

A Study on Customers Satisfaction towards Oppo Mobile Phones in Tiruchirappalli District

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Abstract

This study aims to examine Customers Satisfaction towards Oppo mobile phones, focusing on key factors. Such as product quality, brand perception, pricing, after-sales service, and user experience. With the growing competition in the mobile industry, customer satisfaction has become a critical determinant for brand loyalty and market success. The research involves a survey of current Oppo mobile phone users, exploring their expectations, experiences, and overall satisfaction. Results reveal that product quality, user-friendly features, and affordability are the primary drivers of customer satisfaction. Additionally, after-sales service and brand perception play significant roles in fostering trust and repeat purchases. The findings highlight the importance of continuous innovation and customer-oriented service strategies to enhance brand loyalty. The data was selected among 50 respondents and this data was analysed using statistical techniques such as chi square and ANOVA.

Keywords: customers satisfaction, Oppo mobile phones, product quality, brand perception, user experience, mobile industry

I.INTRODUCTION

OPPO is one of the world's leading technology brands, known for its exceptional smartphone and innovative technology driven by the brands ultimate purpose "technology for mankind, kindness for the world. Customer satisfaction towards Oppo mobile phones generally reflects the company's commitment to providing high-quality, innovative smartphones at competitive prices. Oppo has garnered a loyal customer base due to its focus on cutting-edge technology, user-friendly design, and strong after-sales service. With features like powerful cameras, fast charging, and stylish designs, many users appreciate the value Oppo offers, especially in mid-range and budget segments. However, customer feedback also highlights areas for improvement, such as software optimization and durability. Overall, Oppo's ability to combine affordability with modern features has contributed to its growing reputation and customer satisfaction in the global smart phone market.

Objectives of the Study

1. To analyse customer satisfaction about the quality of OPPO Mobile phones.
2. To understand the factors influencing customers' decisions to purchase OPPO mobile phones.
3. To evaluate the performance of OPPO mobile phones in terms of design, functionality, price, and after-sales service.

Area of the Study

The area of the study has been confined to only Customers from Tiruchirappalli District.

Statement of the Problem

The rapid growth of the smartphone market has made customer satisfaction a critical factor for the success of mobile phone brands. OPPO, a leading mobile phone manufacturer, faces increasing competition and challenges in maintaining customer loyalty and satisfaction. Despite OPPO's innovative technology and marketing strategies, there is a need to assess how satisfied customers are with the brand's products and services, including performance, design, durability, customer support, and price-value perception.

"This study seeks to identify the factors influencing customer satisfaction towards OPPO mobile phones, understand customers' expectations, and evaluate whether OPPO's offerings meet those expectations in the context of the current market environment. The findings of this research will help OPPO enhance its products and services to better align with customer preferences and improve overall customer satisfaction."

Research Methodology

The research is based on the Primary data which is collected through structured questionnaire and the Secondary data through various Websites and Journals.

Research Design

The research design used in this study is Descriptive Research.

Sampling Unit

Sampling unit of this study was individuals who are using Oppo mobile phones.

Sampling Size

Sampling size is the total number of units which covered in the study. The sample size of this study is 50 respondents.

Sampling Technique

Sampling Technique used in this study is Simple Random Sampling.

Statistical Tool

The data collected through Questionnaire were analyzed using chi - square and ANOVA.

Limitation of the Study

The study is A Study on Customer Satisfaction towards OPPO Mobile Phones in Tiruchirappalli District. The study is purely based on the information given by the respondents.

Review and Literature

R. Sridevi (2022) - researched the ' A Study on Customer satisfaction towards OPPO Smart Phones in Viruddhachalam town', this study is connected with the consumer loyalty of OPPO mobiles. This study would empower to foster the manner by which it makes new item and grows New and genuine business sectors with the end goal of offering OPPO its client's fitter assistance. In our town (Viruddhachalam), Most of the salesmen prefer OPPO smartphones 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.

The main vision of oppo is that "We strive to be a sustainable company that contributes to a better world". OPPO products enhance the lives more than 300 million people worldwide. OPPO is on a mission to building a multiple access smart device ecosystem for the era of intelligent connectivity.

Bachri M., &JamaludinKamarudin (2023)- discussed ' A study on customers satisfaction towards the Influence of Lifestyle, Brand Image and Word of Mouth on Purchasing Decisions of Oppo Brand Cellphones', This research examines the combined and individual impacts of" Lifestyle,"" Brand Image," and" Word of Mouth" on the" Purchase Decision of Oppo Brand Mobile Phones. "The Brand Image" variable emerges as the most dominant factor, wielding substantial influence. The results suggest that businesses should prioritize enhancing their brand image to positively shape purchase choices. However, the study acknowledges potential limitations like multicollinearity and contextual nuances. This research contributes academically by highlighting the complexity of variables' effects and practically by guiding businesses toward effective marketing strategies. Understanding these dynamics aids in comprehending consumer behavior and assists companies in adapting to dynamic market landscapes.

Christian Christian, & Evelyn Wijaya (2024) - ' A study on customer satisfaction to determine and analyze the effect of Brand Awareness, Brand Image, and Product Quality on OPPO Smartphone Users in Pekanbaru. The population of this study is consumers who have OPPO smartphones in Pekanbaru City. The analysis technique in this research is the Structural Equation Model (SEM) with the help of Smart Partial Least Square (PLS) 3.0 software. Based on the results obtained in this study, the variables of Brand Awareness, Brand Image, and Product Quality have a positive and significant influence on consumer satisfaction.

