



# **A STUDY ON THE SATISFACTION LEVEL OF CUSTOMER IN ONE PLUS MOBILE WITH SPECIAL REFERERNC E TO THIRUPUR CITY.**

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## **CHAPTER- I INTRODUCTION AND DESIGN OF THE STUDY**

### **1.1 INTRODUCTION**

The brand-new Chinese company, One Plus broke way into the Smartphone market just one year ago with a “flagship killer” Smartphone. The company managed to sell over 500,000 smart phones within the first year of its operation, with potential to grow considerably more. Now adjusted and equipped to the Smartphone market, One Plus aims at targeting their latest Smartphone device, the One Plus 2 to the U.S. Smartphone consumer. After careful research and deliberation it has been suggested that One Plus do so by upscale from indirect exporting to forming a strategic alliance with a U.S. company to yield the highest success in expanding business westward. The U.S. provides numerous opportunities for One plus to capitalize on. Such opportunities include a large consumer base with above average disposable incomes, a rapidly growing market with high potential, and consumer favorability in an Android operating system as well as functionality over design.

Forming a strategic alliance with the U.S. telecommunications company, AT&T will also prove to be an opportunity for One Plus, yet comes with a set of risks and challenges as well. However, a strategic alliance will come with a heavy price tag, and distribution matters will have to be revamped. Further risks stem from the level of the consumer. One Plus mustbe prepared to compensate for relying solely on e-commerce in selling their product. E- commerce limits the amount of customer interaction opportunities the company could greatly benefit from. It also reduces the level of satisfaction and loyalty the consumer will have towards the

product.

It is predicted that the One Plus 2 will catch the eye and satisfy the needs of many different consumers. Therefore, we believe One Plus should market the One Plus 2 through a heterogeneous targeting strategy. Reaching these consumers should happen through a combination of modern and traditional marketing methods. The marketing strategy is slightly restricted due to low marketing costs and a limited number of resources. As a result, OnePlus' promotional strategy will have a focus on digital/viral marketing including social media, mobile friendly advertisements, and word-of-mouth communication. One Plus is advised to continue utilizing their invite-only selling method to help control inventory levels, keep the brand exclusive, and allow the company to keep utilizing campaigns as a large component of their marketing strategy.

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 customer 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 fulfillment of One or more portable dependent on the information of the clients.

This report concludes with further recommendations One Plus should consider in entering the U.S. market. Data taken from the 2012 U.S. Census Bureau indicates 1 in 6 Americans as being Hispanic. This Hispanic population has a demanding presence in the smartphone market, and is therefore suggested as being considered an individual segment to market towards. We further believe that One Plus could be very successful in a B2B venture in which they would target businesses where employees frequently use their mobile devices in their line of work or travel internationally for business.

## 1.2 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 3694 crores in the financial year 2013. One plus mobile cannot reach 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.

### 1.3 SCOPE OF THE 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.

### 1.4 OBJECTIVES OF THE STUDY

- To find out the factors that influencing the customer to buy one plus mobile.
- To know the socio- economic profile.
- To analyses the marketing strategy used in one plus mobile.
- To find out the problems of users in one plus mobile.
- To know the customer opinion for one plus mobile.

### 1.5 RESEARCH METHODOLOGY

#### • RESEARCH METHODOLOGY

The study is based on a survey conducted in Coimbatore city with the help of primary data and secondary data

#### • PRIMARY DATA

In primary data the data has been collected by using method of questionnaires.

#### • SECONDARY DATA

The Secondary data was collected from various possible records likes, books, magazines and websites.

### RESEARCH DESIGN

#### • RESEARCH DESIGN

Survey research was conducted in the study.

#### • SAMPLING TECHNIQUES

Convenient sampling technique was used.

#### • SAMPLE SIZE

Sample size taken in this study was 150 consumers.

#### • ANALYTICAL TOOLS

1. Simple percentage analysis
2. Likers scale analysis
3. Ranking scale analysis

## 1.6 LIMITATIONS OF THE STUDY

- The sample size used in the product is too small.
- The results of the analysis in the study of fully depend on this information given by the respondents only.

## 1.7 CHAPTER SCHEME

### CHAPTER 1

The chapter deals with introduction, statement of the problem, scope of the study, object of the study, research methodology, limitations of the study and chapter scheme.

### CHAPTER 2

A chapter deal with review of literature which it has refers from national and international journal.

### CHAPTER 3

The chapter gives the information about the profile of the company.

### CHAPTER 4

The chapter shows about the data analysis and interpretation.

### CHAPTER 5

The chapter summaries with finding, suggestions and conclusion of the study.

## CHAPTER- II REVIEW OF LITERATURES

1. **PraveenKumari and satinder Kumar (2004) has made their study on " consumer brand preference towards mobile phone: Effect of mobile phone attribute on purchase decision".** The mobile phones dominate most of modern human in every every movement of life. This study investigates the consumer brand preference towards mobile phones by factors analysis method in this strategy. This entertainment attributes incorporates Bluetooth, MP 3 player and playing games etc. Image with resource involves dual sim, Wi-Fi and brand image.
2. **Matti Leppaniemi and JaakkosinisloandeikkiKarjauto(2006) have made " A review of mobile marketing research".** The purpose is to accomplish a purpose of comprehensive review of mobile marketing research in made to assess the state of mobile marketing research. There is a strong tradition in marketing research of reviewing existing research to understand better the research in the field. There is no commonly accepted classification for mobile marketing in several research. Under this research new different means of

communication which should be integrated into the marketing communications.

3. **Roger Strom (2010) made "The value of mobile marketing for consumers and retailers"**. The study identified different usage level segments of mobile pull advertising users, it revealed limited knowledge about mobile device shopping behavior. This also indicated that PC internet may be used for recruitment of mobile device on markets with high fixed internet penetration and high fractions of dual media users. The revealed multiple support for mobile marketing increasing perceived value for consumers and outcome value for retailers. For internal, and by assumptions for in store mobile marketing, retailers also needed to computer self-efficacy, education, position experience and cognitive style of research marketing.

1. Praveen Kumari and Satinder Kumar (2004), Consumer brand preference towards mobile phones: Effect of mobile phone attributes on purchase decision, P.P. No; 1-10, ISSN No; 2278-487X, 2319-7668

2. Matti Leppanoemi and Jaakko Sinisalo and Heikki Karjalainen (2006), A review of mobile marketing research, volume-1, issue no: 1, P.P.No; 1-12

3. Roger Strom (2010), The value of mobile marketing for consumers and retailers (2010), volume no-30, P.P. No: 144-151

4. **Lamarre, Simon Glarneau and Harold Boeck (2012) have made "Mobile Marketing and consumer Behaviour Current Research Trend"**. The aims at providing a direction for research by developing a research agenda on the topic of consumer behavior in mobile marketing. Although mobile marketing theoretically holds a great deal of business value such a potential has proven to be challenging. This research in mobile marketing thus allowing for a richer interpretation of the results and publications trends.

5. **Mesay Sata (2013) made a study on "consumer Buying Behavior of Mobile phone Devices"**. The development of mobile phones and technologies has been an extended history of innovation and advancements cropped up due to dynamic changes in consumer needs and preferences. The structured was designed so as to make it easy and cover most of the common research. This other factors equally correlated and have moderate relationships with the decision to buy brand name and durability of mobile phones.

6. **Jagadesh (2013) made "Consumers preference and satisfaction towards mobile phone brands: A study reference to consumers in Vijayawada"**. The mobile users demand is on high in these days. Customer/consumer satisfaction is the path of marketing and marketers relates to profitability, brand promotion creation of consumer value and customer involvement. The objective is to assess the preference level of the mobile phone users of different brands in Vijayawada. The studying preference and satisfaction is very complex, consumer behavior, involves not only the economic factors, but also the emotional factors.

7. **Prof. Charmaine du Plessis (2014) made a "Mobile Marketing: Building Blocks For Mobile Content Marketing To Add Value and Relevance For Mobile Users"**. As consumers increasingly access the internet via their mobile phones to complement their lifestyles. It can be inferred from the content of marketing could play a vital role in mobile marketing to attract and retain patrons. These mobile users could then be pulled constantly via content marketing to engage with relevant and valuable brand content to

complement their lifestyle.

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4. AntonoeLamarre, Simon Galarneau and Harold boeck(2012), Mobile marketing and consumer behaviorcurrent research trend, volume-3, Issue no-1, P.P. No: 1-9, ISSN No: 2045-5364
5. MesaySata(2013),Consumer buying behavior of mobile phones devices,volume no-2, P.P.No:8-15
6. P. Jagadesh(2013), Consumers preference and satisfaction towards mobile phones brands: A study withreference to consumers in Vijayawada, volume-1 issue-2, P.P. No: 324-328, ISSN No: 2321-3191
7. Prof. CharaineduPlessis(2014) Mobile marketing: Building blocks for mobile content marketing to add valueand relevance for mobile users, volume-22, issue no: 3 P.P.No: 31-47,ISSN No: 2415-0525
8. **MdReaz and UddinZahanLopa and MdOheduzzaman(2014)** made the **“Factors affecting customers buying decisions of mobile phones: A study on Khulna city, Bangladesh”**. The different modes of communication, mobile phone is becoming reliable and efficient vehicle to reach from one person to another person. This was conducted to know the factors affect people decisions of mobile phone purchasing. This has been identified that may factors are demand as selection criteria of mobile phones.
9. **RakeshRoushan and Mitta Mehta and ArtiChandani(2015)**have made **“a study of mobile marketing communication in India”**. There will be new business representations and starts-ups in coming future in India to offer affordable plans and prices, enabling attractive for the cell phone users to access internet on their handsets. After the launch of 3 Gnetwork, the mobile users started gathering information through their mobiles on internet.The objective is to identify the facilitating and limiting factors associated with mobile marketing communication in India. All efforts should be taken so as to involve the customer in a much better way and for this the limiting factors and barriers are needed to be identified and removed or minimized.
10. **RinkyTrivedi and Dr. Rahulraval (2016)** had made a study on **“Consumer buying intentions towards smart phones: A conceptual frame work”**. The existence of individuals much easier and comfortable, innovation is the essential explanation in the everyday life. The objective is to identify the key factor that motivates consumers to purchase and use smart phone. The purpose of this study is to analysis consumer buying intentions which are highly considerable by consumer.
11. **DeepaGuleria (2016)** make**“A study of consumer preference for smart phone; A case of Solana town of Himachal Pradesh”**. The mobile had sets have become an integral part of human daily life and personal communication. The data are collected from various smart phone users, 80 respondents were randomly selected by the questionnaire. The objective is to identify the factors affecting the consumer preference for smart phones. Thus the smart phone companies must focus mainly on usage ease, processing speed applications and technologist needs to build a strong preference for smart phone and a particular brand.
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8. MdReazUddin and NusratZahanLopa and Md. Oheduzzaman(2014), Factors affecting customers buying decisions ofmobile phone; A study on Khulna city, Bangladesh, volume-5, issue-2,P.P.No:31-27.
9. RakeshRoushanMita Mehta and ArtiChndani(2015), A study of mobile marketing communication in India, volume-8(s6),P.P.No: 123-131, ISSN No: 0974-6846, 0974-5645
10. RinkyTrivedi and Dr. Rahul Raval(2016), Consumer buying intentions towards smarts phones: a conceptual framework,volume-2(12),P.P.No:736-742, ISSN No: 2394-7500,2394-5869
11. DeepaGuleria(2016), A study of consumer preference for smart phones: A case of Solan town of Himachal Pradesh,volume-5, issue-3,P.P.No: 193-200, ISSN No: 2249-719

12. **Dr. V. Maheswari (2016)** make “**A study on brand preference of mobile phone users in Chidambaram town**”. The strong brand names can have a positive effect on consumer perception and preferences. The objective is to study the criterion on brand preference of mobile phone in this town. The data are collected through the questionnaires in this town. The telecommunication network like BSNL, idea, airtel and so on has not been considered. They would drive to best feather in the mobile market share in the small towns like Chidambaram and even India’s best mobile market share.

