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A Study on the Customer Satisfaction Towards Smartphones: A Special Reference to MI

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ABSTRACT

Smart phone, being compact in size, provides an all-in-one solution for mobile calls, emails, and internet access. Recently the Smartphone sales have plunged for several brands at an affordable price as Oppo, Mi, and Vivo. India is set to become the third-largest market for smart phones in four years, according to researcher international data Corporation, with phone manufacturers launching more affordable 4G handsets and looking to tap buyers in small cities and towns. This research is designed to provide information about customer perception and factors affecting their buying behavior with respect to Mi smart phones. The research design used is exploratory in nature which will provide an emphasis on numerical data (number). The data for analysis was gathered by using questionnaire method, with the sample for the representative customer with simple random sampling approach. There are several observations that each Smartphone has their own benefit and luxury offered by the companies. The product attributes offered by Mi's are not as desirable as its competitors (such as Samsung) according to customer perception. The company needs to improve each of their products to gain customer expectations. It is recommended that the company should launch smarter phone with standard quality for lower classes as this will help them to reach more consumer as lower classes population in country are high.

KEYWORDS:Xiaomi, Chinese Smartphone Market, Customer Perception, Product attributes, Customer Satisfaction

Introduction

Customer satisfaction is one of the most important issues concerning business organizations of all types, which is justified by the customer orientation Philosophy and the main principles of continuous improvement of modern enterprises. Customer is an individual or business that purchases the goods or services produced by a business. The client is the end goal of businesses, since it is the customer who pays for supply and creates demand. Businesses often follow the adage that "the customer is always right" because happy customers will continue to buy goods and services. In today's competitive business environment, customer satisfaction is an increasingly important component of an effective organization. Customer satisfaction is a key component of a successful and prosperous organization. It has been linked to higher profit margins and greater employee satisfaction, customer loyalty, customer retention, and repeat purchases. When measured in financial terms, it is easy to see why customer satisfaction should become the foundation to all other measures of business performance. Satisfied customers will return to buy more, recommend you to others, cost less to sell to, and cost less to service. In short, organizations that actively manage customer satisfaction are actively managing their ongoing profitability. Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses. Building customer relationships is one of the customer retention strategies used to improve customer service and reduce customer churn. The problem is that customer satisfaction is seldom expressed in financial terms. Many organizations simply categorize customer satisfaction measurement as a form of "marketing intelligence" instead of using it as a management tool to build the customer into their quality improvement processes and increase profit. As a result, companies often know the of providing good service, but they rarely know the cost of providing bad service. Many market research companies agree that even "satisfied customers" will defect. Therefore, this study concerns on customer satisfaction to meet customer needs to make customers loyal and retain them for better profit in today's modern market.

The Smartphone industry is developing each year, in deals as well as in telephone size. Before 2007 the just cell phones accessible in the United States were Blackberries and Palm Pilots. At the point when these two brands were the solitary decision of cell phones, more modest screens were liked. Nonetheless, that all changed after June 29, 2007, when the principal iPhone gadget was delivered by Apple. The first iPhone had a 3.5-inch screen and at that point, this was the greatest screen accessible on a cell phone. Before long various cell phones would be delivered with a greater screen. Cell phones may be expanding in size each year because buyers have shown an interest in greater gadgets, new highlights require more space, greater telephone are useful to individuals with helpless vision, and a greater screen consider more customization. One explanation cell phone organization are making greater cell phones is that greater gadget is what the customers' needs. The interest for bigger telephone has been around since mid-2010. As indicated by Engadget, in 2010 greater Android telephones were on the ascent. "Samsung oversaw to sell 10 million units of the lead cell phone [Samsung Galaxy S3] by the beginning of 2011, demonstrating that 4-inch or bigger telephones could be famous" (Engadget). Later in 2011 Samsung delivered its Galaxy Note "p. A "phablet" is the moniker given to a gadget that is a crossover of a cell phone and a tablet. There were 10 million

Samsung Galaxy Notes sold inside the time of its creation. The Galaxy Note 2, which trailed the first Note, had much more accomplishment than its archetype. "phablets" have effectively satisfied a craving for more space. The greater cell phones that we see today were enlivened by the accomplishment of tablets. The economic downturn caused the traditional global phone market to enter recession (Ahson and Ilayas, 2006). However, the smartphone market has been growing rapidly (Himmelsbach 2013). Major players have expanded their total sales due to the growing number of smartphone users and the reduced prices. Smartphone industry PESTLE analysis (Henry, 2008). In summary, the current cell phone is at this point not selective for early adopters. Smoothing out of new developments has prompted expanded rivalry and patent prosecution. It is obvious that the cell phone market is constrained by a couple of major cell phones creators. Cell phones have proclaimed another time in the correspondence business and changed a few parts of human way of life. New programming creators need to foster a working framework to make a remarkable differentiation in the current market.

