

Studying Marketing Strategies of Oppo Mobiles

Author – Dr. Dileep Kumar Singh

Affiliation – Amity Business School, Amity University Chhattisgarh

Email- Dksingh@Rpr.Amity.Edu

Abstract- In recent years, the number of internet-enabled gadgets, such as smart phones, has exploded, making it easier to complete a variety of activities online. Shopping is one of the most popular activity on these internet sites. Smart phones are, in fact, changing the landscape of consumption, moving away from traditional physical stores and toward digital consumption of goods and services. Despite the abundance of theoretical and empirical studies on the Smart phone market, there are few studies on how mobile phone gadgets increase and enable consumption from physical to online market.

Keywords: *Marketing Strategies, Smartphone features, Consumer Buying Behaviour*

Introduction

By 2020, the mobile sector is anticipated to generate Rs 14 trillion (US\$ 217.37 billion) in overall economic value. During this time, India will produce around 3 million direct and 2 million indirect job opportunities. The second-largest smart phone market in the world, with shipments up 23% year-on-year. In the third quarter of 2017, sales increased by over 40% year on year, reaching more over 40 million units. Brands like Apple, Nokia, Samsung, Motorola, Blackberry, and Sony Ericsson have long had a dominant position in the mobile industry before the development of smart phones.

The official introduction of the iPhone 4 in June 2010 signaled the start of a new era in the mobile industry. Nokia, Motorola, Blackberry, Sony Ericsson, and other brands have all departed from the market in the last few years or have experienced mergers and acquisitions one after the other (Zhou, & Liu, 2017). In the worldwide smart phone market, Apple and Samsung owned the bulk of the market share. Due to advancements in science and technology, notably communications technology, China's mobile sector has matured over the last two years. Huawei, OPPO,

VIVO, and Xiaomi are among the fastest-growing Chinese mobile companies, with the distance between them and Apple and Samsung progressively closing.

By the end of June 2017, data consumption on Indian telecom providers' networks (excluding Reliance Jio) had quadrupled in six months to 359 petabytes or 3.7 million gigabytes per month, with 4G data usage share increasing to 34%. According to Industry Research Store, the Indian telecommunications services market would likely increase by 10.3% year on year to reach US\$ 103.9 billion by 2020.

Purpose of the Study

The goal of our study is to learn how OPPO Mobiles Mu. Pvt. Ltd. develops, plans, and implements relevant marketing strategies in Sales and Marketing that are result-oriented and include economic viability.

Review of Literature

"The strategy that specifies broad principles for achieving objectives connected to specific SBUs and target markets," according to Camra (1995). This comprises the major marketing budgets, marketing functions, and resource allocation in this sector. These include, for example, Decision: Segmentation, positioning, and communication methods. Marketing strategies as they relate to a marketing plan are defined as follows: This is one of the parts that incorporates the marketing strategy and has its own goal of presenting an action plan. Which will be employed to achieve the marketing plan's objectives?

Bankar (1994): Establishing the aim or objective of a strategic business unit and achieving it through marketing function management. “

“Marketing strategy sets the road for a desired future,” says Sudharan (1995). A marketing strategy statement is a sort of marketing strategy analysis and choice (or strategic marketing decision). Muneera and Rodriguez (1998) define competitive advantage as "a technique of analysis that demonstrates knowledge of consumer demands and predictions of future choices (ours and rivals) in order to create a long-term (sustainable) and defensive competitive advantage." Marketing strategies are the methods through which a business achieves its marketing objectives, and they typically have a link with the firm's marketing objectives.

Baugh: Strategy is defined as a set of consistent, logical, and feasible principles by which a firm intends to accomplish long-term customer and profit goals in a competitive market.

According to Bradley (2003), a marketing strategy is a globally integrated but externally oriented collection of actions that a business uses to address its consumers in the context of a competitive marketplace.

