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Customer Satisfaction of Redmi Phones

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ABSTRACT:

The title of the project is "Customers satisfaction of Redmi phones". The project is mainly out to an analysis of a Smartphone is a Mobile phone built on a mobile computing platform, with more advanced computing ability and connectivity than a feature phone. Number of Brands in the Smartphone market is increasing rapidly and this has led to various innovations in the field and a very stiff competition among the players. The Leading Smartphone brands in the market are Xiaomi, Samsung, Nokia, Apple, Lenovo, and Asus. Redmi is a sub brand owners by the Chinese electronics company Xiaomi. It was introduced as a budget smart phone line manufactured by Xiaomi, that was first announced in July 2013. Redmi phones use the Xiaomi MIUI user interface on top of android.

INTRODUCTION:

Today communication is the most important gift self-gifted by man. It acts as a repository of wisdom, a propeller for the advancement of knowledge and the telescope to view the vision of the future. A mobile phone is a device that can make and receive telephone calls over a radio link while moving around a wide geographic area. India's mobile phone Industry is one of the fastest growing Industries in the world. Customer satisfaction is a measure of how products and services supplied by a company meet customer expectation. It is seen as a key performance indicator within business and is often part of a balanced scorecard. In a competitive marketplace where business competes for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

SCOPE OF THE STUDY:

The scope of the study is confined to evaluating satisfaction of Redmi mobile phone users. It is mainly concentrated to Coimbatore city. It is a preliminary study of Redmi mobile phone to examine the customer's satisfaction. This project can be useful to top management to take appropriate decision for improvement of the features or updates.

OBJECTIVES OF THE STUDY:

- To identify the factors which influence the customer to purchase Redmi mobile phones
- To analyze the level of customer satisfaction based on gender respect to Redmi mobile phone features.
- To analyze the factors that influences the level of satisfaction of customers.

STATEMENT OF THE PROBLEM:

Technology is very much dynamic. It is always evolving and changing. The companies have to identify the needs and wants of their existing and also prospective consumers. Redmi has a good share in the market because of its performance. It is very important to study the customer satisfaction for providing better experience.

RESEARCH METHODOLOGY:

Both primary and secondary data will be used for the study. Primary data will be collected through questionnaire. Secondary data will be collected from internet, journals, magazines and books.

A sample of 130 people, who uses Redmi Smartphone's, was selected by convenience sampling from the population and the questionnaires were distributed to them in order to collect information.

This study is not free from limitations. Some of the limitations of the study are as follows:-

- The response of respondents may or may not be bias.
- The study is about Redmi mobile phones only and finding cannot be generalized.

AREA OF THE STUDY:

- The study is about customer satisfaction of redmi phones.
- The study is mainly concentrated on Coimbatore city.
- This has been conducted through primary data.

SAMPLING TECHNIQUES:

- Convenience sampling technique.
- Random sampling technique.

Methods of Data collection :

Questionnaire method is used to collect the data from the respondents.

Sources of data :

The study is based on the primary data and secondary data. The primary data has been collected from the respondents through questionnaire and secondary data has been collected from articles, books, magazines, and newspaper.

Tools for analysis :

The following tools were employed in tune with the objectives.

- Percentage analysis
- LEVENE'S Test in SPSS

Diagrams used such as Simple Bar Diagram, Pie Chart, and other charts.

REVIEW OF LITERATURE

In order to have better understanding about the present study in its proper perspective, it has undertaken to present the corresponding studies through review of what has already been done in the field.

1. T. Kavipriya and P. Renugarajan (2021) in their article, "User's Level of Satisfaction with mobile phone service providers- with Special Reference to Tirupur District, Tamil Nadu" has point out in recent the demand for mobile phone is increasing. Though cell phone industry has its origin in the recent past and growth has been excellent. And the market for cell phone has become very competitive. The finding of the study to market their services, every company is adding many new features. Day by-day, many new competitors enter the market with new attractive schemes, provide additional facilities, adding new features to existing ones, reduce the charges of incoming and outgoing calls, introduce varieties of handsets, models a healthy competition that benefits the subscribers.
2. Dr. T. N. R. Kavitha and Mr. R Mohana Sundaram (2018) in their study entitled "A Study on Customer Satisfaction towards Samsung Mobile Phone in Erode City". This paper carried out with an objective to determine the consumer preference and satisfaction. This paper concentrated on one particular mobile phone brand called Samsung and its Price, quality, color and satisfaction level. The findings of the study are all customers are satisfied with after sale services of Samsung mobile brand.
3. S. Namasivayam, M. Prakash and M. Krishnakumar (2014) Customer Satisfaction should be the main aim of a business. It is essential for businesses to effectively manage customer satisfaction. To be able do this, firms need reliable and representative measures of satisfaction. The importance of customer satisfaction diminishes when a firm has increased bargaining power the researcher has conducted this study to find out the level of customer satisfaction towards Samsung smart phones. The target respondent includes those customers who are using the Samsung smart phones. The collected data was edited, coded and tabulated by using some statistical tools.

