



# A Study On Customer Satisfaction Towards Oppo Mobile Phones

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**Abstract** – In the modern digital era, smartphones have become an essential part of everyday life. Among various mobile brands, OPPO has gained significant popularity due to its innovative features, camera quality, and affordable pricing. This study aims to analyse the level of customer satisfaction towards OPPO mobile phones among users in Coimbatore city. The research focuses on factors such as product quality, price, battery life, camera performance, design, and after-sales service. The study also examines customer preferences, buying behaviour, and issues faced while using OPPO mobiles. The findings reveal that most customers are satisfied with OPPO smartphones, especially in terms of price and camera quality, though some improvements are required in battery performance and service support.

**Keywords**- Customer Satisfaction, OPPO Mobiles, Smartphone Market, Consumer Behaviour, Product Quality, Brand Loyalty.

## I. INTRODUCTION

In today’s fast-growing digital world, smartphones play a vital role in communication, education, entertainment, and business activities. The mobile phone industry has experienced rapid growth, with many brands competing to provide advanced features and better user experiences.

Customer satisfaction is one of the most important factors for the success of any brand. It refers to how well a product meets or exceeds customer expectations. In the smartphone industry, satisfaction depends on various factors such as product quality, price, battery life, camera performance, design, and after-sales service.

OPPO has emerged as a leading smartphone brand known for its innovative technology, stylish design, and strong camera features. The brand has gained popularity among young consumers and middle-income groups due to its affordability and performance.

This study focuses on analysing customer satisfaction towards OPPO mobile phones and understanding the key factors that influence consumer preferences and buying decisions.

## II. REVIEW OF LITERATURE

- Kotler & Keller (2016) explained that satisfaction depends on product performance and expectations.
- Oliver (1997) stated that satisfaction occurs when performance exceeds expectations.
- Anderson & Sullivan (1993) found that product quality and value influence satisfaction and loyalty.
- Parasuraman et al. (1988) emphasized the importance of service quality.
- Cronin & Taylor (1992) highlighted that service performance affects satisfaction.

## III. OBJECTIVES OF THE STUDY

- To study the demographic profile of the respondents
- To analyse factors influencing customer satisfaction towards OPPO mobiles
- To understand the reasons for choosing OPPO phones
- To evaluate customer satisfaction and provide suggestions

## IV. RESEARCH METHODOLOGY

Research Design: Descriptive research Sampling Method:

Convenience sampling Sample Size: 100 respondents

**Data Collection:**

**Primary Data:**

Questionnaire

**Secondary Data:**

S.N	PARTICULARS	3	2	1	TOTAL	WEIGHTED AVERAGE	RANK
1	Highly Satisfied	111	56	35	202	2.02	II
2	Satisfied	120	98	37	255	2.55	I
3	Neutral	69	80	17	166	1.66	V



4	Dissatisfied	45	136	11	191	1.91	IV
5	Highly Dissatisfied	102	50	41	193	1.93	III

To maintain its market position, the company should build on its aesthetic strengths while refining specific design elements that polarize users. Ultimately, the visual appeal remains a cornerstone of Oppo’s brand value and consumer retention.

**Interpretation:**

The table shows the weighted average ranking of respondents’ satisfaction with the design and look of OPPO phones. “satisfied” received the highest weighted average of 2.55 and ranked first’ followed by “highly satisfied” with 2.02 ranked second.

“neutral”, “highly dissatisfied”, and “dissatisfied” received lower ranks, indicating that most respondents are generally satisfied with the design and look of oppo phones. Data Analysis

The analysis reveals a predominantly positive reception, as "Satisfied" and "Highly Satisfied" secured the top two ranks with weighted averages of 2.55 and 2.02, respectively. Conversely, "Neutral" sentiment ranked lowest (1.66), suggesting that most users have clear, definitive opinions about the aesthetic appeal of the devices.

**V. FINDINGS**

- Most users are young consumers (21–30 age group)
- Price is the main reason for choosing OPPO
- Camera quality is a strong factor for satisfaction
- Majority prefer mid-range smartphones
- Customers are generally satisfied with design and performance
- Battery issues are the major concern
- OPPO has strong brand acceptance and recommendation level

**VI. SUGGESTION**

To maintain its market lead, Oppo should continue refining its signature design language while addressing the concerns of the "Dissatisfied" segments to convert them into brand advocates. In conclusion, the high ranking of positive categories indicates that the visual design is a core strength and a significant driver of consumer preference for Oppo phones.

**VII. CONCLUSION**

The study concludes that Oppo has successfully established a strong visual identity, as the “Satisfied” and “Highly Satisfied” categories dominate the rankings. While the design and look are major drivers of consumer satisfaction, the notable presence of dissatisfied respondents suggests a need for more diverse style options.