



Thakur Educational Trust's (Regd.)
Thakur College of Science & Commerce

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**PROJECT REPORT ON:
A STUDY ON MARKETING STRATEGY OF ONE PLUS AND ITS EFFECTS ON
CONSUMERS OF MUMBAI REGION**

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T.Y. ACCOUNTING AND FINANCE (SEMESTER 6)

**SUBMITTED TO:
University of Mumbai**



**PROJECT GUIDE:
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ACADEMIC YEAR 2019-2020**



DECLARATION

**I DIVYA PUJARI FROM THAKUR COLLEGE OF SCIENCE AND COMMERCE
STUDENT OF T.Y.BAF (ACCOUNTING AND FINANCE) SEM 6 HEREBY SUBMIT
MY PROJECT ON**

**“A STUDY ON MARKETING STRATEGIES OF ONE PLUS AND ITS EFFECTS ON
CONSUMERS IN MUMBAI REGION”**

**I ALSO DECLARE THAT THIS PROJECT WHICH IS PARTIAL FULLFILLMENT FOR
THE DEGREE T.Y. BCOM (ACCOUNTING AND FINANCE) OFFERED BY
UNIVERSITY OF MUMBAI IS THE RESULT OF MY OWN EFFORTS WITH THE
HELP OF EXPERTS**

DIVYA PUJARI

DATE:

PLACE:



CERTIFICATE

THIS IS TO CERTIFY THE PROJECT ENTITLED IS SUCCESSFULLY DONE BY
DIVYA PUJARI DURING THE THIRD YEAR SIXTH SEMESTER FROM **THAKUR
COLLEGE OF SCIENCE AND COMMERCE KANDIVALI (EAST) MUMBAI:400101**

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EXTERNAL EXAMINER

PLAGIARISM REPORT



EduBirdie Originality Report

PROJECT REPORT ON: A STUDY ON MARKETING STRATEGIES OF ONE PLUS

SIMILARITY INDEX FOUND: 11.4%

Date: 12 February 2020

Statistics: 2591 words plagiarized/ 22734 words in total

Remarks: Low plagiarism report



*Screenshot of the online report.

ACKNOWLEDGEMENT

To list who all have helped me is difficult because they are so numerous and the depth is so enormous.

I would like to acknowledge the following as being idealistic channels and fresh dimensions in the completion of this project.

I take this opportunity to thank the University of Mumbai for giving me chance to do this project.

I would like to thank my Principal, Dr. C.T.Chakroborty for providing the necessary facilities required for completion of this project.

I take this opportunity to thank our Coordinator, Dr. Nishikant Jha for his moral support and guidance.

I would also like to express my sincere gratitude towards my project guide, Dr. Nishikant Jha whose guidance and care made the project successful.

I would like to thank my College Library, for having provided various reference books and magazines related to my project.

Lastly, I would like to thank each and every person who directly or indirectly helped me in the completion of the project especially my Parents and Peers who supported.

DIVYA PUJARI

EXECUTIVE SUMMARY

This project is about the Electronic Appliance maker, One Plus. In this project, I analyze the company and its strategies from a variety of perspectives. The company's strategy, its competitors and its entry strategy into foreign markets is also analyzed. The focus throughout the project would be on understanding the company from various perspectives and suggested possible courses of action that the company might follow and the global market share of the company and that of its competitors in the various product categories that they operate in.

One plus is an ideal company for analysis because of its unique and innovative approach to business. The business model of the company is indeed one of a kind in the consumer appliances segment and this project analyzes the company in detail using the frameworks described above. The project is divided into separate parts with the first two parts concerned with the introduction to the company and the next two parts concerned with the conclusion about the future outlook as well as data about the company.

DIVYA PUJARI

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CHAPTER 1

INTRODUCTION

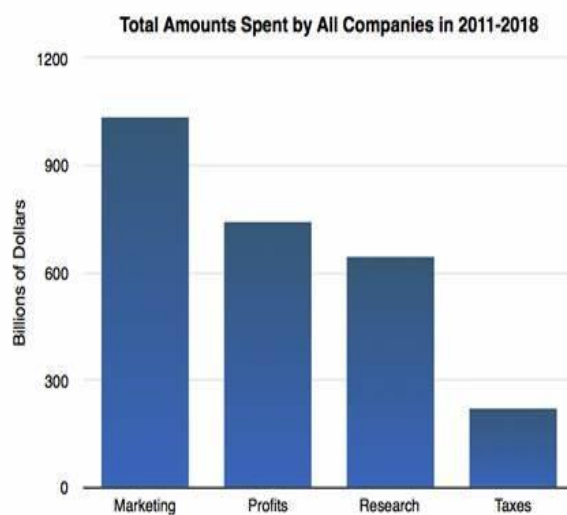
- 1.1 Definition
- 1.2 Marketing proportions
- 1.3 Developing Marketing Strategy
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- 1.5 Strategic Model
- 1.6 Real-Life Marketing

INTRODUCTION

➤ 1.1 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.

➤ 1.2 Marketing Proportions



**CUMULATIVE
REPRESENTING
AMOUNT SPENT BY
COMPANIES ON
MARKETING AND
OTHER EXPENSES**

Webstrategiesinc.com

Proportional Allocation of Revenue 2011-2018



**CUMULATIVE
REPRESENTING
PROPORTION OF REVENUE
SPENT BY COMPANIES ON
MARKETING AND OTHER
EXPENSES**

Ideatovalue.com

**MARKET SPENDING IS 7.9% OF COMPANY
REVENUE (CMO SURVEY)**

➤ **1.3 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, cultural or political/legal environment likely to impact success. A key component of marketing 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.

➤ 1.4 Types of strategies

Marketing strategies may differ depending on the unique situation of the individual business. However there are a number of ways of categorizing some generic strategies. A brief description of the most common categorizing schemes is presented below:

- **Strategies based on market dominance** - In this scheme, firms are classified based on their market share or dominance of an industry. Typically there are four types of market dominance strategies:
 - Market Leader
 - Market Challenger
 - Market Follower
 - Market Nicher

- **Porter generic strategies** - strategy on the dimensions of strategic scope and strategic strength. Strategic scope refers to the market penetration while strategic strength refers to the firm's sustainable competitive advantage. The generic strategy framework (porter 1984) comprises two alternatives each with two alternative scopes. These are Differentiation and low-cost leadership each with a dimension of Focus-broad or narrow.
 - Product differentiation (broad)
 - Cost leadership (broad)
 - Market segmentation (narrow)
- **Innovation strategies** - this deals with the firm's rate of the new product development and business model innovation. It asks whether the company is on the cutting edge of technology and business innovation. There are three types:
 - Pioneers
 - Close followers
 - Late followers
- **Growth strategies** — in this scheme we ask the question, “How should the firm grow?” There are a number of different ways of answering that question, but the most common gives four answers:
 - Horizontal integration
 - Vertical integration
 - Diversification
 - Intensification

A more detailed scheme uses the categories

- Prospector
- Analyzer
- Defender
- Reactor
- Marketing warfare strategies - This scheme draws parallels between marketing strategies and military strategies.

➤ 1.5 Strategic models

Marketing participants often employ strategic models and tools to analyze marketing decisions. When beginning a strategic analysis, the 3Cs can be employed to get a broad understanding of the strategic environment. An Ansoff Matrix is also often used to convey an organization's strategic positioning of their marketing mix. The 4Ps can then be utilized to form a marketing plan to pursue a defined strategy.

There are many companies especially those in the Consumer Package Goods (CPG) market that adopt the theory of running their business centered on Consumer, Shopper & Retailer needs. Their Marketing departments spend quality time looking for "Growth Opportunities" in their categories by identifying relevant insights (both mindsets and behaviors) on their target Consumers, Shoppers and retail partners. These Growth Opportunities emerge from changes in market trends, segment dynamics changing and also internal brand or operational business challenges. The Marketing team can then prioritize these Growth Opportunities and begin to develop strategies to exploit the opportunities that could include new or adapted products, services as well as changes to the 7Ps.

1.6 Real-life marketing

Real-life marketing primarily revolves around the application of a great deal of common-sense; dealing with a limited number of factors, in an environment of imperfect information and limited resources complicated by uncertainty and tight timescales. Use of classical marketing techniques, in these circumstances, is inevitably partial and uneven.

Thus, for example, many new products will emerge from irrational processes and the rational development process may be used (if at all) to screen out the worst non-runners. The design of the advertising, and the packaging, will be the output of the creative minds employed; which management will then screen, often by 'gut-reaction', to ensure that it is reasonable.

For most of their time, marketing managers use intuition and experience to analyze and handle the complex, and unique, situations being faced; without easy reference to theory. This will often be 'flying by the seat of the pants', or 'gut-reaction'; where the overall strategy, coupled with the knowledge of the customer which has been absorbed almost by a process of osmosis, will determine the quality of the marketing employed. This, almost instinctive management, is what is sometimes called 'coarse marketing'; to distinguish it from the refined, aesthetically pleasing, form favored by the theorists.

CHAPTER 2



OBJECTIVES TO STUDY

OBJECTIVES TO STUDY

Marketing objectives are goals set by a business when promoting its products or services to potential consumers that should be achieved within a given time frame. In other words, marketing objectives are the marketing strategy set in order to achieve the overall organizational objectives. A company's marketing objectives for a particular product might include increasing product awareness among targeted consumers, providing information about product features and reducing consumer resistance to buying the product.

SMART Approach to Marketing Objectives

When setting objectives, it is very important to ensure that they are specific, measurable, achievable, realistic and time-specific - or SMART for short. The SMART approach allows a supervisor to effectively manage the marketing activities and be able to determine how successful new objectives will be.

The SMART approach can help achieve your marketing objectives by asking the following questions:

- Specific

Are the objectives stated in a way that is precise about what you are hoping to achieve?

- Measurable

Can you quantify each objective, i.e. can you use a unit of measure, such as a market share in percentage or dollars, to provide a way to check your level of success?

- Achievable

Are your objectives reasonable in terms of what you can actually achieve, or are you setting your sights too high?

- Realistic

Do you have sufficient employees and resources to achieve the objectives you have set? If you don't, are they likely to be unrealistic?

- Time-specific

When are you hoping to achieve these objectives? You need to define a timing plan by using target timing for each specific objective.

The project enables us to find out certain specific objectives like:

- How many consumers use One plus products?
- How many consumers are aware about the One plus ad?
- Which advertisement feature plays an important role in influencing consumers?
- Is the marketing strategy undertaken effective?
- Does the product reflect brand value?
- Are there enough service centres across the country to cater to consumer needs?
- Are consumers satisfied with the after sales services?
- Is the One plus ad effective leaving a mark in consumer minds?
- Are One plus merchandises a part of the marketing strategy?
- Does the ad represent actual product profile?

CHAPTER 3

REVIEW OF LITERATURE

REVIEW OF LITERATURE

- **Androulidakis ; G. Kandus (2011)** correlated the brand of mobile phone users' security practices. Users show different behavior in an array of characteristics, according to the brand of the mobile phone they are using. As such, there is categorization of arrears, different for each brand, where users are clearly lacking security mind, possibly due to lack of awareness. Such a categorization can help phone manufacturers enhance their mobile phones in regards to security, preferably transparently for the user.
- **Tajzadeh Namin Aidin (2012)** analysed that the process of deciding over (choosing) a brand may be influenced by situation and content. The findings suggest a significant relationship between the variables “brand attitude” , and “product (cell phone) choice”. In addition, no significant relationship was found between individual decision making processes (independent or mediated) and product choice.
- **Nasr Azad ; Maryam Safaei (2012)**states that there are many evidences to believe that customers select their products based on brand name. Products also maintain their own characteristics, which make them differentiable from others. In this paper, researchers have present an empirical study to determine important factors influencing customers' purchasing intend for cellular phones in capital city of Iran, Tehran. The results of the study show that there are some positive relationships between exclusive name and quality perception, between exclusive name and word of mouth advertisement, between quality perception and fidelity, between word of mouth advertisement and brand name and between brand name image and brand name.
- **Ozhan Karimi (2012)**had presented an empirical study to investigate the effects of

different marketing efforts on brand equity in mobile industry. The results show that there is a positive and meaningful relationship between marketing mix efforts and brand equity. In other words, more advertisements could help better market exposure, which means customers will have more awareness on market characteristics. Among all mixed efforts, guarantee influences more on brand equity, which means consumers care more on product services than other features. Finally, among different characteristics of brand equity, product exclusiveness plays an important role. In other words, people are interested in having exclusive product, which is different from others.

- **Heikki Karjaluoto, Jari Karvonen et al, (2005)**, had analyzed that Mobile phone markets are one of the most turbulent market environments today due to increased competition and change. Thus, it is of growing concern to look at consumer buying decision process and cast light on the factors that finally determine consumer choices between different mobile phone brands. On this basis, this research deals with consumers' choice criteria in mobile phone markets by studying factors that influence intention to acquire new mobile phones on one hand and factors that influence on mobile phone change on the other are some general factors that seem to guide the choices. The two studies show that while technical problems are the basic reason to change mobile phone among students; price, brand, interface, and properties are the most influential factors affecting the actual choice between brands.
- **Hande Kimiloglu, V. Aslihan Nasir, Süphan Nasir, (2010)**, aims to discover consumer segments with different behavioral profiles in the mobile phone market. Pragmatic consumers are found to give high importance to the functional, physical and convenience-based attributes of the product. The abstemious group also gives importance to functionality along with design. While value-conscious consumers focus strongly on price, the charismatic segment represents the want-it-all group valuing many attributes such as technological superiority, practicality, durability, functionality, and design. The study also includes findings and discussions about the differences these clusters display in terms of their involvement and loyalty styles.

- **Fred Robins, (2003)** analyzed that the marketing of the next generation of mobile phones. It begins with comments on the state of the telecom industry and draws attention to elements of technological and product convergence, highlighting the point that while industry convergence on digital technology is a fact, today's mobile telephony marketplace is nonetheless characterized by three generations of technology and the latest generation, 3G, embraces three related but competing standards. The research examines 2G, 2 and a half G and 3G developments around the world and identifies factors relevant to the marketing of 3G, including recognition of geographical and user diversity and the consequent need for marketers to keep these various user perspectives in mind. However, customer desire for personalisation, including personalised 3G services, are important features of the marketplace, as will be the availability of simple, secure payment systems.

- **Jaakko Sinisalo, Jari Salo, Heikki Karjaluoto, Matti Leppäniemi, (2007)** states that the purpose of their study is twofold. First, in order to guarantee a coherent discussion about mobile customer relationship management (mCRM), this paper presents a conceptualization of mCRM delineating its unique characteristics. Second, the authors develop the empirically grounded framework of the underlying issues in the initiation of mCRM. Researchers have identifies issues that can be divided into three categories (exogenous, endogenous and mCRM-specific) the company has to take into account when moving towards mCRM.

CHAPTER 4

RESEARCH METHODOLOGY

- 4.1 Marketing Research
- 4.2 Sources of data

4.1 Marketing Research

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

Information used to identified 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

4.2 Sources of Data

In this study the for most data collection instrument used is the questioners 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 hand 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.

Chapter 5

COMPANY PROFILE

- 5.1 The one plus Philosophy
- 5.2 Mission of Company
- 5.3 Values
- 5.4 Vision 2020
- 5.5 Key Products
- 5.6 Competitors Of one plus

COMPANY PROFILE



➤ 5.1 The ONE PLUS Philosophy

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 around 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.

➤ 5.2 Mission of Company

“Everything we do at one plus is guided by our mission: Our mission is to share the best technology, built hand-in-hand with you.”

➤ **5.3 Values of ONE PLUS**

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.

At One Plus, a rigorous code of conduct and these core values are at the heart of every decision we make.

Engage with users

Designing the best smartphone experience requires a full understanding of people's expectations and desires. We believe that engaging with costumers would provide us with the best insights on tech scene, as seen by avid users, as well as excellent feedback on existing devices.

Design the best combination

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.

Partner with the experts

One Plus simply aims to create the best products that we can for consumers. Partnering with the OS experts like Cyanogen Inc. is not only a disruptive way to deliver our promises but allows us to leverage OnePlus high performance hardware.

Maximize the consumer value

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.

➤ 5.4 Vision 2020

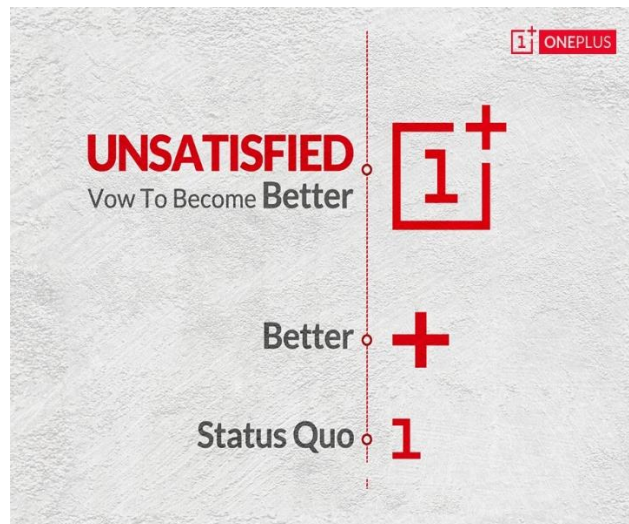
As stated in its motto, OnePlus' vision for the new decade is, "to pursue excellence, in other words Never Settle."

The goal for one plus is to become a respected, global brand.

