

PROJECT REPORT ON
THE STUDY OF CONSUMER PREFERENCE TOWARDS
ONE PLUS SMART PHONES



PREPARED BY:
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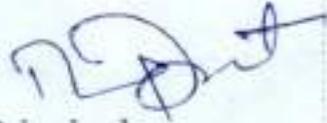
SESSION: 2021-22

REPORT

A project on "The Study of Consumer Preference towards One plus Smart Phones" was undertaken by student of Commerce department during the month of March in 2022. 32 No of students participated in the project work. The study has relied upon both primary and secondary data. Primary data were collected randomly from 50 respondents. 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. Secondary data were obtained from various sources such as reports, journals, and books. Simple percentage analysis was used to interpret the data. The project work was supervised by Mr. Ranjan Kumar Behera, Lecturer in Commerce. After completion of the project students presented their report before the external and internal examiner for valuation.

Ranjan Kumar Behera,
Signature of Supervisor


Signature of HOD
H.O.D
Department of Commerce
Pattamundai College


Principal
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CHAPTER I
INTRODUCTION

INTRODUCTION

The topic of research here is "The study of consumer preference towards OnePlus Smartphones". So the project is to study the preferences of the consumers.

Here the term 'Consumer' means the end user of the product who not only consumes the product but also gives the feedback to the company.

The traditional view point has been to define consumer strictly in terms of economic goods and services. This position holds the consumers are potential purchasers of product and services offered for sale.

About OnePlus

OnePlus is a Chinese smartphone manufacturer founded by Pete Lau (CEO) and Carl Pei. The company officially serves 34 countries and regions around the world as of July 2018. They have released numerous phones, amongst other products.

History of OnePlus

OnePlus was founded on 16 December 2013 by former Oppo vice-president PeteLau and Carl Pei. According to the Chinese government's documentation, the only institutional stockholder in OnePlus is Oppo Electronics. Lau denied that OnePlus was a wholly-owned subsidiary of Oppo and stated that Oppo Electronics and not Oppo Mobile (the phone manufacturer) is a major investor of OnePlus and that they are "in talks with other investors".

Goals of OnePlus

The company's main goal was to design a smartphone that would balance high-end quality with a lower price than other phones in its class, believing that users would "Never Settle" for the lower-quality devices produced by other companies.

Product:-

➤ **OnePlus One**



The company's first product was the highly anticipated OnePlus One. It was unveiled on 22 April 2014, and was claimed as the "2014 Flagship Killer."

➤ **OnePlus 2**



The OnePlus 2 was the successor to the company's highly successful first phone. It was unveiled a little over a year after the One, on 27 July 2015. It was highly promoted as "2016 Flagship killer". The OnePlus 2 had specifications comparable to other flagship phones of the time, including the highly criticized Qualcomm Snapdragon 810, though OnePlus had decided to leave out an NFC chip, as it didn't see mobile payment being an essential feature at the time. The phone was also one of the first Android devices to sport a USB-C port over the older micro USB port.

➤ OnePlus 3 and 3T



The OnePlus 3 was unveiled on 14 June 2016. The 3 was the company's first "metal unibody" phone. The phone launched with a Qualcomm Snapdragon 820, 6 GB of RAM and 64 GB of UFS 2.0 storage. The phone was well regarded amongst critics, mostly for its low price and high specifications.

The OnePlus 3T was unveiled on 15 November 2016 as a minor upgrade to the still relatively new OnePlus 3. The upgrade consisted the use of a newer SoC (System on a Chip) the Qualcomm Snapdragon 820 was replaced with the Snapdragon 821. Also introduced were a higher-capacity battery, 64 or 128 GB of storage and 16 MP front-facing camera.

➤ OnePlus 5 and 5T



The OnePlus 5 was unveiled on 20 June 2017. It launched with a Qualcomm Snapdragon 835, a dual-lens camera setup, up to 8 GB RAM, and up to 128 GB of storage. It was released in two colours: Midnight Black and Slate Gray.

The OnePlus 5T was unveiled on 16 November 2017, as the successor to the OnePlus 5. It features the same Qualcomm Snapdragon 835 SoC and storage options as its predecessor. Notable features include a larger 6" 18:9 display, a new "Face Unlock" facial recognition method, and an improved dual-lens camera.