Objectives of the Study

1. To understand the customer buying pattern for the smartphones
2. To analyze customer satisfaction with respect to Xiaomi mobile phone features.

Research Methodology

This section is to talk about the methodology attempted to find showcasing customer satisfaction towards Xiaomi. This examination completed through exploratory exploration, which permits acquainting with the issue or idea to be study, trailed by graphic causal exploration to figure out which variable may be causing a specific conduct. The last stage will be a convincing examination to give data that is helpful in arriving at resolutions or dynamic and client fulfillment of Xiaomi cell phone with a substantial examination instrument. The sample size of the study was 50 which were identified through random probability sampling method.

Questionnaires are made on customer satisfaction towards Xiaomi smartphones in order to gather the essential information about their mentalities towards the all factors in this exploration. Close-end questions are utilized in this field of study, which restricted the respondents to answer the inquiry with a particular goal in mind by choosing the nearest choice from the given other option decisions in the inquiry (Zikmund, 2004).

The study employed the use of a structured questionnaire which was self-administered. The questionnaire was divided into three sections in reference to the objectives of the study, bearing both open and closed ended questions. The questionnaire method was selected as it allowed the researcher to collect data systematically and address the research issues in the standardized and economical way.
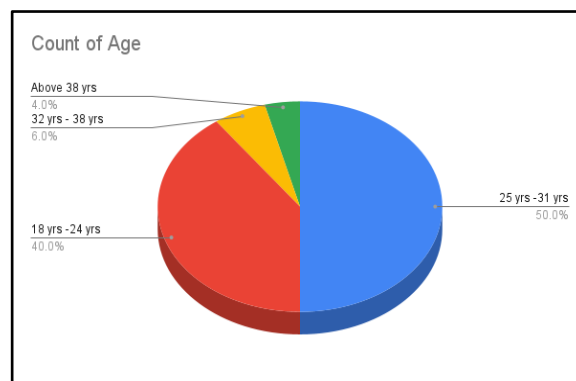
Data Analysis

Based on the data collected through the survey, the data is further analyzed for the fulfillment of the objectives of the study. The analysis of the study comprises of the demographic profiling, then followed by the customer satisfaction analysis.

I. Demographic profiling

The following section represents the distribution pattern of the respondents of the survey based on demographics such as age, gender,

1. Distribution based on Age

Graph showing classification based on age. (Total responses collected: 50)
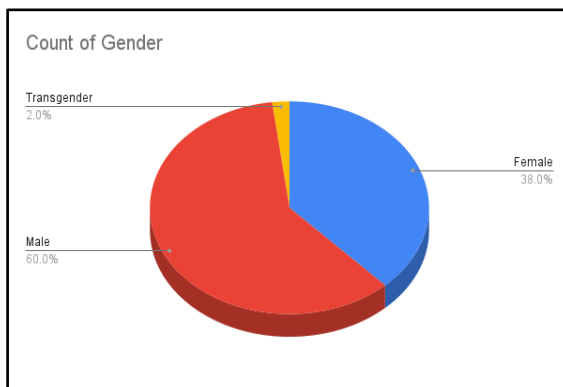

(Source: - Primary Data)

Analysis:

- 25 of the respondents are in the age group 25-31 Yrs. Which constitutes 50%

- 20 of the respondents are in the age group 18-24 yrs. Which constitutes 40%
- 3 of the respondents are in the age group 32-38 yrs. Which constitute 6%
- 2 of the respondents are above 38 yrs. i.e 4%

Interpretation: The percentage of the age group between 25-31 yrs. Is more than the other age group i.e 50%.

