

# A Study on Customer Preference towards Oppo Smart Phones with Special Reference to Viruddhachalam

Dr.R.Sridevi, Vairavaram.OI

*Assistant professor, Department of Commerce with professional Accounting, Sri Ramakrishna College of arts and science,*

*UG Student, Department of Commerce with Professional Accounting, Sri Ramakrishna College of Arts and science, Coimbatore.*

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## ABSTRACT

A cell phone, wireless, or hand telephone in some cases abbreviated to just versatile, cell or simply telephone, is a convenient Telephone that can settle on and get decisions over a radio recurrence connect region. 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. 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 120 respondents. The factual apparatuses utilized for the examination of information were the percentage analysis. 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 YouTube marketing simply insists on a consumer-oriented strategy and tries to explore the demand of consumer's experience. Consumers aged 16-25 and 26-35 account for around 40.4 percent and 47.9 percent respectively. 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.

**Keywords:** Oppo Smart phones, Consumer Perception, YouTube Marketing, consumer oriented strategy, vision and mission.

## I. INTRODUCTION OF THE STUDY

OPPO is one of the world's leading technology brands, known for its exceptional Smartphone and innovative technology driven by the brand's ultimate purpose "technology for mankind, kindness for the world". They established their company in 2004, they have expanded their global footprints to over 50 countries and regions. Indian mobile economy is developing quickly and will contribute significantly. The mobile industry is supposed to make an all out financial worth of Rs.14 trillion (US\$ 217.37 billion) constantly 2020. It would create around 3 million direct open positions and 2 million aberrant positions during this period, India has turned into the second biggest advanced cell market on the planet as shipments expanded 23% year-on-year Q3 2017 to arrive at in excess of 40 million units. In that particular, oppo utilizes an AL-enhanced camera technology which can identify facial features with accuracy, while a range of lighting modes and filters allow you to personalize every picture with your signature style. Oppo Smart phones come with powerful, long-lasting batteries, regardless of the budget. This makes Oppo mobiles extremely reliable, as youngsters can click pictures, play games, chat with friends, or watch their favourite content on their phones. Guangdong Oppo Mobile Telecommunications Corp., Ltd, doing business as OPPO, is a Chinese consumer electronics and mobile communications company headquartered in Dongguan, Guangdong. Its major product lines include Smartphone, smart devices audio devices, power banks, and other electronic products.

## II. STATEMENT OF THE PROBLEM

In our country the development of administration promoting particularly cell phone industry is still in its outset stage, when contrasted

with the economically progressed nations. It is for the way that the economy of our nation has been in the creating stage. There are different cell phones administrations suppliers in our nation and they are assuming a fundamental part in satisfying the necessities of the clients. Presently - a-days, the clients are more powerful. Oppo portable might expand the internet selling. The Indian versatile handset market posted income of 3694 centers in the monetary year 2013. Oppo portable can't contacts all individuals, just the rich individuals can bear the cost of it. The serious issue in oppo portable is less imaginative each year just two variations are accessible. This overview is help to bring more imaginative and method and furthermore to quantify the clients fulfillment. Absence of neighborhood publicizing and application-arranged advancement make for item lack of education among nearby, mark. Brand mindfulness is there yet at the same time absence of inspiration for buy thought on much level. Absence of distributive development to all region of all country. In Viruddhachalam, It is a rural area so the consumer buying motive is comparatively low.

### 1.1 OBJECTIVES OF THE STUDY

- To analyze satisfaction level of customers, who uses Oppo mobile phone.
- To examine the reason why they are buying the Oppo mobile phone among different companies.

### 1.2 RESEARCH METHODOLOGY

Clear exploration configuration was embraced to depict the information and qualities about the thing is being considered. In clear exploration we need to portray everything exhaustively like what is the way of behaving of clients in purchasing? What they center around more while determination and valuing? Furthermore, henceforth we use this examination technique.

### PRIMARY DATA

- To concentrate on the viability of the promoting procedures of OPPO India Pvt., Ltd.
- To Investigation the taste, brand inclinations and consumer loyalty level. To concentrate on shopper inclination of most recent OPPO advanced cells.

### SECONDARY DATA

- To decide if there is a tremendous contrast between inclinations distinction between

inclinations for elements of advanced mobile phones based on orientation.

- To concentrate on the presence of the organization on the lookout

### TOOLS USED FOR DATA COLLECTION

- Percentage analysis.

### SAMPLESIZE

- 120 Respondents.

