

A STUDY ON SPECIFICATION TO ATTRACT THE CUSTOMER TO BUY ONEPLUS SMARTPHONES

Submitted in partial fulfillment of the requirement for the reward of

BACHELOR OF COMMERCE

BY

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39740098



**BACHELOR OF COMMERCE
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE

Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119

APRIL 2022



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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafede work of **GOKULRAJ R (39740098)** who has done the Project work entitled **“A STUDY ON SPECIFICATION TO ATTRACT THE CUSTOMER TO BUY ONEPLUS SMARTPHONES”** under my supervision from January 2022 to march2022.

Dr.M.M. DHANYA
Internal Guide

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Dr. BHUVANESWARI. G MBA., Ph.D.
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Submitted for viva voice Examination held on _____

Internal Examiner

External Examiner

DECLARATION

GOKULRAJ.R (39740098). Hereby declare that the Project Report entitled “**A STUDY ON SPECIFICATION TO ATTRACT THE CUSTOMER TO BUY ONEPLUS SMARTPHONES**” done by me under the guidance of **Dr.M.M. DHANYA MA, MBA, MPhil, Ph.D., Assistant Professor, School of management,** studies is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE: CHENNAI

GOKULRAJ.R

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I would like to express my sincere and deep sense of gratitude to My Project Guide **Dr.M.M. DHANYA MA, M.B.A, Ph.D., Assistant professor school of management Studies** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

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ABSTRACT

Customers are becoming more dependable on the smartphones. Nowadays people seem to become more dependent towards smartphone due to its convenience, reliability, durability, adorable camera features, fast installation of various apps and the most important factor is that it can do entire functions that computer performs. The major objective of this research study undertakes on identifying the various brands of smartphones that are preferred by the customers to analyze the satisfaction level of customers towards smartphone usage. The Sample size taken under the research study is of 60 respondents to get an idea about how many consumers are satisfied using smartphone. 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 fulfilment of One or more portable dependent on the information of the clients.

KEYWORDS: Innovation, Smartphones, Customers preference, Technical features.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION:

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 customers 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.

1.2 INDUSTRY PROFILE:

POINTS	INFORMATION
Product brand name	ONEPLUS
Founder /owner	CARL PEI PETE LAU
Date of establishment	16 DECEMBER 2013
Establishment place	TAIRAN BULDING, FUITAN DISTRICT, SHENZHEN GUANGDONG, CHINA
Revenue	INR 3200 Crores (In 2020-21)
Company Status	Active

1.3 NEED OF THE STUDY:

- It gains me a knowledge about the strategy that a company do in the market to increase the sales of their products
- To gain knowledge on brands and different methods to create brand awareness.
- To identify the brand awareness technique used by Oneplus.
- To find out ways to improve and maintain brand awareness and to build brand loyalty.

1.4 SCOPE OF 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

1.5 OBJECTIVE OF THE STUDY:

PRIMARY OBJECTIVE:

- Marketing objectives are goals set by a business when promoting its products or services to potential consumers that should be achieved within a given time frame
- In other words, marketing objectives are the marketing strategy set in order to achieve the overall organizational objectives

SECONDARY OBJECTIVE:

- To identify the factor influencing customer to buy one plus mobile
- To know the level of satisfaction in one plus mobile phone.
- To identify the problems faced by the customer of one plus mob

CHAPTER 2

REVIEW OF LITERATURE

- **Revathy Rajasekaran, S. Cinchona 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.
- **Gaurav Verma, Dr. Binod Sinha** (2018) The telecommunication industry is fastest growing sector in today's economy. Earlier cell phone industry is primarily engaged in the manufacturing of mobile phones, including mobile phone handsets
- **PARVEEN KUMRAIL, SATINDER KUMAR** (2004) A consumer sets a frame of preferences in his/her mind to choose or purchase a product or service of same or different brands or producers.
- **Androulidakis; G. Kandus** (2011) correlated the brand of mobile phone users' security practices. Users show different behavior in an array of characteristics, according to the brand of the mobile phone they are using. As such, there is categorization of arrears, different for each brand, where users are clearly lacking security mind, possibly due to lack of awareness. Such a categorization can help phone manufacturers enhance their mobile phones in regards to security, preferably transparently for the user.
- **Taj Zadeh Namin Aidin** (2012) analyzed that the process of deciding over (choosing) a brand may be influenced by situation and content. The findings suggest a significant relationship between the variables "brand attitude", and "product (cell phone) choice". In addition, no significant relationship was found between individual decision-making processes (independent or mediated) and product choice
- **PuneetWalia and Dr Lalit Singla** (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 phone

- According to **Nasr Azad; Maryam Safaei** (2012) states that most of the customers selects their products based on the brand name. Most of the products contain certain characteristics that differentiate them from other products. In this paper, the study was conducted with an objective to determine major or important factors that influence customer's purchases in the city of Tehran, Iran. According to study it was observed and analyzed that there is some positive relationship between various factors comprises up of exclusive name and quality perception, between the word-of-mouth advertisement and exclusive name factor, between brand name and word of mouth advertisement, between brand name and brand image etc.
- According to **Shakir Hafeez; SAF Hasnu** (2010) states that Customer Satisfaction is the most important and crucial tool for the success of the business in the longer run. Major challenge that most of the business face is how to keep and satisfy their customers. The study mainly focuses on customer loyalty and finds that the complete satisfaction and loyalty of the customers are comparatively low among the customers of Mobilink. He states in the research study that the customer loyalty in case of Pakistan mobile sector seems to be low as it is considered to be an emerging industry. In today's scenario most of the customers are trying new services. Hence, the customer loyalty is a challenging and critical task for the company in the Modern arena.

