



---

## **Impact of Buying behavior of Customer of Vivo Mobile**

***Riyas Ahamed A***

Sri Krishna Adithya Collage of Arts and Sciences

---

### **1.1. INTRODUCTION OF THE STUDY**

Customer buying behavior is the sum total of a customer's attitudes, preferences, intentions, and decisions regarding the customers behavior in the market place when purchasing a product or service. The study of customer behavior draws upon social science disciplines of anthropology, Psychology, and economics. Customer buying behavior is also the process by which individuals search for, select, purchase, use and dispose of goods and services, in satisfaction of their needs and wants.

#### ***Consumer Buying Behaviour***

Consumer behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions. Definition:

**According to Engel, Blackwell, and Mansard :**

"Consumer buying behaviour is the actions and decision processes of people who purchase goods and services for personal consumption".

#### ***USE OF CUSTOMER BUYING BEHAVIOUR***

- To increase the sales and the profit of the Vivo Mobile
- To increase the sales and the profit of the Vivo Mobile Phone in Coimbatore go to satisfy the customers need and wants.
- To maintain the good will of the Vivo Mobile phones by satisfying the needs and wants of the customers

#### ***WHY CUSTOMER BUYING BEHAVIOR IS IMPORTANT FOR VIVO MOBILE PHONES***

- The main aim of customer buying behavior is to meet and satisfy the needs and the wants of the target customers
- Consumer behavior reflects: The totality of decision Whether, what, why, how, when, where, how much, how often and for how long to buy a mobile phone.



---

### **1.2 STATEMENT OF PROBLEMS**

- As most of the business men buys the mobile phones so the sellers should also focus on the professional customers, service sector customers and towards other customers
- As most of the customers are ready to buys mobile phones in the range of 10000 to 2000.

- Mobile phone has now become the basic need of every person in their life. Understanding of brand preference is essential aspects as it reflects the customer choice, purchase of particular brand, performance, style and satisfaction of the customer. Along with the smart phones fundamental capabilities to make voice call, video call, and SMS and MMS. Smart phones have been repositioned as new information medium.
- As number of manufacturer has entered the smart phones market the competition in smart phones market becomes more and more fierce. Nokia a smart phone manufacturer used to dominant the phone market but recently it appears to be losing ground in smart phones market. People now are living in the highly developed and technologically advance society. The Coimbatore city has tremendous potential for all the products and services because people of various religion, language, cultural, background and demographic and socio-economic characteristic live in this area.

---

### 1.3. OBJECTIVES OF STUDY

- The main objective is to study the perception & buying behavior of customers towards vivo mobile brand.
- To know about the customer preference level associated with different mobile phones.
- To study the major features, which a customer looks for in a mobile before making a purchase.
- Factors that influence decision-making in purchasing a VIVO Mobile phones.

---

### 1.4 RESEARCH METHODOLOGY

#### *INTRODUCTION*

Research methodology is the way to systematically solve a problem. The methodology adopted in this study explained below. the study empirical in nature. Both primary and secondary data were collected to prepare the report.

#### *RESEARCH DESIGN*

The formidable problem that follows the task of defining the research is the preparation of the design of the research project, popularly known as the "research design". The research design is the arrangement of conditions for the collections and analyses of data in a manner that aims to combine relevance so the research purpose with economy in procedure.

#### *SOURCES OF DATA*

The study was collected with the help of primary and secondary data.

#### *PRIMARY DATA*

Primary data is first hand information collected from the respondent by using a structural questionnaire. The researcher has got the primary data through a survey method.

#### *SAMPLING SIZE*

Here I have collected 100 samples

#### *DATA COLLECTION METHOD*

The data are collected through a survey method by using the questionnaire by the way of personal interview only.

#### *STATISTICAL TOOLS*

The following are the various tools applied for analysing the primary data.

#### *PERCENTAGE METHOD*

Simple percentage analysis describes the classification of the respondents falling under each category. The percentage analysis is used mainly for standardisation and comparison. Simply percentage analysis is carried out for all the questions given in the questionnaire. Diagrams and charts depicted are in support of the analysis. Percentage is used to compare the relative terms and the distribution of two more series of data. A simple calculation of the frequencies from the data collected was the basis for calculating percentage of the different factors. Through the use of percentage the data are reduced in the standard form with base equal to 100% which facilitates relative comparisons. Also a more descriptive form of the percentage analysis is shown in the form of graphs and charts.

$$\text{Number of respondents} = \frac{\text{Simple Percentage Analysis}}{100} * 100$$

Total Respondents

## RANKING ANALYSIS

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranking higher than', 'ranked lower than' or 'ranked equal to the second. In mathematics, this is known as a weak order or total pre order of objects. It is not necessarily a total order of objects because two different objects can have the same rating. The ranking themselves are totally ordered, for example, materials are totally pre ordered by hardness, while degree of hardness are totally ordered.

---

### 1.5. SCOPE OF THE STUDY

- Will help the company to understand the customer buying behavior this will intern help the company to manage product portfolio
- Better delivery of goods to the customers understanding customer buying behavior.
- This study is an attempt to analyze the consumer buying behaviour and preference towards the usage of mobile and the consumers search things for their need satisfaction.
- Also evaluation of the product and their satisfaction level, how consumer react and respond towards advertisement of the product. So the scope of this study is to cover the full view of the customers and their preference pattern.

---

### 1.6 LIMITATIONS OF THE STUDY

- The geographical area was limited on "Coimbatore" city only.
- Time was a limited factor for the study.
- The researcher is content with only limited to smart phone users.
- The study is purely based on 100 respondents only.
- Due to convenience sampling the result arrived upon may not be accurate,

---

### 1.7 CHAPTER SCHEME

Chapter I- This Chapter deals with Introduction of the study.

Chapter II - This Chapter deals with Review of Literature.

Chapter III - This Chapter deals with History and profile of the VIVO Mobile Phone

Chapter IV-This Chapter deals with Research Methodology.

Chapter V - This Chapter deals with Findings, Suggestions, and Conclusions.

---

### 2.1 REVIEW OF LITERATURE

1. **Dr.Abdul Ghafoor Awan and Ms. Arooj Fatima: (2014)** This research aims to study the "youth purchasing behaviour in selection of mobile phones". Have founded the study has focused that how these strategies used by mobile phone companies in Pakistan influence the purchase decision of youth in selection of their mobile phones... This type of research which was conducted to find the impact of various independent variables on the purchasing behaviour. The study included both male and female respondents to show that how marketing strategies used by marketers in terms of service quality, pricing, value offered, trust and switching cost affects the purchasing behaviour.
2. **Mesay Sata(2013):** The purpose of this study she, investigate the "decision of buying mobile phone devices" in Hawassa town From this analysis, it was clear that consumer's value price followed by mobile phone features as the most important variable amongst all and it also acted as a motivational force that influences them to go for a mobile phone purchase decision. The study suggested that the mobile phone sellers should consider the above mentioned factors to equate the opportunity. The objective of this research was to investigate the underlying factors that determine the decision to purchase mobile phone devices.
3. **Thanika Devi Juwaheer, (2012):** In this article explores the various factors which "impact on the selection of mobile phones among young customers". This paper reviews the determining factors impacting on the selection of mobile phones among young customers. It reports upon the empirical findings of the customer survey on the various factors impacting on the selection of mobile phones by the questionnaire method .The analysis has revealed that young customers have identified pricing as a key determinant while selecting mobile phones. The results of the analysis

have also suggested that top of mind awareness and perceived brand value are key factors contributing towards mobile phone selection. Results also unveiled mobile phone features and young consumers lifestyle impacting on mobile phones selection.

