

INTERNSHIP REPORT

On

Study on Measuring Brand Awareness of OPPO Bangladesh



Submitted to:

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On

**STUDY ON MEASURING BRAND
AWARENESS OF OPPO BANGLADESH**

LETTER OF TRANSMITTAL

April 7, 2018

Md. Tamzidul Islam,

Associate Professor,
Department of MBA
Brac University,
Dhaka, Bangladesh

Subject: Submission of Internship Research Report entitled “Study of Measuring Brand Awareness of OPPO Bangladesh Communication Equipment Co. Ltd.”

Dear Sir,

Attached is the report made for internship program entitled “Study of Measuring Brand Awareness of OPPO Bangladesh Communication Equipment Co. Ltd.”. In this report, a general survey has been conducted among different age groups coming from different occupations to study how much they know about the brand OPPO.

I am thankful to all those persons who provided me important information’s and gave me valuable advices. I would be happy if you read the report carefully and I will be trying to answer all the questions that we have about the report.

I have tried my level best to complete this assignment meaningfully and correctly, as much as possible. I do believe that my tiresome effort will help us to get ahead with this sort of venture. In this case it will be meaningful to me. However, if you need any assistance in interpreting this report please contact me without any kind of hesitation.

Sincerely yours,

Tehsin Musavee

ID: 15364028

MBA

LETTER OF ENDORSEMENT

The Internship Research Report entitled “Study of Measuring Brand Awareness of OPPO Bangladesh” has been submitted to the Office of Career Services & Alumni Relations(OCSAR), in partial fulfillment of the requirements for the degree of Master of Business Administration, Major in Marketing, Faculty of Business Administration on spring, 2018 by Mr. Tehsin Musavee, Id # 15364028. The report has been accepted and may be presented to the Internship Defense Committee for evaluation.

As the internship supervisor of him, I am very much happy with his works. All the works done for this report has been done by him under my direct supervision, and changes were made wherever required as per my instruction. The total report is based on a survey conducted with a sample of 200 belonging to different age groups. The survey has been done via google docs and the result is absolutely genuine.

Md. Tamzidul Islam

Internship Supervisor

ACKNOWLEDGEMENT

I would Like to express my deepest appreciation to all those who provided me the possibility to complete this report. I would like to give special gratitude to my department head Mr. Bruce Lee who has supported me all through to make my study and findings more accurately. His contribution in stimulating suggestions and encouragement, helped me to coordinate my report writing.

Furthermore, I would like to acknowledge with much appreciate the crucial role of the people, whose precious time helped me to collect the survey data from different age groups. Their constant pushing and request is the ultimate result to make the sample size of this survey to 200. Fariha, Sumon, Rakik, Shojib from my branding department and other colleague's contribution is beyond thanking. Special thanks sister Tesnim who helped me to collect data from the university level.

Last but not the least, many thanks go to my internship supervisor Md. Tamzidul Islam who has invested his full effort in helping me all the way in preparing this report with his valuable suggestions and guidelines. I have to appreciate the guidance given by him.

EXECUTIVE SUMMARY

Customer is the king. And thus, brands strive to make them established among the mind of the customers in every possible way they can. The term “Brand Awareness” has so much importance nowadays that without establishing it, one can’t think of being established in the competitive world also as a separate entity. In this report, it has been tried to find how the consumers perceive about the Brand “OPPO”. And to find this out, a research has been conducted in several stages and based on that research, some recommendations have been to reduce the loopholes.

OPPO is a leading smartphone brand who has started their journey in Bangladesh from the year 2014. Currently, they are ranked as the 4th smartphone brand globally. They always thrive to bring newer technology for their consumers. That’s why their slogan says, “Let the extraordinary hearts enjoy the beauty of technology”.

The introductory part this research states the overall introduction and product features of OPPO in Bangladesh. This includes the organizational overview, history, vision, mission, values, innovations and Brand positioning strategy of OPPO.

As OPPO has completed almost three and half years in Bangladesh, it is prime time to do a research and find out the journey they have made till now. A good image for the brand is very important for existence. So, to check how much the people of Bangladesh is actually aware of the brand OPPO, the research is very important. A research is made with a sample size of 200 to make the results more efficient and authentic.

The first phase of this research includes the rationale, objective, data collection method etc. Here all the details about the sample size and sampling techniques have been described thoroughly.

Branding is always important for any brand to promote itself. Every brand follows a branding strategy that may differ from their competitors in the market. The branding concept is evolving with time. With newer technological changes, branding types are also changing.

The second phase of this research report includes the different theories on branding that has kept on changing with time. It also provides some theoretical strategies that the brands follow.

The third phase of this research includes the overall analysis of the report. This analysis part has been completed on the basis of a research questionnaire where all the relevant questions based on the Brand

Awareness of OPPO and other competitor brands have been set. This analysis has been done on 200 respondents and a comparative scenario of OPPO and other competitor brands have been derived out of it.

The next phase of this research includes the findings of this research; how OPPO stands comparative to other smartphone brands in the mind of the customers. A clear picture has been acquired on the basis of this findings and based on that, several recommendations have been made so that OPPO can stand out of the crowd as a distinct and well reputed brand.

And in the last phase of this report, a conclusion has been drawn about the current competition and how OPPO is performing in this situation.

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INTRODUCTION: ORGANIZATION OVERVIEW

OPPO Electronics Corporation, commonly known as OPPO, is a Chinese consumer electronics brand. The OPPO industrial park is based in the Guangdong province. The industrial park stands on a massive area with its production as well as research & development units.

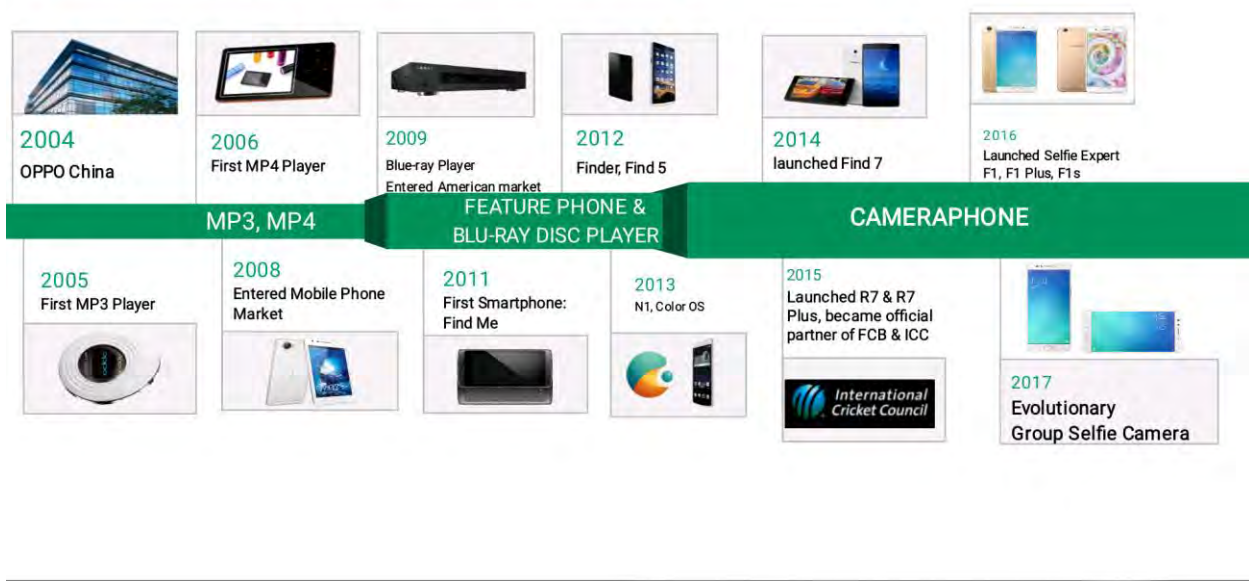
BBK Corporation is the parent company of OPPO. BBK got established in the year 1995. This multinational specialized company is specialized in electronics with their vast range of products such as television, mp3 players, digital cameras and more. The other subsidiaries of BBK apart from OPPO are VIVO and One Plus. The headquarter and production base of BBK is established in Chang'an, Dongguan. BBK is a giant organization in China, who is one of the biggest tax payers to the government of the people's republic of China.

HISTORY

In the year 2001, OPPO registered their name globally in Sweden. And in the year 2004, OPPO finally established in China. With a strong passion for exploring the unknown world, OPPO has tapped into fields such as MP3s, MP4s, high-end videos & audios, phones and mobile internet. In 2005, OPPO launched their first product MP3, followed by MP4 in the year 2005. OPPO entered the mobile industry in the year 2008. In 2009, OPPO entered the American market with their classy blur-ray players. This product helped OPPO to get recognition in the American market as a leading electronics giant. In 2011, OPPO launched their first smartphone along with their mobile internet product called "Keke". From the year 2012, OPPO has prioritized their smartphones products with great innovations and by this time has made their position with good image.

Presently, OPPO has expanded their operation in 28 countries all over the globe with south-east Asia and south Asia being the prime consent. Apart from these, they are running their operations in some parts of Australia, Africa, middle east & north America.

The History of OPPO



VISION & MISSION

“TO become a healthier, long-term sustainable enterprise representing China in the world market” – This is the vision of OPPO. The vision demonstrates the goal of OPPO. They want to establish not only their brand name, but also want to let the world market know the higher & better quality that a Chinese brand can offer.

“To allow extra-ordinary people enjoy perfect technology” – This is the mission of OPPO. OPPO believes in random and constant innovation. They want their users to get to experience of extra-ordinary taste, exquisite pursuit and perfect determination. They ensure that every product should be of high-quality and be a style of art.

VALUES

“BENFEN”– That’s the only term when OPPO thinks about their values. Basically, BENFEN means always doing the right thing in the right way, valuing the cooperation without taking advantage of others. BENFEN means more than just integrity. Even in the absence of promises, the right thing will naturally be done.

OPPO considers zero tolerance policy for corruption, attacking other competitors and doing other part-time jobs. OPPO believes that attacking competitors will not make their own brand better, but instead will confuse and worsen the consumer’s trust for the technology world.

INNOVATIONS

Striving for perfection is what drives OPPO towards innovation. OPPO has a pretty strong and large R&D team consisting of around 1500 members. They follow open innovations, even grassroots innovation is also encouraged. About 30% of the R&D budget is poured into technology pre-research.

The patent portfolio of OPPO includes deploying important patent technologies, purchase/exchange patents and participating in 5G standard formulation. According to the press conference held by the State Intellectual Property Office of P. R. China on January 14, 2016, Guang Dong OPPO Mobile Telecommunications Co. Ltd. Ranked 4th among all and 2nd among the telecommunication companies for the number of patent applications for inventions. According to the report of 2016, they ranked 6th among all.

BRAND MISSION & POSITIONING

“Delivering a delightful experience through meticulous design & smart technology.”

OPPO follows a variant strategy for branding their products to their consumer target group. They maintain a strong brand guideline and tries to maintain a good image. They also follow a no discount policy in the market for their product sales.

From the brand positioning point of view, OPPO strictly sticks to 4 points in showcasing their product. Those are:

- **Trendsetting:** The love for beauty drives them hugely. Their desire is to create beautiful products both inside and outside. The products are stylish, with cutting-edge designs and always tries to stay a step ahead from their competitors.
- **Young at Heart:** they try to maintain a youthful outlook by being curious, vibrant, free & open.
- **Meticulous:** They act like creating a masterpiece while designing their products. It's not about the look only, but also how the product will feel is equally important.
- **Innovative:** OPPO believes that innovation is not only about the next game changing breakthrough, rather it is about smartly applying the right technology with purpose.

