

Research on the Mechanisms and Effects of Mass-Market Strategies for High-End Technology Brands: A Case Study of DJI

Jiayi Han

Southwestern University of Finance
and Economics
petrichor_1222@qq.com

Abstract:

With the acceleration of global economic integration and the diversification of consumer markets, high-end brands face new challenges and opportunities. This study examines the mechanisms and effects of mass-market strategies employed by high-end technology brands, using DJI as a case study, to offer theoretical insights and practical recommendations for high-end brands navigating contemporary market dynamics. Through literature review and case analysis, this paper constructs a theoretical framework on "the impact of mass-market strategies on brand value and market competitiveness" and proposes corresponding practical recommendations.

Keywords: high-end technology brands, mass-market strategies, Brand value, Marketing strategies, DJI.

1. Introduction

As global economic integration accelerates and consumer markets diversify, high-end brands must balance maintaining their uniqueness and premium image while expanding market share through mass-market strategies. In the consumer electronics sector, brands like DJI and Apple have successfully attracted broader audiences by launching cost-effective entry-level products. This research zeroes in on DJI to dissect the mechanisms and outcomes of its mass-market strategies, with a particular emphasis on product development and marketing initiatives. By examining DJI's Pocket series as a case study, this paper dissects its product positioning, pricing, and promotional tactics, summarizing the character-

istics and patterns of DJI's mass-market approach. The findings aim to offer insights for high-end brands navigating market expansion amid consumer downgrading trends.

2. Current Research Landscape

International scholars have investigated mass-market strategies for high-end brands through various perspectives, including brand extension, market segmentation, and consumer behavior analysis. Aaker (1991) proposed brand extension theory, suggesting that high-end brands can expand through product line diversification. Keller (2003) analyzed risks and opportunities from a brand equity perspective, while Kapferer (2012) emphasized balancing brand image

and market expansion to avoid dilution. In China, research initially centered on luxury brands but has shifted toward technology sectors. *2023 China High-Quality Consumption Report* highlights domestic brands entering an “era of high-end competition “against global players. This study, through a systematic analysis of DJI’s mass-market strategies, complements the existing research.

3. Research Dimensions

3.1 Research Dimensions:

3.1.1 Product Development Strategy: Introducing cost-effective entry-level products to cater to diverse consumer needs and expand market reach.

3.1.2 Marketing Strategy: Leveraging social media, KOL collaborations, and user-generated content(UGC) to enhance brand affinity and attract younger consumers.

3.2 Rationale for Selection

Product development and marketing strategies exhibit synergistic effects, enabling brands to preserve premium positioning while expanding market share. Product strategies determine offerings, while marketing strategies drive market penetration. DJI’s approach balances innovation with accessibility—for instance, its Pocket series simplifies operations for novices without compromising premium appeal. Kapferer’s(2012)warning against brand dilution underscores the need for strategic equilibrium. By integrating these dimensions, this study provides actionable insights for high-end brands.

4. DJI’s Development Status and Challenges

4.1 DJI’s Development Status

DJI, a global leader in drones and imaging technology, targets three primary market segments:

4.1.1 Professional Users: Photographers, filmmakers, and engineers requiring high-performance drones.

4.1.2 Hobbyists: Casual consumers interested in aerial photography.

4.1.3 Enterprise/Government Clients: Solutions for agriculture, construction, and public safety.

4.2 Challenges

External:U. S. sanctions, including the proposed”Countering Chinese Drones Act”(2024), create geopolitical uncertainties. Internal:Slowing revenue growth(from 274. 39%in 2013 to 79. 65%in 2017)and market saturation. Founder Frank Wang noted in 2016 that drone revenues would plateau at¥20 billion. Additionally, the*2024 China Youth Consumption Trends Report*highlights young consumerism for emotional value, urging DJI to align products with psychological satisfaction and creativity.

