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A Study on Impact of Advertising on Sales Performance on Redmi Mobile with Reference to Coimbatore City

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INTRODUCTION

In this modern age of globalization and technology, an effective advertising tool is useful to influence consumer buying behavior on mobile phone sector. Thus, it is important for practitioners and researchers to understand the pathway through which advertising influences consumer's selection. Different group of people have used different types of promotional activities of the products and services to attract consumers. Advertising for any paid form of non-personal communications regarding the organization or its product to a targeted audience by weight/stream the center is the intended sponsor. It should be a considered that at any cost a promotional activity called an ad must be paid for. It is a technique used by companies in building awareness of their products and making new products known for new and potential buyers.

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Sales performance refers to how effectively your sales team performs within a specific period of time. Implementing sales performance management is one of the most common ways to track and manage sales reps' work from the beginning and beyond. It can be measured in various ways depending on your industry and business goals, but common metrics often include sales revenue, customer acquisition, and retention rate. A strong software framework allows you to see multiple sales metrics dashboards and organize each one using data of your choice. Take a look at the benefits and how to improve sales performance for teams.

It goes without saying that sales is the backbone of nearly every organization. Sales can include business-to-business interactions as well as sales to the general public. And while almost every industry has a sales aspect, the companies that succeed are those who prioritize and optimize sales performance.

STATEMENT OF THE PROBLEM

This research has been conducted to identify the effect of brand quality,Customer Satisfaction, and Brand Image on customer's brand loyalty. As there is a war of technology going on in this generation there are a lot of substitutes are available in the market, this research will help to understand how to keep customers loyal and understand the customer preferences. About the particular brand and problems faced by them on using such brand.

SCOPE OF THE STUDY

The scope of this study research work centered on the impact of effective marketing of telecommunication products and service under the broad subject, the study focused on the marketing practices of redmi mobiles. In the course of the study, effort was made to determine the sales performance of redmi in Coimbatore city. And this study will help to identify the strength and weakness of Redmi mobiles.

OBJECTIVES OF THE STUDY

- To promote level of customer awareness towards Redmi
- To find out the factors which influence to purchase of Redmi
- To know the preference of using Redmi mobile among consumers
- To know the problems faced by using Redmi

LIMITATIONS OF THE STUDY

● Due to time constraints, I have collected only 100 responses

● Inability to cover all areas in Coimbatore.

● The data depends totally on the respondents view which may be vary.

●This study is based on the figures available and the information given by the customers.

RESEARCH METHODOLODY

Both primary and secondary data were collected for this study.

PRIMARY STUDY

The objective of the study has been accomplished with the help of primary data Collected from 100 respondents. The data collected through questionnaire from the users of redmi mobile.

SECONDARY STUDY

Consists of information that already exists somewhere, having been collected for another purpose. Secondary data have been collected from the websites of different magazines, records and journals.

AREA OF STUDY

Area of the study covers to rural areas in Coimbatore city.

TOOLS USED FOR THIS STUDY:

Data collected were analysed with reference to each of the specific objectives. The tool such as Simple Percentage method.

Percentage analysis No.of. respondents *100

    Total No.of. respondents

SAMPLE SIZE

The total number of respondents taken for research was 100.

REVIEW OF LITERATURE

Mendelson & Bolls, (2009) discussed how impact of advertising leads to cognition (feeling) of a particular brand and ultimately feeling about the advertisement leads to the attitude towards the brand until their purchase intent. Cognition is mental process of acquiring knowledge and understand through thought, experience and senses about the brand. Advertising helps customer to develop brand recognition by giving complete detail about the company and their product and service. Advertisement could develop both positive and negative attitude towards a brand. If a brand is well positioned in the mind of customer by telling all the ethical aspects, it creates positive attitude and if the same is not well positioned in the mind of customer the same advertisement creates negative attitude. Advertisement has power to change purchase intent even at the last moment of the purchase decision.

Ingavale, (2013) in his research studied how advertising helps people in creating top of the mind awareness of a brand and aims at facilitating brand recall. Markets are full of products and for a single product lots of varieties are available in market. Advertising creates positioning of the product and service in the mind of customers which finally helps them in purchasing that particular product and service.

Rai, (2013) in his study focused on examining the influence of advertising on consumer buying behavior and determining the influence of advertising on attitude formation of consumer. It was found that advertisement has an influence on the behavior and attitude formation of consumers not only in India but worldwide. The consumers of durables products have their motivational sources as advertisements and study revealed that advertisement motivates consumers to materialize the purchase. The consumers are induced significantly by advertisements when the positioning is related to quality and price of the product. Purchase attitude and behavior is influenced by variety of advertisements which cover product evaluation and brand recognition.