CHAPTER-3

3.1 RESEARCH METHADODOLOGY:

Research is the process of systematic and in- depth study of any particular topic, subject or any are of investigation backed by collection, compilation, presentation and interpretation relevant data's in detail.

3.2 RESEARCH PROCESS:

In research process, the first and foremost step is defining and selecting a research problem. A Researcher should at first find the problem. Then he should formulate it so that it becomes susceptible to research. For a `systematic presentation, the process of research may be classified under three stages- primary stages, secondary stage, and the tertiary stage.

THE PRIMARY STAGE INCLUDES:

- Observation
- Interest
- Formulating research problems
- Documentation
- Research designs

THE SECONDARY STAGE INCLUDES:

- Project planning
- Data collection
- Questionnaire preparation
- Analysis of data
- Testing of hypothesis
- Interpretation
- Questionnaire preparation.

3.3 TYPE OF RESEARCH:

DESCRIPTIVE RESEARCH:

Descriptive research has been used, it involves survey and fact-finding enquiries of different kinds, the purpose of descriptive research are the descriptive of stage of affairs, as it exists at present.

PROJECT PLANNING:

Project planning is the first step in actually conducting & directing a research Project. It is one of the most important tasks of researcher. This includes formulation of the researcher objectives & goals and determining ways of achieving them.

3.4 DATA COLLECTION:

Data collection is one of the most important aspects of research. The information research methodology must be accurate and relevant, the data collection method can be classified into two methods.

PRIMARY DATA:

Questionnaire method have been used as a tool for a data collection in this research.

SECONDARY DATA:

Secondary data means data that are already available i.e., they refer to data which has already been collected and analyzed by someone else. The secondary data for the study was collected google scholar website and magazines.

3.5 QUESTIONNAIRE PREPARATION:

The basic requisite of any research study is the appropriate data which can be collected with the help of a schedule or questionnaire. With the help of questionnaire, it is easy to determine the involvement level of so many employees in the organization.

3.6 Piolet Survey:

Before collecting the relevant data to test the hypothesis, it is essential to ascertain the applicability of the instrument to the population being

studies. Hence, a pilot study was undertaken with an objective to evaluate the tools prepared for the study and to find whether they are providing the information required.

3.7 SAMPLE SIZE:

The sample size for this survey is 129

3.8 PERIOD OF STUDY

The period of study is from December 2021 to march 2022 with is four of study.

3.9 PERCENTAGE ANALYSIS

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

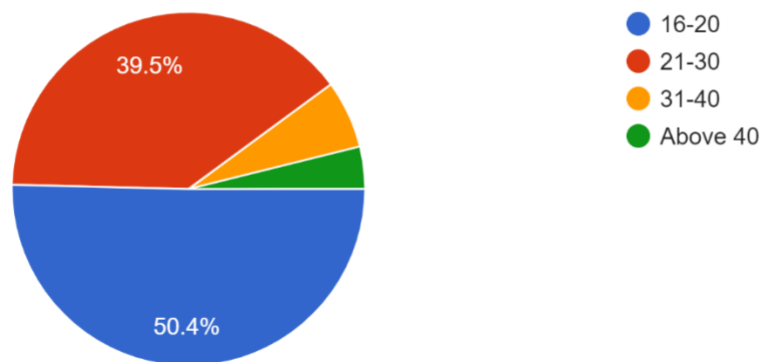
The following consist of the data analysis and interpretation of my questionnaire

4.1 survey analysis of data TABLE4.1

Age	Percentage
16-20	50.5
21-30	39.5
31-40	6.2
Above 40	3.9

Age

129 responses



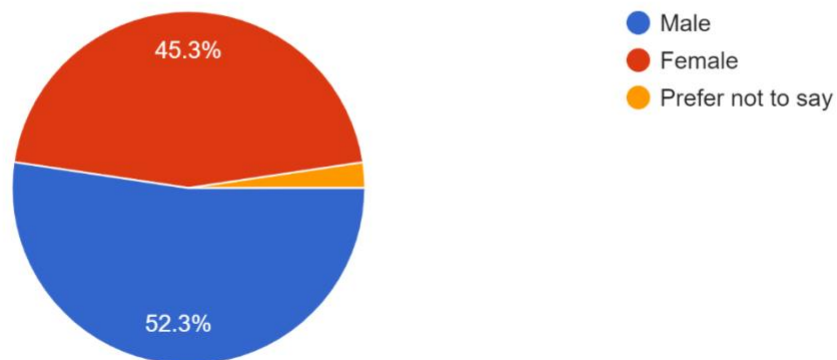
INTERPRETATION;

From the above table interpreted that 50.4% respondents are between 16-20.30.5% are between 21-30 age ,13.2% are. between 31-40, majority of 50.4% respondents are between the age of below 16-20

Table 4.2 gender of respondents

Gender	No, of respondents	Percentage
Male	67	52.3
Female	58	45.3
Prefer not to say	3	2.3

Gender
128 responses



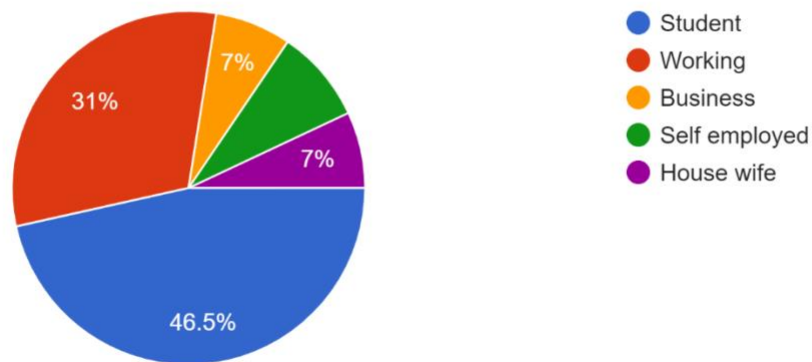
INTERPRETATION;

From the above table interpreted that 52.3% was respondent male, 45.3% was respondent female. 2.3% was respondent by prefer not to say. Majority 52.3 % respondents was male.