➤ OnePlus 6 and 6T



OnePlus opened forums for the OnePlus 6 in April 2018 and launched the device on 17 May 2018 with sales starting on 22 May 2018. The phone notably features a display notch, water resistance and an all-glass design. The smartphone was the first from the company to offer a 256 GB inbuilt storage variant. At the launch event, OnePlus announced it would be opening five new OnePlus Experience stores in India, as well as 10 new service centres.

The OnePlus 6T was unveiled on 29 October 2018. It launched with a Qualcomm Snapdragon 845, a dual-lens camera setup, up to 8 GB RAM, and up to 256 GB of storage. It also features a larger 6.41" 19.5:9 AMOLED display with In-Display fingerprint sensor running on OxygenOS based on Android 9 Pie. The OnePlus 6t also has water splash proof coating without IP rating. The camera has a Nightscape mode which allows to capture 2 seconds of time thanks to the OIS (Optical Image Stabilization) and EIS (Electronic Image Stabilization).

➤ **OnePlus Wireless Bullets**



At the launch event of the OnePlus 6, the company also announced the OnePlus Bullets Wireless earphones. The earphones have the company's Dash Charge technology with a USB-C port that allows five hours of playback for 10 minutes of charging. The earbuds feature a weather-resistant design and operates on Bluetooth connectivity with aptX technology. The Bullets Wireless earphones also supports Google Assistant from a button click. They went on sale at their website for \$69.

OnePlus Competitive Set

Leadership	Employees	Revenue
OnePlus	2,640	\$300M
Samsung	454,144	\$173.2B
Motorola	1,745	\$6.3B
Apple	116,000	\$224.2B
HTC	17,575	\$5.9B
LG	82,000	\$54.7B
Sony	125,300	\$68.7B
Huawei	170,294	\$15B

CHAPTER II

LITERATURE REVIEW

RESEARCH PAPERS-

Pardiwala Ali. "OnePlus 3T Midnight Black; It's so black, you'll question the concept of black" Asian Journal of Research chemistry, 2017. Academic OneFile, Accessed 14 Nov. 2018.

Byline: Ali Pardiwala Midnight isn't necessarily black/dark everywhere, but in most places it is and therefore that is now a shade of black that sounds cool. What is black? Why, it's the lack of color! Something is only truly black when it absorbs so much light that what you actually look at is true darkness that is devoid of any light whatsoever. Therefore, the only thing that can truly be called black is a black hole, because everything else is just kind of black. Smartphones can be black, and I'm happy to say that black is making a comeback in a big way. It's fashionable once more to own a black phone, and some nifty marketing from market leaders such as Apple and Samsung have made buying black phones a fun thing once more (Jet black...

Future sales prediction of OnePlus Using Amazon Review's data Dissertation submitted in part fulfilment of the requirements for the degree of [MSc in Information Systems with Computing] at Dublin Business School Submitted ByKanak Sharma MSc in Information systems with Computing 2018.

In this research, we predicted sales of OnePlus cell phone models using Amazon reviews information extracted from Amazon.in. Starting with extraction, classifying and then cleaning of data, particularly it's showed that how different web and text mining techniques can be applied to organise this unstructured text data in a numerical and computable format which further can be used in Algorithmic models in R. For prediction we have used multiple regression models as MLR, SVM and TS prediction, the resultant data of each regression model is then compared and depending on these results the best model is selected. Additionally, using Tableau we presented results in the form of line/bar graphs of each model and how the end results are different when compared based on sales, month, year and as a whole. The result is more targeted on the sales prediction of any product sold on amazon and reviewed by customers on Amazon.

Navigating through the competitive global Android smart phone market, case study on OnePlus

Arike, Allar (2015)

As the global smartphone market matures, most former major players have found their selves either obsolete or on the verge of becoming obsolete. This has allowed smaller and more nimble players such as OnePlus to emerge to the scene. Producing products with the same specifications than Samsung or HTC, OnePlus has managed to bring price down to half of the competitors offering.

OnePlus, a Chinese company, founded in December 2013 has managed to achieve global sales of over 1.5 million units with the help of scarcity, controversial marketing campaigns and superior value. This despite any traditional advertising such as TV or billboard advertisements and without having single shops outside China. OnePlus employs rather unique purchase process that requires an invite to have a right to purchase their products.

