



A STUDY ON CONSUMER SATISFACTION TOWARDS OPPO MOBILES WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

A mobile phone, cell phone, or hand phone sometimes shortened to simply mobile, cell or just phone, is a portable telephone that can make and receive calls over a radio frequency link area. This study is related to the customer satisfaction of oppo mobiles. This study would enable to develop the way in which it creates new product and develops new and real markets with a view to offering its customers fitter service. There are number of manufactures in market to manufacture the mobile phones in the desired quality for reasonable price. To identify the opinion of the customer about oppo mobiles. For the purpose of analysis, the data has been collected from 80 customers from the selected sampled respondents in Coimbatore city OPPO The data have been analyses by using the following statistical tools Simple Percentage analysis, Likert scale analysis, Ranking analysis. Majority 61% of the respondents are camera. Likert scale value is 2.05 which is greater than 2. So the respondents are important to the pricing factor. If resulted that design is in the rank 1 and it is influencing the respondents to prefer design. They may concentrate in advertisement in order to have new consumer for their product The factors considered by the customer before purchasing smartphones are low price. Latest features camera quality, reliability,

INTRODUCTION

Every human being is a consumer of different produces. If there is no consumer, there is no business. Therefore, consumer satisfaction is very important to every business persons.

Satisfaction of customer is essential for retention of customer's and for continuous sales of the products and services of the company to customers. This establishes the needs for and the importance of customer satisfaction. The satisfaction of consumers is different one to another. Became, each customer has the different behaviour in their life. So, the marketer satisfy the consumer, he must very well know the behaviour of consumer.

The study is consumer preference and satisfaction of oppo mobile phones in Coimbatore city.

A mobile phone, cell phone, or hand phone sometimes shortened to simply mobile, cell or just phone, is a portable telephone that can make and receive calls over a radio frequency link while the user is moving within a telephone service area.

STATEMENT OF PROBLEM

The numbers of mobile phone users are increasing day by day in India. Companies make a aggressive advertising, marketing and promotional efforts which compel other manufactures to focus on their marketing efforts as well. These companies resort



to price reductions, new function additions, value additions and focus advertising and promotional campaigns. There are number of manufactures in market to manufacture the mobile phones in the desired quality for reasonable price.

SCOPE OF THE STUDY

This study is related to the customer satisfaction of oppo mobiles. This study would enable to develop the way in which it creates new product and develops new and real markets with a view to offering its customers fitter service. The importance of the marketing power is to combined with its current marketing strategy, solve countermeasures for the existing problems, make steady growth.

OBJECTIVES OF THE STUDY

- To identify the opinion of the customer about oppo mobiles
- To find out the factors for the purchase of oppo mobiles
- To measure the level satisfaction of the customers on oppo mobiles

RESEARCH METHODOLOGY

Sample size

The sample of 80 respondents was chosen for the study.

Area of the study

This study is conducted within the Coimbatore city.

REVIEW OF LITERATURE

- ❖ **Tajzadeh Namin A. A.; Rahmani Vahid; Tajzadeh Namin Aidin (2012)** analysed that the process of deciding over (choosing) a brand may be influenced by situation and content. The findings suggest a significant relationship between the variables “brand attitude”, “corporate attitude”, and “product (cell phone) choice”. In addition, no significant relationship was found between

individual decision-making processes (independent or mediated) and product choice.

- ❖ **Androulidakis; G. Kandus (2011)** correlated the brand of mobile phone to users’ security practices, Users show different behavior in an array of characteristics, according to the brand of the mobile phone they are using. As such, there is a categorization of areas, different for each brand, where users are clearly lacking security mind, possibly due to lack of awareness. Such a categorization can help phone manufacturers enhance their mobile phones in regards to security, preferably transparently for the user.
- ❖ **Oyeni, Omotayo Joseph - Abioudun, Abolaji Joachim (2010)** emphasis on customer loyalty and customer switching cost. Switching cost is one of the most discussed contemporary issues in marketing in attempt to explain consumer behaviour. The present research studied switching cost and its relationships with customer retention, loyalty and satisfaction in the Nigerian telecommunication market. The study finds that customer satisfaction positively affects customer retention and that switching cost affects significantly the level of customer retention.

DATA ANALYSIS AND INTERPRETATION

The data collected from the samples have systematically applied and presented in tables under various headings in the following pages. They were also arranged in such a way that, a detailed analysis can be made so as to present suitable interpretations for the same. The data have been analyses by using the following statistical tools.