13. **SupriyaBehil (2016)** made a “**Factors affecting consumer choice of mobile phone brands: An empirical study using multi-dimensional scaling techniques**”. A luxury even though the features were restricted to call and text messaging, but it is a very common product with unlimited features. The objective is to map the consumers perceptions of selected brands based on the different factors identified in this market. The difference in the perception of customers among the different mobile handset brands and with the respective segments.

14. **Savitha Nair, Nivea Nelson N, KarthikaR(2016)** are made a study through **Consumer Preference towards mobile phones: An Empirical Analysis**”. The availability of 3 G networks and evolution of smart phones have made mobile phones more of a personal digital assistant. The objective is to investigate the factors influencing consumer preference towards mobile phones and explore the reasons that trigger the purchase of new mobile phones as replacement for existing ones. The ‘touch screen’ feature is the most preferred aspect of ‘look and feel’ of mobile phones, followed by ‘design and style’ and ‘compatibility’.

15. **PuneetWalia and DrLalitSingla (2017)** had made a research on “**The study of analysis of factors influencing consumer purchase decision of cellular phones**”. The expansion of communication technology such as cellular phones, global positioning system and wireless internet are continuously evolving and advancing and the needs of a consumers. The main motive of the research is to analyze the highly influencing factors for cellular phone purchase decision in Patiala, Punjab. The data are collected 300 respondents with certain questionnaire. Now a day’s cellular phones have tremendous improvements in the several factors include in the cellular phones.

12. Dr. Maheswari, V.(2016), A study on brand preference of mobile phones users in Chidambaram town, volume-2,P.P.No: 341-345.

13. Supriya Behil(2016), factors affecting consumer choice of mobile phones brands: As empirical study using multidimensional scaling techniques, P.P. no: 35-40, ISBN No: 978-93-8973-50-5

14. Savitha Nair, Nivea Nelson N, Karthika R(2016), Consumer preference towards mobile phones: As empirical analysis, volume no-2, issue no-12, P.P.No: 343-347, ISSN No: 2394-7500

15. PuneetWalia and Dr.Lalitsingla(2017), A study of analysis of factors influencing consumer purchase decision of cellularphones, volume-5, issue-7, P.P.No; 6347-6356, ISSN No: 2321-3418

16. **Gauravverma and Dr. BinodSinha(2018)** had made their “**A study on brand positioning of One plus mobiles: qualitative analysis**”. The one plus plays a very important role in the online selling. The objective is to satisfy the level of consumers, who uses this mobile. One plus is the first hand set launched in markets. It series 38 countries and regions around the world. Through this the one plus, shows a maximum satisfaction to the customers.

17. **Julian(2002)** in her article “**Access Pricing Under Completion: An Application To Cellular Networks**” published in The Journal of Industrial Economics, “**Access Pricing under Competition: An application to Cellular Networks**” analyzed the pricing problem in which upstream firms compete for customers and access to these customers is required by downstream markets<sup>11</sup>. Using fixed-to cellular as an example, a model is presented which shows that the determination of cellular termination charges is quite different to standard access pricing problems.

18. **Gaur and Young-Hoon Park,(2017)** in their article “**Asymmetric Consumer Learning and Inventory Competition**” published in Management Science, No developed a model of consumer learning and choice behaviour in response to uncertain service in the marketplace under the model, they characterize the steady-state distribution of demand for retailers given that each retailer holds a constant in-stock service level<sup>17</sup>. They have highlighted that asymmetry in consumer learning has a significant impact on the optimal service levels, market shares, and profit of the retailers.

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16. GauravVerma and Dr.BinodSinha(2018), A Study on brand positioning of one plus mobiles: qualitativeanalysis, volume-5,issue-4,P.P.No: 166-170, ISSN No: 2347-3940

17. Julian Wright; “Access Pricing Under Completion: An Application To Cellular Networks”, The Journal of Industrial Economics, September 2002, PP. 289 – 315.

18. Gaur Vishal and Young- HoonPrk: ‘ Asymmetric Consumer Learning and Inventory Competition’,Management science, Vol. 53, No.2, February 2007, Pp, 227-240

19. **Sharma and Singla(2009)**in their article “**Telecom Equipment Industry: Challenges and prospects**” published in Economic & political weekly, has highlighted the major challenges faced by India’s telecom equipment manufacturing sector, which lags behind telecom services<sup>7</sup>. They found that only 35% of the total demand for telecom equipment inthe country is met by domestic production. This is not favourable to long-term sustained growth of the telecom sector. The country is also far behind in R & D spending when compared to other leading countries. Farther they have analysed that India needs to see an increase in R&D investment, industry academia government partnership, better quality doctoral education and incentives to entrepreneurs for start-ups in telecom equipment manufacturing.

20. **Sinha** in his article “**shopping Orientation in the Evolving market**”(2003) published in Vikapla, Vol 8,no.2, has attempted to study shopping orientation of India shoppers based on the orientation, shoppers have been classified into two segments: fun shoppers and work shoppers. The two segments are found to be



different in terms of their demographic and behavioural profile. In the light of findings, the paper draws implications for store format, pricing, and merchandising and suggests that, in order to be successful; the retailers need to experiment with a format that attracts both types of shoppers.

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19. Sharma Seema and SinglaLokesh; "Telecom Equipment Industry: Challenges and prospects", Economic and political weekly, January 3, 2009, PP. 16 – 18. 8. Jain C. Deepak, Muller Eitan, Vilcassim J. Naufel; "Pricing Patterns of Cellular Phones and Phone calls: A Segment- Level Analysis", Management Science, Vol.45, No. 2, February 1999, PP 131 – 141.
20. ShinaPiyush, "Shopping Orientation in the Evolving Indian Market", Vikapla, Vol. 8, No.2, April - June2003, PP. 13 – 22.

## CHAPTER- III PROFILE OF THE COMPANY

### 3.1 HISTORY OF THE COMPANY

Alexander Graham Bell is the inventor of the telephone in 1878 made first phone call.

The first phone was developed by IBM and BELL south which came out to the public in 1993. Mobile plays a vital role in technology example: wireless internet, mobile phone, MP3players, GPS Navigation system has been long journey of innovation.

One Plus was founded on 16 December 2013 by former Oppo vice-president peatland Carl Pei. According to Chinese public records, One Plus' only institutional shareholder is Oppo Electronics. Lau denied that One Plus was a wholly owned subsidiary of Oppo and stated that Oppo Electronics and not Oppo Mobile (the phone manufacturer) is a major investor of One Plus and that they are "in talks with other investors", although One Plus has confirmed it uses Oppo's manufacturing line and shares part of the supply chain resources with Oppo. The company's main goal was to design a Smartphone that would balance high-end quality with a lower price than other phones in its class, believing that users would "Never Settle" for the lower-quality devices produced by other companies. Lau explained that "we will never be different just for the sake of being different. Everything done has to improve the actual user experience in day-to-day use." He also showed aspirations of being the "Muja of the tech industry", emphasizing its focus on high-quality products with simplistic, user-friendly designs. Continuing Lau's association with the platform from the Oppo N1, One Plus entered into an exclusive licensing agreement with Cyanogen's Inc. to base its products' Android distribution upon a variant of the popular custom ROM Cyanogen Mod and use its trademarks outside of China.

The company unveiled its first device, the One Plus One, on 23 April 2014 which was intended to capture market from the Google Nexus, series. In December 2014, alongside the release of the One Plus One in India exclusively through Amazon, One Plus also announced plans to establish a presence in the country, with plans to open 25 official walk-in service centers across India In April 2014, One Plus hired Han Han to help market its products in mainland China.



### **The invite system, and its discontinuation**

Early phones were only available through a system whereby customers had to sign up for an invitation, which One Plus called an invite to purchase the phone at irregular intervals. The system was claimed to be necessary for the young company to manage huge demand, One Plus ended the invitation system with the launch of One Plus 3 on 14 June 2016. Announced via an interactive VR launch event, the One Plus 3 initially went on sale within the VR app itself. One Plus touted the event as the world's first VR shopping experience. The phone was made available for sale later that day in China, North America and the European Union on the One Plus website, and in India on Amazon India.

### **“Smash the Past” campaign**

On 23 April 2014, One Plus began its "Smash the Past" campaign. The promotion asked selected participants to destroy their phones on video in an effort to purchase the OnePlus One for \$1 (US). Due to confusion, several videos were published by unselected users misinterpreting the promotion and destroying their phones before the promotion start date.

One Plus later revised the rules of their promotion by allowing consumers to donate their old phones. There were 140,000 entrants in the contest with 100 winners.

## Warranty rejections

One Plus One issue with yellow display band at the bottom of the screen which affected some units were not covered under warranty. A similar issue was reported for OppoFind 7 and Oppo find 7a and Oppo covered it under warranty.

## Ladies First

On 13 August 2014, One Plus hosted a contest to give invites, which were hard to come by at the time, to their female forum members. Users were asked to post a photo of themselves with the One Plus logo, images would be shared in the forum and could be "liked" by other forum members.

On 16 December 2014, The Supreme Court of India and Delhi High Court banned the import and sales of One Plus One phones in India following a lawsuit by Miramax alleging it has exclusivity for shipping phones with Cyanogen's Os software in India.



## One Plus 2 launch invite issue

In advance of the One Plus 2 launch, One Plus assured customers that obtaining invites would be easier, and handsets would ship a lot quicker than with the One Plus One. However, in a public apology, Carl Pei admitted the company had "messed up" the launch, and that One Plus "only began shipping meaningful quantities [the week of 10 September 2015], nearly a month after [the] initial targeted shipping date".

## One plus customer support

The customer support at One Plus has received widespread criticism. In 2017, the company increased the number of customer service staff and added some local language support.

## One Plus USB-C cable

After several weeks of customer complaints on One Plus forums and on Reedit, Google engineer Benson Leung showed that the USB-C cable and USB-C-to-Micro-USB adapter offered by One Plus at that time did not conform to the USB specification. One Plusco-founder Carl Pei on 26 November 2015 admitted that the cable and adapter did not conform to the USB specification, and offered refunds (although not for cables bundled with the One Plus 2 phone).

The following are some of the models available in One Plus

- One Plus 2
- One Plus X
- One Plus 3
- One Plus 3T
- One Plus 5
- One Plus 5T
- One Plus 6
- One Plus 6T
- One Plus 7 and One Plus 7 Pro
- One Plus 7T and One Plus 7T Pro
- One Plus 8 and 8 Pro
- One Plus 8T
- One Plus and 9 Pro



## ADVERTISING AND MARKETING

### INVITATION SYSTEM

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### SMASH THE PAST

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## ONE PLUS PLAYBACK

One Plus Playback is a series of music videos in collaboration with popular Indiansingers, beginning in 2018.