While initially successful due to their superior value in terms of price and specification, OnePlus is in a situation where it cannot continue forever producing products with superior value. To combat this they have to take a look on what their customer's value and why they are buying their current products. This dissertation looks to see exactly what has made OnePlus successful and what should be done for the future success of the brand.

Customers Perspective of a Non-Reward Referral Marketing A Case Study of OnePlus Smartphone Manufacturer Dennis LuuMuhamadLubwamaSebisubi January 2016.

The aim of this study is to analyse how a non-reward referral program can be operated without offering a real incentive to one referring someone else to a company. A case of Oneplus smart phone Manufacturer Company is used to illustrate the topic under study in the introduction chapter to give the reader a clear picture of the study.

The research concludes that product quality factor is most essential for a functional non-reward referral system. But also what consumer behaviour does a company have to create in their customer, in order for such a system should work.

CHAPTER III
RESEARCH OBJECTIVES, DESIGN AND
METHODOLOGY

OBJECTIVES OF THE STUDY

Objective the research enables the research to collect necessary relevant information.

Objectives are:

1. To identify the most effective medium for advertisement of ONEPLUS smartphones.
2. To understand the factors with consumers for picking up ONEPLUS over other brands.

DATA COLLECTION

Data collection includes the type of data & the source of data that we used while doing a project.

The data is collected from both primary and secondary sources.

Primary Data

Questionnaires for in-depth discussions with various respondents to be interviewed during primary survey were designed during this phase. List of contacts were also prepared during this phase. This involved in-depth face-to-face discussions using semi-structured questionnaires with various respondents.

Questionnaire

An questionnaire is prepared to examine the study on Oneplus Smartphone. The language of questionnaire should be so simple & easy so that everyone can answer easily. These questions has helped me to study the preferences of consumer.

SECONDARY DATA

Secondary data refers to data which is collected by someone who is someone other than the user. Common sources of secondary data for social science include censuses, information collected by government departments, organizational records and data that was originally collected for other research purposes collected by the investigator conducting the research.

Secondary data analysis can save time that would otherwise be spent collecting data and, particularly in the case of quantitative data, can provide larger and higher-quality databases that would be unfeasible for any individual researcher to collect on their own

SAMPLING DESIGN

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. Sample design may as well lay down the number of items to be included in the sample i.e., the size of sample. Sample design is determined before data are collected.

The process of selecting the right individuals, objects or events for the study is known as sampling.

Sampling involves the study of a small number of individuals, objects chosen from a large group.

Sample design

It should have Efficiency, Flexibility, and Reliability.

My sample size is of 122 people those are using the OnePlus.

Sample unit

In this, the target population that will be sampled. Once the sampling unit is determined sampling frame has to be prepared so that each and every one in the target population has an equal chance of being sampled.

Sample technique

This is the type of technique that one uses to select the items for the sample. The sampling method that I have used is **JUDGEMENT SAMPLING**. Which is a type of **Non-Probabilistic** sampling.

CHAPTER - IV
DATA PRESENTATION AND INTERPRETATION

➤ Gender

No. of Respondents	Male	Female
121	72	49

Table 4.1

Gender

121 responses

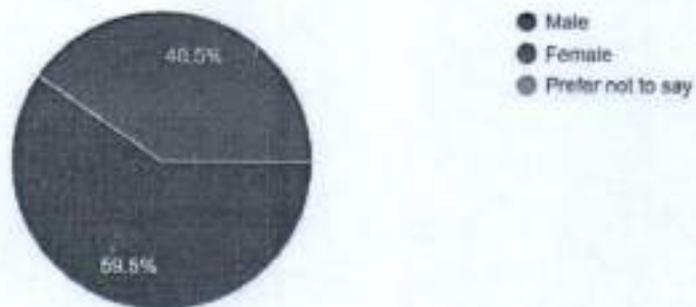


FIGURE 4.1

INTERPRETATION

From my survey, I have found that, there were 59.5% males and 40.5% females those were respond to my Questionnaire.

➤ Age Group

No. of respondents	15-20	20-25	25-30	More than 30
122	36	62	14	10

Table 4.2

What is your age group?