### 1.3 LIMITATION OF THE STUDY

- 120 respondents comprising of advanced cell clients have been evaluated, which includes a tiny example thinking about the portable market.
- Overview was for the most part bound to advanced mobile phone clients, however players like organization delegate's vendors and so forth we're not thought about

### 1.4 SCOPE OF THE STUDY

In this review, the exhibition and issues of the client has been dissected. To figure out factors that impacts the clients to purchase theOPPO android phones. To distinguish the important change in item highlights and clients feeling about the android cell phones. This study will be helpful for the organization to roll out vital improvements in cost, plans, applications and so forth.

## III. REVIEW OF LITERATURE

### 3.1 REVIEW OF LITERATURE RELATING TO ATTITUDE

The researcher reviewed the literature related to attitude and are presented below.

**Faraz Ahamad (2014)** made a comparative study of TV and Internet advertising. The study focused perception of TV and internet. The study found that new age medium, the internet is a more effective medium in making information available than TV.

**NumanArif Dar Et Al (2014)** examined the perception of the value of advertising on Facebook and television, among both male and female students of university of Gujarat. A Questionnaire was distributed among 300 students of the 6 major departments of university of Gujarat. Structural equation modeling was used in this study. The findings show that Ducoffe advertisement value was not fit for both Facebook and television. Irritation was also a factor that directly affects the attitude towards advertisement. Entertainment and irritation have direct impact on attitude towards advertising.

**Rashid Saeed, et al (2013)** examined the dimensions of internet advertisement on consumer

attitude. Data was collected through the questionnaire. The sample size was 150 and the respondents were chosen through convenience sample, regression and correlation techniques were used or analyzing the data collected. Advertising utility, trust, price and perception were the independent variables and cognitive, affective and behavioral attitudes were the dependent variables.

**Thamaraiselvan Natarajan (2013)** Investigated the student's belief towards social media advertising. Seven factors viz, pleasure, product information, social image, good for economy, materialism, falsity, and value corruption was considered for the research. The study revealed that working people showed a negative attitude towards falsity of advertisements while a high positive attitude was shown towards the social role, good for the company, hedonic. Both students and working professionals have opined that advertisements should be designed with a consciousness of the society.

**Senthil Dr.N.R.V. Prabhu S. Bhuvanewari (2013)** Explored customers perceptions towards

advertising in the online shopping and social networking web sites by distributing both physical and online questionnaires as well as conducting in-depth interviews. Consumers believe the advertisements on the internet are more believable as compared to other mediums and very few people believe in magazine advertisements. The study suggested the most reputable and well-known companies may be more likely to meet these expectations, and may help to lend credibility to the medium.

#### IV. DATA PRESENTATION, ANALYSIS AND INTERPRETATION

This chapter comprises the tabular and pictorial representation of the data collected from respondents in the form of questionnaire. The methodology employed here is analysis of percentage on the respondents' frequency in usage or preferences on various factors in possessing a mobile phone.

**Table No. 1**  
**Profile of the respondents**

variance	Categories	No. of. Respondents	Percentage
Age of the respondents	18 years	24	20
	20 years	24	20
	22 years	60	50
	24 years	12	10
	<b>Total</b>	<b>120</b>	<b>100</b>
Gender	Male	69	57.5
	Female	49	40.8
	Prefer not to say	2	1.7
	<b>Total</b>	<b>120</b>	<b>100</b>
Customer occupation	Self employed	14	11.7
	Business	5	4.2
	professional	15	12.5
	student	80	66.7
	others	6	5
	<b>Total</b>	<b>120</b>	<b>100</b>
Educational qualification	High school	8	6.7
	Under graduate	94	78.3
	Post graduate	18	15

	Intermediate	0	0
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>Income</b>	Below 200000	77	64.2
	200001-300001	16	13.3
	300001-400001	13	10.8
	400001-500001	0	0
	Above 500001	14	11.7
	<b>Total</b>	<b>120</b>	<b>100</b>
	<b>Marital status</b>	<b>Married</b>	19
<b>Unmarried</b>		101	84.2
<b>Total</b>		<b>120</b>	100

Source: primary data.

#### Interpretation

- It is found from Table 3.1 that 50% of respondents being the majority fall under the group 22 years. Whereas 20% of respondents are in for 18 and 20 years each. And, 10% of respondents are 24 years of age.
- From the Table 3.2, we found that 57.5% of respondents are Male and 40.8% falls under Female and 1.7% are selected prefer not to say.
- It has been found from Table 3.3 that 11.7% of respondents are self employed, 4.2% are doing business, 12.5% are professionals, 66.7 % are students and 5% are the others.
- The Table 3.4 shows that 78.3% of respondents are UG, whereas 6.7% are from high school and the rest 15% are from PG. The Intermediate is found to be 0.
- The Table 3.5 shows that 64.2% of respondents income are below 200000, 13.3% of respondents income are in between 200001-300001 and 10.8% of respondents income are in between 300001-400001, 400001-500001 are found to be null and 11.7% of respondents income are found to be above 500001.
- **15.8%** of respondents are married and the remaining 84.2% are found to be unmarried.