PRODUCT RANGE

OPPO products are considered to be of premium quality. The product offers are also of premium range. Psychological pricing or odd pricing is the strategy followed by OPPO. In Bangladesh, currently they are offering 7 products of different ranges that starts from BDT 11990 up to BDT 32990. All of these products are smartphones, as they don't focus or manufacture low priced smartphones or bar phones.

ACHIEVEMENTS

OPPO is a member of OHA (Open Handset Alliance). For excellence technological advancement, OHA said, "OPPO designs & manufactures innovative digital devices that convey a sense of youthfulness and excitement for its customers in China as well as worldwide."

In the year 2013, the OPPO N1 received huge recognition from all the sectors. It received the CNET Editor's Choice award, where it was said "The OPPO N1 easily takes the cake as this year's most innovative smartphone." The Android Authority claimed "There is some real out of the box thinking here."

OPPO has gained popularity for their innovations in the designs, fast charge technology (VOOC) and the photography. Over time OPPO has emphasized much on the selfie technology to gain pace with the recent trends. The “5 Firsts” in selfie innovation are:

- OPPO was the first to offer built-in beautify software technology in 2012. This beautification function eventually became the standard for other android phone brands and can be found in many android models today.
- The first to introduce a 5MP front camera in 2012, with Ulike2 for the selfie addicts.
- Released 13MP rotating camera smartphone.
- Released 16MP motorized rotating camera smartphone.
- In 2017, released the first selfie expert with 120 degree wide-angle & 16MP dual camera.

Apart from these, a pure borderless visual form with a stunning Skyline notification light in Find7, and “six-string” antenna lines made for seamless metal body for R9 series are notable.

The revolutionary introduction of the VOOC technology actually made the world believe that charging can be done in short time. This is a trendsetter in the mobile industry.

As per IDC report, OPPO has been ranked as No. 4 smartphone brand globally in shipment volume for 2 years since 2015. There are more than 200,000,000 global users. According to the end of 2016, OPPO shipped more than 200 million smartphones around the world, with a major percentage of users being under 40.

CURRENT OPPO PRODUCTS IN THE MARKET

SPECIFICATIONS of OPPO A37	
Price	11990
OS	Android 5.1, Color OS 3.0
Network	2G/3G/4G
CPU	Qualcomm Snapdragon (410), 64-bit, Quad core 1.2 GHz
GPU	Adreno 306
RAM	2GB LPDDR3
ROM & SD Card	16 GB, 128 GB
Screen	5"
Resolution	720 x 1280 pixels
PPI	294 PPI
Camera	8MP rear; 5MP front
Battery	2630mAh (non -removable)



SPECIFICATIONS of OPPO A71	
Price	14990
OS	Color OS 3.1, Android 7.1.1 (Nougat)
Network	2G/3G/4G
CPU	MTK 6750 Octa core 1.5 GHz
GPU	Mali MT860
RAM	2GB
ROM & SD Card	16GB, 256GB
Screen	5.2"
Resolution	720 x 1280 pixels
PPI	282 PPI
Camera	13 MP rear ,5 MP front
Battery	3000 mAh (non -removable)



SPECIFICATIONS of OPPO A57	
Price	18990
OS	Android 6.0; Color OS 3.0
Network	2G/3G/4G
CPU	Qualcomm Snapdragon 435; Octa Core 1.4 GHz
GPU	Adreno 505
RAM	3GB
ROM & SD Card	32GB, 256GB
Screen	5.2"
Resolution	720 x 1280 pixels
PPI	282 PPI
Camera	13 MP rear, 16 MP front
Battery	Non-removable Li-poly 2900 mAh



SPECIFICATIONS of OPPO A83	
Price	19990
OS	Color OS 3.2 Based on Android 7.1.1 (Nougat)
Network	2G/3G/4G
CPU	Octa-Core 2.5GHz Media tek Helio P23
GPU	Mali G71 950MHz, 2-Cores
RAM	3GB
ROM & SD Card	32GB, 256GB
Screen	5.7"
Resolution	720 x 1440 pixels
PPI	282 PPI
Camera	13 MP rear ,5 MP front
Battery	3000 mAh (non -removable)



SPECIFICATIONS of OPPO F3	
Price	20990
OS	Android 6.0; Color OS 3.0
Network	2G/3G/4G
CPU	MTK 6750T; Octa-core: 1.5GHz
GPU	Mali-T860MP2
RAM	4GB
ROM & SD Card	64GB, 256GB
Screen	5.5"
Resolution	1080 x 1920 pixels
PPI	401 PPI
Camera	13MP rear; 16+8MP Front
Battery	Non-removable Li-Poly 3200 mAh



SPECIFICATIONS of OPPO F5 Youth	
Price	21990
OS	Color OS 3.2 Based on Android 7.1.1 (Nougat)
Network	2G/3G/4G
CPU	Octa-Core 2.5GHz Media Tek Helio P23
GPU	Mali G71 950MHz, 2-Cores
RAM	3 GB LPDDR4x - 1866MHz
ROM & SD Card	32GB, 256GB
Screen	6"
Resolution	2160 x 1080 Pixel
PPI	402 PPI
Camera	Front: 16 MP, Rear :13 MP
Battery	3200 mAh Li-PO, (Non-Removable)



SPECIFICATIONS of OPPO F5	
Price	24990
OS	Color OS 3.2 Based on Android 7.1.1 (Nougat)
Network	2G/3G/4G
CPU	Octa-Core 2.5GHz Media Tek Helio P23
GPU	Mali G71
RAM	4 GB
ROM & SD Card	32GB, 256GB
Screen	6"
Resolution	2160 x 1080 (FHD+)
PPI	402 PPI
Camera	Front: 20 MP, Rear :16 MP
Battery	3200 mAh Li-PO, (Non-Removable)



SPECIFICATIONS of OPPO F5 Heavy	
Price	32990
OS	Color OS 3.2 Based on Android 7.1.1 (Nougat)
Network	2G/3G/4G
CPU	Octa-Core 2.5GHz Media Tek Helio P23
GPU	Mali G71
RAM	6 GB
ROM & SD Card	32GB, 256GB
Screen	6"
Resolution	2160 x 1080 (FHD+)
PPI	402 PPI
Camera	Front: 20 MP, Rear :16 MP
Battery	3200 mAh Li-PO, (Non-Removable)



SPECIFICATIONS of OPPO F3 Plus	
Price	40900
OS	Android 6.0; Color OS 3.0
Network	2G/3G/4G
CPU	Qualcomm 635 Pro MSM6976 Pro; Octa core: 1.95GHz
GPU	Adreno 510
RAM	4 GB
ROM & SD Card	64GB, 256GB
Screen	6"
Resolution	1080 x 1920 pixels
PPI	367 PPI
Camera	16MP rear; 16+8MP Front
Battery	Non-removable Li-Poly 4000 mAh



1. INTRODUCTION TO THE STUDY

1.1 RATIONALE OF THE STUDY

Who we are, and whatever we stand for is a really important aspect in the modern world. It is the name that actually represents us in the global platform. And when that name stands for something, for a greater good, we name that as a “BRAND”.

A Brand is the name that differentiates one from others. It is a form of symbol or sign intended to identify itself for the services and products.

With the rapid development & advancement in technology, smartphones have become a daily need. As a result of which, many smartphone brands are emerging in the industry to extend their business. But it is becoming very difficult to sustain in the market for a longer period. It is the top-class brands, who will be making their positions in the customers mind with their brand names. For this purpose, measuring the brand awareness is mandatory for the them. This will not only help them to get an idea of their competitors in the market but will also help them to understand their flaws and rectify them in time.

OPPO being a global smartphone brand has extended their business in 28 countries. They have started their business operations from the final quarter 2014. Its almost three and half years passed. In the meanwhile, more number of brands has entered this smartphone industry and trying to make their position.

As I am working here for the start, doing a research on the acceptance and popularity among the consumers for OPPO in Bangladesh will be very fruitful in understanding the current scenario.

Hence, a survey to keep up with the brand awareness is necessary which will not only help in understanding the position but will also facilitate to adopt strategies according to the consumer's needs. If the brand listens to its consumers, consumers will definitely return positive response towards the brand and the brand loyalty will also increase.

1.2 STATEMENT OF THE PROBLEMS

The market power lies with the brand names in the emerging knowledge-based economy. Study of brand awareness has become an essential part in market planning. With time, the needs and preferences of the consumers are changing rapidly.

The realistic side of the problem is to know the acceptance level of the customers towards the brand. This study will to some extent help us to know the customers' acceptability towards the brand, with which a different strategy can be taken to create more awareness of the brand OPPO and rectify the previous communication gap and mistakes among the customers.

This study is to understand the actual acceptance of the brand OPPO among customers of different age ranges. This also explains what they understand by brand and how they make the purchase decisions. This will help to make improvements in brand awareness and will create more loyal customers.

This research attempts to find the awareness of the brand OPPO among the local consumers.

The basic objectives of this research are:

- Understanding the concept of Brand among consumers.
- The brand image of overall smartphones among consumers.
- Familiarity and acceptability of the brand OPPO among consumers.
- The means of reach of OPPO.
- The definition of OPPO among consumers.
- Brand awareness of OPPO.

1.3 SCOPE AND DELIMITATION OF THE STUDY

The smartphone market in the country is getting bigger day by day. More number of brands are emerging in the market. The sample size of this research survey is sufficient to understand the nature of smartphones uses in the current market. This will give us an idea of the purchase pattern of the customers. Through this research, we can get an idea of the most popular smartphone brand in the current market, along with how much idea the customers have regarding the brand OPPO. It also will help to understand the communication gap among the customers and OPPO.

The customers are various minded with different needs. Though a sample size of 200 seems ok, but some other target group thinking's might have been missed. Sometimes the surveyed also gets annoyed while filling up the form with accurate information. Hence, to some extent actual data might not have been provided.

1.4 OBJECTIVES OF THE REPORT

The primary objective of this research is to measure the brand awareness for the brand OPPO in Bangladesh. The following points would be addressed throughout the research:

- How the brand OPPO is recognized among the customers?
- Popularity among the customers.
- Mode of effective communication of OPPO among the customers.

The secondary objective of this research is to know the brand positioning for the brand OPPO with its other competitors in the market. The following points would be addressed throughout the research:

- Comparison of OPPO with competitor brands.
- Position of OPPO among all brands from customers point of view.
- Current market share of OPPO users.

2. LITERATURE REVIEW

Identity is the most valuable thing to anyone. A man without a name is unrecognizable in this modern world. His name, his qualities, his attitudes are all that makes him a dignified figure to stand out from others.

In today's competitive market, it has also become an important aspect to stay alive. And to stay alive, their names should be in the hearts of the consumers. This might be an identity for them to express who they really are, but to the consumers, they are a "BRAND".

Now comes the point what brand is. According to the American Marketing Association, brand stands for "A name, term, design, or any other feature that identifies one seller's good or service as distinct from those of other sellers. The legal term of brand is trademark. A brand may identify one item, a family of items, or aa items of that seller. If used for the firm as a whole, the preferred term is trade name."

According to Ann Handley, author of Marketing Profs, "Brand is the image people have of your company or products. Its who people think you are."

Phillip Kotler, author of Marketing Management, explains "A brand is a name, term, symbol, or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of the competitor."

For the brand to be alive, it has to be present in the mind of their customers. Once a brand is established, it becomes more important to maintain the goodwill and be in the hearts of their customers. For this constant presence in mind, different brands take different initiatives. The brands believe in the saying "Out of sight, out of mind". Their activities are for their customers to make them aware of their existence. This series of activities is what we call "Brand Awareness".