122 responses

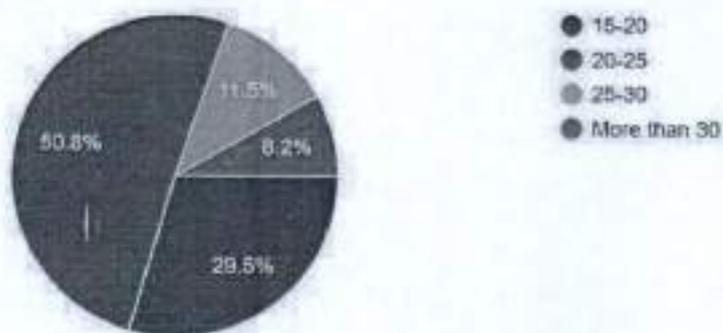


FIGURE 4.2

INTERPRETATION

From my survey, I have found that there were 50.8% people age is 20-25, 29.5% in the age of 15-20, 8.2% is more than 30 or 30 plus, 11.5% age group is 25-30.

➤ **Family Income**

No. of respondents	Below 5 lac per annum	5-10 lac per annum	10-15 lac per annum	15-20 lac per annum
122	17	40	33	28

Table 4.3

What is your/your family's Income?

122 responses

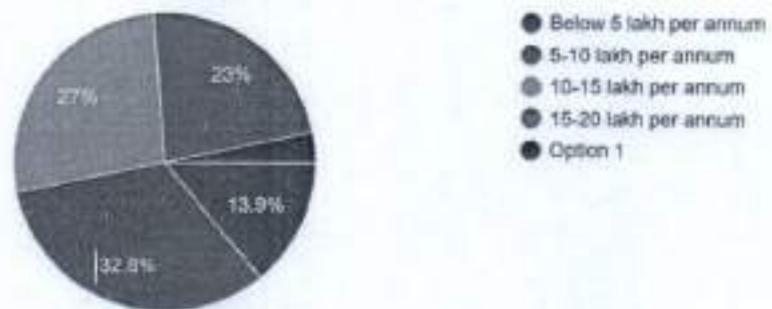


Figure 4.3

INTERPRETATION

From my survey , I have found that 23% people income is 15-20 lac per annum, 32.8% of people income under 5-10 lac per annum, 13.9% people income under below 5 lac per annum or 10-15 lac per annum.

➤ Having a Smartphones

No. of respondents	Yes	No
122	120	2

Table 4.4

Do you have smartphone ?

122 responses

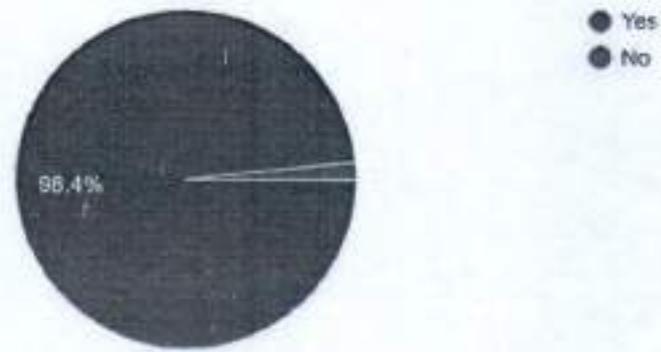


Figure 4.4

INTERPRETATION

From my survey, I have found that 98.4% of people having smartphones.

➤ **Time Spend on Smartphones**

No. of respondents	Less than 1hrs.	1hrs. to 3hrs	3hrs. to 7hrs	More than 7hrs
122	13	69	34	6

Table 4.5

What is the average time you spend on your smart phones?

122 responses



Figure 4.5

INTERPRETATION

From my survey, I have found that 56.6% of people spend time on their smartphone one hour to three hours, 27.9% spend time three hours to 7 hours in a day, 10.7% people send less than one hour in a day and 4.9% of people spend more than 7hrs. in a day on smartphones.

➤ Like to buy Oneplus phones in future

No. of respondents	Yes	No	May Be
122	103	2	17

Table 4.6

Would you like to Buy one plus phones in future?

