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## **Brand Awareness, Loyalty & Customer Satisfaction Towards Vivo Smartphones**

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### **ABSTRACT**

Brand awareness, brand loyalty & customer satisfaction are very important for company/brand. Brand awareness is the crucial foundation for to eventually acquire customers and brand loyalty increases the likelihood that a customer will try new product because it becomes easy to sell to existing customers. This study is focused on identifying the Brand awareness, Loyalty & Customer satisfaction of VIVO smartphone brand. The study opted the descriptive method and collected the primary data by a survey of 100 smartphone users under convenience sampling method. The SPSS (Statistical Package for the Social Science) is used for the testing the software along with the percentage and graphical representation. The results show that VIVO brand has good awareness among the customers, but the majority of the respondents are not willing to purchase VIVO smartphone, majority of the VIVO smartphone users are satisfied with the performance and usage of VIVO smartphones and also many of the VIVO smartphone users are willing to consider the VIVO smartphones brand for their next purchase, we can also consider them loyal customers.

Keywords: VIVO Smartphones, Brand Awareness, Brand Loyalty, Customer Satisfaction.

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### **Introduction**

Smartphones play an important role in modern life, they enable us to connect communicate, access the net, check emails and social networks. The first smartphone was created and manufactured by IBM in 1993 and sold by BellSouth. Users could utilize the calendar, contact book, calculator, and other services thanks to the touchscreen interface. Cell phones got increasingly computer-like “over the course of the following ten years as the industry changed and integrated circuits “and solid-state computer memory became less expensive, enabling more sophisticated services like Internet access.

Advanced services became the norm with the introduction of third-generation (3G) mobile phone networks in 2001. Prior to the introduction of 3G, the majority of mobile phones could send and receive data at a rate sufficient for” text messages and phone conversations. High bit rates make it feasible to transmit and receive emails, photographs, video clips, music files, and other data over 3G networks.

We are currently using a fifth generation of mobile networks, and practically all modern devices are 5G and 4G compatible. The primary selling feature of this 5G network is its ability to deliver extremely fast Internet access.

Chinese international smartphone manufacturer Vivo Communication Technology Co. Ltd., known by the VIVO logo, is located in Dongguan, Guangdong Province. BBK Electronic Corporation, a Chinese multinational conglomerate business, owns Vivo Communication Technology Co. Ltd. as a subsidiary. Consumer electronics are the primary business of the firm. Shen Wei is credited with starting the business. Shen Wei, the company's CEO, and Jerome Chen, the company's CMO and Vice President for Vivo India, are two of the organization's key figures.

In 1995, Vivo introduced landline and mobile phones to the telecoms and consumer electronics sectors. In 2009, Vivo started selling smartphones. As of 2014, vivo was the fifth most well-liked smartphone brand in China and the tenth most well-liked smartphone brand globally.

India has around 750 million smartphones users in India. VIVO is one among the major smartphone company in the Indian market. The VIVO brand offers the smartphones majorly in entry level & mid-level, which are priced competitively when compared to the brands like Samsung, Xiaomi, Motorola etc.

The Brand Awareness simply means whether consumers can recall or recognize the brand. High brand awareness implies that people are aware of your company's existence and identify your goods in your sector. The more acquainted your brand is with customers, the more likely you are to gain "top-of-mind" position in the minds of the consumers/ customers. Brand loyalty is tendency of consumers to purchase particulars brands product over other, due to the trustworthy relationship that the company has fostered. Customer satisfaction is measure to know how products or services supplied by a company meet or excel customer satisfaction. The majorly focuses of the study is to understand the brand awareness, loyalty and to predict the satisfaction level of the VIVO smartphones users.

## **Objectives**

The main objectives of the study are:

1. To know the Brand Awareness of VIVO smartphones.
2. To identify the level of satisfaction among VIVO smartphone users.
3. To predict the loyalty among VIVO smartphone users.