4. **S.M. Hasan: (2011)** The purpose of present research is to discuss the various "mobile phones purchase behaviour" in the Uttarakhand State. Have found the study should be consumer's satisfaction with the different types of mobile phones. Total 306 respondents included in the study from conveniently selected respondents from different part of Uttarakhand State. It is concluded that the knowledge of "what the customer thinks" and "what consequently would contribute to his satisfaction". is at the requirement of the marketer for successful positioning of the mobile phonest. The present study aims to assess the consumer's attitude towards different types mobile phones companies in Uttarakhand State. It also intends to know the consumer's satisfaction their purchase decision. From the analysis it is observed that there is poor awareness about advance feature provided in the mobile phones. It is also founded that different factors to purchasing a mobile phones with their level of education and income.
5. **Mridanish Jha(2010):** The purpose of this paper is to "investigate the buying behaviour of consumers" and compare the consumers' behaviour of urban and rural consumers with regard to mobile phone. This paper attempts to draw attention towards different buying behaviour of urban and rural market. The paper examines the preferences of rural and urban consumers towards the mobile phone. It also report to understand the factors which influence the consumers for making the purchase decision and compares the buying behaviour of urban and rural consumers. The findings from the study suggest some discernible points about the buying behaviour of urban and rural consumer. The rural consumers have also become value conscious as reflected by their buying behaviour. The success of micromax, Karbon mobile in rural market highlights the fact that a marketer has to focus on the unmet needs of the consumer and then build its value proposition. Both these mobile companies first of all targeted the rural market with their long battery backup benefit. The reach of the print medium is very low in rural Bihar due to the high level of illiteracy.
6. **Hassan Jawad Soomro(2009):** This article besides studying brand selection by the "consumers to understand the overall purchase behaviour of this segment of consumers". The results of this study will provide insight and information for administrators, practitioners, and researchers about the behaviour of consumers towards various mobile brands. The results concluded that a large number of respondents prefer the purchase the mobile phone with value added facilities like camera, large screen, familiar brand and low price. The main purpose of this study was to find out the opinion of the respondents from various preferences in purchasing mobile phone handset and mobile phones. This study is exceptional in the sense that it has investigated the general opinion of young generation regarding the purchase of mobile phones, the study also concluded that the purchase preference is not discriminated by Some of the factors influence customers decision greatly while others have comparatively low impact on the purchase decision. At the time of survey, it was observed that various types of facilities are expected by the customers. But this research work does not deal with the customer expectation. The research has identified that many factors are deemed as selection criteria of mobile phones
7. **Raymond K. Dziwornu (2007):** This article he is explained "factors affecting mobile phone purchase decision" in the Greater Accra Region of Ghana.. Results of the descriptive statistic phones were the two main brands of phones used by majority of the respondents interviewed. The result of the binary log it regression model revealed that advanced technology features such as internet browsing and durability or quality of mobile phone handsets are the two main factors that are likely to positively and significantly affect mobile phone purchase decision. This study analyzed the factors affecting mobile phone purchase decision in the Greater Accra Region of Ghana, using the binary log it regression model The study revealed that majority of the respondents who expressed their intention to acquire new phones were male, age between 21-30, single and have attained education up to the tertiary level. The study also shows that the two main factors significantly affecting mobile phone purchase in the study area are advanced technology features and durability or quality of mobile phones.
8. **S. Sukumar (2006):**He explain the a present study aims to descriptive study the "consumer awareness relates to the usage of mobiles". The study concludes that there is significance between socio economic factors and awareness of mobiles. Majority of the consumers required water proof mobile and increase facilities in mobiles; opinion to reduce the mobile health effects, and free from problems. However in the present competitive scenario acquiring consumer's satisfaction is a tough task. Indian mobile market adopts various new innovative techniques to handle their consumers. The promotional measures are adopted likely Free and more accessories, low cost, service centre and spare parts availabilities, insurance scheme for mobile, mobile safety locking system, mobile exchange system, at most care for consumer complaints etc.
9. **Lynda Andrews, Judy Drennan, Rebekah Russell-Bennett, (2012)**Examined that customers impression of the worth value they get from the ordinary day to day utilization of smart phones and how portable advertising (m-promoting) can possibly improve these worth recognitions. The discoveries feature approaches to tailor m-showcasing procedures to supplement purchasers' view of the worth value offered through their smart phones."
10. **Kotler and Armstrong (2001)** in their hook have written that the main factors, which discriminate from one customer to the other, are age, salary, perception and adaptation. This demographical diversification leads the marketers to assess the impact of their products in the mind of the customers and the customers are segmented accordingly.
11. **Mokhlis, Yakkop (2012)** when experimented buyers behavior towards smart phones in Malaysian University reached the resolution that seven components depict smart phone buying behavior inventive and innovative highlighted features picture quality, value for money, durable solidness and compatibility, media impact and post sales services. The most significant among them was imaginative highlights followed by proposal and cost.
12. **Ibrahim, Kassim, &Mohamood (2013)** have deduced that while purchasing mobile phones the young customers in the society are more influenced by celebrity endorsement, frequency of advertisement, discount offers, word of mouth publicity spread through friends, family and relatives.

13. **Preetam Sahu (2020)** Understanding the customer purchase intention has never been an easy task, be it in the case of traditional unorganized market or today's organized market, this scene also has become more complex. The consumer buying a variety of mobile phones which satisfy his wants and they are always influenced by his purchasing activities by some considerations which lead him to select a particular brand, feature, mode of selection or a particular store in preferred to others.
14. **Uchin Lee, et al. (2010)** have studied the negative aspects of smartphone overuse on young adults, such as sleep deprivation and attention deficits, are being increasingly recognized recently. This emerging issue motivated us to analyse the usage pattern related to smartphone overuse. The paper is also analysed the usage data of identify between group usage differences which range from the overall usage patterns to app-specific usage pattern.
15. **Dr.T.N. R. kavitha and Mr. R. MohanaSundaram (2014)** their study entitled "A Study on Customer Satisfaction towards vivo Mobile Phone in Erode City". This paper carried out with an objective to determine the consumer preference and satisfaction.
16. **VipanBansal and Bindu Bansal (2013)** "Have studied the Customer satisfaction of mobile phone service users operating in Malwa Punjab" This paper is used to trace the reason for purchasing mobile phones and usages of mobile phone applications.
17. **Moon, 2004**One of the fundamental issues in consumer behaviour is the way consumers develop, adapt and use decision-making strategies , Consumer decision making could be defined as the "behaviour patterns of consumers, that precede, determine and follow on the decision process for the acquisition of need satisfying products, ideas or service
18. **Engel, Blackwell and Miniard, 2015.** The contemporary research indicates that more activities are involved than the purchase itself. Many other factors influence the consumer decision making than the final outcome. Vast numbers of studies have investigated this issue and many models have been developed accordingly. Models aim to depict the purchase decision-making process and its influential factors.
19. **Kotler (2009)** Consumer behaviour is a wide range of study about the decision making processes that a consumer make at the time of making a purchase. According to Kotler (2009) "Consumer behaviour is the study of how individuals or groups buy, use and dispose of goods, services, ideas or experience to satisfy their needs or wants". In the early stages, consumer behavior was taken as buyer behaviour that reflects the interaction between consumers and produces at the time of purchase but now marketers recognize consumer behaviour as an ongoing process not only what happens at the time when consumer gives money and gains some goods or services
20. **(Solomon, 2006)**,In the eye of marketers, a consumer is known as "a man with a problem" Therefore a consumer purchase is the response to that problem. The process that a consumer takes in his decision making is quite interesting to most of the large companies. They are extremely trying to research the consumer buying process to find out what consumers buy, where and how they buy, when and why they buy. It is easier for researchers to find the answers for what, how, where, when and how much consumers buy but it is not that much easy to find why they buy. The reason is "the answers are often locked within the consumer's head"
21. **(Kotler and Keller, 2009)**.Consumers can base their smartphone purchase decisions on a range of product attributes, such as price, wireless carrier, phone functions, phone design, brand, usage, phone size, carrier flexibility and purchase location
22. **Harter et al., 2007.** However, a Finnish study found that although consumer decision-making in the telecommunications market is affected by specific phone attributes, choice is often made without an understanding of the properties and features that new models have (Karjaluoto et al., 2005). The researchers of this study noted that consumer decision-making was not wholly rational, and symbolic dimensions, such as brand, were regarded as important among many study participants in making their phone choice.
23. **Martin and Marshall, 1999** Consumer's involvement level has previously been found to moderate the influence of framing (i.e., a collection of anecdotes and stereotypes that individuals rely on to understand and respond to events) on smartphone attitudes. The level of consumer involvement is not only defined by the product being purchased, rather it is also defined by factors such as the perceived level of purchase importance to the individual consumer, and the consumer's experience and perceived skill in dealing with the type of product or product category. In existing studies on consumer involvement, it has been found that, when compared to low involvement consumers, high involvement consumers use more criteria for choice making, search for more information and process relevant information in greater detail
24. **(Kim, Lin, & Sung, 2013).** In recent years there has been rapid growth in the adoption of smartphones that has attracted increasing attention of consumer buying behaviour Smartphones provide marketers with the opportunity to develop smartphones that will create a unique content of interactive experience between consumers and a brand, thus engaging consumers more effectively. Currently smartphone devices have a central role in the mobile communications landscape, and growth in market share is predicted to be strong throughout the next five years
25. **(Gelenbe et al., 2013).**Consumers' favourable brand beliefs will influence their purchase intentions and choice of the brand. For smartphone, brand associations can be represented by the functional and experiential attributes offered by the specific brand. Consumers associate the brand with, such as dynamism, high technology, innovativeness, sophistication, distinctiveness, excellence and prestige

---

### 3.1 HISTORY OF THE COMPANY



In the first quarter of 2015, Vivo was ranked among the top 10 smartphone makers, achieving a global market share of Since its founding in 2009, Vivo has expanded to over 100 countries around the world. International expansion began in 2014, when the company entered the Thailand market.[5] Vivo quickly followed up with launches in India, Indonesia, Malaysia, Myanmar, Philippines, Thailand, and Vietnam.