122 responses

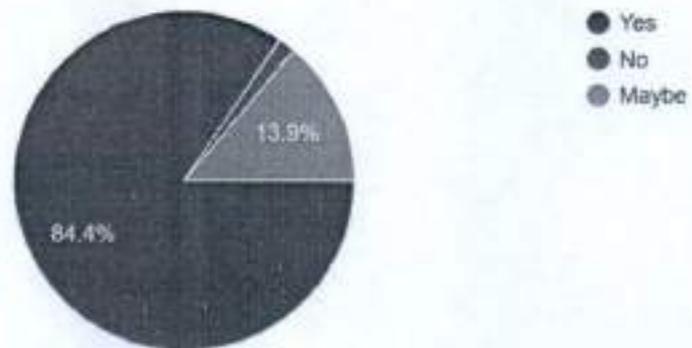


Figure 4.6

INTERPRETATION

From my survey, I have found that, the 84.4% of people were purchase oneplus smartphones in future, 13.9% of people may be buy a phone of one plus, 1.6% of people not buy a oneplus phones.

➤ Which brand of smartphone do you use

No. of respondents	OnePlus	Apple	Samsung	Oppo	Redmi	Nokia
122	80	15	14	3	2	1

Table 4.7

Which brand of smartphone do you use?

122 responses

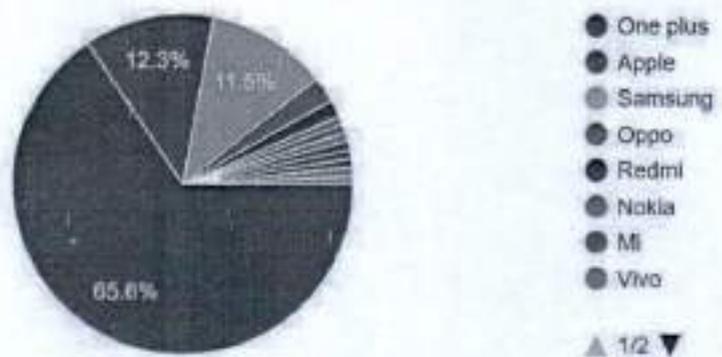


Figure 4.7

INTERPRETATION

From my survey, I have found that 65.6% people use Oneplus, 12.3% people use Apple rather use other brand.

➤ Which model of oneplus do you use or you buy in Future?

No. of respondent	One Plus 3 or 3T	One Plus 5 or 5T	One Plus 6 or 6T	Want to buy latest one
121	9	24	42	46

Table 4.8

Which model of oneplus do you use or you buy in Future?

121 responses

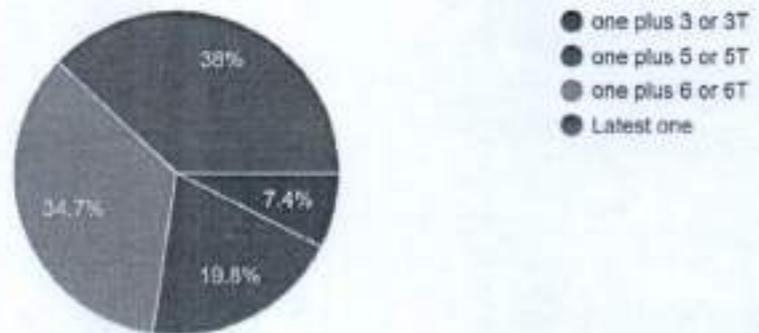


Figure 4.8

INTERPRETATION

From my survey, I have found that, maximum no. of the respondents have used oneplus 6 or 6T model or 38% of respondents want to buy latest one and 7.4% of respondents use oneplus 3 or 3T model.

➤ Why did you choose OnePlus Smartphone?

No. of respondent	Due to price	Due to Quality	Due to Features	Due to design	Dash Charger	I didn't
122	20	33	51	14	2	1

Table 4.9

Why did you choose Oneplus smartphone?