- Simple Percentage analysis
- Likert scale analysis
- Ranking analysis

**SIMPLE PERCENTAGE ANALYSIS****PURCHASE DECISION OF OPPO PRODUCT OF THE RESPONDENTS**

S.NO	PURCHASE DECISION	NO.OF. RESPONDENTS	PERCENTAGE
1	Picture quality	37	46
2	Audio quality	11	14
3	Media playback	8	10
4	User interface	24	30
	TOTAL	80	100

*(Source: primary data)***INTERPRETATION**

The table 4.1.7 shows that 46% of the respondents are picture quality and the 14% of the respondents are audio quality and the 10% of the

respondents are media playback and the 30% of the respondents are user interface

Majority 46% of the respondents are picture quality

LIKERT SCALE ANALYSIS**THE PURCHASE DECISION OF RESPONDENTS OF BRANDIMAGE FACTORS OF OPPO MOBILE**

S.NO	FACTORS	NO.OF. RESPONDENTS	LIKERT SCALE VALUE(X)	TOTAL(FX)
1	Important	23	3	69
2	Neutral	45	2	90
3	Not important	12	1	12
	TOTAL	80		171

*(Source: primary data)***INTERPRETATION**

Likert scale = $\frac{\sum(Fx)}{\text{Total number of respondents}}$
 $= \frac{171}{80}$
 $= 2.1375$

INFERENCE

Likert scale value is 2.1375 which is greater than 2. So the respondents are neutral to the brandimage factor.

**RANK ANALYSIS****THE PREFERENCE OF RANKING FOR FEATURES OF THE OPPO MOBILE OF THE RESPONDENTS**

S.NO	TYPES	RANK I	RANK II	RANK III	RANK IV	RANK V	RANK VI	TOTAL SCORE	RANK
1	Camera	20(6)	13(5)	17(4)	9(3)	10(2)	11(1)	311	2
2	Battery	14(6)	22(5)	10(4)	14(3)	12(2)	8(1)	308	4
3	Inbuild Application	10(6)	12(5)	17(4)	22(3)	13(2)	6(1)	286	6
4	Gaming	22(6)	11(5)	14(4)	12(3)	10(2)	11(1)	310	3
5	Ram	17(6)	12(5)	10(4)	20(3)	14(2)	7(1)	297	5
6	Design	23(6)	10(5)	15(4)	12(3)	9(2)	11(1)	313	1

*(Source: primary data)***INTERPRETATION**

The tale 4.3.1 shows that the out of 80 respondents, camera is in the rank 2, battery is in the rank 4, inbuild application is in the rank 6, gaming is in the rank 3, ram is in the rank 5, design is in the rank 1

INFERENCE

If resulted that design is in the rank 1 and it influences the respondents to prefer design

FINDINGS**SIMPLE PERCENTAGE ANALYSIS**

- Majority 55% of the respondents are female
- Majority 71% of the respondents are 18years-25years
- Majority 70% of the respondents are unmarried
- Majority 62% of the respondents are graduate
- Majority 64% of the respondents are students
- Majority 59% of the respondents are earning up to 10000

LIKERT SCALE ANALYSIS

- Likert scale value is 2.025 which is greater than 2. So the respondents are important to the quality factor

- Likert scale value is 2.1375 which is greater than 2. So the respondents are neutral to the brandimage factor
- Likert scale value is 2.05 which is greater than 2. So the respondents are important to the pricing factor

RANK ANALYSIS

- If resulted that design is in the rank 1 and it influences the respondents to prefer design
- If resulted that camera is in the rank 1 and it influences the respondents to prefer camera

SUGGESTIONS

- ✓ It is nice brand for a long period of time.
- ✓ The company may provide special offer to the customer
- ✓ They may concentrate in advertisement in order to have new consumer for their product
- ✓ The company to retain the its market leadership should concentrate in sales promotion activities, which would enhance the sales of oppo moiles
- ✓ Oppo brand performance is made up by the quality of its smart phones & its innovative features & functions



CONCLUSION

- ❖ Majority of the customers are satisfied with the OPPO mobiles because of its good quality, reputation, easy availabilities.
- ❖ From the survey conducted it is observed that OPPO mobiles has a good market share.
- ❖ From the study conducted the following conclusions can be drawn. In order the dreams come into reality and for turning liabilities into assets one must have to meet the needs of the customers
- ❖ The factors considered by the customer before purchasing smartphones are low price. Latest features camera quality, reliability.

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