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## **Review of Literature**

### **Yingsi Tan (2021)**

The author has conducted the research on “The effects of ad heuristic and systematic cues on consumer brand awareness and purchase intention: Investigating the bias effect of heuristic information processing”. Social media advertising helps in gaining and retaining clients. This research explores the influence of advertising systematic cues, such as ad informativeness and persuasiveness, on consumer brand awareness and purchase intention. Company and influencer ads are examined for empirical data. According to studies, persuasive advertising boost brand identification and purchase intent. Business poster outperforms influencer poster for ad management. Heuristic and systematic processing co-occur in social media advertising. This research increases understanding of social media advertising and provides marketers ways to capitalise on ad posters' informativeness and persuasiveness.

### **OzlemSurucu (2019)**

The author has conducted the study on “Brand awareness, image, physical quality and employee behaviour as building blocks of customer-based brand equity: Consequences in the hotel context”. This study evaluates the influence of Customer-Based Brand Equity (CBBE) on customer loyalty and the roles of customer satisfaction and trust in the hotel industry. To attain this goal, 918 hotel guests in 39 five-star hotels in 10 Turkish cities were surveyed. CBBE covers brand awareness, physical quality, staff behaviour, and brand image. CBBE promotes consumer satisfaction and confidence, according to the research. To promote customer loyalty, hotels must improve customer satisfaction, develop CBBE, and build trust. Theory and practise are discussed.

### **HannyApriyani (2018)**

The author has carried out the study on “Influence of Promotion Through Social Media Instagram, Brand Awareness, Brand Equity, Brand Loyalty to Purchasing Decisions”. This study aims to find out how Instagram marketing affects brand recognition, brand equity, brand loyalty, and purchase decisions. This research included 310 Indonesians. SEM (Structural Equation Modeling) was used to evaluate the hypothesis. PLS 3.0 programme for SEM. PLS 3.0 uses partial least squares. The route coefficient estimate shows that Instagram promotions influence purchases the most. Brand awareness influences purchases the least. Brand awareness affects purchases by 0.026. Brand knowledge may not necessarily impact a buyer's decisions (brand awareness). Brand-aware people don't always buy.

### **Seongseop Sam Kim (2018)**

The author has conducted the research on “The effect of celebrity on brand awareness, perceived quality, brand image, brand loyalty, and destination attachment to a literary festival”. This study examined how celebrity writer endorsements affect festival brand equity and destination attachment. Subjects were non-locals who attended a literary festival. Expertise is most linked to celebrity brand equity and destination connection. Festival brand loyalty influences destination attachment, whereas festival brand awareness boosts brand loyalty. The data suggest celebrity endorsements affect destination brand and festival community attachment. This study might help event organisers better promote the host area. The results reportedly help understand the efficacy of endorsements at events.

### **Mohammed T Nuseir (2016)**

The author has conducted the study on “Exploring the use of online marketing strategies and digital media to improve the brand loyalty and consumer retention”. This research aimed to examine how internet and digital media marketing influenced brand loyalty and customer retention. This research examined the internet's depth and the benefits of using digital media and the internet as a marketing tool. 200 customers were polled quantitatively. The results indicated that the internet is a valuable marketing tool that allows firms to promote to a focused audience while keeping new and existing clients. Digital media and internet marketing assist firms and brands establish loyal customers and boost popularity, according to study.

### **Rong Huang (2012)**

The author has conducted the research on “How brand awareness relates to market outcome, brand equity, and the marketing mix”. This study examines brand awareness, brand equity, and market performance. This study investigates how the marketing mix affects brand awareness. The results reveal that experience may come before consciousness in certain cases. The results show a positive association between brand awareness and brand equity. In conclusion, this research illustrates the importance of distribution and price promotion in building brand recognition in a CPG market.

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## Methodology

### Type of Research

Descriptive Research is used for the study. Descriptive studies have the primary objectives of describing the results of the research, providing an explanation for the findings, and validating the findings. In this kind of study, there is a heavy emphasis placed on topics that cannot easily be quantified.

### Source of Data Collection

Both Primary Data and Secondary Data are used in the analysis of the topic. The primary data is collected via the use of the questionnaire method, and secondary data is obtained by the consultation of various sources, including books, magazines, research papers, and websites.

### Sampling Method

The research was conducted using a sample approach known as convenience sampling. The most common kind of non-probability sampling is called convenience sampling, and its purpose is to collect data from people who are easy for the researcher to get in touch with.

### Sample Size

The sample size for the study is 100 respondents who uses the smartphone.