According to Phillip Kotler, "Extent to which a brand is recognized by potential customers and is correctly associated with a particular product. Expressed usually as a percentage of target market, brand awareness is the primary goal of advertising in the early months or years of product's introduction."

The branding and marketing concept has been changing over time over years. The strategies of different brands are evolving with time. Whatever was the strategy in the 19th century has totally changed in this 21st century. Still, there are certain important components of branding that plays the most vital roles in establishing the brand.

- **Brand Identity:**

How the brand must be perceived is what truly stands as brand identity. Its like a promise made to the customers by the brand. The identity needs to be matched with the projected image to the customers. Brand identity is just like setting up the guidelines and be with it consistently. The message the brand wants to deliver should be clear in the customers mind. It can be just like a logo that represents it.

- **Brand Image:**

Brand image is the current situation of how the identity is perceived by the customers. Creating an image and maintaining it is really important. An identity need time to be created, but it is a matter of second or a small mistake that can destroy the reputation. Creating a brand image has a direct impact of the customer towards the brand. Constant positive communication is required to create a strong brand image.

- **Brand Character:**

Character is the backbone of any figure. It is the definition how they make focus onto to stay on the ethical path. If someone is not steady internally, the external output will be of no value. Any brand having a strong character will not disturb the market through unethical means, and their trustworthiness, integrity & honesty will be perceived by the consumers.

- **Brand Culture:**

Brand is something to be perceived by the common consumers. Characteristics is something that is passed on through learning and following. In other words, characteristics is developed through the norms and means of any culture. Hence, any brand must focus on the cultural values of their consumers and shouldn't harm them.

- **Brand Personality:**

Personality is what actually makes a being to hold strong. It describes how you actually want to present yourself in the eyes of others. Similarly, a brand has also a personality that it needs to maintain to strengthen its position. In case of brand, it may be the marketing activities in customer touch points, or it may be the different strategies like color or logo to showcase itself in their user's imagination.

- **Brand Essence:**

The values and the soul are what makes up the essence of the brand. It should be for long term and should get changes with every communication. This the part where the end user's actually feel for the brand and get emotionally attached.

Keeping up with all these factors and maintaining the image is what makes the equity of the brand. It is the overall gain that is earned in the marketplace. Brands have to do many activities to stay with the consumers. Brands do a lot of advertisements, promotional activities, CSR's just to promote themselves and take their message to the consumers. These all activities done is to make the consumers aware of their brand, which is called Brand Awareness. How the brand is doing in the overall market is measured by the Brand Equity.

In certain intervals, the brands need to check whether the message it wants to deliver to its user's is actually reaching them. In other words, a brand needs to check and measure the brand awareness of their brand. There are certain factors that has direct influence over the brand awareness.

- **Brand Name:**

The name of the brand plays a vital role in attracting the customers. An attractive name of the brand makes it catchy for the customers in grabbing their attention.

- **Advertisement:**

Advertisement is the only direct source of communication means to convey the message to the consumers. There are many advertisement modes of message delivery. It may be through digital platform, billboards or through the direct marketing. In the modern world,

the social media has become an effective mode of advertisement where the brands get greater opportunity in communicating directly with their targeted consumers.

- **Celebrity Endorsement:**

The use of famous and popular celebrities has become a common trend to convey messages to the targeted customers. This attracts the fans to buy their products. A celebrity with a good image makes a lot of new potential customers attracted towards the brand.

- **Promotion:**

This is also an effective means in increasing awareness. Customers always like to feel special. They love some discounts or free gifts with their every purchase. Different brands follow different strategies to promote themselves in the market. It can either be gifts, discounts or even in collaboration with other brands.

- **1st Mover Advantage:**

Doing anything new in the market and staying a step ahead than the competitors has always an advantage. Customers always like new products. A new product also helps to establish their name in the minds of the customers.

- **Mouth of Word:**

The greatest influence is whatever it is coming out from your closer ones. Hence, mouth of word plays an important role in developing awareness among the customers. Testimonials and reviews are also a part of it. If a customer sees that another buyer has positive feedback on the product, it increases the confidence in the customer to buy the product.

- **Customer Intention:**

Intention is one thing from the customers point of view, that changes with time. There is always option for betterment and improvement of the product. Customers always look for the best product within their reach. Due to high competition in the market,

competitors always want to be a step head in delivering a better product and exist in the market.

IMPORTANCE OF MEASURING BRAND AWARENESS:

With the general market being so much competitive and the introduction of numerous brands in the market often, measuring brand awareness has become necessary.

Getting the right message to the competitors is very important. The market has become so critical that if your brand don't take the right step in delivering the accurate message, then the competitors will. Whether it is social media or billboards, no one wants to leave a space to be occupied by the competitor. The fight of brand through words will always go on as everyone tries to establish their brand being the best.



Hence, measuring and evaluating the brand awareness is very much important from time to time to check the brand positioning currently. This will also allow to make the necessary change required as customers' needs also changes over time, along with not giving your competitor to take advantage over you.

3. RESEARCH METHODOLOGY

The research is conducted by collecting both primary and secondary data.

With the help of a well-constructed questionnaire, the primary data was collected. Around 200 people of different age ranges were requested to complete the survey questionnaire to understand the brand awareness level of the brand OPPO.

The secondary data is collected from the OPPO official website and different corporate records, brochures and other reports of the company.

The detail about the smartphone industry in Bangladesh current situation is taken from an annual report published by a market survey company in India named IDC.

- **Primary Data:**

The primary data was collected through questionnaire. The questionnaire was mostly related to the brand awareness towards OPPO on different features such as familiarity with the brand, how they got introduced to the brand, quality, price, comparison with other smartphones and etc.

- **Secondary Data:**

The secondary data was collected from different sources related to the company both internally and externally. The sources are:

- i) Reports
- ii) Brochures
- iii) Newspaper ads
- iv) Digital ads
- v) Internet

- **Sampling:**

The sample of 200 has been chosen randomly from different parts of Dhaka city coming from different age ranges. Since Dhaka is the heart of the country having most of the big mobile markets, my concentration was on the Dhaka population.

- **Sample Size:**

The sample size has been selected 200 randomly. This will allow in-depth study on the survey for the brand awareness of OPPO. Increase in sample size would have given a better result in understanding the brand awareness, but this sample size will do good in bringing actual result.

- **Sampling Technique:**

OPPO stands for unique youth design. Their main target group is the youth ranging between the ages from 18 up to 35. Hence, simple random sampling technique is adopted keeping the age range in mind. I tried to cover all the age ranges, but there were some ups and downs.

- **Questionnaire Preparation:**

With the world gone digital, many things have become easier and are available at hand. Targeting a sample size of 200 with a hard copy questionnaire would be pretty hard to collect. But with google form, many things have become easier.

The whole questionnaire is prepared in a google form, which actually has made a lot of things easier for the research.

- **Contact Method:**

The samples involved in the survey are mostly close peoples known to me. Some of them are facebook friends, close friends, relatives & university friends. To get the opinions of the university students, some university clubs were requested who used up their groups to contact.

The link of the google form questionnaire was sent to all these people with the help of facebook messenger, we chat & WhatsApp. The restriction was put in the settings for mandatory sign in to google account so that only one reply from one person is received.

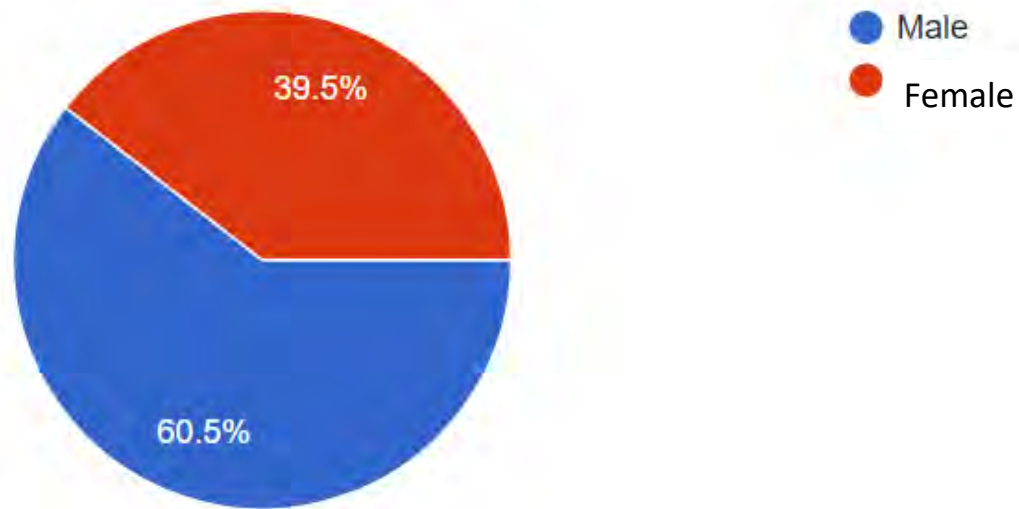
- **Data Collection Process:**

As the questionnaire was prepared in google forms, its was easier to get the updates of the opinions of the surveyed peoples whenever they completed filling up the forms. With the auto update, the result got update automatically in web along with the results translated into percentages and graphical forms.

4. ANALYSIS & INTERPRETATION OF DATA

The total questionnaire was prepared structurally & step by step in order to cover all the fields related to measure the brand awareness of OPPO. So, all the questions were set up chronologically. The total response collected for each question is 200. All the questions were mandatory in order to submit the form to google.

4.1 Please State your gender.

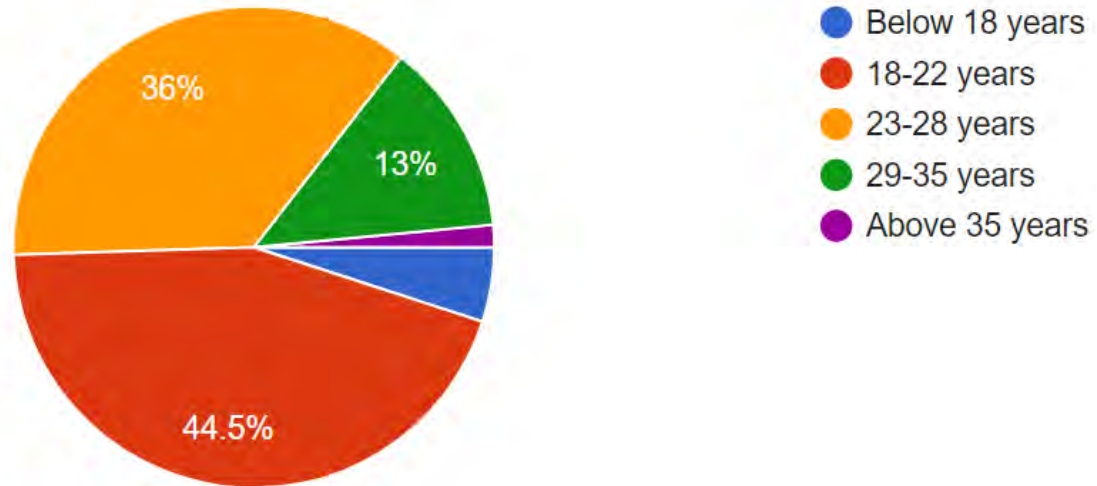


GENDER	MEN	WOMEN
FREQUENCY	121	79
PERCENTAGE	60.5%	39.5%

Analysis:

OPPO being a selfie expert smartphone, girls automatically needed to be questioned as they are mostly interested in the beautify option of the smartphones. But with the selfie revolution in the current era, men have also started to fall in the criteria who also loves to take selfies equally along with the women. The ratio of the surveyed stands strong where men: women is almost at a 60/40 ratio.