122 responses

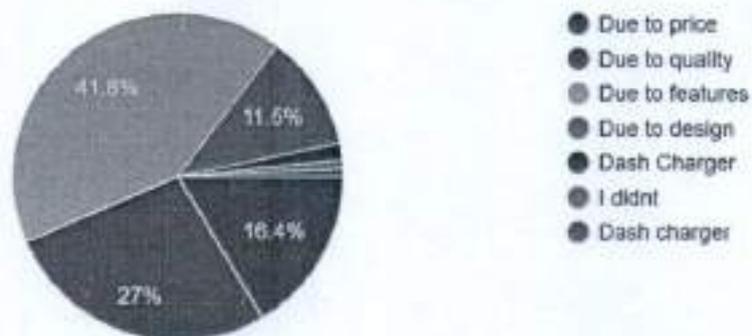


Figure 4.9

INTERPRETATION

From my survey, it is very much clear that there were 41.8% of the people like oneplus due to his features, 16.4% of people like oneplus because of price factor, 11.5% like oneplus because of Design, 27% of respondent like oneplus because of Quality factor, 1.6% of respondent

like oneplus dash charger because of fast charging and 1.9% of respondent don't know.

➤ **What are the three feature most important for you when purchasing a Oneplus smartphone?**

No. of respondents	Camera, Ram, Operating System	Easy to use, Battery life, Sound Quality	Storage Capability, Camera, Battery life
121	89	11	21

Table 4.10

What are the three feature most important for you when purchasing a Oneplus smartphone?

121 responses

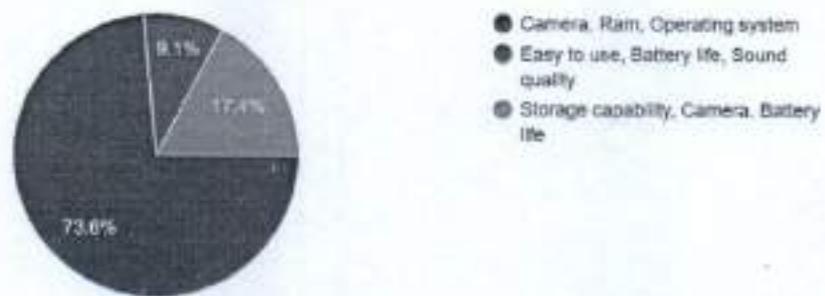


Figure 4.10

INTERPRETATION

From my survey, it is very much clear that, 73.6% of respondents buy oneplus because of camera and operating system, 17.4% of respondents

purchase because of storage capability or camera or battery life and 9.1% of respondents purchase because of easy to use or battery life and for sound quality.

➤ How did you come to know about Oneplus smartphone?

No. of respondents	Television	Newspaper	Internet	Other
119	39	10	60	10

Table 4.11

How did you come to know about Oneplus smartphone?

119 responses

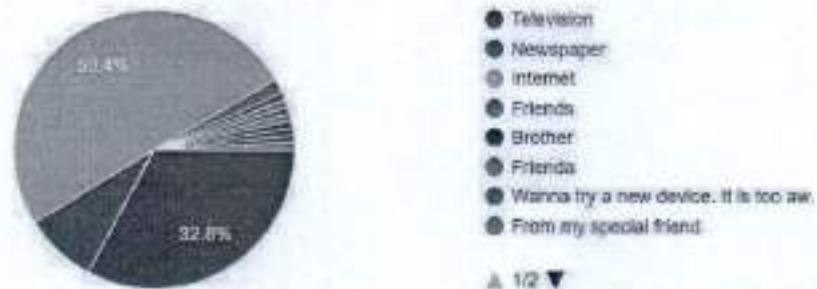


Figure 4.11

INTERPRETATION

Advertisement played a major role in making aware to the customers about the smartphones. 50.4% of respondents know by the Internet.

➤ What do you think about quality of Oneplus smartphones?

No. of respondents	Best	Good	Fair	Bad
121	84	36	1	0

Table 4.12

What do you think about quality of Oneplus smartphones?

121 responses

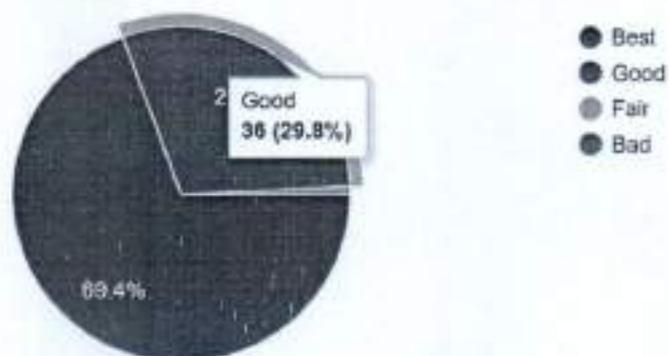


Figure 4.12

INTERPRETATION

From my survey, it is very much clear that 69.4% of respondent choose

Best option for the quality of oneplus.