In 2017, Vivo entered the smartphone market in Russia, Sri Lanka, Taiwan, Hong Kong, Brunei, Macau, Cambodia, Laos, Bangladesh, and Nepal. In June 2017, it entered the Pakistan smartphone market and the Vivo brand is currently experiencing rapid growth and popularity in the country.

In October 2020, Vivo announced that it would begin to sell its products also in Europe.

On 17 December 2020, Vivo and Zeiss announced a long-term strategic partnership to jointly promote and develop breakthrough innovations in mobile imaging technology. The first “Vivo Zeiss co-engineered imaging system” will be featured in the Vivo X60 series. As part of the collaboration agreement, Vivo and Zeiss will establish the Vivo Zeiss Imaging Lab, a joint R&D program to innovate mobile imaging technology for Vivo's flagship smartphones.

In April 2021, three pallets of Vivo phones caught fire at Hong Kong International Airport, prompting a ban on air freight of Vivo phones through Hong Kong.

### Marketing

In October 2015, Vivo became the title sponsor of the Indian Premier League (IPL) under a two-year deal starting in the 2016 season. In July 2017, the deal was extended until 2022. However, in response to the 2020 border skirmishes between India and China, the Board of Control for Cricket in India (BCCI) was criticised in India for allowing a Chinese company to be the title sponsor of the league. Vivo and BCCI mutually agreed to suspend the deal for the 2020 season, with a clause to resume it next season.

In June 2017, Vivo reached a sponsorship deal with FIFA to become the official smartphone brand of the 2018 and 2022 FIFA World Cups. The company also signed a deal with UEFA as an official partner of the UEFA Euro 2020 and UEFA Euro 2024, and became a title sponsor of India's Pro Kabaddi

Vivo launches its first India-assembled phone Y51L at Rs 11,980

4G-enabled Y51L is assembled at company's Greater Noida plant

BS Reporter | New Delhi



In a move which will strengthen its capacity to capture the growing affordable smartphone space in India, Vivo India today announced the launch of Y51L — its first major model in 2016 for the Indian market.

The Y51L offers 2 GB RAM and 16GB ROM, apart from 4G LTE and OTG support. Assembled at Vivo's manufacturing plant in Greater Noida, the phone runs on a Snapdragon 410 processor and is priced at Rs 11,980. The Y51L sports an 8-megapixel (MP) rear and 5MP front camera. In keeping with its core theme of “feel the real speed”, the Android-Lollipop-based Funtouch OS 2.5 is touted to provide powerful performance, smooth operation and a long battery life. The phone packs a 2,350 mAh Li-Po battery.

Speaking on the new launch, Alex Feng, CEO, Vivo India, said, “The Indian smartphone market is tech-savvy and price sensitive. The affordable segment is the growth driver, as the young generation today looks for a phone which is best in features, beautiful in design and is priced competitively. Last year, we witnessed huge sales and positive demand for products in the budget range across markets, which boosted us to launch the Y51L.”

“The new launch will further strengthen our hold on the market and help us establish ourselves among our consumers,” Feng added.

The complete name of Vivo mobile company is Vivo Communication Technology Co. Ltd. which is a Chinese Vivo Mobile Company History technology company. So, Vivo mobile phone company belongs to China. As many users asked, Vivo company belongs to which country? or What country made Vivo?

This company is actually a subsidiary company of the Chinese company BBT Electronics. The company is famous for designing and developing smartphones and smartphone accessories that are low in price but good in quality. This company also provides software for smartphones and other online services. BBT Electronics also owns other companies along with Vivo Mobile Company like Oppo, Realme, and OnePlus.

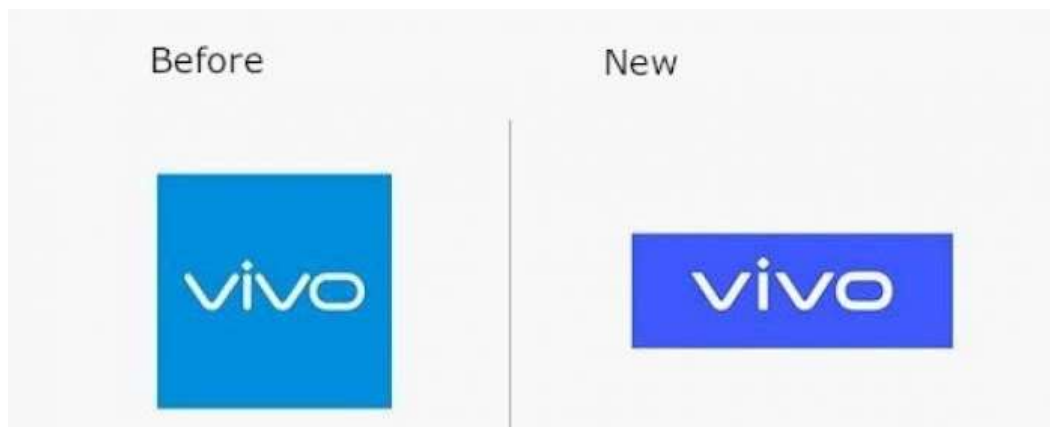
There are many users who are confused, Is Oppo and Vivo are the same company? As mentioned above that Oppo and Vivo are not the same companies but are owned by the same.

Vivo is now functioning in almost every corner of this world. If we talk about the current number of users of Vivo then the company has more than 200,000,000 users all around the world. There are also many users who thought that Vivo made in India. But actually, like other countries, Vivo also functions in India but is not made in India. You may also like Tecno mobile company history.

Vivo Mobile Company History mobile company history starts in the year 2009 when Shen Wei founded this mobile company with the headquarters in Dongguan and Guangdong in China. Now we get the answer is Vivo Chinese company or not? As many

Just after six and half years in 2015, Vivo ranked among the top 10 smartphone makers and providers in the world with a market share of up to 2.7% worldwide. This became possible after the Vivo mobile company in India, Thailand, Malaysia, Vietnam, Myanmar, and the Philippines was introduced. Vivo also has R&D centers in Shenzhen and Nanjing. In the Year 2016, Vivo had more than 1,600 human resources allocated in the Research and Development centers.

Vivo started its operations in Europe as well in 2020. It also started long-term relations with Zeiss to develop a better mobile imaging system. Both companies will develop a joint lab for the R&D on mobile imaging systems.



NEW DELHI: Chinese smartphone brand Vivo has unveiled a new made in India logo to show its commitment towards investing and manufacturing in India, amid the government's 'Atma Nirbhar Bharat' and 'Local ke liye Vocal' push

The logo will be printed on all Vivo devices including the recently launched V19

“We, at vivo India, have been aligned to the 'Make in India' initiative since the beginning. The new logo design that will be printed on the box of all our upcoming devices reiterates our commitment to make India a manufacturing hub and reinstates our mission of being an internationally local organization”, Nipun Marya, Director-Brand Strategy, Vivo India said.appinstlBnr

Vivo had invited enthusiasts to design a new logo in early November 2020 as part of their 5-year celebration. The winning logo, designed by Rahul Patel (a design enthusiast from Mumbai), selected from 3300 entries, will be rewarded INR 5 lacs for the rights of their logo,

### 3.2 Profile of the company

Vivo Communication Technology Co. Ltd., styled vivo in its logo, is a Chinese multinational technology company headquartered in Dongguan, Guangdong that designs and develops smartphones, smartphone accessories, software and online services. The company develops software for its phones, distributed through its V-Appstore, with iManager included in their proprietary, Android-based operating system, Funtouch OS in Global, Origin OS in

Mainland China and India. Vivo is an independent company and develops its own products. It has 10,000 employees, with research and development centers in Shenzhen, Guangdong, and Nanjing, Jiangsu.