Analysis and interpretation :

Customer satisfaction is the best indicator of how likely a customer will make a purchase in the future. Asking customers to rate their satisfaction on a scale basis is a good way to see if they will become repeat customers. Ongoing satisfaction leads to loyalty and repurchase. This chapter makes an analysis of Customer Satisfaction of Redmi Phones.

The Data collected through structured questionnaire from 100 samples are analyzed carefully and interpretations are made accordingly.

For this purpose the methods of percentage analysis and chi square test are applied. Diagrams such as Simple Bar Diagram, Pie Chart, and other charts were employed for presenting the Data.

TABLE NO 1

REASON TO PREFER REDMI PHONE

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Due to price	45	45
Due to quality	37	37
Due to design	10	10
I don't know	8	8
TOTAL	100	100

Source: Primary Data

Above table reveals that out of 100 respondents 45% prefer Redmi phone of its price, 37% prefer of its quality, 10% prefer of its design of the phone and 8% have no opinion why they prefer the Redmi phone.

REASON TO PREFER REDMI PHONE

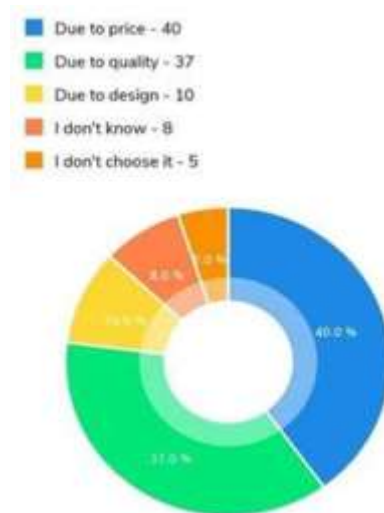


TABLE NO 2

WORTH THE MONEY

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Strongly disagree	2	2
Disagree	1	1
Neutral	28	28
Agree	53	53
Strongly agree	16	16
TOTAL	100	100

Source: Primary Data

53% of respondents agree that the phone is worth the cost and 16% of them strongly agree the same. Rests of them 28% respondents have neutral opinion and 2%, 1% are strongly disagree and disagree respectively.

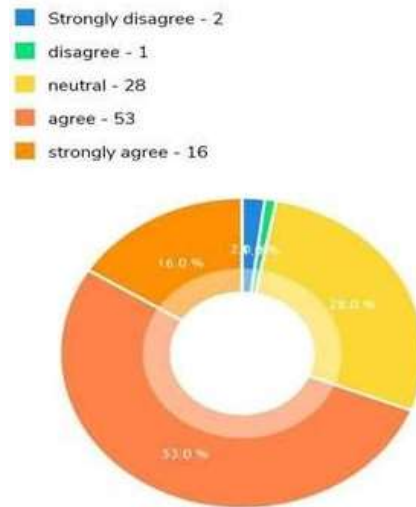
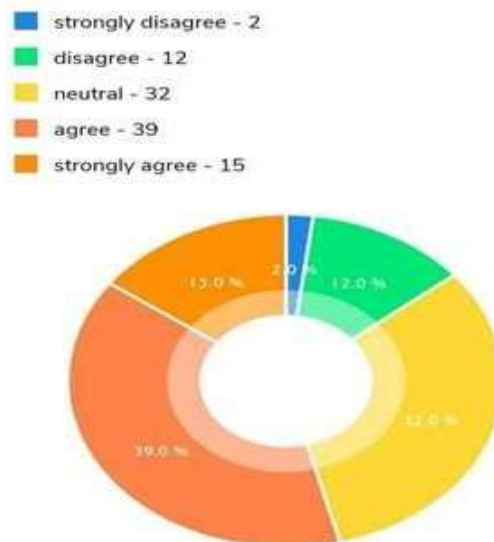


