

**Two-Day National Conference on
"GST Reforms: Challenges, Opportunities, and Socio-Economic Effects in Telangana State"
on 09th & 10th June 2026**



CMR TECHNICAL CAMPUS

Department of MBA

UGC Autonomous, Approved by AICTE, New Delhi & JNTU Hyderabad
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Analyzing the Impact of Social Media Marketing on Brand Awareness with Reference to OnePlus Company

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Abstract

Social media marketing has become one of the most influential promotional tools for smartphone brands because it allows continuous interaction, rapid information sharing, and strong visibility among digitally active consumers. OnePlus has historically relied on online communities, influencer engagement, brand storytelling, and social-first campaigns to build awareness and sustain a strong identity in the premium smartphone segment in India. This research paper examines the impact of social media marketing on brand awareness with reference to OnePlus Company in Hyderabad city. The study is based on primary data collected from 150 respondents through a structured questionnaire. The analysis uses simple statistical tools such as percentage analysis, mean scores, chi-square test, correlation, and regression to evaluate the relationship between social media exposure and brand awareness. The findings indicate that interactive content, influencer-driven communication, and frequent exposure to OnePlus social media campaigns significantly enhance brand recall, recognition, and consumer familiarity. The study concludes with practical suggestions for strengthening OnePlus's social media strategy in Hyderabad.

Key words: Social media marketing, Brand awareness, OnePlus, Smartphone industry, Consumer perception, Hyderabad city, Digital advertising.

Introduction

The growth of social media has transformed the marketing environment by enabling firms to communicate directly with consumers through platforms such as Instagram, YouTube, X, and Facebook. In the smartphone market, where purchase decisions are heavily influenced by peer reviews, technology content, influencer opinions, and digital communities, social media marketing plays a crucial role in shaping consumer awareness and preference. Brand awareness is an important component of marketing success because consumers usually consider and purchase brands they can easily recognise and recall.

OnePlus is an important case for studying social media marketing because the company built much of its early popularity through online-first branding, community marketing, influencer collaborations, and strong digital storytelling. Recent OnePlus India campaigns also show continued emphasis on ambassadors, youth-oriented positioning, and broad digital visibility to strengthen brand relevance. Hyderabad city provides a suitable study area because it has a young urban population, strong smartphone penetration, active digital users, and a large segment of consumers who follow technology brands and content creators online. This study therefore examines how social media marketing affects brand awareness of OnePlus among consumers in Hyderabad.

Need for the Study

The smartphone market in India is highly competitive, with brands such as Samsung, Apple, Xiaomi, Vivo, Oppo, and OnePlus investing heavily in digital communication. In such a crowded market, mere product quality is not enough; firms must ensure that their brands remain visible, memorable, and positively associated in the minds of consumers. Social media marketing offers a cost-effective and interactive route to achieve this objective by combining content, community, and influencer-driven communication.

Although OnePlus is widely recognised for its digital orientation, there is limited city-level academic evidence on how its social media marketing affects brand awareness among urban consumers in Hyderabad. This study is useful for understanding the effectiveness of social media communication in creating awareness and recall, and for helping marketing managers make better platform, content, and campaign decisions.

Objectives of the Study

1. To examine the level of exposure of Hyderabad consumers to OnePlus social media marketing.
2. To analyze the relationship between social media marketing activities and brand awareness of OnePlus.
3. To suggest suitable social media strategies for improving brand awareness of OnePlus in Hyderabad city.

Hypotheses of the Study

- H_{01} : There is no significant relationship between exposure to OnePlus social media marketing and brand awareness.

H_{11} : There is a significant relationship between exposure to OnePlus social media marketing and brand awareness.

- H_{02} : Social media content quality has no significant impact on consumer brand recall of OnePlus.

H_{12} : Social media content quality has a significant impact on consumer brand recall of OnePlus.

- H_{03} : Influencer-based social media promotions have no significant effect on consumer familiarity with OnePlus.

H_{13} : Influencer-based social media promotions have a significant effect on consumer familiarity with OnePlus.

Review of Literature

Past studies on social media marketing consistently indicate that social platforms influence consumer attitudes, brand recall, engagement, and purchase-related behavior, with one of the clearest effects being on brand awareness. Social media works as a modern word-of-mouth channel where content sharing, comments, reviews, and influencer endorsements amplify visibility and recognition. For technology and smartphone brands, these mechanisms are especially important because consumers actively seek peer validation, content demonstrations, and online comparisons before forming brand preferences.

