
A STUDY ON MARKETING STRATEGY OF ONE PLUS AND ITS EFFECTS ON CONSUMERS OF CHENNAI REGION

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DOI: <https://www.doi.org/10.58257/IJPREMS35537>

ABSTRACT

This research is about the Electronic Appliance, One Plus. In this research, I analyzed the organization and its procedures from an variability of perception. The organization's strategy, its rivals and its entry policy into overseas markets is also investigated. The emphasis all through the undertaking would be on figuring out the organization according to different viewpoints and recommended conceivable game-plans that the organization could follow and the universal market share of the organization and that of its rivals in the different merchandise classes that they work in.

One Plus is an ideal organization for research in view of its exceptional and inventive way to deal with business. The plan of action of the organization is to be sure unique in the customer applications segment and this research examines the organization exhaustively utilizing the structures portrayed previously. The plan is separated into isolated leaves behind the initial two sections worried about the disturbed to the organization and the following two sections worried about the decision about what's in store standpoint as well as information about the organization.

1. INTRODUCTION

Marketing Strategy is a method that can permit an organisation to focus its restricted assets on the best chances to increment deals and accomplish a feasible competitive advantage.

Marketing Strategies act as the basic supporting of showcasing plans intended to fill market needs and arrive at marketing targets. Plans and targets are by and large tried for quantifiable outcomes. Usually, marketing systems are created as long term plans, with a strategic plan specifying explicit activities to be achieved in the current year. Time skylines covered by the promoting plan change by organization, by industry, also, by country, in any case, time skylines are becoming more limited as the speed of progress in the environment surges. It are dynamic and intelligent to Market systems. They are to some extent arranged and to some extent impromptu.

Marketing methodology includes cautious filtering of the Internal and External Environmental conditions. Interior ecological variables incorporate the advertising blend, in addition to execution, investigation and vital requirements. Outer ecological variables incorporate client examination, competitor investigation, target market examination, as well as assessment of any components of the innovative, financial, social or political/legitimate climate liable to influence success. A critical part of marketing technique is frequently to continue to showcase in accordance with a organization's overall mission statement. Other than SWOT Analysis, portfolio investigations such as the GE/McKinsey grid or Adapt examination can be performed to decide the key center.

When a careful natural Atmosphere scan is finished, a well defined course of action can be built to distinguish business choices, lay out testing objectives, decide the ideal Marketing mix to achieve these objectives, and detail execution. A last move toward creating a marketing strategy is to make an arrangement to screen progress and a bunch of possibilities if issues emerge in the execution of the plan.

2. REVIEW OF LITERATURE

Tajzadeh Namin Aidin (2012) analysed that the most common way of choosing over (picking) a brand might be impacted by circumstance and content. The discoveries recommend a significant relationship between the factors "brand demeanor", and "product (wireless). Furthermore, no significant relationship was viewed as between individual decision making processes (autonomous or interceded) and product choice.

Nasr Azad ; Maryam Safaei (2012) states that there are many confirmations to accept that clients select their products in light of brand name. Items additionally keep up with their own attributes, which make them differentiable from others. In this paper, researchers have present an observational review to decide significant elements impacting clients' buying expect for phones in capital city of Iran, Tehran. The consequences of the review show that there are a few positive connections between restrictive name and quality discernment, between selective name and word of mouth ad, between quality discernment and devotion, between word of mouth and brand name and between brand image and brand name.

Ozhan Karimi (2012) had introduced an empirical review to investigate the impacts of various showcasing endeavors on brand value in mobile industry. That's what the outcomes show there is a positive and significant connection between marketing mix efforts and brand value. As such, more ads could assist with bettering business sector exposure, and that implies clients will have more mindfulness on market attributes. Among every single blended exertion, ensure impacts more on brand value, and that implies purchasers care more on product benefits than different highlights. At long last, among various qualities of brand value, product restrictiveness plays a significant role. All in all, individuals are keen on having select product, which is not the same as others.

3. OBJECTIVES OF STUDY

PRIMARY OBJECTIVE:

To study on marketing strategy of One plus and Its Effect on Consumers of Chennai Region.

SECONDARY OBJECTIVE:

- To analyse how many consumers use OnePlus Products.
- To analyse how many consumers are aware about the Oneplus ad.
- To analyse which type of advertisement feature plays an important role in influencing consumers.
- To analyse Is the One plus ad effective leaving a mark in consumer minds.

4. RESEARCH METHODOLOGY

Marketing research is the capability, which connects the buyer, client and public to the advertiser through data.