## PROFILE OF THE COMPANY

Type	Private
Industry	Mobile Phones
Founded	16yh December2013,5 years Ago
Founder	Pete Lau, Carl Pei
Headquarters	Shenzhen, Guangdong, China
Area Served	World Wide
Key People	Pete Lau, Carl Pei
Products	Smart phones, Earphones, Power Bank,Phone Case, Shirts And Bags
Revenue	Uss1.4 Billion(2017)
Number Of Employment	776(2017)
Parent	BBk Electronics
Website	www.oneplus.com

## **Most users want to hop on the OnePlus train**

Most people that participated in the survey wanted their next phone to be a OnePlus smartphone. As per the survey over 18 per cent of respondents wanted their next smartphone to come from the house of OnePlus – more than any other brand. Whatever OnePlus is doing to expand its user base is definitely working.

## **OnePlus will gain more users than any other brand**

With most respondents selecting OnePlus as their smartphone future preference, it is no surprise that the trends indicate that it will be the company which will bag the most users in the coming months. According to the study, the Chinese brand is likely to have a growth rate of over 12 per cent, and is likely to go from its current 5.7 share to 18.3 per cent, making it the fastest growing of all brands.

## **Scoring on quick charging and battery**

One of the USPs of all OnePlus smartphones have been fast charging. The brand over time has introduced Dash Charge and Warp Charge which have redefined charging speeds in smartphones. And it only helps the brand's cause because "quick charging" is the second most asked for feature as per the study. 19.5 per cent of the people desired to have quick charging on their phones, a feature OnePlus is a master of. OnePlus is also one of the leading names when it comes to battery reliability. The brand more than 69 per cent of the respondents said that they were happy with the battery performance of their OnePlus devices.

## **OnePlus has the happiest customers:**

Not only did most people want to upgrade to a OnePlus phone next, even the existing users of the brand are pretty content with what they have. OnePlus topped the charts when it comes to user satisfaction with 8 out of 10 users saying they are happy with their smartphone. The brand beat the likes of Apple, Xiaomi, Real me with a whopping 79.9 per cent customer satisfaction rate.

## **Topping Android camera phone satisfaction charts**

One of the key features of any smartphone is the camera and while many brands have come up with different camera setups on their smartphones, OnePlus remains the

top Android camera smartphone when it comes to user satisfaction. A massive 69.6 per cent people said that they were happy with the cameras on their OnePlus smartphones.

### **Satisfaction served, be it performance, display or software**

As per the study, 8 out of 10 OnePlus users are happy with their smartphones. The story remains the same when it comes to overall satisfaction, too. OnePlus led the way with over 88 per cent of its users saying they are satisfied with their phone's performance. OnePlus also topped the charts in terms of display capabilities and software segment with almost 83 per cent users saying they were content with the display on their smartphone and over 86 per cent being happy with the software on their OnePlus.

### **Delivering great service**

After sales service is a crucial part of any smartphone experience and it is again an area where OnePlus excels. Almost 79 per cent of the people who went to OnePlus' service centre were happy with the service quality offered to them.

### **Best value for money brand? The flagship killer!**

OnePlus is THE brand when it comes to bundling high-end specs with competitive prices and it comes as absolutely no surprise that the company is considered to be the best value for money brand present in the market today. 89.7 per cent of the respondents selected OnePlus over the rest of brands as the best value for money brand.

### **Once with OnePlus, always with OnePlus: inspiring loyalty**

With existing users very content with their OnePlus devices, it is hardly surprising that they intend to stick to the brand in the near future, which spells loyalty. This is an area OnePlus leads yet again with a massive 62.8 per cent of the people saying they will stick with the company when they upgrade to their next smartphone.

## **ADVANTAGES OF ONE PLUS MOBILE**

- 1) very good finger print
- 2) phone didn't hang from last 6 months
- 3) nice look

## DISADVANTAGES OF ONE PLUS MOBILE

- 1) No in-built FM radio after paying so much of amount which is not fixed till date starting from one plus 1
- 2) no built in remote like mi phone which supports remote without internet also
- 3) battery will get dried very fast
- 4) can't use generic charger, which is the very worst part
- 5) camera is not too good
- 6) overall not satisfied: 2/5

## OnePlus phones score high on performance and reliability in user survey, more users likely to switch to it

*In a user survey, a smartphone research website has found that not only the existing OnePlus users are extremely satisfied with their phones, even the users who currently have phones from other brands are looking to switch to OnePlus.*

### HIGHLIGHTS

- A survey that saw participation of over 15000 users has found that OnePlus users are most satisfied of the lot.
- Nearly 80 per cent OnePlus users said that they were satisfied with their phone.
- The survey finds that OnePlus users are particularly happy with the battery performance of the phone.

This is something that we often see when we talk to OnePlus users. They tend to love their phones, and rate them high on reliability, performance, quality of software, and even camera. Now, a survey that saw participation of over 15000 users has found that OnePlus users are most satisfied of the lot.

In the survey conducted by 91Mobiles, a tech content website, nearly 80 per cent OnePlus users said that they were satisfied with their phone. This was ahead of even the satisfaction rate among the iPhone users. The iPhone was third best on this count Real me was second



with 65 per cent of its users satisfied with their phones as 63 per cent iPhone users said that they were happy with their phone.

The survey finds that currently, Xiaomi is the most popular brand in India, with a market share of 23 per cent, followed by Samsung at 21 per cent. But at the same time, there is something interesting that the survey apparently throws up. It's about the future. The survey found that while most of the brands, including Xiaomi, may end up losing market share, brands like OnePlus, Apple and Real me are set to grow. If the figures match this prediction, OnePlus may end up with market share of little over 18 per cent in future, ahead of all other smartphone companies.

This is because a lot of phone users are and this is according to the survey greedily looking at a OnePlus phone. The survey apparently asked users which phone they want to buy next and 12 per cent of all respondents pointed at the OnePlus. In other words, if OnePlus holds on to its current market share, and then adds the number of users that want its phone next, it may end up being the top phone company in India. Yes, it is the future and it is hard to predict since there are many variables but it does show that a OnePlus phone is something that people desire. In this desirability score, the next two brands after OnePlus, according to the survey, are Apple and Real me.

As for the reasons behind the desirability for a OnePlus phone, we think the survey also hints at the reasons. Phones like the OnePlus 7, OnePlus 7T Pro, OnePlus 6T and particularly the just launched OnePlus 7T are extremely good phones. And just how good they are can be seen from what OnePlus users reveal. Here is what the 91Mobiles survey finds:

The survey finds that OnePlus users are particularly happy with the battery performance of the phone, with around 70 per cent of them giving it a thumbs up. Only Asus, which sees 75 per cent of its users liking the battery performance of their phone, is ahead.

When it comes to performance, OnePlus leads the chart with 88 per cent of OnePlus phone users finding the performance of their devices satisfactory. Apple is second here with 80 per cent of iPhone users happy with their phone's performance.

While we tech writers and bloggers discuss the nuances and pixel peep into the kind of photos that devices like OnePlus 7 and OnePlus 6T click, OnePlus users are apparently happy with the camera performance of their phones. Nearly 70 per cent OnePlus users like the photos their phone clicks. Only Apple is ahead with nearly 72 per cent iPhone users liking the camera in their phones.

Given that OnePlus is a premium brand, albeit relatively more affordable than other similar brands, it also scores big in a few other key areas. In service quality, it leads the list with nearly 79 per cent users happy with its service. It also leads the list of brands delivering best value with nearly 88 per cent of users finding that they are getting their money's worth from their OnePlus phone. And finally, it leads the list of brands that are going to retain most of its users, with 62 per cent of them saying that they are set on buying a OnePlus next time when they upgrade. On this list, OnePlus is closely followed by Apple which has 62 per cent loyal users.



## CHAPTER-IV

### DATA ANALYSIS AND INTERPRETATION

#### 4.1 ANALYSIS AND INTREPRETATION

The term analysis refers to the computation of certain measures along with searching of patterns or relationship that exist among data groups. After collection of data, the data has to be processed and analyzed in accordance with the outline laid down for the purpose at the time of developing the research plan.

Interpretation refers to the task drawing INTERPRETATIONS from the collected facts after an analytical and or experimental meaning of research findings.

The analysis and interpretation of the study on the customer satisfaction level of customer in one plus mobile is based on the information supplied by a sample of 100 respondents selected from Coimbatore district.

**Section A:** deals with,

- Simple percentage analysis of collected data

**Section B:** deals with application of statistical tools such as

- Average Ranking Analysis
- Chi-square Analysis

#### 4.2 SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis is one of the basic statistical tools which is widely used in the analysis and interpretation of primary data. It deals with the number of respondents response to a particular question in percentage arrived from the total population selected for the study.

The simple percentage can be calculated by using the formulae,

$$\text{Actual respondent's} \quad \frac{\quad}{\quad} \times 100 \text{Total number of} \\ \text{respondents}$$

**TABLE.4.2.1**  
**AGE OF THE RESPONDENTS**

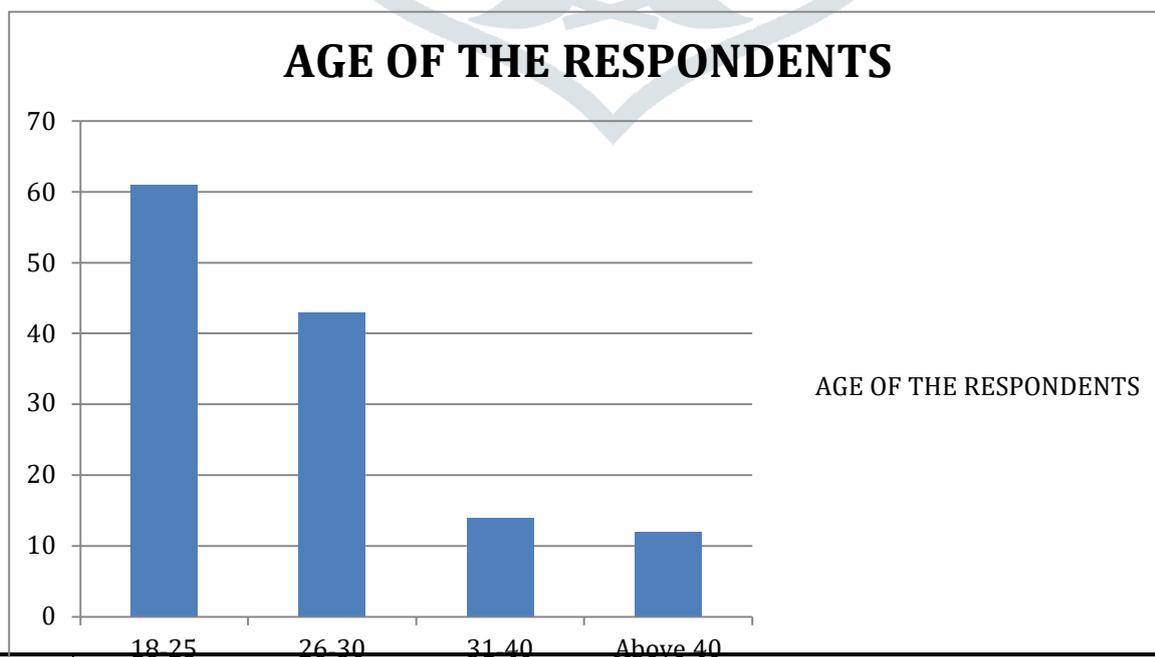
S.NO	AGE IN YEARS	NO.OF RESPONDENTS	PERCENTAGE
1.	18-25	41	46.9%
2.	26-30	33	33.1%
3.	31-40	14	10.8%
4.	Above 40	12	9.2%
	<b>TOTAL</b>	<b>100</b>	<b>100</b>

(Source: Primary data) **INTERPRETATION:**

The above table reveals the age of the respondents. It is clear that 46.9% of them are below 18 to 25 years, 33.1% of them are between 26-30 years, 10.8% of them are between 31-40 years, 9.2% of them are above 40 years.