4.2 Please state which age range do you fall in.



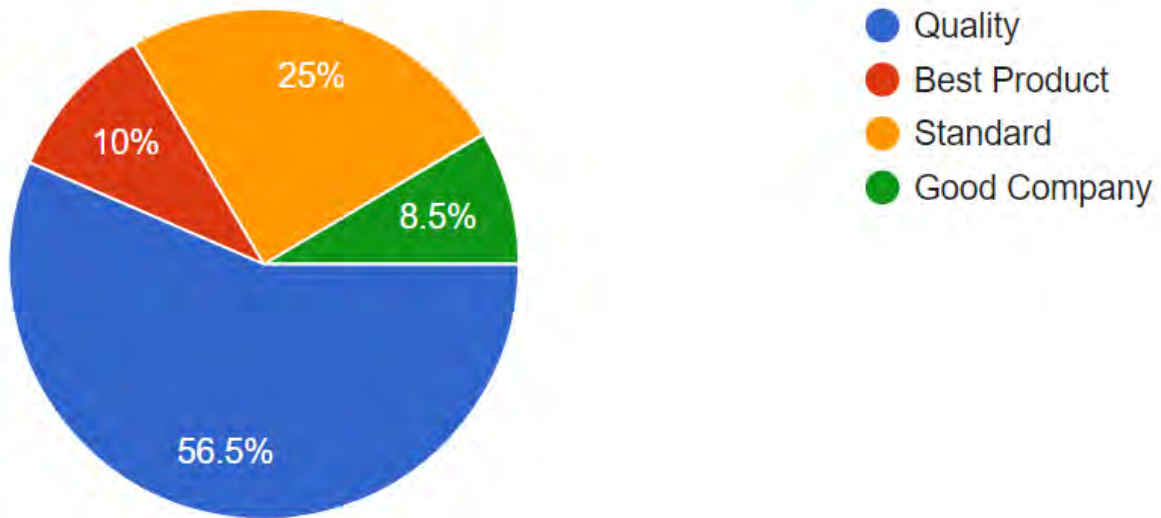
AGE RANGE	FREQUENCY	PERCENTAGE
Below 18 years	10	5%
18-22	89	44.5%
23-28	72	36%
29-35	26	13%
Above 35	3	1.5%

Analysis:

The age range was selected randomly. But slowly the result collected gave the targeted age range for OPPO smartphones. The main target group of OPPO is the youth which falls between the age range of 18 years to 35 years. University students have fascination for new technology, but budget is a barrier in their buying capability. The ages between 23 years to 35 years have the actual capability of fulfilling their desire in buying products.

In the survey, it is noticed that 93.5% of the surveyed falls under the target group of customers of OPPO. The rest 6.5% of the surveyed is not the actual target group but have been included to fulfill the survey results.

4.3 In general, what is your overall understanding in regard to BRAND.



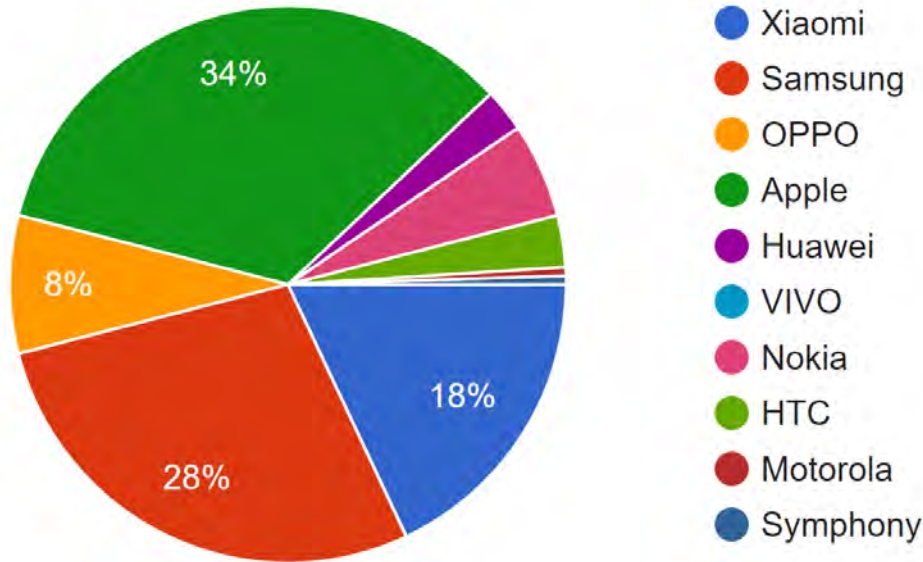
BRAND	FREQUENCY	PERCENTAGE
Quality	113	56.5%
Best Product	20	10%
Standard	50	25%
Good Company	17	8.5%

Analysis:

When asked to the surveyed what does the word BRAND mean to them, the larger portion of 56.5% replied that it is the quality that ensures in building up a brand. Another 25% of the surveyed preferred the maintenance of standards is very important in building up the brand. Remaining 18.5% understands that it is the good company or the best product that makes up a brand.

From the survey results, it is clearly understandable that quality is always the first preference. It is quality assurance that helps in building up a brand. No matter how big company it is, or how best the product is, at the end of the day quality will always be the first preference. Quality is the promise that a brand has to make towards its customers. Thus, trust will be gained, and loyalty for that brand will be achieved.

4.4 Which brand comes to your mind when you think of smartphones?



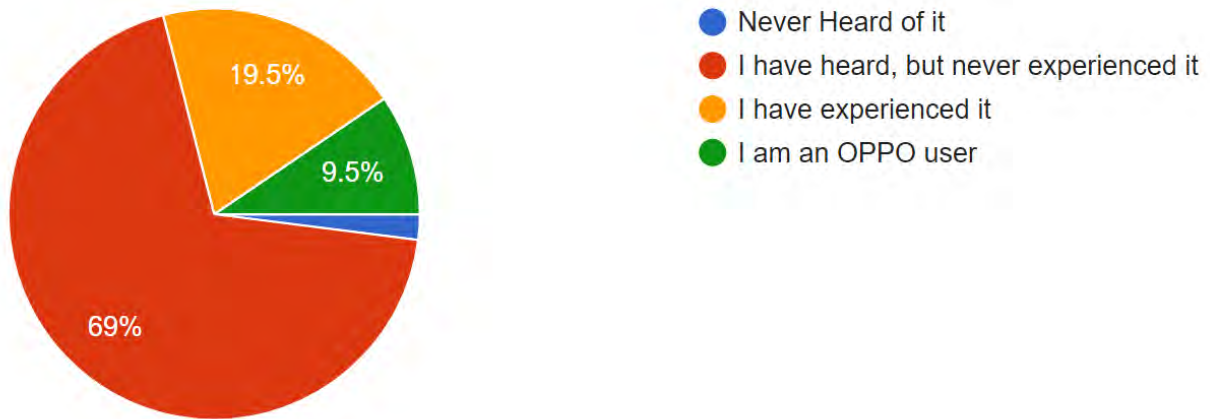
BRANDS	Xiaomi	Samsung	OPPO	Apple	Huawei
FREQUENCY	36	56	16	68	5
PERCENTAGE	18%	28%	8%	34%	2.5%

BRANDS	VIVO	Nokia	HTC	Motorola	Symphony
FREQUENCY	0	11	6	1	1
PERCENTAGE	0%	5.5%	3%	0.5%	0.5%

Analysis:

The survey results prove that to stay alive, you have to be always innovative. Many popular brands of the past decade like Nokia, HTC, Motorola has almost died. Only Apple is the old name among the brands and still topping above all with 34% of the surveyed. Samsung, Xiaomi and OPPO has emerged as the popular brands. Samsung is another old name that is still alive in the hearts of the people with 28%. OPPO has done average in the hearts of the Bangladeshi people and has taken 8% of the list within this pretty short time. This puts OPPO in the 4th place among all smartphones brands in Bangladesh in the customers mind. Globally, OPPO is ranked as the number 4. So, to win more Bangladeshi hearts, OPPO has still a long way to go.

4.5 How familiar are you with the brand “OPPO”?



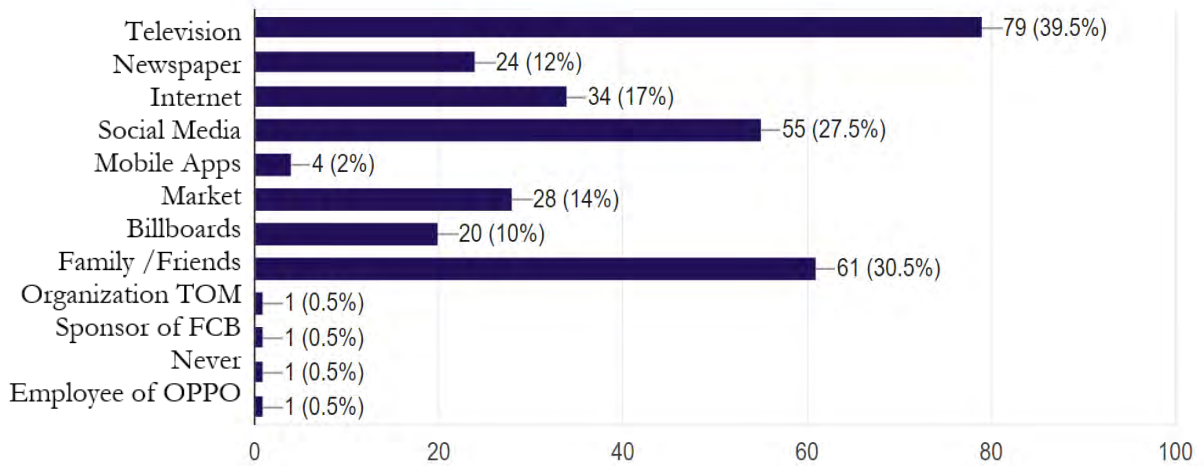
OPTIONS	FREQUENCY	PERCENTAGE
Never Heard of it	4	2%
I have heard, but never experienced it	138	69%
I have experienced it	39	19.5%
I am an OPPO user	19	9.5%

Analysis:

Checking on how familiar are the people of Bangladesh with OPPO, almost every people apart from a small 2% know about the brand OPPO. It is good for a brand with a very less time in the market where people know them as a brand. By this time, OPPO has covered almost most of the major cities in the popular markets. They are still in the process of going to the suburb cities and small towns. But in Dhaka city, their existence is quite visible.

We can see that among 9.5% of the OPPO user, only 8% prefers OPPO as the Brand they think of. So, the users are actually satisfied with the quality and performance of OPPO smartphones. Data collected from the market shows that some customers have still not gained trust in Chinese mobile brands. They like the technology exquisite, but during their purchase they rather prefer to go for the brands that are known to them for long time. A huge portion of 69% of the surveyed have just heard about OPPO but have never experienced it. According to the survey, it is assumed that if they experience OPPO, majority of them will start liking OPPO and might be a user also.

