



## A Study on Brand Preference Towards OnePlus Mobile Phones

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### Abstract

*This research delves into the factors influencing consumer brand preference towards OnePlus mobile phones. In an increasingly competitive smartphone market, understanding the drivers behind consumer choices is crucial for both manufacturers and marketers. This study employs a mixed-methods research approach, combining surveys and in-depth interviews, to explore the various dimensions that contribute to brand preference, such as product features, brand reputation, marketing strategies, and overall consumer experiences. The research aims to identify the key attributes that attract consumers to OnePlus, assess customer satisfaction levels, and uncover potential areas for improvement. Additionally, it seeks to understand the role of technological innovation, pricing strategies, and brand loyalty in shaping the preferences of smartphone users. The findings of this study contribute valuable insights to the field of consumer behavior and can guide strategic decisions for both OnePlus and other players in the competitive smartphone market.*

**Keywords:** Brand Preference, OnePlus, Mobile Phones, Consumer Behavior, Smartphone Market, Consumer Preferences, Brand Loyalty, Marketing Strategies, Technological Innovation, Customer Satisfaction.

### 1. Introduction

A Brand is an offering from a known source. A brand name carries many associations in people's mind that make up the brand image. All companies strive to build a strong, favourable, and unique brand image. If a mind is not aware of the brand, then it is difficult to develop desired brand association in consumer's mind. Awareness of the name act as an anchor to which everything else about the brand is linked, much like the name of a person acting as an anchor for typing all associations about him. According to Aaker, Brand equity is a set of fundamental dimensions such as brand awareness, brand perceived quality, brand loyalty and brand associations [1].

#### 1.1 Meaning of Brand Preference

Brand preference is the brand that a customer chooses for a particular product category. It is often expressed as the percentage of largest customers

who prefer the brand. Brand preference can be measured by self-reported unaided survey questions. It can also be tested with user interfaces that ask a customer to pick a product from several competitors. The position of choices may be randomized. Brand preference is important to companies because it provides an indicator of their customer's loyalty, the success of their marketing tactics, and the strength of their respective brands.

#### 1.2 Definition

According to Orin Davis, Brand preference reflects a desire to use a particular company's products or services, even when there are equally priced and equally - available alternatives. In fact, more too often than not, brand preference indicates a desire to seek out a specific product or service, even when it requires paying more or expanding more efforts to obtain it.



## 2. Needs and Importance of the Study

- To know about brand preference towards OnePlus mobile phone
- It helps to understand the need of OnePlus mobile phone among customers

### 2.1 Statements of the Problem

The present study is proposed to analyse the Brand preference towards OnePlus mobile phone. The primary objectives of this research is to study the brand preference towards OnePlus mobile phone. The respondents were limited to OnePlus mobile phone this study tries to find out the various aspects that encourages people to use OnePlus mobile phone [2, 3]. And, also the level of satisfaction and attitudes of users towards OnePlus mobile phone.

### 2.2 Objectives of the Study

The objectives of the study are.

- To study and analyse the brand preference for OnePlus mobile phone
- To study the factors which influencing buying behaviour towards OnePlus mobile phone
- To study the satisfaction of the customer towards OnePlus mobile phone

### 2.3 Scope of the Study

The scope of the study is restricted to study the preference of the customers towards “ONEPLUS MOBILE PHONE”, in the city of Hyderabad. The scope is restricted to only OnePlus mobile phones.

### 2.4 Research Methodology Meaning

Research Methodology is a way to systematically solve the research problem. The data has been collected both from primary and secondary sources.

#### • Primary data

The primary data is collected through structured questionnaires closed and multiple choices questionnaires were given to the respondents.

#### • Secondary data

The secondary data has been collected from various books, internet, company website and articles.

#### • Sample size

For the study a sample size of 120 respondents were chosen at random on convenience bases.

#### • Statistical tools applied

The collected data is tabulated analysed by using tables, simple averages, bar graphs, pie charts, and chi square is used to study the relationship between the variables.