**Majority (46.9 %) of the respondents are below 18-25 years.**

**TABLE.4.2.1**  
**AGE OF THE RESPONDENTS**



**TABLE.4.2.2**  
**GENDER OF THE RESPONDENTS**

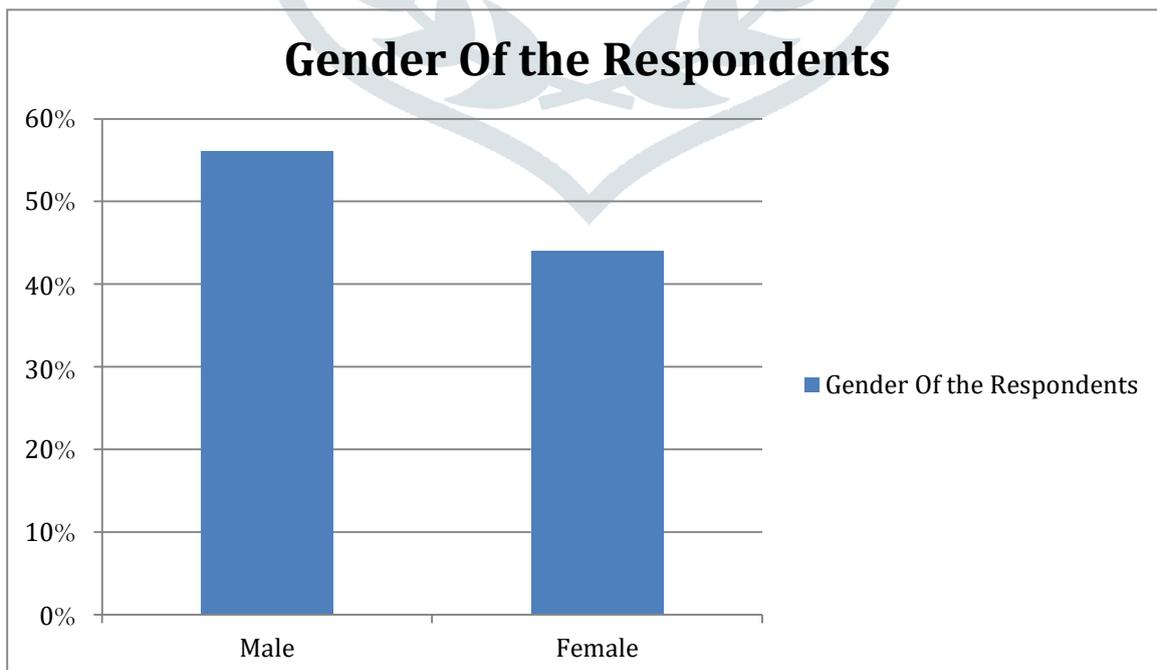
S.NO	GENDER	NO.OF RESPONDENTS	PERCENTAGE
1.	Male	38	36.9%
2.	Female	62	63.1%
	<b>TOTAL</b>	<b>100</b>	<b>100</b>

**(Source: Primary data) INTERPRETATION:**

The above table reveals the Gender of respondents. 36.9% of respondents are male. 63.1% of respondents are female.

**Majority (63.1 %) of the respondents are female.**

**TABLE.4.2.2**  
**GENDER OF THE RESPONDENTS**



**TABLE.4.2.3**  
**EDUCATIONAL QUALIFICATION OF THE RESPONDENTS**

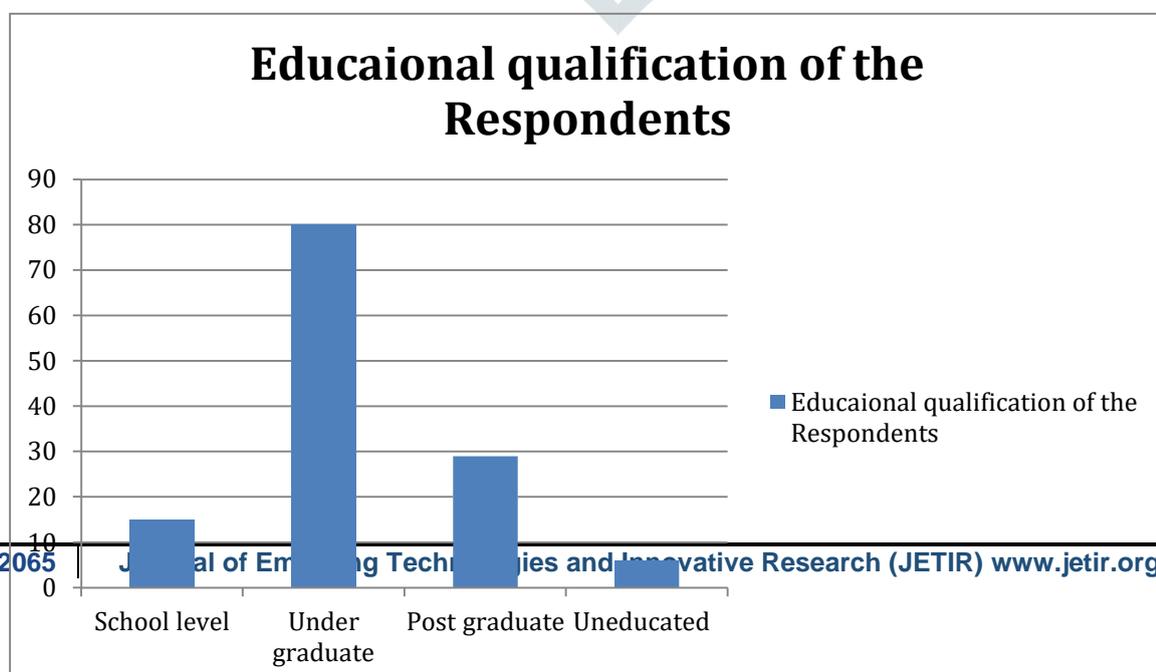
S.NO	EDUCATIOAL QUALIFIATION	NO.OF RESPONDENTS	PERCENTAGE
1.	School level	15	11.5%
2.	Under graduate	60	61.5%
3.	Post graduate	19	22.3%
4.	Uneducated	6	4.6%
	<b>TOTAL</b>	<b>100</b>	<b>100</b>

(Source: Primary data) **INTERPRETATION:**

The above table reveals the education qualification of the respondents. 11.5% of the respondents are school level, 61.5% of the respondents are under graduate, 22.3% of the respondents are post graduate, 4.6% of the respondents are uneducated.

**Majority (61.5 %) of the respondents are under graduate.**

**TABLE.4.2.3**  
**EDUCATIONAL QUALIFICATION OF THE RESPONDENTS**



**TABLE.4.2.4**  
**MARITAL STATUS OF THE RESPONDENTS**

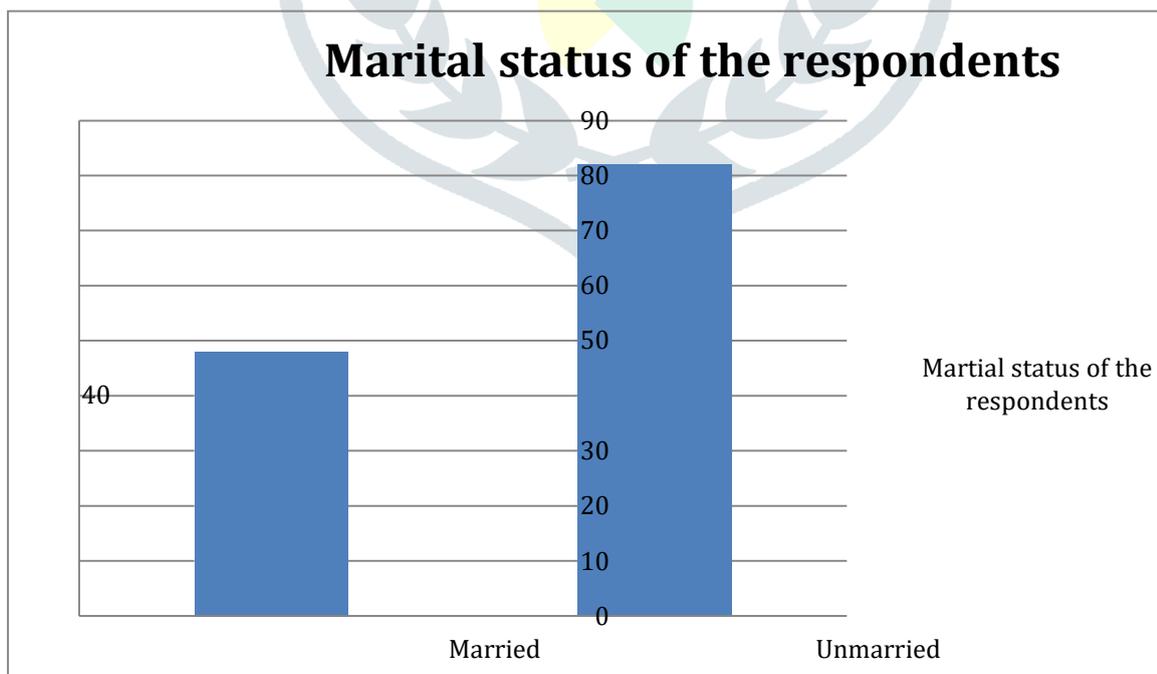
S.NO	MARTIAL STATUS	NO.OF RESPONDENTS	PERCENTAGE
1.	Married	38	37.2%
2.	Unmarried	62	62.8%
	<b>TOTAL</b>	<b>100</b>	<b>100</b>

(Source: Primary data) **INTERPRETATION:**

The above table reveals the marital status of the respondents. It is clear that 62.8% are Unmarried and 37.2% are Married.

