

A STUDY ON BRAND AWARENESS OF ONEPLUS WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT, TAMILNADU

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Abstract

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 handsets. But now industry is totally concentrated on moving forward technologically. It is growing alongside up-and-coming technologies and innovations, building upon the progress of "smartphones" and other phone feature and segments made in recent years. One Plus mobiles are among few cell phone manufacturer which is positioning its brand very high in the mind of consumers. OnePlus was launched its first mobile in 2014 and in a small duration of time it became one of the market leaders in 2017, OnePlus leads the premium phone market in India with 48 percent share in the Q4, 2017 as per IDC.

Key words: Telecommunication Industry, Technology, Innovation, smartphones, Brand Positioning.

INTRODUCTION

Brand awareness refers to the extent to which customers are able to recall or recognize a brand. Brand awareness is a key consideration in consumer behavior, advertising management, brand management and strategy development. The consumer's ability to recognize or recall a brand is central to purchasing decision-making. Purchasing cannot proceed unless a consumer is first aware of a product category and a brand within that category.

Awareness does not necessarily mean that the consumer must be able to recall a specific brand name, but he or she must be able to recall sufficient distinguishing features for purchasing to proceed. For instance, if a consumer asks her friend to buy her some gum in a "blue pack", the friend would be expected to know which gum to buy, even though neither friend can recall the precise brand name at the time.

Different types of brand awareness have been identified, namely brand recall and brand recognition. Key researchers argue that these different types of awareness operate in fundamentally different ways and that this has important implications for the purchase decision process and for marketing communications. Brand awareness is closely related to concepts such as the evoked set and consideration set which describe specific aspects of the consumer's purchase decision. Consumers are believed to hold between three and seven brands in their consideration set across a broad range of product categories. Consumers will normally purchase one of the top three brands in their consideration set.

Brand awareness is a key indicator of a brand's competitive market performance. Given the importance of brand awareness in consumer purchasing decisions, marketers have developed a number of metrics designed to measure brand awareness and other measures of brand health. These metrics are collectively known as Awareness, Attitudes and Usage (AAU) metrics.

To ensure a product or brand's market success, awareness levels must be managed across the entire product life-cycle - from product launch through to market decline. Many marketers regularly monitor brand awareness levels, and if they fall below a predetermined threshold, the advertising and promotional effort is intensified until awareness returns to the desired level.

OBJECTIVES OF THE STUDY

1. To gain knowledge on brands and different methods to create brand awareness.
2. To identify the brand awareness technique used by Oneplus.
3. To find out ways to improve and maintain brand awareness and to build brand loyalty.

STATEMENT OF THE PROBLEM

1. The study on brand awareness is essential in market planning, customers' needs and preference keep changing where brands ultimately commands customer's loyalty.
2. The problem is to know the acceptance level of the brand awareness towards the product.
3. This study will help us understand the brand awareness and the problems are being faced by the customers, and the appropriate measure to be taken to solve the problems.

SCOPE OF THE STUDY

1. Today customers are facing wide range of choice in the different brands of products and services.
2. They are making their choices on the basis of their perceptions of brands, feature, quality and service value.
3. The company has to adopt strategies to keep brand in consumer's memory.
4. A strong brand awareness creates easy acceptances of new products.
5. An organization has to measure the level of awareness of the potential customers and has to adopt different strategies to enhance the awareness level and to identify the appropriate promotional tool.

RESEARCH METHODOLOGY

Primary data has been collected through survey method using structured questionnaire as the tool. Secondary data have been gathered from various journals, magazines and web sites. Purposive sampling technique has been adopted for the purpose of collecting questionnaire. Data has been collected from 110 respondents. The study has been conducted in Tamil Nadu. Simple percentage analysis, and Chi-square test have been applied for the purpose of analysis.

Limitation of the study

1. Time constraints has prohibited from going deep into the subject.
2. The information obtained or the collection of data is limited.
3. The information provided by respondents could be biased.
4. Due to time constraints the study is restrict to Coimbatore only.
5. The sample is limited to 110 respondents only.

REVIEW OF LITERATURE

Aaker (1991) defines brand or name awareness as “the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category.” Therefore, it is important that a link between product class and brand is implicated because the scope of brand awareness is very wide, ranging from an unsure sensation that the brand name is recognised, to a conviction that it is the only one in the product class. Brand awareness refers to the strength of a brand’s presence in the consumer’s mind. It is a measure of the percentage of the target market that is awareness can provide a host of competitive advantages for the marketer.

Androulida kis; G Kandus (2001) correlated the brand of mobile phone to user’s security practices. Users show different behaviour in an array of characteristics, according to the brand of mobile phone they are using. As such, there is a categorization of areas, different for each brand, where users are clearly lacking security mind, possibly due to lack of awareness. Such a categorization can help phone manufacture enhance their mobile phone in regards to security, preferably transparently for the user.

Aaker (1992) associations represent the basis for purchase decision and for brand loyalty. Brand associations consist of all brand-related thoughts, feelings, perceptions, images, experiences, beliefs, attitudes and is anything linked to a brand.

ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

		No of Respondents	Percentage
Age	18 to 25	82	74.55
	25 to 35	14	12.73
	35 to 45	7	6.36
	45 and above	7	6.36
Gender	Male	71	64.55
	Female	39	35.45
Aware of One plus Brand	Oneplus	80	72.73
	Samsung	82	74.55
	Apple	78	70.91
	Xiaomi (Redmi)	79	71.82
	Oppo and Vivo	80	72.73
Buyer of One plus product	Yes	29	26.36
	No	81	73.64
Brand image	Communication Strategies	31	28.18
	Quality	90	81.82
	Competitive Pricing	40	36.36
	Good value-added services	36	32.73
Familiar with Oneplus brand	Extremely familiar	28	25.45
	Very familiar	39	35.45
	Somewhat familiar	23	20.91
	Not so familiar	14	12.73
	Not at all familiar	6	5.45

Feature that attracts the most	Quality	74	67.27
	Price	11	10.00
	Design	22	20.00
	Service	3	2.73
opinion of One plus brand	Highly satisfied	33	30
	Satisfied	62	56.36
	Neutrally Satisfied	13	11.82
	Have no idea about the brand	2	1.82

The above table shows that 74.55% of the respondents belong to age group of 18 to 25yrs. 64.55% of the respondents are male,72.73% are aware of One plus Brand,26.36 of the respondents are using OnePlus brand, 81.82 % respondent buy product of its quality, 35.45% of the respondent are very familiar with the brand,67.27% of the respondent are influenced by the quality of the product, 56.36% of the respondent are satisfied and aware of the product

CHI - SQUARE**Buyer of one plus**

	Observed N	Expected N	Residual
yes	27	55.0	-28.0
no	83	55.0	28.0
Total	110		

Level of Awareness

	Observed N	Expected N	Residual
in the last month	8	18.3	-10.3
in the last 6 months	18	18.3	-.3
in the last 12 months	21	18.3	2.7
in the last 3 years ago	31	18.3	12.7
more than 3 years ago	29	18.3	10.7
I have never heard of it	3	18.3	-15.3
Total	110		

Test Statistics

	Buyer of oneplus	Level of awareness
Chi-Square	28.509 ^a	34.000 ^b
df	1	5
Asymp. Sig.	.000	.000

INTERPRETATION

From the above chi-square test the significant value is 0.00 which below the table value 0.05. So null hypothesis is rejected. There is a significant association between Buyer of Oneplus and level of awareness

Hence, it is inferred that the Buyer of Oneplus of the respondents is the influencing factor of level of awareness of One plus brand.

Buyer of oneplus

	Observed N	Expected N	Residual
yes	27	55.0	-28.0
no	83	55.0	28.0
Total	110		

Familiar with oneplus brand

	Observed N	Expected N	Residual
extremely familiar	29	22.0	7.0
very familiar	37	22.0	15.0
somewhat familiar	23	22.0	1.0
not so familiar	14	22.0	-8.0
not at all familiar	7	22.0	-15.0
Total	110		

Test Statistics

	Buyer of oneplus	Familiar with oneplus brand
Chi-Square	28.509 ^a	25.636 ^b
df	1	4
Asymp. Sig.	.000	.000

INTERPRETATION

From the above chi-square test the significant value is 0.00 which below the table value 0.05. So null hypothesis is rejected. There is a significant association between Buyer of oneplus and Familiar with Oneplus brand.

Hence, it is inferred that the Buyer of Oneplus of the respondents is the influencing factor in the familiarity with the brand

SUGGESIONS

The study findings show that majority of the people are well aware about the brand. To improve Oneplus performance and to serve its customers better, the following suggestions are suggested.

- The availability of the product is majorly available on online shopping site, which makes some of the customers to trust less to buy from online sites due to fraudulent reasons, which decreases the sale of the product.
- Making available of the product in showrooms and shops will further increase the sale of the products.
- After sale service is the most important factors in the selling of the product, so making available of the service centers will increase the trust of the customers in buying the products.
- The price factors also affect the sale of the product, so making products at an affordable price will increase the sale of the product.
- Customers always prefer convenient purchasing, so making availability of the products in shops near them will help in sale of the product.
- Majority of the customers prefer the Quality of the product so improving the Quality will increase the potential in sales.
- Complaints and suggestion of each customers should be considered well, and solve customers' complaints without making further delays.
- Oneplus can collect useful information and suggestion from its customers and full fill there their need and demands which will create good will to the company.
- Developing more advertising strategies will help in creating brand awareness in the future period.

CONCLUSION

Brand awareness plays a major role in helping the audiences understand, recall, and become comfortable with branding and products. Branding strategies will help the brand to become top of mind when customers are ready to research and make a purchase. The awareness helps the customers in gathering the information and making purchasing choices. A good advertising strategy will definitely attract a greater number of customers in purchasing of the product.

The majority of the customers are very well aware about the brand but still the sale of the product is lower, the company can further increase the sale by making availability of the product in the shops convenient to customers, show rooms, and service centers for after sale service.

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