of 30 of its most engaged community members, giving them an opportunity to interact with the brand and voice their opinions. This helped the brand create a mutually trustworthy relationship.
III. LIMITATION OF THE STUDY

This study, while providing valuable insights into OnePlus’ marketing strategy and its potential for growth, has several limitations. Firstly, the study primarily relies on data from OnePlus customers, marketing professionals, and community members, which may not capture the perspectives of noncustomers or potential customers.
Secondly, the research design, though mixed-methods, is based on a relatively small sample size and may not fully represent the diverse consumer base. Additionally, the study does not delve deeply into the financial aspects of OnePlus’ marketing strategy, such as the return on investment. Lastly, the study does not consider external factors like market competition, economic conditions, or changing consumer preferences that could impact OnePlus’ success. Despite these limitations, the research provides valuable insights into the company’s marketing strategy and its potential areas for improvement.

IV. 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 features that attracts different segments of the population.
- 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 Six 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’ mission-“Our mission is to share the best technology built hand-in-hand with you” has helped it provide QUALITY at low mass appealable prices making its marketing strategy a very SMART approach.

V. REFERENCES

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[9] http://www.oneplus.in