

A Study on Customer Satisfaction Towards OPPO Phones with Special Reference to Madurai City

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Abstract—Youths in India are amazed by smartphones with the new software and applications. It is now a pride and prestige to own a smartphone with all new latest features and technology inside it. This research article seeks to determine their satisfaction with branded smartphones like Vivo and Oppo. The respondents of this study were 150 youths of Madurai, Tamil Nadu state, in India. A convenient sampling technique was used to select the sample size. A formal questionnaire and hypothesis were designed, and data were gathered. Different statistical techniques were used for data analysis using the SPSS package.

Index Terms—Customer satisfaction, features, smartphones, Vivo, and Oppo brands.

I. INTRODUCTION

Communication has been created in various ways. The emergence of new methods and technology has kept people connected. Smartphones are an essential component of today's youth world. Smartphones are now a part of their life. Those people who do not have smartphones feel isolated from the rest. They employ the phones to make calls, to entertain themselves with the new user-friendly apps, chat with their friends and family members using social media apps, online education, to access e-books, and play games, etc. Smartphone manufacturers launch new features and feature to sustain in the market and to gain more market share. Individuals switch their mobiles frequently to take advantage of the latest technology. Individuals desire the best smartphone in their hands. They are willing to purchase their phones even at a higher cost if it meets their requirements and comforts them. The desire and demand of people for smartphones have been growing immensely. The

study is attempting to identify why people want to buy a smartphone, how people are influenced in buying a specific smartphone, especially Vivo and Oppo brand smartphones.

We will be talking thoroughly about the Oppo company in this article, and its success is also a part of it. The company produces electrical goods like Blu-ray players, sound equipment, rechargeable battery packs, mobile phones, and other electronics. The company has expanded to 50 countries since then. Oppo produces not only smartphones but also the latest phone camera technology, which has encouraged the company to greater heights. Let's get to know Oppo, a Chinese company, including its creator, history, and worth.

Oppo Mobile Telecommunications Corporation, Ltd. was founded in China in 2004, after it was registered in 2001. OPPO beat Samsung as the largest smartphone manufacturer in China in June 2016, with its handsets being sold by more than 200,000 retail outlets. In terms of market share, OPPO was the No. 5 smartphone brand worldwide in 2019 and the No. 1 brand in China.

Company Profile:

- Founders: Tony Chen
- Founded: October 10, 2004; 17 years ago
- Headquarters: Dongguan, Guangdong, China
- Sector: Consumer electronics
- Products of the company: Hi-fi (High fidelity), Home theatre, Audiovisual, Tablet Computer, Colors, and Smartphones
- Website: oppo.com

Company History:

The brand name "Oppo" was trademarked in China in 2001 and went on the market in 2004. The company

has been growing into 50 countries since then. OPPO Company was established in 2004 and introduced its DVD business in Europe and America in 2004. OPPO introduced its first cellular phone, OPPO A103 "Smiley Face," in 2008 and entered the mobile phone market officially. OPPO keeps demonstrating goodwill in science and technology, and the spirit "Inspiration Ahead" to all users.

The OPPO founding team has rich experience in the electronics market. When leaving BBK Company and establishing the new, fully independent brand - OPPO, the team followed the principle of making great products. In the intensely competitive market, OPPO slowly became one of the Top-5 global mobile phone brands and appeared in the IoT products.

Now, OPPO manufactures mobile phones (such as Reno series), headphones, watches, tablets, and other smart products. OPPO also created the Colors operating system. Embracing an innovative, open, and elegant software-hardware integrated philosophy, OPPO is dedicated to building a beautiful and intelligent life for global users.

II. OBJECTIVES OF THE STUDY

- To analyze the level of satisfaction of the customer with the "OPPO phone."
- To research the perception of the customer for the "OPPO phone."
- To know the presence of the OPPO phone within the market.
- To know how the OPPO phone is bought.
- To know the way the customer thinks about the smartphone.
- To enhance my marketing knowledge with the guidance of this project.

