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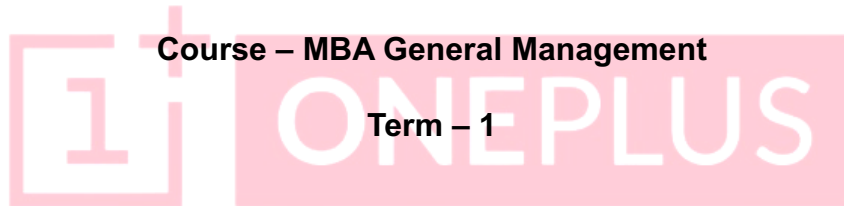
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Introduction

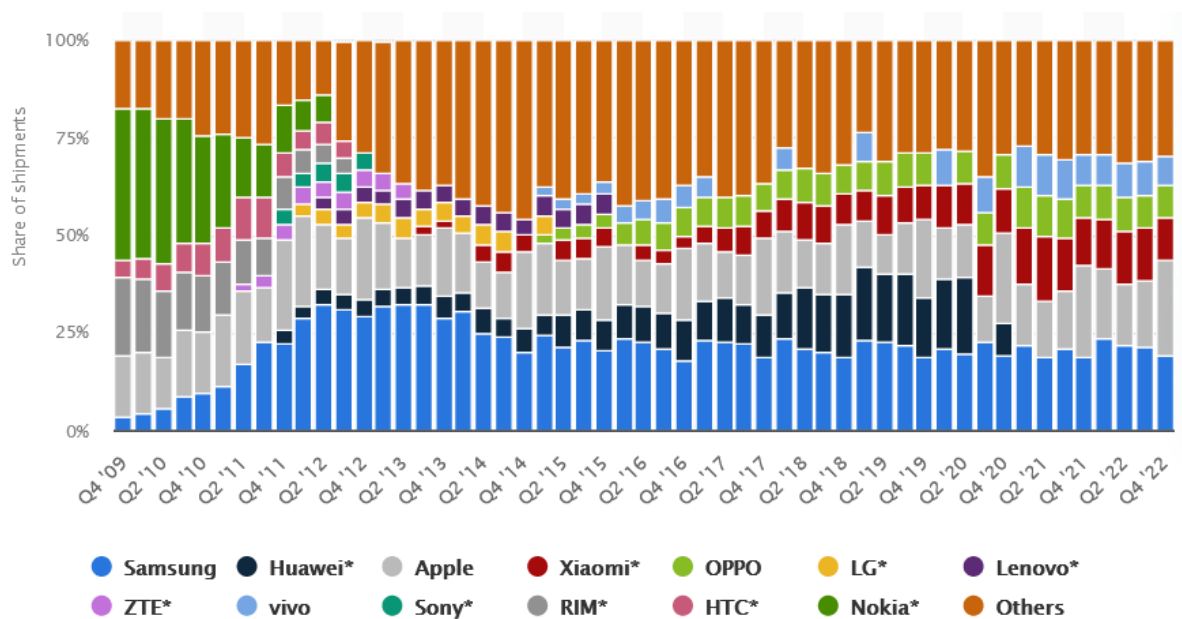
The marketing strategy of a brand is the single most essential factor in determining how successfully it can sell products and services. In this day and age of globalisation and fierce competition, brands need to generate distinctive ideas and strategies in order to survive. The lines of business that a company is in have a significant impact on the marketing methods that the organisation employs. According to Deng 2021, there are a number of different marketing and advertising tactics that can have a more significant impact on customers. The marketing strategies that are used by a company are determined by the nature of the business operations and services that are offered by that firm. This paper will also go through the different theoretical frameworks and procedures that are used in the market analysis. It will cover both of those topics in detail. The current marketing assessment report will include an analysis of the many different types of marketing efforts. In order to give the audience with a better comprehension of marketing interventions and marketing in the context of businesses, the research will centre its attention on the marketing activities that One Plus has carried out in recent years. As part of this study, a market analysis of One Plus will be carried out in order to have a better understanding of the effects that these marketing actions have had on the client segment as well as the competitive market.

