

CHAPTER II

RESEARCH OBJECT DESCRIPTION

2.1 UGREEN Company Profile

Founded in Shenzhen, China, on March 16, 2012, UGREEN (Shenzhen UGREEN Technology Co., Ltd.) has rapidly evolved into a major competitor in the international consumer electronics industry. The brand's extensive product ecosystem includes chargers, power banks, USB hubs, docking stations, cables, headphones, Network Attached Storage (NAS) devices, and various other smart accessories. Operating on a massive scale, the company has expanded its reach to more than 180 countries and currently serves over 300 million users worldwide.

This global footprint is heavily supported by a commitment to innovation, backed by a portfolio of more than 2,100 global patents and dozens of international product design awards (totalling 73 major design awards to date). Over the years, the brand has achieved several major technological milestones globally, including pioneering industry-leading 300W and 500W GaN chargers and launching a highly successful, record-breaking NAS product line on Kickstarter. Reflecting its massive growth and scale, UGREEN reached a critical financial milestone when it successfully completed its Initial Public Offering (IPO) and was listed on the ChiNext Board of the Shenzhen Stock Exchange on July 26, 2024, officially cementing its status and valuation as a multi-billion-dollar global enterprise.

Leveraging this global momentum, UGREEN has successfully established a dominant market footprint in Indonesia through transparent digital marketing initiatives and aggressive e-commerce expansion through Tokopedia, Lazada, TikTok Shop, and Shopee, with Shopee emerging as one of its strongest sales channels in the country. Through an expanded product portfolio, competitive pricing strategies, and strong consumer acceptance, UGREEN has steadily climbed the marketplace rankings. The brand moved from the fourth position to successfully

close the gap, securing and maintaining the number two rank in the chargers and cables category by early 2026.

This rapid growth and aggressive penetration in the Indonesian market are clearly reflected in UGREEN's performance metrics when compared to established competitors like Anker. The official UGREEN Shopee store has amassed approximately 544,300 followers, giving it a 12 percent advantage over Anker's 485,000 followers. Furthermore, within a span of just about two years, UGREEN accumulated nearly one million product reviews, surpassing Anker's approximately 800,000 reviews. This substantial difference highlights UGREEN's exceptionally high transaction volume. This indicates that the brand has recently achieved stronger marketplace traction and consumer engagement than its primary competitor, despite Anker having an earlier presence in the Indonesian market..

2.2 UGREEN Vision, Mission, and Core Values

2.2.1 Vision

"To become a global brand of value and humanity."

2.2.2 Mission

"To create great value for users, to enhance employee happiness, and to make a difference to society."

2.2.3 Core Values

- A. User-Centric: Prioritizing the needs, safety, and experiences of the consumer in every product design.
- B. Sincere and Dedicated: Committing to honest business practices, transparent communication, and high-quality manufacturing.
- C. Continuous Exploration: Constantly pushing the boundaries of technological innovation to provide cutting-edge digital solutions.
- D. Win-Win Cooperation: Fostering mutually beneficial relationships with partners, employees, and customers to ensure sustainable growth.

2.3 UGREEN Logo

From a marketing management perspective, Kotler and Keller (2016) define a logo as a critical brand element and visual symbol that plays a fundamental role in building brand equity. They argue that a logo serves as a highly recognizable corporate signature that enhances brand awareness and facilitates strong, favourable associations in the consumer's mind. Rather than just an aesthetic design, the logo functions as a strategic marketing tool that helps consumers quickly identify, remember, and differentiate a company's products within a competitive marketplace.



Figure 5 UGREEN Logo

2.4 UGREEN Product Categories

2.4.1 Charging & Power

This flagship category represents one of UGREEN's most significant market strengths and technological focuses. It features their industry-leading Nexode GaN (Gallium Nitride) chargers, which utilize advanced semiconductor technology to offer high-speed, multi-device charging in highly compact, heat-efficient form factors. The lineup also includes high-capacity portable power banks, desktop charging stations, magnetic wireless chargers, and smart power strips,

catering to the growing consumer demand for reliable power management across multiple daily devices.