This new reflects oneplus' commitment to inspiring its communities by leveraging its three key elements: : people (desirability), technology (feasibility) and business (viability).

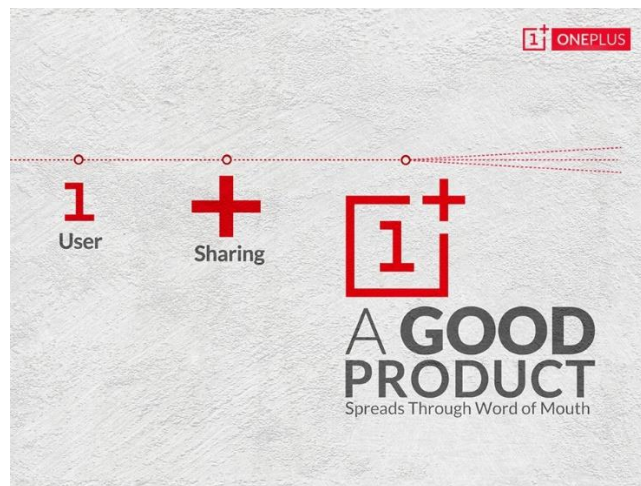
Through these efforts, Samsung hopes to contribute to a better world and a richer experience for all.

To this end, one plus has also established three strategic approaches in its management: "Creativity," "Partnership," and "Talent."



Vow to become better

1 stands for the status quo, + represents our desire to do better



A good product

1 stands for our users, + stands for sharing



Premium quality beautiful design

Oneplus builds only beautifully designed devices with the highest quality, because our users would never settle for anything less.

Oneplus is excited about the future. Oneplus is now finally going to chase the ultra-premium 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.

➤ 5.5 Key Products

- Smartphones [Oneplus One, Oneplus 2, Oneplus 3, Oneplus X, Oneplus 3T, Oneplus 5, Oneplus 5T, Oneplus 6, Oneplus 6T, Oneplus 6T McLaren Edition, Oneplus 7, Oneplus 7T Pro, Oneplus 7T Pro McLaren Edition, Oneplus 8 Pro(upcoming)]
- Earphones [Type-C earphones(wireless), Bullet earphones(wireless)]
- Powerbanks [10000 maH powerbank(dual USB ports)]
- OxygenOS [customized operating system for overseas market]
- HydrogenOS [customized operating system for Chinese market]
- Phone cases [designer cases with different material like silicone, leather, wood, rubber, metal]
- Shirts [JCC collection of t-shirts]
- Bags[Oneplus gear and travel]

➤ 5.6 Major Competitors Of One plus

- Xiami
- ASUS
- Huawei
- Samsung
- Sony
- Apple
- Lenovo
- Nokia
- Ericsson
- OPPO

CHAPTER 6

ONE PLUS

- 6.1 One plus in India
- 6.2 One plus the Future
- 6.3 Effective Advertisement
- 6.4 SWOT analysis
- 6.5 Marketing strategy of One plus
- 6.6 After sales service
- 6.7 Future prospects

➤ 6.1. One plus in India

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 Bangalore 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

➤ 6.2. ONEPLUS: The Future

From its inception in December 2013, Oneplus has grown to become one of the world's leading electronics companies and a leading global digital technology brand. The company officially serves 34 countries and regions around the world as of July 2018.

In 2014, Oneplus made more than \$300 million in revenue. Its steady ascent in brand value has placed Oneplus shoulder to shoulder with the most trusted global companies.

In 2017, Oneplus achieved a remarkable 55 per cent growth rate here, reporting a sales turnover of \$1.4 billion. Back in the mid-year of 2019, Oneplus launched its Oneplus 7T which became the best phone of the year. Oneplus recorded Rs 500 cr sales in just twodays in 2019 during the great amazon festive sale, achieving a 100% growth rate.

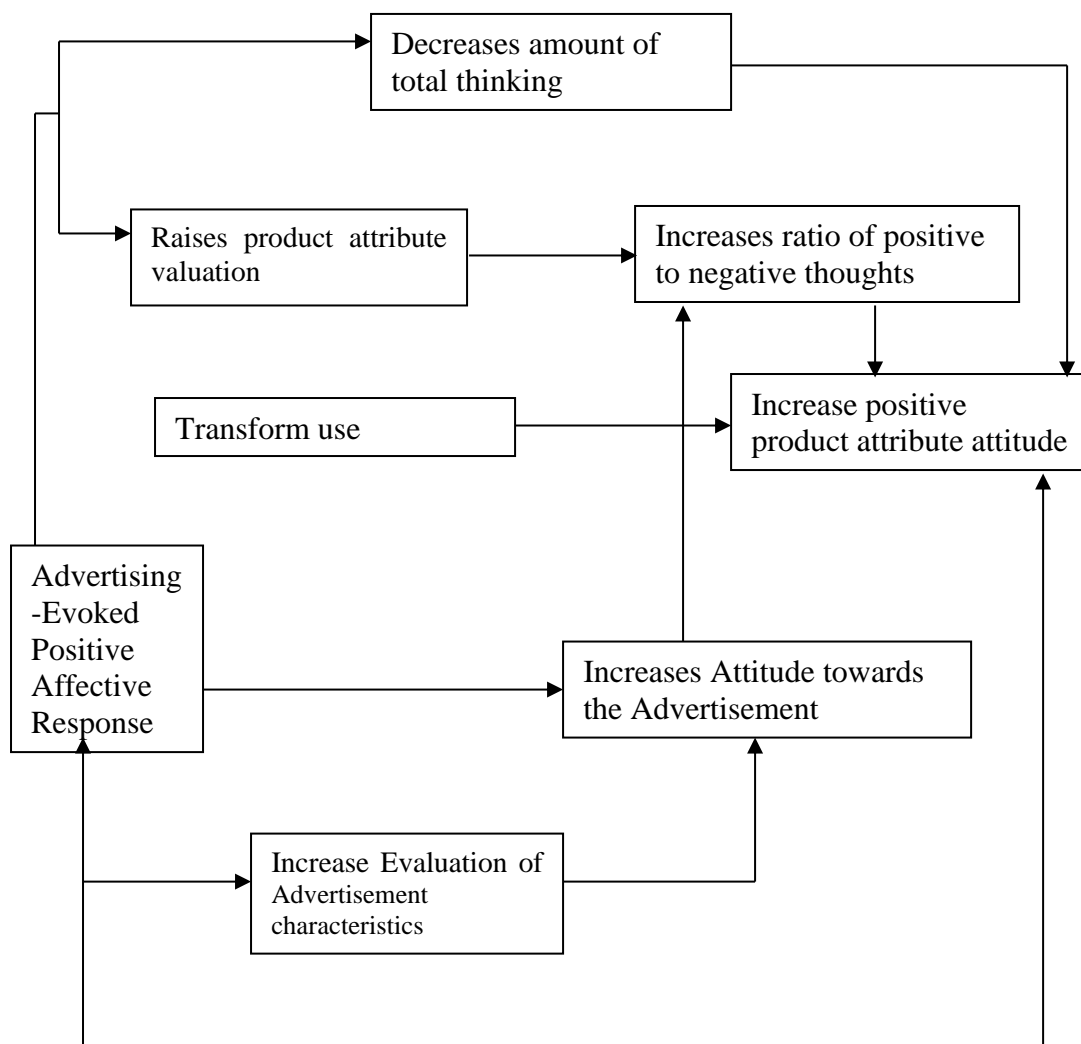
- OnePlus will come up with three new OnePlus 8 series phones this year.
- The OnePlus 8 Lite will be the entry-level model using a MediaTek chipset.
- The OnePlus 8 Pro might get a 120Hz refresh rate display and a 64-megapixel rear camera.
- One plus has also launched its tv Q1 series which has been termed as "imagination and intelligence"

6.3 Effective Advertisement

➤ 6.3.1. Effective Advertisement and Consumer Attitude

The following model exemplifies the attitude or response of a consumer to an advertisement and a glance through the following pictorial presentation would simplify our understanding of the advertisement's effects on thinking response and it also magnifies the peripheral and associative effect of an advertisement.

A Model of the Feeling – Response to Advertisement



A rather simple explanation of how a feeling – response advertisement works is that people like it or dislike it is an advertisement, and this attitude gets transformed to or

associated with the product in the advertisement. There is thus the potential for a direct casual link between the attitude towards an advertisement and the attitude and behavior towards a product. As noted in the diagram, feelings engendered by an advertisement can create or influence an attitude towards the advertisement directly, as well as indirectly, through assessment of the quality of the advertisement's exceptional characteristics. In fact, some researchers believe that attitude to the advertisement really has two different components; an effective one, reflecting the direct effect of the feelings evoked by the advertisement, and a second more cognitive one, reflecting how well is the advertisement made and how useful is the advertisement.

It is important, in understanding how an advertisement ultimately affects consumer attitude; to see what kind of attitude people develop toward the advertisement itself. If the feeling that the advertisement creates are positive, and if the way the advertisement is made is evaluated favorably, then the advertisement should elicit a favorable attitude towards itself and vice-versa.

In respect of the viewers of the advertisement, the matter of concern is that, how far does it influence them and how should it influence them in the right direction. Viewers of advertisement, who are the mass, have got their own outlook and their own way of understanding. The customers are to depend on the advertisements, only till he gets the product. After buying and using the product for the first time, comes the response to the advertisement. This can be in three different levels viz.

At the first level, when the consumers are fully satisfied, they will respond favorably to use the product continuously, subject to the price and the availability of the product. Continuous advertisement in various media further influences the listeners to build up a positive attitude towards the product. This leads to the change in the consumption behaviour of the society, which leads to a great level of social and cultural change among the people in general.

The next level is the stage of getting dis-satisfaction by the consumers on the use of the product, on persuasion by the advertisement. This will lead to consumer resistance to the product. The dissatisfaction at this state means that the quality or the contents of the utility value of the product might not have reached the height expectations created by

the advertisement. If the product or service at this stage is able to satisfy at least a section of the people, then it can service higher and thus will serve as forbidding factor. As far as the attitude formation is concerned, this stage can be considered as a formative stage. But if the product fails to reach, not even a section of the society in total, it will lead to the product withering away from the market in course of time.

The third situation leads to a stage, when the viewers understanding that the advertisement misguides them or giving a wrong information deliberately. Under this situation the viewer loses confidence on the advertiser, producer and the seller. This leads to a negative attitude on the marketing of the products of the company in general. The defects are to be brought to the knowledge of the producer to give a chance for him to correct the mistakes, if it is so. When there is no proper response for this complaint, then it leads to earning discredit from the customers.

➤ **6.3.2. An Ideal Consumer Feeling**

In order to ensure that the advertisements reach the target consumers in a most effective way and begets right response from, it has to be ensuring that such advertisements are presented in the right way. The following steps on the part of consumer may ensure that the advertisements are on the right track.

- Getting attracted towards the advertisements.
- Listening and observing the contents of the advertisements in full.
- Continuous watching of the same over a period.
- Comparing the advertisements of similar products.
- Learning more about the product, the producer and the advertiser.
- Making a trail purchase as follow up activity.

- Using the product as per the instructions.
- Assessing the level of utility of the product individually.
- Assessing the level of utility derived with other similar consumers.
- Comparing the level of utility of the product with similar products.
- Decision-making regarding the continuous use of the product, and to recommend to others, positively or negatively.
- If not satisfied with the product discrepancy regarding the quality and the characteristics of the product are to be taken to the knowledge of the producer and the advertiser.

➤ **6.4 SWOT ANALYSIS**

- Strength
- Weakness
- Opportunity
- Threat

➤ **Strength**

- 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 development and reduction in excise duty and so on

➤ **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.

➤ **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

➤ **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.

➤ **6.5 Marketing strategy of One plus**

➤ **6.5.1 Background**

Prior to liberalization, the consumer durable sector in India was restricted to a handful of domestic players like Godrej, Alwyn, Kelvinator, Voltas. Together, they control nearly 90% of the market. They were first superseded by the players like Videocon in the early 1990, who invested in brand building and in enhancing distribution and service channels. Then with the liberalization came aspect of foreign players from LG Electronics to Sony to Aiwa.

Rs.23000cr consumer durable industry can be divided in to two types, consumer electronics and consumer utilities. Consumer electronics is basically is entertained

system like Television, VCR's, and Audio System and Home theater systems. Consumer utilities are other household appliances like Refrigerator, Washing Machine, Air-Conditioners, food processors, and vacuum cleaner. On most third world countries, consumer durables like Refrigerator and Television are most popular. Out of this, the television segment is undoubtedly the largest segment. Products in the white good segments come next to the CTV's in the purchasing hierarchy of the Indian consumer.

Over the years demand of consumer durables has increased with rising income levels, durable double income families, changing lifestyle, availability of credit, increasing consumer awareness and introduction of new model. Products like Air-Conditioner are no longer perceived as luxury product, while TV draws its share from both Urban and Rural refrigerator and washing machine are still inclined towards Urban. However, good affordable smartphones have now become an urban necessity.

➤ **6.5.2 Current Scenario**

Most of the segments in this sector are characterized by intense competition, emergence of companies (especially MNCs), introduction of state-of-the-art models, price discounts and change schemes. MNCs continue to dominate the Indian consumer durable segment, which is apparent from the fact that these companies command more than 65% market share in the color television (CTV) segment. Refrigerators constitute the second largest product segment within the Indian consumer durables sector in India, with an estimated annual turnover of Rs 39 bn during FY2011 with an estimated sale of 4.1m units. The size of the room Air-conditioners industry is estimated at 1.1 m in volume terms, and Rs 24 bn in value terms. Washing machines sales in India aggregated an estimated 1.37m during FY2013 or around Rs 11 bn in value terms. The size or the demand of smartphones in India has been the second highest in terms of world demand. This however can be attributed to certain number of factors being high population, high working population, increase in standard of living and influence by the western culture. These all factors have contributed to the growth of demand for electronics.

➤ 6.5.3 Demand/Supply

Supply growth is high across all the segments. But the organized sector has gained substantial market share from the unorganized segment in recent years. However, there are fewer players in segments like dishwashers and vacuum cleaners.

Cyclical and seasonal-Demand is high during festive season and is generally dependent on good monsoons. There are certain factors in the consumer durables industry, which are considered as demand drivers. They are:

- The degree of distribution network in the market.
- The advertising and marketing strategy adopted by the players in the industry.
- The brand image of the product as perceived by the consumer.
- The technology used by the company viz. state-of-art technology or an older version.
- The ability of the company to introduce newer products and newer product features The capability of the company to service its products 'The discount schemes and consumer finance facility available
- The market positioning of the product
- The cost competitiveness and pricing strategy of the company
- The financial strength of the players
-

➤ 6.5.4 Consumer Durable: Urban and rural India

- In the top 5 million households, in affluence terms, 96 percent of households have color televisions, 82 percent own refrigerators, and 44 percent own washing machines.
- In the next 7 million households, penetration of color TVs is 69 percent, 58 percent for refrigerators, and 19 percent for washing machines.

- In the next tier of affluent households - numbering approximately 12 million - 50 percent own color TVs, 35 percent own refrigerators, and 8 percent own washing machines.

Rural India too is set to see an increase in the number of high-income households. An additional 4.6 million high-income households and 13 million middle-income households by 2011 to 2012 will take the number of rural households from 122.8 million to 139 million. This constitutes a huge opportunity for marketers - 60 million households or 300 million consumers with the capacity to buy consumer appliances and other products is an attractive market for any global player. And it seems that global appliance players who have established brands in the Indian market are likely to benefit from this great big push towards consumerism.

➤ **6.5.5 Success Factor for Consumer Durable Industry**

Indian consumer durables industry is going through a consolidation phase with MNC companies going in for strategies to increase market share. Certain success factors for this industry are identified follows:

1. Technology: Rising competition has resulted in major competitors introducing technologically superior products at competitive prices. This means the technology input is gaining more and more importance. In this regard, the large MNC players score over their Indian counterparts as they can always source technology from their parents. On the other hand, Indian companies rely on the outside sources for their technology requirements

2. Knowledge of the local market: Indian consumer durables market is different from other markets. Hence understanding these peculiarities is important for the long-term survival. For example, One plus launched the 'wireless Bluetooth earphones' after it discovered that Indian consumers prefer loud good quality music. Indian companies are better placed in this regard as they know the market pretty well.

3. Strong distribution network: Tough competition means that a proper mindshare of the consumer has to be maintained and the product has to be made visible. Volumes in this business are narrow and profitability comes from volumes. To achieve volumes, deep penetration of the market is necessary. Indian companies score a point here as being in the market for a longer time; they have developed strong distribution channels.

4. Good brand image: Perception of a particular brand plays an important role in purchase decision. A typical Indian consumer looks for value for money when he makes purchase of white goods, as the price involved is significant and unlike developed markets, Indians do not have the buy, use and throw mindset. Hence, consumer also looks for reliability of the product. All this is conveyed through strong brand awareness.

➤ **6.5.6 Consumer Outlook**

The Change in Consumer Outlook. India is a country in a hurry - changing continuously and also trying hard to keep pace with these changes. The 'me too' syndrome is no longer valid as consumers seek customized products. The Indian consumer's evolution in the last decade has thrown up some interesting trends:

- Consumer base becoming younger. Nearly a third of the country's population is under the age of 14 years.
- Kids graduating from pester power to decision makers.
- People with buying power living longer and developing distinct health needs.
- Multi-tasking consumers fighting paucity of time and new consumer trends.
- Huge increase in High Income Groups and spend now-save later mentality leading to high disposable income.
- Consumer wants to be treated as an individual not as part of a large physical mass and the consumer looks for a 'post buy' relationship to enhance the value of her brand decision making.