### Statistical Tools and Techniques

The statistical software package known as SPSS (Statistical Package for the Social Science) is used, within SPSS, the procedures of Anova, Chi Square, and Descriptive Analysis were utilized. The study also makes use of a variety of tools, including percentages, pie charts, and bar graphs.

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## Analysis & Interpretation

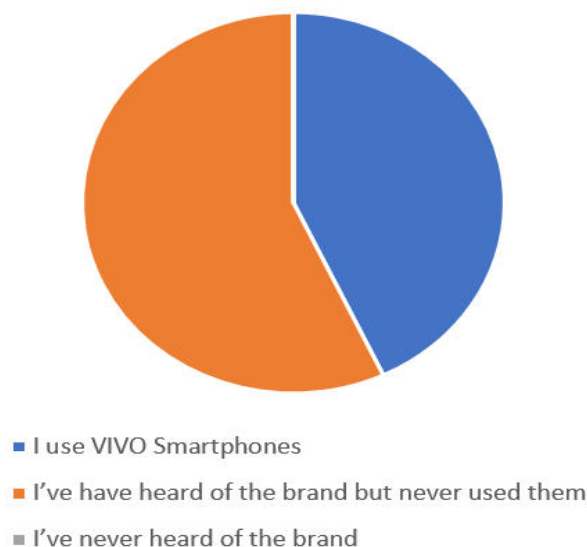
### 1. Familiarity of VIVO brands

Particulars	No. of Respondents	Percentage
I use VIVO Smartphones	43	43%
I've have heard of the brand but never used them	57	57%
I've never heard of the brand	0	0

Source: Primary Data

**Analysis:** The above table shows that 43% of respondents use VIVO smartphones, 57% of the respondents have heard of the VIVO brand but never used them.

**Graph 1: Showing the familiarity of VIVO Brand**



**Interpretation:** The above graph interprets that majority of respondents are have heard of the VIVO brand but has never them, this because of the extensive marketing of VIVO smartphones.

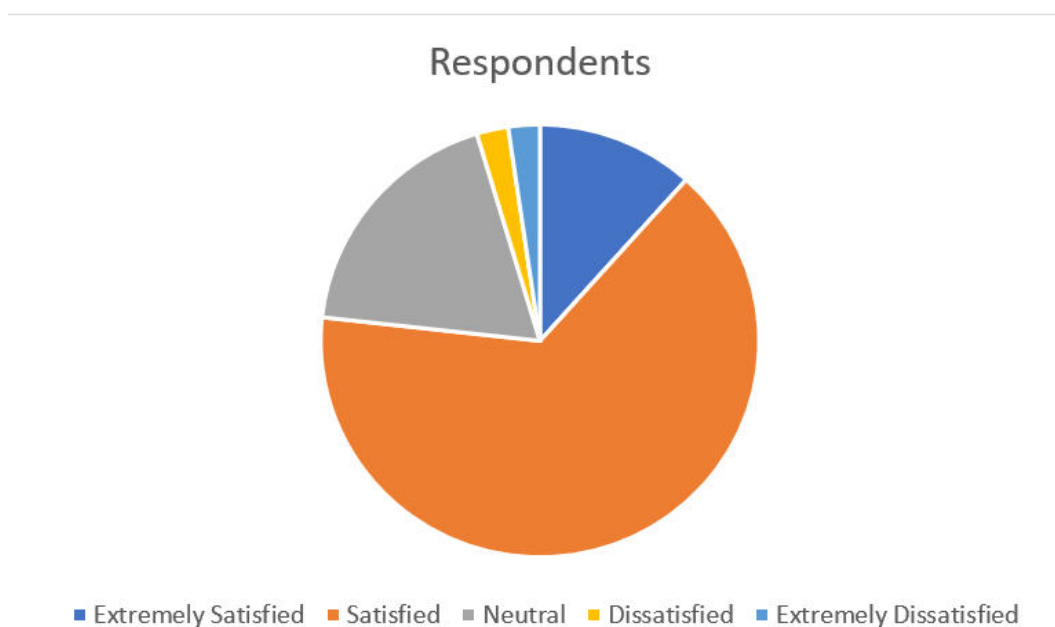
### 2. Satisfaction of VIVO smartphone users

Particulars	Respondents	-Percentage-
Extremely Satisfied	5	12%
Satisfied	28	65%
Neutral	8	19%
Dissatisfied	1	2%
Extremely Dissatisfied	1	2%

Source: Primary Data

**Analysis:** The above table shows 12% of the respondents are extremely satisfied with the VIVO smartphones, 65% are satisfied with VIVO smartphones, 19% are neutral towards the statement, 2% are dissatisfied with VIVO smartphones & 2% are extremely dissatisfied with VIVO smartphones.