TABLE NO 3 CUSTOMER SERVICE

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Strongly disagree	2	2
Disagree	12	12
Neutral	32	32
Agree	39	39
Strongly agree	15	15
TOTAL	100	100

Source: Primary Data In this table 39% of the Redmi phone users are agreed with the customer service, while

32% are neutral, where as 15% of customer are strongly agreed with their customer service only 2% of them are strongly disagree with the Redmi phone customer service.



The factors tested with levene's t test by framing the following hypothesis.

H0: There is no significant difference in factors influencing the satisfaction of male and female

H1: There is significant difference in factors influencing the satisfaction of male and female

TABLE NO 4**LEVENE'S TEST FOR EQUALITY OF VARIANCES**

		Levene's Test for Equality of Variances						
		F	Sig.	t	df	Sig. (2taile)	Decision	
Factors influencing the satisfaction of male and female	Equal variances assumed	.045	.833	-1.051	98	.296	Not significant	H0 accepted
	Equal variances not assumed			-1.054	93.545	.295	Not significant	H0 accepted

Source: SPSS Output

The table shows the Levene's test for equality of variance among male and female respondents. The equality of variance is checked through SPSS, the result of analysis shows variance is not significant in their factors influencing the satisfaction that means p values are greater than the significance level of 0.05. Thus, the null hypothesis is accepted. It means that male and female have the same factors influencing the satisfaction.

FINDINGS:

- It reveals that out of 100 respondents 45% prefer Redmi phone of its price, 37% prefer of its quality, 10% prefer of its design of the phone and 8% have no opinion why they prefer the Redmi phone.
- The study identifies 53% of respondents agree that the phone is worth the cost and 16% of them strongly agree the same. Rests of them 28% respondents have neutral opinion and 2%, 1% are strongly disagree and disagree respectively.
- 39% of the Redmi phone users are agreed with the customer service, while 32% are neutral, whereas 15% of customer are strongly agreed with their customer service.

SUGGESTIONS:

Based on the findings the following suggestions are put forward,

- More importance should be given to resolve the heating problem which is a major trouble faced by customers.
- Improve the camera performance in the upcoming launches.
- As majority of respondents had purchased their smartphones through online platform there for the company should avoid flash sales as it actually pulls back the customers from the product.
- The company should ensure the availability of product in offline markets also, in order to make it available for the customer who has limited access to online facilities.
- Company should take step to span the battery performance of the smart phones.
- Company wants to invest in advertisement to increase the customers.

CONCLUSION:

There was a time when Chinese products were considered cheap and not durable in India, those times are long gone. Now, especially in the smartphone market Chinese companies are finding their feet in the Indian market. They have started to firmly root themselves and push away the competition around them. Winning consumer confidence was one of the major breakthroughs that have helped Chinese smartphone manufacturers to gain ground.

India is an extremely important market for Redmi globalization strategy. It was very important as Redmi during brand equity as well as market share in the country, and its efforts were validated in the recent report from Indian Market Research Bureau where it was declared as the company that offers best in class service delivery.

In the 21st century most businesses have begun to transact online and buyers no longer need to go out from their house and go through all the hassles just to buy certain products. Redmi took advantage of the changes in the world of internet and succeeded. Innovations, correct pricing and understanding of the market place are the reasons for Redmi's success. The company does a lot of innovation on both the software and hardware side. By understanding the market requirements Redmi scaled up the ladder of success.

From the study on customer satisfaction of Redmi Smartphones, we can arrive at the conclusion that it provides high level of satisfaction to its customers. The respondents are satisfied with their Redmismartphone. This study reveals that majority of the respondents are satisfied, only few are not satisfied with Redmi Smartphones. In the upcoming launches, by making improvements in Camera Quality, resolve heating and other defaults observed in this study, Redmi can conquer Indian smartphone market in future.

Nonetheless the study conducted among 100 Redmi smartphone users through Questionnaire designed to find their level of satisfaction and purchase decision, on basis of which some suggestions are provided which implemented, can definitely improve the level of satisfaction and purchase decision.