Analysis and Interpretation of Data

Respondents Demographics

Demographic Factors	No. of respondents	Percentage
AGE		
Below 18 years	05	10
18-25 years	33	66
26-35 years	05	10
36-45 years	03	06
Above 45 years	04	08
TOTAL	50	100
MONTHLY INCOME		
Below Rs. 10,000	24	48
Rs. 10,000-20,000	13	26
Rs. 20,000-30,000	07	14
Above Rs. 30,000	06	12
TOTAL	50	100

Source: Primary Data

The above table 3.1 shows the respondents demographics. Out of 50 respondents the majority of the respondents were Age are 18-25 years i.e. 66% and the most of the respondents Monthly income is Below Rs.10,000 i.e. 48%.

Period of Usage

Period of Usage	No. of respondents	Percentage
Less than 6month	07	14
6-12month	15	30
1-2years	18	36
2-3years	07	14
More than 3years	03	06
TOTAL	50	100

Source: Primary Data

The above table 3.2 shows the period of usage by the respondents. Out of 50 respondents 14% of the respondents using less than 6 months, 30% of the respondents using 6-12 months, 36% of the respondents using 1-2 years, 14% of the respondents using 2-3 years and 6% of the respondents using more than 3 years. Hence, the majority of the respondents using 1-2 years i.e. 36%.

Favourite Feature of using Oppo Mobile Phone

Favourite Feature	No. of respondents	Percentage
Camera	18	36
Gaming	09	18
Internet Browsing	15	30
Others	08	16
TOTAL	50	100

Source: Primary Data

The above table 3.3 shows the favourite features of using oppo mobile phone by the respondents out of 50 respondents, 36% of the respondents using camera, 18% of the respondents using Gaming, 30% of the respondents using Internet browsing and 16% of the respondents using others. Hence, the majority of the respondents using Camera i.e. 36%.

Overall Satisfaction about Oppo Mobile Phone

Satisfaction	No. of respondents	Percentage
Highly satisfied	14	28
Satisfied	26	52
Neutral	08	16
Dissatisfied	01	02
Highly dissatisfied	01	02
TOTAL	50	100

Source: Primary Data

The above table 3.4 shows the overall Satisfaction about OPPO Mobile phone by the respondents. Out of 50 respondents 28% of the respondents were Highly Satisfied, 52% of the respondents were Satisfied, 16% of the respondents were Neutral, 2% of the respondents were Dissatisfied and 2% of the respondents were Highly dissatisfied. Hence, the majority of the respondents were satisfied with the overall Satisfaction of OPPO mobile phone i.e. 52%.

Chi-Square Test

The Chi-square analysis shows the relationship between Monthly Income and Favourite features of using OPPO mobile phone.

Null Hypothesis

There is no significant relationship between Monthly Income and Favourite feature of using Oppo mobile phone.

Alternative Hypothesis

There is a significant relationship between Monthly Income and Favourite features of using OPPO mobile phone.

Table Showing Chi-Square Analysis Between Monthly Income And Favourite Feature of Using OPPO Mobile Phone**Chi-Square Test**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.371 ^a	9	.801
Likelihood Ratio	7.404	9	.595
N of Valid Cases	50		

a. 14 cells (87.5%) have expected count less than 5. The minimum expected count is .96

The Pearson Chi-Square value is .801 greater than 0.05. So accept the null hypothesis and reject the alternative hypothesis. Hence there is no significant relationship between Monthly Income and Favourite feature of using OPPO mobile phone.

One Way Anova

Test of analysis of variance (ANOVA) between Age and Overall satisfaction about OPPO mobiles phone.

Null Hypothesis

There is no significant relationship between Age and Overall satisfaction about OPPO mobiles phone.

Alternative Hypothesis

There is a significant relationship between Age and Overall satisfaction about OPPO mobiles phone.

Table showing analysis of variance (ANOVA) between Age and Overall satisfaction about OPPO mobiles phone.

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.245	4	.561	.513	.727
Within Groups	49.275	45	1.095		
Total	51.520	49			

The significance value is .727 greater than 0.05. So accept the null hypothesis and reject the alternative hypothesis. Hence there is no significant relationship between Age and Overall satisfaction about OPPO mobile phone.

Findings of the Study

1. Majority of the respondents are in the Age group are 18-25 years and the Income range is Below Rs. 10,000.
2. Majority 36% of the respondents using 1-2 years for Oppo mobile phones.
3. Majority 36% of the respondents uses Oppo mobile phones for Camera.
4. Majority 52% of the respondents were Satisfied with the overall Satisfaction about OPPO mobile phones.

Suggestions

1. It is nice brand for a long period of time.
2. Make sure the mobile has more internal memory and the way of RAM.
3. Company must take care on other sectors also like, service they provided, poor battery performance.
4. Oppo brand performance is made up by the quality of its smartphones& its innovative features & functions.

II.CONCLUSIONS

OPPO mobile phones offer a solid mix of innovative features, stylish design, and competitive pricing. Known for their impressive camera technology, fast charging capabilities, and user-friendly Color OS interface, OPPO phones are popular among users who seek high performance without breaking the bank. While they might not have the same brand recognition as some other global competitors, OPPO's continuous improvements in hardware and software make them a strong contender in the smart phone market, particularly in regions like Asia. However, some users may find the software experience less polished compared to other premium brands. Overall, OPPO remains a good choice for users seeking quality smartphones at a reasonable price point.

III.REFERENCE

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