2. Distribution based on Gender

Graph showing classification based on gender. (Total responses collected: 50)
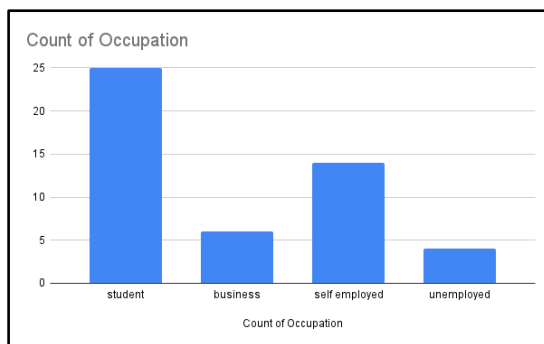

(Source: Primary Data)

Analysis:

- 30 of the respondents are Male. Which constitutes 60%
- 19 of the respondents are Female. Which constitutes 38%
- 1 of the respondents are transgender. Which constitutes 2%

Interpretation: The percentage of the male respondents is more as compared to other gender i.e 60%.

3. Distribution based on Occupation

Graph showing classification based on occupation. (Total responses collected: 50)
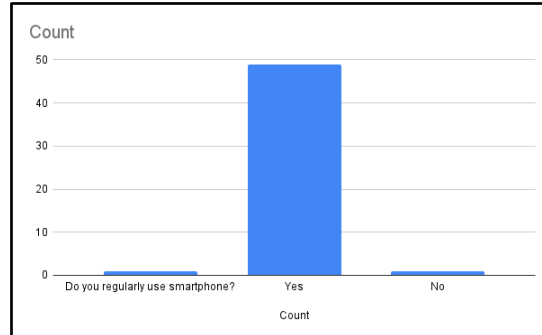

(Source: Primary Data)

Analysis:

- 26 of the respondents are students which consists of 52% of the graph.
- 14 of the respondents are self-employed which consists of 28% of the graph.
- 6 of the respondents runs their own business which consists of 12% of the graph.
- 4 of the respondents are unemployed which consists of 8% of the graph.

Interpretation: The percentage of the respondents who are students are more as compared to other occupation i.e 52%

II. Analyzing the Consumer usage pattern towards the Smartphones

1. Smartphone Usage Rate

Graph showing do you use smartphone regularly. (Total responses collected: 50)
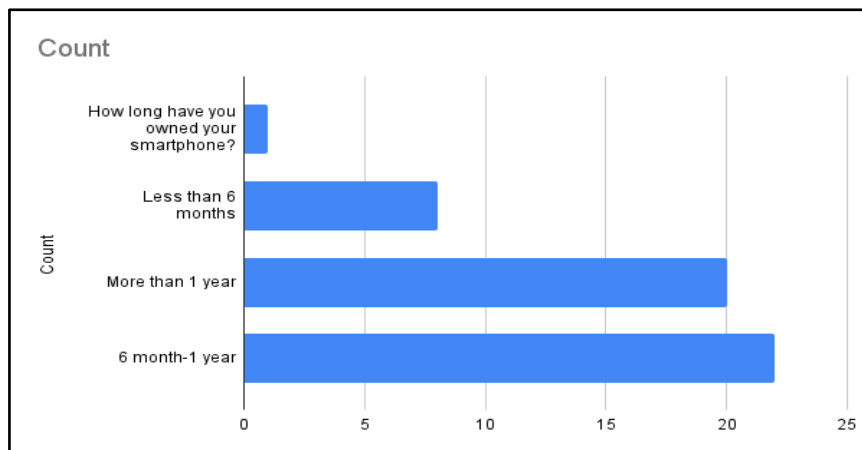

(Source: Primary Data)

Analysis:

- 49 of the respondents use their smartphones regularly which consists of 98% of the graph.
- 1 of the respondents do not use their smartphones regularly which consists of 2% of the graph.

Interpretation: The percentage of the respondents who use their smartphones regularly is more as compared to those who do not use it regularly i.e 98%.

2. Duration of the possession of a Smartphone

Graph showing how long have you owned your smartphone. (Responses collected: 50)
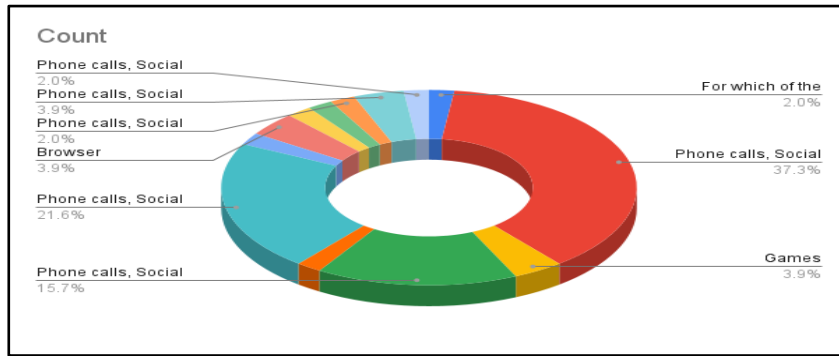

(Source: Primary Data)

Analysis:

- 22 of the respondents has owned their smartphones for 6months-1year which consists of 44% of the graph.
- 20 of the respondents has owned their smartphones for more than 1year which consists of 40% of the graph.
- 8 of the respondents has owned their smartphones for less than 6months which consists of 16% of the graph.