**Majority (62.8%) of the respondents are Unmarried.**

**TABLE.4.2.4**  
**MARITAL STATUS OF THE RESPONDENTS**



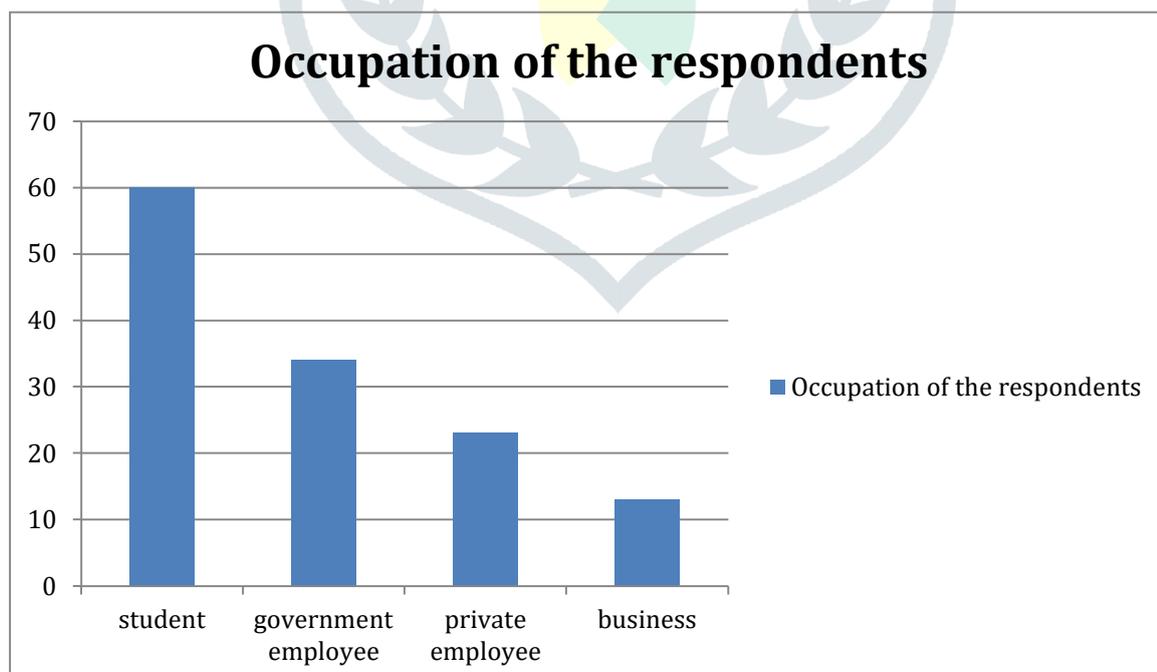
**TABLE.4.2.5 OCCUPATION OF THE RESPONDENTS**

S.NO	OCCUPATION	NO.OF RESPONDENTS	PERCENTAGE
1.	Student	50	46.2%
2.	Government employee	24	26.2%
3.	Private employee	13	17.7%
4.	Business	13	10%
	<b>TOTAL</b>	<b>100</b>	<b>100</b>

(Source: Primary data) **INTERPRETATION:**

The above table reveals the occupational status of respondents. 46.2% of the respondents are students, 26.2% of the respondents are government employee, 17.7% of the respondents are private employee, 10% of the respondents are Business.

**Majority (46.2%) of the respondents are student.**

**TABLE.4.2.5 OCCUPATION OF THE RESPONDENTS**



**TABLE.4.2.6 ANNUAL INCOME**

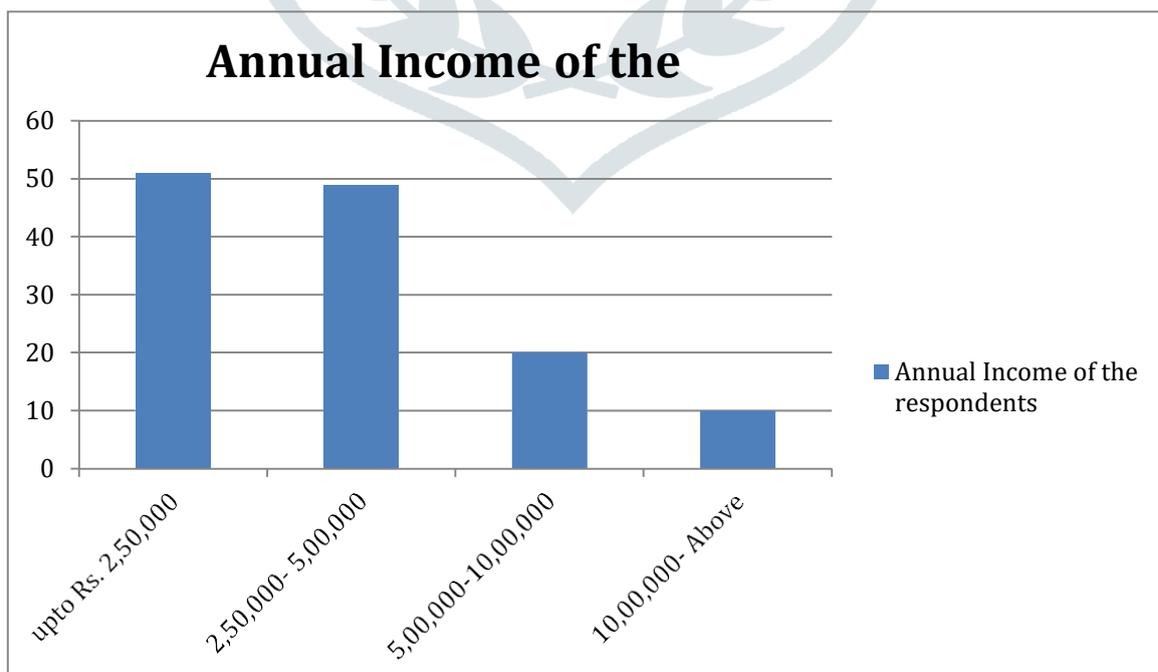
S.NO	ANNUAL INCOME	NO.OF RESPONDENTS	PERCENTAGE
1.	UptoRs. 2,50,000	41	39.2%
2.	2,50,000-5,00,000	39	37.7%
3.	5,00,000-10,00,000	10	15.4%
4.	10,00,000- Above	10	7.7%
	<b>TOTAL</b>	<b>100</b>	<b>100</b>

(Source: Primary data) **INTERPRETATION:**

The above table reveals the Annual Income of the respondents. 39.2% of the respondents are earning from UptoRs.2,50,000, 37.7% of the respondents are earning Rs. 2,50,000 to 5,00,000, 15.4% of the respondents are earning from Rs. 5,00,000 to 10,00,000, 7.7% of the respondents are earning Rs. 10,00,000 and above.

**Majority (39.2%) of the respondents are earning Rs. 2,50,000**

**TABLE.4.2.6 ANNUAL INCOME**



**TABLE.4.2.7**

**RESPONDENTS REASON TO PREFER ONE PLUS MOBILE PHONE**

S.NO	REASON	NO.OF RESPONDENTS	PERCENTAGE
1.	Camera	55	50%
2.	Application	33	33.1%
3.	RAM Speed	12	16.9%
4.	Shape	0	0
	<b>TOTAL</b>	<b>100</b>	<b>100</b>

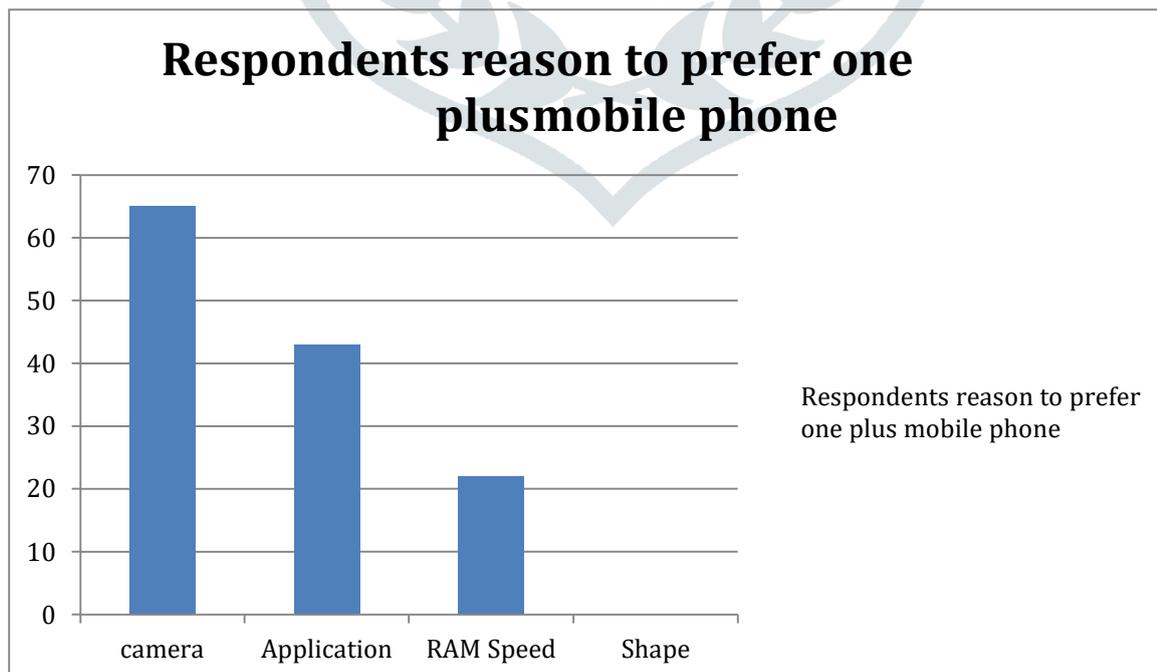
(Source: Primary data) **INTERPRETATION:**

The above table reveals the respondents reason to prefer one plus mobile phone. 50% of the respondents prefer it for camera, 33.1% of the respondents prefer it for Application, 16.9% of the respondents prefer it for RAM Speed, 0% of the respondents prefer it for Shape.

**Majority (50%) of the respondents prefer it for camera**

**TABLE.4.2.7**

**RESPONDENTS REASON TO PREFER ONE PLUS MOBILE PHONE**



**TABLE.4.2.8**  
**RESPONDENT KNOWLEDGE ABOUT THE PRODUCT**

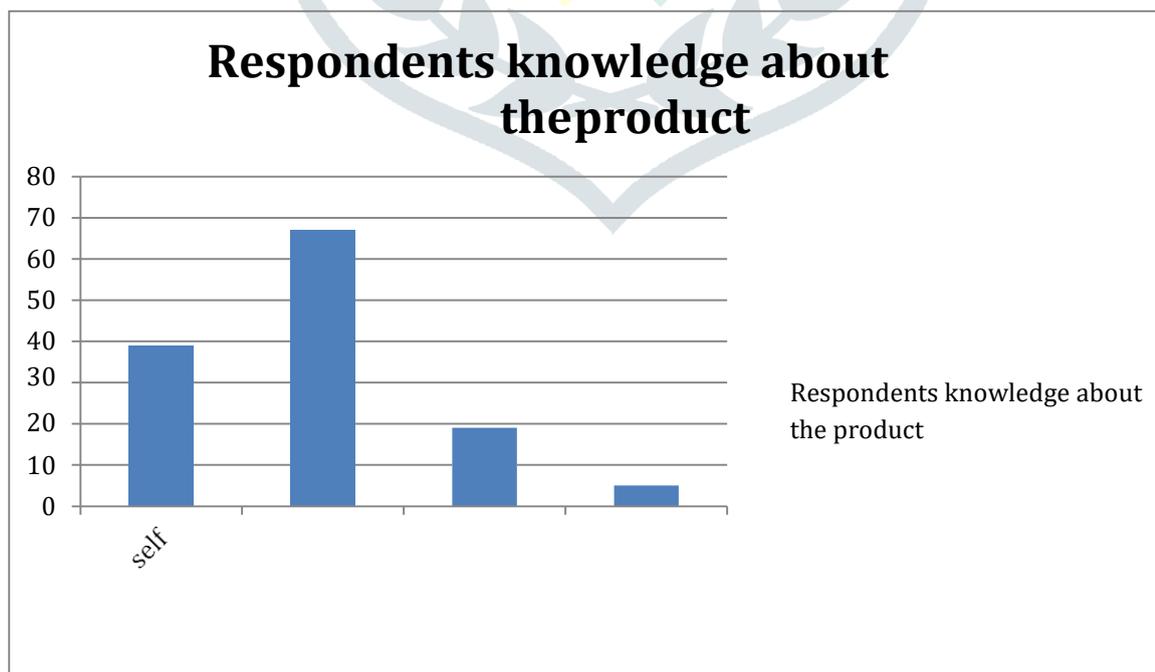
S.NO	REASON	NO.OF RESPONDENTS	PERCENTAGE
1.	Self	29	30%
2.	Friends	57	51.5%
3.	Advertisements	9	14.6%
4.	Relatives	5	3.8%
	<b>TOTAL</b>	<b>100</b>	<b>100</b>

(Source: Primary data) **INTERPRETATION:**

The above table reveals the Respondents Knowledge about the product. 30% of the respondents know the product through self, 51.5% of the respondents know the product through friends, 14.6% of the respondents know the product through relative, 3.8% of the respondents know the product through Relatives.

