

A Study On Consumer Preference Towards Oneplus Company Limited In Kumbakonam

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Abstract: Marketing is the process of creating, communication, and delivering value to customers and stakeholders. It involves understanding customer needs creating products or services that meet those needs and promoting them through various channels to drive sales, revenue, and growth. Effective marketing requires a deep understanding of target audiences.

Keywords: Marketing, Stake holders, Target audience

I. INTRODUCTION

Marketing is the process of promoting and selling product, services or ideas to target audiences. It involves understanding customer needs, creating value proposition, and building strong relationship with customers to drive business growth. Marketing today is not a function; it is a way of doing business. Marketing is not a new advertising campaign or this month's promotion. Marketing has to be all pervasive, part of everyone's job description, from the receptionist to the board of Directors.

II. MARKETING

MEANING

Marketing is the process of identifying, creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. It involves activities such as market research, advertising, branding, sales, and customer relationship management to attract and retain customers while satisfying their needs and wants.

DEFINITION

Marketing is the process of identifying, anticipating, and satisfying customer needs and desires through the creation, promotion, and delivery of products or services. It involves a variety of strategies and tactics aimed at reaching and engaging the target audience, ultimately leading to increased sales, brand awareness, and customer loyalty. The key elements of marketing include.

Marketing Research: Gathering and analyzing data to understand consumer behaviours, preferences and trends. This helps in making informed decisions about product development, pricing, and promotional strategies.

Product Development: Creating products or services that meet the needs and wants of consumers. This includes designing, testing, and refining offerings that provide value to the target market.

Pricing Strategy: Determining the appropriate price point for a product or service based on *factors* such as production costs, competitor pricing, consumer willingness to pay, and perceived value.

CONSUMER

A Consumer is an individual or entity that purchases and uses goods or services to satisfy their needs and wants. Consumers are the end users of products and services and play a crucial role in the market by influencing demand and business strategies.

CONSUMER BEHAVIOUR

Consumer Behaviour refers to the study of how individual, groups, or organizations make decision about purchasing, using, and disposing of goods and services. It examines the factors that influence psychology, social, cultural, and economic aspects.

DEFINITION

Consumers go through a five-step process when shopping: need recognition, information search, evaluation, purchase, and post-purchase behavior. Marketing factors like price, product and promotion, along with environmental factors, affect consumers' consciousness. Consumer behavior is influenced by many factors, including personal factors like age, gender, income, and preferences. Economic conditions like personal income, savings, and interest rates also impact consumer behavior

III. REVIEW OF LITERATURE

A review of literature on OnePlus' marketing strategies highlights its unique approach in the competitive smartphone market. The company has effectively used digital marketing, community engagement, pricing strategies, and brand positioning to establish itself as a premium yet affordable brand. OnePlus has heavily relied on digital marketing and social media to engage with its audience.

Revathy Rajasekaran, S. Cinchona and C. Anandha Priya Department (2018) Smartphone usage has proliferated in recent years. Nowadays people seem to become dependent towards Smartphone due to its convenience, great camera features, easy applications installations, and more importantly, it can do most of the computer functions on the go.

Dr. L. Venkatesh, (2018) "Buyer preference towards mobile phones in selected areas in Chennai- The Scope of this studies the customers using mobile phones to find the level of their first choice, perception and satisfaction. It was collected with the aid of formal structured interview schedule, with personal data, economic conditions and satisfaction towards charges and services suggestions from the consumers.

Gaurav Verma, Dr. Binod Sinha (2018) The telecommunication industry is fastest growing sector in today's economy. Earlier cell phone industry is primarily engaged in the manufacturing of mobile phones, including mobile phone handset.

Arndt (2020) explains that word-of-mouth marketing significantly impacts consumer decisions, particularly in semi-

urban markets. Positive recommendations from existing users influence new buyers, leading to organic brand growth. Studies suggest that OnePlus' strong community and user satisfaction contribute to its expansion in tier-2 and tier-3 cities.

Solomon (2021) highlights several factors influencing smartphone purchases, including brand loyalty, price, performance, camera quality, battery life, and after-sales service. OnePlus users, particularly in semi-urban areas like Kumbakonam, are drawn to the brand's high-performance hardware and near-stock Android experience.

IV. PROFILE OF ONEPLUS COMPANY PRODUCTS

INTRODUCTION ABOUT ONEPLUS COMPANY

OnePlus is a Chinese consumer electronics company known for manufacturing premium smartphones and other smart devices. It was founded in December 2013 by Pete Lau and Carl Pei and is headquartered in Shenzhen, China. The company operates as a subsidiary of BBK Electronics, which also owns brands like Oppo, Vivo, and Realme.

ONEPLUS	
Industry	Consumer Electronics
Type	Subsidiary
Founded	16, December, 2018
Founder	Peter Lau Carl Pei
Headquarters	Tairan building Futian district, Shenzhen Guangdong, China
Area Served	World wide
Key People	Peta Lau (CEO)
Products	Smart phones Ear phones
Number of employees	Power banks Oxygen Phone Cases Shirts Bags Television Smart Watch
Website	Oneplus.com

ONEPLUS INDIA

OnePlus entered the Indian market in 2014 and quickly became one of the leading premium smartphone brands in the country. India is one of the company's most important markets, contributing significantly to its global sales.