Background information

The primary objective behind the establishment of One Plus was to offer a superior quality product at a comparatively lower price point than its counterparts available in the market. According to Qumer and Purkayastha (2019), the slogan of One Plus, "Never Settle," conveys the notion that consumers should not settle for substandard products produced by competing smartphone companies. One Plus Technology CO., Ltd., which operates under the brand name One Plus, is a Chinese enterprise that specialises in producing consumer electronics (Moore et al., 2021). The aforementioned electronics enterprise, which constitutes a subsidiary of Oppo, maintains its principal office in the city of Shenzhen. According to Cao et al. (2021), the establishment of the company was initiated by two individuals who were previously employed by Oppo during the latter part of 2013. The developers of One Plus one devised a mobile device that operated on CyanogenMod with the aim of enhancing the software of smartphones. As per sources, Oppo Electronics holds a significant stake in One Plus. According to Sharma et al. (2022), it is imperative for One Plus and its employees to undertake corporate social responsibilities (CSR), promote

reverence, and pledge to safeguard and bolster communities. These interventions aim to attain sustainable development with the assistance of the community. One Plus is committed to promoting a sustainable supply chain, mitigating the issue of conflict minerals, and adhering to social responsibility principles.

The following graph shows the global revenue of smartphone brands from 2009 to 2022:



Source: <https://www.statista.com/statistics/271496/global-market-share-held-by-smartphone-vendors-since-4th-quarter-2009/>

Communication

Communication in simple terms is the way of exchange of information. Few authors also define communication as a process in which information is exchanged among individuals through a common platform of symbols, signs or behaviour (Widjaja et al., 2020). In relation to the importance of communication in business, an explanation of business communication is given. Business communication is defined as the exchange of business-related views, concepts and ideas with the appropriate audiences. Communication is not considered to be complete when all the basic elements are not included in the same. Hence an effective communication involves basic elements such as sender, an information, a receiver and feedback (Ali et al., 2021). Since the environment and medium of communication also plays significant role in determining the outcome, these are also considered essential aspects of communication. Communication is considered to be incomplete when the message is

not clear, when the environment and medium is not appropriate, when there is obstacles to delivery of message, or when the message goes to the wrong recipient (Ortiz, 2020). A better understanding can be done with the discussion of communication models.

Models of communication

The models of communication are visual demonstration of each element of the communication pathway. Models of communication simplify various aspects of communication encounter. Models of communication serves a valuable purpose for the learners to understand specific concepts and steps within the communication, understand communication concepts and define communication. Even though models might be different in its demonstration, most the elements are the same. Models of communication are mainly categorized into three types, these are linear models; which only looks at one way communication, interactive models; that looks at two way communication, and transactional models, which looks at two way communication where messages get complicated with the progression of communication (Kuznar and Yager, 2020).

Berlo's S-M-C-R Model

This is a linear model of communication that is explained in four steps such as source, message, channel and receiver (Kurtzo et al., 2019). The uniqueness of this model is that it provides narration of key elements in each step that is affected and how well the message is being communicated.

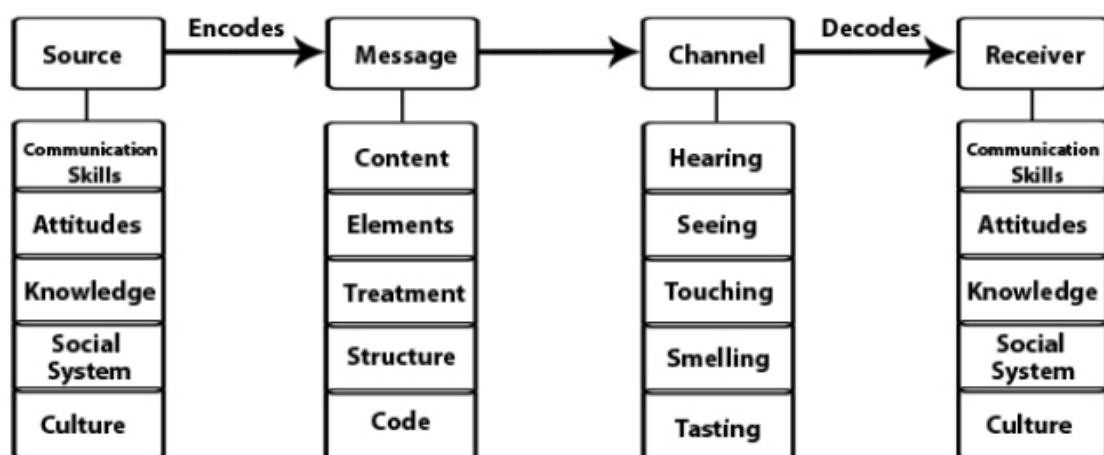


Figure 1: Berlo's SCMR model of communication (Adapted from communication theory, 2010)

- ❖ Source: few elements that describe source are communication skills of the sender, their attitude and their culture.
- ❖ Message: Message is always assessed based on its content, code and structure.
- ❖ Channel: different components of the channel includes sense of hearing, touching, seeing and smelling etc.
- ❖ Receiver: few aspects that are important in context to the receiver are their attitude, culture and knowledge.