TABLE 4.3 OCCUPATION

OCCUPATION	Percentage
STUDENT	46.5
WORKING	31
BUSINESS	5.6
SELF EMPLOYED	8.5
HOUSE WIFE	7

Occupation
129 responses



INTERPRETATION

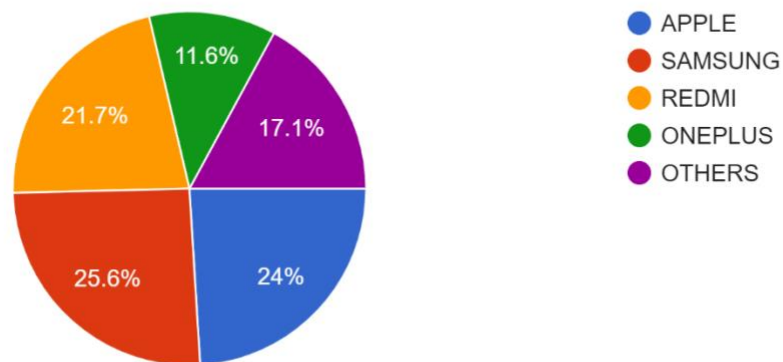
From the above table interpreted that 46.5% are respondent student and 31% was respondent working and 7% was respondent self-employed, majority of respondent 46.5% student

TABLE 4.4 Which brands of the mobile phones are you using?

Brands	Percentage
Apple	24
Samsung	25.6
Redmi	21.7
one plus	11.6
others	17.1

Which brands of the mobile phones are you using?

129 responses



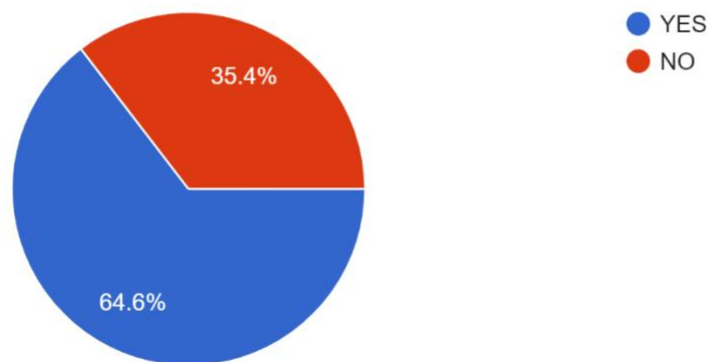
INTERPRETATION;

From the above table interpreted that 25.6% respondent are Samsung users and 21.7% was respondent are Redmi users, and 24% was respondent are apple users, least of respondent 11.6% is one plus users

TABLE 4.5 DO YOU LIKE USING ONEPLUS MOBILE

OPINION'S	Percentage
YES	64.6
NO	35.4

Do you like using ONE PLUS mobiles ?
127 responses



INTERPRETATION;

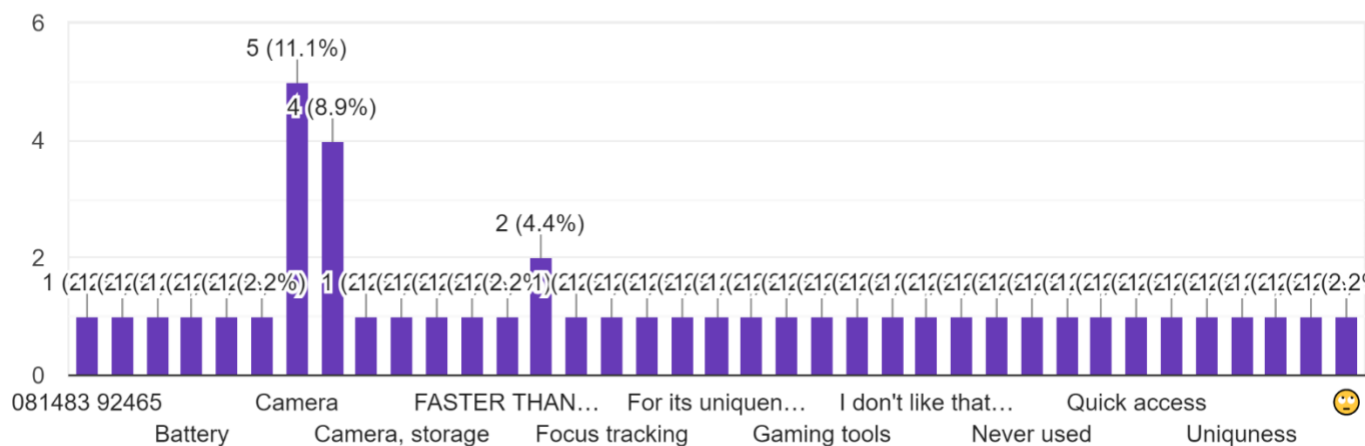
From the above table interpreted that 64.6% are agreed to yes and 35.4% was disagreed. Majority of respondent 64.6% agreed to yes

TABLE 4.6 What are the factor do you like for using ONE PLUS mobiles?

factors	Percentage
camera	11.1
gaming	7.4
battery	6.2
Processor	4.4
Others	70.9

What are the factor do you like for using ONE PLUS mobiles ?