III. REVIEW OF LITERATURE

Mesay Sata, in his research "Factors influencing consumer purchase of mobile phone devices in Hawassa town", aimed to identify the factor that affects mobile phone device purchase. He had a sample size of 246 consumers and used a simple random sampling method. He examined the six factors, including price, social group, product features, brand name, durability, and after-sales service. He concluded that the value price given by consumers

encourages them to buy the mobile phones. P. Jagadeesh, in his research paper "Consumers' preference and satisfaction towards mobile phone brands: A study with reference to consumers in Vijayawada," evaluated the level of preference of various brand mobile phone users. He concluded that word-of-mouth publicity and advertising are the key sources of awareness generation among mobile phone users. (Jagadeesh, 2013)

Amit Sethi and Ajay Chandel, in their work "Consumer Buying Preference Towards Entry-Level smartphones," explored consumer buying preference for entry-level smartphones by youths. The sampling strategy was stratified, and 200 respondents were used for this research. Conjoint analysis was used to determine the importance of the attributes. The conclusion they drew was that brand was the most important attribute.

M. Raghupathi and G. Prabu, in their research "A study on customer satisfaction towards smartphone users," conducted the study among college students. It is observed from the study that students make use of mobile phones to access the web, download apps, etc. S.K. Koushal and Rakesh Kumar, in their research article "Factoint Ensonance of Smartphone: A study of young consumers in the city of Lucknow," aimed to examine the factors influencing consumers' purchase intention of smartphones. The research concluded that compatibility, dependency, and social influence are the determinants of smartphone purchase.

Deepika Ganlari, Pradeep Kr. Deka and Chandan Dutta, in their work "A study on consumer buying behavior of mobile phones," studied the external as well as internal factors that affect a customer's choice in buying a smartphone. External drivers in consumer behavior are culture, demographics, social class, reference groups, family, and marketing efforts. Internal drivers among them are perception, learning, memory, and motivation.

Rinky Trivedi and Rahul Raval, in their paper "Consumer buying intentions towards smartphones: A conceptual framework and they reviewed various factors influencing buying intentions of customers towards smartphones. Social influence, price, product feature, convenience, and brand name positively influence consumers' purchase intention.

Robin Sinha, in his article "Buying a smartphone: 10 things to consider," said that because of the presence of a huge range in the market, it's hard to choose which

one to buy based on parameters like quality, display, processor, camera, battery, OS version, storage, security, and USB port.

He concluded that it is better to Cameron Faulkner, in his article "3 reasons why now is a terrible time to buy a new Smartphone," used the quote that the Snapdragon 845 will enhance a boost in speed and capacity for dealing with demanding applications, embedded fingerprint sensors are where it's at now, and improved cameras, where optical image stabilization (OIS) is set to dominate the market. (Faulkner, 2018) Chris Hall and Dan Grabham in their article "Best smart phone 2018: The best phones available to buy today" and they have provided the best smart phone for the year 2018 like Apple iPhone X, Samsung galaxy S8, Samsung Galaxy Note 8, Google pixel 2, Huawei Mate 10 pro, P10, P10 plus, Apple iPhone 9 plus, Google pixel 2XL, One Plus 5T, HTC U11, LG G6, Blackberry Keyone, Lenovo P2 and Nokia 6. All these brands have better features that are likely to make consumers buy the same product in the market. (Hall & Grabham, 2018)

IV. SCOPE OF THE STUDY

- The main objective of this study is to find out how satisfied the customers are with OPPO mobile phones.
- This study helps determine the factors that affect a choice to buy a OPPO cell phone.
- This study assists in establishing the degree of client satisfaction with mobile cell phone use.

V. LIMITATION OF THE STUDY

- Since the budget is limited and time is a constraint. The size was limited to 150 customers distributed across Madurai town. The findings of the present survey may not be generalizable to other places.

VII. DATA ANALYSIS

1. Percentage Analysis:

1.1 Table showing the Gender and age of the respondents

S. No	Gender	No. of respondents	Percentage	Age	No. of respondents	Percentage
1.	Male	32	53.3	19 - 25	31	51.7
2.	Female	28	46.7	26 - 30	29	48.3

- The present study is carried out with specific reference to the findings of the present survey may not be generalizable to other brands.
- This survey technique applied in this research cannot be free from respondent bias. They might not be aware of their inner motivation.
- The influence of gender, age, religion, social class, occupation, etc., on consumer behavior is not covered under intensive analysis.
- Customers were also not willing to provide full information regarding their behavior and preferences.
- The present research is concerned with the consumers' side only, and the seller's side has been excluded.

VI. RESEARCH METHODOLOGY

Research Design:

- This type of research is descriptive in nature, and the survey method is used to collect data.

