

Customer Satisfaction towards OnePlus Mobile Phones Market in India

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Abstract — The smartphone industry is intensely competitive, with brands constantly innovating to meet evolving consumer expectations. OnePlus has emerged as a significant player in the premium segment, particularly in India. This study aims to analyze the level of customer satisfaction towards OnePlus mobile phones by examining factors such as product quality, features, pricing, and after-sales service. A descriptive research design was employed, utilizing a structured questionnaire to collect primary data from 100 OnePlus users. Data analysis was performed using percentage analysis. The findings reveal a high level of overall satisfaction among users, with key strengths being camera clarity (53%), specifications (41%), and product quality (35%). A significant majority of users (85%) reported being satisfied or highly satisfied with the product quality, and 76% expressed a preference for OnePlus over other brands. However, perceptions on pricing were mixed. The study concludes that OnePlus enjoys strong brand loyalty and customer satisfaction, driven primarily by its high-quality hardware and performance, though continuous improvement in service aspects is recommended for sustained growth.

Keywords — Customer Satisfaction; OnePlus; Smartphones; Brand Loyalty; Product Quality.

1. Introduction

The global smartphone industry has witnessed exponential growth and innovation over the past decade, transforming from a market focused on basic handsets to one driven by cutting-edge technology and user experience. In this highly competitive landscape, OnePlus has carved a unique niche for itself. Launched in 2014, the brand rapidly gained traction, and by 2017, it led India's premium smartphone market with a 48% share in Q4, as reported by IDC. The brand's strategy of offering high-end specifications at a relatively competitive price, often termed as a "flagship killer," disrupted the market. Understanding the factors that drive customer satisfaction is crucial for any brand's longevity and success. This research paper presents a detailed analysis of customer satisfaction levels among OnePlus mobile phone users, exploring the key determinants of their purchase decisions, their perceptions of the product's value, and their overall loyalty to the brand. The study provides valuable insights into the strengths of the OnePlus brand and areas potential improvement.

2. Literature Survey

The foundation of this research is supported by existing studies on consumer behavior in the smartphone market. The 91mobiles Consumer Insights Survey (2018) found that over 90% of OnePlus customers were satisfied with the value for money and performance of their devices, with high intent to repurchase [1]. An India Today Survey (2019) reinforced this, indicating that around 80% of users were satisfied, citing high performance (88%), battery life (70%), and after-sales service (79%) as key strengths,

highlighting strong brand loyalty [2]. A Statista Report (2020) ranked OnePlus among the top brands for customer satisfaction in India's premium segment, noting appreciation for its design, display quality, and pricing [3].

Academic research by Singh & Kaur (2021) concluded that performance, features, and pricing are the most critical factors influencing smartphone satisfaction, with OnePlus successfully capturing the youth market through innovation [4]. However, a contrasting view emerges from user-generated content on platforms like Reddit (2022-2023), which, while praising the hardware and performance, frequently cites issues with after-sales service, delays in spare parts, and inconsistent communication from service centers [5]. This study builds upon this existing literature to provide a current and grounded analysis of customer satisfaction.

3. Research Methodology

This study employs a descriptive research design with the primary objective of analyzing customer satisfaction levels among OnePlus users. The study utilizes a mixed-methods approach, relying on both primary and secondary data to ensure comprehensiveness and reliability.

3.1 Data Collection

Primary data was collected through a structured questionnaire distributed to a sample of 100 respondents who are current users of OnePlus mobile phones. The questionnaire was designed to capture demographic

information and gauge satisfaction across various parameters, including product features, pricing, and service. Secondary data was gathered from industry reports, academic journals, and previous survey findings to provide context and support the primary research.

3.2 Sampling

The study used a purposive sampling technique to target specific OnePlus users. The sample consisted of 100 respondents, with a demographic breakdown of 59% female and 41% male. A majority of respondents (69%) were undergraduates, and 67% were students, with 59% having a monthly income below ₹15,000.

3.3 Data Analysis

The data collected was analyzed using statistical tools, primarily percentage analysis. The results are presented in the form of tables and charts for clear interpretation and discussion.

4. Results and Discussions

The analysis of the collected data provides significant insights into the customer profile and their satisfaction levels.

Customer Profile: The typical OnePlus user in this sample is a female (59%), undergraduate student (69%) aged between 21-30 years (49%) with a monthly income below ₹15,000 (59%).

Brand Awareness and Choice: Advertisement (36%) and personal recommendation (34%) were the primary sources for learning about OnePlus. The main reasons for choosing the brand were its technical specifications (41%) and good quality (35%), indicating a performance-driven consumer base.

Product Satisfaction: The most liked feature was camera clarity (53%), followed by battery durability (28%). An overwhelming 85% of respondents were either Satisfied (43%) or Highly Satisfied (42%) with the overall quality of OnePlus mobiles, with 0% reporting dissatisfaction.

Pricing Perception: Perceptions on pricing were divided. While 36% felt the phones were not costlier than other brands, an equal 32% felt they were, and 32% were unsure. Among those who found them costly, 55% still considered the cost to be "moderate" against their budget.

4.5 Loyalty and Advocacy: A strong majority (76%) stated they would prefer OnePlus for their next purchase, and 78% would recommend the brand to others. Of those who would recommend, 64% would "Highly Recommend" it.

Table 1: Key Satisfaction Indicators

Parameter	Highly Satisfied	Satisfied	Neutral	Dissatisfied
Product Quality	42%	43%	15%	0%
Query Resolution	22%	51%	25%	2%

5. Conclusion

This study concludes that OnePlus enjoys a high level of customer satisfaction and strong brand loyalty among its user base. The brand's success is predominantly driven by its core product strengths: superior camera quality, high-performance specifications, and overall build quality. The target demographic of young, educated users is highly receptive to this value proposition. The findings align with previous industry surveys that praise the brand's hardware.

However, the study also identifies areas for attention. The mixed perception regarding pricing suggests that while users see value, the brand must carefully balance its pricing strategy as it moves into more premium segments. Furthermore, while product quality satisfaction is exceptionally high, satisfaction with customer service and query resolution, though still positive, is relatively lower. This indicates a potential gap between hardware excellence and service delivery.

To maintain its competitive edge, OnePlus should continue to innovate in product development while simultaneously investing in and strengthening its after-sales service network and customer support processes. This holistic approach will ensure that the brand not only acquires customers but also retains them through an exceptional end-to-end experience.

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