45 responses



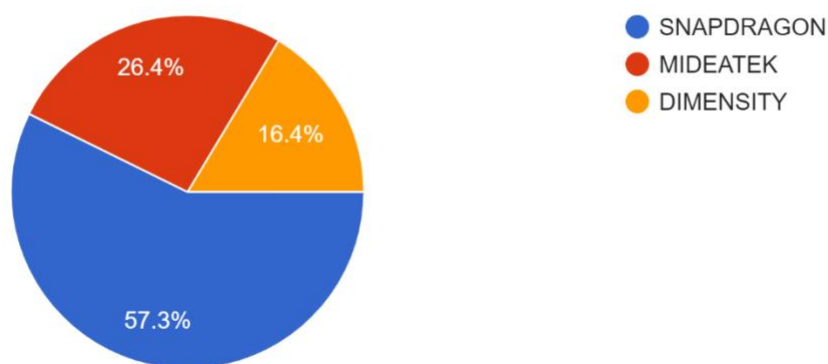
INTERPRETATION;

From the above table interpreted that 70.9% respondent and 17.6% was respondent prefer milk powder, and 15.4% was respondent prefer butter and 12.1% was respondent prefer curd and 7.7% was prefer others, majority of respondent 47.3% is prefer milk

TABLE 4.7 what type of processors do you like in one plus mobile?

Processor	Percentage
snapdragon	57.3
MediaTek	16.4
dimensity	26.4

what type of processors do you like in one plus mobile
110 responses



INTERPRETATION;

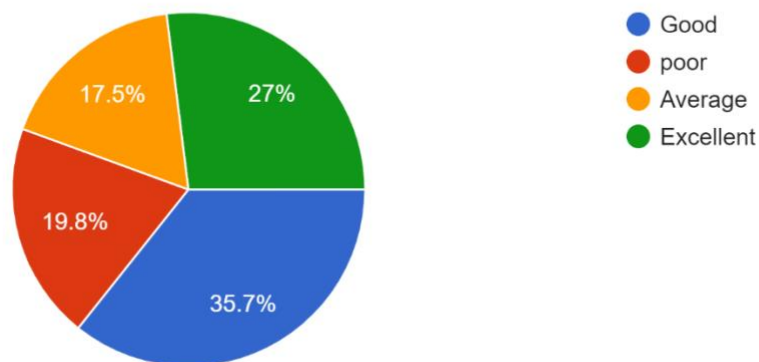
From the above table interpreted that 57.3% respondent snapdragon, 26.4% was respondent MediaTek and 16.4% was respondent dimensity, majority of respondent 57.3% is snapdragon

TABLE 4.8 what is your opinion about security of using ONE PLUS mobiles?

Opinions	PERCENTAGE
Good	35.7
poor	19.8
average	17.5
excellent	27

what is your opinion about security of using ONE PLUS mobiles ?

126 responses



INTERPRETATION:

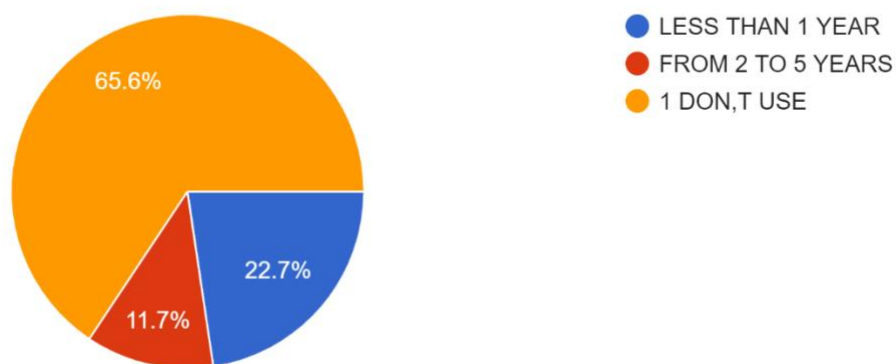
From the above table interpreted that 35.7% respondent good and 19.8% was respondent poor, 17.5% was respondent average and 27% was respondent excellent, majority of respondent 35.5% is Good.

TABLE 4.9 How long are you using ONE PLUS mobiles phone?

WHAT	Percentage
Less than 1 year	22.7
From 2 to 5 year	11.7
I don't use	65.6

how long do use ONE PLUS mobiles phone ?

128 responses



INTERPRETATION:

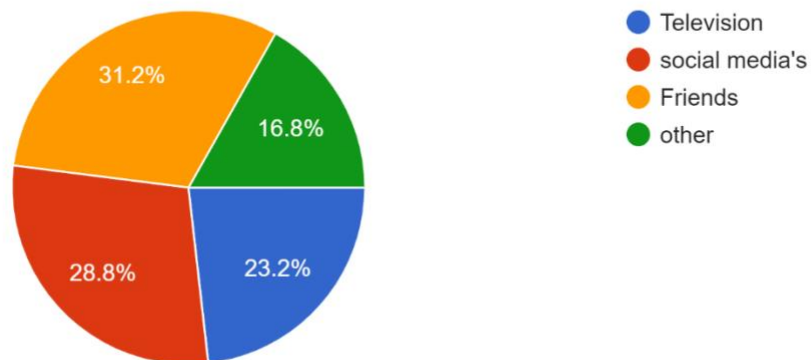
From the above table interpreted that 65.6% respondent I don't use one. 22.7% was respondent less than 1 year, and 11.7% was respondent from 2 to 5 years, majority of respondent 65.6% is I don't use

TABLE 4.10 How did you hear about ONE PLUS mobiles?

Through	PERCENTAGE
Television	23..2
Social media	28.8
friends	31.2
others	16.8

How did you hear about ONE PLUS mobiles?