4.6 How did you come to know about OPPO?



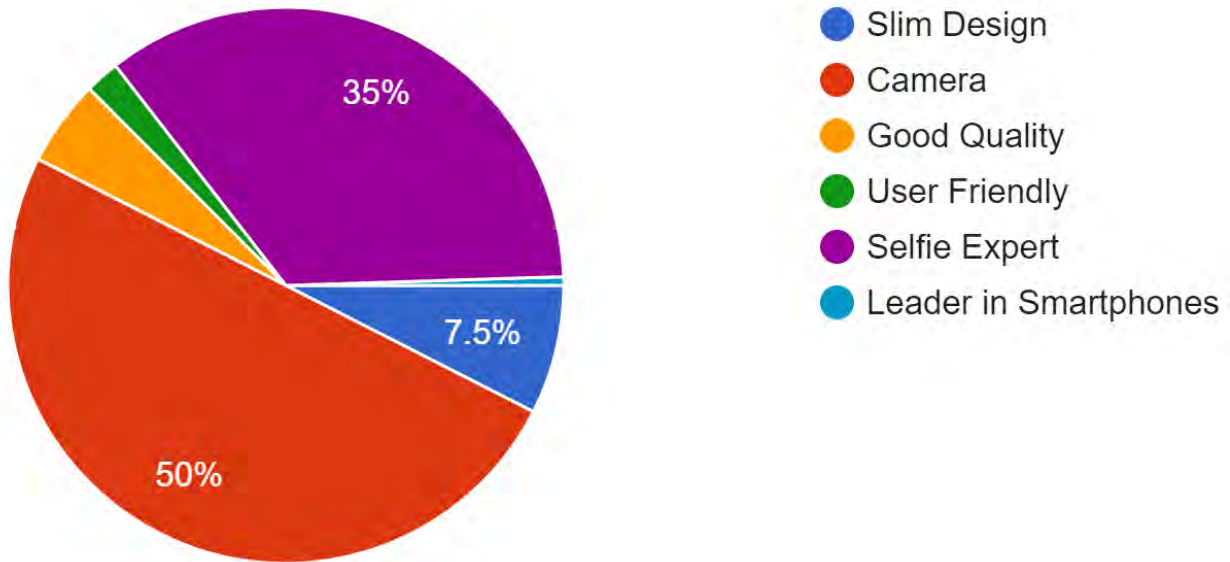
Analysis:

The surveyed were asked to pick 3 options about how they came to know about OPPO. Most of chosen options are television, social media & friends/family. A huge portion of Bangladeshi people follow Indian television channels. OPPO does a lot of advertisement in the Indian channels, and that's how maybe people come to know about them. For the Bangladeshi channels, OPPO did a very few advertisements in some channel, where the campaigns were also for short time.

Mouth of word is a very important chapter for any brand. The survey results also prove that where we can see that 30.5% of the total responses say they came to know about the brand OPPO from their friends and families. It is the quality products that ensured the message of OPPO to this result. In the starting, OPPO only focused on the market coverage. No other means of communication apart from social media was used. Hence, the performance of the smartphones was liked by the users, who forwarded the presence of this brand to their near and dear ones.

The presence of OPPO in the social platform & internet is massive. That's the main part of communication means of OPPO in Bangladesh. This is because they are focusing on this part as the present world is getting more digital day by day. Apart from this, OPPO did some newspaper campaigns which was also for a short period. They are advertising in some mobile apps, but maybe that hasn't grabbed the attention of the people as the means of communication is very recent.

4.7 What is the first thing that comes to your mind about OPPO?



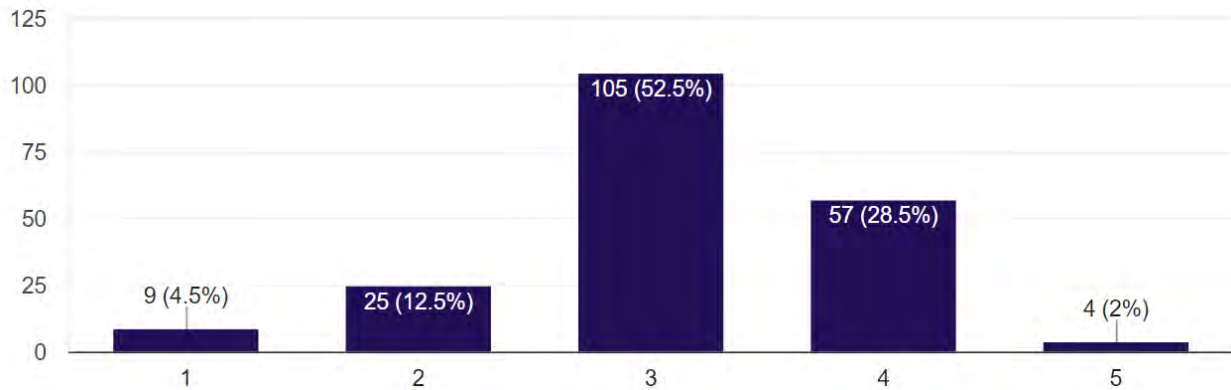
OPTIONS	FREQUENCY	PERCENTAGE
Slim Design	15	7.5%
Camera	100	50%
Good Quality	10	5%
User Friendly	4	2%
Selfie Expert	70	35%
Leader in Smartphones	1	0.5%

Analysis:

OPPO smartphones specializes in their camera. This is general view of the overall market among all the smartphone brands. The tag line for OPPO used to be “Camera phone” which has been changed recently into “Selfie Expert & Leader”. The survey results show that majority of 50% of the people know OPPO for their camera. Only 35% of the surveyed recognize them as the “Selfie Expert & Leader”. Camera usage in the smartphones has become an essential part for the people in this modern era. The focus of cameras has been moved into taking selfies by their own.

But apart from the cameras, OPPO has still a long way to go to become a leader in the smartphone industry.

4.8 How would you rate the quality of OPPO smartphones?



OPTIONS	FREQUENCY	PERCENTAGE
Very low	9	4.5%
Low	25	12.5%
Average	105	52.5%
High	57	28.5%
Very High	4	2%

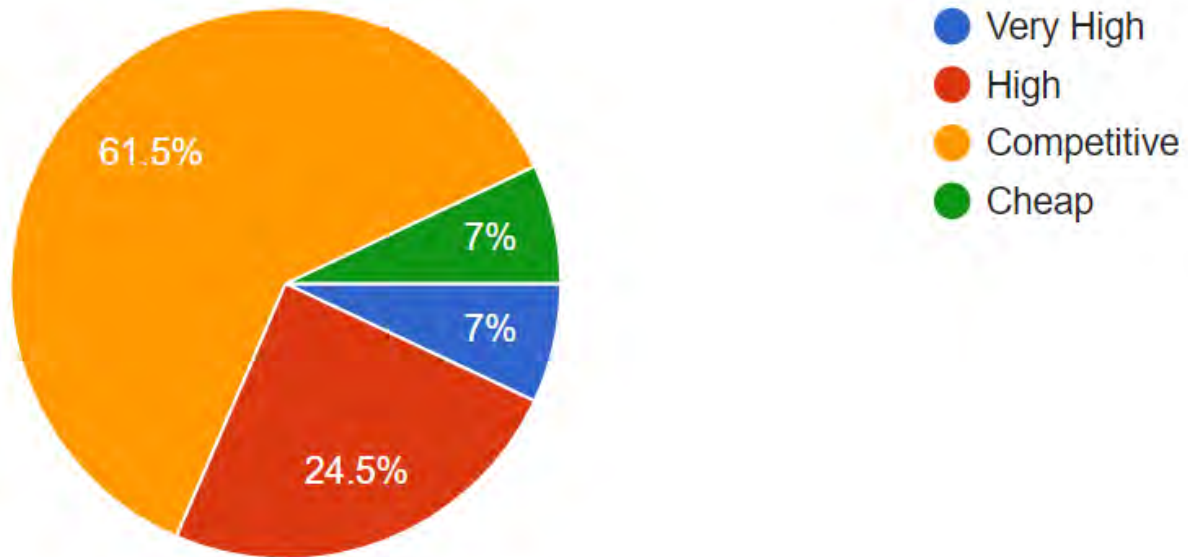
Analysis:

52.5% of the surveyed has rated OPPO smartphones as an average one. 30.5% of the surveyed has rated OPPO as above average, i.e. high or very high. The operating system OPPO phones uses differs from other smartphones. OPPO uses their own operating system called as the “Color OS”. The Color OS is based on the android. Android being an open system allows other brands to make their own changes. But making that change and providing an update on the Color OS take a bit longer than usual.

Another disadvantage of the OPPO smartphones is the use of MediaTek processors instead of Qualcomm. Qualcomm being a more renowned processor chip attracts more individuals to use.

Hence, OPPO needs to work on these criteria to avoid any quality issues and ensure delivering higher quality.

4.9 How is OPPO smartphone priced compared to other smartphone brands?



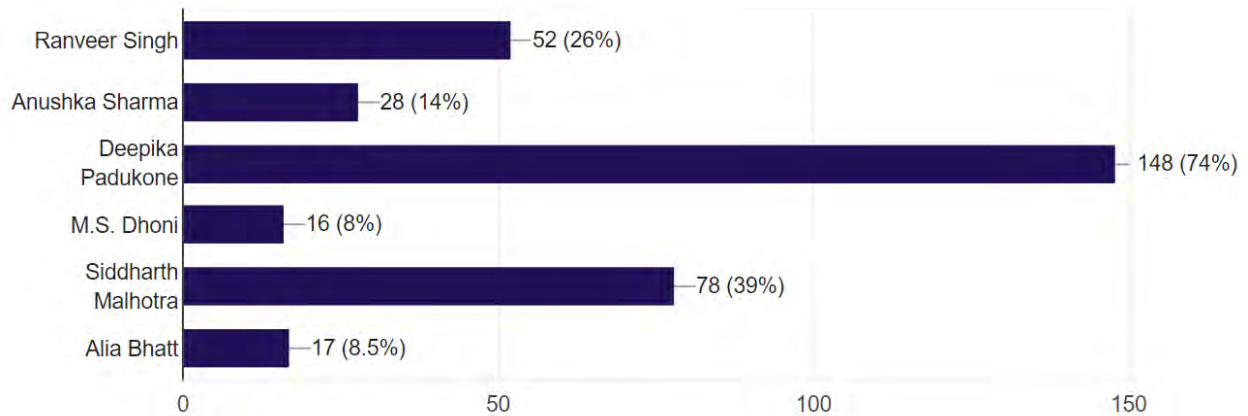
OPTIONS	FREQUENCY	PERCENTAGE
Very High	14	7%
High	49	24.5%
Competitive	123	61.5%
Cheap	14	7%

Analysis:

When OPPO first launched in Bangladesh back in 2014, the price range of OPPO products was considered to be very high. At that time people had a negative feedback for any Chinese smartphone brands. They questioned why the price of a Chinese smartphone brand was that much high. But with time, Chinese brands have proved their quality and has grabbed a major portion of the smartphone market.

After 3 years of operation, the result showing 61.5% of the surveyed considering OPPO smartphone prices being competitive is actually giving a positive view for the pricing issue.

