



A study on customer's satisfaction towards oppo mobiles with special reference to Kovilpatti Taluk

Dr. R. Selvaraj¹, T. Sriramajeya², S. Mahalakshmi³

¹ Associate professor, Department of Commerce, S.S.Duraisamy Nadar Mariammal College, Kovilpatti

² Assistant professor, Department of Commerce, S.S.Duraisamy Nadar Mariammal College, Kovilpatti

³ Student of II M.Com, Department of Commerce, S.S.Duraisamy Nadar Mariammal College, Kovilpatti

Corresponding Author – Dr. R. Selvaraj

DOI- 10.5281/zenodo.10910473

Abstract:

A cell phone wireless or hand telephone in some cases abbreviated to just versatile, cell or simply telephone is a convenient Telephone than can settle on and get decisions over a radio recurrence connect region. This study is a connected with the consumer loyalty of oppo mobiles. This study would empower to foster the manner by which it makes new items and grows new and genuine business sectors with the end goal of offering oppo its client fitter assistance. There are number of producers makes in market to fabricate the cell phones in the ideal quality for sensible cost. The example size for the review was 80 respondents. The factual apparatus utilized for the examination of information were the percentage analysis. In our kovilpatti taluk. Most of the salesman prefer oppo smartphone as they are cost efficient and budget friendly for those who can't afford a smartphone. These study provides the satisfaction of the clients, who use oppo smart phone and consumer perception their needs towards the further production of oppo mobiles. Youtube marketing simplify insists on a consumer-oriented strategy and tries to explore the demand of consumers experience.

Keywords : Oppo smartphones, customer satisfaction, vision and mission.

Introduction:

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

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

The study is consumer preference and satisfaction of oppo mobile phones in Kovilpatti taluk. A mobile phone, cell phone or handphone sometimes shortened to simply mobile, cell or just phoe, is a portable telephone that can make and receive calls over a radio frequency link while the user is moving within a telephone service area.

Statement of problem:

The number mobile phone users are increasing day by day in India. Companies makes aggressive advertising, marketing and promotional efforts which compel other manufacture to focus o their marketing efforts as well. These companies resort to price reductions, new function additions and focus advertising and promotional campaigns. There are number of manufactures in market to

manufactures the mobile phones in the desired quality of reasonable price.

Scope of the study:

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

Objectives of the study:

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

Research methodology:

Data was collected from both primary and secondary data sources. For the purpose of analysis, the data has been collected from 80 customers from the selected respondents in kovilpatti taluk. The samples have been selected on the basis of convenient random sampling techniques. The collected data was analyzed by the statistical tools like sample percentage method, Likert scale analysis and Ranking analysis.

Data analysis and interpretation:

The data collected from the samples have systematically applied and presented in table under various headings in the following pages. They were also arranged in such a way that, a detailed analysis can be made so as to present suitable interpretation

Sample percentage analysis:**Purchase decision of oppo product of the respondents**

S.No	Purchase decision	No. of respondents	Percentage
1	Picture quality	37	46
2	Audio quality	11	14
3	Media play back	8	10
4	User interface	24	30
	Total	80	100

Interpretation:

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

Likert scale analysis**The purchase decision of respondents of brand image factors of oppo mobile**

S. No	Factors	No. of respondents	Likert scale value(x)	Total (fx)
1	Important	23	3	69
2	Neutral	45	2	90
3	Not important	12	1	12
	Total	80		171

Source: primary data

Interpretation

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

Inference

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

Rank analysis**The preference of ranking for features of the oppo mobile of the respondents**

S.No	Types	Rank I	Rank II	Rank III	Rank IV	Rank V	Rank VI	Total score	Rank
1	Camera	20(6)	13(5)	17(4)	9(3)	10(2)	11(1)	311	2
2	Battery	14(6)	22(5)	10(4)	14(3)	12(2)	8(1)	308	4
3	In build application	10(6)	12(5)	17(4)	22(3)	13(2)	6(1)	286	6
4	Gaming	22(6)	11(5)	14(4)	12(3)	10(2)	11(1)	310	3
5	Ram	17(6)	12(5)	10(4)	20(3)	14(2)	7(1)	297	5
6	Design	23(6)	10(5)	15(4)	12(3)	9(2)	11(1)	313	1

Source : primary data

for the same. The data have been analysed by using the following statistical tools.

- Simple percentage analysis
- Likert scale analysis
- Ranking analysis

Interpretation

The above table shows that the out of 80 respondents, camera in the rank 2, battery is in the side rank 4, in build application is in the rank 6, gaming is in the rank 3, ram is in the rank 1.

Interference

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

Findings**Sample percentage analysis:**

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

Likert scale analysis:

- Likert scale value is 2.025 which is greater than 2. So the respondents are important to the quality factor
- Likert scale value is 2.1375 which is greater than 2. So the respondents are neutral to the brand image factor
- Likert scale value is 2.05 which is greater than 2. So the respondents are important to the pricing factor.

Rank analysis:

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

Suggestions:

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

Conclusion:

- Majority of the customers are satisfied with the oppo mobiles because of its good quality, reputation, easy availabilities.
- From the survey conducted it is observed that oppo mobiles has a good market share.
- From the study conducted the following conclusions can be drawn. In order the dreams come into reality and for turning liabilities into assets one must have to meet the needs of the customer.

- The factors considered by the customer before purchasing smart phones are low price. Latest features camera quality, reliability.

References:

1. C.R.KOTHARI, Research methodology – New age International(P) limited publishers – New Delhi
2. GUPTA, S.P. Statistical methods, Sulthan Chand and sons- New Delhi

Websites:

1. Shodhganga.inflibnet.ac.in
2. www.indianjournals.com
3. www.iosrjournals.org
4. info.dogpile.com