➤ 6.5.7 Entry of One plus in India

Emerging Markets (EMs) with large consumer bases and untapped demand constitute the major growth opportunities for the multinationals and global companies. However, not all companies are successful in establishing a foothold, leave alone operating profitably, in such markets. For most, it takes years of struggle before they can even breakeven. Marketing is difficult in such EMs because of little or no market data, non-existent or poorly developed distribution systems, lack of regulatory discipline, and where regulations exist, a propensity to change them frequently and unpredictably.

Oneplus entered India in December 2013, owned by Pete Lau and Carl Pei. As of July 2018, it officially serves 34 countries. It is majority owned by Oppo as its only shareholder, which is a subsidiary of BBK electronics along with Vivo and Realme. However, both are independent companies but one plus uses the manufacturing line of oppo and even share's a part of its supply chain.

Positioning

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

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 in the country.

- 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.

Products

Name	Codename	Unveiled	International Release
One Plus One	bacon	23 April 2014	6 June 2014
One Plus 2	oneplus2	27 July 2015	11 August 2015
One Plus X	onyx	29 October 2015	5 November 2015
One Plus 3	oneplus3	14 June 2016	14 June 2016
One Plus 3T	oneplus3t	15 November 2016	28 November 2016
One Plus 5	cheeseburger	20 June 2017	27 June 2017
One Plus 5T	dumpling	16 November 2017	21 November 2017
One Plus 6	enchilada	16 May 2018	22 May 2018
One Plus 6T	fajita	29 October 2018	6 November 2018
One Plus 7	guacamole	14 May 2019	25 May 2019
One Plus 7 Pro	guacamole		
One Plus 7T	hotdog	26 September 2019	28 September 2019
One Plus 7T Pro	hotdog	10 October 2019	12 October 2019

One plus has revealed its Q1 and Q1 pro tv in September 2019.

One plus is planning to reveal its new smart tv sometime in 2020.

➤ **6.5.8 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 withing 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 day inChina, North America and the European Union on the One plus website, and in India on Amazon.

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 misinterpreting 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.

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.

Customer support

The customer support at One plus was once the subject of strong criticism. In 2017, the company increased the number of customer service staff and set-up customer service and repair centers in Asia, Europe and the United States, greatly improving turnaround times for repairs and other issues.

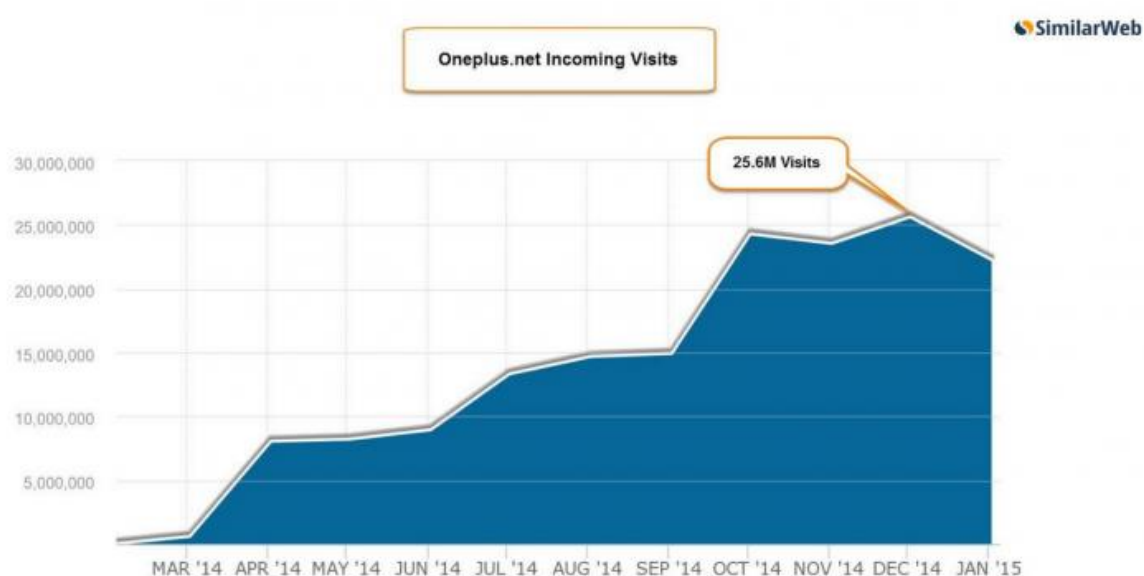
One plus USB-C cable

After several weeks of customer complaints on One plus forums and on Reddit, google engineer Benson Leung showed that the USB-C cable and USB-C-to-Micro-USB adapter offered by Oneplus at that time did not conform to the USB specification. Oneplus co-founder Carl Pei on 26 Nov 2015 admitted that the cable and adapter did not conform to the USB application, and offered refunds (although not for the cables bundled with the One plus 2 phones).

Comparative study.

It's the smartphone that's managed to dominate the market in a very short amount of time, an impressive feat accomplished largely due to a clever marketing plan. One plus One has earned a title as the new king of mid-range smartphones, and the buzz surrounding the product is still growing at an unprecedented rate.

The demand for the invite-only smartphone was so great that traffic to the website skyrocketed, reaching 25.6M visits on December 2014- just one year after the One plus website was launched.



The One plus craze: How the company did it

One plus' aggressive marketing strategy has three main elements, all of which are innovative in themselves. Combine them together, and you've got a triple threat three-pronged marketing strategy that has thus been highly successful in fueling the hype- and demand- for this new smartphone.

1. The phone is cheap, but without compromising quality. It's relatively low priced with a high specification ratio.
2. It's invite-only. This has been the driving force in creating the craze behind the phone, as the manufacturers are appealing to basic human nature: we always want what we can't have. The buy by invitation only system allows the manufacturer to gradually fulfill the demand while costumers are kept in a

constant state of anticipation. This also adds to the phone’s appeal as a “VIP product” for only a “select” group of people.

3. It’s something of a niche product. In opposition to all their existing competitors, the One plus One has the reputation of being the phone for tech geeks.

Add these three elements to a very clever ad campaign- complete with its own trending hashtag, and you’ve got the receipt for a smartphone poised to tske over the market.




Take a look at some of One plus’ effective ads. They’re clean, concise, and most importantly, poke a little fun at the competition



Gobbling up the market share

One plus' marketing strategy was so effective that they managed to grab the world's attention, as traffic to the product's website came from all corners of the world.

Here's a look at the top 15 countries directing the most traffic share to the website:

Country  (of 206)	Traffic share 	Change 
1  United States	32.56% 	46.29%
2  Germany	7.17% 	81.95%
3  United Kingdom	5.99% 	74.08%
4  Italy	5.34% 	42%
5  Canada	5.22% 	80.67%
6  France	4.91% 	79.02%
7  India	3.71% 	81.72%
8  Netherlands	3.51% 	75.32%
9  Spain	2.99% 	49.27%
10  Australia	2.13% 	26.79%
11  Russia	1.80% 	37.05%
12  Belgium	1.77% 	102.88%
13  Sweden	1.68% 	72%
14  Portugal	1.50% 	50.12%
15  Poland	1.28% 	51.6%

While the United states is undoubtedly the leading market for One plus One you can see there is a rapid surge of traffic from India, indicating there is a very promising geographic market for the product. Other countries saw huge changes in traffic as well, as One plus; popularity continues to soar.

Crushing the competition

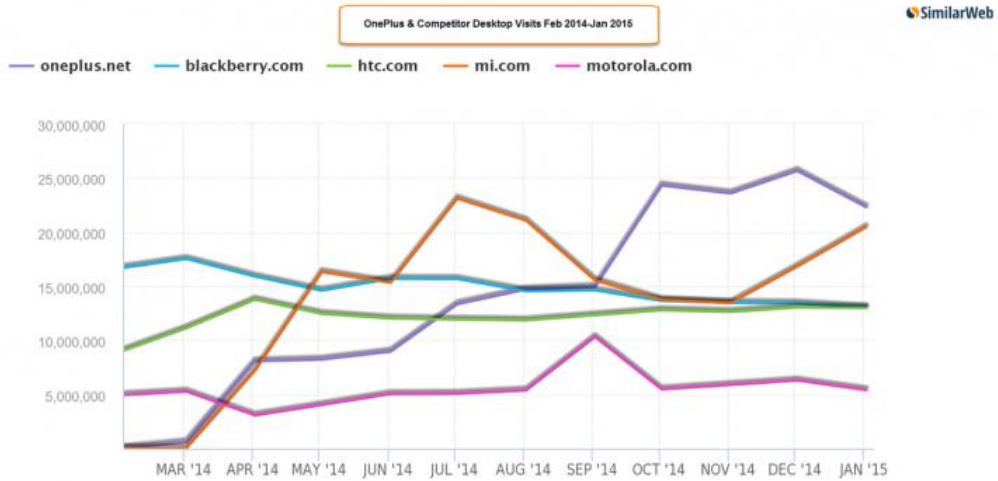
The new smartphone's reputation as the must-have phone for the tech-savvy lot had a direct impact on the OnePlus website. Referring tech-oriented sites helped fan the flames by directing traffic to the product's homepage, and ultimately the referrers lent a big helping hand in cementing brand awareness.

The chart below illustrates which publishers helped sustain the buzz about the phone through referrals.

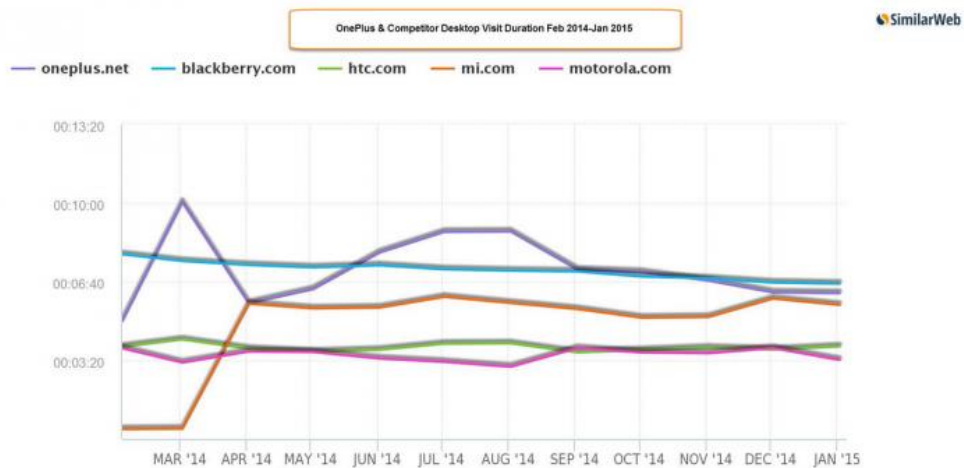
Domain (294)	Category	Global Rank	Traffic share
1 gizmodo.com	News and Media > Technology News	539	4.76%
2 engadget.com	News and Media > Technology News	519	3.13%
3 4pda.ru	News and Media > Technology News	1,048	1.53%
4 techcrunch.com	News and Media > Technology News	1,823	1.50%
5 golem.de	News and Media > Technology News	11,754	1.03%
6 gsmarena.com	News and Media > Technology News	442	0.98%
7 lifehacker.com	News and Media > Technology News	421	0.92%
8 journalduggeek.com	News and Media > Technology News	22,809	0.87%
9 cnet.com	News and Media > Technology News	187	0.84%
10 techradar.com	News and Media > Technology News	1,096	0.74%
11 bgr.com	News and Media > Technology News	3,802	0.74%
12 korben.info	News and Media > Technology News	3,339	0.54%
13 wired.com	News and Media > Technology News	715	0.48%
14 mobilesyrup.com	News and Media > Technology News	25,727	0.35%
15 clubic.com	News and Media > Technology News	1,379	0.32%

How was OnePlus faring compared to its competitors? Or perhaps more accurately, how were OnePlus's competitors handling the entrance of this uber-popular newcomer into the market?

To find out, we took a look at how the company was competing with their closest rivals in terms of traffic to their respective websites. For this comparison we used Blackberry, HTC, Motorola and Xiaomi.

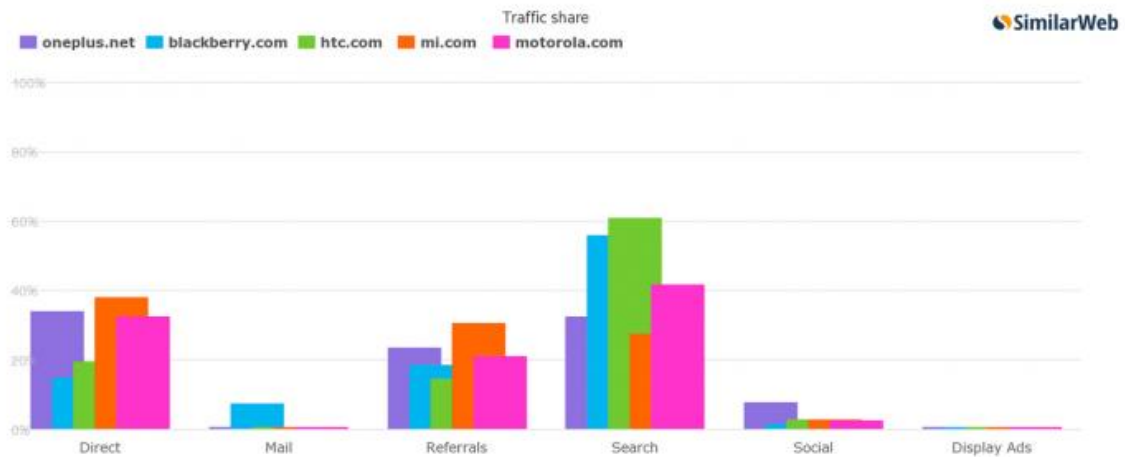


Based on this graph, it doesn't look like much of a competition. You can see how quickly site traffic to OnePlus managed to surpass each of the competitors we analyzed in just a matter of months, and its traffic continues to rise. It's also interesting to note that OnePlus visitors are more engaged, based on visit duration to the site.



OnePlus + Social Media = Winning strategy

Now for the traffic breakdown by source: out of all of its main competitors, OnePlus One is the only smartphone with the greatest amount of traffic from Direct. This illustrates how strong the brand is – clearly, OnePlus One's reputation preceded itself.



Perhaps this is most obvious, though, when you take a look at traffic from social media. Traffic from social media to the OnePlus website dwarfs the social traffic driven by their competitors.

While certainly social media doesn't even come close as a substantial traffic source when compared with other major traffic sources (especially Direct and Search), OnePlus One is clearly commanding the social scene. Social media provides the company with nearly 8 percent of total incoming visits and continues to rise, with Facebook, Reddit and Twitter being the main social media sites directing traffic.

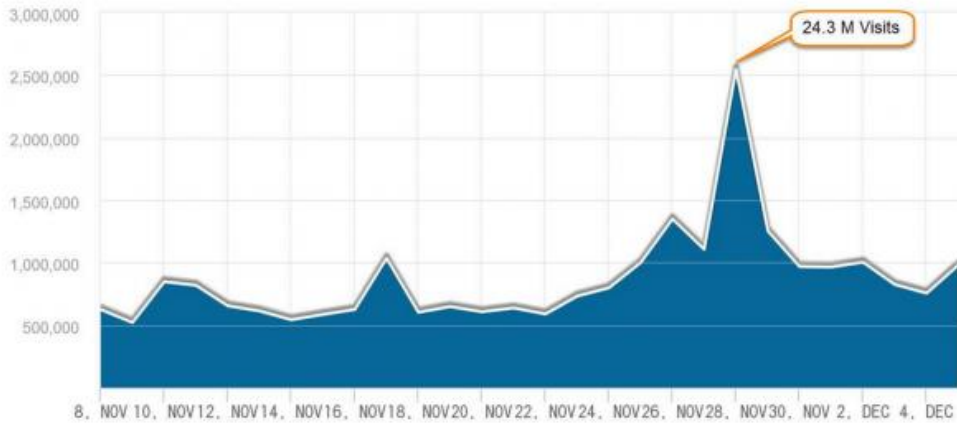
OnePlus One also has a very good distribution of traffic sources – another aspect that sets it apart from the competition. Again going back to the appeal of the phone's exclusivity: When something is invite-only, everyone wants it... and everyone talks about it.

Making a lasting impression

One of the distinguishing features of OnePlus One's marketing campaign was the invite-only incentive, which prompted some aspiring entrepreneurs to start selling invites. There was some question as to the phone's sustainability given the business model. Then Black Friday and Cyber Monday happened. During that time, OnePlus temporarily removed the invite-only requirement for purchase, and allowed people to simply buy the phone on the website. The results speak volumes about the phone's brand presence.