Interpretation: The percentage of the respondents who have owned their smartphones for 6 months-1 year is more as compared to other options given i.e 44%.

3. Use of the Smartphones

Graph showing for which activities do you use the smartphone most. (Responses collected: 50)
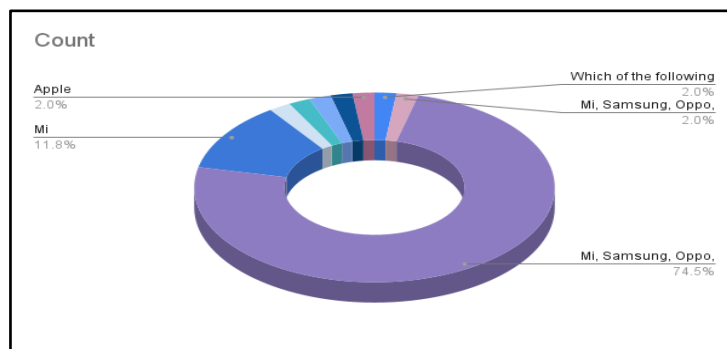
(Source: Primary Data)

Analysis:

- 44 of the respondents says they use their smartphones for phone calls, social media, emailing, gaming, and browsing which consists of 88% of the graph.
- 6 of the respondents says that they use their smartphones for other purposes which consists of 12% of the graph.

Interpretation: The percentage of the respondents who use their smartphones foe phone calls, social media, emailing, browsing, and gaming is more i.e 88%.

4. Brand Awareness

Graph showing which smartphone brands you are aware of. (Total responses collected: 50)
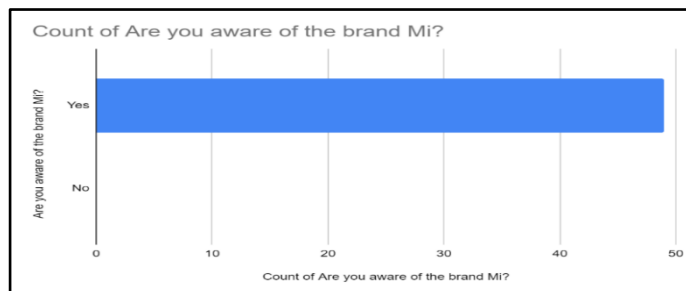

(Source: Primary Data)

Analysis:

- 40 of the respondents are aware of Samsung, oppo, vivo and Apple which consists of 80% of the graph.
- 46 of the respondents are aware of all the brands i.e Samsung, oppo, vivo, apple and Mi which consists of 92% of the graph.

Interpretation: The percentage of respondents who are aware of all the brands including Mi is more i.e 92%.

5. Awareness towards the brand Mi

Graph showing weather you are aware of the brand Mi. (Total responses collected: 50)
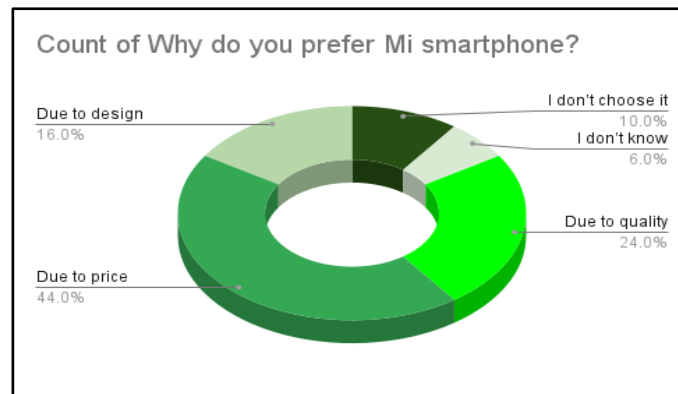

(Source: Primary Data)

Analysis:

- 50 of the respondents are aware of the brand Mi which consists of 100% of the graph.