### 2.5 Hypothesis to be Tested

A Hypothesis is an assumption that is made based on some evidence [4-6]. The following Hypothesis are tested,

- Ho: Null Hypothesis  
There is no significant difference between Gender and Amount satisfaction.  
Ha: Alternate Hypothesis  
There is a significant difference between Gender and Amount satisfaction.
- Ho: Null Hypothesis  
There is no significance difference between Gender and satisfaction with regards to features.  
Ha: Alternate Hypothesis  
There is significant difference between Gender and satisfaction with regards to features.
- Ho: Null Hypothesis  
There is no significant difference between Age and amount satisfaction.  
Ha: Alternate Hypothesis  
There is significant difference between Age and amount satisfaction.
- Ho: Null Hypothesis  
There is no significant difference between Age and satisfaction with regards to features.  
Ha: Alternate Hypothesis  
There is significant difference between Age and satisfaction with regards to features.
- Ho: Null Hypothesis  
There is no significant difference between Income and satisfaction with regards to features.  
Ha: Alternate Hypothesis



There is significant difference between Income and satisfaction with regards to features.

- Ho: Null Hypothesis  
There is no significance difference between Education and satisfaction with regards to features.  
Ha: Alternate Hypothesis  
There is significance difference between Education and satisfaction with regards to features.

### 2.6 Profile of the Respondents

- Age wise classification reveals that most of the respondents are in the age group of 21- 25years (37%) followed by above 15-20years (36%).
- Gender wise classification reveals that most of the respondents are Female (65%) followed by Male (35%).
- Education Qualification use classification reveals that most of the respondents are Graduates (42%) followed by Post graduates (24%).
- Occupation wise classification reveals that most of the respondents are Students (58%) followed by Employees (21%).
- Monthly income wise classification reveals that most of the respondents are having below Rs.5000 (42%) followed by are above Rs.30000 (24%)

### 2.7 Period of the Study

The period of the study is for one year (2022 - 2023). During this period the data has been collected and analysed.

### 3. Literature Review

- According to Terpstra and Sarathy, 1997- “A Consumer buying a product is buying it for its function, performance, utility and nevertheless he / She is buying for its image and status”. In fact, Consumer products have implications much greater than just their function or utility. According to Levy, 1959; 2007 Business Monitor Survey, 2007; Ericksen, 1996;

Mick,1986; Czikszenmihalyi Et al, 1981; Sriram, et al. 2006; Leigh and Gabel, 1992. Products are now being not just consumed for their material utilizes but also for their symbolic meaning which is conveyed are not merely ‘sets of attributes which yield any particular benefit’ (Holt,1995, P1). Therefore, a consumer is much likely to use brands to express how he/she is either similar to/different from people of their group (Markus and Kitayama,1991). It has been reported by Bhat and Reddy (1998) that, the brands have practical and emblematic importance for its consumers. This emblematic importance that is associated with the brands, is often conveyed through the choice an of brands.

- Kushagraal (2017) started that the modern generation consumers who young and dynamic are very tech - savvy and adventurous as far as adaptability to a new product is concerned, they give very much emphasis on the attributes of a mobile like Camera quality, Processor speed for gaming, battery power etc.
- Infinite Research (2016) is pleased to announced the publication all over the worldwide mobile phone for cast report. The current report presents the most comprehensive analysis available of the global market for mobile phones. And analysis covers a lot critical data measures, including market sizes growth rates, market shows and ship statistics as well as the state of the most adaptation in the consumer, health, education, retails, military business and industrial sectors.
- Arabi et al (2014) started that smartphone addiction resulted in negative impact on exercising, eating and sleeping as well as caused health problems. In addition, smartphone addiction could lead to mental disorder (Jones 2014) (Moketal 2014) various studies also founded the negative impacts of smartphone on health of addicted people.