Advantages of Berlo's communication model

Since the elements in the model are simple, this helps companies to execute a plan for its communication strategy (Foran and Lee, 2022). The simplified demonstration is considered as the major advantage of this model over the others.

Disadvantages of Berlo's model of communication

The major drawback is the lack of feedback. The effects of communication are not well known. Barriers of communication such as noise is not mentioned in this model. As noise affects how potential audiences perceive a message, this element must be included in communication models. Another major drawback of this model is not involving sixth sense as channel of communication, which is identified to be an asset to human beings.

Integrated marketing communication

Technological advancements have made it possible for the organisations to connect with each other and similar firms globally. Even though these connections had various advantages, business communications were made more complicated (Laurie and Mortimer, 2019). In the initial decades, medium of communication and communication platforms were very limited. But in this era of digitalization, various platforms such as social media, internet and advertisements have made significant changes in the way of communication. Yet however, with the increasing competition in the field of business, it is necessary for the organisations to be consistent in their marketing communication activities (Porcu et al., 2019). The necessity of this consistency developed the concept of integrated marketing communications.

Integrated marketing communication (IMC) is defined as the process where all the communication aspects related to marketing is integrated and connected to each other. It can also be considered as the process of integrating the brands message to

make it consistent across all the medias that brand makes use to reach its audiences. The concept of integrated marketing communication was introduced in the 1980s (Pisicchio and Toaldo, 2021). this had a significant impact on the way communicators and marketers were involved and handled the business. The American marketing association defines IMC as a planning process that is designed to ensure that all brand connections received by customer, service, or an organisation are relevant and are consistent over time (Twum and Yalley, 2021). The major target of integrated marketing communication is to increase brand awareness, familiarity with the brand, favourability, and the intentions to make repeated purchases. When there is no integration among communication activities of brand, the purchase intent among the customers are identified to be low. A diagram of integrated marketing communication is given below



Figure 2: Integrated marketing communication (Aadpted from Global Marketing professor, 2019)

The necessity for ready-made marketing tools, and next step recommendations are met through IMC (Bin Abdul and Salim, 2020). It is also noted that for brands that are intended in changing their perceptions in terms of values and its offerings, in such

instances, integrated marketing campaigns holds a vital part. This reflects on the importance of consistency across various channels.

Promotion

Promotion is defined as an attempt in making a product or an event successful or popular especially by making use of advertising process. Promotion activities helps the businesses to attract customers towards their services and products (Chen et al., 2020). This way of attraction helps customers to have a tendency of making purchase. One plus makes use of various promotional strategies to attract customers and help them go the business. Even though there are various promotional strategies adopted by One plus, there is still hope for development and adoption of innovation strategies. Promotional strategies adopted are both online and offline promotional strategies.

Online promotional strategies

Online promotion is a better way of promotion. In the current era of digitalisation, promotional activities are mainly happening through online media (Lee and Charles, 2021). Major online promotional media contexts are search engine optimisation, social media marketing activities and email marketing (Olson et al., 2022). It is also noted that people tend to be more influenced by the advertisements and promotional activities carried out by famous personalities for different brands. In case of One plus as well, integrated online promotional activities gathered more attention than offline promotional activities (Yasa et al., 2020). One plus can also develop certain online campaigns and giveaway programs, which makes many people to participate and get to know about the products.

Offline promotional activities

Offline promotional strategies are the one that is communicated with the help of traditional mediums of communication. This includes the use of mediums which were utilised by brands previous to digitalisation process (Olson et al., 2021). Newspapers, television, direct media, and radio are a part of offline promotional activities. Few of the brands also make use of in person events as an offline promotional strategy. Even though online promotional activities is a necessary component of staying active in the business field, it is evident that a combination of both online and offline promotional

strategies connect and combine online and offline digital campaigns (Chen et al., 2020). Few of the offline techniques that brands generally adopt are

- Sending out seasonal cards and gifts
- Offering coupons
- Publishing a book or booklet
- Press releases
- Participation in trade shows
- Offering free workshops

The marketing initiatives for the brand were also unique. This included initiatives such as involving consumers as brand advocates, which many brands had not yet attempted at the time. This gave the client group's brand advocates access to excellent products at a very competitive price (Melovic et al., 2020). Additionally, One Plus's overall performance and market value increased as a result of the company's marketing initiatives. Initially, the products were sold exclusively through limited websites, which forced all retailers to cease sales, raised the firm's marketing margin, making the prices more competitive. The phrase "Never Settle" was a relic in and of itself. (Sowbbarnigadevi et al., 2022)). Customers were compelled to forsake all conventional products in order to join the One Plus revolution.