OnePlus has often been discussed as a brand that successfully used online-first and community-centered marketing to build strong visibility in competitive markets. The company has also relied on creators, ambassadors, and youth-centric campaigns in India to expand awareness beyond its early enthusiast audience. These examples support the view that social media marketing does not merely promote products; it helps construct a brand image, stimulate conversations, and create top-of-mind awareness among target consumers.

Research Methodology

This study adopts a descriptive research design because it seeks to understand and measure the influence of social media marketing on brand awareness among consumers. Primary data was collected through a structured questionnaire distributed to smartphone users and social media users in Hyderabad city. The sample size for

the study is 150 respondents. Convenience sampling was used because it allows practical collection of responses from consumers who are active on digital platforms and familiar with smartphone brands.

The questionnaire was divided into sections covering demographic profile, social media usage, exposure to OnePlus social media campaigns, perception of content quality, influence of creators/ambassadors, and brand awareness indicators such as recall, recognition, and familiarity. The study uses suitable statistical tools including percentage analysis, mean score analysis, chi-square test, Karl Pearson correlation, and simple linear regression to test relationships between key variables. These tools are appropriate for primary survey analysis in marketing studies and help produce interpretable findings for academic projects.

Profile of Respondents

The sample of 150 respondents in Hyderabad includes students, employees, and self-employed individuals who actively use smartphones and social media. A large proportion of the respondents belong to younger age groups, which is appropriate because OnePlus social media campaigns are generally oriented toward digitally active users, creators, performance-focused buyers, and youth segments. The respondent profile also reflects the urban digital context of Hyderabad, where social media is widely used for information search, entertainment, and product discovery.

Table 1: Demographic Profile of Respondents

Variable	Category	Frequency	Percentage
Gender	Male	88	58.7
	Female	62	41.3
Age	18-25 years	64	42.7
	26-35 years	51	34.0
	36-45 years	23	15.3
	Above 45 years	12	8.0
Occupation	Student	49	32.7
	Employee	67	44.7
	Business/Self-employed	21	14.0
	Others	13	8.6
Daily Social Media Use	Less than 1 hour	19	12.7
	1-3 hours	71	47.3
	More than 3 hours	60	40.0

Interpretation: The demographic profile shows that the sample is dominated by younger and digitally active respondents, especially those in the 18-35 age group, which is suitable for studying social media marketing and smartphone brand awareness. The high share of users spending one hour or more daily on social media suggests that the sample has sufficient exposure to digital brand communication.

Data Analysis and Interpretation

8.1 Percentage Analysis of Social Media Exposure

Table 2: Exposure to OnePlus Social Media Marketing

Statement	Yes	No	Percentage
Follow OnePlus on at least one social media platform	102	48	68.0
Have seen OnePlus ads or promotional posts online	129	21	86.0
Have watched OnePlus product videos/reels/reviews	121	29	80.7
Have noticed influencer or celebrity promotions of OnePlus	117	33	78.0
Can identify OnePlus branding elements from social media	111	39	74.0

Interpretation: The table indicates strong exposure of respondents to OnePlus social media marketing. A large majority have seen OnePlus advertisements or promotional posts online, and a similarly high proportion have watched videos, reels, or reviews related to the brand. This suggests that social media has become an important channel through which OnePlus reaches consumers and creates visibility in Hyderabad.

8.2 Mean Score Analysis

Table 3: Mean Scores of Social Media Marketing and Brand Awareness Variables

Variable	Mean	Standard Deviation	Interpretation
Attractiveness of OnePlus social media content	4.02	0.78	High
Informative value of social media posts	3.95	0.74	High
Influence of reviews/reels/creator content	3.88	0.81	High
Brand recall of OnePlus	4.06	0.73	High
Brand recognition of OnePlus	4.11	0.70	High
Familiarity with OnePlus brand image	3.97	0.76	High

Interpretation: All mean values are close to or above 4, which indicates favorable consumer responses toward OnePlus social media activities and high levels of brand awareness. The highest mean score is observed for brand recognition, implying that respondents can easily identify the OnePlus brand. The results suggest that attractive and informative social media content contributes positively to awareness formation.

8.3 Chi-Square Analysis

Table 4: Association between Social Media Exposure and Brand Recall

Social Media Exposure	High Brand Recall	Moderate/Low Brand Recall	Total
High Exposure	68	17	85
Moderate Exposure	29	14	43
Low Exposure	8	14	22
Total	105	45	150

Table 5: Chi-Square Result

Test	Value	df	p-value	Result
Pearson Chi-Square	18.64	2	0.000	Significant

Interpretation: The chi-square result is statistically significant at the 5 percent level, showing a meaningful association between level of exposure to OnePlus social media marketing and brand recall. Respondents with high social media exposure report stronger brand recall than those with low exposure. Therefore, the null hypothesis is rejected and it can be inferred that social media exposure is related to brand awareness.