125 responses



INTERPRETATION:

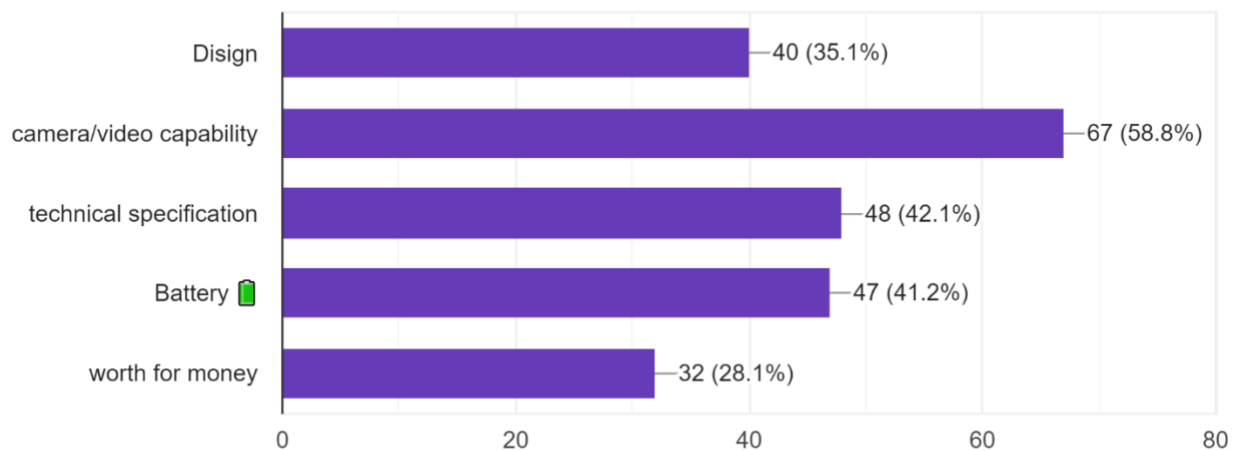
From the above table interpreted that 23.2% respondent are through television. 28.8% was respondent are in social media, and 31.2% was respondent friends, majority of respondent 31.2% is friends.

TABLE 4.11 what features that attracts you to buy a ONE PLUS mobile?

FEATURTES	PERCENTAGE
DISIGN	35.1
CAMERA	58.8
TECTINICAL SPECIFICATION	42.1
BATTERY	28.1

what features that attracts you to buy a ONE PLUS mobile ?

114 responses



INTERPRETATION:

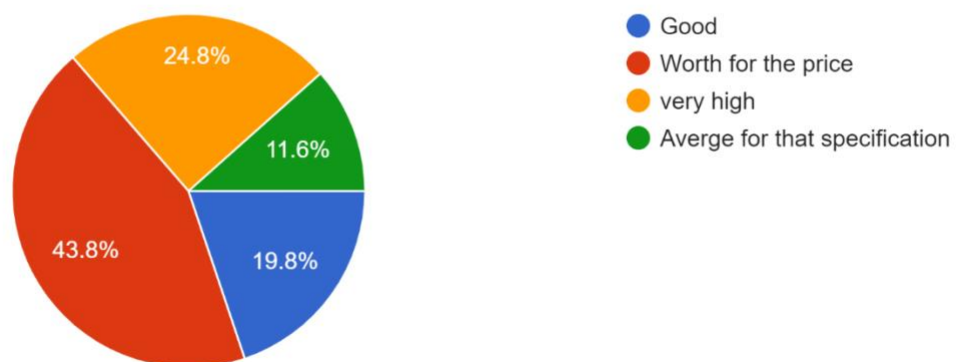
From the above table interpreted that 35.1% respondent design, 58.8% was respondent camera, and 42.1% was respondent technical specification, 41.2%% was respondent battery, majority of respondent 58.8% is camera

TABLE 4.12 What do you think about the price range of one plus smartphone?

Opinions about price range	PERCENTAGE
Good	19.8
Worth for the price	43.5
Very high	24.8
Average for that specification	11.6

What do you think about the price range of oneplus smartphone ?

121 responses



INTERPRETATION:

From the above table interpreted that 19.8% respondent good and 43.8% was respondent worth for the price, and 24.8% was respondent very high, majority of respondent 43.8% is worth price.

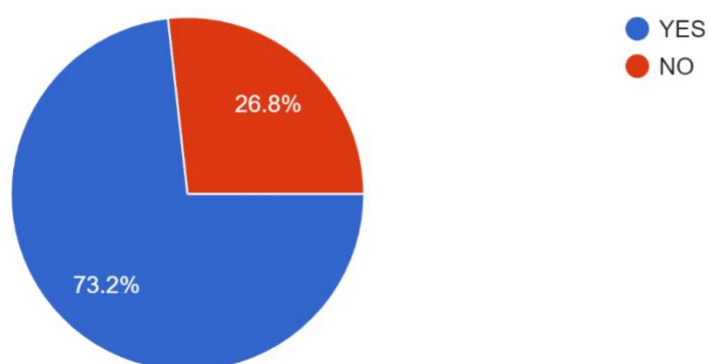
TABLE 4.13 ONE PLUS mobile phone is available in very your location?

RESPONDS	PERCENTAGE
----------	------------

YES	73.2
NO	26.8

ONE PLUS mobile phone are available in very your location ?