Bridging the divide has made it easier for the brand to broaden the number of customers in India by keeping people aware of its most latest news and updates. One Plus utilised the invitation in addition to demonstrating their first smartphone (Wu et al., 2021). To establish a sense of uniqueness and desire, the products were only made available to clients who had received invites (Jamnani, 2019). The invitations were based on referrals and sent due to the team's excitement for the production and goods they managed (Deng, 2021). This word-of-mouth advertising was beneficial, and the brand sold 1.5 million cell phones by the end of 2014.

Besides these promotional strategies One plus can make use of virtual reality and augmented reality to promote their products. Virtual reality application and augmented reality are making brands to gain popularity among customers. Hence, while considering advanced promotional techniques, both these aspects must be considered by One plus. Another offline media that One plus can definitely make use is newspaper (Deng, 2021). Providing advertisements in newspaper is an effective

way of grabbing attention of consumers. Thus, when One plus comes with the next model, probably, they can announce the launching and related things beforehand, and provide a good work of material about the newly launched product and previous products on the day. Providing coupons with popular magazines like vogue, and other lifestyle magazines must be adequately done by One plus. Sticking on to either one of promotional strategies does not do good to the brand. It must be a combination of both offline and online promotional strategies.

The company could also implement new innovative strategies in its online marketing campaigns as follows (McCormick, 2023):

1. **Influencer Marketing:** Work with popular social media influencers and YouTubers who have a large following and are similar to OnePlus' target audience. Encourage people to create interesting content with OnePlus products and to share their positive experiences, reviews, and recommendations.
2. **User-Generated Content Campaigns:** Encourage OnePlus customers to create and share their own material highlighting their OnePlus devices, such as images, videos, and reviews. Organise contests or campaigns that encourage consumers to join and post their content on social media using specific hashtags or by tagging OnePlus accounts.
3. **Live Streams:** Organise live streaming events on platforms such as YouTube or Twitch to highlight new product launches, special offers, and unique behind-the-scenes video. During the live stream, interact with the audience in real time, answer questions, and offer special specials or discounts.
4. **Gamification:** Create gamified experiences that engage people and promote OnePlus products through gamification. Create smartphone games or interactive quizzes in which users can compete for rewards, discounts, or unique OnePlus goods. Increase virality by incorporating social sharing capabilities.
5. **Collaborations & Limited Editions:** Create limited edition OnePlus devices or accessories in collaboration with prominent brands, designers, or artists. This adds to the rarity and excitement among fans and collectors. These

collaborations should be promoted through social media, online forums, and targeted marketing strategies.

6. **Content Marketing:** Create high-quality, educational articles about smartphones, technology, and OnePlus goods. Create blog posts, articles, or videos that offer helpful hints, instructions, and product comparisons. Optimise the content for search engines to enhance organic traffic and attract potential consumers.
7. **Social Media Competitions:** Hold regular competitions or giveaways on social media platforms. Encourage people to participate by like, sharing, or commenting on the postings to improve brand awareness and engagement. Offer appealing rewards such as OnePlus devices, accessories, or exclusive experiences.
8. **Personalised Marketing:** Use data and analytics to personalise marketing campaigns. Segment the audience depending on their preferences, buying history, or demographic information. Send personalised emails, notifications, or advertisements highlighting relevant items, deals, or recommendations suited to each user's interests.
9. **Augmented Reality:** Develop Augmented Reality (AR) apps or features that allow consumers to visualise and interact with OnePlus products in their own environment. Using AR technology, customers can, for example, virtually try out different OnePlus phone models, study features, and customise device colours and finishes.
10. **Community Engagement:** Actively engage with OnePlus users on social media, forums, and online communities to build a strong online community. Respond to their questions, solve their issues, and stimulate OnePlus product discussions. This promotes brand loyalty and advocacy among community members.

