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A STUDY ON THE SATISFACTION LEVEL OF CUSTOMER IN ONE PLUS MOBILE WITH SPECIAL REFERERANCE TO COIMBATORE CITY.

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Abstract: 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 must be 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.

Key words – Innovation, smartphones, customer preference, technical features.

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.

STATEMENT OF THE 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 3694crores in the financial year 2013. One plus mobile cannot reaches 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.

OBJECTIVES

- To find out the factors that influencing the customer to buy one plus mobile.
- To know the level of satisfaction in One plus mobile,
- To identify the problems faced by the customer of one plus mobile.
- To know the customer opinion for one plus mobile.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problems.

Primary data- It is collected through questionnaire

Secondary data- Collected from journals, magazines and websites

TOOLS USED IN THE STUDY

- Simple percentage analysis
- Likert scale analysis
- Ranking analysis
- Chi square test

LIMITATIONS OF THE STUDY

- The sample size used in the project is too small.
- The sample size has been limited to 130 respondents.

REVIEW OF LITERATURE

RevathyRajasekaran, S.Cindhana and C.Anandha Priya Department (2018) Smartphone usage has proliferated in recent years. Nowadays people seem to become dependent towards Smartphone due to its convenience, great camera Features, easy applications installations, and more importantly, it can do most of the computer functions on the go.

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.

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

SIMPLE PERCENTAGE ANALYSIS

TABLE-1

RESPONDENTS REASON TO PREFER ONE PLUS MOBILE PHONE

S.NO	REASON	NO. OF RESPONDENTS	PERCENTAGE
1.	Camera	65	50%
2.	Application	43	33.1%
3.	RAM Speed	22	16.9%
4.	Shape	0	0
	TOTAL	130	100

(Source: Primary data)

INTERPRETATION

The above table reveals the respondent's 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.

TABLE-2
FEATURES LIKED BY THE RESPONDENTS IN THE ONE PLUS MOBILE

S.NO	REASON	NO. OF RESPONDENTS	PERCENTAGE
1.	Pixels	35	26.9%
2.	Storage	62	47.7%
3.	Design	21	16.2%
4.	Others	12	9.2%
	TOTAL	130	100

(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.

AVERAGE RANKING ANALYSIS

TABLE I
FACTORS UNDER CONSIDERATION IN ONE PLUS MOBILE PHONE

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

(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 1st rank to price, 2nd rank to storage, 3rd rank to thickness, 4th rank to speed, 5th rank to color, 6th rank to processor, 7th rank to camera.

CHI SQUARE TEST**TABLE – 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
TOTAL	65	43	22	130

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 ^a	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.

FINDINGS**SIMPLE PERCENTAGE ANALYSIS**

- Majority (50%) of the respondents prefer it for camera.
- Majority (47.7%) of the respondents liked the feature pixels.

RANKING ANALYSIS**FACTORS UNDER CONSIDERATION IN ONE PLUS MOBILE PHONE**

- The respondents ranked price as 1st
- The respondents ranked storage as 2nd
- The respondents ranked thickness as 3rd
- The respondents ranked speed as 4th
- The respondents ranked color as 5th
- The respondents ranked processor as 6th
- The respondents ranked Camera as 7th

CHI SQUARE TEST

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

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.

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 other factor 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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