



# A STUDY OF CONSUMER SATISFACTION TOWARDS OF ONEPLUS MOBILE WITH SPECIAL WITH COIMBATORE CITY

Mr. A. David<sup>1</sup>, Mr. Aakash Krishna. M. P<sup>2</sup>

<sup>1</sup>Assistant Professor, Department of Commerce with Professional Accounting,  
Dr.N.G.P. Arts and Science College, Coimbatore

<sup>2</sup>181PA101, Department of Commerce with Professional Accounting,  
Dr.N.G.P. Arts and Science College, Coimbatore

## ABSTRACT

*In the course of recent years, portable showcasing has produced an expanding enthusiasm among scholastics and experts. Prior PDA industry is actually occupied with the assembling of cell phones, including telephone handsets. Be that because it's going to presently industry is completely focused on pushing ahead mechanically. One or more versatile is among scarcely any PDA makers which is situating its image exceptionally high within the brain of clients. One or more was propelled its first versatile in 2014 and through a touch term of some time it got one of the market chiefs in 2017, One or more leads the exceptional telephone showcase in India with 48 percent share within the Q4,2017 according to IDC.A customers sets a casing of inclinations in his/her brain to pick or buy an item or administration of same or various brands or makers. The exploration paper plots subjective examination on client's fulfilment of 1 or more portable enthusiastic to the knowledge of the clients.*

**KEYWORDS:** Innovation, Smartphones, Customers preference, Technical features

## 1. INTRODUCTION

The Shenzhen, chines-based smartphone company that also owns brands like OPPO and VIVO, operated by BBK electronic is a manufacturer of the OnePlus mobile phone, which was formed in December 2013 by Pete Lau and Carl Pei. The co-founder of OnePlus Pete Lau and Pei emphasized the "Never Settle" slogan which is the motto of OnePlus, which aimed at providing the best possible technology to users globally by creating elegantly designed devices with premium built quality and high-performance hardware and to get better performance.

## 2. STATEMENT OF PROMLEBS

One plus mobile plays a brand positioning in the sector is tough task. One plus mobile may

increase the online selling. The Indian mobile handset market posted revenue of 3694crores in the financial year 2020. One plus mobile cannot reaches all people, only the rich people can afford it. The major problem in one plus mobile is less innovative per year only two variants are available. This survey is help to bring more innovative and technique and also to measure the customer's satisfaction.

## 3. OBJECTIVE OF STUDY

- To identify the factor influencing customer to buy OnePlus mobile phone.
- To know the level of satisfaction in OnePlus mobile phone.
- To identify the problem faced by the customer of OnePlus mobile.

## 4. RESEARCH METHODOLOGY

Source of data	Primary and Secondary data
Sampling technique	Convenient Sampling
Sampling Size	120 Respondance
Tools and Technique	Simple percentage analysis, Likert scale analysis

## 5. STATISTICAL TOOLS

- Simple percentage Analysis
- Likert scale Analysis

## 6. REVIEW OF LITRATURE

**RevathyRajasekaran, S. Cindhana and C. Anandha Priya Department (2018)** Smartphone usage has proliferated in recent years. Nowadays people seem to become dependent towards Smartphone due to its convenience, great camera features, easy applications installations, and more

importantly, it can do most of the computer functions on the go.

**Gaurav Verma, Dr. Binod Sinha (2018)**

The telecommunication industry is fastest growing sector in today's economy. Earlier cell phone industry is primarily engaged in the manufacturing of mobile phones, including mobile phone handsets.

**PARVEEN KUMRAIL, SATINDERKUMAR (2004)** A consumer sets a frame of preferences in his/her mind to choose or purchase a product or service of same or different brands or producers.

## 7. TABLE

### • SIMPLE PERCENTAGE ANALYSIS

**Table Showing Preference of Buying Oneplus Mobile Of The Respondants**

S. No.	Preference	No. Of Respondants	Percentage
1	OnePlus Nord	28	23.3
2	OnePlus 9R	26	21.7
3	OnePlus 9 Pro	21	17.5
4	OnePlus 8T	12	22.5
5	OnePlus 8	15	12.5
6	Other Old Models	3	2.5
	<b>TOTAL</b>	<b>120</b>	<b>100%</b>

### INTERPRETATION

The above table indicates that 23.3% of the respondents are using OnePlus Nord, 21.7% of the respondents are using OnePlus 9T, 17.5% of the respondents are using OnePlus 9 Pro, 22.5% of the respondents are using OnePlus 8T, 12.5% of the respondents are using OnePlus 8 and 2.5% of the

respondents are using OnePlus old model of OnePlus mobile.