Data used to recognized and characterize advertising potential open doors and issues: produce, refine and assess marketing activity, screen advertising execution, and get to the next level comprehension of market as a cycle.

Marketing techniques of one or more differ in their particular targets. They might be utilized to address new client, to remunerate loyal client's promotion to expand the repurchase paces of incidental clients. Sales promotion generally targets brand switchers in light of the fact that non-clients of different brands do not necessarily notice an promoting.

RESEARCH DESIGN:

The Research Design used for the study in Descriptive Research.

SAMPLING METHOD:

A Convenience Sampling Method is adopted for the study.

SAMPLE SIZE:

The Sample Size Taken for the study is 100.

POPULATION SIZE:

The Population size taken for the study is Infinity.

5. DATA COLLECTION METHOD

PRIMARY DATA: Here direct data is obtained by dispersing printed questionnaire to the marketing executives of the organization. Information was additionally acquired from the observation and interviews methods took on by the researchers. Also, data was dispersed by the departmental heads.

SECONDARY DATA:

Here the data is acquired from the pamphlet of one or more groups, books, sites, bulletin, magazines, paper, etc.

6. DATA ANALYSIS AND INTERPRETATION

TABLE1: LIKE OF MARKETING OF ONEPLUS:

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	SATISFACTORY	10	10%
2	IMPRESSIVE	50	50%
3	EFFECTIVE	30	30%
4	INEFFECTIVE	10	10%
	TOTAL	100	100%

INTERPRETATION: Most Number of respondents said that they were Impressive about the marketing techniques of Oneplus. 30% of respondents said that the marketing of Oneplus was effective. 10% of respondents said that the marketing techniques of Oneplus was Satisfactory. And 10% of respondents said that the marketing techniques of Oneplus was Ineffective.

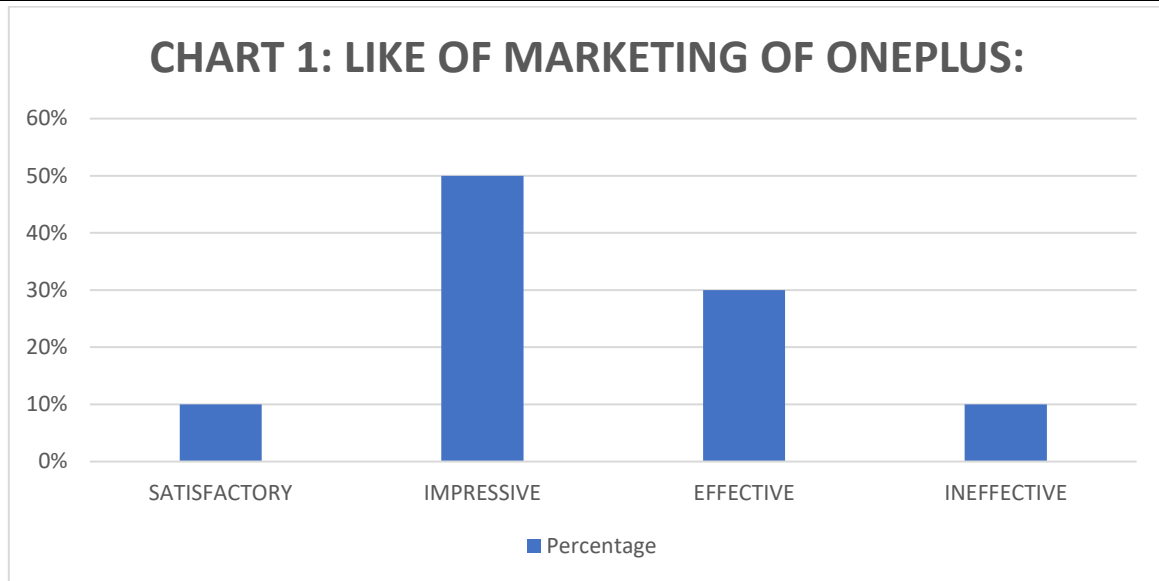


CHART 1: LIKE OF MARKETING OF ONEPLUS:

TABLE2: BASED ON THE PRICE CHOICE WHAT IMPRINT DO YOU CONVEY ABOUT ONE PLUS PRODUCTS:

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	ECONOMICAL	70	70%
2	COSTLY	20	20%
3	NEITHER	10	10%
	TOTAL	100	100%

INTERPRETATION: Most Number of respondents said that they were Economical about the Price Choice that they want to convey about oneplus products. 20% of respondents said that the Costly is the price choice that they want to convey about oneplus products. 10% of respondents said that neither economical nor costly is the price choice that they want to convey about oneplus products.