**Graph 2: Showing the Satisfaction of VIVO smartphone users**



**Interpretation:** The above graph interprets that majority of the VIVO smartphone users are satisfied with the usage and performance of VIVO smartphones, this is because of the superior quality smartphones offered by smartphones.

### 3. Will you consider vivo Smartphone brand while buying smartphones.

Particulars	No. of Respondents	Percentage
I will definitely buy this brand again	21	49%
I will not consider this brand while buying smartphones.	11	25%
I will not buy another brand when this brand is available in the store.	5	12%
I will buy this brand, although its price is higher than the other brands with similar features.	6	14%

Source: Primary Data

**Analysis:** The above table shows that 49% of the respondents will definitely buy VIVO brand again, 25% of the respondents will not consider this brand while buying smartphones, 12% of the respondents will not buy another brand when this brand is available in the store & 14% of respondents will buy this brand, although its price is higher than other brands with similar features.

#### 4. Table showing respondents knowledge and awareness towards VIVO smartphone brands

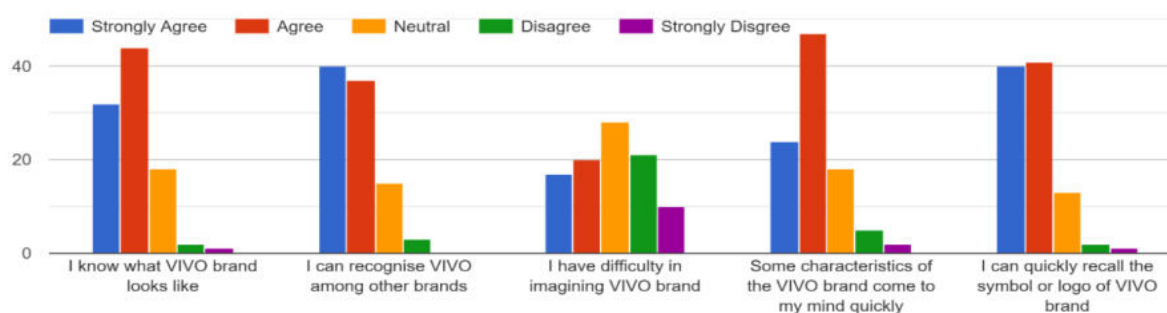
Particulars	^Strongly ^Agree^	Agree^-	^Neutral^-	^Disagree^	^Strongly ^Disagree^
I-know what VIVO brand looks like	32	44	18	2	1
I can recognise VIVO among other brands	40	37	15	3	0
I have difficulty in imagining VIVO brand	17	20	28	3	0
Some characteristics of VIVO brand comes to my mind quickly	24	47	18	5	2
I-can-quickly recall-the symbol-or-logo VIVO-brand	40	41	13	2	1

Source: Primary Data

**Analysis:** The above table shows that 32% of the respondents strongly agree to the statement I known what VIVO brand looks like, 40% of the respondents strongly agree tat they can recognise VIVO among other brands, 28% of therespondents are neutral to I have difficulty in imagining VIVO brand,47% of the respondents says that some characteristics of VIVO brand comes to my mind quickly & 41% of the respondents can-quickly-recall-the VIVO symbol-or-log- of-VIVO-brand.

#### Graph 3: Showing Awareness and Knowledge of VIVO smartphone in respondents mind

Rate your knowledge towards VIVO Smartphones



**Interpretation:** The above bar graph infers that majority of respondents agree to I known what VIVO brand looks like, majority of the respondents strongly agree to I can recognise VIVO among other brands, majority of respondents are neutral to I have difficulty in imagining VIVO brand & majority of respondents strongly agree to they can recall symbol or logo of VIVO brand, we call also interpret that respondents are more aware about VIVO brands.