Interpretation: All the respondents are aware of the brand Mi.

III. Consumer Preference

1. Preference towards Mi smartphone

Graph showing why do you prefer Mi smartphone. (Total responses collected: 50)
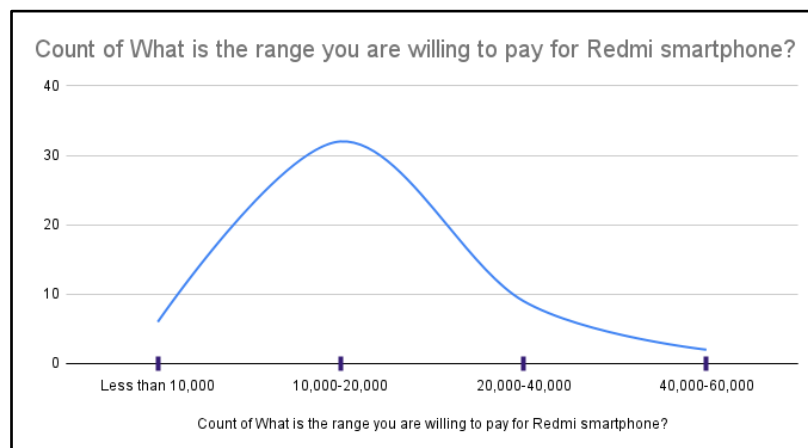

(Source: Primary Data)

Analysis:

- 22 of the respondents prefer Mi due to their price which consists of 44% of the graph.
- 12 of the respondents prefer Mi due to their quality which consists of 24% of the graph.
- 8 of the respondents prefer Mi due to their design which consists of 16% of the graph.
- 5 of the respondents do not prefer Mi which consists of 10% of the graph.
- 3 of the respondents they do not know why they prefer Mi which consists of 6% of the graph.

Interpretation: The percentage of the respondents who prefer Mi due to price is more than the other options given i.e 44%.

2. Customer Satisfaction vs Price for Redmi Smartphones

Graph showing the range you are willing to pay for Redmi smartphone. (Total responses collected :50)
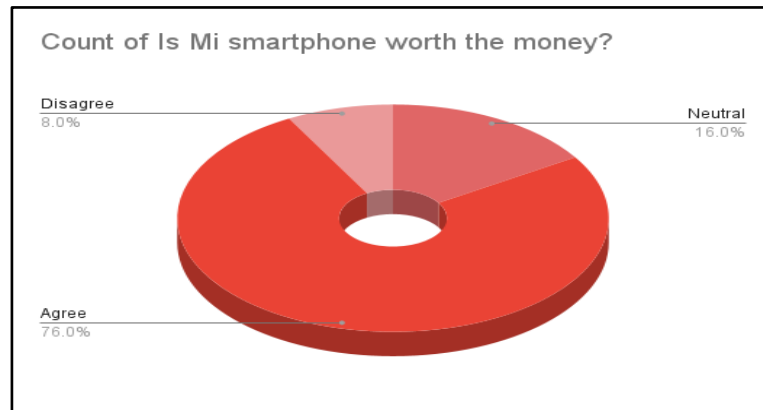

(Source: Primary Data)

Analysis:

- 32 of the respondents are willing to pay between 10,000-20,000 which consists of 65% of the graph.
- 9 of the respondents are willing to pay between 20,000-40,000 which consists of 18% of the graph.
- 6 of the respondents are willing to pay less than 10,000 which consists of 12% of the graph.
- 2 of the respondents are willing to pay between 40,000-60,000 which consists of 4% of the graph.

Interpretation: The percentage of the respondents who are willing to pay between 10,000-20,000 is more as compared to another price range i.e 65%.

3. Worth for money

Graph showing is Mi smartphone worth money. (Total responses collected: 50)
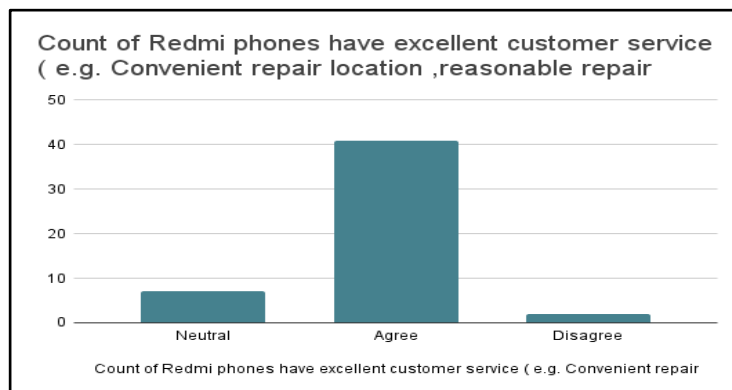

(Source: Primary Data)

Analysis:

- 38 of the respondents agrees that Mi smartphones are worth the money which consists of 76% of the graph.
- 8 of the respondents are neutral about Mi smartphones are worth the money which consists of 16% of the graph.
- 4 of the respondents disagrees that Mi smartphones are worth the money which consists of 8% of the graph.