Data Analysis

1. Gender?

Gender	No. of respondents	Percentage
Male	64	64
Female	36	36

2.Age

Age category	Number of respondents	Percentage
< 18	8	8
18-24	36	36
24-30	48	48
>30	8	8

Research Methodology

Objectives

1. To explore the factors affecting purchase decision.
2. To find out the sources from your customer seek information.
3. To investigate the price preference of customers

Sample Size Sample size of 100 users we've taken from different users in terms of priority while buying. Male and female both included in this research.

Sampling frame – Residents of Amravati district under Maharashtra state (India)

Sampling method: Convenient Sampling

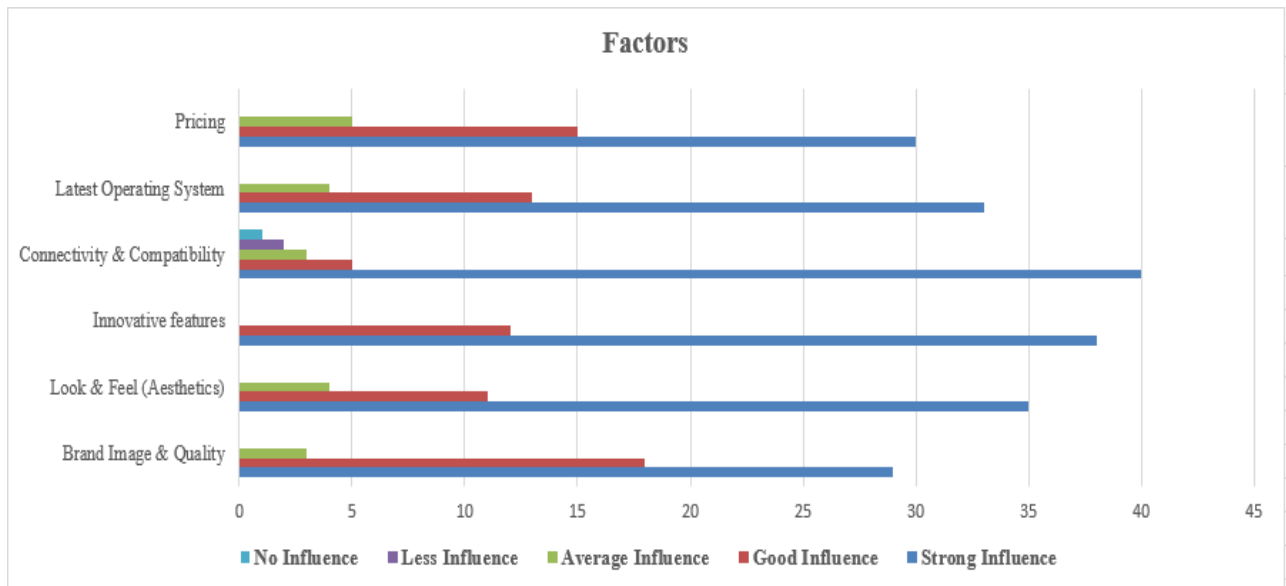
Research Instruments: Questionnaire, Surveys, Observation & Interview

3 Per month income?

Income	Number of respondents	Percentage
<15,000	40	40
15,000-30,000	46	46
>30,000	14	14