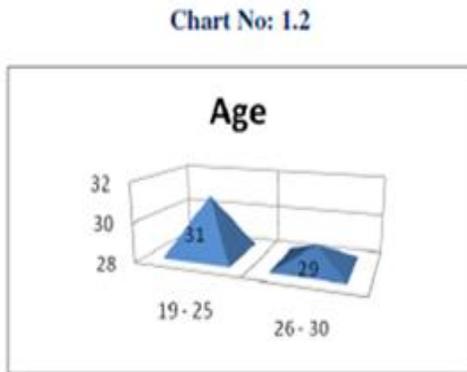
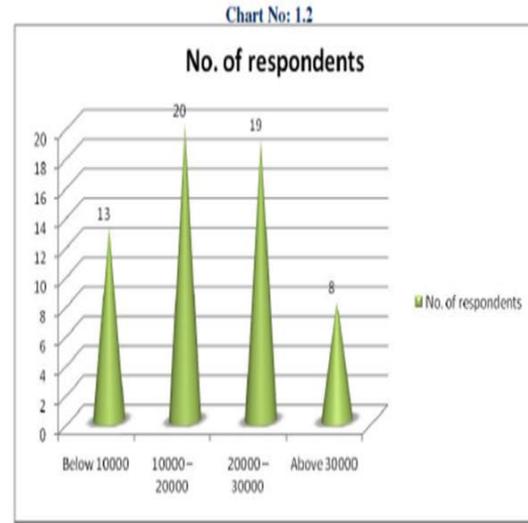
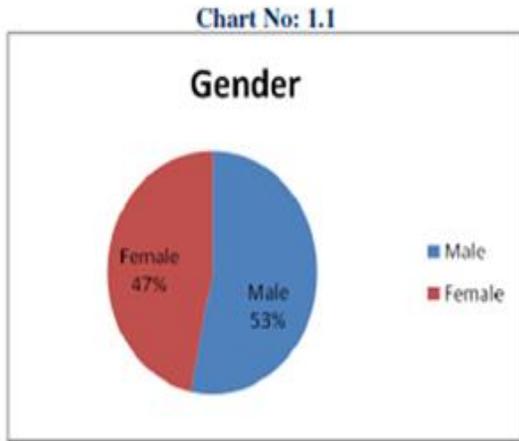
Research tools: To achieve the objective of the study, the investigators have used the survey method and the percentage analysis method.

- Sampling Design: The researcher has adopted a convenience sampling method to collect necessary data for the convenience of the researcher; only 50 respondents were considered by the researcher in Madurai.
- Tools of analysis: Tables are prepared to bring out the main characteristics of the collected data. % Analysis method is used in part. One-way, two-way tables, bar diagrams & pie charts are prepared to bring out the main characteristics of the collected data.

Method of Data Collection:

For this study, both primary data secondary data have been collected. The primary data have been collected through a semi-structured questionnaire, and the secondary data have been collected from various books, journals, reports, and the internet.

Source: Primary data



Interpretation

Table 1.1 reveals that 53.3% of the respondents were male and 46.7% of the respondents were female. In the case of the respondents' age, it reveals that 51.7% of the respondents belonged to the age category of 19-25 years, and 48.3% of the respondents belonged to the age range of 26-30 years.

1.2 Table showing the monthly Income of the respondents

S. No	Monthly income	No. of respondents	Percentage
1.	Below 10000	13	21.7
2.	10000 – 20000	20	33.3
3.	20000 – 30000	19	31.7
4.	Above 30000	8	13.3

Source: Primary data

Interpretation

The table 1.2 indicates that 33.3% of the responders fall in the income category Rs. 10000 to 20000, 31.3% of the responders fall in the income category of Rs. 20000 to 30000, 21.7% of the responder's monthly income is less than Rs. 10000, and 13.3% of the responders' monthly family income is Rs. 30000 or more.

Table No: 2.1

S.No	Features	1	2	3	4	5	Total	Weighted average	Rank
1	Touch screen	1*1	2*2	5*3	28*4	24*5	261	261/60 = 4.35	I
2	Camera/ Selfie	5*1	4*2	10*3	20*4	21*5	228	228/60 = 3.80	IV
3	Battery Life	2*1	1*2	18*3	13*4	26*5	240	240/60 = 4.0	III
4	Full HD	1*1	1*2	13*3	26*4	19*5	241	241/60 = 4.02	II
5	Memory	2*1	2*2	13*3	24*4	16*5	221	221/60 = 3.68	V

Source: Primary Data

2. Weighted Average Method:

Interpretation

It can be concluded from the table no 2.1 that touch screen was at first position among the rest of the five features followed by Full HD at second position, battery life which was at third position, camera/ Selfie options at fourth and last position is assigned for memory.