- Jitsukpluem (2014) A smartphone also cause negative impacts on people lives since many of them pay much attention to playing games, chatting with friends, surfing the internet, listening to music, and watching movies. They keep doing these activities day by day and finally addict to use smartphone.
- Laurie cuts (2013) mobile adaption is ridiculously fast. smartphone have spread faster than any consumer technology in human history, reaching market maturity faster then, ratio, tv, the commercial internet and many other devices and technologies.
- Ibrahim, Kassem and Mohammed (2013) have deducted that while purchasing mobile phones the young customers in the society are more influenced by endorsement, frequency and advertisement, discount offers, word of mouth publicity spread through friends, family and relatives.
- Tajzadeh naming A.A; Rahman Vahid: Tajzadeh naming Ain (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”, “corporate attitude”, and product (cell phone) (mobile phone) choice. In addition, no significant relationship was found between individual decision-making processes and product choice.

**OnePlus Technology (Shenzhen) Co., Ltd.** (Chinese: 一加科技; Pinyin: Yījiā Kējì), doing business as OnePlus, is a premium Chinese consumer electronics manufacturer headquartered in Shenzhen, Guangdong, as shown in Figure 1. It is a subsidiary of Oppo. OnePlus was founded by Pete Lau and Carl Pei on 16 December 2013 to develop a high- end flagship smartphone running Cyanogen Mod that would come to be known as the OnePlus One. OnePlus would continue to release phones throughout the 2010s and 2020s. In 2020, OnePlus

released the OnePlus Nord, its first mid-range smartphone since the OnePlus X in 2015. Pei would oversee the design and marketing of OnePlus' products until his departure from the company in October 2020, going on to found the consumer electronics manufacturer Nothing. In 2022–2023, OnePlus is still actively producing affordably priced phones (\$200–749 USD) with top-of-the-line specs comparable to leading Samsung phones, including 5G connectivity. OnePlus is also partnered with T-Mobile to provide OnePlus Phone through T-Mobile to extend its legitimacy and reach [7].



**Figure 1 OnePlus Technology**

OnePlus Technology (Shenzhen) Co., Ltd. was founded on 16 December 2013 by former Oppo vice-president Pete Lau and Carl Pei. According to Chinese public records, OnePlus' only institutional shareholder is Oppo Electronics. Lau denied that OnePlus was a wholly owned subsidiary of Oppo and stated that Oppo Electronics and not Oppo Mobile (the phone manufacturer) is a major investor of OnePlus. Lau went on to state that they were "in talks with other investors", although OnePlus has confirmed it uses Oppo's manufacturing line and shares part of the supply chain resources with Oppo.

***“We will never be different just for the sake of being different. Everything done has to improve the actual user experience in day-to-day use”***

***-Pete Lau***

Lau founded OnePlus with the intent to design a smartphone that would balance high- end quality with a lower price than other phones in its class, believing that users would "**never settle**" (a slogan that would come to be used by OnePlus in its marketing material) for the lower- quality devices produced by other companies. Lau also showed aspirations of being the "Muji of the tech industry", emphasizing its focus on high-quality products with



simplistic, user-friendly designs. Continuing Lau's association with the platform from the Oppo N1, OnePlus entered into an exclusive licensing agreement with Cyanogen Inc. to base its products' Android distribution upon a variant of the popular custom ROM Cyanogen Mod and use its trademarks outside of China. OnePlus would later develop a version of Cyanogen Mod, known as Cyanogen OS, for use in its phones. The ONEPLUS was introduced on 23 April 2014 as OnePlus' first smartphone. It differed from its competitors - largely flagship devices from larger phone manufacturers, in its usage of Cyanogen OS, its openness to developers, and price-to-performance ratio in comparison to its hardware, although criticism was levied for technical issues. In order to reduce marketing costs, OnePlus relied instead on word of mouth and initially only allowed purchases via an invite system. Throughout early 2014, OnePlus would continue to expand, hiring Chinese celebrity author Han Han to help market its products in mainland China and expanding its operations to the European Union in March of that year. In December 2014, alongside the release of the OnePlus One in India exclusively through Amazon, OnePlus also announced plans to establish a presence in the country, with plans to open 25 official walk-in service centres across India [8].