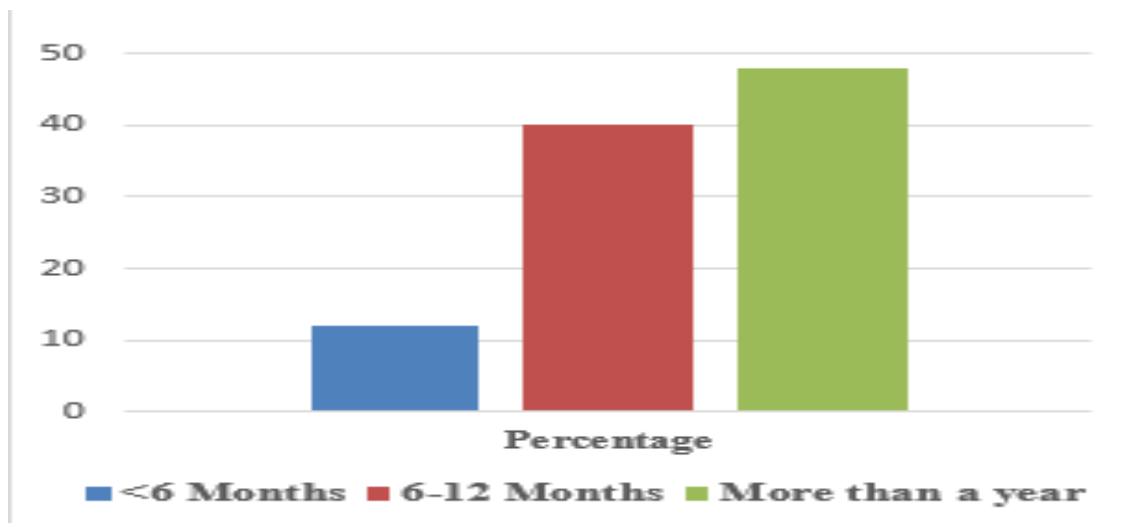
4. While buying smartphones which factor influence you?

Factors	Strong Influence	Good Influence	Avg Influence	Less Influence	No influence
Brand Image & Quality	58	36	6	-	-
Look & Feel (Aesthetics)	70	22	8	-	-
Innovative features like notch, camera, quad cam	76	24	-	-	-
Connectivity & Compatibility	80	10	6	4	2
Latest Operating System	66	26	8	-	-
Pricing	60	30	10	-	-



5. After what time you change your smartphone?

Time	Number of respondents	Percentage
<6 Months	12	12
6-12 Months	40	40
More than a year	48	48

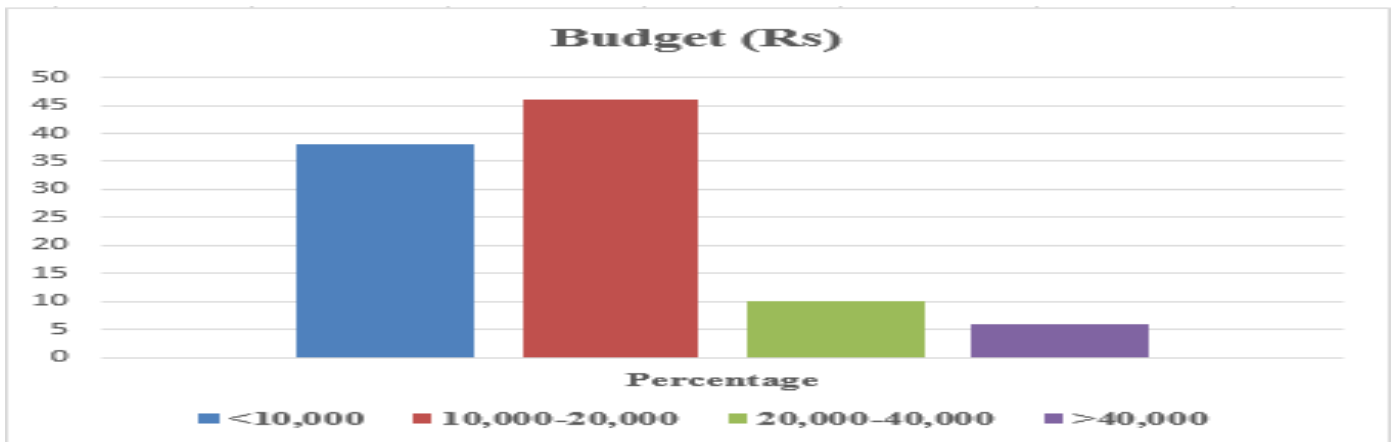


6. From where you become aware about OPPO brand first time?

Media	Number of respondents	Percentage
Ads	14	14
Magazines	4	4
TV	52	52
Store sign board	30	30