Native name: 维沃移动通信有限公司 (Vivo Communication Technology Co. Ltd)

Type : Subsidiary

Industry : Consumer electronics

Founded : 2009; 13 years ago

Founder : Shen Wei (沈炜)

Headquarters : Dongguan,Guangdong, China

Area served : Worldwidelal

Key people : Shen Wei (CEO) Jerome Chen (CMO & VP Vivo India)

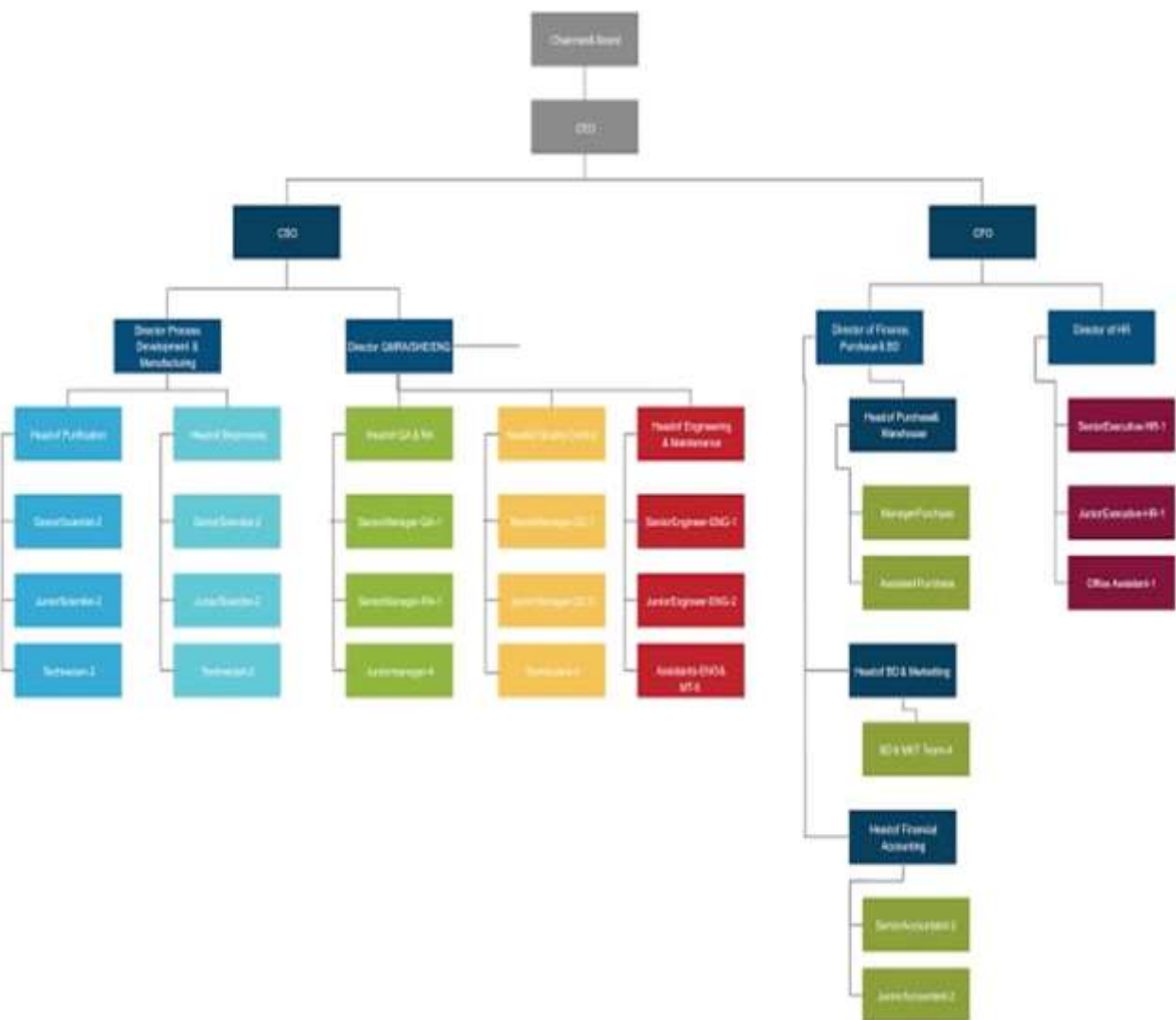
Products : Smartphones, HiFi, Accessories, Software and Online services

Brands : IQOO

Number of employees : 10,00,000

Parent : BBK Electronics

**ORAGANIZATION CHART**





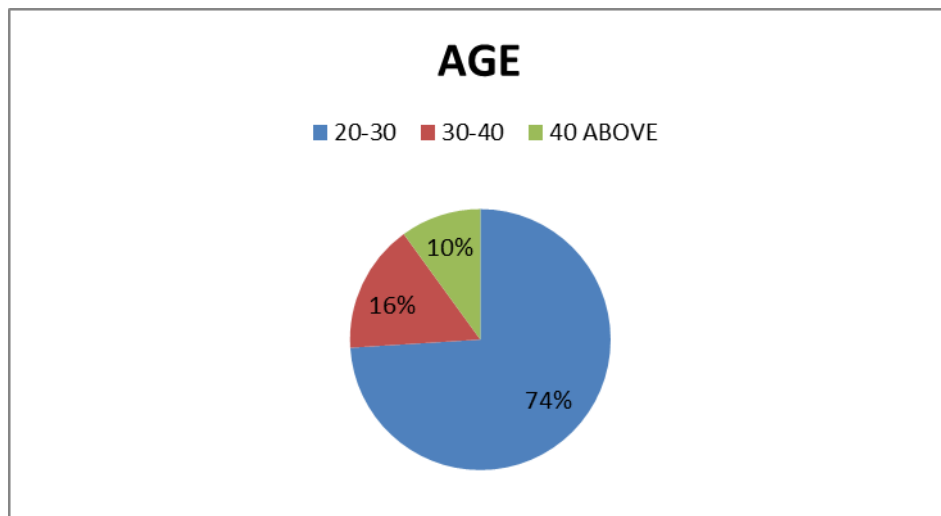
## CHAPTER 4

TABLE 4.1

TABLE SHOWING THE AGE OF RESPONDENTS

AGE	RESPONDENTS	PERCENTAGE
20-30	74	74%
30-40	16	16%
40 ABOVE	10	10%
TOTAL	100	100%

### 4.1 CHART SHOWING AGE OF RESPONDENTS



SOURCE: Primary data

#### INTERPRETATION:

The above table reveals that 74% of respondents belong to the age category whose age is between 20-30, 16% of the respondents belong to the age category whose age is between 30-40, 10% of the respondents belong to the age category whose age is between 40 above.

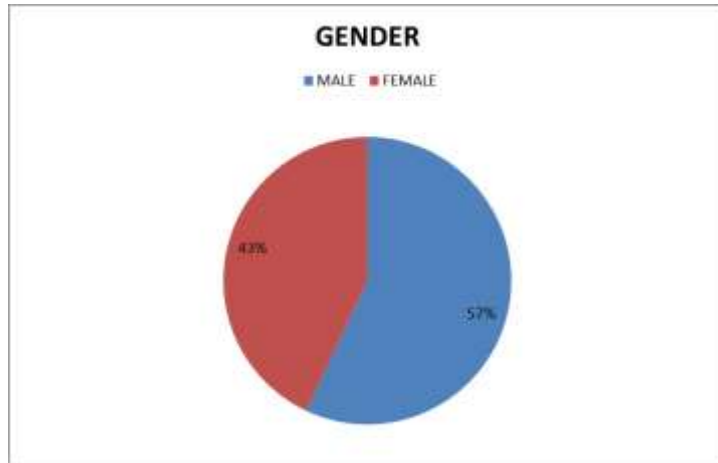
**Majority of 74% of respondents belong to the age category whose age is between 20-30**

TABLE 4.2

TABLE SHOWING THE OF GENDER RESPONDENTS

GENDER	RESPONDENTS	PERCENTAGE
MALE	57	57%
FEMALE	43	43%
TOTAL	100	100%

### 4.2 CHART SHOWING THE GENDER OF RESPONDENTS



SOURCE: Primary data

**INTERPRETATION:**

The above table reveals that 57% of respondents belong to males, 43% of the respondents belong to females.

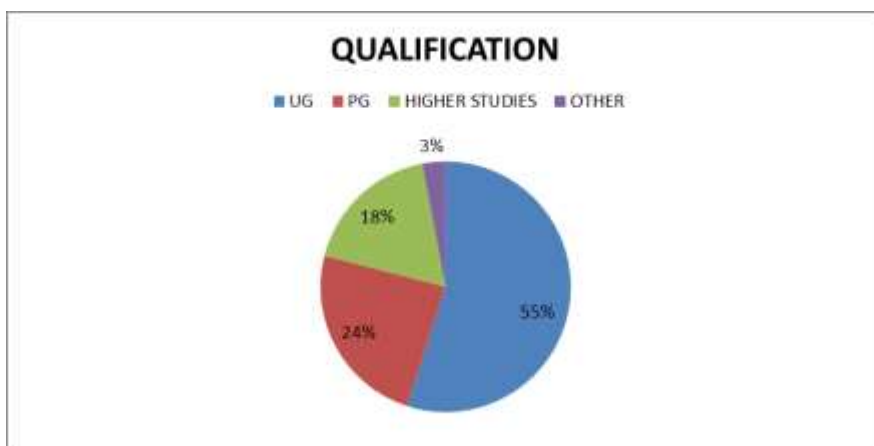
**Majority of 57% of respondents belong to male**

TABLE 4.3

TABLE SHOWING THE OF EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

EDUCATIONAL QUALIFICATION	RESPONDENTS	PERCENTAGE
UG	55	55%
PG	24	24%
HIGHER STUDIES	18	18%
OTHERS	3	3%
TOTAL	100	100%

**4.3 CHART SHOWING THE EDUCATIONAL QUALIFICATION OF RESPONDENTS**



SOURCE: Primary data

**INTERPRETATION:**

The above table reveals that 55% of respondents belong to UG level , 24% of the respondents belong to PG level.18% of respondents belong to higher study, 3% of the respondents belong to others.**Majority of 55% of respondents belong to UG level**

TABLE 4.4

TABLE SHOWING THE MARITAL STATUS OF THE RESPONDENTS

MARITAL STATUS	RESPONDENTS	PERCENTAGE
UNMARRIED	70	70%
MARRIED	30	30%
TOTAL	100	100%

4.4 CHART SHOWING THE MARITAL STATUS OF RESPONDENTS



SOURCE: Primary data

**INTERPRETATION:**

The above table reveals that 70% of respondents belong to unmarried, 30% of the respondents belong to married.