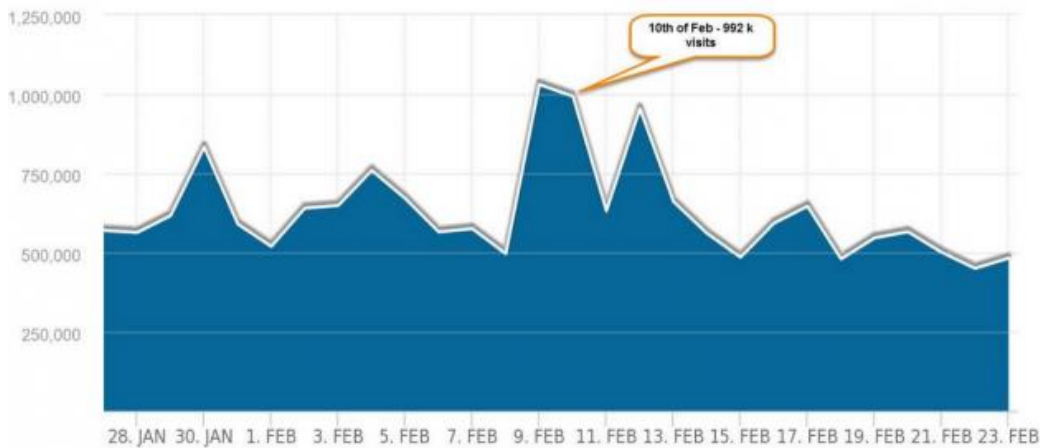
On October 28th, the OnePlus website received nearly 2.5M visits – 226 percent higher than the previous month's daily average. This traffic volume accounted for one day, but was almost the same amount of site traffic the company received for all of October.

OnePlus.net Desktop Visits during Black Friday & Cyber Monday

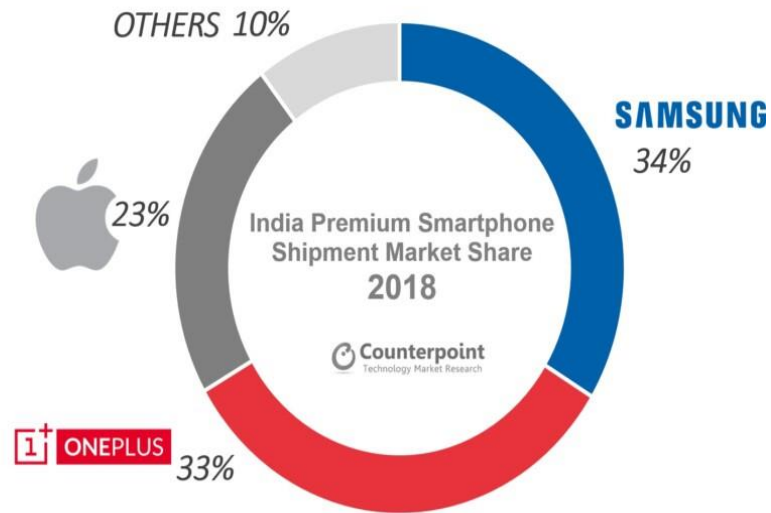


Since then, OnePlus has started allowing users to buy the phone invite-free on Tuesdays, and thus far the phone is as popular as ever.

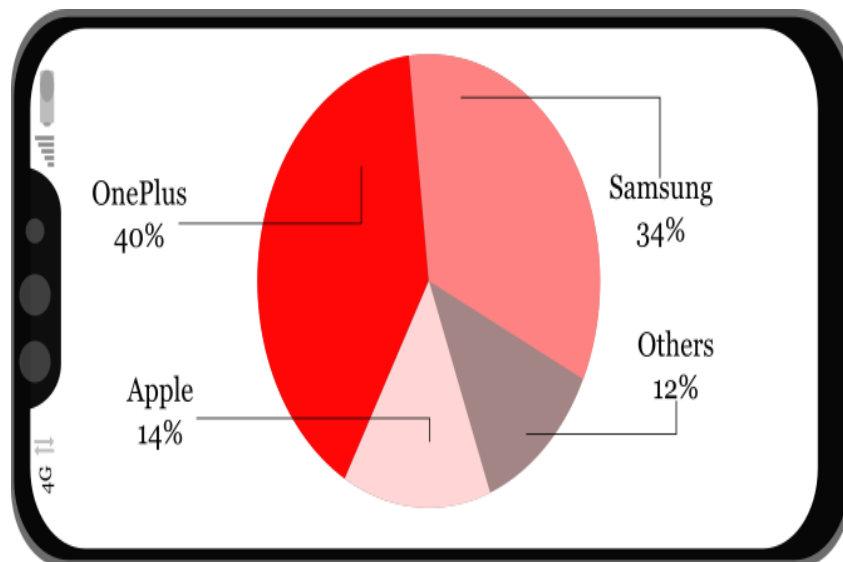
OnePlus.net Desktop Visits



Whether the phone's popularity would continue to soar if the invite were removed for a longer period of time remains to be seen. But even OnePlus skeptics can agree that there's something to be said for the relatively unknown brand that – thanks to a clever marketing strategy and the power of social media – has managed to climb to the top of the ranks of mid-range smartphones.

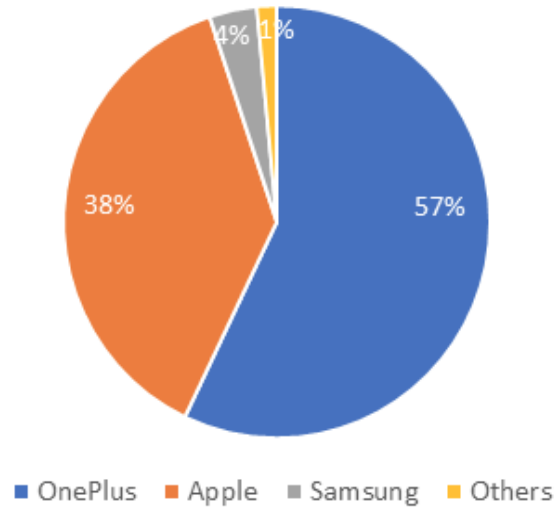


ONE PLUS CELEBRATES PREMIUM SALES LEAD IN INDIA WITH DIG AT APPLE

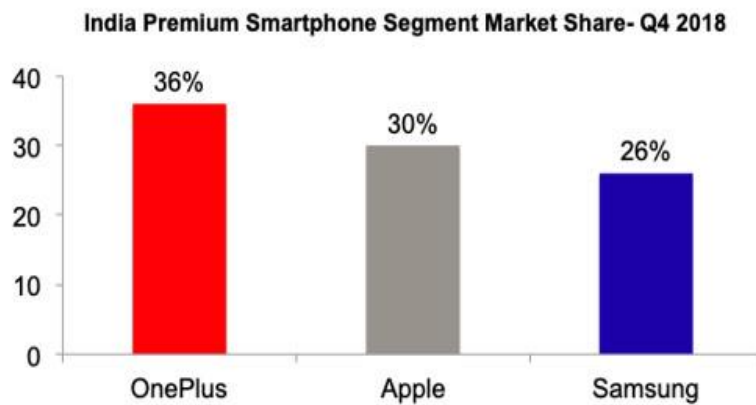


ONE PLUS BECOMES NUMBER 1 SMARTPHONE IN INDIA WITH ONE PLUS 6 SERIES

Mobile Phone Market Share: Top 5 by Company, 2017 Q2 (Units)



ONE PLUS TOPS ONLINE SALES CHARTS IN INDIA’S \$400+ MARKET



ONE PLUS ONE’S MARKETING STRATEGY HAS MADE IT SO DESIRABLE

Chapter 7

AFTER SALES SERVICE AND FUTURE PROSPECTS

- 7.1 After Sales Service
- 7.2 Promotion
- 7.3 Advertising
- 7.4 Sales promotion
- 7.5 Sponsorship
- 7.6 Direct mail
- 7.7 Distribution Channels
- 7.8 Pricing

7.1 After Sales Service

Offering advanced technology products and positioning itself on the technology platform will not help a company sell its products if it fails to give proper after-sales-service. With a focus on strengthening the satisfaction level of the consumer, One plus technology (Shenzhen) Co. Ltd. has launched its 3S — Speed, Smile and Sure — campaign.

As part of this customer service program, the company is working on a two-pronged strategy. This involves: one, improving the service infrastructure by setting up customer service plazas in key metro locations; and two, improving the skill levels of technicians by setting up a training school with a technical evaluation system for after sales service engineers.

Till now, most of the players in the sector have been professing that it's the relationship with the customer that matters. However, with the competition increasing, customer satisfaction is fast becoming a core issue," an industry analyst pointed out.

7.2 Promotion

Offering advanced technology products and positioning itself on the technology platform will not help a company sell its products if it fails to communicate properly with the potential customers. To raise brand awareness and create strong, favorable and unique brand associations, One plus adopted various marketing strategies like celebrity endorsements, corporate advertisements, highlighting its technological superior goods and many promotional schemes.

7.3 Advertising

One plus is involved in aggressive marketing and advertising of its product to develop attitudes, create awareness, and transmit information in order to gain a response from the target market. Their main advertising channels include 'media' such as newspapers (local, national, free, trade), magazines and journals, television (local and national) cinema, outdoors advertising (such as posters, bus sides). The initial advertisements communicated presence of One plus in worldwide markets and its dominance in those markets. To increase its brand awareness, One plus went in for celebrity endorsements. Initially, the company signed Hindi film actor,

Amitabh Bacchan to endorse its brand. But now on a large scale level, particularly worldwide level, Robert Downey Jr, has been the brand ambassador with the reveal of One plus 7 series.

7.4 Sales Promotion

Along with advertisements, One plus also focuses on promotional schemes to increase its sales. In October 2013, One plus launched its highly successful promotional scheme, the ladies first campaign. This offer instantly boosted the sales of the company. The campaign was launched on a worldwide level. Under this scheme, female fans were asked to share pictures of themselves with the One plus logo emblazoned on either a piece of paper they're holding or that's drawn/painted on their hand/face/wherever. Submissions would be judged by the One plus staff members, and the 50 most well-liked women would receive an invitation to spend \$300-\$350 on the company's One plus One smartphone and a company T-shirt.

7.5 Sponsorship

One plus signs deal with SK Gaming

SK Gaming is excited to announce a new partnership with One plus who is going to be their official smartphone partner. As the home of the very best in mobile sports- the SK Gaming clash royale team, wanted to be equipped with the very best and they're very pleased to have One plus take care of the important task

One plus partners with super league gaming

SANTA MONICA, Calif, Nov 21, 2019- Super League Gaming, a leader in bringing live and digital esports entertainment and experiences directly to everyday gamers around the world, have announced that global technology company One plus will serve as the official smartphone sponsor of the PUBG mobile North American super league 2019-2020 season. Featuring local, social gameplay event nights, as well as a quarterly "City Champs" league, the season is rolling out in 16 major markets across the United States starting in Dec 2019.

OnePlus announces it's now global sponsor of Fnatic e-sports team

Speaking on the partnership, OnePlus's co-founder, Carl Pei said "Gaming has always been central to OnePlus and working with Fnatic was, from the beginning, a natural partnership born from friendship: two like-minded organizations looking to push the boundaries. We're excited for this to be our first-ever global sponsorship in esports! Together, we'll continue to change industries and attitudes, through a joint passion to Never Settle."



7.6 Direct Mail

One plus even uses Direct Mail concept for its product promotion. One plus sends mail to target consumers depending on the database i.e. the frequency of site visit and on their purchases. One plus is very actively involved in e- commerce.

7.7 Distribution Channels

Chinese premium phone brand OnePlus captured Indian consumers' imagination with Apple-inspired marketing strategy that included following a calendar of one flagship phone launched every year, an initial "invite only" offer, exclusive product events, and a loyal club of OnePlus fans built largely through digital advertising.

All that is has changed. OnePlus has now branched out to physical retail and television and outdoor advertising to attract a larger consumer base, much like related Chinese phone makers Oppo and Vivo.

In 2017, OnePlus announced it will sell its phones at electronics retail store chain Croma, owned by Tata Group. This comes after several years when OnePlus sold its mobile phones only online and exclusively on Amazon in India. The flagship phone OnePlus 5 sold in 10 Croma stores across major metro cities, including Delhi, Bengaluru and Mumbai.

"The partnership with Croma greatly benefitted youngsters and tech enthusiasts who have a desire for the brand but had not have experienced its products," Agarwal said. "It was a huge opportunity to improve brand awareness and consumer engagement as the premium segment grows in future. The goal was to offer users a chance to hold the device and experience the premium design and the attention to detail."

Earlier, this opportunity to hold and see the OnePlus was offered through company pop-ups set up for a short time in major cities.

OnePlus has also ramped up its advertising for its then new phone with a television advertisement and outdoor advertising for the first time in 2017. Until then, OnePlus spent only on online advertising, tying up with social media influencers like stand-up comedians.

"We had limited resources and we were selective, but we then opened up to tapping all channels (of advertising)," Agarwal had said in an interview with Mint. "ATL (above the line) advertising was even smaller, but accounted for a higher value because digital was very cost effective," Agarwal said in the earlier interview. Digital advertising still accounts for 80-90% of all advertising volume that OnePlus spends on.

The company spent its ATL budget almost entirely on billboards outside airports of major cities. "Investment outside of airports (on billboard advertising) won't be very effective unless you are overspending like other brands," he said.

Among these other brands are Vivo and Oppo owned by Gangzhou-owned BBK Electronics. They outspent their competitors to capture 13% and 8% of the Indian smartphone market, respectively, for the quarter ended June 2017, as per data from market intelligence firm IDC. OnePlus founder Pete Lau started his company with money from BBK Electronics that also sells these brands.

However, OnePlus did not figure in the top five smartphone brands in India by market share, which was led by Samsung (24.8%) and Chinese maker Lenovo Group that also sells the Motorola brand, said IDC.

With this pivot in branding and advertising, OnePlus's marketing and distribution seemed more aligned to related brands Vivo and Oppo, rather than Apple which is still a small part of India's smartphone market.

Distribution strategy is basically a strategy to make all the products or services available to the target customers using a supply chain. One plus follows these distribution strategies to be visible to the customers all around the world:

Collaborated with Amazon, Air Asia and Ola in its initial stages, One plus only sold its products online through Amazon India via flash sales. With Amazon, One plus was able to sell 20000 cellphones in a very short span of time. This mode of marketing also created a sense of buzz among consumers. It also helped One plus in producing an optimum quantity of the product to match the demand which was created in the market. Furthermore, they developed the strategy of providing phones on request for the sake of experience to Air Asia and Ola customers. On the launch of One of One plus X, they strategized a campaign which enabled the customers to buy One plus smartphones via the Ola app and they had the product delivered within 15 minutes.

One plus had also decided to expand their offline stores in around ten cities by the end of 2019.

"We are not going through a traditional offline channel. We will be opening our own stores and focusing on providing experience which should help us increase awareness in those cities," Vikas Agarwal, general manager of One plus said. One plus debuted its first

“experience store” in India in Bengaluru in 2018 and focused on further expansion into metro cities like Delhi, Mumbai, Chennai and other major cities by the end of 2018.

They had one more target to complete. They wanted to increase their presence at e-retailer Croma stores. They recently partnered with Croma and are present in over 20 Croma stores. This year, we are going to expand their presence in the entire 100 stores that Croma has across different cities as said by the company executive.

Along with these, One plus is also planning to set up its exclusive offline service centre network in the country.

“We have currently 10 service centres operational and are planning to open more this year”. Company executive said.

7.8 Pricing

Success of OnePlus: Penetration Pricing

The strategy of pricing the phone at an affordable low price was used by OnePlus because they did not aim to have high margins of profit by selling the phone.

According to Peter Lau, the company sold the OnePlus One at cost and also it is to be noted that OnePlus didn't spend money on advertising at that time instead they sold phone online using community partners and online marketing.

Initially, they wanted a high market penetration, for which they used invite-only as well as online community members for selling. OnePlus used penetration pricing strategy as it intended to price the smartphone to make it very attractive to consumers, to get them to buy their phone. This was a fruitful marketing strategy because OnePlus was a new startup company, and OnePlus One was their first smartphone.

One plus offered devices with an industry leading design, superior build quality, and top-of-the-line specifications at a disruptive price. The phones' pricing appealed to those seeking a high-end device without having to spend too much on it.

According to some industry observers, One plus kept its pricing strategy very competitive and was not worried about the costs while manufacturing the device. After adding up all the costs, the start-up retained a small margin for itself in order to keep its operations running and passed on the rest of the savings to the customer in the form of low prices, they added. One plus set the lowest feasible price for its device in each geographical market.

They priced the smartphone at \$299, and this price point made the smartphone very attractive to a large number of prospective customers as they were looking to buy a new or upgrade

their current smartphone. This was also the price where people felt that they were not taking a lot of risk of trying a new phone.

Marketing Strategy

➤ Influencer Approach

Influencer marketing is 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.

➤ Fascination with Speed

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.

The brand also organizes OnePlus Pop Ups giving the OnePlus community a chance 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.

➤ **Walking the talk**

Even the best of campaigns can fall flat when they don't translate into a product that delivers the promise. OnePlus walks the talk through quality smartphones that help win the consumers in the first place.