Figure 6 UGREEN Charging & Power Products

2.4.2 Hubs & Docking Stations

Designed to solve the connectivity limitations of modern, minimalist laptops and tablets, this category supports user productivity and digital workflow. The offerings range from essential, travel-friendly USB-C dongles to professional-grade, multi-port docking stations. These devices facilitate high-speed data transfer, multi-monitor display outputs (up to 4K and 8K resolutions), and pass-through charging, making them critical tools for professionals and creatives.



Figure 7 UGREEN Hubs & Docking Stations Products

2.4.3 Cables

As the foundational product line that initially established the brand's reputation for quality, UGREEN's cables are engineered for high performance and extreme durability. The selection includes heavily reinforced, nylon-braided charging cables (including USB-C and Apple MFi-certified Lightning cables), high-bandwidth video and audio cables (HDMI 2.1, DisplayPort), and robust

networking Ethernet cables, ensuring seamless and stable transmission of both data and power.



Figure 8 UGREEN Cable Products

2.4.4 Data Storage & Networking

Evolving beyond simple peripheral connectivity, this category addresses the increasing consumer and business need for secure data management. It includes high-speed SSD and HDD enclosures, reliable gigabit network adapters, and their highly successful UGREEN NASync series. The NASync line represents a robust Network Attached Storage (NAS) solution designed to offer users a secure, scalable, and private cloud storage alternative.



Figure 9 UGREEN Data Storage & Networking Products

2.4.5 Computer & Mobile Accessories

Focused on ergonomics, device longevity, and workspace optimization, this broad category supports the physical handling and daily use of primary digital devices. It encompasses adjustable, heat-dissipating laptop and tablet stands, durable protective cases, high-clarity screen protectors, carrying sleeves, and

specialized automotive phone mounts, all designed to seamlessly integrate into the user's lifestyle.



Figure 10 UGREEN Computer & Mobile Accessories Products

2.4.6 Audio & Visual

Targeting the multimedia, gaming, and entertainment segments, this category focuses on delivering high-fidelity sound and seamless wireless connectivity. It prominently features true wireless stereo (TWS) earbuds under their "HiTune" sub-brand frequently equipped with Active Noise Cancellation (ANC) and low-latency modes alongside comfortable over-ear headphones, Bluetooth transmitters, and digital-to-analog audio receivers.



Figure 11 UGREEN Audio & Visual Products

2.4.7 Alternative Energy

Representing UGREEN's strategic expansion into sustainable power and off-grid solutions, this segment caters to outdoor activities, travel, and emergency home preparedness. It is highlighted by the heavy-duty PowerRoam portable power

stations and compatible folding solar panels, which are complemented by everyday automotive accessories such as high-wattage car chargers and vehicle jump starters.



Figure 12 UGREEN Alternative Energy Product

2.5 Respondent Distribution

In the realm of quantitative research, respondent distribution serves as a fundamental component designed to provide a comprehensive and descriptive overview of the individuals participating in a study. According to (Sugiyono, 2019), systematically detailing the respondent profile is essential because it encompasses vital demographic traits, socio-economic backgrounds, and specific behavioural criteria that define the sample. This detailed profiling acts as a critical validation mechanism to ensure that the gathered sample precisely aligns with the predetermined target population outlined in the research design. By thoroughly documenting these personal characteristics, researchers can confidently verify that the selected respondents possess the necessary qualifications, experience, and contextual background to understand and interact with the research instrument accurately. Furthermore, establishing a clear respondent identity guarantees a high level of transparency in the data collection process. It allows both the researcher and the reader to evaluate whether the sample is truly representative, which ultimately helps to properly contextualize the empirical findings and determines the extent to which the study's conclusions can be applied to the broader population.