PRODUCT LINE UP IN INDIA

OnePlus sells a range of products in India, including: Smartphones (OnePlus 12 Series, OnePlus Nord series) Smart TVs (OnePlus Q, U, and Y series)

Audio devices (OnePlus Buds, Nord Buds, Wireless Z series)
Wearables (OnePlus Watch, OnePlus Band)
Tablets (OnePlus Pad) etc.,

CURRENT SCENARIO

One Plus is currently in a strong position in the smartphone market, with multiple product launches lined up for 2025. The company recently launched the OnePlus 13 in China, featuring a Snapdragon 8 Elite processor, a 6.78-inch BOE X2 LTPO display, and a triple 50MP camera setup. It is set for a global launch in January 2025, with expected prices ranging from \$850 to \$900 in the US, ₹70,000 in India, and €1,000–1,100 in Europe. A leaked roadmap suggests that at least four new OnePlus devices will launch throughout 2025. These include the OnePlus 13T, OnePlus Ace 5S, OnePlus 14, and OnePlus Ace 6 series. Notably, the OnePlus 13T will mark the return of the "T" series since the OnePlus 10T in 2022.

V. DATA ANALYSIS & INTERPRETATION

Analysis and interpretations are closely related. Interpretations are not possible without analysis and without interpretation, analysis has no value. Hence the term analysis is widely used to refer big analysis and interpretation. Reader’s satisfaction is an important element of marketing function which decides the profitability of any concern.

AGE WISE CLASSIFICATIONS

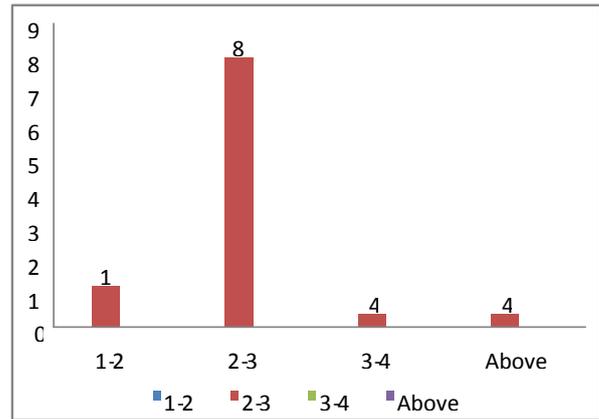
S. No.	Age	No. of Respondents	%
1	10-20 years	6	12
2	20-30 years	40	80
3	30-40 years	2	4
4	Above 40 years	2	4
	Total	50	100

Source: Primary Data

INTERPRETATION

The table shows that age wise classifications of the respondents,80 percent above of the respondents are in the age of 25 – 30 years, 12 percent of the respondent are in the age group of 10 – 20 years, 4 percent of the respondent are in the group of 30 – 40 4 percent of the respondents are in the age groups of above 40 years.

AGE WISE CLASSIFICATION



GENDER WISE CLASSIFICATION

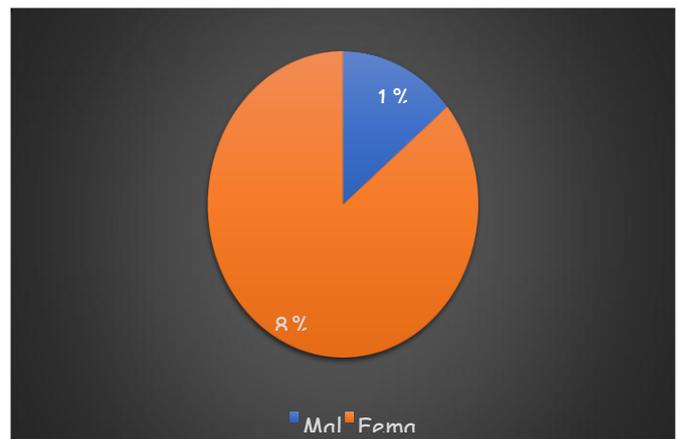
S. No	Gender	No. of respondents	Percentage
1	Male	7	14
2	Female	43	86
	Total	50	100

Source: Primary Data

INTERPRETATION

It is inferred that 86 percent of the respondents are female and remaining 14 percent of the respondents are male.

GENDER WISE CLASSIFICATION



VI. FINDINGS

- ✓ Most 80 percent of the respondents is in the age group of 20 – 30 years.
- ✓ The majority 86 percent of the respondents are female.
- ✓ The majority 54 percent respondents are completed post graduates.
- ✓ The majority 66 percent of the respondent is students.

VII. SUGGESTIONS:

There is a wide scope for further development of Smartphones, Watches, TV. They should get the feedback report from the customer in order to fulfil the customer needs and wants. Advertisement has been an effective method for spreading awareness about OnePlus products. Company should concentrate on improving the after sales service of products as it is an 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. Advertisement of the company's product 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 softest these aspects.

VIII. CONCLUSION

The company has definitely entrenched into the Urban market with few more concentrated efforts, the said organization needs to enter the rural market in order to

completely establish it's if all over. Value proposition should be created in the eyes of the customer to gain loyalty which will in turn help to auction and be a leader in the market. Pasteurization techniques can be improved by appointing more professional and so the investment for the same is proposed. Overall the product features that attract different segments of the population.

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