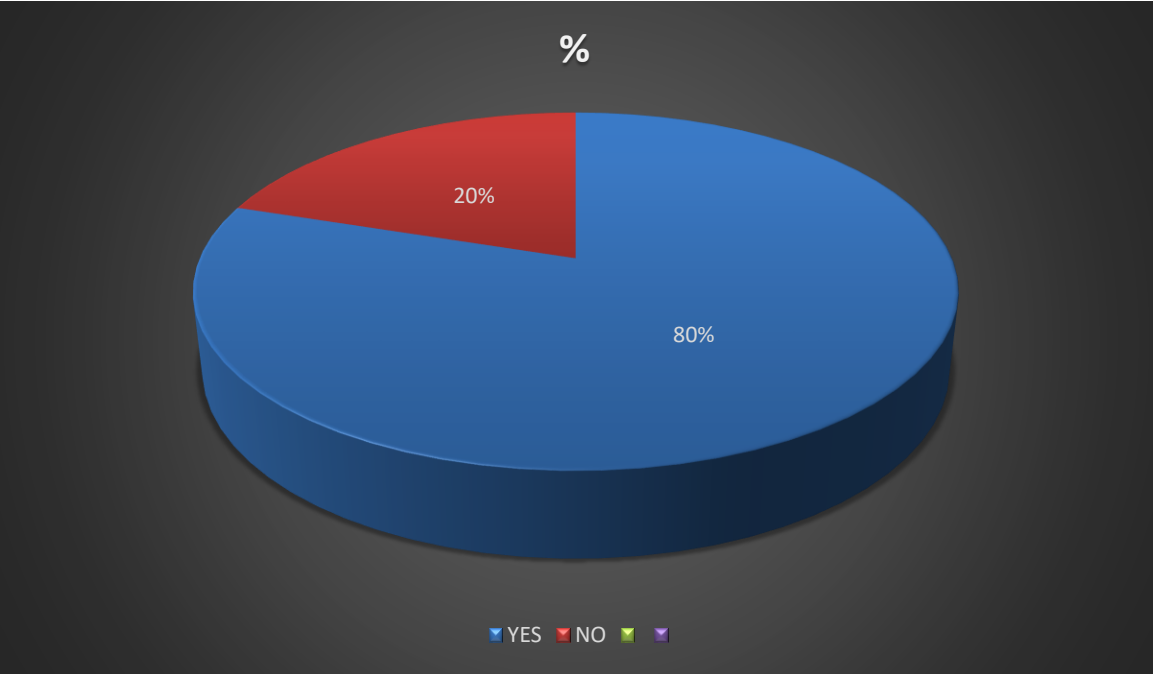
While most brands refer to communication themes that appease the attention dwindled generation, OnePlus has managed to create a community of engaged, loyal consumers through a steady mix of content, influencer marketing, UGC, and gratification. Through a cross-platform approach, OnePlus marketing strategy has many takeaways.

Chapter 8

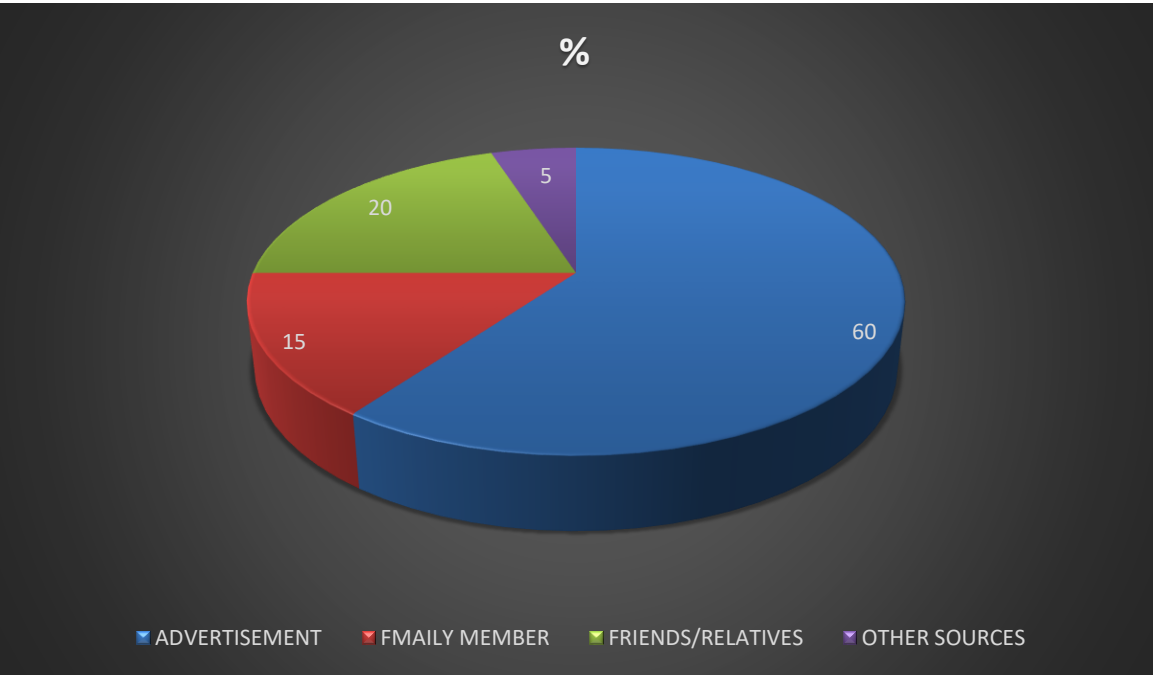
DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

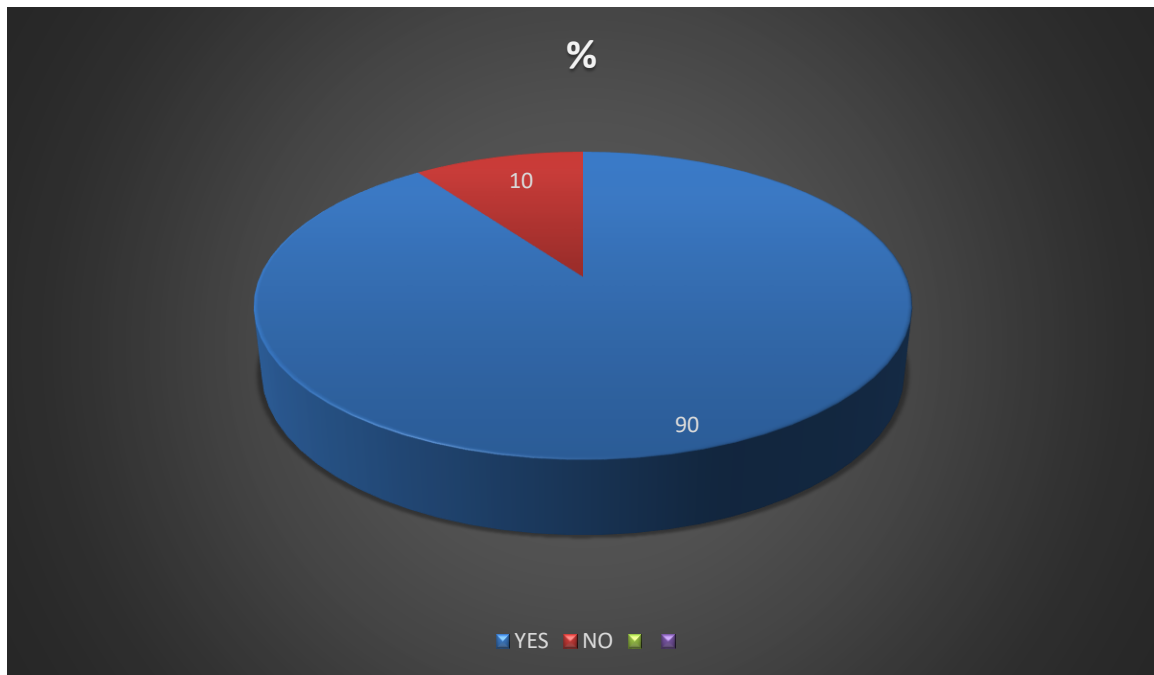
Q1. Are you a user of One plus home products?



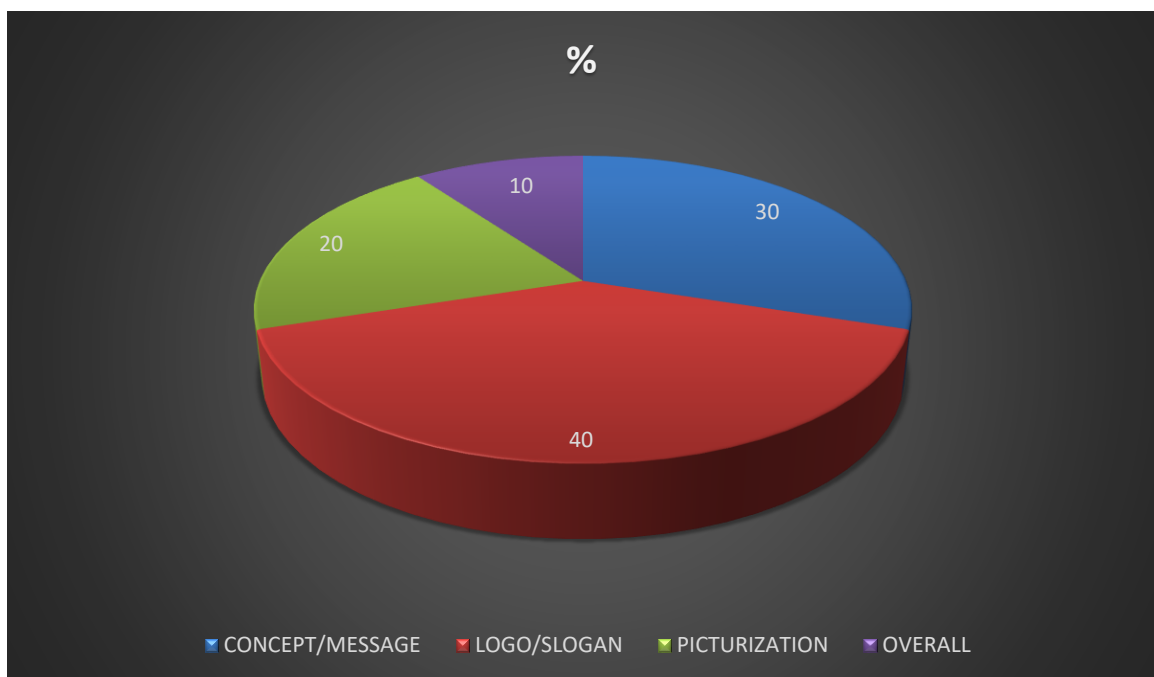
Q2. By which means did you come to know about One plus?



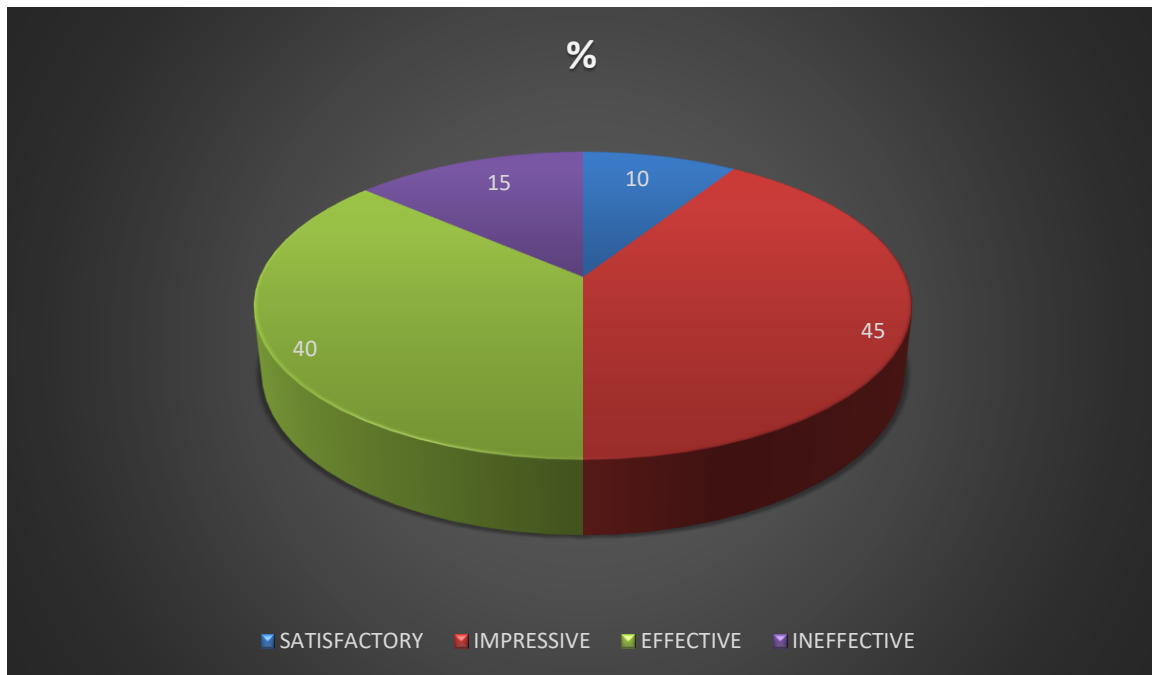
Q3. Have you seen One plus' ad?



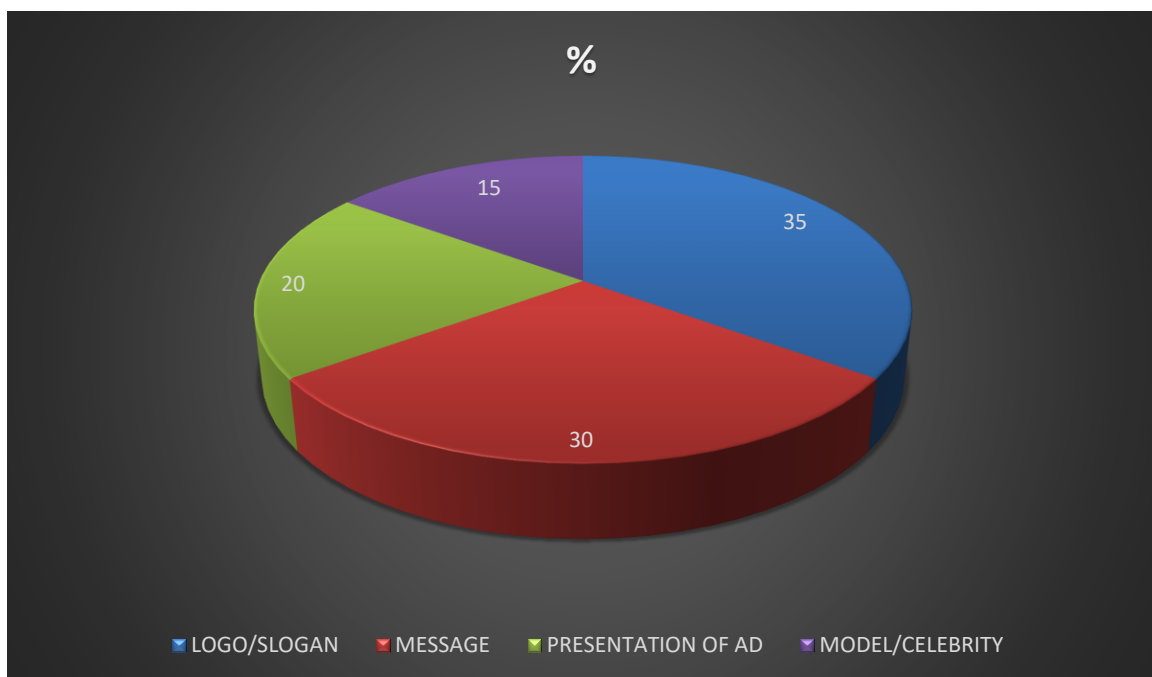
Q4. Which advertisement feature influenced you the most in the ad?



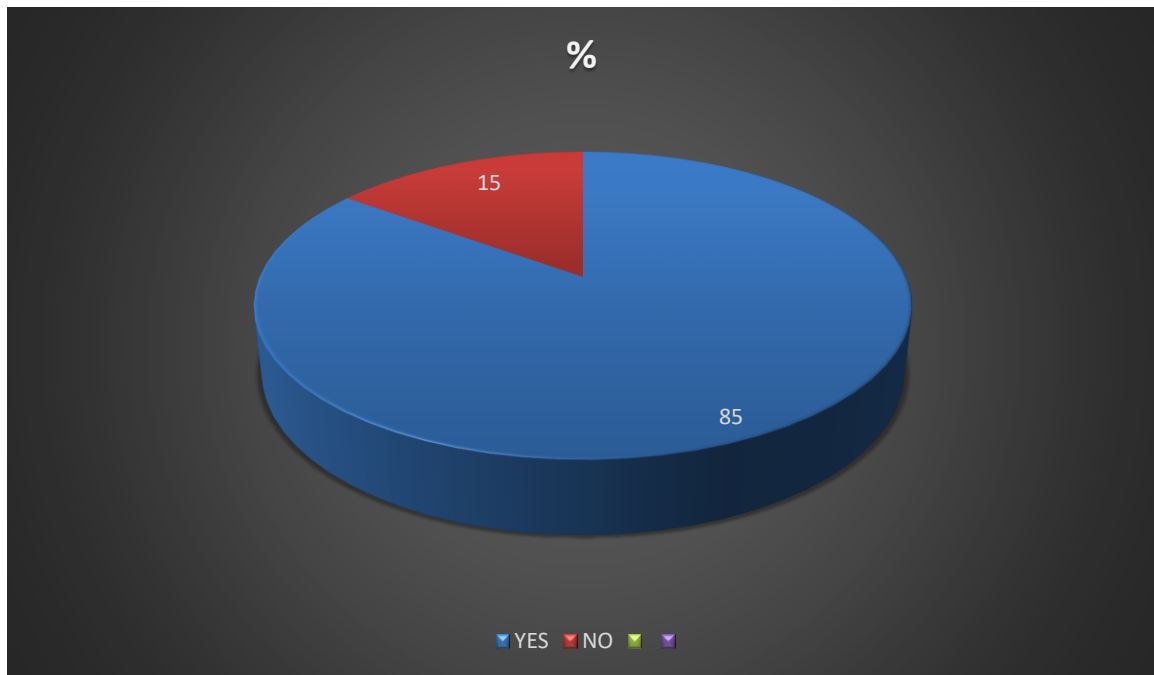
Q5. How do you like the marketing of One plus?