HISTORY

2013

The first Redmi phone Hongmi (Red Rice in Mandarin), released in China in 2013, was first launched on Xiaomi's website, with consumer sales beginning on 12 July 2013. The phone was internationally released under the Redmi brand in early 2014

2014

On 13 March 2014, Redmi announced that their phones had been sold out in Singapore alone, eight minutes after being made available to buy on Xiaomi's website. Criticism regarding the release of Redmi phones included the notion that the firm may be exaggerating its sales by releasing them in small batches, causing them to quickly sell out.

On 4 August 2014, The Wall Street Journal reported that in China's smartphone market, Xiaomi overtook Samsung in the second quarter of the 2014 fiscal year with a 14% market share in smartphone shipment rankings, while Samsung had a 12% market share during this time. Yulong and Lenovo both had a 12% market share during this time. Redmi sales were attributed as contributing to Xiaomi's increased shipment rankings in the smartphone market. Conversely, in the first quarter of 2014, Xiaomi held a 10.7% market share.

2015

The Redmi Note 3 launched on 24 November 2015; unlike its predecessor, it does not have a user-changeable battery or microSD slot. It uses the MediaTek Helio X10 Octa-core 2.0 GHz Cortex-A53 SOC with the PowerVR G6200 GPU. The Snapdragon variant of the phone, released later the same year, is based on the Snapdragon 650 and has microSD support.

2016

In July 2016, the actors Liu Shishi, Wu Xiubo and Liu Haoran became the first ambassadors of the Redmi series in China. [8] Redmi Pro has appeared as Pro lineup in Redmi series. On 25 August 2016, Xiaomi unveiled the Redmi Note 4, powered by MediaTek's Helio X20 deca-core processor clocked at 2.1 GHz. The device has 2 GB RAM and 16 GB of internal storage. It has a 5.5-inch Full-HD display and a 13 MP rear camera and 5 MP front camera. It runs on Android 5.1 Lollipop and is powered by a 4,100 mAh battery. In November 2016, Xiaomi released its new budget phone, Redmi 4. It has a polycarbonate body, dual-SIM support and runs on MIUI 8 based on Android 6.0.1 Marshmallow. The Redmi 4 has a 5-inch 720x1280 pixels display, is powered by a 1.4 GHz octa-core processor, and has 2GB of RAM.

DATA ANALYSIS

TABLE

Table showing the gender of the respondents

S.NO	GENDER	NO.OF RESPONDENTS	PERCENTAGE
1	MALE	36	36%
2	FEMALE	64	64%
	TOTAL	100	100

INTERPRETATION

From the above table it is inferred that,36 percentage of the respondents are male, and 64 percentage of the respondents are female.

Majority (64%) of the respondents are female.

TABLE

Table showing age group of respondents

S.NO	AGE GROUP	NO.OF RESPONDENTS	PERCENTAGE
1	Below 20 years	39	39%
2	21-30 years	56	56%
3	31-40 years	3	3%
4	Above 41 years	2	2%
	TOTAL	100	100

INTERPRETATION

From the above table it is inferred that, 56 percentage of the respondents are from the age group of 21-30 years, 2 percentage of the respondents are above 41 of the years of age, 3 percentage of the respondents are from the age group of 31-40 years and 39 percentage of the respondents are above below 20 years.

Majority (56%) of the respondents are in the age group of 21-30 years

FINDINGS, SUGGESTIONS AND CONCLUSIONS

FINDINGS

● Majority (64%) of the respondents are male

● Majority (56%) of the respondents are in the age group of 21-30 year

● Majority (44%) of the respondents are qualified up to undergraduate level.

● Majority (29%) are private employee

● Majority (56%) of the respondent's monthly income is below 20000

● Majority (47%) of the respondents have 4 members in their Family

● Majority (93%) of respondents are having mobile phone

● Majority (82%) of the respondents are using smart phone

● Majority (42%) of respondents are aware through friends & relatives

● Majority (62%) of respondents are aware through internet

● Majority (41%) of respondents family consists 1 user

● Majority (33%) are using redmi for less than 1 year

● Majority (28%) are preferring redmi for user friendly

● Majority (39%) respondents are choosing for camera quality

● Majority (42%) respondents are prefer for using camera.

● Majority (61%) respondents are facing problem while using redmi

● Majority (47%) respondents are less attract by the advertisement

● Majority (65%) of respondents are said advertisement important for selecting handset

SUGGESTIONS

● Even though Redmi is cost affordable it have quick heating capacity that will not be the good feature and it may affect the users health.

● Most of the people suggest to reduce the heating capacity. Need more features in Redmi mobile.

● Need to improve the storage capacity of Redmi mobile.

● Many people suggested to improve the camera clarity

CONCLUSION

In conclusion, Xiaomi has a unique business model and a very interesting method is disrupting the smartphone and technology world. It has been successful at incorporating a crowd sourcing strategy into its product development process. At the same time, it has dispersed with all traditional marketing methods and is fully engaged in utilising online communities and social marketing for its marketing. With this innovative model, it has taken the world by storm and has created a huge cut following here in India.