4.10 Who are the brand ambassadors of OPPO for South Asia?



OPTIONS	FREQUENCY	PERCENTAGE
Ranveer Singh	52	26%
Anushka Sharma	28	14%
Deepika Padukone	148	74%
M.S.Dhoni	16	8%
Siddharth Malhotra	78	39%
Alia Bhatt	17	8.5%

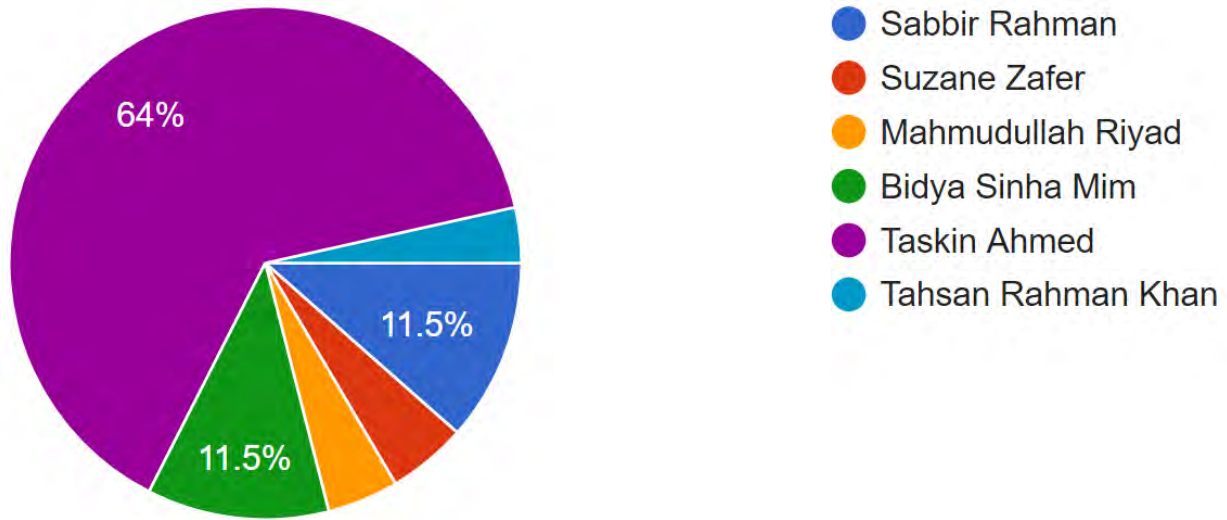
Analysis:

The brand ambassador plays a pretty important role in carrying the message of the brand to the consumers. Hence, selecting the brand ambassador is a major decision to be taken.

This question was asked to the surveyed to know whether they are familiar with the faces who are representing the brand OPPO. They were asked to select 2 options out of the 6 given. The brand ambassadors of OPPO for South Asia are Indian actors Deepika Padukone & Siddharth Malhotra.

The survey shows that majority of the people recognize Deepika Padukone as the brand ambassador. An average percentage of people recognized Siddharth Malhotra as the brand ambassador. This might be because of the fact that Siddharth became the brand ambassador very recently. Some of the percentage of the surveyed got confused with M.S. Dhoni & Ranveer Singh, who though are attached to the smartphone brands, but one is the brand ambassador of Lava smartphones and the other representing VIVO.

4.11 Who is the Brand Ambassador of OPPO for Bangladesh?



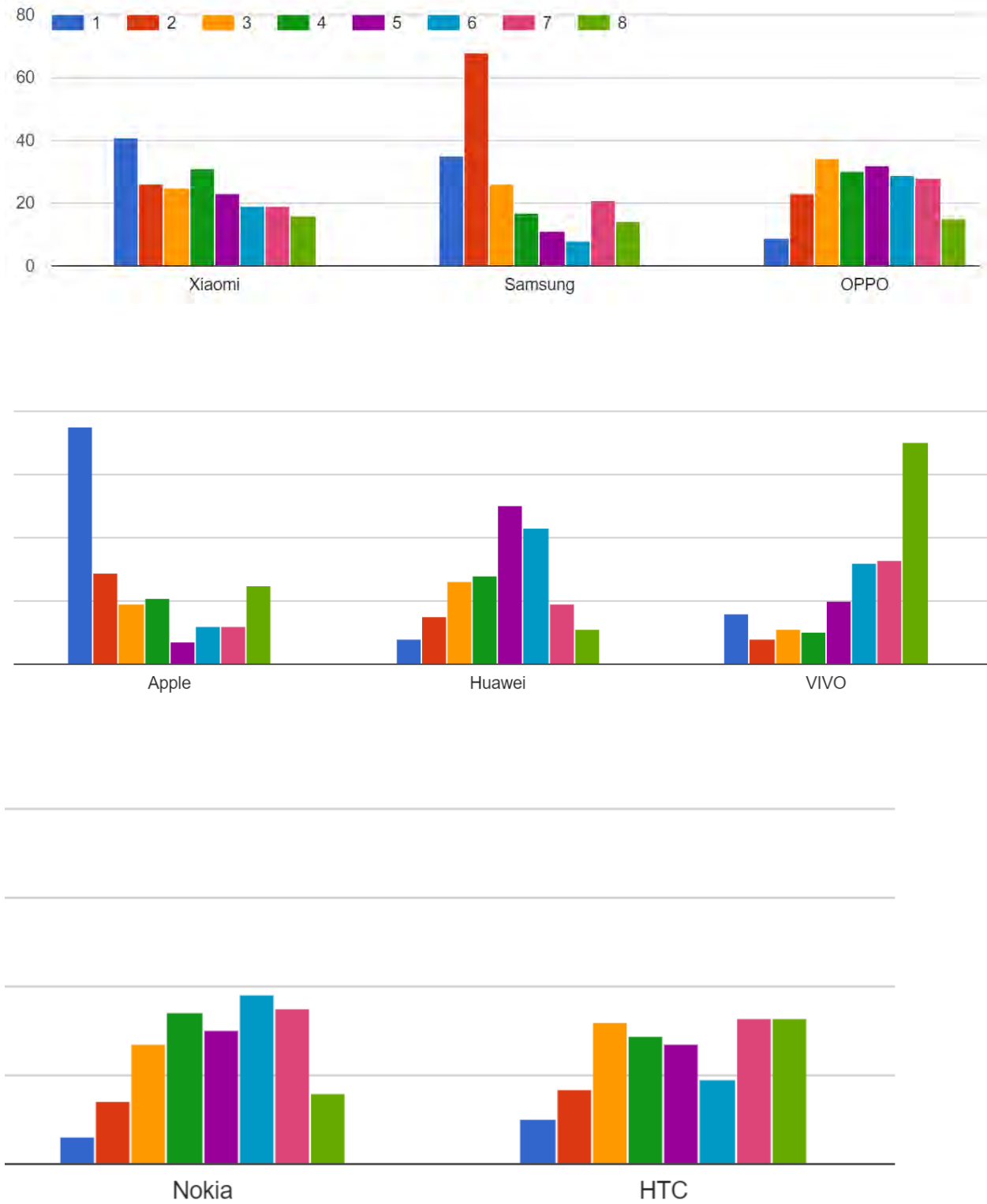
OPTIONS	FREQUENCY	PERCENTAGE
Sabbir Rahman	23	11.5%
Suzane Zafer	10	5%
Mahmudullah Riyadh	9	4.5%
Bidya Sinha Mim	23	11.5%
Taskin Ahmed	128	64%
Tahsan Rahman Khan	7	3.5%

Analysis:

OPPO has also pointed a brand ambassador to represent their brand in Bangladesh. Putting the question for the surveyed to check the awareness, the result shown that majority of the surveyed with a percentage of 64% could actually recognize the one representing OPPO. Bangladeshi fast bowler Taskin ambassador represents OPPO in Bangladesh.

The other responses were average as people might have made guesses unknowingly. I was expecting the second option to be Suzane Zafar as she has been also with OPPO as a KOL involved in some social media promotions. Apart from the other options, only Tahsan Rahman Khan is associated with the local mobile brand “WE”, where he was the brand ambassador for a year only.

4.12 Which is your first choice or preference while talking about smartphone brands?
Please put your ranking choices from 1 to 8?



Ranked as 1:

BRANDS	Xiaomi	Samsung	OPPO	Apple	Huawei	Vivo	Nokia	HTC
FREQUENCY	41	35	9	75	8	16	6	10
PERCENTAGE	20.5%	17.5%	4.5%	37.5%	4%	8%	3%	5%

Ranked as 2:

BRANDS	Xiaomi	Samsung	OPPO	Apple	Huawei	Vivo	Nokia	HTC
FREQUENCY	26	68	23	29	15	8	14	17
PERCENTAGE	13%	34%	11.5%	14.5%	7.5%	4%	7%	8.5%

Ranked as 3:

BRANDS	Xiaomi	Samsung	OPPO	Apple	Huawei	Vivo	Nokia	HTC
FREQUENCY	25	26	34	19	26	11	27	32
PERCENTAGE	12.5%	13%	17%	9.5%	13%	5.5%	13.5%	16%

Ranked as 4:

BRANDS	Xiaomi	Samsung	OPPO	Apple	Huawei	Vivo	Nokia	HTC
FREQUENCY	31	17	30	21	28	10	34	29
PERCENTAGE	15.5%	8.5%	15%	10.5%	14%	5%	17%	14.5%

Ranked as 5:

BRANDS	Xiaomi	Samsung	OPPO	Apple	Huawei	Vivo	Nokia	HTC
FREQUENCY	23	11	32	7	50	20	30	27
PERCENTAGE	11.5%	5.5%	16%	3.5%	25%	10%	15%	13.5%

Ranked as 6:

BRANDS	Xiaomi	Samsung	OPPO	Apple	Huawei	Vivo	Nokia	HTC
FREQUENCY	19	8	29	12	43	32	38	19
PERCENTAGE	9.5%	4%	14.5%	6%	21.5%	16%	19%	9.5%

Ranked as 7:

BRANDS	Xiaomi	Samsung	OPPO	Apple	Huawei	Vivo	Nokia	HTC
FREQUENCY	19	21	28	12	19	33	35	33
PERCENTAGE	9.5%	10.5%	14%	6%	9.5%	16.5%	17.5%	16.5%

Ranked as 8:

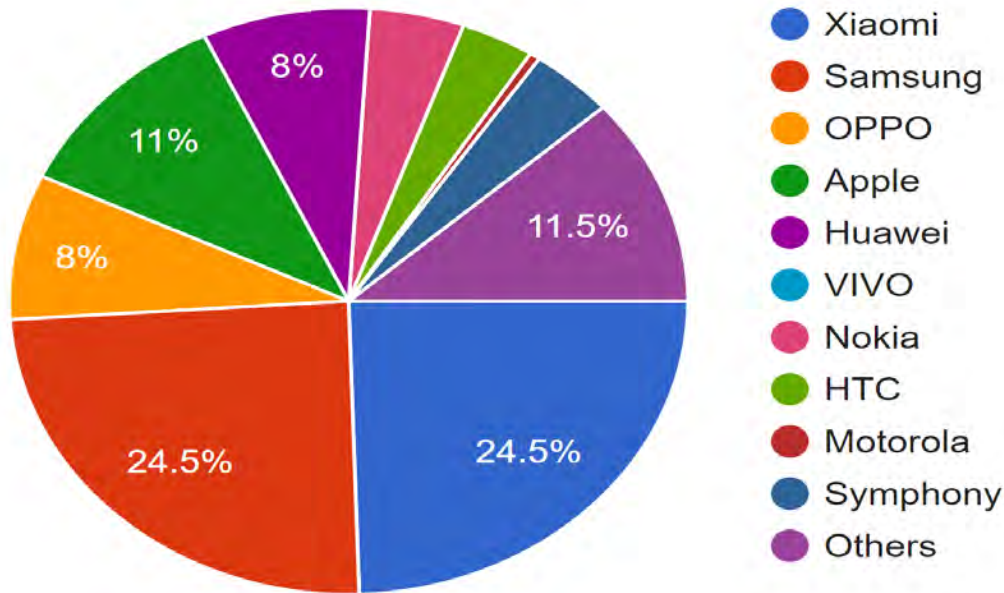
BRANDS	Xiaomi	Samsung	OPPO	Apple	Huawei	Vivo	Nokia	HTC
FREQUENCY	16	14	15	25	11	70	16	33
PERCENTAGE	8%	7%	7.5%	12.5%	5.5%	35%	8%	16.5%

Analysis:

RANK	1	2	3	4	5	6	7	8
BRAND	Apple	Samsung	Xiaomi	OPPO	Huawei	Nokia	HTC	VIVO

Doing an overall calculation from the preferences, we figured out that Apple is the most popular brand among the consumers, though a certain portion of the surveyed has also voted Apple as their last preference which could be due to not being an android smartphone. Samsung has taken the 2nd position and they are leading as the choice in the android industry. Xiaomi has taken the 3rd position as they are pretty popular for the mass availability of their gadgets. OPPO has been ranked as 4th. The position of OPPO stands still in the global market also due to the popularity of the use of high definition cameras in the smartphones. Huawei has taken the 5th spot and is gradually getting popular due to their recent innovations. Nokia & HTC has taken the 6th & 7th spots. Their popularity seems to have fallen due to lack of recent unavailability of innovative product. VIVO takes up the 8th spot.