**Majority (51.5%) of the respondents are given friends.**

**TABLE.4.2.8**  
**RESPONDENT KNOWLEDGE ABOUT THE PRODUCT**



**TABLE.4.2.9****FACTORS THAT MADE THE RESPONDENTS TO BUY ONE PLUSMOBILE**

S.NO	REASON	NO.OF RESPONDENTS	PERCENTAGE
1.	Online selling	29	30%
2.	Quality	57	51.5%
3.	Advertisements	9	14.6%
4.	Relatives	5	3.8%
	<b>TOTAL</b>	<b>100</b>	<b>100</b>

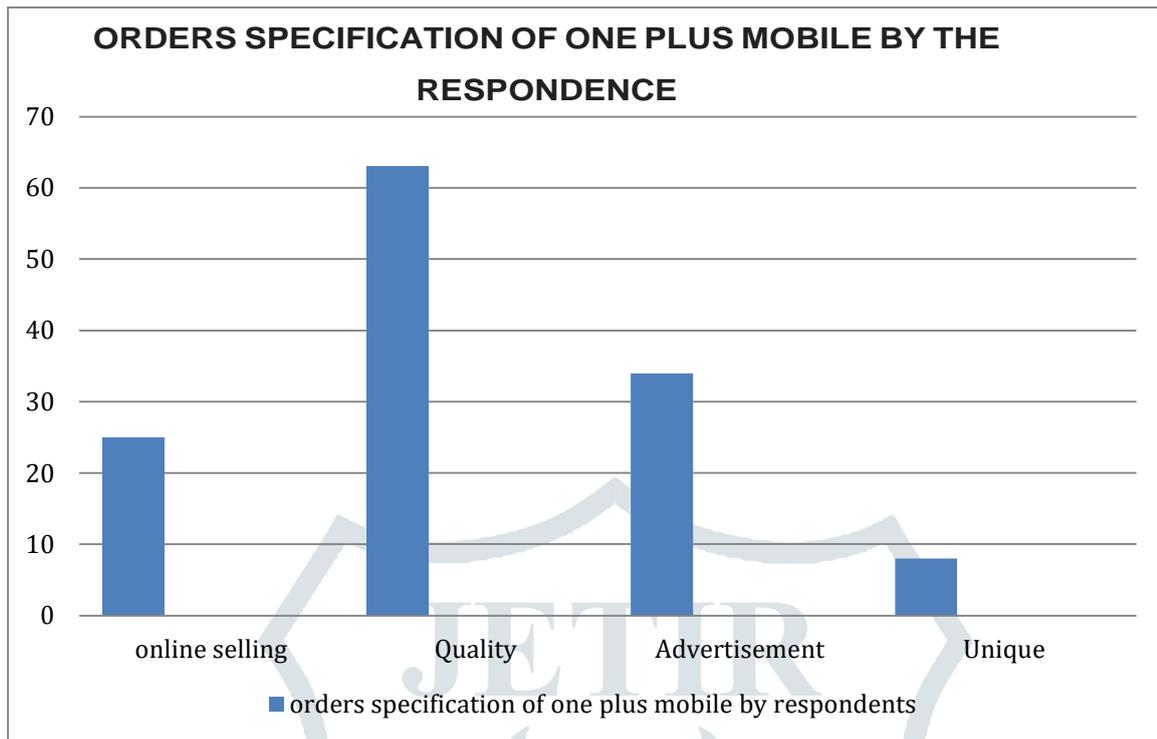
(Source: Primary data)

**INTERPRETATION:**

The above table reveals the Respondent factors that made the respondents to buy one plusmobile. 30% chose the factor of online selling, 51.5% chose the factors of Quality, 14.6% chose the factors of Advertisement, 3.8% chose the factors of Relatives.

**Majority (51.5%) of the respondents are Quality.**

**TABLE.4.2.9****FACTORS THAT MADE THE RESPONDENTS TO BUY ONE PLUSMOBILE**



**TABLE.4.2.10**

**RESPONDENTS OVERALL SATISFACTION WITH ONE PLUSMOBILE**

S.NO	REASON	NO.OF RESPONDENTS	PERCENTAGE
1.	Highly satisfied	10	15.4%
2.	Satisfied	46	43.1%
3.	Neutral	38	36.9%
4.	Dissatisfy	5	3.8%
5.	Highly satisfied	1	0.8%
	<b>TOTAL</b>	<b>100</b>	<b>100</b>

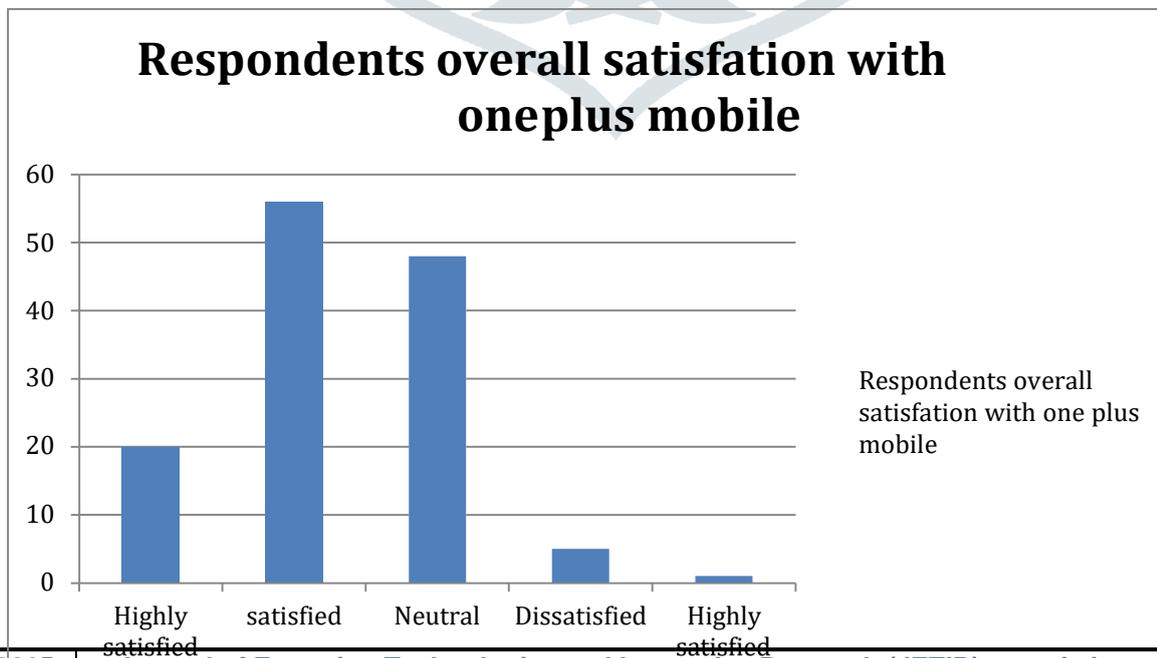
(Source: Primary data) **INTERPRETATION:**

The above table reveals the Respondents of overall satisfaction of one plus mobile. 15.4% of respondents are highly satisfied, 43.1% of respondents are satisfied, 36.9% of respondents are Neutral, 3.8% of respondents are Dissatisfy, 0.8% of respondents are Highly satisfied.

**Majority (43.1%) of the respondents are Satisfied**

**TABLE.4.2.10**

**RESPONDENTS OVERALL SATISFACTION WITH ONE PLUSMOBILE**



**TABLE.4.2.11**

**RESPONDENTS LEVEL OF COMFORT AND EXPERIENCE WITH ONE PLUS MOBILE**

S.NO	REASON	NO.OF RESPONDENTS	PERCENTAGE
1.	Very good	19	29%
2.	Good	65	75%
3.	Neutral	14	24%
4.	Bad	2	1.5%
	<b>TOTAL</b>	<b>100</b>	<b>100</b>

(Source: Primary data) **INTERPRETATION:**

The above table reveals the Respondents level of comfort and experience with one plus mobile. 29% of the respondent feel the comfort and experience of the one plus mobile to be very good, 75% of the respondents feel it good, 24% of the respondents feel it Neutral, 1.5% of the respondents feel it bad.

**Majority (75%) of the respondents are good.**

**TABLE.4.2.11**

**RESPONDENTS LEVEL OF COMFORT AND EXPERIENCE WITH ONE PLUS MOBILE**

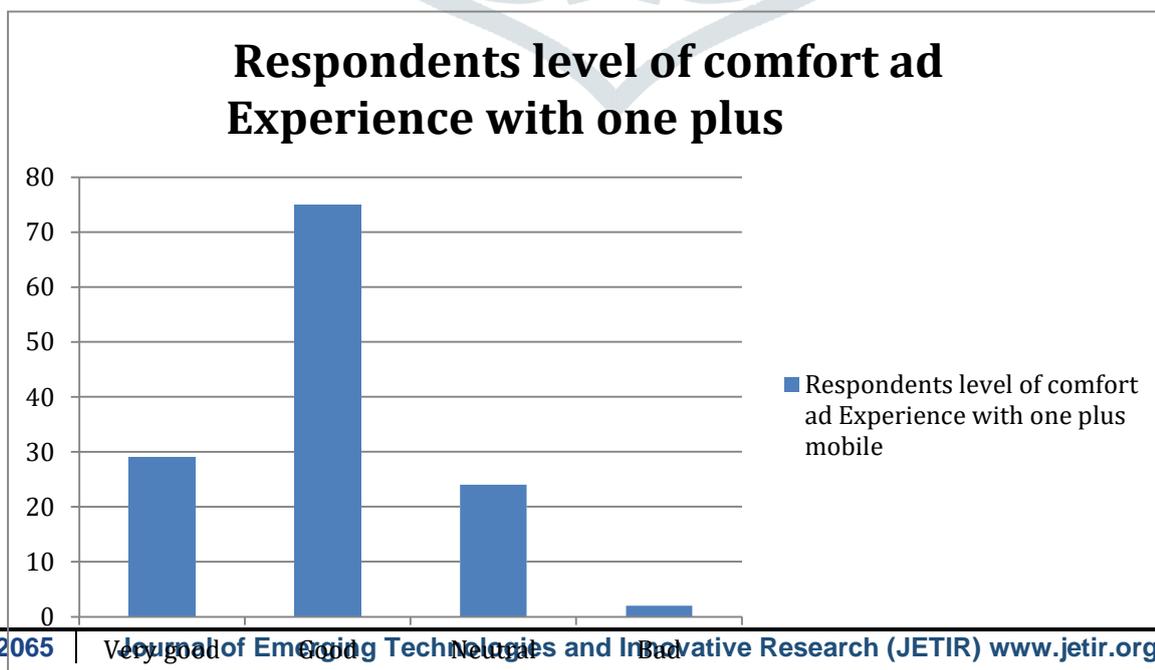


TABLE.4.2.12

## FEATURES LIKED BY THE RESPONDENTS IN THE ONE PLUSMOBILE

S.NO	REASON	NO.OF RESPONDENTS	PERCENTAGE
1.	Pixels	25	26.9%
2.	Storage	32	47.7%
3.	Design	21	16.2%
4.	Others	12	9.2%
	<b>TOTAL</b>	<b>100</b>	<b>100</b>