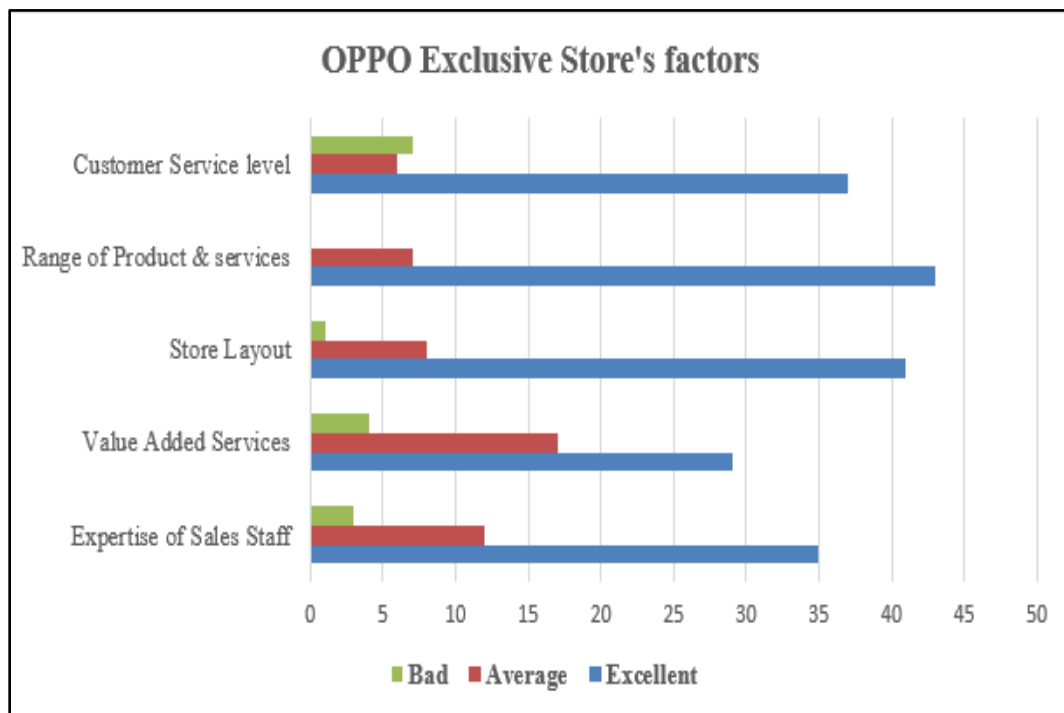
7. How much money you want to spend for a new smartphone in future?

Budget	Number of respondents	Percentage
<10,000	38	38
10,000-20,000	46	46
20,000-40,000	10	10
>40,000	6	6



8. Rate OPPO stores in following factors

Factors	Excellent	Average	Bad
Expertise of Sales Staff	70	24	6
Value Added Services	58	34	8
Store Layout	82	16	2
Range of product and services	86	14	-
Customer service level	74	12	14



9. From where you would like to buy Smartphone

Particulars	Number of respondents	percentage
Brand Store	23	46
Multi brand shop	12	24
Online	12	24
Others	3	6

FINDINGS & SUGGESTIONS

Most of the respondents are well known about OPPO as it is the giant brand. Oppo is generally known for its innovation and trending specifications. Since OPPO entered in market OPPO has done exceptionally well in order to capture the maximum sales share. Because of India china controversy Indian mobile market gets affected.

Chinese companies should educate its customer base about their contribution towards “Make in India”.

OPPO use colour OS in his phone which has fantastic features and popular as well and the technology named VOOC flash charge is exceptionally rocking in market but still some of the users and other brand users are not aware of this feature because of popularity of Android and iOS. No doubt iOS and Android are the best operating systems and getting good response in Indian market also. OPPO should launch low range models in order to increase his market share otherwise company can face some serious problems in future because Indian market has mostly low-end Smartphone demand.

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