Interpretation: The percentage of the respondents who says that the Mi smartphones are worth the money is more as compared to other options i.e 76%.

4. Redmi Customer Service

Graph showing Redmi phones have excellent customer service. (Total responses collected: 50)
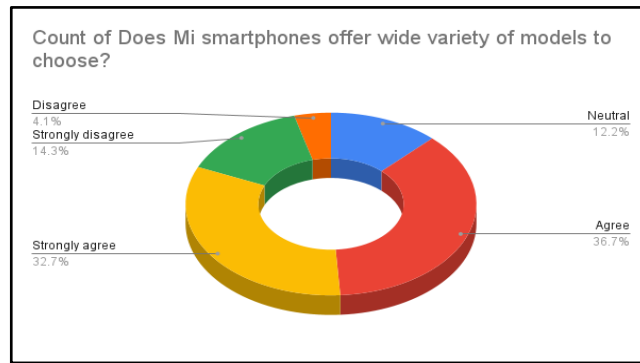

(Source: Primary Data)

Analysis:

- 41 of the respondents agrees that Mi smartphones have excellent customer service which consists of 82% of the graph.
- 7 of the respondents are neutral that Mi smartphones have excellent customer service which consists of 14% of the graph.
- 2 of the respondents disagrees that Mi smartphones have excellent customer service which consists of 14% of the graph.

Interpretation: The percentage of the respondents who agrees that mi smartphones have excellent customer service is more as compared to other given options i.e 82%.

5. Wide Variety of Mi smartphones

Graph showing Mi smartphones offer wide variety of models to choose. (Total responses collected :50)
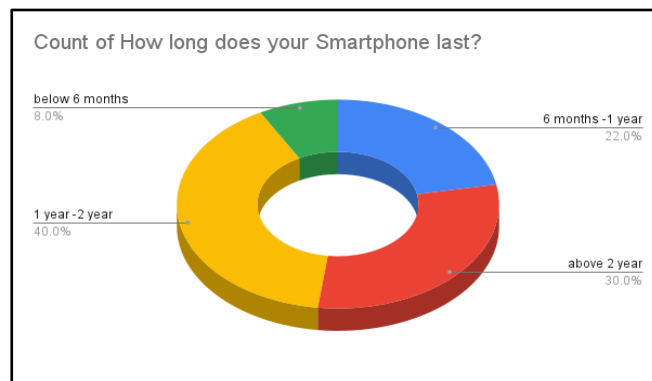
(Source: Primary Data)

Analysis:

- 18 of the respondents agrees that Mi smartphones offer wide variety of models to choose which consists of 36% of the graph.
- 16 of the respondents strongly agrees that Mi smartphones offer wide variety of models to choose which consists of 32% of the graph.
- 7 of the respondents strongly disagrees that Mi smartphones offer wide variety of models to choose which consists of 14% of the graph.
- 6 of the respondents are neutral that Mi smartphones offer wide variety of models to choose which consists of 12% of the graph.
- 2 of the respondents disagrees that Mi smartphones offer wide variety of models to choose which consists of 4% of the graph.

Interpretation: The percentage of the respondents who agrees that Mi smartphones offers wide variety of models to choose are more i.e 36%.

6. Longevity of Smartphone

Graph showing how long does your Smartphone last. (Total responses collected: 50)
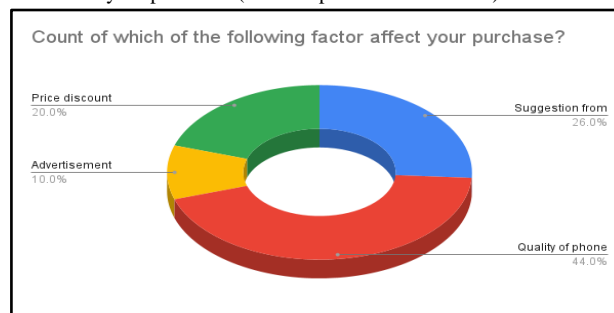

(Source: Primary Data)

Analysis:

- 20 of the respondents says that their smartphones last from 1-2 year which consists of 40% of the graph.
- 15 of the respondents says that their smartphones last above 2 year which consists of 30% of the graph.
- 11 of the respondents says that their smartphones last from 6months-1year which consists of 22% of the graph.
- 4 of the respondents says that their smartphones last below 6 months which consists of 8% of the graph.