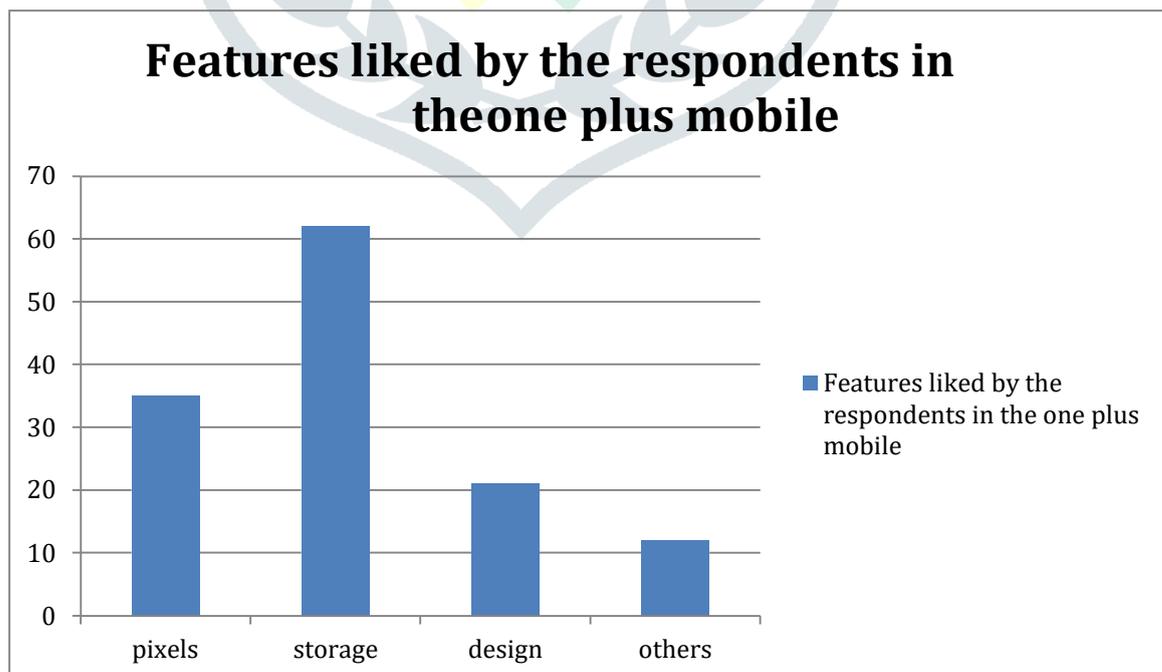
(Source: Primary data) INTERPRETATION:

The above table reveals the features liked by the respondents in one plus mobile. 26.9% of the respondents liked the feature pixels, 47.7% of the respondents liked the feature storage, 16.2% of the respondents liked the features are other sources.

**Majority (47.7%) of the respondents liked the feature pixels.**

TABLE.4.2.12

## FEATURES LIKED BY THE RESPONDENTS IN THE ONE PLUSMOBILE





**TABLE.4.2.13****RESPONDENTS TIME DURATION OF USING ONE PLUS MOBILE PHONE**

S.NO	REASON	NO.OF RESPONDENTS	PERCENTAGE
1.	Below 2 years	27	28.5%
2.	3 years	46	50.8%
3.	4 years	19	14.6%
4.	Above 4 years	8	6.2%
	<b>TOTAL</b>	<b>100</b>	<b>100</b>

(Source: Primary data) **INTERPRETATION:**

The above table reveals the Respondents the time duration for which the respondent have been using the one plus mobile phone. 28.5% have been using it for below 2 years, 50.8% have been using it for 3 years, 14.6% have been using it for 4 years, 6.2% have been using it for Above 4 years.

**Majority (50.8%) of the respondents are 3 years.**

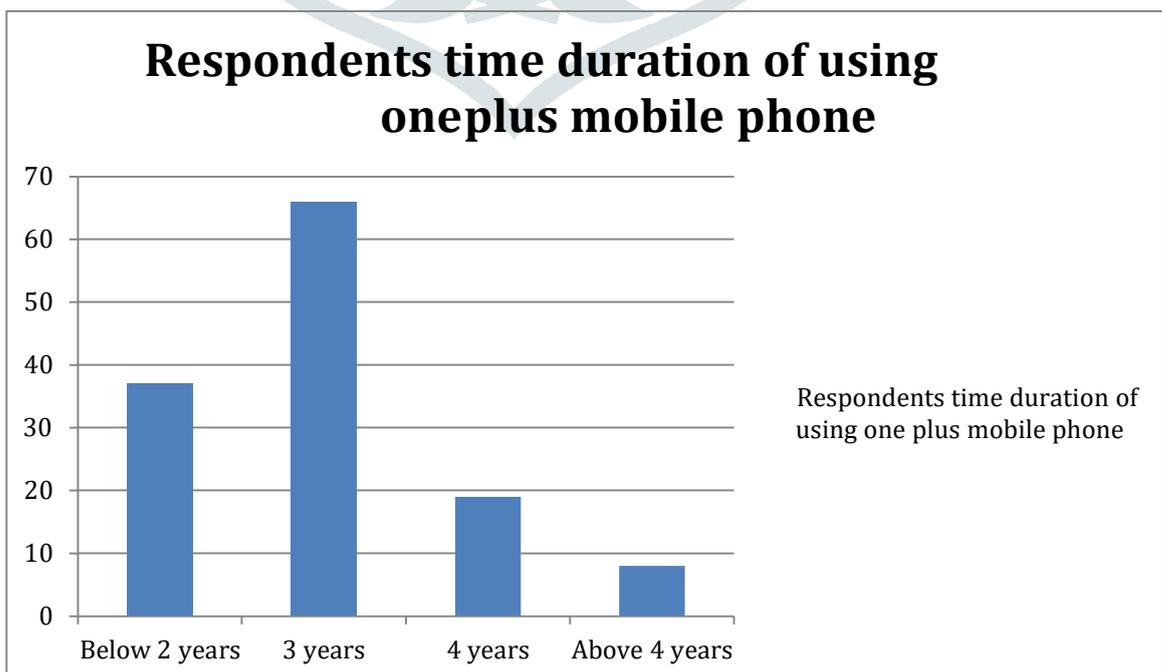
**TABLE.4.2.13****RESPONDENTS TIME DURATION OF USING ONE PLUS MOBILE PHONE**

TABLE.4.2.14

## FAMILY MEMBER OF THE RESPONDENTS

S.NO	REASON	NO.OF RESPONDENTS	PERCENTAGE
1.	2-3	16	12.3%
2.	3-5	57	59.2%
3.	5-7	23	17.7%
4.	Above 5	14	10.8%
	<b>TOTAL</b>	<b>100</b>	<b>100</b>

(Source: Primary data) INTERPRETATION:

The above table reveals the number of members in the respondent's family. 12.3% of the respondents have 2 to 3 members, 59.2% of the respondents have 3 to 5 members, 17.7% of the respondents have 5-7 members, 10.8% of the respondents have Above 5 members.

**Majority (59.2%) of the respondents are 3 to 5 members.**

TABLE.4.2.14

## FAMILY MEMBER OF THE RESPONDENTS

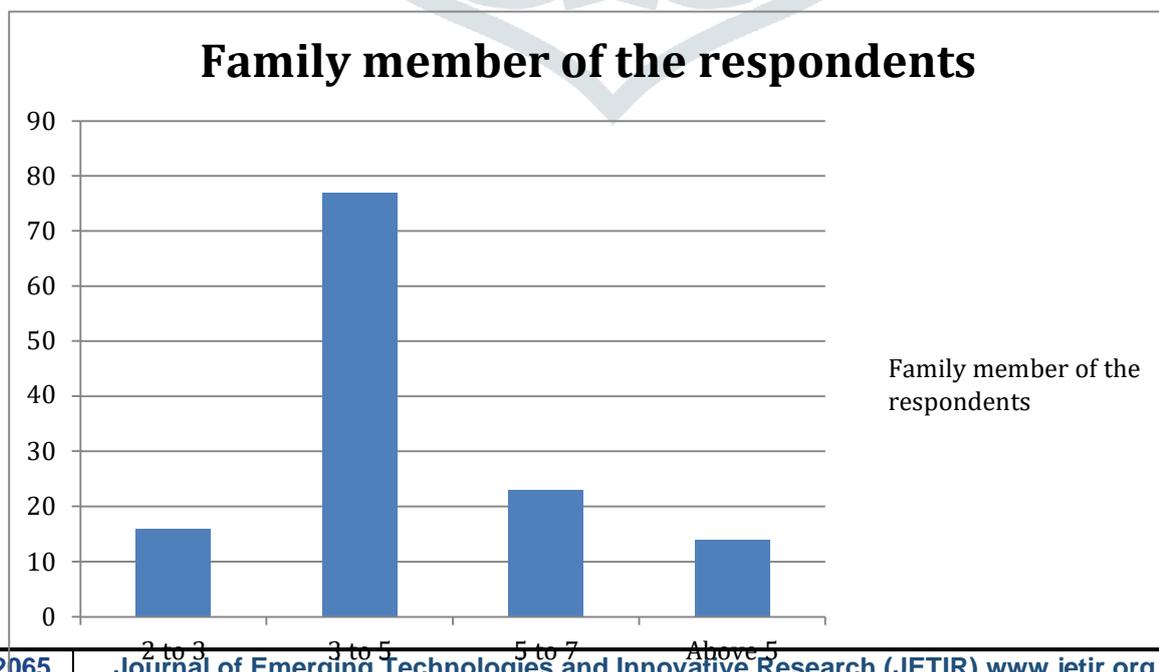


TABLE.4.2.15

**THE AFFORDABILITY OF ONE PLUS MOBILE PHONE**

S.NO	AFFORDABLE OR NOT AFFORDABLE	NO.OF RESPONDENTS	PERCENTAGE
1.	Yes	68	67.7%
2.	No	32	32.3%
	<b>TOTAL</b>	<b>130</b>	<b>100</b>

(Source: Primary data) **INTERPRETATION:**

The above table reveals the Respondents thought about the affordability of the one plus mobile. 67.7% of the respondents chose yes, 32.3% of the respondents chose No.