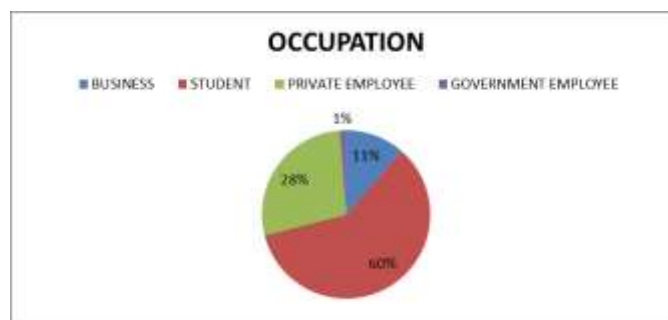
**Majority of 70% of respondents belong to unmarried.**

TABLE 4.5

TABLE SHOWING THE OCCUPATION OF THE RESPONDENTS

OCCUPATION	RESPONDENTS	PERCENTAGE
BUSINESS	11	11%
STUDENT	58	58%
PRIVATE EMPLOYEE	27	27%
GOVERNMENT EMPLOYEE	4	4%
TOTAL	100	100%

4.5 CHART SHOWING THE OCCUPATION OF RESPONDENTS



SOURCE: Primary data

**INTERPRETATION:**

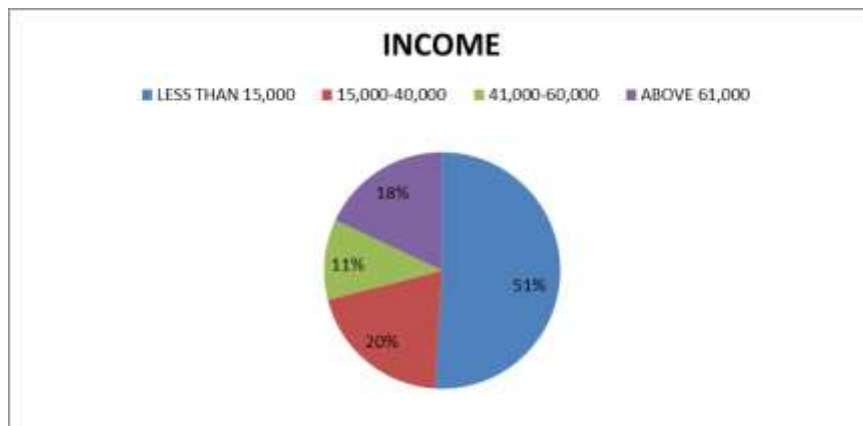
The above table reveals that 11% of respondents belong to business , 58% of the respondents belong to students ,27% of the respondents belong to private employees ,and 4% of the respondents belong to government employees.

**Majority of 58% of the respondents belong to students**

TABLE 4.6

TABLE SHOWING THE INCOME OF THE RESPONDENTS

INCOME	RESPONDENTS	PERCENTAGE
LESS THAN 15,000	51	51%
15,000-40,000	20	20%
41,000-60,000	11	11%
ABOVE 61,000	18	18%
TOTAL	100	100%

**4.6 CHART SHOWING THE INCOME OF RESPONDENTS**

SOURCE: Primary data

**INTERPRETATION:**

The above table reveals that 51% of respondents' incomes are less than 15,000 , 20% of the respondents income are 15,000-40,000 ,11% of the respondents income are 41,000-60,000 and 18% of the respondents income are above 61,000.

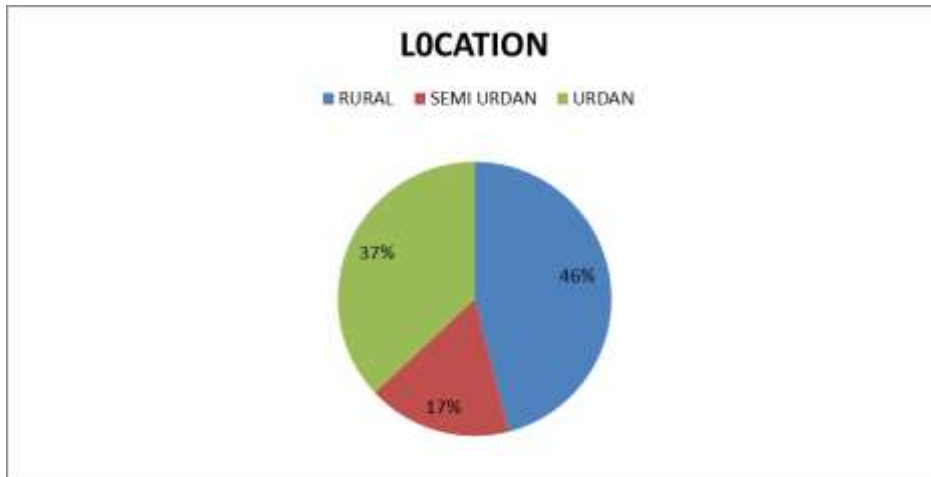
**Majority of 51% of respondents' incomes are less than 15,000.**

TABLE 4.7

TABLE SHOWING THAT RESPONDENTS FOR LOCATIONS

LOCATIONS	RESPONDENTS	PERCENTAGE
RURAL	46	46%
SEMI URDAN	17	17%
URDAN	37	37%
TOTAL	100	100%

**4.7 CHART SHOWING THAT RESPONDENTS FOR LOCATIONS**



**SOURCE:** Primary data

**INTERPRETATION:**

The above table reveals that 46% of respondents' for rural area , 17% of the respondents for semi rural ,37% of the respondents for urdan. .

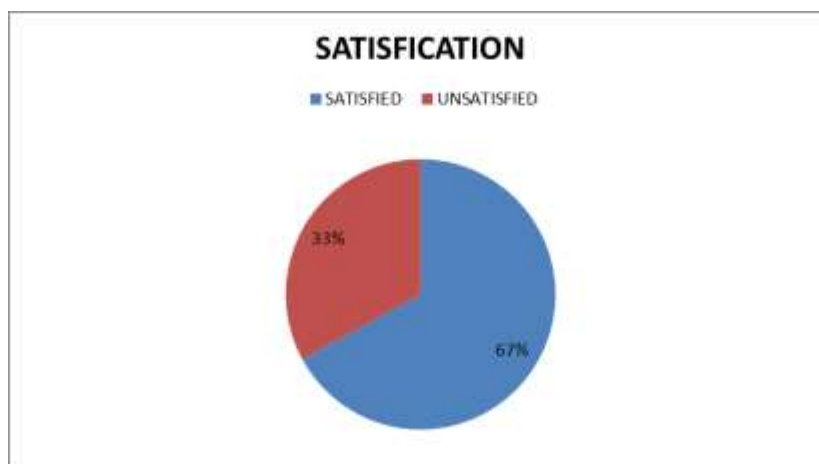
**Majority of 46% of respondents in rural area**

TABLE 4.8

TABLE SHOWING SATISFIED WITH STORAGE AND CAMERA PIXEL

SATISFIED WITH STORAGE AND CAMERA PIXEL	RESPONDENTS	PERCENTAGE
SATISFIED	67	67%
UNSATISFIED	33	33%
TOTAL	100	100%

**4.8 SATISFIED WITH STORAGE AND CAMERA PIXEL OF VIVO MOBILE**



**SOURCE:** Primary data

**INTERPRETATION:**

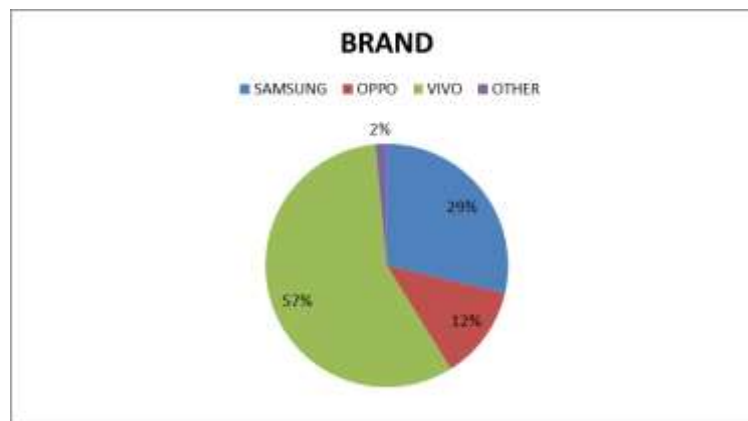
The above table reveals that 67% of respondents for satisfied , 33% of the respondents for unsatisfied.