1.5.1 Respondent Distribution Based on Gender

	Category	Frequency (F)	Percentage (%)
Gender	Female	169	55.4%
	Male	136	44.6%
Total		305	100%

Table 1 Respondents by Gender

The table above presents the demographic distribution of the respondents based on their gender. Out of the 305 individuals surveyed, the majority are female, comprising 169 respondents or 55.4% of the total sample. Meanwhile, male respondents account for the remaining 44.6%, which equates to 136 individuals. This distribution indicates that both male and female consumers actively consume technology review content from GadgetIn and share a relatively balanced interest in purchasing UGREEN electronic accessories, with a slight dominance of female consumers within this particular dataset.

1.5.2 Respondent Distribution Based on Age

	Category	Frequency (F)	Percentage (%)
Age	17–25 years old	229	75%
	26–35 years old	70	23.0%
	36–45 years old	6	2.0%
Total		305	100%

Table 2 Respondents by Age

The table above illustrates the demographic distribution of respondents based on their age. Out of the 305 individuals surveyed, the vast majority fall within the 17 to 25 years old age bracket, consisting of 229 respondents or 75% of the total sample. The second largest group is the 26 to 35 years old category, which accounts for 70 respondents or 23.0%. Finally, a small minority of 6 respondents, representing 2.0%, belong to the 36 to 45 years old age group. This age distribution

demonstrates that the respondents are predominantly young adults and digital natives, which aligns perfectly with the target demographic most likely to consume YouTube technology reviews from GadgetIn and actively purchase electronic accessories like UGREEN.

1.5.3 Respondent Distribution Based on Education

	Category	Frequency (F)	Percentage (%)
Education	High School / Equivalent	3	1.0%
	Diploma (D1–D4)	19	6.2%
	Bachelor's Degree (S1)	262	85.9%
	Postgraduate (S2/S3)	21	6.9%
Total		305	100%

Table 3 Respondents by Education

The table above details the demographic profile of the respondents based on their highest level of education. Among the 305 participants, the sample is overwhelmingly dominated by individuals holding a Bachelor's Degree (S1), which constitutes 262 respondents or 85.9% of the total. The second largest group consists of those with a Postgraduate education (S2/S3), accounting for 21 respondents or 6.9%. This is followed by respondents with a Diploma degree (D1-D4) at 6.2% (19 individuals), and a very small minority holding a High School diploma or its equivalent at just 1.0% (3 individuals). This distribution highlights that the research sample is highly educated. Such a strong academic background indicates that the respondents possess the necessary cognitive capacity and critical thinking skills to properly process, evaluate, and understand the technical specifications often discussed in GadgetIn's technology reviews before making an informed purchasing decision.

1.5.4 Respondent Distribution Based on Income

	Category	Frequency (F)	Percentage (%)
Monthly Income	< Rp 2,000,000	7	2.3%
	Rp 2,000,001 – Rp 5,000,000	59	19.3%
	Rp 5,000,001 – Rp 8,000,000	137	44.9%
	Rp 8,000,001 – Rp 11,000,000	66	21.6%
	≥ Rp 11,000,001	36	11.8%
Total		305	100%

Table 4 Respondents by Income

The table above presents the demographic distribution of the respondents based on their monthly income. Out of the 305 individuals surveyed, the largest segment earns between Rp 5,000,001 and Rp 8,000,000 per month, comprising 137 respondents or 44.9% of the total sample. The second largest group consists of those earning between Rp 8,000,001 and Rp 11,000,000, which accounts for 66 respondents (21.6%), closely followed by individuals earning between Rp 2,000,001 and Rp 5,000,000 at 19.3% (59 respondents). Furthermore, 36 respondents (11.8%) reported an income above Rp 11,000,001, while only a small minority of 7 respondents (2.3%) earn below Rp 2,000,000. This distribution indicates that the majority of the respondents possess a moderate-to-high level of financial capacity. Such independent purchasing power is highly relevant to this study, as it demonstrates that the sample has the disposable income necessary to actively invest in mid-to-premium range technology accessories like UGREEN following an influencer's recommendation.