➤ Ranking of Oneplus smartphone on the bases of its reputation?

No. of respondent	1	2	3	4	5
122	1	2	10	44	64

Table 4.13

Ranking of Oneplus smartphone on the bases of its reputation? (where 5 is best and 1 is worst)

122 responses

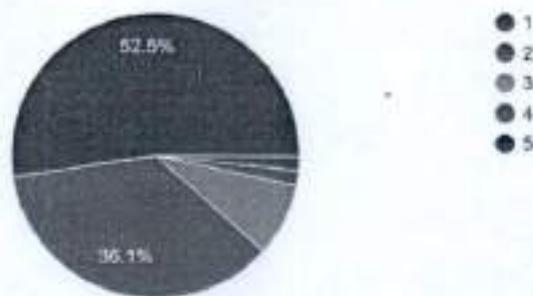


Figure 4.13

INTERPRETATION

On asking the views about the brand image which they have chosen, 80.8% of the people were having 5 rating to the oneplus. However 15.4% people were saying Average.

➤ Suggestions/Problems, if any?

No. of respondents	No comments	Blank
122	25	97

Table 4.14

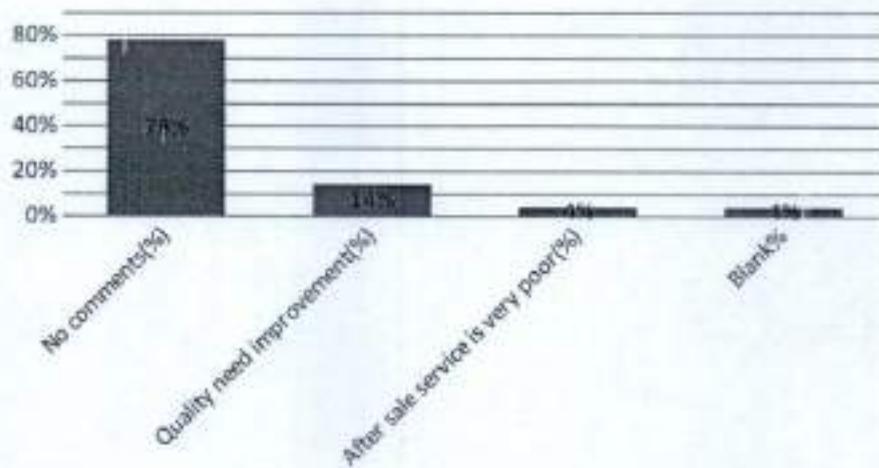


Figure 4.14

INTERPRETATION

On asking about the any Suggestions/Problems, 78% of the people were having no comments, they don't want any improvement in the product. However 14% of the people were saying that there is a need of improvement in the quality and 4% of the people were blank.

CHAPTER V

RESEARCH FINDINGS

• **OBJECTIVE NO.1**

- To identify the most effective medium for advertisement of ONEPLUS smartphones.

How did you come to know about the brand/model of OnePlus?

Marketing Strategies	Count	Percentage
1. Television	39	32.8%
2. Newspaper	10	8.4%
3. Internet	60	50.4%
4. Others	10	6.8%
5. Blank	3	1.6%
Total	119	100%

Table 5.1

How did you come to know about Oneplus smartphone?

119 responses



Figure 5.1

RESEARCH FINDING

From the above table and graph we have found that "1. From Television 1 out 50 were get influenced whose percentage is 1% of 100%. However,"2.From Newspaper 2 out of 50 were get influenced whose percentage is 4%. Whereas,"3. Through Internet 40 out of 50 were get influenced whose

percentage is 80% and 7 out of 52 were influenced from other sources whose percentage is 14%. So, overall table and graph shows that most of the respondents were influenced from Internet

➤ OBJECTIVE NO. 2

- To understand the factors with consumers for picking up ONEPLUS over other brands.

Factor	Count	Percentage
Due to Price	20	16.4%
Due to Quality	33	27%
Due to Features	51	41.8%
Due to Design	14	11.5%
Other	4	3.3%
Total	122	100%

Table 5.2

Why did you choose Oneplus smartphone?