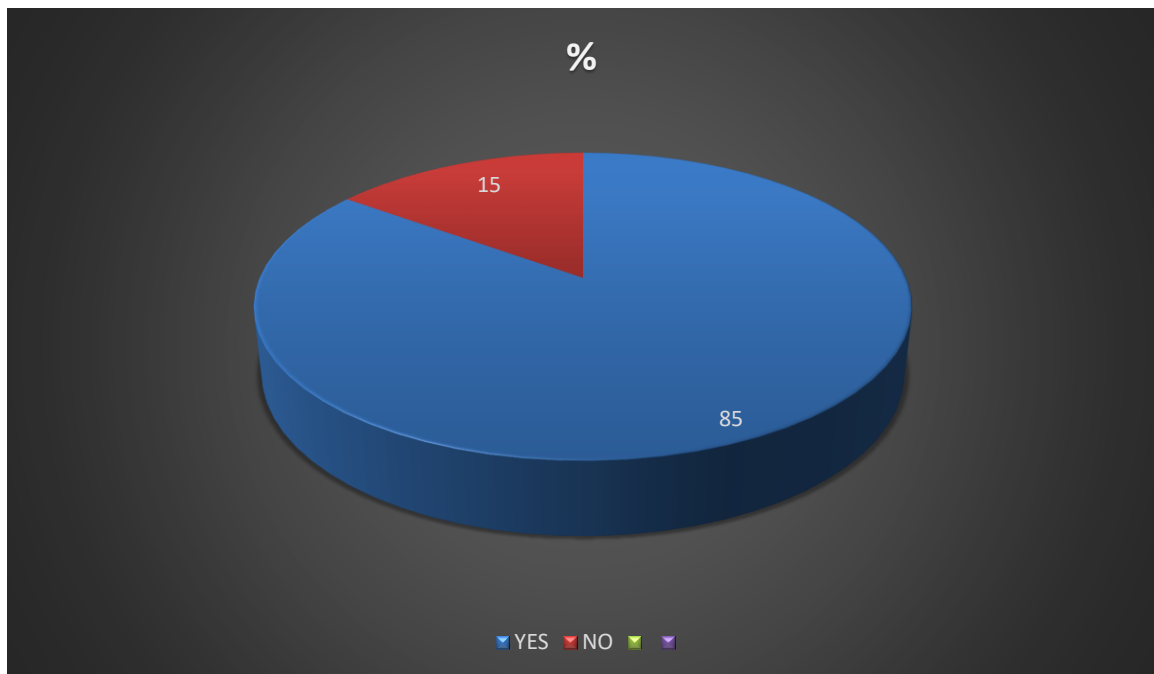
Q6. What makes you recall One plus?



Q7. Have you been exclusive One plus showrooms?

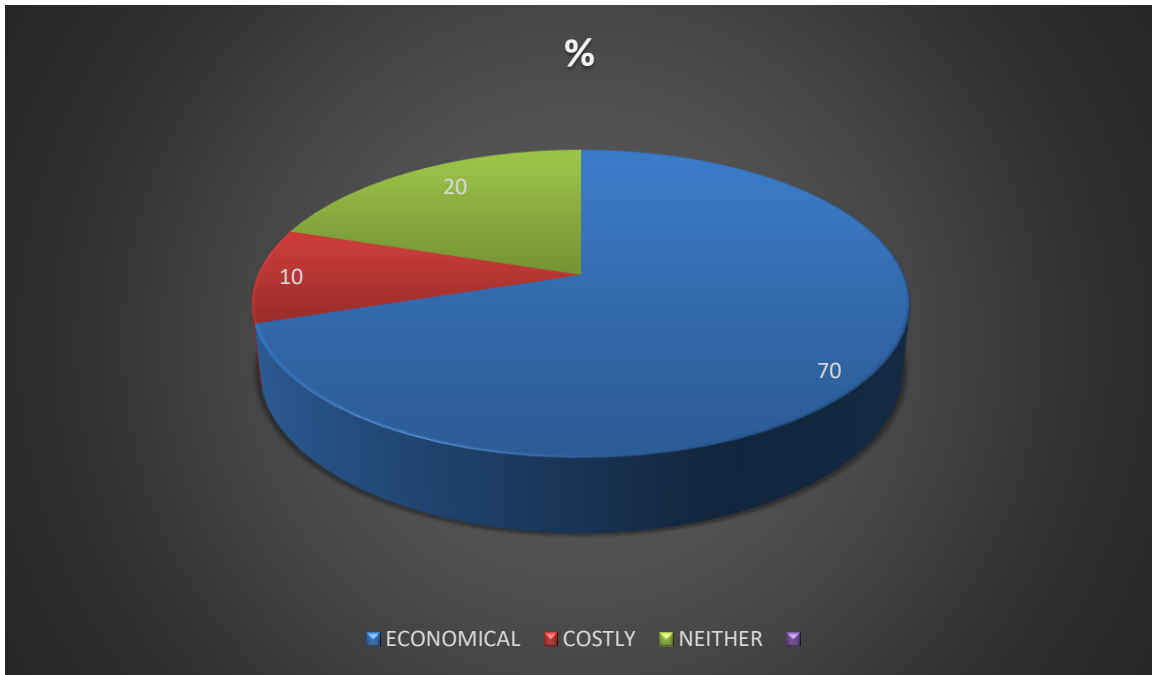


Q8. Does the ad reflect actual product profile?

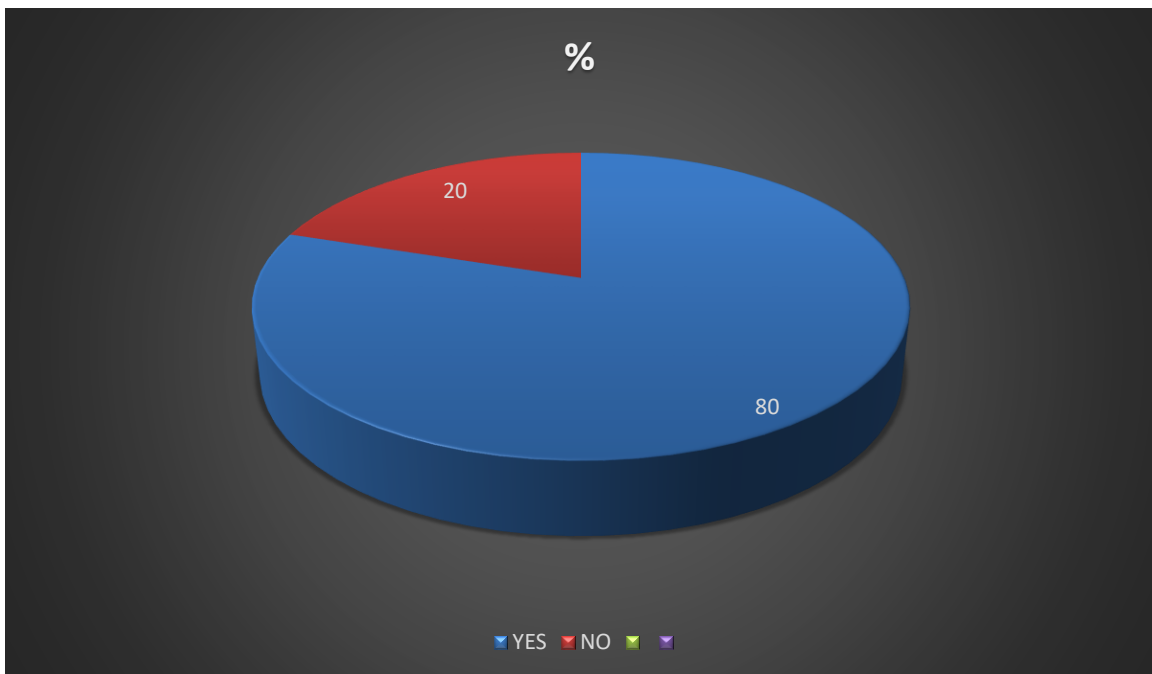


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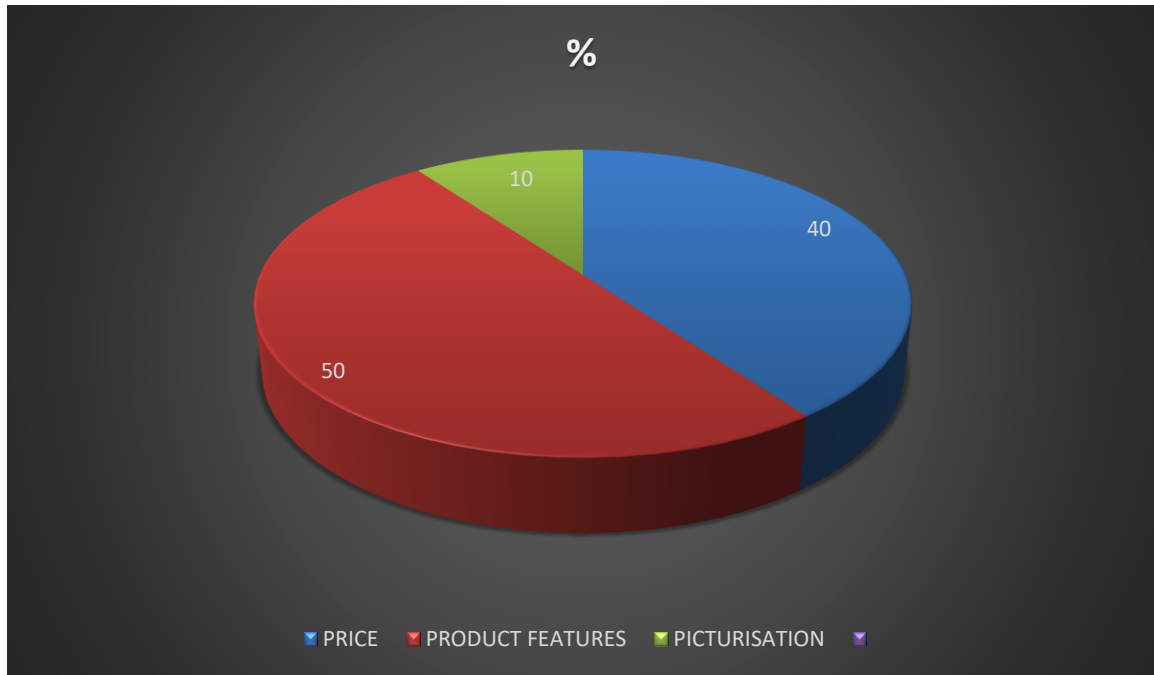
Q9. Based on the price range what impression do you carry about One plus products?



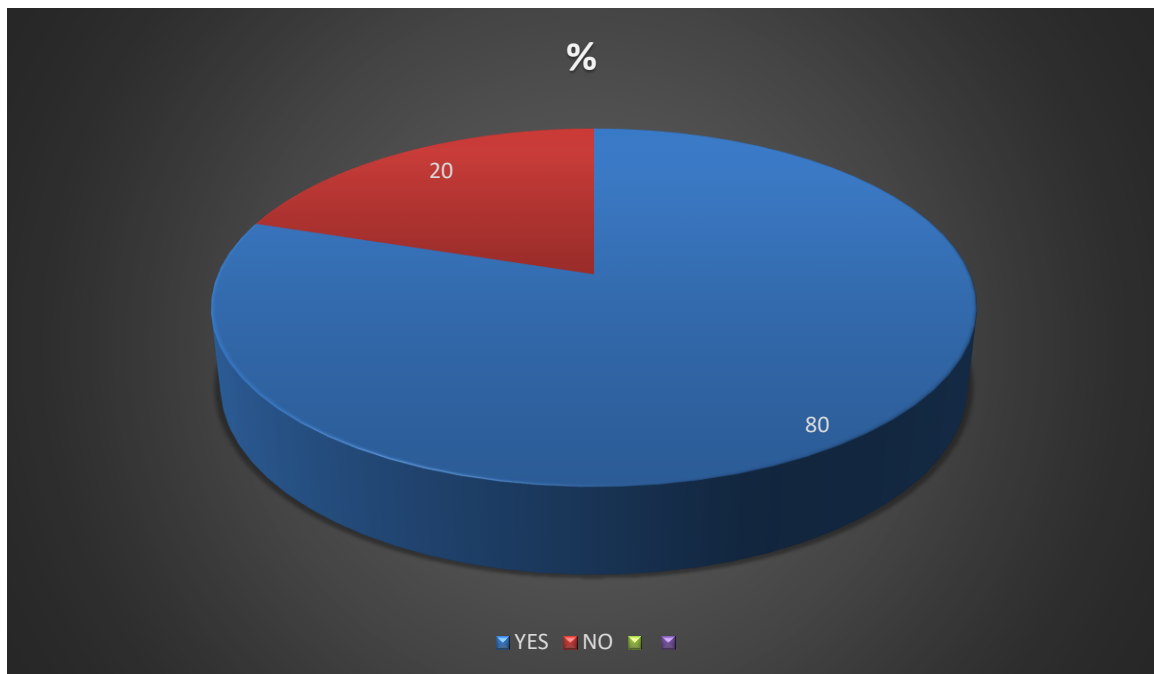
Q10. Are you happy with the after sales service of One plus?



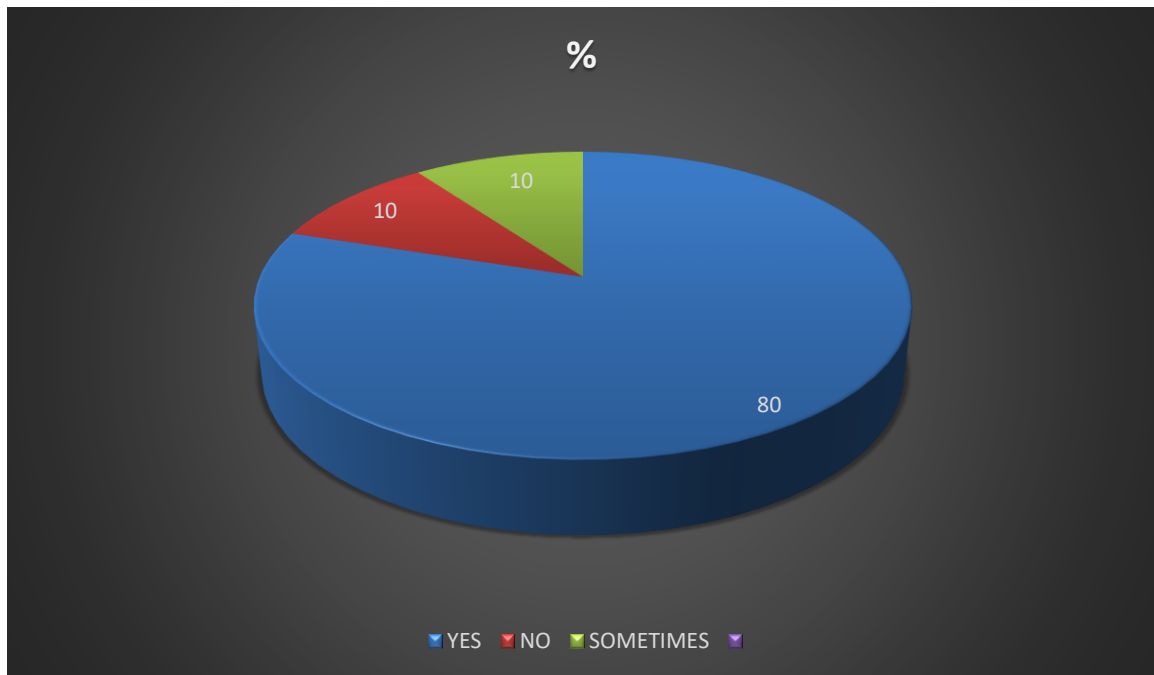
Q11. What attracts you the most about One plus?



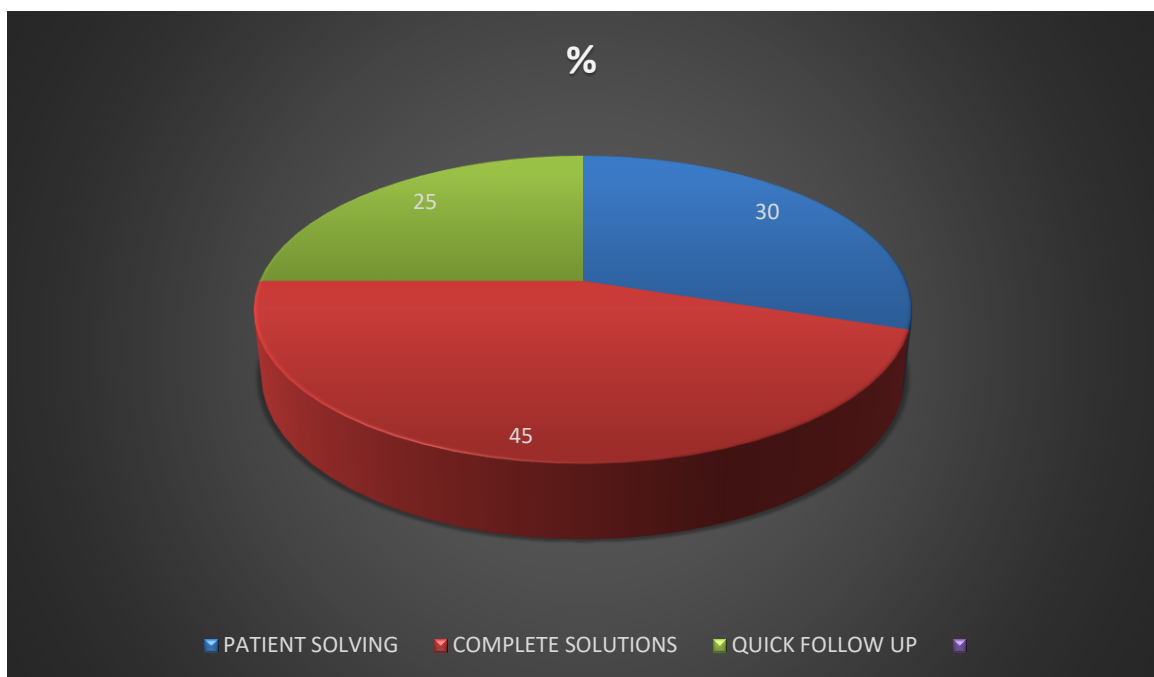
12. Do you find One plus' ads to be effective?



