



A STUDY ON CUSTOMER'S SATISFACTION TOWARDS ONEPLUS MOBILES WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

In the course of recent years, portable showcasing has produced an expanding enthusiasm among scholastics and experts. Prior PDA industry is basically occupied with the assembling of cell phones, including cell phone handsets. Be that as it may, 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 in the brain of clients. One or more was propelled its first versatile in 2014 and in a little term of time it got one of the market chiefs in 2017, One or more leads the exceptional telephone showcase in India with 48 percent share in 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 clients fulfilment of One or more portable dependent on the information of the clients.

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

INTRODUCTION

In the course of recent years, portable showcasing has produced an expanding enthusiasm among scholastics and experts. Prior PDA industry is basically occupied with the assembling of cell phones, including cell phone handsets. Be that as it may, 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 in the brain of clients. One or more was propelled its first versatile in 2014 and in a little term of time it got one of the market chiefs in 2017, One or more leads the exceptional telephone showcase in India with 48 percent share in 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 clients fulfilment of One or more portable dependent on the information of the clients.

STATEMENT OF PROBLEM

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 2013. 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 customers satisfaction.

SCOPE OF STUDY

The main aim is to examine the different factor influencing the customers towards One plus mobile. This help to understand the literacy level of customers who purchase One plus mobile. It helps to know the customers satisfaction level of One plus mobile.

**OBJECTIVES OF THE STUDY**

- To identify the factor influencing customer to buy one plus mobile phone.
- To know the level of satisfaction in one plus mobile phone.
- To identify the problems faced by the customer of one plus mobile.

TOOLS FOR ANALYSIS

- Simple Percentage Analysis
- Likert Scale Analysis
- Ranking Scale Analysis

LIMITATIONS OF THE STUDY

- The present study is based only on the sample selected.
- The result of the analysis in the study are fully depend on the information given by the respondents only.
- The data was collected from the mobile users of Coimbatore City. So, the findings of the study may not be considered for other districts.

REVIEW OF LITERATURE

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.

FORMULA

Number of respondents

Percentage = _____ x 100

Total no. of respondents

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, SATINDER KUMAR(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.

DATA ANALYSIS AND INTERPRETATION

In this chapter the analysis and interpretation of "A study on customer's satisfaction Towards one plus mobile phones with special reference to Coimbatore city", is presented based on the opinion of samples of 120 respondents selected from Coimbatore city through a questionnaire containing 22 questions. These were analysed through three different tools and they are as follows,

- Simple Percentage analysis
- Rank Correlation
- Likert scale Analysis

SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis is the method to represent raw streams of data as a percentage for better understanding of collected data. Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.

TABLE NO 4.1

TABLE SHOWING GENDER OF THE RESPONDENTS

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Male	68	56.7%
2	Female	52	43.3%
	Total	120	100

(Source : Primary Data)

INTERPRETATION

It is revealed that 43.3% of the respondents are Female and the 56.7% of the respondents are Male.

INFERENCE

Majority 56.7% of the respondents are Male.

**RANK CORRELATION**

A rank analysis is any of several statistics that measure an ordinal association, the relationship between ranking of different ordinal variables or different ranking of the same variables, where a “ranking” is the assignment of the labels “first”, “second”, “third”, etc., To different observation of a

particular variable. A rank analysis measures of similarity between two rankings, and can be used to assess the significance of the relation between them. It is not necessarily a total order of object because two different objects can have the same ranking. The ranking themselves are totally ordered.

TABLE NO 4.2
TABLE SHOWING THE RESPONDANCE AGREENESS LEVEL OVER THE UNIQUE OF ONEPLUS MOBILE PHON

S.NO	PARTICULARS	RANK 1	RANK 2	RANK 3	RANK4	RANK5	RANK6	TOTAL	RANK
1	Price	30(6)	17(5)	18(4)	22(3)	13(2)	20(1)	449	3
2	Speed	6(6)	38(5)	32(4)	16(3)	15(2)	3(1)	435	4
3	Storage	25(6)	19(5)	25(4)	26(3)	11(2)	14(1)	459	2
4	Processor	12(6)	14(5)	28(4)	34(3)	21(2)	11(1)	409	5
5	Thickness	11(6)	26(5)	22(4)	17(3)	20(2)	24(1)	399	6
6	Camera	41(6)	17(5)	16(4)	16(3)	8(2)	22(1)	481	1

(Source: Primary Data)

INTERPRETATION

The above table shows that out of 120 respondents, Camera has ranked 1st, Storage has ranked 2nd, Price has ranked 3rd, Speed has ranked 4th, Processor has ranked 5th, Thickness has ranked 6th.