122 responses

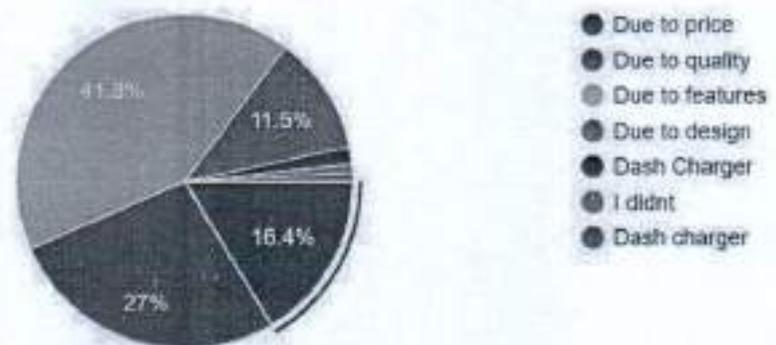


Figure 5.2

RESEARCH FINDING

From the above table and graph we have found that 10 out of 122 of the respondents whose percentage is 19.2% were choose oneplus due to price factor. While 5 out of 52 of the respondents whose percentage is 9.6% were choose oneplus Due to Quality factor of Smartphone. While 24 out of 52 of the respondents whose percentage is 46.2 % of respondents choose oneplus because of due to feature of oneplus phone. While 9

out of 52 respondents whose percentage is 17.3% were choose oneplusDue to design of oneplus Smartphone. And approx. 7.7% of respondents choose oneplus because of other factors like Dash charging.

Research Scope /Limitations

RESEARCH SCOPE

OnePlus, the country's second largest premium smartphone maker, is in talks with local manufacturers for sourcing components as it looks to keep costs low and insulate from duty hikes.

Vikas Agarwal, OnePlus' general manager for India, said the company's local unit is now assembling the entire portfolio of smartphones, and that it wants to move deeper into the 'Make in India' strategy since government policies are clear that duties and taxes will be favourable for local producers.

The government raised the duty on imported smartphones twice in the last three months — from 10% to 20% — a move that forced brands like Apple to increase iPhone prices by over 6%. However, one model — the iPhone SE — escaped the price increase as it's assembled locally.

According to Agarwal, most premium phone brands in India are in a chicken-and-egg situation since they do not have sales volume to justify local assembly, except the entry-level models.

India is the largest market for OnePlus, having accounted for over 35% of its global sales of \$1.4-billion in 2017, when its global sales had doubled.

Having achieved over 62% share in e-commerce sales of premium smartphones in India, China's OnePlus is now betting on offline stores to drive growth in the country.

OnePlus India general manager Vikas Agarwal said with such high share in online premium smartphone market, further growth will depend on expansion of online penetration. "Hence, the opportunity to grow in offline is much more where we have much more scope to increase penetration," he said.

LIMITATIONS OF THE STUDY

Although sincere efforts have been made to collect the maximum information from the respondents, but even then the report is subject to following limitations.

- In this project, I have tried to present facts with figures penetrating to my survey skills it has some limitation which are there in this project need identification.
- The sample survey is done on a very small number of people thus the results drawn may be different from the opinion of the universe.
- Some people were not at all cooperative.
- Lack of time and other resources as it was not possible to conduct survey at large level.

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APPENDICES

QUESTIONNAIRE

A STUDY OF CONSUMER PREFERENCE TOWARD ONEPLUS SMARTPHONES

Name :

E-Mail:

Occupation:

Gender:

1. What is your age group?

- 11-15
- 16-20
- 21-35
- Above 35

2. What is your/your family's Income?

- Below 5 lakh per annum
- 5-10 lakh per annum
- 10-15 lakh per annum
- 15-20 lakh per annum

3. Do you have smartphone ?

- 4
- 5

14. Suggestion/Problems, if any

DEPARTMENT OF COMMERCE
PATTAMUNDAI COLLEGE, PATTAMUNDAI
SESSION 2021-22
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4	Aju Malik	1903010140020004	Aju Malik
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6	Akash Rout	1903010140020006	Akash Rout
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PROJECT REPORT ON

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12	Debasish Kar	1903010140020033	Debasish Kar
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