**Majority of 67% of respondents for satisfied with storage and camera pixel .**

TABLE 4.9

TABLE SHOWING WHICH BRAND PHONE DO YOU USE

BRAND	RESPONDENTS	PERCENTAGE
SAMSUNG	23	23%
OPPO	10	10%
VIVO	46	46%
OTHER	21	21%
TOTAL	100	100%

**4.9 CHART SHOWING WHICH BRAND PHONE DO YOU USE**

SOURCE: Primary data

**INTERPRETATION:**

The above table reveals that 46% of respondents for vivo, 23% of the respondents for samsung, 21% of respondents for oppo, and 10% of respondents for other.

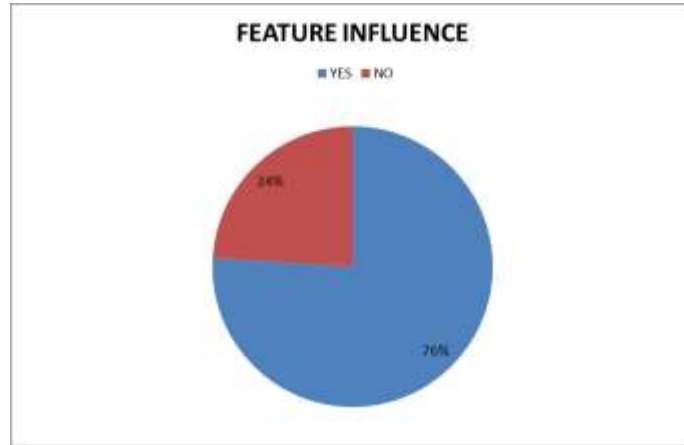
**Majority of 46% of respondents for vivo brand .**

TABLE 4.10

TABLE SHOWING IS FEATURE INFLUENCE THE PURCHASE DECISION

FEATURES INFLUENCE THE PURCHASE DECISION	RESPONDENTS	PERCENTAGE
YES	76	76%
NO	24	24%
TOTAL	100	100%

**4.10 CHART SHOWING IS FEATURE INFLUENCE THE PURCHASE DECISION**



SOURCE: Primary data

INTERPRETATION: The above table reveals that 76% of respondents for feature influence , 24% of the respondents for not feature influence.

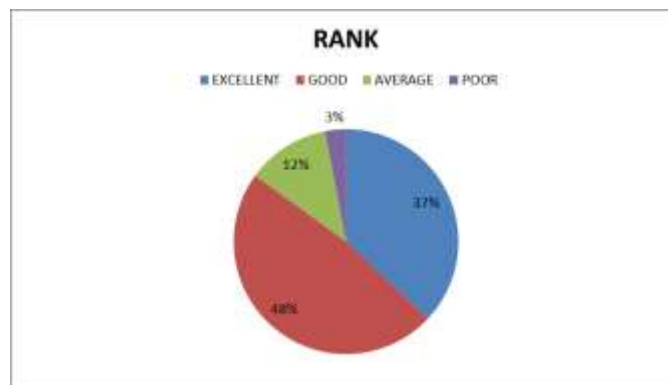
Majority of 76% of respondents for feature influence.

TABLE 4.11

TABLE SHOWING WHAT DO YOU FEELS ABOUT THE VIVO MOBILE

EXPERIENCE	RESPONDENTS	PERCENTAGE
EXCELLENT	37	37%
GOOD	48	48%
AVERAGE	12	12%
POOR	3	3%
TOTAL	100	100%

4.11 CHART SHOWING WHAT DO YOU FEELS ABOUT THE VIVO MOBILE



SOURCE: Primary data

INTERPRETATION:

The above table reveals that 48% of respondents have a good feels about vivo mobiles , 37% of respondents have a excellent feels about vivo mobiles , 12% of respondents have a fair feels about vivo mobiles , 3% of respondents have a poor feels about vivo mobiles .

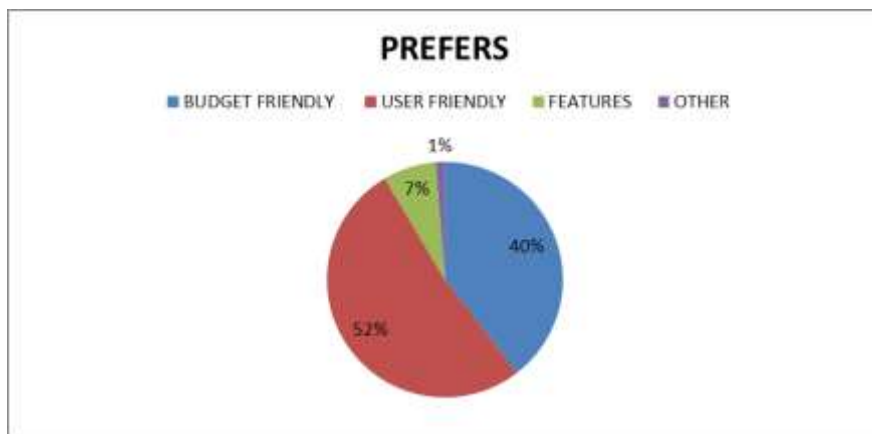
Majority of 48% of respondents have a good feels about vivo mobiles

TABLE 4.12

TABLE SHOWING WHY DID YOU PREFER VIVO MOBILES

PREFER	RESPONDENTS	PERCENTAGE
BUDGET FRIENDLY	38	38%
USER FRIENDLY	50	50%
FEATURES	7	7%
OTHER	5	5%
TOTAL	100	100%

#### 4.12 CHART SHOWING WHY DID YOU PREFER VIVO MOBILES



SOURCE: Primary data

#### INTERPRETATION:

The above table reveals that 38% of respondent for prefers for budget friendly , 50% of respondents for prefers for user friends, 7% of respondents for prefers for features, 5% of respondents for prefers for others

**.Majority of 50% of respondents for prefers for user friendly**

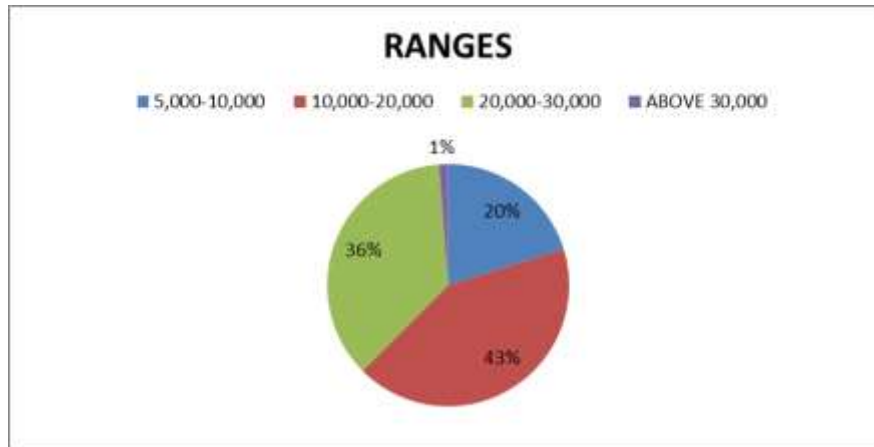
TABLE 4.13

TABLE SHOWING PRICE RANGE DO YOU PURCHASE MOBILES

RANGES	RESPONDENTS	PERCENTAGE
5,000-10,000	20	20%
10,000-20,000	42	42%
20,000-30,000	36	36%
ABOVE 30,000	2	2%
TOTAL	100	100%

#### 4.13 CHART SHOWING PRICE RANGE OF PURCHASE MOBILES





SOURCE: Primary data

**INTERPRETATION:**

The above table reveals that 42% of respondents for price range between 10,000-20,000,36 % of respondents for price range between 20,000-30,000,20% of respondents for range between 5,000-10,000, 2% of respondents for range above 30,000.