#### 5. Chi Square between the brand awareness and superiority of the brand

**H<sub>0</sub>:** There is no significant association between the brand awareness and superiority of the brand. “

**H<sub>1</sub>:** There is significant association between the brand awareness and superiority of the brand.

**Chi Square  
Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
HOW FAMILIAR ARE YOU WITH THE VIVO BRAND * DO YOU AGREE THAT VIVO SMARTPHONES ARE OF SUPERIOR QUALITY	100	100.0%	0	.0%	100	100.0%

**HOW FAMILIAR ARE YOU WITH THE VIVO BRAND \* DO YOU AGREE THAT VIVO SMARTPHONES ARE OF SUPERIOR QUALITY**

**Crosstabulation**

	DO YOU AGREE THAT VIVO SMARTPHONES ARE OF SUPERIOR QUALITY						Total
	.00	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	
HOW I USE VIVO SMARTPHONES	0	4	5	13	17	3	42
ARE YOU FAMILIAR WITH THE VIVO BRAND	1	1	4	25	23	1	55
I'VE HEARD OF THE BRAND, BUT NEVER USED THEM	0	0	1	2	0	0	3
I'VE NEVER HEARD OF THE BRAND	1	5	10	40	40	4	100

**^Chi-Square^Tests^**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.857 <sup>a</sup>	10	.369
Likelihood Ratio	12.048	10	.282
Linear-by-Linear Association	.059	1	.809
N of Valid Cases	100		

a. 13 cells (72.2%) have expected count less than 5. The minimum expected count is .03.

**^P Value = 0.326^**

**^Level of Significance = 0.05^**

**“Interpretation:**From the above output of SPSS the Level of Significance is 0.05 & the P Value is greater than 0.05, hence null hypothesis is accepted and alternative hypothesis is rejected. So we can state that there is no significant association between the brand awareness and superiority of the brand.

**6. Anova Test between the price range considered for buying smartphones and pricing of smartphone**

**“H<sub>0</sub>:** There is no significant difference between the price range considered while buying smartphone & pricing of Smartphones. “

**“H<sub>1</sub>:** There is significant difference between the price range considered while buying smartphone & pricing of Smartphones. “

**Analysis of Variance (ANOVA)**

What is the price range you consider while buying smartphones?

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	6.080	4	1.520	3.596	.009
Within Groups	40.160	95	.423		
Total	46.240	99			

**P-value is 0.009**

**Level-of-Significance is 0.05(5%)**

**Interpretation:** From the above output of SPSS the Level of Significance is 0.05 & the P value is lesser than 0.05. Therefore, null hypothesis is rejected and alternative hypothesis is accepted. Hence, we can state that there is significant difference between the price range considered while buying smartphone & pricing of Smartphones. “

## Findings

From the above study it is found that majority of respondents are aware of the VIVO brand but don't the smartphone brand. It is also found out that majority of the VIVO smartphone are satisfied with usage and performance of VIVO smartphones, majority of the respondents strongly agree to the fact that they know what VIVO brand looks like, some respondents strongly agree to statement that they have difficulty in imagining what VIVO brand looks like and it is also found that majority of the VIVO smartphones users are willing to buy this brand, we can consider them has loyal customers.

## Suggestions

The VIVO brand must look out the ways to convert the prospects into the customers. The company must focus on engaging with customers and prospects so that they can their loyal or future consumers. The company must continue with same quality and experience to improve satisfaction level among the users. The company must make use of social media to stay connected & engage with VIVO community. The company must focus on fostering positive feeling and judgements to its customers.

## Conclusion

VIVO is one among the major smartphone company in the Indian market. The VIVO brand offers the smartphones majorly in entry level & mid-level, which are priced competitively when compared to the brands like Samsung, Xiaomi, Motorola etc. The survey shows that VIVO company in Indian market has good brand awareness, but the people are not willing to the smartphone brand for purchase. The smartphones of VIVO are of superior quality, perform better to other smartphone companies. The VIVO smartphone users are also satisfied with the usage and performance of VIVO smartphones and many VIVO smartphone users are willing to consider the VIVO brand for next purchase, we can also consider them has loyal customers.

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