Branding

Branding is defined as the process of developing an identity for a company. This is a gradual process, which also delivers materials that support the brand such as a logo, a visual design, tone of voice, and a tagline. Branding can also be considered as the

process of researching, developing, and applying unique features to the organisations, so that so that consumer groups begin to identify and associate the brand with organisations services and products (Ruiz-Real et al., 2020). Branding helps organisations to develop a strong and positive perception of the company. Particularly in ecommerce, where new brands are emerging continuously, an established brand can be of an asset in attracting customers and generating income. A good branding is strategic (Hao et al., 2021). When branding is established and objectives are clearly defined, developing a marketing plan that suits the brand promise is the major process that remains. Authors have noted that brands that possess a logo, mission and vision statement as well as a tagline tends to remain and keep a better impression in the consumer minds (Kima and Sullivan, 2019). This impression has the potential to generate more and more customers. Thus, branding across both online and offline platforms are important for a business. A careful construction of branding through relationships, marketing messages, and visual assets has the ability to shape the expectations of customers and to develop a unique bond that is far beyond the buying and selling relationship.

Brand equity

brand equity is identified as the perception that the customer group holds regarding a particular brand, by means of the perceived value and brand name. this value cannot be built through the products and services they offer, but it needs to be attained through certain factors such as brand assets, perceived quality of the brand, brand collaborations and partnerships, brand loyalty and brand recognition (Keller and Bexendorf, 2019).

Aaker's Brand equity model

Aaker's brand equity model is explained through different elements of the brand that are brand awareness, perceived quality, brand associations, brand loyalty and other proprietary brand assets. These five key elements are considered as the factors that defines this model of brand equity (Tanveer and Lodhi, 2016). Hence this section will evaluate each of the components of this brand equity model in context to the brand One plus. A diagrammatic representation of the brand equity model is given below;



Aaker's Brand Equity Model

Figure 3: Aaker's brand equity model (Aadpted from Manypixels.co,2021)

- ❖ Brand awareness- Brand awareness among the customer group is achieved through the activities of the brand. This includes communication with the society through advertisements, social media activities that reflects on the overall presence of the brand in this market (Taleghani and Almasi, 2011).
- ❖ Brand loyalty- Loyalty is the perspectives of the customer group, that is highly influenced by the quality of the products and services (Keller, 2020). One Plus has a good customer base who remained loyal with the brand and repeated purchases with the firm.
- ❖ Perceived quality- This aspect is again the perspective of the customer group with that of a brand. In case of One Plus, a smartphone brand, customers have a perceived quality that this brand is intended in delivering good quality products in an affordable price range.
- ❖ Proprietary brand assets- Association and collaborations with famous personalities and similar brands in the market are considered under this area. In case of One Plus, the brand still needs further improvements in this aspect, even though various aspects are covered to certain extent.

- ❖ Brand associations- This aspect further intensifies the significance of brand association and partnerships (Rios and Riquelme, 2008). One Plus needs further improvements in this area.

Advantages and disadvantages of Aaker's brand equity model

- This model of brand equity is useful in determining the functional and emotional aspects of the branding of a firm.
- Even though this model is effective in describing all the elements of the branding, it is difficult for startups and SMEs to explain the branding based on this model.
- A major drawback of this model of brand equity is the lack of consideration of external factors and its influence in branding (Gilal et al., 2022).

Customer journey

Customer journey, as the name indicates is the journey or the pathway that a customer undertakes while he reaches the actual stage of making a purchase. Interactions with the products and services of the brand are also considered to be customer journey, because all these interactions are important in reaching the real purchase stage (Lemon and Verhoef, 2016).

The following image illustrates the key stages in a customer journey map:



Source: <https://www.sitecentre.com.au/blog/customer-journey-mapping>

As the image suggests, there are various stages of a customer journey. These are awareness with the brand, consideration; the second stage, purchase; third stage, and advocacy; final stage (Folstad and Kvale, 2018).

- ❖ Awareness: In this stage, a person becomes aware of a particular product or service offered by a brand. This awareness in the customer group is developed by the promotional strategies and communication methods adopted by the brand (Halvorsrud et al., 2016).
- ❖ Consideration: This stage of customer journey is the consideration of the needs and desires of the individual and making it to a stage of purchase. At this stage, the person takes the decision to make the purchase (Barwitz and Mass, 2018).
- ❖ Purchase: In this stage, the purchase happens.
- ❖ Advocacy: This is the stage post purchase stage, where the person tends to explain and suggest the products to others in the society.