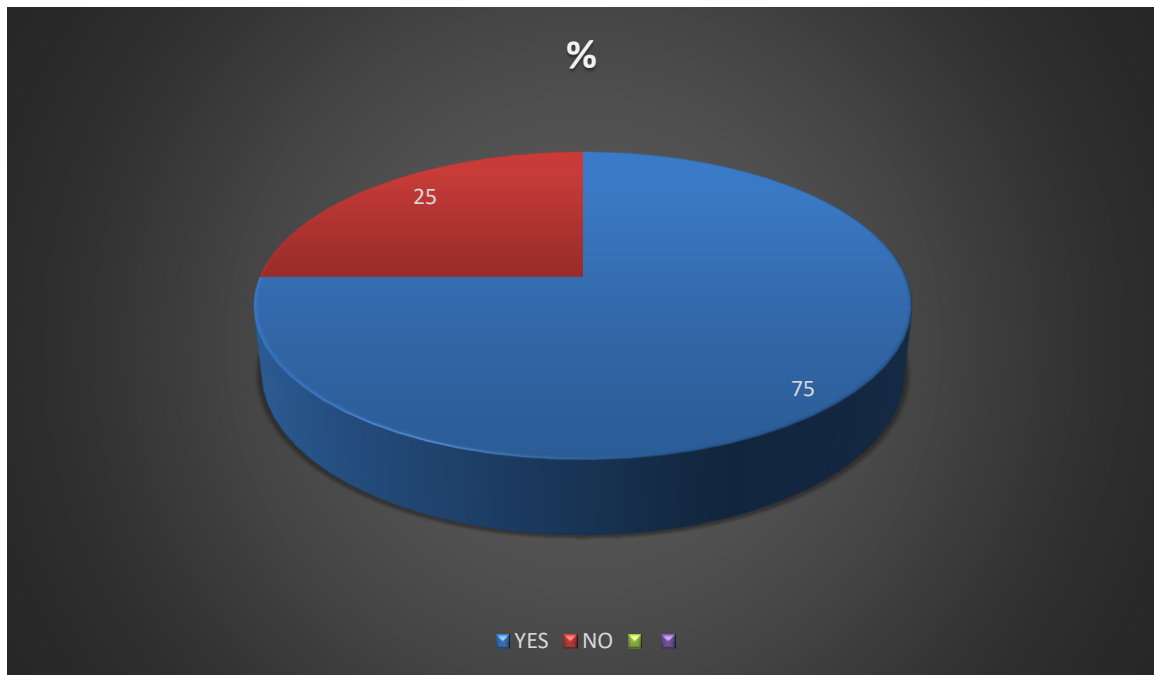
Q13. Does the ad represent brand value?



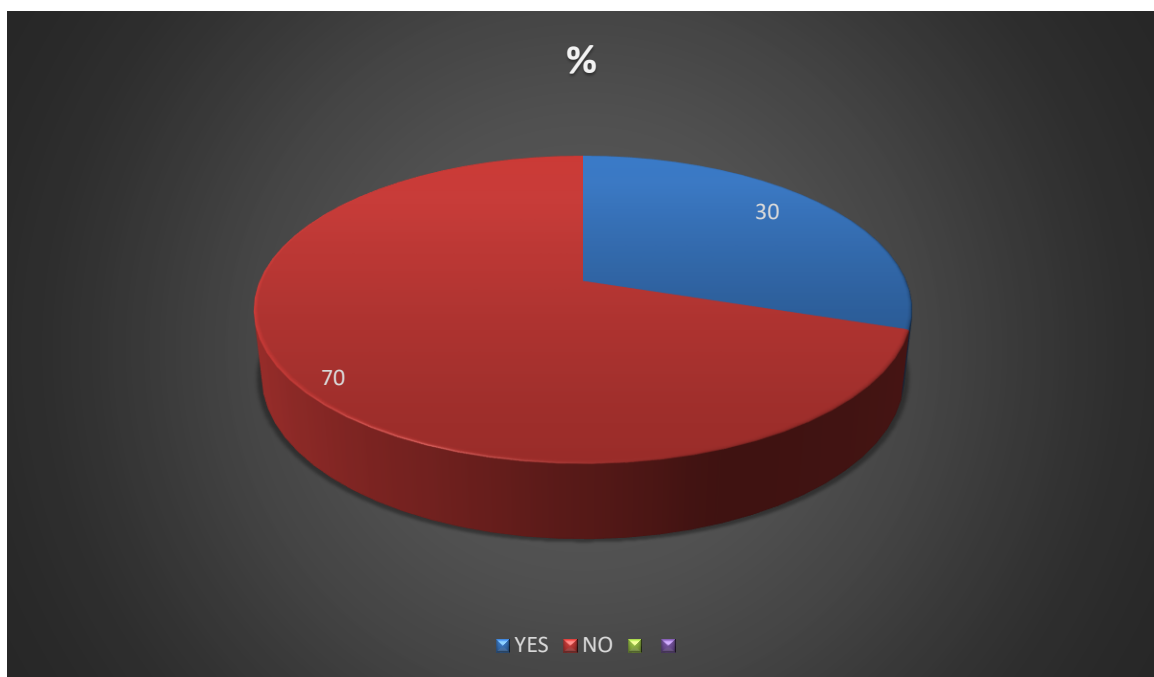
Q14. What do you like the most about the after sales services?



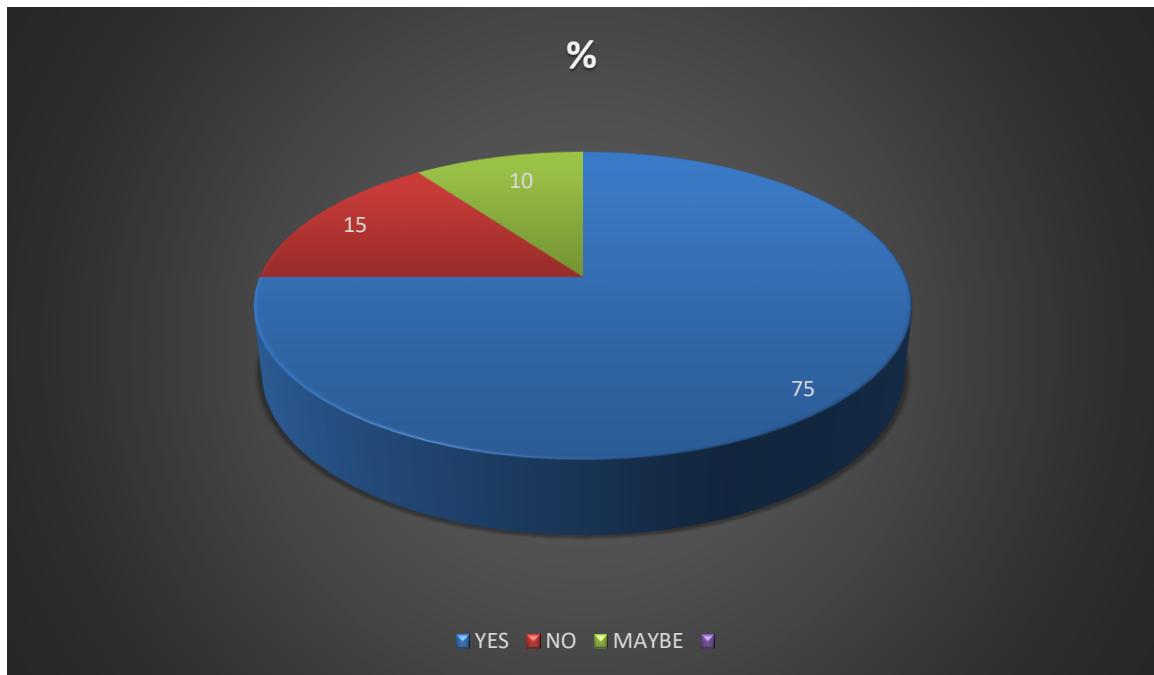
Q15. Do One plus products reflect brand value?



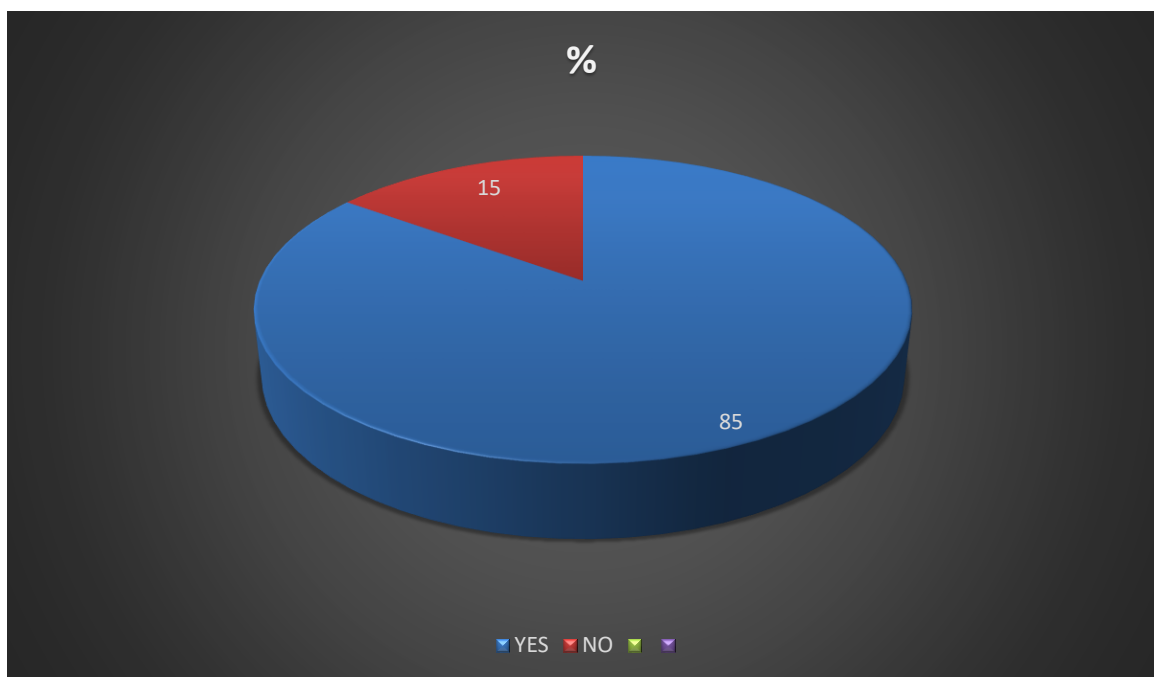
Q16. Do you think there are enough service centres across the country?



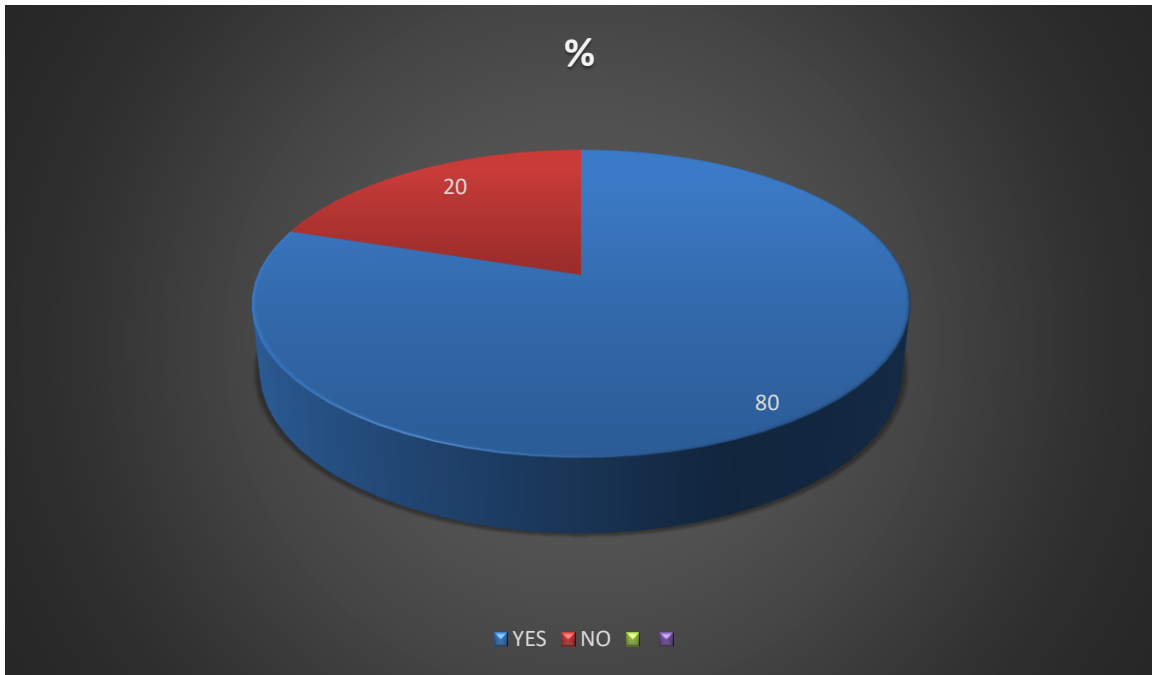
Q17. According to you can One plus become the next future brand?



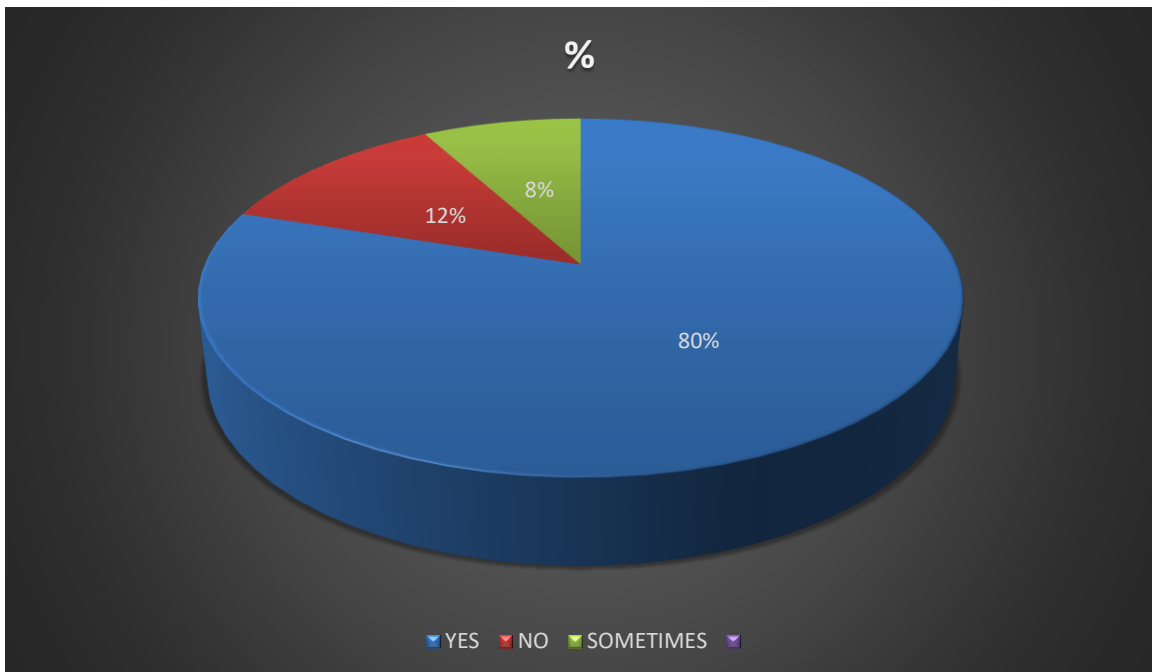
Q18. Have you heard about the One plus community?