### INFERENCE

Most (23.3%) of the respondents prefers OnePlus Nord Model.

## LIKERT SCALE ANALYSIS

**Table Showing the Satisfaction Level of the Respondents towards Brands of Oneplus**

S.No	Factors	No. Of Respondents (F)	Likert Scale	Total Score
1	Highly Satisfied	61	5	301
2	Satisfied	11	4	44
3	Neutral	41	3	123
4	Dissatisfied	6	2	12
5	Highly Dissatisfied	1	1	1
		<b>120</b>		<b>481</b>

- **LIKERT SCALE** =  $\sum(fx) / \text{Total number of respondents}$   
=  $481/120$   
= 4

### • INPERTATION

The likert scale value is 4 which is greater than the mid-value (3) which shows that the consumer are satisfied with the Brand of OnePlus.

## 8. FINDINGS

- Majority (70%) of the respondents are belong to male.
- Majority (18-39%) of the respondents belongs to the age category of 19-39 years.
- Majority (57.1%) of the respondents are Unmarried.
- Majority (38.2%) of the respondents are semi Urban Area.
- Majority (60%) of the respondents are belong to Nuclear family.
- Majority (39.2) of the respondents are 4-5 category of family members.



- Most (34.5%) of the respondents belongs to Graduate.
- Majority (31.7%) of the respondents belongs to student.
- Most (50%) of the respondents earns income 20000-30000
- Most (38.3%) of respondents are aware of OnePlus Mobile through Friends.
- Most (23.3%) of the respondents prefers OnePlus Nord Model.
- Most (38.3) of the respondents are using OnePlus Mobile for the period of 1-2 Years.
- Most (38.7%) of the respondents made the purchase decision by Friends.
- Most (72.9%) of the respondents are satisfied with the Features of OnePlus Mobile to
- Make the purchase decision.
- Most (30.8%) of the respondents says that Gaming Mode is the reason for the usage of OnePlus Mobile brand.
- Most (35.8%) of the respondents came to aware of latest mobile features that is which is 5G(Fifth Generation)
- Most (37.6%) of the respondents prefer OnePlus mobile for the performance.

2. Sinha, "India's response to the changing International Telecommunication Environment", Vikalpa,
3. Manikutty S.; "Telecom Services in Urban and Corporate Segments: A Consumer Perspective", Vikalpa
4. Kumar Satish and Modh Shesh; "A Study of strategic Decision Making in the Indian industry", Vikalpa,
5. Christopher P. Beshouri and Jon Gravråk, "Capturing the promise of mobile banking in emerging markets", Mekiney Quarterly.

#### ONLINE REFERENCE

1. <https://en.wikipedia.org/wiki/OnePlus>
2. <https://golden.com/wiki/OnePlus-N3VBXD>
3. <https://www.reddit.com/r/oneplus/wiki/index/>
4. [https://eprajournals.com/jpanel/upload/1141pm\\_37.EPRA%20JOURNALS-5673.pdf](https://eprajournals.com/jpanel/upload/1141pm_37.EPRA%20JOURNALS-5673.pdf)

#### 9. SUGGESTION

- Most of the respondent are satisfied with the service of the OnePlus. Some of the customer suggest to improve the service of the OnePlus in the scientific methods.
- Most of the customer suggest to reduce the price of OnePlus.
- Some of the customer suggestion is to improve the quality of OnePlus.

#### 10. CONCLUSION

The study concluded that in this modern business economy. It is very important in analyse about the OnePlus mobiles. The study result about the majority of the customers are satisfied with the OnePlus mobile but also there is a drawback such as hike in price and other factor like models of the product. Necessary steps have to be taken to resolve problems of retaining customers of one plus mobiles will be high, if the company can understand the preference and overall perception of the consumer. Hence it will develop the marketing strategy and market share of OnePlus mobile phone company.

#### 11. REFERENCE JOURNAL

1. Bhatt Mayank(2019), "A study of mobile Phone Usage Among the Post Graduate Students", Indian Journal of Marketing