Interpretation: The percentage of respondents who use their smartphone for 1-2 year is more as compared to other options given.

7. Factors affecting the buying behaviour

Graph showing which of the following factor affect your purchase. (Total responses collected: 50)
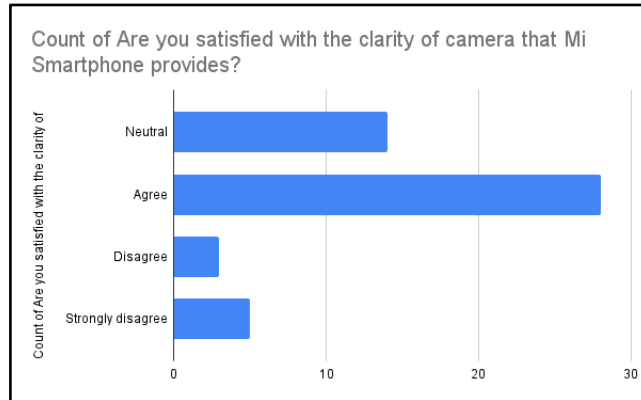

(Source: Primary Data)

Analysis:

- 22 of the respondents says that their purchase depends on quality of the phone which consists of 44% of the graph.
- 13 of the respondents says that their purchase depends on suggestion from friends and family which consists of 26% of the graph.
- 10 of the respondents says that their purchase depends on price discount which consists of 20% of the graph.
- 5 of the respondents says that their purchase depends on advertisement of the phone which consists of 10% of the graph.

Interpretation: The percentage of the respondents whose purchase depends on quality of the phone is more as compared to other factors given i.e 44%.

8. Satisfaction towards the clarity of camera that Mi Smartphone

Graph showing classification based on are you satisfied with the clarity of camera that Mi Smartphone provides. (Total responses collected: 50)
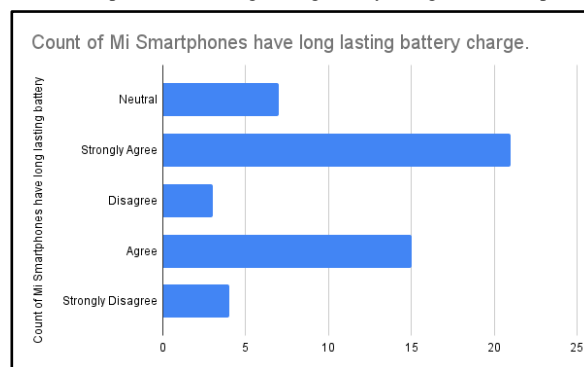

(Source: Primary Data)

Analysis:

- 28 of the respondents agrees that they are satisfied with the clarity of camera that Mi provides which consists of 56% of the graph.
- 14 of the respondents are neutral that they are satisfied with the clarity of camera that Mi provides which consists of 28% of the graph.
- 5 of the respondents strongly disagrees that they are satisfied with the clarity of camera that Mi provides which consists of 10% of the graph.
- 3 of the respondents disagrees that they are satisfied with the clarity of camera that Mi provides which consists of 6% of the graph.

Interpretation: The percentage of the respondents who agrees that they are satisfied with the clarity of camera that Mi provides are more as compared to other options i.e 56%.