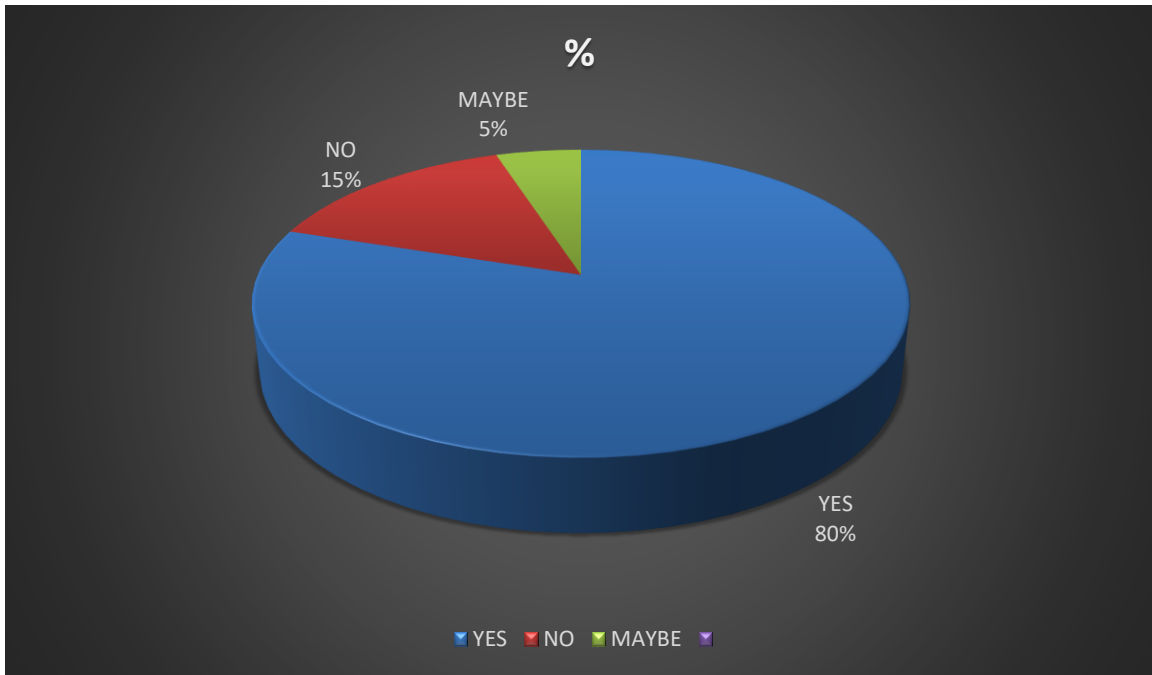
Q19. Are you a part of the One plus community?



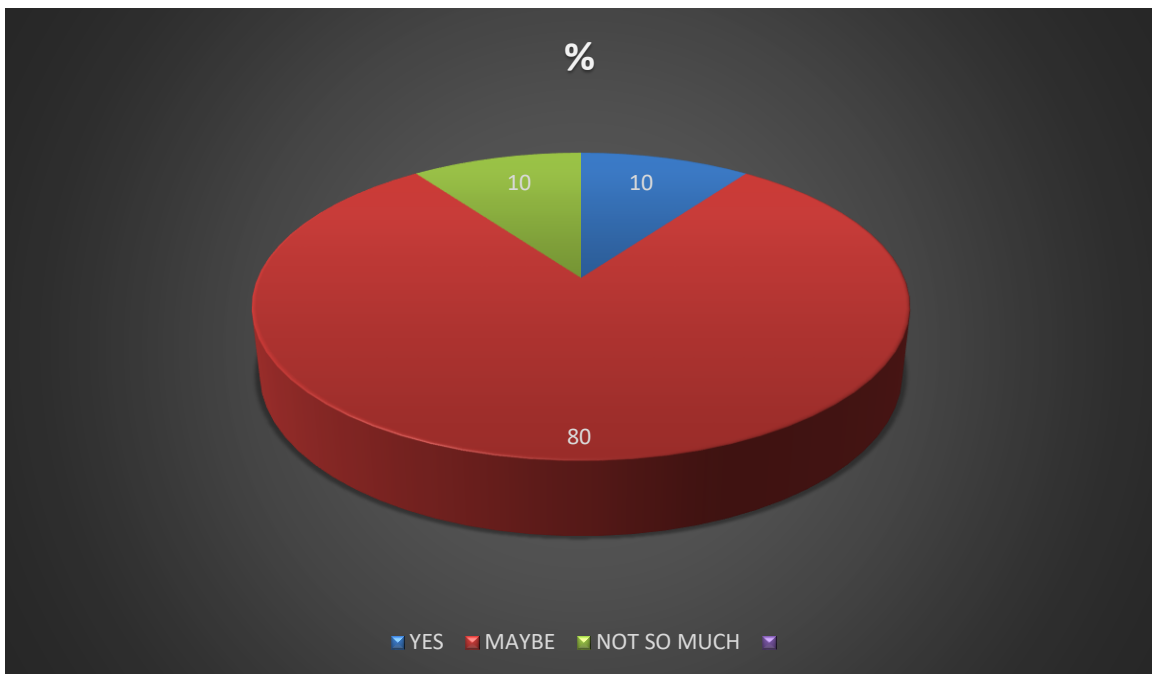
Q20. Do you think the One plus community is an effective platform for solving small problems?



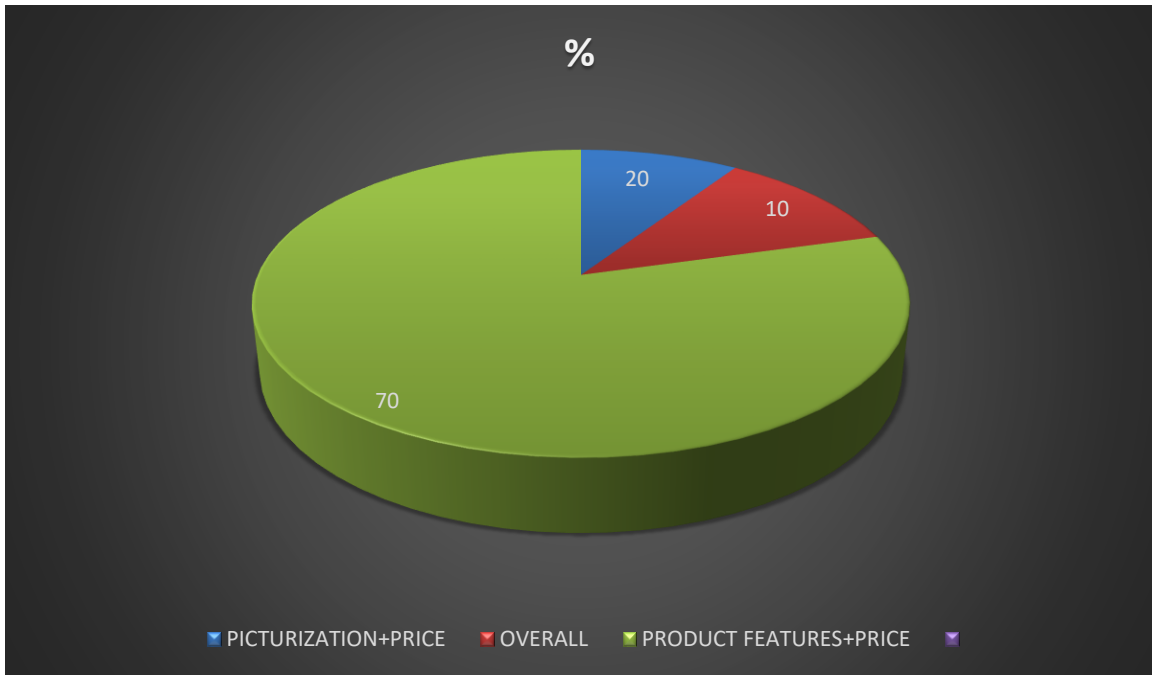
Q21. Do you think One plus merchandises are a part of marketing strategy of the company?



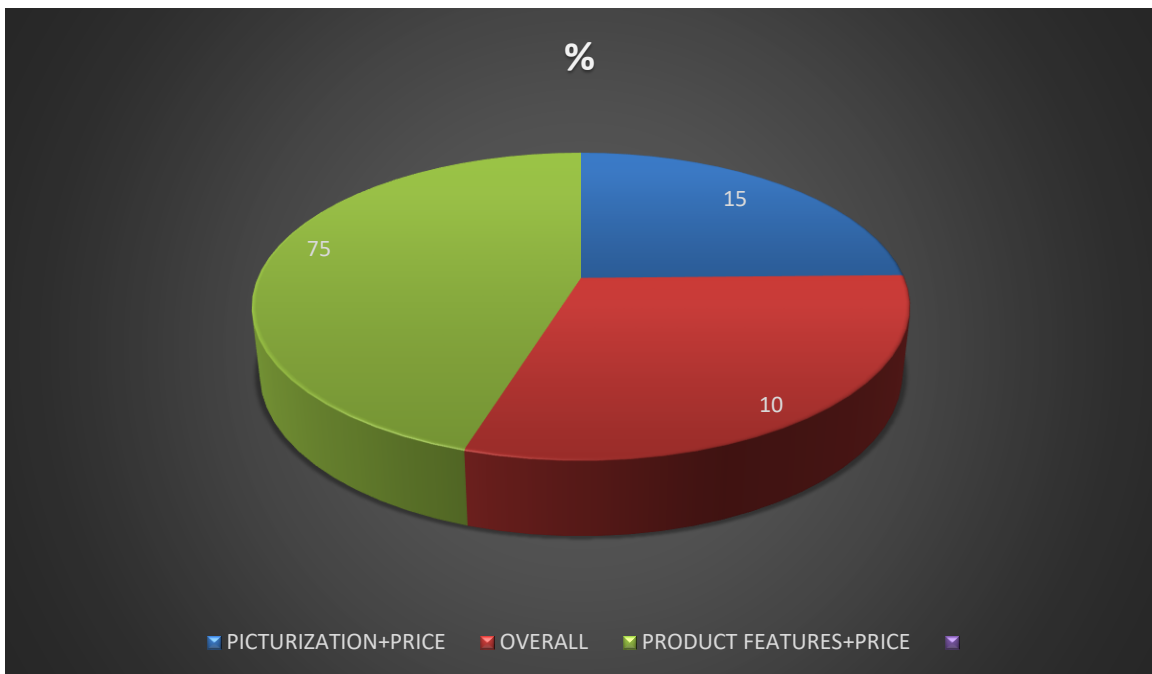
Q22. Do you think One plus merchandises are effective in marketing?



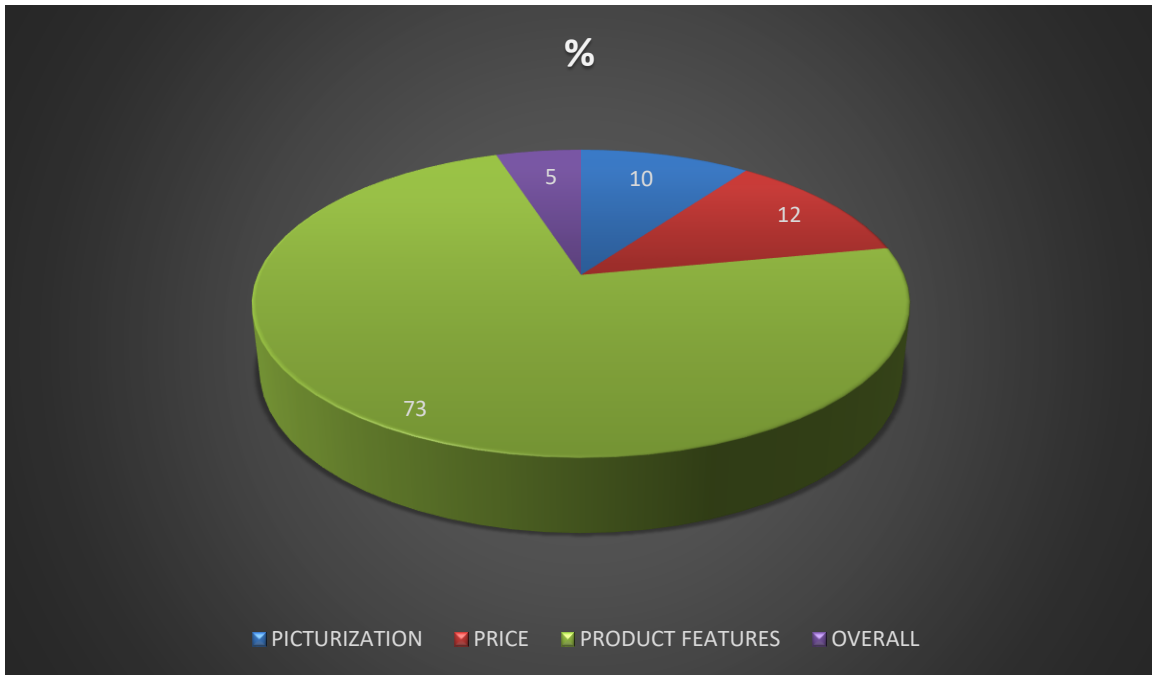
Q23. As a male what has attracted you the most about the One plus ad?



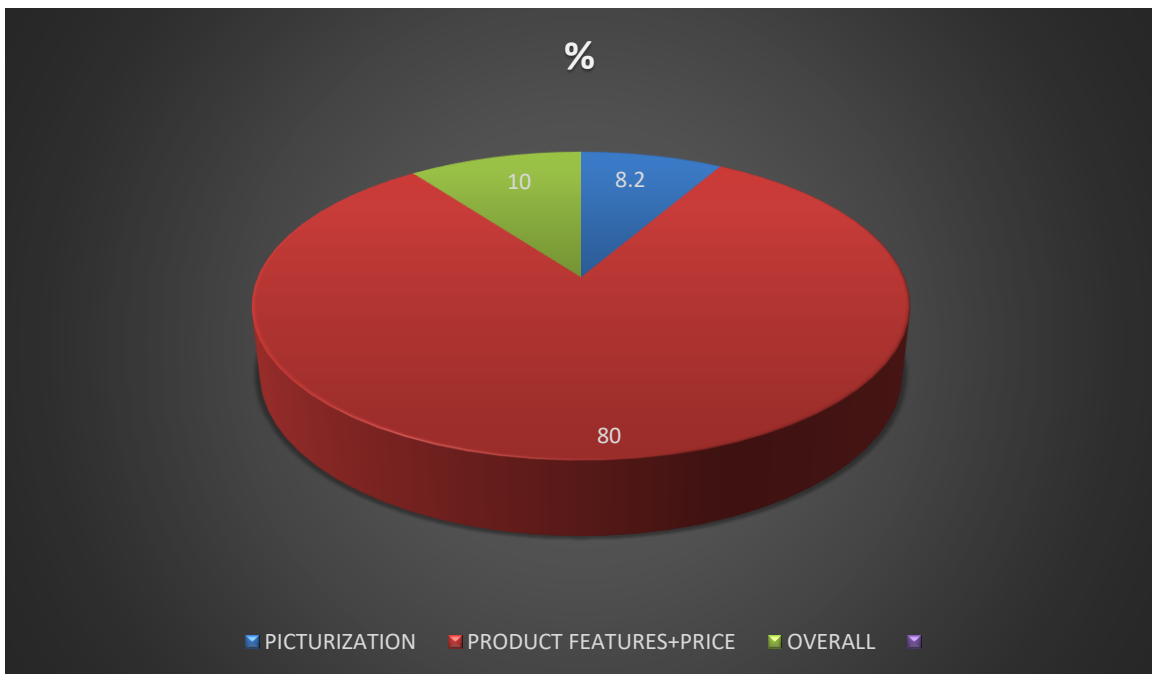
Q24. As a female what has attracted you the most about the One plus ad?



Q25. As a youngster, what do you like the most about the One plus product?



Q26. As an adult (age 30-55), what has attracted you the most about the One plus product?



CHAPTER 9

FINDINGS AND SUGGESTIONS

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FINDINGS

- A majority of the consumers 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 effective and impressive.
- The logo/slogan and the message makes people recall the brand.
- Many consumers have been to exclusive zone plus showrooms.
- 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 features that induces the consumers to buy the product.
- People find the One plus' ads to be very effective as it sets an image of the brand at the back of the mind of the consumers.
- People find that the ad truly represents the brand value.
- Consumers find that the complete solutions provided by after sales service attracts them the most.
- Consumers do believe that One plus' products reflect brand value.
- Consumers do want more service centres across the country.
- Consumers do believe that One plus can become the next future brand.
- People are aware about One plus community.
- Majority of the people are part of the One plus community.

- People do find the One plus community platform quite effective for solving small problems.
- Consumers feel that the One plus merchandises are a part of the marketing strategy.
- Consumers remain blank as to if the One plus merchandises are effective in marketing.
- The male population is more attracted towards product features keeping in mind the price of the product.
- The female population is more attracted towards the picturization of the product keeping in mind the price of the product.
- Youth are attracted more towards the picturization of the product.
- Adults are attracted more towards the product features considering the price of the product.

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
- Dealer's desire more advertisement to be done through local newspaper and cable TV ads to make consumers aware about the product.
- 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 consumers accessibility.
- Company should undertake repeated advertising as it is an effective tiil to reach the consumers.
- Company should/may undertake more innovative advertising.
- Company should improve its picturization techniques for advertising.
- Although, marketing strategies currently undertaken, have been effective, nut a little more can be done towards the same.
- The advertisements should improve on featuring models/celebrities of mass appeal.
- Awareness should be spread more about One plus exclusive showrooms so that more and more people go and visit.
- Picturization techniques should be improved to attract consumers.

- After sales services should improve on “Quick Follow Up” step about solutions being effective.
- More service centres need to be installed to make products more accessible.
- The One plus community can be better improved by better responses techniques.
- One plus merchandises can be expanded for extensive marketing.
- One plus merchandises should be innovated regularly to involve mass appeal.

Chapter 10

CONCLUSION

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.
- Over all 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.

Chapter 11

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