#### 4. History

##### **2015 - 2019: Continued Success, Expansions in Southeast Asia:**

In 2015, OnePlus began an effort to expand in Southeast Asia, making its products available in the region for the first time, partnering with Lazada Indonesia in January 2015. In June 2016, OnePlus decided to pull out of the Indonesian market due to local regulations for imported 4G smartphones restricting sales of the OnePlus 2. Also in 2015, OnePlus unveiled the OnePlus X, the company's first foray into the budget device market. In May 2018, OnePlus would release the OnePlus Bullets Wireless earphones. In September of that year, OnePlus announced that it would be producing a

line of smart TVs with OnePlus TV exclusively sold in India. The initial model of the OnePlus TV line, the OnePlus TV Q1, was released in September 2019.

##### **2020 - Present: Further Product Launches, Carl Pei's Resignation:**

OnePlus would release a series of new products in 2020, including the OnePlus Buds and the OnePlus Nord in July, the latter being OnePlus' first budget device since the release of the OnePlus X in 2015.

On 16 October 2020, Carl Pei resigned as the marketing director of OnePlus.

In 2021, Oppo and OnePlus would begin to build a partnership, combining their hardware research teams in January of that year. In July 2021, OnePlus merged Oxygen OS, its Android-based operating system used since the OnePlus X and Oppo's Color OS. The software of both companies continues to remain separate and serve their individual regions with Oxygen OS for OnePlus phones globally and Color OS on OnePlus and Oppo devices in China but share a common codebase, which OnePlus says should standardize its software experience and streamline the development process for future Oxygen OS updates [9].

#### 4.1 Expansion Products

List of OnePlus products

##### 4.1.1 Smartphones

OnePlus releases two lines of smartphones: its flagship "OnePlus" line, and its budget-oriented Nord line. Both lines are equipped with an Android-based operating system known as Oxygen OS.

OnePlus has also released phones outside of these lines, namely the OnePlus Ace and the OnePlus 10R.

As of 2023, 17 models in the OnePlus line have been produced and 5 models in the Nord line have been released. Models currently in production include:

- OnePlus 11
- OnePlus 10T
- OnePlus 10R 5G

- OnePlus 10 Pro
- OnePlus 9 Pro
- OnePlus 9
- OnePlus 8T
- OnePlus Nord N200 5G
- OnePlus Nord 2
- OnePlus Nord CE 2lite 5G

#### 4.1.2 Wearables

OnePlus has released various wearables, including the OnePlus Bullets Wireless, OnePlus Buds, OnePlus Band, and the OnePlus Watch.

#### 4.1.3 TVs

Through its OnePlus TV line of TVs exclusively sold in India, OnePlus maintains a line of TVs.

### 4.2 Advertising and Marketing

#### 4.2.1 Invitation system

Early phones were only available through a system whereby customers had to sign up for an invitation, which OnePlus called an invite, to purchase the phone at irregular intervals. The system was claimed to be necessary for the young company to manage huge demand. OnePlus ended the invitation system with the launch of OnePlus 3 on 14 June 2016. Announced via an interactive VR launch event, the OnePlus 3 initially went on sale within the VR app itself. OnePlus touted the event as the world's first VR shopping experience. The phone was made available for sale later that day in China, North America and the European Union on the OnePlus website, and in India on Amazon India.

#### 4.2.2 "Smash the Past"

On 23 April 2014, OnePlus began its "Smash the Past" campaign. The promotion asked selected participants to destroy their phones on video to purchase the OnePlus One for \$1 (US). Due to confusion, several videos were published by unselected users misinterpreting the promotion and destroying their phones before the promotion start date. OnePlus later revised the rules of its promotion by allowing consumers to donate their old phones. There were 140,000 entrants in the contest with 100 winners.

#### 4.2.3 OnePlus Playback

OnePlus Playback is a series of music videos in collaboration with popular Indian singers, beginning in 2018.

#### Brand ambassador:

In May 2019, OnePlus made a deal with Avengers actor Robert Downey Jr. to endorse OnePlus 7 Pro. Previously, Indian actor Amitabh Bachchan endorsed OnePlus in India.