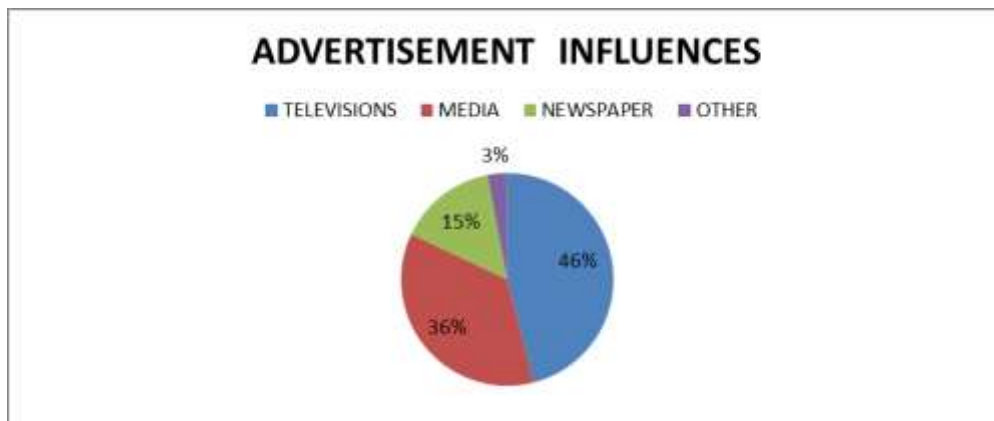
**Majority of 42% of respondents for price range is 10,000-20,000 .**

TABLE 4.14

TABLE SHOWING WHICH MEDIA OF ADVERTISEMENT INFLUNCES TO PURCHASE VIVO MOBILES

ADVERTISEMENT INFLUNCES	RESPONDENTS	PERCENTAGE
TELEVISION	46	46%
MEDIA	36	36%
NEWSPAPER	15	15%
OTHERS	3	3%
TOTAL	100	100%

**4.14 CHART SHOWING WHY DID THE RESPONDENTS PURCHASE THE VEHICLE THEY PREFERRED**



SOURCE: Primary data

**INTERPRETATION:**

The above table reveals that 46% of respondents for televisions advertisement influences,36% of respondents for media advertisement influence,15% of respondents for newspaper advertisement influence ,3% of respondents others advertisement influence like notices ,emails, offer coupons

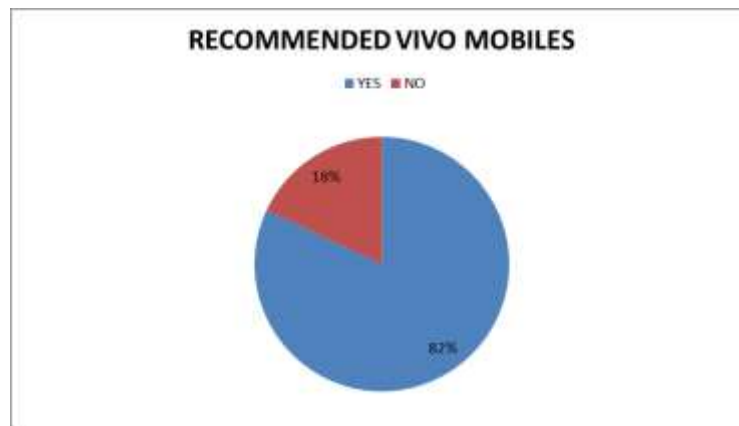
**Majority of 46% of respondents for televisions advertisements.**

TABLE 4.15

TABLE SHOWING RECOMMENDED OF VIVO MOBILES

RECOMMENDED OF VIVO MOBILES	RESPONDENTS	PERCENTAGE
YES	82	82%
NO	18	18%
TOTAL	100	100%

**4.15 CHART SHOWING RECOMMENDED VIVO MOBILES**



**SOURCE:** Primary data

**INTERPRETATION:**

The above table reveals that 82 of respondents is recommended the vivo mobiles , 18% of the respondents for not recommended the vivo mobiles.

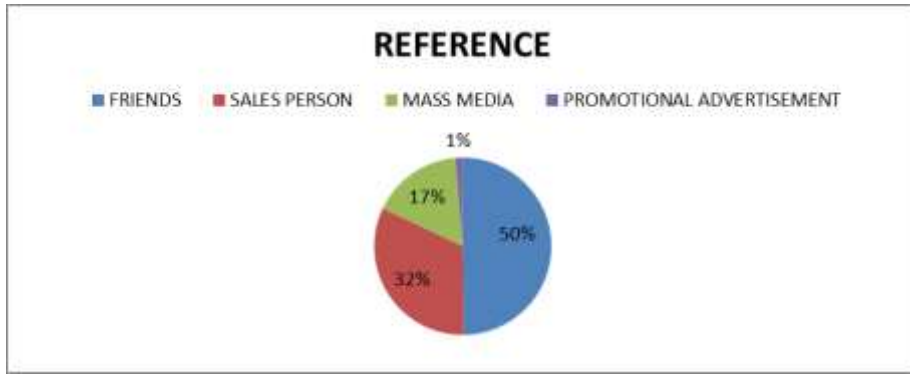
**Majority of 82% of respondents for recommended the vivo mobile.**

TABLE 4.16

TABLE SHOWING RESPONDENTS GET REFERENCE OR INFORMATION OF VIVO MOBILES

GET REFERENCE OR INFORMATION OF VIVO MOBILES	RESPONDENTS	PERCENTAGE
FRIENDS	45	45%
SALES PERSON	29	29%
MASS MEDIA	15	15%
PROMOTIONAL ADVERTISEMENT	11	11%
TOTAL	100	100%

**4.16 CHART SHOWING RESPONDENTS GET REFERENCE OR INFORMATION VIVO MOBILES**



SOURCE: Primary data

**INTERPRETATION:**

The above table reveals that 45 % of respondents get reference or information of vivo mobiles from friends , 29% of respondents get reference or information of vivo mobiles from sales person ,15% of respondents get reference or information of from mass media 11, % of respondents get reference or information of vivo mobiles from promotional advertisement.

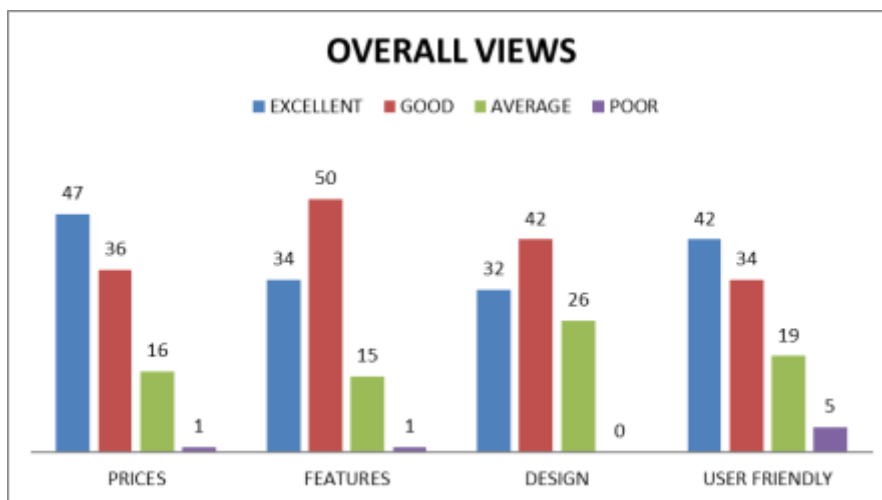
**Majority 45% of respondents get reference about vivo mobiles from friends.**

TABLE 4.17

TABLE SHOWING OVERALL VIEW OF FOLLOWING FACTORS

FACTOR	EXCELLET	GOOD	AVERAE	POOR	TOTAL	RANK
PRICES	47	36	16	1	331	1
FEATURES	34	50	15	1	318	2
DESIGN	32	42	26	-	306	4
USER FRIENDLY	42	34	19	5	313	3

**4.17 CHART SHOWING OVERALL VIEWS OF VIVO MOBILES**



SOURCE: Primary data

**INTERPRETATION:**

From the above information, respondents ranked the vivo overall review as such: ranked first towards prices, second rank towards features, third rank towards user friendly, fourth rank towards flavour and design.

TABLE 4.18

TABLE SHOWING RESPONDENTS ARE SATISFIED WITH VIVO MOBILES

SATISFIED WITH THE VIVO MOBILE	RESPONDENTS	PERCENTAGE
YES	96	96%
NO	4	4%
TOTAL	100	100%

#### 4.18 CHART SHOWING RESPONDENTS ARE SATISFIED WITH THE PERFORMANCE OF TVS BIKE



SOURCE: Primary data

#### INTERPRETATION:

The above table reveals that 96% of respondents are satisfied with the performance vivo mobiles, 4% of respondents are not satisfied with the performance of vivo mobiles.

**Majority 96% of respondents are satisfied with the performance of vivo mobiles**

## FINDING, SUGGESTION AND CONCLUSION

### 5.1 FINDING

- Majority of 74% of respondents belong to the age category whose age is between 20-30
- Majority of 57% of respondents belong to males
- Majority of 55% of respondents belong to UG level
- Majority of 70% of respondents belong to unmarried
- Majority of 46% of respondents in rural area
- Majority of 58% of the respondents belong to students.
- Majority of 51% of respondents' incomes are less than 15,000.
- Majority of 67% of respondents for satisfied with storage and camera pixel .
- Majority of 46% of respondents for vivo brand
- Majority of 76% of respondents for feature influence of vivo mobiles
- Majority of 48% of respondents have a good feels about vivo mobiles
- Majority of 50% of respondents for prefers for user friendly
- Majority of 42% of respondents for price range above 30,000 .