4.13 Which smartphone brand are you currently using?



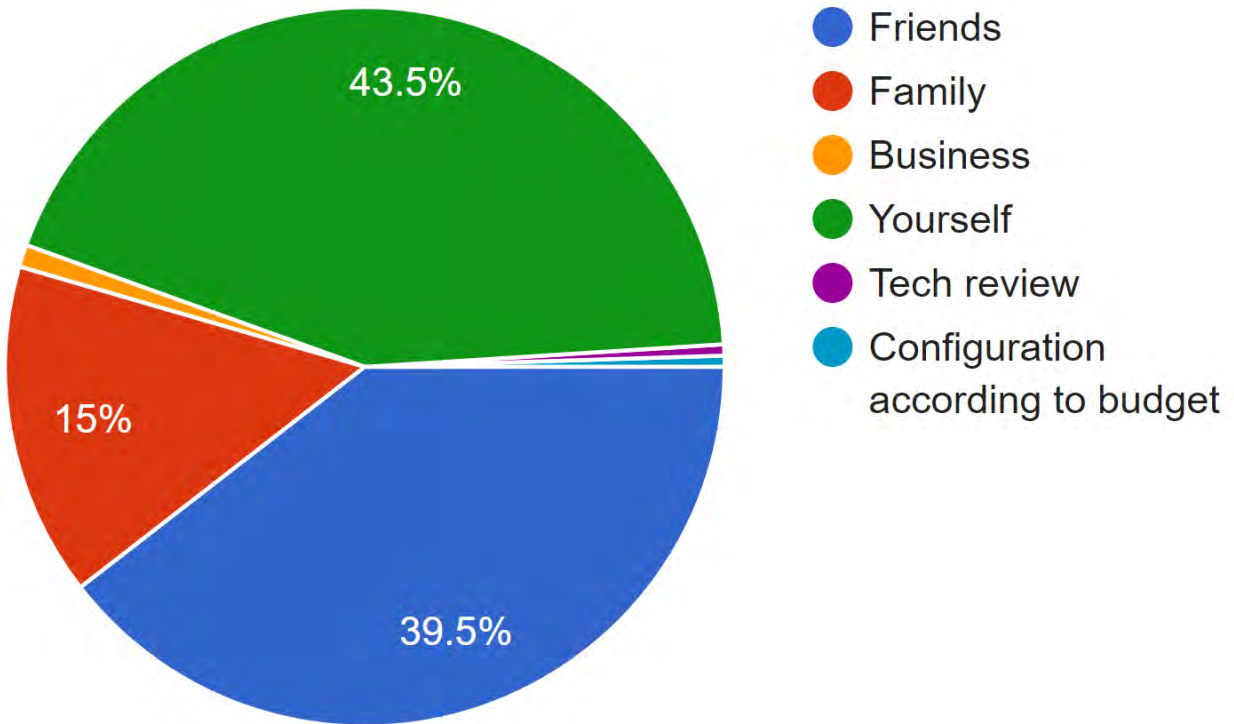
BRAND	Xiaomi	Samsung	OPPO	Apple	Huawei
FREQUENCY	49	49	16	22	16
PERCENTAGE	24.5%	24.5%	8%	11%	8%

BRAND	VIVO	Nokia	HTC	Motorola	Symphony	Others
FREQUENCY	9	9	7	1	8	23
PERCENTAGE	4.5%	4.5%	3.5%	0.5%	4%	11.5%

Analysis:

Among all the surveyed, most of the users use Xiaomi & Samsung smartphones. The usage percentage is 24.5% for each of the brands. 11% of the surveyed are Apple users. Both OPPO and Huawei users are 8% each. Both VIVO & Nokia users are 4.5% each. The local brand Symphony users is only 4%. 12% of the rest surveyed are users of other different brand smartphones.

4.14 Who influences you the most while purchasing your smartphone?

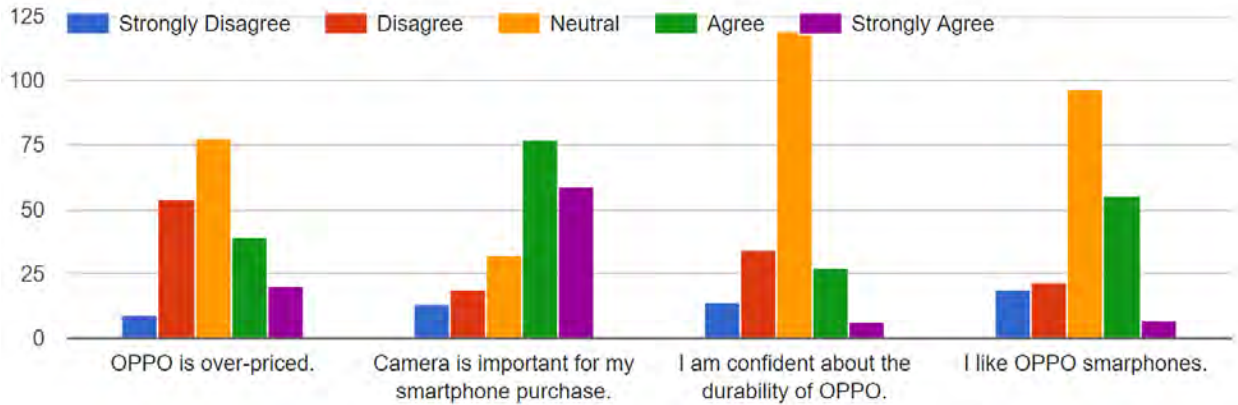


OPTION	FREQUENCY	PERCENTAGE
Friends	79	39.5%
Family	30	15%
Business	2	1%
Yourself	87	43.5%
Tech Review	1	0.5%
Config. According to budget	1	0.5%

Analysis:

While making a purchase, the influences around the user have a impact on the purchase. But the survey report shows than a higher percentage of 43.5% of users actually make their purchase decision by themselves. This may be because of the increased knowledge and study through the internet. Friends has also a greater influence where 39.5% of the purchase decision is made through them. Family also has some impact on the purchase with 15%. This might be because the university goes are dependent on their families for fixing the budget and recommendations.

4.15 Please place your arguments for the statements below.



a) **OPPO is over-priced.**

OPTIONS	FREQUENCY	PERCENTAGE
Strongly Disagree	9	4.5%
Disagree	54	27%
Neutral	78	39%
Agree	39	19.5%
Strongly Agree	20	10%

b) **Camera is important for my smartphone purchase.**

OPTIONS	FREQUENCY	PERCENTAGE
Strongly Disagree	13	6.5%
Disagree	19	9.5%
Neutral	32	16%
Agree	77	38.5%
Strongly Agree	59	29.5%

c) I am confident about the durability of OPPO.

OPTIONS	FREQUENCY	PERCENTAGE
Strongly Disagree	14	7%
Disagree	34	17%
Neutral	119	59.5%
Agree	27	13.5%
Strongly Agree	6	3%

d) I like OPPO smartphones.

OPTIONS	FREQUENCY	PERCENTAGE
Strongly Disagree	19	9.5%
Disagree	22	11%
Neutral	97	48.5%
Agree	55	27.5%
Strongly Agree	7	3.5%

Analysis:

This question was asked totally based on the different aspects of OPPO that the customers perceive.

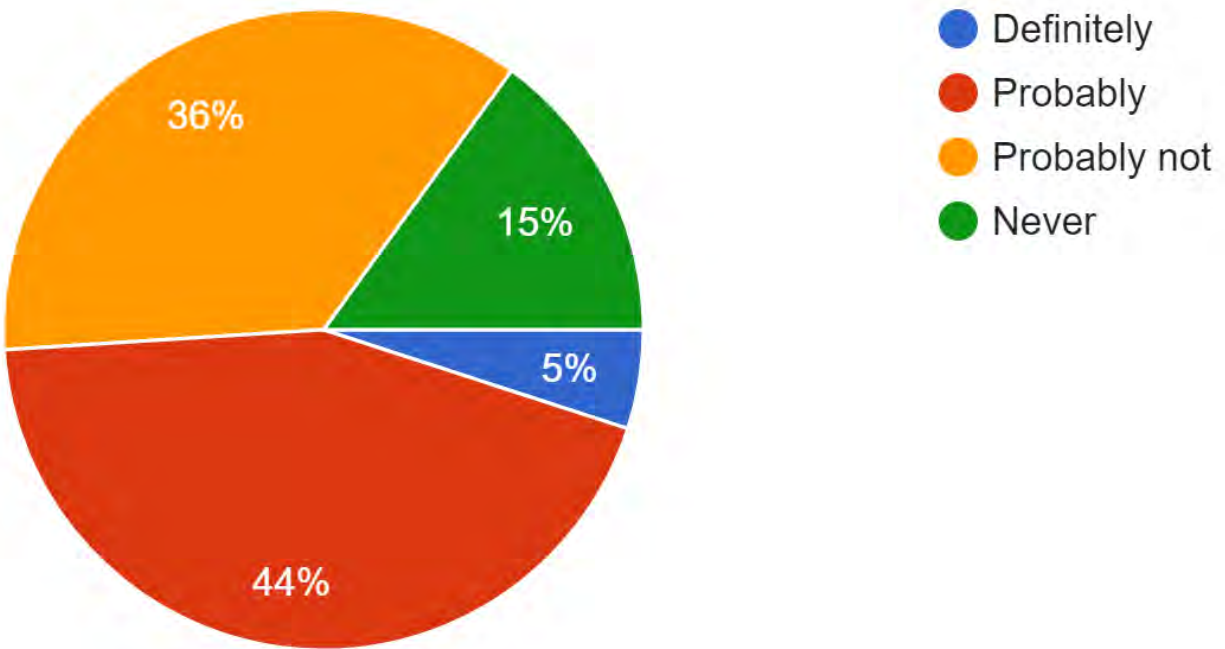
The price of OPPO smartphones ranges in the neutral zone with a majority of 70.5%. The figure describes OPPO keeps their prices competitive compared to their competitors. Another 29.5% of the customers think that OPPO is either slightly or totally over-priced.

To 68% of the customers, camera is a very important feature for making their smartphone choices. For the rest 32%, they prefer the configuration and doesn't focus on camera only.

OPPO gained the trust of only 16.5% customers with the quality of their durability. OPPO has still has a long way to go to gain the trust of rest of the 83.5% of surveyed.

But overall, OPPO has gained enough popularity within this short period of time. 31% of the surveyed has their likeness for OPPO, 48.5% of them has neutral views and the rest 20.5% has no likeness for OPPO. There will be these mixed reactions as different brands are the likeness for different people.