127 responses



INTERPRETATION:

From the above table interpreted that 73.2% respondent YES and 26.6 % was respondent NO, 14.3%, majority of respondent 73.2% is YES

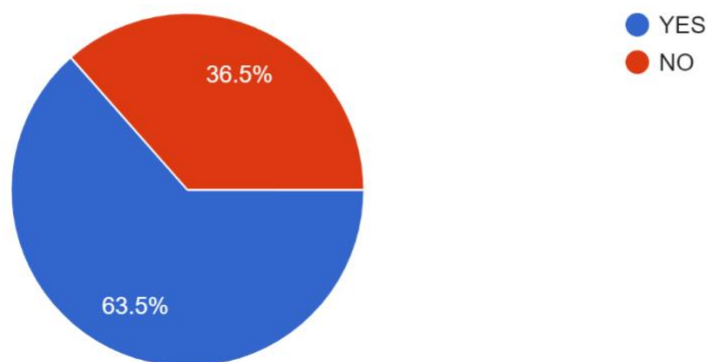
TABLE 4.14 Do you recommend ONE PLUS mobile phone to your friends and relatives?

OPINIONS	PERCENTAGE
YES	63.5

NO	36.5
----	------

Do you recommend ONE PLUS mobile phone to your friends and relatives ?

126 responses



INTERPRETATION:

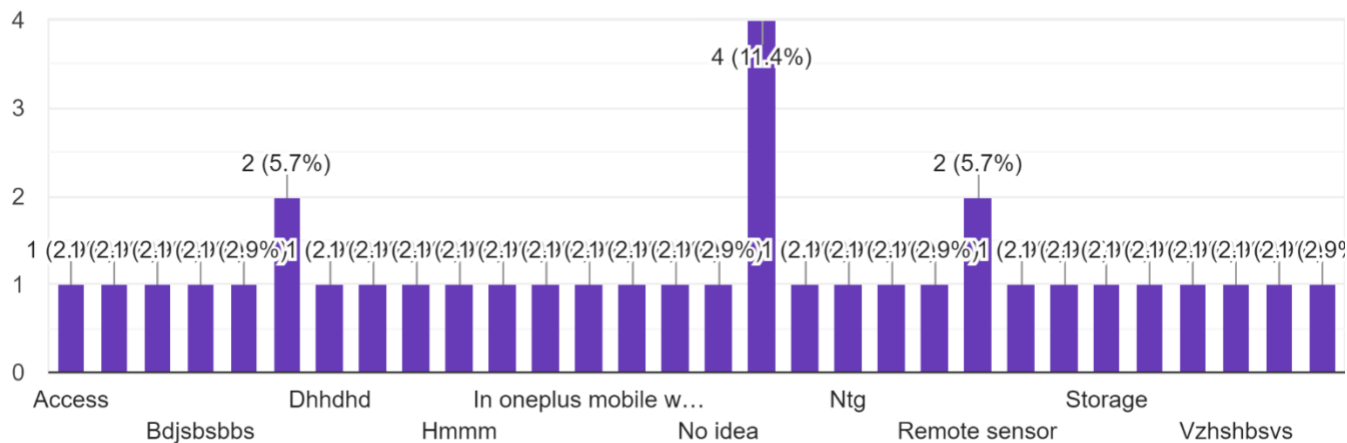
From the above table interpreted that 63.5% respondent YES and 36.5 % was respondent NO and majority of respondent 63.5 % is yes

TABLE 4.15 what are features do you wants to add in ONE PLUS mobiles?

Features	PERCENTAGE
Nothing	11.4
Remote sensor	5.7
camera	4.7
Headphone jack	2.1

what are features do you wants to add in ONE PLUS mobiles ?

35 responses



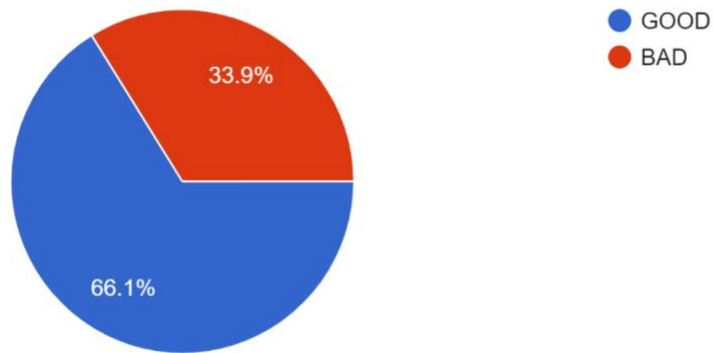
INTERPRETATION:

From the above table interpreted that 11.4% respondent says nothing and 5.7% was respondent says remote sensors, and 4.7% was respondent says camera, majority of respondent 11.4% is nothing.

TABLE 4.16 Compare to another phone one plus is Good or bad

responds	percentage
Good	66.1
bad	33.9

Compare to other phone oneplus is
124 responses



INTERPRETATION

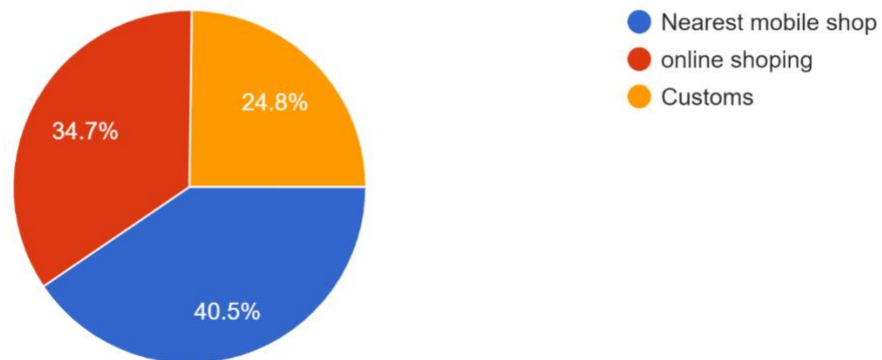
From the above table interpreted that 66.1% respondent says GOOD and 33.9% was respondent says BAD, and majority of respondent 66.1% are good

TABLE 4.17 Which outlet do you prefer buying mobile from?