**Table No. 2**  
**Respondents Purpose of Using Smart Phone**

Variance	Categories	No. of. Respondents	Percentage
<b>Purpose of using smart phone</b>	For Call purposes	20	16.7
	Using GPRS	9	7.5
	Receiving Email and SMS	5	4.2
	Downloading files	5	4.2
	All of the above	81	67.5
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>Smart phone they use currently</b>	Oppo	60	50
	Vivo	10	8.3
	iphone	10	8.3

<b>Reason for OPPO Brand selection</b>	One plus	3	2.5
	Redmi	37	30.8
	<b>Total</b>	<b>120</b>	<b>100</b>
	Cost	36	30
	Configuration	24	20
	Customer Service	24	20
	Prestige	18	15
	Others	18	15
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>Budget (price)</b>	15000	65	54.2
	25000	34	28.3
	30000	15	12.5
	35000	0	0
	Above 40000	6	5
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>Factors influenced to buy OPPO smart phones</b>	Display	8	6.7
	Camera	50	41.7
	Battery performance	18	15
	Storage capacity	22	18.3
	Pricing	6	5
	Others	16	13.3
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>Customer satisfaction level after sales and services</b>	Satisfied	66	55
	Not satisfied	6	5
	Excellent	9	9.5
	Average	39	32.5
	<b>Total</b>	<b>120</b>	<b>100</b>
	Very high	15	12.5
	High	25	20.8
	reasonable	75	62.5
	less	5	4.2
<b>Total</b>	<b>120</b>	<b>100</b>	
<b>About pricing</b>			

Source: Primary data

#### Interpretation

- From the table 3.6, It is found that 16.7% of respondents use their mobile phones for call, 7.5% for using GPRS, Whereas 4.2% of respondents are receiving Emails and SMS and downloading files each and 67.5% for all of the above.
- From the table 3.7 shows that 50% use OPPO smart phones, 8.3% use Vivo and iPhone each,

30.8% prefers Redmi and 2.5% used for One plus.

- From table 4.8, it is found 30% of respondents select the brand for Cost, 20% for configuration and customer service each. And, 15% each for prestige and other reasons.
- From table 3.9, It is found that 54.2% of respondents purchase OPPO smart phone worth Rs.15000. 28.3% of respondents

purchase phones worth Rs.25000. 12.5% of respondents purchase Smartphone worth Rs.30000, And 5% of respondents purchase above 40000. Whereas Redmi users are found to be zero.

- From the table 3.10, It is found that 6.7% of respondents are influenced by the particular display features of OPPO smart phones, 41.7% of respondents are influenced by their camera features, 15% of respondents are influenced by their battery performance, whereas 18.3% of respondents are influenced by their storage capacity, 5% of respondents about their

pricing,13.3% are influenced by the other features.

- From the calculation, It is found that 55% of respondents are satisfied, 5% of respondents are not satisfied and 9.5% of respondents are found to be said excellent, whereas 32.5% of respondents are found to be said average.
- From the calculation, It is found that 12.5% of respondents said that price is very high. 20.8% of respondents said that price is high. 62.5% of respondents said that price is reasonable. whereas 4.2% of respondents said that price is less.

**Table no.3**

Variance	Categories	No. of. Respondents	percentage
<b>Phone Accessories</b>	Earphones	35	29.2
	Bluetooth headset	19	15.8
	Air pods	17	14.2
	USB data cable	8	6.7
	All of the above	41	34.2
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>Duration of smart phone usage</b>	less than one year	38	31.7
	1-2 years	45	37.5
	2-3 years	27	22.5
	Above four years	10	8.3
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>Customer preference of OPPO smart phones</b>	Slim	79	68.1
	Thick	6	5.2
	Large	3	2.6
	medium	28	24.1
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>Mode of buying</b>	Cash	69	57.5
	Bank loan	2	1.7
	Credit card	23	19.2
	Net banking	26	21.7
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>Motivating factor</b>	Price	22	18.3
	Quality	45	37.5
	Model	23	19.2
	Good services	8	6.7
	Brand	22	18.3
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>Types of problems faced while using the particular smart phone</b>	Overheating	27	22.5
	Lag	26	21.7
	About charging	35	29.2
	None of the above	32	26.7
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>Source of information</b>	Television ads	68	56.7
	Magazines	7	5.8
	Other sources	35	29.2