4.16 What is the possibility that your next smartphone purchase will be OPPO?

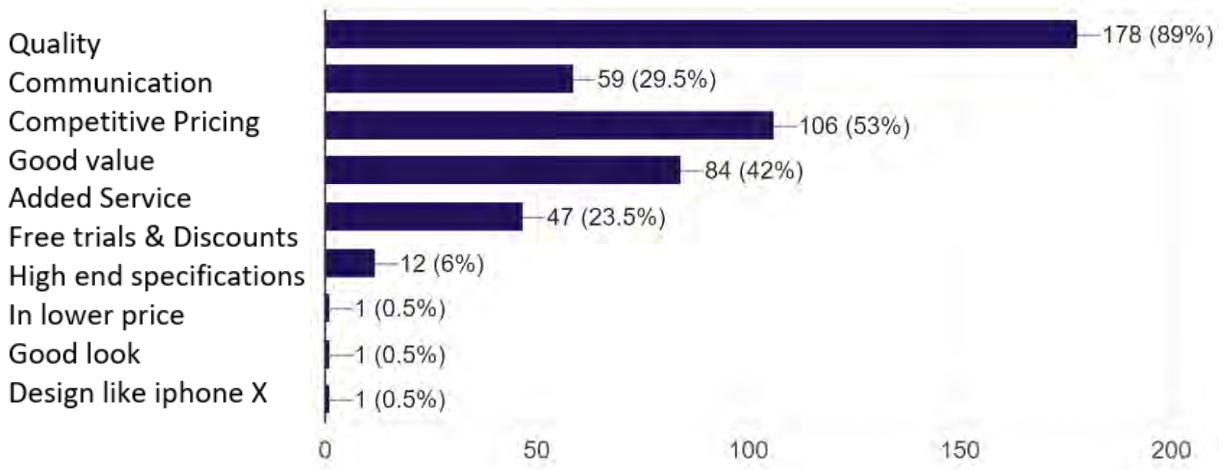


OPTIONS	Definitely	Probably	Probably Not	Never
FREQUENCY	10	88	72	30
PERCENTAGE	5%	44%	36%	15%

Analysis:

Asking about whether the next smartphone purchase for the surveyed will be OPPO, a mixed reaction is noticed. Only 5% of the total surveyed is confident about their next purchase. 44% of the surveyed has a greater possibility to buy a OPPO smartphone during their next purchase. 36% of the surveyed has a probability of not buying a OPPO smartphone, but this percentage might have swings in future and depending upon the quality delivered by OPPO. The rest 15% of the surveyed has made their intentions clear that then won't ever purchase any OPPO smartphones. As there are many other brands in the market, people definitely have their likeness for other brands to which they want to stick to.

**4.17 Which of the following, according to you, helps to build a good brand image?
(Please select 3)**



OPTIONS	FREQUENCY	PERCENTAGE
Quality	178	89%
Communication	59	29.5%
Competitive Pricing	106	53%
Good Value	84	42%
Added Service	47	23.5%
Free trials & Discounts	12	6%
High end specification in lower price	1	0.5%
Good Look	1	0.5%
Design like iphone X	1	0.5%

Analysis:

Building a good brand image is very important for a brand to exist. The last and final question made to the surveyed was to understand the major three factors that helps a brand to create a good brand image. Quality is the uttermost factor for creating a good brand image with a percentage of 89%. The other two important factors are providing a competitive pricing and good value. The percentage of competitive pricing and good value is 53% & 42% respectively.

The question directs that discounts, free trials, cheap configuration phones or good looks doesn't only make a good brand image but maintaining quality and providing it in a competitive price does.

5. FINDINGS OF THE STUDY

The purpose of the study was solely made to measure the brand awareness of OPPO in Bangladesh. OPPO has been in the Bangladeshi market for more than three and half years from the September, 2014. As a new Chinese smartphone brand, OPPO had to do a lot of brandings and promotion to establish their brand among the other big names. A survey was mandatory to check whether the investment really has reached the potential customers or not. So, a survey to measure the brand awareness is conducted.

According to the study, OPPO smartphones is able to persuade only 50% of the surveyed towards buying their product. They have gained the trust of certain portion of the consumers. It is true that its never possible to provide service to the whole percentage of consumers, else a brand like Apple is both the first choice and the last choice at the same time. But the progress of OPPO in Bangladesh is well aligned with the global market, both of where they are the 4th ranked smartphone.

Though OPPO entered the mobile market as a premium brand with high pricing, but recently OPPO is offering high configuration handsets at a competitive price. This is allowing the customers to buy OPPO and hence the market share is also increasing. If competitive pricing is not maintained, then customers in Bangladesh has a tendency to go for brands offering the same configuration at a lower price. This attribute is noticed for the brand Xiaomi, which offer higher configuration handsets at a cheaper price than their competitors.

OPPO advertisement is visible in almost all the major mobile markets in Dhaka city. But the study results show that very few percentage of the surveyed actually came to know about OPPO from there. It is the television from where majority of the surveyed actually know OPPO. The study also shows that the “word of mouth” can actually play a vital role in creating awareness as a huge portion of the surveyed got to know OPPO from their friends and families.

People actual are aware of the brand OPPO as they a greater portion knows OPPO for what it specializes in. They also know about Taskin Ahmed, who is representing OPPO as the brand ambassador.

Majority of the surveyed knows about OPPO, but most of them haven’t experienced OPPO till now. The percentage of OPPO users is not comparatively low compared to other brands. But majority of OPPO users will stick to the brand.

6. RECOMMENDATIONS

The journey from an unknown Chinese brand to be one of the top four most liked smartphone brand in Bangladesh, OPPO has done a hectic job. But the market being more competitive day by day, OPPO has to create more awareness and establish their brand.

OPPO's preference in providing good quality camera's in their smartness has already established them, but they should change their processor chips from MediaTek to Snapdragon in order to gain more trust among the consumers.

OPPO strictly follows "no discount" policy. This policy is maintained throughout the world to keep their prices same. Bangladeshi customers feel happy whenever a discount is offered. The "no discount" policy acts as a barrier for these customers. Hence, if OPPO strictly follows this policy, they have to come out with other offers such as gifts for their better promotion.

In the advertising sector, OPPO has pretty much selective. They are only focusing on the market branding, digital online media (locally and through GDN), short term television campaign and some mobile apps. The visibility of OPPO in newspapers is not noticed as before. Hence, OPPO should increase their activities and try to get more awareness. They should put on some billboards in prime locations. Newspaper ads should also be increased as it will bring greater number of PR. In other countries OPPO is seen as the sponsors of big events. They should get involved in these types of big events taking place in Bangladesh. Going by international standards is good, by they should also think locally. The television ads should come with the local flavor too.

OPPO should not only concentrate on their flagship handsets but should also promote their lower range handsets to grab attention of customers from all classes.

OPPO should take some celebrity as a brand ambassador. The celebrity right now endorsing their brand has many ups & downs in his career. By choosing these type celebrities, it sometimes becomes impossible to use them properly during crucial moments. Hence, choosing should be done so that they can be used throughout the year.

In future if OPPO makes these types of visible changes, it can be expected that the overall brand awareness of OPPO will increase more and attract potential customers in future.

7. CONCLUSION

Doing a research on this topic actually helped me a lot to find and understand the missing links that could help OPPO in creating better awareness. Though a research with this sample size concentrated in only one city gave a small idea about the customers perception for the brand, it would be more helpful if the perception results could have been collected from the other cities too. That could have given a different overall perception then.

Overall, OPPO is quite known to the people of Bangladesh, but the use of OPPO smartphones is quite less compared to the other competitive brands. Hence, they should focus on products of all ranges.

As the overall smartphone industry is getting more competitive, OPPO should become more aggressive with their advertisement to stand high.

Globally OPPO is a well renowned brand but is still struggling in the local market of Bangladesh. Hence, quality must be more emphasized into and hopefully the outcome will be more efficient to win the hearts of the local people of Bangladesh.

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APPENDIX

SURVEY QUESTIONNAIRE

1. Please state your Gender?
 - Male
 - Female

2. Please state which age range do you fall in.
 - Below 18 years
 - 18-22 years
 - 23-28 years
 - 29-35 years
 - Above 35 years

3. In general, what is your overall understanding in regard to Brand.
 - Quality
 - Best Product
 - Standard
 - Good Company

4. Which brand comes to your mind when you think of smartphones.
 - Xiaomi
 - Samsung
 - OPPO
 - Apple
 - Huawei
 - VIVO
 - Nokia
 - HTC
 - Motorola
 - Symphony

5. How familiar are you with the brand “OPPO”?
- Never Heard of it
 - I have heard, but never experienced it
 - I have experienced it
 - I am an OPPO user
6. How did you come to know about OPPO? (Please select 3 options)
- Television
 - Newspaper
 - Internet
 - Social Media
 - Mobile Apps
 - Market
 - Billboards
 - Family/Friends
 - Organization top of management
 - Sponsor of FC Barcelona
 - Never
 - Employee of OPPO
7. What is the first thing that comes to your mind about OPPO?
- Slim Design
 - Camera
 - Good Quality
 - User Friendly
 - Selfie Expert
 - Leader in Smartphones
8. How do you rate the quality of OPPO smartphones?
- Very low Low Average High Very High

9. How is OPPO smartphone priced compared to other smartphone brands?
- Very High
 - High
 - Competitive
 - Cheap
10. Who are the brand ambassadors of OPPO for South Asia?
- Ranveer Singh
 - Anushka Sharma
 - Deepika Padukone
 - M. S. Dhoni
 - Siddharth Malhotra
 - Alia Bhatt
11. Who is the Brand Ambassador for OPPO in Bangladesh?
- Sabbir Rahman
 - Suzane Zafer
 - Mahmudullah Riyad
 - Bidya Sinha Mim
 - Taskin Ahmed
 - Tahsan Rahman Khan
12. Which is your first choice or preference while talking about smartphone brands? Please put your ranking choices from 1 to 8.
- | | |
|----------------------------------|---------------------------------|
| <input type="checkbox"/> Xiaomi | <input type="checkbox"/> Huawei |
| <input type="checkbox"/> Samsung | <input type="checkbox"/> VIVO |
| <input type="checkbox"/> OPPO | <input type="checkbox"/> Nokia |
| <input type="checkbox"/> Apple | <input type="checkbox"/> HTC |

13. Which smartphone brand are you currently using?

- | | | |
|----------------------------------|---------------------------------|-----------------------------------|
| <input type="checkbox"/> Xiaomi | <input type="checkbox"/> Huawei | <input type="checkbox"/> Motorola |
| <input type="checkbox"/> Samsung | <input type="checkbox"/> VIVO | <input type="checkbox"/> Symphony |
| <input type="checkbox"/> OPPO | <input type="checkbox"/> Nokia | <input type="checkbox"/> Others |
| <input type="checkbox"/> Apple | <input type="checkbox"/> HTC | |

14. Who influences you the most while purchasing your smartphone?

- Friends
- Family
- Business
- Yourself
- Tech review
- Configuration according to budget

15. Please place your arguments for the statements below.

15a) OPPO is overpriced.

- Strongly Disagree Disagree Neutral Agree Strongly Agree

15b) Camera is important for my smartphone purchase.

- Strongly Disagree Disagree Neutral Agree Strongly Agree

15c) I am confident about the durability of OPPO.

- Strongly Disagree Disagree Neutral Agree Strongly Agree

15d) I like OPPO smartphones

- Strongly Disagree Disagree Neutral Agree Strongly Agree

16. What is the possibility that your next smartphone purchase will be OPPO?
- Definitely
 - Probably
 - Probably not
 - Never
17. Which of the following, according to you, helps to build a good brand image? (Please select 3)
- Quality
 - Communication
 - Competitive Pricing
 - Good Value
 - Added Services
 - Free trials and Discounts
 - High end Specifications in lower price
 - Good look
 - Design like iphone X