**Majority (67.7%) of the respondents chose yes.**

### 4.3 AVERAGE RANKING ANALYSIS

The average rank analysis is performed in the study to identify the respondents priority on the different category of various aspects considered for the study.

Under these methods the respondents were asked to rank the choices. This method is easier and faster. In this study the respondents are asked to rank the various factors of problem faced by the respondents under consideration in one plus mobile phone and the respondents are used to rank as 1,2,3,4 and 5. It does not matter which way the items are ranked, item number one may be the largest or it may be the smallest.

The scores of each expectation of 130 respondents were totaled and the total scores has been arrived. Final ranking has based on the total score and their rank are given in the following table.

TABLE.4.3.1

## FACTORS UNDER CONSIDERATION IN ONE PLUS MOBILE PHONE

FACTORS	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	RANK
PRICE	59 295	38 152	19 57	8 16	6 6	130 526	I
SPEED	8 40	37 148	57 171	23 46	5 5	130 410	IV
STORAGE	13 65	50 200	31 93	29 58	7 7	130 423	II
PROCESSOR	12 60	34 136	47 141	28 56	9 9	130 393	VI
COLOUR	13 65	44 176	30 90	30 60	13 13	130 404	V
THICKNESS	13 65	41 164	44 132	24 48	8 8	130 417	III
CAMERA	18 90	32 128	31 93	32 64	17 17	130 392	VII

(Source: Primary data)

## INTERPRETATION

The above table shows the various factors under consideration in one plus mobile phone that are ranked based on the preference of the respondents.

From the analysis it is understood that the respondents have given 1<sup>st</sup> rank to price, 2<sup>nd</sup> rank to storage, 3<sup>rd</sup> rank to thickness, 4<sup>th</sup> rank to speed, 5<sup>th</sup> rank to color, 6<sup>th</sup> rank to processor, 7<sup>th</sup> rank to camera

Hence it is concluded that the price is the most considered factor by the majority of the respondent in one plus mobile.

## TABLE.4.3.2 DISADVANTAGES OF ONE PLUS MOBILE

FACTORS	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	RANK
COLOR LIMITATION	64 320	30 120	27 81	6 12	3 3	130 536	I
PRICE	10 50	43 172	48 144	25 50	4 4	130 420	III

SERVICE FACILITY	13 65	53 212	47 141	14 28	3 3	130 449	II
THICKNESS	15 75	39 156	38 114	32 64	6 6	130 412	IV

(Source: Primary data) INTERPRETATION

The above table shows the various problems in disadvantages of one plus mobile that are ranked based by the respondents.

From the analysis it is understood that the respondents have given 1<sup>st</sup> rank to color limitation, 2<sup>nd</sup> rank to service facilities, 3<sup>rd</sup> rank to price, 4<sup>th</sup> rank to thickness.

Hence it is concluded that majority of respondents think color limitation as the biggest disadvantages in one plus mobile.

#### 4.4 CHI-SQUARE ANALYSIS

The One plus is an Android smartphone manufactured by One plus. In this chapter an attempt is made to analyse the main factors influencing the satisfaction level of the respondents using one plus mobile in the study area. For the purpose of this analysis, variables are classified into two important strata viz.,

Dependent variables and Independent variables.

The overall satisfaction level of One plus mobile in accordance with the respondents as dependent variable.

The independent variables used in the study are,

- Age
- Annual income.

The study used both primary as well as secondary data. The primary data were collected through field survey method. Questionnaire was the main tool for collecting the data. The data thus collected were arranged systematically in an orderly form. Simple statistical analysis like percentage analysis, two-way classification table and chi-square test were employed. Apart from this, percentage analysis was exclusively used to study the factors like sources of information and opinion about the demand of One plus Mobile. Also, average ranking analysis was used for the study of the factors concerned with the usage of One plus mobile.

**TABLE.4.5.1**  
**AGE AND REASON TO PREFER**

AGE	REASON TO PREFER			TOTAL
	Camera	Application	RAM Speed	
18-25	34	17	10	61
26-30	16	20	7	43
31-40	6	3	5	14
Above 40	9	3	0	12
<b>TOTAL</b>	<b>65</b>	<b>43</b>	<b>22</b>	<b>130</b>

To find out the association between age and reason to prefer, chi square test is used and result is given below.

### HYPOTHESIS

There is no significant relationship between respondent's age and their reason for preferring the One plus mobile.

### CHI-SQUARE TESTS

FACTOR	CALCULATED VALUE	D. F	TABLE VALUE	REMARKS
Reason	12.082 <sup>a</sup>	6	12.592	ACCEPTED

### INTERPRETATION

It is clear from the above table show that, the calculated value of chi-square at 0.05% level is more than the table value. Hence the hypothesis is accepted. So there is a relationship between age and their reason for preferring the one plus mobile.

**TABLE.4.5.2**  
**INCOME AND LEVEL OF COMFORT**

INCOME	LEVEL OF COMFORT				TOTAL
	Very good	Good	Neutral	Bad	

<b>Upto Rs. 2,50,000</b>	15	28	8	0	<b>51</b>
<b>2,50,001-5,00,000</b>	8	29	11	1	<b>49</b>
<b>5,00,000-10,00,000</b>	3	14	2	1	<b>20</b>
<b>10,00,000- Above</b>	3	4	3	0	<b>10</b>
<b>TOTAL</b>	<b>29</b>	<b>75</b>	<b>24</b>	<b>2</b>	<b>130</b>

To find out the association between income and level of comfort, chi-square test is used and result is given below.

## HYPOTHESIS

There is no significant relationship between respondents Income and the level of comfort on One plus mobile.

### CHI-SQUARE TESTS

<b>FACTOR</b>	<b>CALCULATED VALUE</b>	<b>D. F</b>	<b>TABLE VALUE</b>	<b>REMARKS</b>
COMFORTABILITY	8.547 <sup>a</sup>	9	16.919	ACCEPTED

## INTERPRETATION

It is clear from the above table show that, the calculated value of chi-square at 0.05% level is more than the table value. Hence the hypothesis is accepted. So, there is a relationship between Income and the level of comfort on One plus mobile

## CHAPTER 5 VFINDINGS

### 5.1 FINDINGS

#### SIMPLE PERCENTAGE ANALYSIS

- Majority (46.9%) of the respondents are female
- Majority (63.1%) of the respondents are below 18-25 years.
- Majority (61.5%) of the respondents are under graduate.
- Majority (62.8%) of the respondents are unmarried.
- Majority (46.2%) of the respondents are students.
- Majority (39.2%) of the respondents are earning Rs. 2,50,000
- Majority (50%) of the respondents are prefer it for camera.
- Majority (51.5%) of the respondents are given friends
- Majority (51.5%) of the respondents are quality.
- Majority (43.1%) of the respondents are satisfied.
- Majority (75%) of the respondents are good.
- Majority (47.7%) of the respondents are pixels.
- Majority (50.8) of the respondents are 3 years.
- Majority (59.2) of the respondents are 3 to 5 members.
- Majority (67.7) of the members are yes.



## AVERAGE RANKING ANALYSIS

It is observed from the 1<sup>st</sup> ranking table the factors under consideration in one plus mobile phone have given 1<sup>st</sup> rank to price, 2<sup>nd</sup> rank to storage, 3<sup>rd</sup> rank thickness, 4<sup>th</sup> rank to speed, 5<sup>th</sup> rank to color, 6<sup>th</sup> rank to processor, 7<sup>th</sup> rank to camera.

It is observed from the second ranking table the disadvantages faced by the respondents from one plus mobile phone. The disadvantages of color limitation ranked first, Service facility is ranked second, price is ranked third, and thickness is ranked fourth.

## CHI-SQUARE ANALYSIS

- There is no significant relationship between respondents age and their reason for preferring the One plus mobile.
- There is no significant relationship between respondents' Income and the level of comfort on One plus mobile.

## 5.2 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 one plus mobile phone can be sold in retail shops.
- Only rich people can afford a one plus mobile, if the price reduces, the sale of the one plus mobile can be increased.
- That the study suggested that the models of the mobile phone can be further improved.

### 5.3 CONCLUSION

The study concluded that in this modern business economy. It is very important in analyze about the one plus mobiles. The study result about the majority of the customers are satisfied with the one plus mobile but also there is a drawback such as hike in price and otherfactor 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 one plus Mobile Phone Company.

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## QUESTIONNAIRE

### A STUDY ON THE SATISFACTION LEVEL OF CUSTOMER IN ONEPLUS MOBILE WITH SEPCIAL PREFERENCE TO COIMBATORE CITY.

1. Name \_\_\_\_\_

2. Age:

- a) 18-25
- b) 26-30
- c) 31-40
- d) Above 40

3. Gender:

- a) Male
- b) Female

4. Educational qualification:

- a) School level
- b) Under graduate
- c) Post graduate
- d) Uneducated

5. Marital Status:

- a) Married
- b) Unmarried

6. Nature of family:
  - a) Nuclear family
  - b) Joint family
7. No. of. Family members:
  - a) 2-3
  - b) 3-5
  - c) 5-7
  - d) Above 5
8. Occupation:
  - a) Student
  - b) Government employee
  - c) Private employee
  - d) Business
9. Annual Income:
  - a) Upto Rs. 2,50,000
  - b) 2,50,001-5,00,000
  - c) 5,00,000-10,00,000
  - d) 10,00,000-Above
10. Is the rate of one plus mobile is affordable?
  - a) Yes
  - b) No
11. Why do you prefer one plus mobile?
  - a) Camera
  - b) Application
  - c) Ram Speed
  - d) Shape
12. How did you come to know about the one plus mobile phone?
  - a) Self
  - b) Friends
  - c) Advertisement
  - d) Relatives
13. Satisfaction level of one plus mobile phone?



FACTORS	SATISFIED	HIGHLY SATISFIED	NEUTAL	DISSATISFIED	HIGHLY DISSATISFIED
Clarity					
Storage					
Design					
Availability					
Price					
Comfortable					

14. Give your rank {1,2,3,4,5}

NO	FACTORS	RANK
1.	Price	
2.	Speed	
3.	Storage	
4.	Processor	
5.	Color	
6.	Thickness	
7.	Camera	

15. Which factor made you to buy one plus mobile?

- Online selling
- Advertisement
- Unique
- Quality

16. What do you think is the disadvantage of it? Give your rank {1,2,3,4,5}

S.NO	FACTOR	RANK
1.	Color limitation	
2.	Price	
3.	Service Facility	
4.	Thickness	

- 17. Overall satisfaction of the one plus mobile.
  - a) Highly satisfied
  - b) Satisfied
  - c) Neutral
  - d) Dissatisfy
  - e) Highly dissatisfy
  
- 18. Describe your level of comfort and experience with one plus mobile?
  - a) Very good
  - b) Good
  - c) Neutral
  - d) Bad
  
- 19. What features do you like the most in one plus mobile?
  - a) Pixels
  - b) Storage
  - c) Design
  - d) Others
  
- 20. How long you have using one plus mobile phone?
  - a) Below 2 years
  - b) 3 years
  - c) 4 years
  - d) Above 4 years
  
- 21. Post your suggestions?