Customer touchpoints

A touchpoint refers to any instance where a prospective or existing customer interacts with a brand, whether it occurs prior to, during, or subsequent to a purchase (Roto et al., 2016). In addition to physical or virtual store visits and customer service interactions, customer engagement encompasses activities such as perusing reviews, examining social media content, and reviewing transactional emails (Bascur et al., 2019). Every touchpoint presents a chance to actively listen to customers and implement enhancements to ensure their satisfaction.

Types of customer touchpoints

Social media- One plus is committed to the social media platforms for its development of the customer base they have now. Social media platforms have played a significant role in the growth of One Plus as a brand. These social media platform makes the interaction of customers with brand easy.

Physical stores- Physical stores are an integral part of marketing of any organisation (Maechler et al., 2016). in case One Plus as well, they have gathered attention of the customers through establishing physical stores with efficient customer services.

Customer services- There are multiple customer service touchpoints developed by One plus to broaden their customer base. This customer base is satisfied with the customer services offered by One Plus.

Customer journey map

As mentioned earlier, customer journey map includes awareness, consideration, purchase, and advocacy stages. An explanation of a situation of purchase of a smartphone of One Plus is demonstrated as the customer journey here.

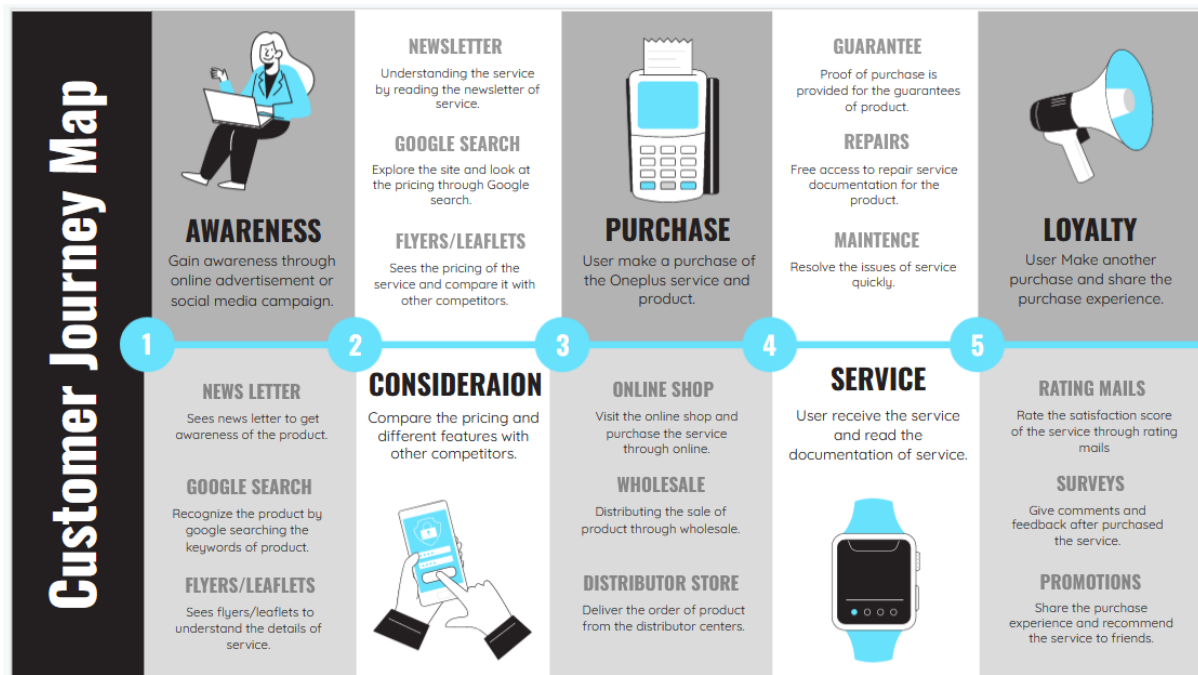
Awareness stage: Michael, a 28-year-old man got the attention of an advert in Instagram about the latest model of smartphone launched by the brand. He kept getting further ads and notifications regarding the new model after he clicked on the advert the other day.

Consideration: He explores various other models of smartphone available in the market. he further compares few of the products in terms of its price and product specifications. He added a model to his shopping cart.