Outlet to shop	PERCENTAGE
Nearest mobile shop	40.5
Online shopping	34.7
customer	24.8

Which outlet do you prefer buying mobile From?

121 responses



INTERPRETATION:

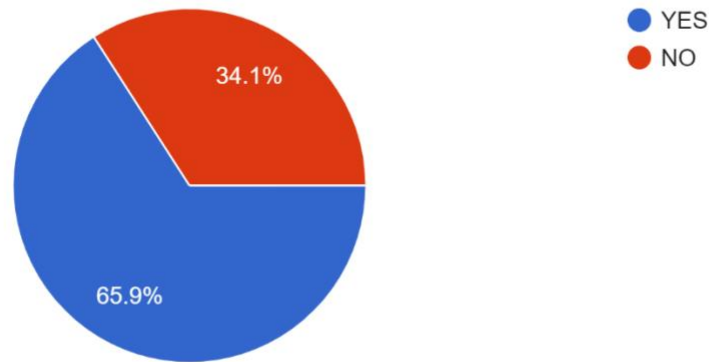
From the above table interpreted that 40.5% respondent are nearest mobile shop and 34.7% was respondent online shopping, and 24.8% was respondent customs, majority of respondent 40.5% is nearest shop.

TABLE 4.18 One plus smart phones satisfaction towards customer has improved?

RESPONDS	PERCENTAGE
YES	34.1
NO	65.9

Oneplus smart phones satisfication towards customer has improved ?

126 responses



INTERPRETATION:

From the above table interpreted that 65.9% respondent are YES and 34.1% was respondent says, majority of respondent 65.9% is yes

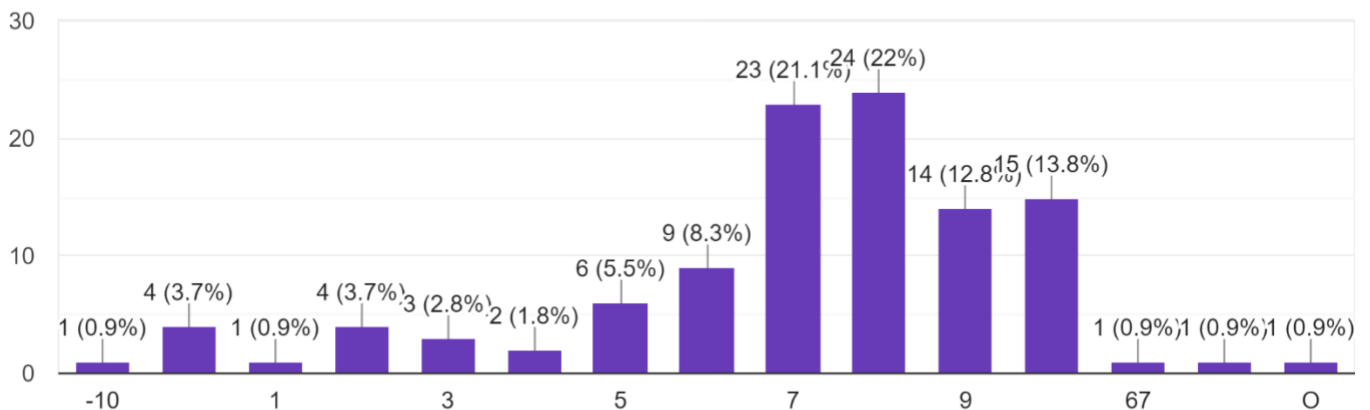
**TABLE 4.19 what is your satisfaction range on ONE PLUS mobiles?
Rating (between 1-10)**

RATINGS	PERCENTAGE
10	0.9
9	12.8
8	22
7	21.1

6	7.5
5	5.5
4	4.2
3	2.8
2	7.8
1	3.7

what is your satisfaction range on ONE PLUS mobiles? Rating(between 1-10)

109 responses



INTERPRETATION:

From the above table interpreted that 0.9% respondent are rating 10 and 12.8% was respondent rating 9, and 22% was respondent rating 8, majority of respondent 22% is rating 9.

4.16 CHI-SQUARE TEST

NULL HYPOTHESIS(H0); There is no significant mean variation between the level of health and safety measure.

ALTERNATE HYPOTHESIS(H1): There is significant between variation to level of health safety measure

Case Processing Summary						
	Valid		Cases Missing		Total	
	N	Percent	N	Perce not	N	Perce not
PRODUC TKNOWN * MOST LIKE IN ONEPLUS	130	100.0%	0	0.0%	130	100.0%

USERS OF ONEPLUS MOBILE Crosstabulation

Crosstabulation								
Count								
		VAR00002						Total
			Average	Excellent	Good	poor	what is your opinion about security of using ONE PLUS mobiles?	
VAR00001	16-20	3	9	18	21	14	0	65
	21-30	0	9	14	22	6	0	51
	31-40	0	1	1	2	4	0	8
	Above 40	0	3	1	0	1	0	5
	Age	0	0	0	0	0	1	1
Total		3	22	34	45	25	1	130

Chi-Square Tests			
	VALUE	DF	ASYMP.SIG (2- SIDED)
PEARSON CHI- SQUARE	148.371	20	
LIKELIHOOD RATIO	29.907	20	
NO OF VALID CASES	130		

INFERENCE

a. 22 cells (73.3%) have expected count less than 5. The minimum expected count is .01.

4.17 T- TEST

NULL HYPOTHESIS(H₀): There is no significant mean variation between the level of health and safety measure.