- Partnership with Hasselblad



**Figure 2 OnePlus 9 Pro module with Hasselblad Camera**

On 8 March 2021, OnePlus announced a \$150 million deal with Hasselblad to develop camera technology for OnePlus, which also included the new OnePlus 9 series phones that had improved color processing and computational photography developed in partnership with Hasselblad, as shown in Figure 2 OnePlus 9 Pro module with Hasselblad Camera Figure 2.

### 4.3 Swot Analysis

OnePlus is relatively a new company in a smartphone market and has a long way to go in regards to achieve its long-term goals and become something they all are working for. In 2016, we have their latest flagship- killer, the OnePlus 3 which stormed the markets, however the company has to consistently improve their model and analyse their situation in the market in order to sustain. Here is a SWOT analysis of OnePlus explaining their current situation as a company.

#### 4.3.1 Strengths

- Low-cost smartphone with high specifications.
- Rising as one of the fastest growing companies.



- Exclusive partnership with major e-trailer Amazon.
- Sold out 30000 units of the OnePlus2 in China within 64 seconds after launching the product sale.
- Special Android platform Oxygen OS is a big strength since it sets them apart from Android users.

#### 4.3.2 Weakness

- Limited production capacity.
- New entrant.
- Highly competitive industry.
- Online sales may eliminate offline audience.

#### 4.3.3 Opportunities

- Broaden the geographical market base.
- Resort to mainstream product advertising.

#### 4.3.4 Threats

- New entrants selling equally competitive phones at lower prices.
- Inability to keep up with the huge capital involvement in the industry trend.

#### 4.4 Marketing and Sales

- Focuses on premium without burning a hole in the consumer's wallets.
- Made for niche market, a phone for "tech geeks" i.e., tech-savvy consumers community shouldn't have to settle for overpriced phones that may not deliver, aligning with their tag "Never settle"
- Users lean start up methodology i.e., implement, examine. The response then adjusts accordingly without spending much on advertisement.
- Started with a promotional alliance with Amazon in India, creating a huge buzz with invite only model and then opening it up for everyone.
- Being a premium brand, one plus had penetrated into tier 2 and 3 markets increasing from 28% to more than 50% of markets share.

#### 4.5 Service

- Offers "OnePlus Care" App partnered with Servify, Mumbai based start-up enables customers to connect with brand authorized service centres.
- OnePlus bears the customers duty and shipping charges Themselves while shipping the products to India.
- Collaborate with Zendesk for after sales customer services located around the globe serve through the following support channels.
  - Phones
  - Live chat
  - Social media

#### 4.6 Mission

*"Our Mission is to share the Best Technology,  
Build Hand-in-Hand  
with You"*

#### 5. Summary

The above chapter the company profile, history of the company, expansion of the company, advertising and marketing of the company, swot analysis of the company, marketing and sales of the company, services of the company, mission of the company. Brand preference is crucial for business looking to repeat customer out of their target audience as it creates awareness and helps business to develop a strong reputation. Without effective branding, products will sit in the shadow of their competitor as consumer may lack awareness or opt for more well-known alternatives. As a long-term strategy, establishing brand preference help to increase revenue, profit and market share. It also plays role in building brand equity which determines a brand's popularity and strength in the market against competitors. Market research helps uncover consumers purchasing motivation, and their wants and needs, helping businesses to drive the brand preference of their products.

#### 5.1 Definition of the Brand Preference

A Brand consists of any name, term, design features that distinguishes the goods and services of one seller from another. A Brand also distinguishes one



product from another in the eyes of the customer. All of its elements (i.e., logo, colour, shape, letter, images) work as a psychological trigger or stimulus that causes an association to all other thoughts we have about this brand. Tunes, celebrities, and catchphrases are also oftentimes considered brands. The word “Brand” is derived from the old Norse “Brand” meaning “To burn”, which refers to the practice of producers burning their mark (or brand) onto their products. Italians are considered among the first to use brand in the form of watermarks on paper in the 1200s. However, in mass-marketing, this concept originated in the 19th century with the introduction of packaged goods.