Purchase stage: When he gets to see a discount sale of the same brand, he makes the decision to purchase and finalise payment and the order is placed with One Plus.

Advocacy stage: He uses the phone regularly, and is satisfied with the features and specification regularly. He shares the details of the product with his friend who was interested in making a purchase.

An ideal customer journey map for Oneplus is illustrated below:



Source: <https://online.visual-paradigm.com/>

Strengths of customer journey map

- A customer journey map will help the organisation to identify which touchpoints have a greater influence on the purchasing decision of the customer. This will aid the organisation to further expand and bring forth interventions to improve the organisational performance and services (Micheaux and Boscio, 2019).

Weaknesses of customer journey map

- Developing a customer journey map is identified to be consuming time and cost, which might not be possible in all the cases.

The total engagement model

A brand's success is greatly influenced by the involvement of customers with its products and services. the total engagement model is a representation of the involvement of a customer with a brand. It consists of different elements such as brand advertising, culture and customer experience (Roberts and Alpert, 2010).

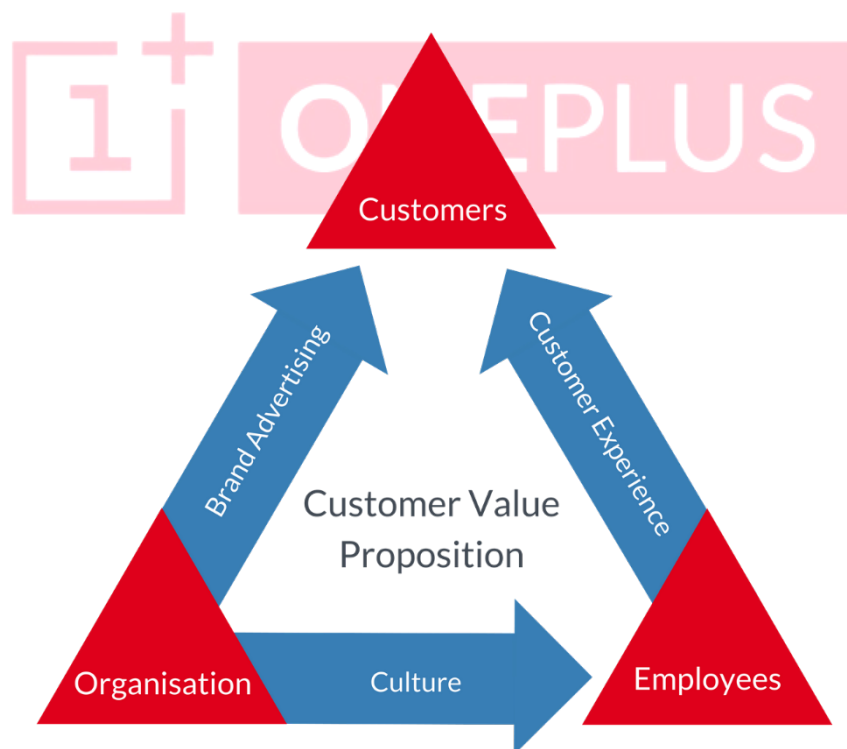


Figure 4: Total engagement model (Adapted from Tao, 2016)

These multi factors are interlinked by the human power that involves customers, organisation and employees. Customer value proposition (CVP) is placed as the core of the model. CVP is also considered as the perception of a particular firm among the

consumer group (Harrigan et al., 2021). This is dependent on relevance and differentiation. One Plus has a good CVP in terms of its differentiation from the similar products in the market. Other components of the model, branding is a method of attracting and broadening the customer base. Internal culture is another element, which is the reflection of cultural perspectives of the company (Harrigan et al., 2018). One Plus has demonstrated a good corporate culture in front of their customers. Customer experiences, is another element of the model, that illustrates the experience of the customers with the products of the brand. In case of One Plus, they have a good customer base who are satisfied with the products of the brand.

The model can be applied for OnePlus across the following parameters:

Product Knowledge

- OnePlus products have a great build quality, a sleek appearance, and cutting-edge technology. The OnePlus 9 Pro, for example, has a 120Hz Fluid Display, a Hasselblad alliance for improved camera capabilities, and strong Snapdragon processors (Boxall, 2022).
- The user experience is prioritised in OnePlus devices, with OxygenOS providing a clean and customisable interface that enables smooth performance and regular software updates.
- OnePlus prioritises consumer feedback and aggressively incorporates user suggestions to enhance the overall product experience.