	Salesmen	10	8.3
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>Features that impressed the customers</b>	Slogan	23	19.2
	Picture	25	20.8
	Colour	48	40
	Size	24	20
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>How frequently do you purchase these particular OPPO smart phone</b>	Once in 6 months	25	20.8
	Once a year	60	50
	Twice a year	35	29.2
	<b>Total</b>	<b>120</b>	<b>100</b>
<b>When compared to other brands, OPPO smart phones are</b>	Excellent	17	14.2
	Very good	35	29.2
	average	63	52.5
	Yet to improve	5	4.2
	<b>Total</b>	<b>120</b>	<b>100</b>

Source: Primary data

#### Interpretation

- From the above table, It is found that 29.2% of respondents use earphones, whereas 15.8% of respondents use Bluetooth headset, 14.2% of respondents use air pods, 6.7% of respondents use USB data cable and 34.2% of respondents use all of the above accessories.
- From the above table, 31.7% of respondents use smart phone less than one year, 37.5% of respondents use between 1-2 years, whereas 22.5% of respondents use in between 2-3 years and 8.3% of respondents use more than 4 years safely without changing brands.
- From the above 120 respondents, 68.1% of respondents prefer the OPPO smart phone to be slim, 5.2% of respondents prefer to be thick, whereas 2.6% of respondents prefer to be large and the remaining 24.1% prefer to be medium in size.
- Of the 120 respondents, 57.5% of them are about to buy in cash, whereas 1.7% are through bank loan and 19.2% are by credit card and the remaining 21.7% through net banking mode of payment.
- 18.3% of respondents are motivated to buy the OPPO smart phone by their price, 37.5% are due to their quality, whereas 19.2% are due to their specific model and 6.7% are by their good services and the rest 18.3% due to their brand.
- From the data, we came to know that 22.5% of respondents faced the problem of overheating, 21.7% faced some lags, 29.2% faced problem

with their charging ability, where the rest 8.3% faced none of the above.

- The source of information of OPPO brand for 56.7% are came through television ads, whereas 5.8% are through magazines, 29.2% are via other sources and the rest 8.3% are through sales executives.
- 19.2% of respondents are impressed through their slogans, 20.8% are impressed through their pictures(quality), whereas 40% and 20% through their colour and size of the OPPO brand.
- We came to know that 20.8% of respondents are frequently purchasing the OPPO model about the duration of once in 6 months, 50% purchase once a year when new model is released, where the rest 29.2% purchase twice a year.
- When compared to other brands , 14.2% of respondents prefer that OPPO brand are excellent, whereas 29.2% said very good, whereas 52.5% and 4.2% people said average and yet to be improved.

#### V. FINDINGS

- Most of the respondents educational qualifications are Under graduate.
- It is found that most of the respondents give more preference to OPPO brand smart phones.
- From the study it was found that most of the respondents want to use OPPO smart phones. Because of its performance development.

- From the survey, females are using smart phone more than the male students.
- Most of the respondents in the survey are students and unmarried.
- From the 120 respondents, most of them prefer the OPPO smart phone to be slim.
- From the table, the maximum no. of respondents prefer the budget to be Rs. 15,000.
- According to the survey, they are influenced by the camera quality of the OPPO smart phone.
- Among the 120 respondents, most of them are satisfied by their sales and services and they didn't come across any problems using this smart phones.

#### SuggestionsOf The Study

The business community, the first thing must be done is to identify problemsthat OPPO brand is currently facing.

- Base on the analysis and survey valuable information and insights areextracted to point out weaknesses in the way manages its brand
- Weakness in each brand building block is brought out for discussion in orderto suggest solutions which is addressed below.

## VI. CONCLUSION

The customer is satisfied with the OPPO mobiles because of its goodsquality, reputation, and easy availability.From the survey conducted it is observed that an OPPO mobile has a goodmarketshare.Inorderthe dreams come into reality and turning liability into assets one must have to meet the needs of the customers.The factors considered by the customer before purchasing Smart phones areLow price, Latest Features, Camera Quality, and Reliability.So the study concluded that the customer satisfied with the OPPO and themsmart phones because of its good quality, reputation, easy availability. If you want the best camera, built quality and smart phone design, the oppo smart phone is the right choice. More than 40,000 employees working on technological innovation to create a smarter and better life for people across the world. OPPO logo represents the stability and wealth as their new green is darker, more intense, and luxurious.

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