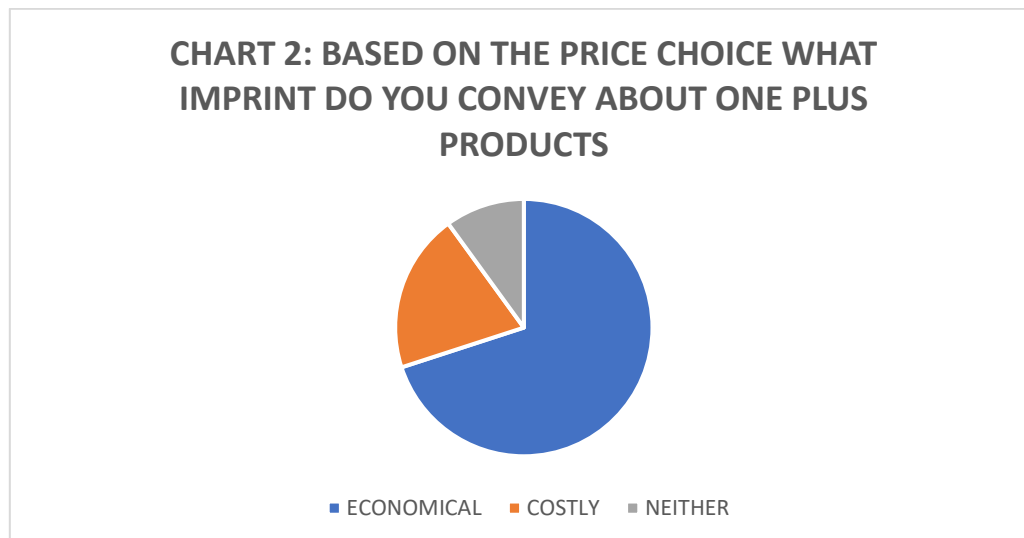


CHART 2: BASED ON THE PRICE CHOICE WHAT IMPRINT DO YOU CONVEY ABOUT ONE PLUS PRODUCTS:

STATISTICAL TEST:

➤ **CHI – SQUARE TEST FOR LIKE OF THE MARKETING CONCEPT OF ONEPLUS:**

10	50
30	10

NULL HYPOTHESIS:

There is no significant different among the customers for the like of the marketing concept of oneplus.

ALTERNATIVE HYPOTHESIS:

There is a significant different among the customers for the like of the marketing concept of oneplus.

O	E	(O – E)	(O – E) ²	(O – E) ² / E
10	24	-14	196	8.1666
50	36	14	196	5.4444
30	24	06	36	1.5
10	24	-14	196	8.1666
			TOTAL	23.2776

TABLE VALUE (T.V) = 3.84

CALCULATED VALUE (C.V) = 23.2776

Test Statistic: (r-1) (c-1) = (2-1) (2-1) = 1

Therefore Calculated Value (C.V) > Table Value (T.V)

Therefore Null Hypothesis is Rejected and Alternative Hypothesis is accepted.

RESULT: Therefore, There is an significant different among the customers for the like of the marketing concept of oneplus.

7. FINDINGS

- Most Number of respondents said that they were Impressive about the marketing techniques of Oneplus.
- Most Number of respondents said that they were Economical about the Price Choice that they want to convey about oneplus products
- There is an significant different among the customers for the like of the marketing concept of oneplus.

8. SUGGESTIONS

- Organization ought to focus on further developing the after deals service of products as it is a significant element for the deals of customer products.
- Organization ought to continually get creative in publicizing its products, fundamentally zeroing in on Worth it will bring to the client subsequent to purchasing the product.
- Organization can utilize a portion of the promoting strategies like dispersing free key chain,
- schedule, shirts for making brand famous among individuals.

9. CONCLUSION

As for the above study and the discoveries in this way are simply the organization has most certainly dug in into the metropolitan market. With few additional coordinated endeavors, the said association requirements to enter the country market to totally lay down a good foundation for itself everywhere. Customer assistance and Fulfillment are of most extreme significant in this profoundly competitive market Offer ought to be made according to the client to acquire Devotion which will thusly assist with supporting and be a Forerunner On the lookout Consistent Interest in Research and development will assist an Association with getting Imaginative products on the lookout and thusly lead to higher Consumer loyalty.

10. REFERENCE

- [1] Principles of Marketing – Philip Kotler
- [2] Special Studies in Marketing- Romeo Mascarenhas