Customer Support

- OnePlus offers rapid and attentive customer care via numerous channels, including live chat, email, and phone, ensuring that customers can readily reach out for help.
- OnePlus has a comprehensive warranty programme, prompt repair and replacement services, and simple return procedures.
- OnePlus regularly connects with users on social media sites, responding to their questions, problems, and suggestions.

Community of Brands

- OnePlus has a large and enthusiastic customer base that actively engages with the brand. The OnePlus Community forum allows users to talk about OnePlus products, share tips, and provide comments.
- OnePlus hosts community events, meet-ups, and product launch parties in order to develop a sense of belonging and build relationships between the brand and its customers (Oneplus, 2023).
- OnePlus actively engages the community in the product development process, frequently soliciting comments and performing beta testing for new features and software updates.

Reputation of the Brand

- OnePlus has established a positive brand image by consistently delivering high-quality devices with flagship-level features.
- Numerous honours and accolades have been bestowed upon the business for its smartphones, camera technology, and overall user experience.
- OnePlus has a strong footprint in the technology business, regularly partnering with renowned companies like Hasselblad and Qualcomm, further enhancing its reputation for innovation and excellence (Writer, 2023).

Marketing and Public Relations

- OnePlus uses interesting marketing strategies that emphasise product features, performance, and customer benefits. The "Never Settle" phrase, for example, highlights OnePlus' commitment to pushing boundaries and providing outstanding experiences.
- OnePlus uses a variety of communication channels to keep customers up to know on new product launches, software upgrades, and corporate news, such as social networking platforms, press releases, and live events (Saxena, 2021).
- OnePlus encourages collaborations with well-known influencers and content creators in order to promote the brand's goods and generate buzz among tech enthusiasts.

Recommendations to improve the customer journey map of OnePlus

Simplify the Online Purchase Process:

- Reduce the number of steps required to execute an online transaction to simplify the procedure.
- Optimise the website for mobile devices to provide a consistent and user-friendly experience for customers browsing and purchasing from their smartphones.
- Implement a guest checkout option to allow customers to buy without making an account, eliminating friction, and increasing ease.

Improve the In-Store Experience:

- Enhance the layout and design of OnePlus physical storefronts to create a welcoming and interactive environment.
- Provide competent and cheerful customer service representatives who can assist consumers with product enquiries, comparisons, and demonstrations.
- Provide interactive displays or demo stations where clients may first hand test OnePlus gadgets.

Personalise Customer Service:

- Set up a solid customer relationship management (CRM) system to keep track of customer interactions, preferences, and purchase history.
- Use the information gathered to deliver personalised customer service, customised product suggestions, and targeted promotional offers.
- Train customer service professionals to empathise with consumers, actively listen to their concerns, and respond quickly and effectively.

Utilise Social Media Engagement:

- Increase OnePlus' social media presence by actively connecting with customers, reacting to comments, and responding to concerns or difficulties in a timely manner.
- Run contests, feature customer anecdotes, and incentivize customers to share their OnePlus experiences to encourage user-generated content and testimonials.

- Collaborate with influencers and brand ambassadors to broaden your reach and establish genuine connections with prospective customers.

Constantly collect customer feedback:

- Implement regular online and offline customer satisfaction surveys to obtain feedback on the overall OnePlus experience.
- Listen actively to client input and utilise it to discover areas for improvement, make required changes, and prioritise customer-centric projects.
- Engage with the OnePlus community to collect feedback, comments, and ideas for product enhancements and new feature development.

Improve Post-Purchase Assistance:

- Provide clear and thorough product documentation, user guides, and tutorials to extend assistance beyond the initial purchase.
- Proactive post-purchase contact, like as follow-up emails or SMS notifications, are available to ensure customers are happy with their OnePlus devices and to handle any potential concerns.

Conclusion

This study has demonstrated various marketing interventions and measures utilised by the brand One plus in their activities. Background information and the details about the establishment of this firm are provided in the study. In addition to this, the distinctive marketing techniques implemented and practised by the brand throughout their markets are being analysed. To deliver better understanding of the marketing scenario of the current market, few of the aspects such as branding, branding equity and its relevance in the marketing are described in connection to the brand One plus, moreover, communication methods adopted by the firm and online and offline promotional strategies that are the major pathways of grabbing customer attraction in case of One Plus are discussed through this study. An explanation of customer touchpoints, customer journey further enhanced the understanding of marketing activities of the brand.

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