VIII. FINDINGS

- 31% of respondents belong to the age group of 19-25
- 47% of respondents are Female
- 34% of respondents are satisfied with the solution to the problem
- 32% of respondents are happy with Oppo's customer support service
- 32% of respondents are ready to pay 20000-30000 ready to pay for an Oppo mobile
- 38% of respondents are neutral with the overall user interface of your Oppo mobile
- 36% of the respondents find the gaming performance of the Oppo phone good
- 40% of the respondents are happy with the audio quality on the Oppo phone
- 40% of the respondents are happy with the durability/build quality of the Oppo phone
- 36% of the respondents are comfortable with the design and aesthetics of the Oppo phone
- 34% of the respondents are comfortable with the customer support offered by Oppo
- 26% of the participants are highly satisfied with the frequency and timelines of software updates on the Oppo phone
- 40% of the participants are highly likely to recommend an Oppo phone to a friend or family member.
- 30% of the participants are neutral with the size and weight of the Oppo phone
- 30% of the participants disagreed with the multitasking performance of the Oppo phone
- 46% of respondents are happy with the security and privacy
- 26% of respondents who have viewed the Oppo phone advertisement
- 24% of respondents are happy with the camera quality
- 54% of respondents are 1-2 years using oppo phone
- 34% of respondents are considering battery performance to purchasing an Oppo mobile
- 38% of respondents are unaware of one another's brands, Oppo Mobile.

IX. SUGGESTION

- Increased refresh rate: Include 120 Hz or 240 Hz refresh rates for better visuals
- Longer battery life: Enhance battery longevity to hold several charge cycles.
- Enhanced portrait mode: Brings in additional features such as 3D modeling and enhanced bokeh effects.
- Enhanced gaming capabilities: Bring in enhanced gaming capabilities such as customized gaming controllers and improved gaming performance
- Quick charging: Bring in even quicker charging speeds such as 100W or More
- Multi-user support: Enable multiple users to have individual profiles on one device.
- Better build quality: strengthen device longevity with improved materials and build
- 5G connectivity: provide all future devices with 5G connectivity
- Better cooling system: provide an enhanced cooling system to deliver better performance
- Sophisticated threat detection: provide sophisticated threat detection capabilities to shield devices from malware and other threats
- Better audio features: provide advanced audio features, such as 3D audio and audio improvement software
- Multi-lens camera system: Includes additional lenses for enhanced zoom, wide-angle, and macro performance
- More storage options: provide more storage options, such as 1TB or higher
- Regular security updates: provide regular security updates to keep devices safe from emerging threats
- Improved Bluetooth connectivity: improve Bluetooth connectivity for enhanced audio and data transmission
- Water-resistant speaker: make speakers waterproof to protect them from water exposure
- Improved privacy features: add advanced privacy features, such as customizable privacy settings and enhanced data protection
- Improved low-light photography: better noise filtering and low-light performance

- Improved security: add advanced security features, such as in-display fingerprint scanning and enhanced facial recognition
- Better digital well-being features: improve digital well-being features, such as screen time tracking and app use monitoring
- Sustainable manufacturing: Implement sustainable manufacturing processes to minimize environmental footprint
- Enhanced streaming features: Improve streaming features such as enhanced streaming protocols and steamtable streaming settings
- Increased accessibility features: add more advanced accessibility features, such as advanced screen readers and adjustable accessibility options.

X. CONCLUSION

According to the results based on descriptive analysis and chi-square test, the research concludes that the majority of the male students opt for the Vivo smartphone. The Oppo smartphone phone opted for by the female students. Respondents in the age group of 19 to 25 years were utilizing these two brands, and they are satisfied with the facilities provided. Family income of respondents' family is between Rs. 10000 to Rs. 20000, and those respondents want to purchase a good and affordable phone that lies between the range of Rs. 7000, since the majority of the smartphones lie above the range of Rs. 5000, which possess good features and facilities to make their life simple and easy. Thus, smart smartphones have become a necessity in everyone's life. The field study report is very beneficial to me in my studies and in my profession. I have enhanced my communication skills while in the field. Study report: I acquired some information on "OPPO PHONE". I convey my heartfelt thanks to the Department of Business Administration (SF), Mannar Thirumalai Naicker College, for providing me with this truthful experience to increase my knowledge.

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