INFERENCE

Majority respondents are satisfied with the Camera of Oneplus Mobile phones.

FORMULA

$$\text{Likert scale} = \frac{\sum fx}{\text{Total number of respondents}}$$

Where,

F = Number of respondents

X = Likert scale value

$\sum fx$ = Total score

Mid value,

Mid-value indicates the middle most value of the Likert scale.

LIKERT SCALE ANALYSIS

Likert scales are the most broadly used method for scaling responses in research studies. Research questions that ask you to indicate your level of agreement, from strongly agree or highly satisfied to strongly disagree or highly dissatisfied, use the likert scale. In Likert scale method, a person's attitude is measured by combining (additional or averaging) their responses across all items.



TABLE NO 4.3
TABLE SHOWING THE RESPONDANCE WITH RESPECT TO THE WAY OF PURCHASE OF ONEPLUS
MOBILE PHONES THROUGH ONLINE

S.NO	FACTORS	NO.OF. RSPONDENTS (F)	LIKERT SCALE (X)	TOTAL (FX)
1	SATISFIED	75	3	225
2	NEUTRAL	35	2	70
3	DISSATISFIED	10	1	10
	TOTAL	120		305

(Source: Primary Data)

$$\begin{aligned} \text{LIKERT VALUE} &= \sum fx / \text{No.of.Respondents} \\ &= 305/120 \\ &= 2.54 \end{aligned}$$

INTERPRETATION

Likert scale value is 2.54 which is greater than the mid value (2), so the respondents are satisfied with the Online shopping of the mobile phone.

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- Majority 56.7% of the respondents are Male.
- Majority 37.5% of the respondents are 21 – 30 years.
- Majority 47.5% of the respondents are under graduates.
- Majority 58.3% of the respondent are unmarried.
- Majority 39.2% of the respondents are students.
- Majority 30.8% of the respondents are earning Rs 2,00,001 – Rs 4,00,000.
- Majority 56.7% of the respondents are from nuclear family.
- Majority 39.2% of the respondents are from urban areas.
- Majority of 35.0% of the respondents are known through friends.
- Majority of 55.0% of the respondents purchase through online shopping.
- Majority of 29.3% of the respondents are using from Rs 27000- Rs 36000.
- Majority of 36.7% of the respondents are using for 1-2 years.
- Majority 47.5% of the respondents' preference over oneplus mobile phone is Quality.
- Majority 33.3% of the respondents' major use in their mobile phone is Phone calls.

- Majority 57.5% of the respondents are not satisfied with the rate of Oneplus mobile phones.
- Majority 53.3% of the respondents agree that Oneplus mobile is unique compared to other mobiles.
- Respondents are ranked 1 for Camera as a unique feature of oneplus mobile phones.
- Likert scale value is 2.32 which is higher than the mid value (2), so the respondents are satisfied with the fingerprint of the one plus mobile phones.
- Likert scale value is 2.14 which is slightly higher than the mid value (2), so the respondents are neutral over the after sales of the one plus mobile phone.

SUGGESTIONS

- This study suggested about the customers satisfaction level of one plus mobile.
- Most of the respondents came to know about the one plus mobile through friends, so the advertising can be improved.
- The study suggested that the oneplus mobile phones can be sold in retail shops.
- Only rich people can afford a oneplus mobile, if the price reduces, the sales of the one plus mobile can be increased.
- The study suggested that the models of the mobile phone can be further improved.

CONCLUSION

The study concluded that in this modern business economy. It is very important to 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 factors 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.

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