ALTERNATE HYPOTHESIS(H₁): There is significant between variation to level of health safety measure

T-Test

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
GENDER	91	1.4066	0.49392	0.05178
SATISFACTION ON ONEPLUS SMARTPHONES	91	1.7912	0.67522	0.07078

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
GENDER	27.166	90	0.000	1.40659	1.3037	1.5095
SATISFACTION ON ONEPLUS SMARTPHONES	25.306	90	0.000	1.79121	1.6506	1.9318

INFERENCE: The null hypothesis is accepted and alternate hypothesis rejected

CHAPTER – 5

FINDING & SUGGESTION AND CONCLUSION

Based on the analysis and discussion on primary data in the previous chapter Finding, Suggestion and Conclusion of the study in logical manner.

5.1 FINDING

- Majority 50.4% of the respondents are age between 16-20
- Majority 52.3% of the respondents are male gender
- Majority 46.5% of the respondents are student
- Majority 25.6% of the respondent are using Samsung
- Majority 64.6% of the respondents are like to using one plus mobile
- Majority 11.1% of the respondents are like camera in one plus phone
- Majority 57.3% of the respondents are like snapdragon processor
- Majority 35.7% of the respondents are having good opinions
- Majority 65.6% of the respondent are not using one plus mobiles
- Majority 31.2% of the respondents hear through friends
- Majority 43.8% of the respondents are attracted by camera quality
- Majority 43.8% of the respondents are thought it was worth for money
- Majority 73.2% of the respondents are accepted that one plus phones are available in their location
- Majority 63.5% of the respondents are wanting to share about their friends and relatives

- Majority 11.4% of the respondent are don't want to add anything on oneplus mobile
- Majority 66.1% of the response are `thought it is better than other mobile
- Majority 40.5% of the respondents are prefer buying in online shopping
- Majority 65.9% of the respondents are satisfied with oneplus phone
- Majority 22% of the respondents are given 8 rating for oneplus

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 sales of the one plus mobile can be increased.
- The study suggested that the models of the mobile phone can be further improved
- As we all know that Customer is the king of the market therefore it's the duty of each and every company to make sure that their product will meet the customer satisfaction in order to survive in the competitive world.
- There should be a long-term relationship between the customer and the company in order to make they stable in the longer run.
- The company should provide good customer service as until and unless after sales services of the company are not good it is not possible for the company to maximize their sales and profit margin.

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 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. The research study shows that there are various product-based features that are really important and on the basis of which the purchase decision is carried out by the customers like better software compatibility, overall structural design, durable battery life and so on. In today's Scenario it was observed that majority of customers are ready to pay higher price if they are getting a reliable quality product. Therefore, the company in order to survive their brand for the longer run in the market should meet the customer satisfaction

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APPENDIX

A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION LEVEL TOWARDS THE EXPECTATION WITH SPECIAL REFERENCE TO AAVIN PRODUCT

QUESTIONNAIRES:

1. NAME OF THE RESPONDENT: _____

2. AGE OF THE RESPONDENT

a) 16-20

b) 21-30

c) 31-40

d) ABOVE 40

3. GENDER OF THE RESPONDENT

a) Male

b) Female

c) PREFER NOT TO SAY

4. OCCUPATION

a) STUDENT

b) WORKING

c) BUSINESS

d) SELF EMPLOYED

e) HOUSE WIFE

5. WHICH BRANDS OF THE MOBILE PHONES ARE YOU USING?

a) APPLE

- b) SAMSUNG
- c) REDMI
- d) ONEPLUS
- e) OTHERS

6.DO YOU LIKE ONEPLUS MOBILES?

- a) YES
- b) NO

7.WHAT ARE THE FACTOR DO YOU LIKE IN ONE PLUS MOBILE?

8.WHAT TYPE OF PROCESSORS DO YOU LIKE IN ONE PLUS MOBILE

- a) SNAPDRAGON
- b) MIDEATEK
- c) DIMENSITY

9.WHAT IS YOUR OPINION ABOUT SECURITY OF ONE PLUS MOBILES?

- a) GOOD
- b) POOR
- c) AVERAGE
- d) EXCELLENT

10.HOW ARE YOU USING ONEPLUS MOBILES?

- a) LESS THAN 1 YEAR
- b) FROM 2 TO 5 YEARS
- c) I DON'T USE ONE YET

11.HOW DID YOU HEAR ABOUT ONE PLUS MOBILES?

- a) TELEVISION
- b) SOCIAL MEDIA
- c) FRIENDS
- d) OTHER'S

12.WHAT FEATURES THAT ATTRACTS YOU TO BUY ONEPLUS MOBILE?

- a) DESIGN
- b) CAMERA
- c) TECHNICAL SPECIFICATION
- d) BATTERY
- e) WORTH FOR MONEY

13.WHAT DO YOU THINK ABOUT THE PREICE RANGE OF ONEPLUS SMARTPHONE?

- a) GOOD
- b) WORTH FOR PRICE
- c) VERY HIGH
- d) AVERAGE FOR THAT SPECIFICATION

14. ONEPLUS MOBILE PHONES ARE AVAILABLE IN YOUR LOCATION

- a) YES
- b) NO

15. DO YOU RECOMMEND ONEPLUS MOBILE TO YOUR FRIENDS AND RELATIVES?

- a) YES
- b) NO

16.WHAT ARE THE FEATURES DO YOU WANT TO ADD IN ONEPLUS MOBILE?

17.COMPARE TO OTHER PHONE ONEPLUS IS

- a) GOOD
- b) BAD

18.WHICH OUTLET DO YOU PREFERE BUYING MOBILE FROM

- a) NEAREST MOBILE SHOP
- b) ONLINE SHOPPING
- c) CUSTOMS

19. ONEPLUS SMART PHONES SATISFICATION TOWARDS CUSTOMER HAS IMPROVED?

- a) YES
- b) NO

20.WHAT IS YOUR SATISFICATION RANGE ON ONEPLUS MOBILE? RATING (BETWEEN 1-10)