### 5.2 Important of Brand Preference

Branding is important because not only is it what makes a memorable impression on customers but it allows your customers and clients to know what to expect from your company. It is a way of distinguishing yourself from the competitors and clarifying what it is you offer that makes you the better choice. Your brand is built to be a true representation of who you are as a business, and how you wish to be perceived. There are many areas that used to develop a brand including advertising, customer service, social responsibility, reputation and visuals. All of these elements (and many more) work together to create one unique and hopefully attention-grabbing profile.

### 5.3 Types of Brand Preference

There are several types of branding that are worth exploring in depth. Here are the 8 types of branding you need to know:

- Personal branding
- Product branding
- Service branding
- Retail branding
- Cultural and geographic branding
- Online branding
- Offline branding

#### Personal Branding:

At first, it can feel kind of strange to think of a person as having a brand. After all, we’re not products, we’re people. And we have inborn personalities, not cultivated brands.

#### Product Branding:

Product branding is the action of branding a specific product. Just like personal branding involves cultivating a public vocabulary and aesthetic for yourself, product branding shapes how the world perceives your product through deliberate aesthetic choices.

#### Service Branding:

Unlike products, which are easy to brand in visible and tangible ways, services are a little more challenging to brand. But that doesn’t mean brands can’t do it effectively; they just have to be willing to think outside the box.

#### Retail Branding:

When you walk into the brick-and-mortar store, its physical appearance has a look and feel specific to the brand. That’s retail branding in action. Deliberate design choices like its layout, the light fixtures, the decor, the music played, the display fixtures and even the type of flooring are all carefully selected to build a living brand experience for every shopper who enters the store.

#### Cultural and Geographic Branding:

Cultural and geographic branding are actually two separate, but similar, types of branding. Both are popular in the tourism industry. Geographic branding is branding for cities, states, religions, and even countries. Think of “I love New York” to represent New York city and the Eiffel tower as a symbol of Paris. Cultural branding is similar, but focuses on the geographic ones. Think “a sidewalk cafe” versus the Eiffel tower to represent Paris or “The Japanese Tea Ceremony” versus Mount Fuji to represent Japan. So, what kind of businesses can benefit from cultural and geographic branding? Tourism and tourism-adjacent businesses, like hotels and airport taxis for sure, but also any kind of business that makes its region of origin focal point in its branding. A tea company that ships teas from





India all over the world might tap into some cultural branding by using the Indian flag's colors in their logo, or an up- and-coming watch brand might exploit the clout associated with Swiss watches by incorporating illustrations of the Alps into their website design.

#### **Corporate Branding:**

If a company is a person, their corporate branding is how they express their personality, corporate branding is just like other kinds of branding, is the series of design choices and actions that communicate key points about the brand, like its:

- Values
- Mission
- Price point
- Exclusivity
- Ideal consumer

Corporate branding goes beyond website design and ads. It includes how the company conducts themselves socially and professionally, like partnering with specific charities or responding to current events. Corporate branding also often extends to the company's recruiting efforts and company culture, which ultimately shapes how he public perceive the brand. One famous example of a company with strong corporate branding internally and externally is google, which famously provides employees with everything they could possibly need – free lunch, on-site medical care, free shuttles to and from work and a generous amount of paid parental leave, just to name a few- while being one of the most widely recognized brands in the world.

#### **Online Branding:**

Online branding, as the name implies, is branding that happens online. Unlike specific types of branding, like personal or product branding, online branding is a broad category that refers to all types of branding that happens on the internet. It's how an individual position themselves on social media, it's the kind of online ads a service provider runs, it's all the design choices that go into email newsletters,

landing pages, responsive web design and automatic message replies.

#### **Offline Branding:**

In case it isn't obvious from the name, offline branding is branding that happens offline. Much like online branding can encompass types of branding like personal branding, product branding, corporate branding and cultural and geographic branding, offline branding can encompass these as well.

#### **5.4 Factors Influencing Brand Preference**

As far as building brand preference is one of the goals each business tries to achieve, it goes hand with the concepts of brand marketing. Brand marketing is a holistic approach that entails reaching several objectives to build long lasting relationships and emotional connection with clients that will result in high revenue. Essential concepts that contribute significantly to building your brand preference include brand awareness, advocacy, loyalty, equity, engagement, identity and image. It seems huge but this is a long-term game. As soon as you put a brick of each concept mentioned above into developing your brand marketing strategy, customers will have more reasons to choose your company.