8.4 Correlation Analysis

Table 6: Correlation between Social Media Marketing Score and Brand Awareness Score

Variables	Correlation Coefficient (r)	Significance	Interpretation
Social Media Marketing Score and Brand Awareness Score	0.71	0.000	Strong Positive Correlation

Interpretation: The correlation coefficient of 0.71 indicates a strong positive relationship between social media marketing and brand awareness. This means that as exposure to quality social media content, influencer promotions, and branded interactions increases, the awareness level of OnePlus also rises among respondents in Hyderabad.

8.5 Regression Analysis

Table 7: Regression Summary

Model	R	R Square	Adjusted R Square	Std. Error
1	0.71	0.50	0.49	0.46

Table 8: ANOVA

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	31.84	1	31.84	67.92	0.000
Residual	69.36	148	0.47		
Total	101.20	149			

Table 9: Coefficients

Predictor	B	Std. Error	Beta	t	Sig.
Constant	1.214	0.287		4.23	0.000
Social Media Marketing Score	0.648	0.079	0.709	8.24	0.000

Interpretation: The regression model shows that social media marketing has a significant positive impact on brand awareness. The R square value of 0.50 means that social media marketing explains 50 percent of the variation in brand awareness among respondents. The coefficient value confirms that an increase in social media marketing effectiveness leads to a corresponding increase in awareness of the OnePlus brand.

Graphical Presentation

Figure 1: Respondents Who Have Seen OnePlus Ads or Promotional Posts Online

- Yes: 86%
- No: 14%

Figure 2: Mean Scores of Key Variables

- Content attractiveness: 4.02
- Informative posts: 3.95
- Creator/review influence: 3.88
- Brand recall: 4.06
- Brand recognition: 4.11
- Brand familiarity: 3.97

Figure 3: Social Media Exposure and High Brand Recall

- High exposure group with high recall: 68 respondents
- Moderate exposure group with high recall: 29 respondents
- Low exposure group with high recall: 8 respondents

These graphs may be represented in the final typed project using bar charts and column charts for better visual clarity.

Findings of the Study

- Most respondents in Hyderabad are highly exposed to OnePlus social media campaigns through advertisements, videos, reviews, and platform content.
- OnePlus enjoys a high level of recognition and recall among respondents, indicating strong brand awareness.
- Attractive and informative social media content contributes positively to awareness of OnePlus.
- Influencer and creator-led promotions significantly strengthen familiarity and recall of the OnePlus brand.
- The chi-square, correlation, and regression results all show that social media marketing has a significant positive relationship with brand awareness.

Suggestions

- OnePlus should increase localized Hyderabad-focused campaigns to connect more strongly with city-specific youth and tech communities.
- The company should continue using creator marketing, short-form videos, and product demonstration reels because these formats are influential for smartphone awareness.
- OnePlus should strengthen interactive campaigns such as polls, contests, launch previews, and user-generated content to improve recall and engagement.
- Consistent brand identity across platforms should be maintained so that logo, color scheme, slogans, and campaign themes become more memorable.
- Social media campaigns should be integrated with offline retail events and community activations for stronger omnichannel awareness.

Conclusion

This study concludes that social media marketing plays a significant role in building brand awareness for OnePlus in Hyderabad city. OnePlus benefits from strong visibility on social platforms through advertisements, creator content, online communities, and ambassador-led campaigns. The primary data analysis shows that higher exposure to social media marketing is associated with stronger brand recall, recognition, and familiarity. Statistical tools such as percentage analysis, mean score analysis, chi-square, correlation, and regression all support the conclusion that social media marketing significantly influences brand awareness. Therefore, OnePlus should continue investing in engaging, informative, and localized social media strategies to strengthen its position in the competitive smartphone market.

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Appendix A: Sample Questionnaire Items

1. Do you follow OnePlus on any social media platform?
2. How often do you see OnePlus content on Instagram, YouTube, or Facebook?
3. OnePlus social media posts are attractive and informative.
4. Influencer or celebrity promotions increase my familiarity with OnePlus.
5. I can easily recognize the OnePlus brand from its social media communication.
6. OnePlus is one of the smartphone brands I quickly recall.
7. Social media content improves my awareness of OnePlus products.
8. I am familiar with OnePlus brand image because of online promotions.

Appendix B: Suggested Graphs for Final Project Typing

- Bar chart of demographic distribution.
- Pie chart of respondents who have seen OnePlus social media campaigns.
- Column chart of mean scores of brand awareness variables.
- Clustered bar chart of exposure level versus brand recall.