5. Analysis of DJI’s mass-market Strategies

5.1 Product Strategy

DJI’s Pocket series addresses the demand for portable imaging devices, highlighting key attributes such as “recording, “ “imaging, “ “technology, “ and “emotional resonance. “Features like rotating screens, one-touch recording, and rapid iteration cycles(annual updates)lower entry barriers while maintaining premium positioning. User feedback from forums and social media drives continuous optimization.

5.2 Marketing Strategy

5.2.1 KOL Collaborations&Media Reviews

Recently,the corporate event management company GoGather released the”2025 Event Industry Trend Guide,”which highlights that the industry will need to focus more on sustainable development in 2025.It also emphasizes the importance of leveraging key opinion leaders(KOLs)and participants to enhance event marketing.Through social media platforms,participants can share their event experiences,thereby expanding the reach and influence of the event.Event organizers can invite KOLs to give speeches,create interactive experiences,and produce high-quality,shareable content to leverage the influence of KOLs and participants,increasing the event’s visibility and engagement.The collaboration between top-tier KOLs and mid-tier key opinion consumers(KOCs)effectively en-

hances brand credibility and user stickiness.

The launch of DJI's Osmo Pocket series, specifically the new Pocket 3, was divided into three stages: pre-launch, during the launch, and post-launch, with a gradual rollout and promotion strategy. Before the launch, promotional videos and teasers were used to attract consumer interest. During the launch, continuous invitations were extended to tech influencers for reviews and demonstrations. Renowned publications such as The Verge, The Wall Street Journal, and PCMag conducted comprehensive evaluations of DJI's products, which helped establish DJI's industry position. After the launch, DJI reached out to KOLs on social media platforms, distributing their products to them. By leveraging the influence of KOLs who share their experiences using the product to document life and create content, DJI increased product exposure and positive word-of-mouth, attracting a large number of users. Additionally, by featuring the product name in social media videos and bundling it with multiple attractive features, the product is more memorable to users, forming a strong brand impression. This collaborative model not only reaches a broader audience but also drives deep consumer behavior through the combination of authentic experiences and high-exposure content, thereby maximizing brand value.

5.2.2 Lightweight Video Marketing: Short, impactful videos appeal to bandwidth-limited users, stimulating purchase intent.

5.2.3 UGC Engagement

By designing highly interactive activities, brands can enhance users' emotional connections. On social media, users' participation in brand community activities can strengthen their sense of belonging to the brand, thereby increasing their willingness to consume. In a cross-cultural context, users' consumption decisions are driven by

group norms or individual expression. As Algesheimer et al. (2005) demonstrated, brand community activities enhance the willingness to consume, providing a theoretical basis for user co-creation in social media marketing. DJI encourages drone enthusiasts from around the world to upload their best works captured by DJI devices. If the quality of the work is high, it will be reposted and showcased by DJI's official account to a global audience of more DJI users and drone enthusiasts. This interactive design not only increases user participation but also enhances brand user stickiness and conversion rates through emotional connection. Tajfel and Turner proposed the social identity theory, which posits that individuals reinforce their self-concept through group identification. Group interactions on social media (such as likes and comments) can strengthen users' group identification, thereby influencing their consumption decisions. That is, interactions and feedback mechanisms within the community can further consolidate users' brand loyalty and form a stable consumer group. Brands can effectively increase user participation and stickiness by regularly hosting online activities and offering exclusive benefits.

5.3 Effectiveness of mass-market Strategies

5.3.1 Enhanced Brand Recognition: The Pocket 3 achieved ¥124 million in sales from November 2023 to October 2024 and consistently topped JD. Combs digital camera sales rankings for 33 consecutive days. DJI captured a significant share of the global hand-held imaging market (¥36.47 billion in 2023).

5.3.2 Balanced Premium Image: Dual-track product lines (professional drones and consumer devices) mitigate brand dilution. Limited editions (e.g., Osmo Pocket 3 collaborations) sustain exclusivity. DJI dominated sales charts on Taobao and Douyin (Figs 41, 42), proving successful market penetration.