- Majority of 46% of respondents for televisions advertisements of vivo mobiles .
- Majority of 82% of respondents for recommended the vivo mobile.
- Majority 45 % of respondents get reference or information about vivo mobiles from friends.
- Majority of 50% of design is good for vivo mobiles
- Majority 96% of respondents are satisfied with the performance of vivo mobiles

## 5.2 SUGGESTIONS

The present study reveals the psychology of consumers about purchase intention towards vivo mobile phones. It considers Coimbatore to understand consumer buying behavior towards mobile phones. Coimbatore bears a diverse type of consumers and sets a perfect example of the consumer buying behavior. The results of the study show that the vivo mobile phone attributes directly influence the consumers purchase intention. Hence its recommended that;

- Company should try to sell maximum vivo mobile phones in price band of 10000-20000 to maximize sales.
- Company should increase its promotions and advertisements to maximize brand awareness amongst customers
- The company should focus on the professional customers, service sector customers and students to maximize sales.
- To explore the market, mobile industry have to concentrate more on youth segment by giving more advanced features.
- The mobile sellers should take necessary measures to increase the number of service center in rural areas and try to offer free service for rural people..
- More offers and discounts should be used as a weapon to attract customers
- As consumer wants more and more features so smart phone manufacturers should increase of the number of features.

## 5.3. CONCLUSION

Understanding the customer purchase intention has never been an easy task, be it in the case of traditional unorganized market or today's organized market, this scene also has become more complex. The consumer buying a variety of mobile phones which satisfy his wants and they are always influenced by his purchasing activities by some considerations which lead him to select a particular brand, feature, mode of selection or a particular store in preferred to others. The study has observed that there are many factors deemed as selection criteria of mobile phone. The most preferred features before buying a vivo mobile phone by respondents of Coimbatore city were performance, camera, design and gaming. Not necessarily all the variables for the purchase of mobile phone influence a person in the same way and same extent. In case of choosing mobile phone brands by a consumer in coimbatore, the mostly considered factors by the consumer include physical attributes like pricing, charging, operating facilities, size and weight. The results of these findings can be used by the vivo mobile companies for production of mobile phones which are demanded by the consumers and this study also adds new data base to the existing literature for intensively understand the consumer purchase intention towards vivo mobile phones.

## BIBLIOGRAPHY

### REFERENCE

1. SL Gupta, Sumitra Pal (2013) "Consumer Behavior an Indian Perspective Text and Cases".
  2. Del, L Hawkins (2015) "Consumer Behavior Building Marketing Strategy".
  3. K K Srivastava, Sujata khandai (2011) Consumer Behavior in Indian Context".
  4. A.Mohankumar, U.Dineshkumar. Study the "Customer Purchase Behaviour towards Mobile Phone With Special Reference To Erode City" IOSR Journal of Business and Management (IOSR-JBM)
  5. K.PRABHA KUMAR Study "BUYING BEHAVIOR IN SELECTING MOBILE PHONES WITH REFERENCE TO TIRUPUR CITY"
- International journal for innovative research in multidisciplinary field issn: 2455-0620  
volume 3, issue 11, nov-2017
6. Dr.T.N.R.KAVITHA K.YOGESWARI Study "Customer Attitude Towards Smartphones With Special References To Chithode, Erode District" OSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319 7668, PP 33-36
  7. J.Sathya and. K.Varunapriya Study "customers' preference and satisfaction towards android mobiles with reference to Coimbatore city of India" International Journal of Interdisciplinary and Multidisciplinary Studies (IJIMS), 2015, Vol 2, No.5, 83-85 ISSN: 2348-0343

8. P.Jimpaul Joshual M.Com CA, S.Karpagalakshmi. Study On "CONSUMER SATISFACTION AND PREFERENCES TOWARDS SMARTPHONES, AT SARAVANAMPATTI, IN COIMBATORE" SJIF Impact Factor: 6.260 ISI I.F.Value: 1.241 Volume: 4 Issue: 10 October | 2019 ISSN: 2455-7838(Online) EPRA International Journal of Research and Development (IJRD)
9. B.Ismail Zabiullah, B.Eswar Sai, B.Amarendra Analysis "Buying behaviour of customers towards Smartphone's "
10. A.Mohankumar U.Dinseshkumar the IOSR Journal of Business and Management, "customer purchase behavior towards mobile phones", November 2015, volume no: 1, Issue No: 2319-7668, p-p 04-08.
11. Dr. Abdul Ghafoor Awanand, Arooj Fatima British Journal of Marketing Studies, "youth purchasing behavior in selection of mobile phones", Volume No: 4, pp.72-80, August 2014.
12. Mesay Sata the Mediterranean Journal of Social Sciences, " Decision of buying mobile phone devices" Volume no 4, p-p 1-19 November 2013.. Thanika Devi Juwaheer the International Journal of Advanced Research "impact on the selection of mobile phones among young customers", Volume 1, Issue 4, 326-339: p-p 01-06, 18 May 2012
13. S.M. Hasan Annals of Management Research, "mobile phones purchase behavior" Volume number 1, p-p 6. Mridanish Jha International Journal of Advanced Research in Management and Social Sciences, Buying 6188 September October 2011 behavior of urban and rural consumers in mobile phones" Vol. 2 No. 4 p-p 04-31 April 2010.
14. Hassan Jawad Soomro European Scientific Journal "consumers to understand the overall purchase behavior of this segment of mobile phones" November 2009 edition vol.9. No.31 ISSN: 1857-7881 p-p 144-161 (Print) e- ISSN 1857-7431.
15. Md Reaz Uddinand Nusrat Zahan Lopa International Journal of Managing Value and Supply Chains (UJMVSC) "This study has put efforts to uncover the underlying factors those affect customers in choosing mobile phones" Vol.5. No. 2. p-p 124-261 June 2008
16. Raymond K. Dziwornu International Journal of Marketing Studies "factors affecting mobile phone purchase decision Vol. 5, No. 6: 2013 ISSN 1918-719X E-ISSN 1918-7203, 7 february 2011.
17. S.SUKUMAR the International Journal of Commerce, Business and Management "consumer awareness relates to the usage of mobiles" (UCBM), ISSN: 2319-2828 Vol. 2. No.2, April 2006.

#### WEBSITES

- [www.iostjournals.org](http://www.iostjournals.org)
- [www.IJRMF.COM](http://www.IJRMF.COM)
- [www.ijims.com](http://www.ijims.com)
- <https://pdfs.semanticscholar.org/>
- <https://www.researchgate.net/publication/326488826/>
- [www.google.com](http://www.google.com)
- [www.seminorprojects.com](http://www.seminorprojects.com)
- [www.managementparadise.com](http://www.managementparadise.com)
- [www.encyclopedia.com](http://www.encyclopedia.com)
- [www.indiainfoline.com](http://www.indiainfoline.com)
- [www.managementparadise.com](http://www.managementparadise.com)
- [www.script.com](http://www.script.com)

#### ANNEXURE

1. Name :
2. Gender
  - a) Male
  - b) Female
3. Age
  - a) 20 – 30

- 
- b) 30 – 40
  - c) 40 – 60
  - d) Above 60
4. Education status
- a) HS
  - b) UG
  - c) PG
  - d) Diploma
5. Occupation
- a) Student
  - b) Business
  - c) Govt Employee
  - d) Private Employee
6. Monthly Income of the Family?
- a) Less than 15000
  - b) 16000-40000
  - c) 41000-60000
  - d) Above 61000
7. Marital status
- a) Married
  - b) Unmarried
8. Location
- a) Rural
  - b) Semi urban
  - c) Urban
9. Will you Recommend your brand to others?
- a) Yes
  - b) No
10. Which price range do you purchase phone ?
- a) 1000 - 10000
  - b) 10001 - 20000
  - c) Above 20001
11. Is price influence the purchase decision?
- a) Yes
  - b) Nos
12. Which Brand do you use?
- a) Nokia
  - b) Samsung
  - c) oppo

- 
- d) one plus
- e) vivo
- f) Other
13. How satisfied are you with the following factor in your preferred mobile? (Tick in the desired column) Factor    Very Satisfied    Satisfied  
Normal    Least Satisfied.
- a) Price
- b) Colour
- c) Design
- d) Quality
- e) Features
- f) User friendly
14. Which media of advertisement influences your purchase?
- a) Television
- b) Newspaper
- c) Magazine
- d) Internet
- e) Others
15. Does the features of the product influence on your purchase decision?
- a) Yes
- b) No
16. Did you satisfied with VIVO mobile phones
- a) Very Satisfied
- b) Satisfied
- c) Normal
- d) Least Satisfied
17. After testing what do feel about the vivo mobile phone ?
- a) Excellent
- b) good
- c) average
- d) Poor
18. What do you feel about the features of vivo phone ?
- a) Good
- b) Average
- c) Better
- d) Excellent
19. Why did you prefer vivo phone ?
- a) Budget friendly
- b) User friendly
- c) Features



d) Other

20. From where did you get reference or information of vivo mobile ?

a) Friends

b) Promotional advertisement

c) Salesman