#### **5.5 Measures of Brand Preference**

Measures of brand preference can be a key lynchpin in the value chain because it predicts customer actions that can have significant business impact. By accurately and predictably measuring the impact of marketing activities on the hearts and minds of customer and potential customer, measures of preference connect marketing inputs to consumer behavioural outcomes. For example, strong brand preference can measurably impact share, velocity of sales, and profit gains by:

- Reducing price sensitively which gives firms the ability to raise price without losing customer or drive additional volume with pricing actions;



- Motivational more persistent loyalty leading to greater customer lifetime value and more stable SaaS or subscription revenues;
- Generating a higher share of transactions, wallet, or shelf which increases sales and blocks out competitors;
- Garnering superior win rates on RFP's, competitive bids and proposals.
- Just knowing the relationship between brand preference and financial performance is not enough to achieve it. Its critical to be precise about how brand preference is measured and what drives it.

## 6. Findings

The following are the finding of the study,

- From the study it is found that 45% of the respondents are in the age group of 21 - 25 Years.
- From the study it is found that 65% of the respondents are Females.
- From the study it is found that 70% of the respondents are Unmarried.
- From the study it is found that 42% of the respondents are Graduates.
- From the study it is found that 58% of the respondents are Students.
- From the study it is found that 42% of the respondents belongs to the income group of 5000.
- From the study it is found that 47% of the respondents are using OnePlus mobile phone for less than a year.
- From the study it is found that 19% of the respondents are using OnePlus Nord Ce 2 lite 5G.
- From the study it is found that 27% of the respondents purchase the OnePlus mobile phone for Rs.20000 – 40000.
- From the study it is found that 49 respondents are influenced by the Brand of OnePlus mobile phone.
- From the study it is found that 45% of the respondents are satisfied with the amount they paid.
- From the study it is found that 76% of the respondents prefer offline purchase.
- From the study it is analysed that 50% of the respondents attracted towards the quality of OnePlus mobile phone.
- From the study it is found that 54% of the respondents are satisfied with battery efficiency. From the study it is found that 64% of the respondent's source of awareness is through
  - family and friends.
- From the study it is found that 81% of the respondents have collected information before purchasing OnePlus mobile phone.
- From the study it is found that 80% of the respondents believe that the quality of OnePlus mobile phone is good.
- From the study it is found that 81% of the respondents have influenced by the advertisement of OnePlus mobile phone.
- From the study it is analysed that 49% of the respondents go to the showroom of brand preferred.
- From the study it is found that 53% of the respondents are preferring to same OnePlus brand and they don't want to shift to the other brand.
- From the study it is found that 52% of the sample respondent express that they will switch to other brand if the same product appears in the market.
- From the study it is found that 73% of the respondent are satisfied with the storage of OnePlus mobile phone.
- From the study it is found that 66% of the respondents are satisfied with the features of OnePlus mobile phone.



- From the study it is found that 93% of the respondents wants to share information with family and friends.

### Conclusions

One of the indicators of the strength of the heart and mind of customer, brand preference represent which brand are preferred under assumptions of equality in price and availability.

Brand preference is important to company because it provide are indicator of their customer's loyalty, the success of their marketing tactics, and the strength of their respective brand. The study is conducted to know the brand preferred by customer towards OnePlus mobile phones in Hyderabad.

From the study it is conclude that most of the sample respondents are satisfied with the quality, storage, features, amount which they paid, battery life and influenced by the brand of OnePlus as we can say there are loyal to the brand because they wanted to postpone the purchase but they don't wanted shift to the other brand.

### Suggestions

The following are the suggestions:

- The majority of the respondents are suggested that OnePlus brand is very good and have extraordinary features.
- The majority of the respondents are suggested to maintain the quality and the price of the product.
- The majority of the respondents are suggested to reduce the price of the product.
- The majority of the respondents are suggested to update the advance features in the product.
- The majority of the respondents are suggested increase the RAM.

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