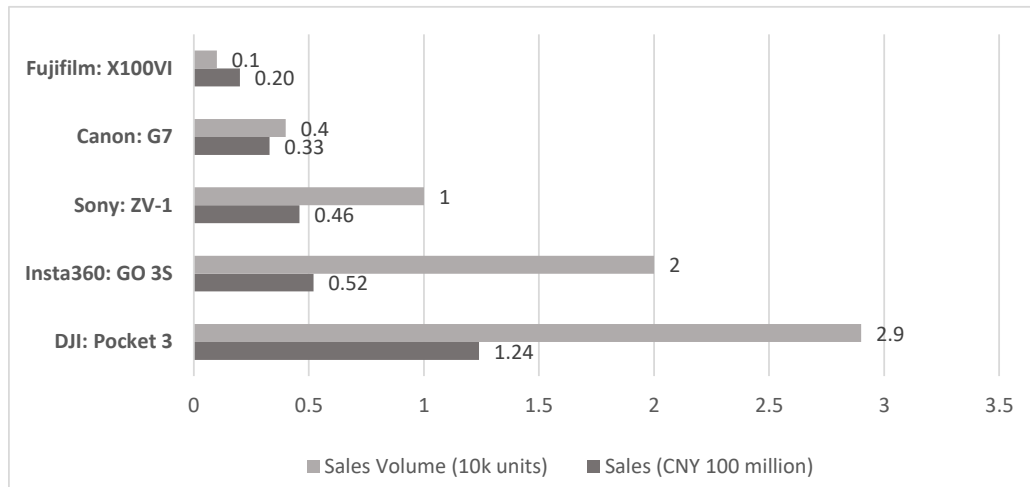


Figure 1 Top 5 Best-Selling Ordinary Digital Cameras on Taobao and Tmall Platforms (November 2023–October 2024) Data Sources:DT Business Insight

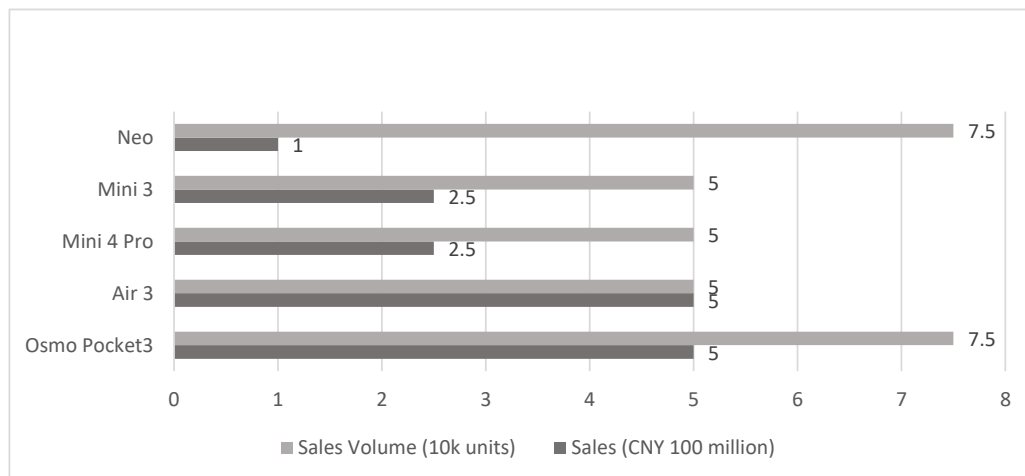


Figure 2 Top 5 DJI Consumer Products on Douyin Platform (January–November 2024)

Data Sources:DT Business Insight

6. Conclusion

High-end technology brands must dynamically balance brand value preservation and market expansion. DJI's success can be attributed to its stratified product lines, rapid innovation, and community-driven marketing strategies. By prioritizing user needs and adapting to trends, brands can achieve sustainable growth. DJI's case offers a blueprint, yet continuous adaptation remains critical in evolving markets.

This study is limited by its reliance on a single case (DJI) and publicly available sales data. Future research could incorporate cross-industry comparisons and longitudinal data to enhance generalizability.

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