9. Satisfaction towards long lasting battery charge Mi Smartphones

Graph showing classification based on does Mi smartphones have long lasting battery charge. (Total responses collected: 50)
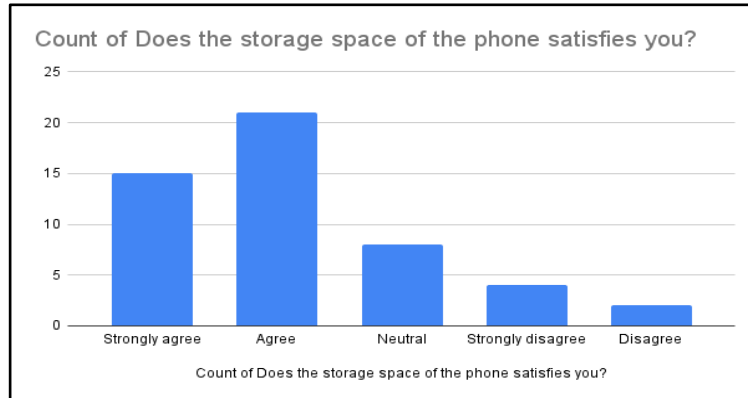

Source: Primary Data

Analysis:

- 21 of the respondents strongly agrees that Mi have long lasting battery charge which consists of 42% of the graph.
- 15 of the respondents agrees that Mi have long lasting battery charge which consists of 30% of the graph.
- 4 of the respondents are neutral that Mi has long lasting battery charge which consists of 14% of the graph.
- 3 of the respondents disagrees that Mi has long lasting battery charge which consists of 6% of the graph

Interpretation: The percentage of respondents who strongly agrees that Mi have long lasting battery charge is more as compared to other options i.e 42%.

10. Satisfaction toward Storage space

Graph showing classification based on does storage space satisfy you. (Total responses collected :50)
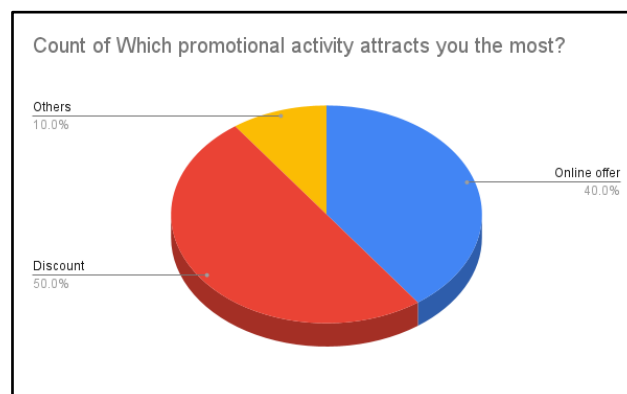

Source: Primary Data

Analysis:

- 21 of the respondents agrees that they are satisfied with storage space of the phone which consists of 42% of the graph.
- 15 of the respondents strongly agrees that they are satisfied with storage space of the phone which consists of 30% of the graph.
- 8 of the respondents are neutral that they are satisfied with storage space of the phone which consists of 16% of the graph.
- 4 of the respondents strongly disagrees that they are satisfied with storage space of the phone which consists of 8% of the graph.
- 2 of the respondents disagrees that they are satisfied with storage space of the phone which consists of 4% of the graph.

Interpretation: The percentage of the respondents who agrees that they are satisfied with storage space of the phone are more i.e 42%.

11. Which promotional activity attracts you the most?

Graph showing classification based on which promotional activity attracts you the most. (Total responses collected: 50)
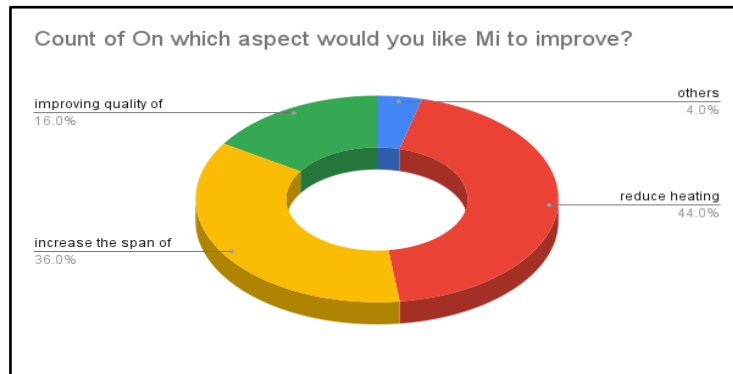

(Source: Primary Data)

Analysis:

- 25 of the respondents says they are attracted by discount which consists of 50% of the graph.
- 20 of the respondents says they are attracted by online offers which consists of 40% of the graph.
- 5 of the respondents says they are attracted by other factors which consists of 10% of the graph.

Interpretation: The percentage of respondents who are attracted by discount are more as compared to other factors i.e 50%.

12. Attributes to be improved in Mi

Graph showing classification based on which aspect would you like Mi to improve. (Total responses collected: 50)

Count of On which aspect would you like Mi to improve?
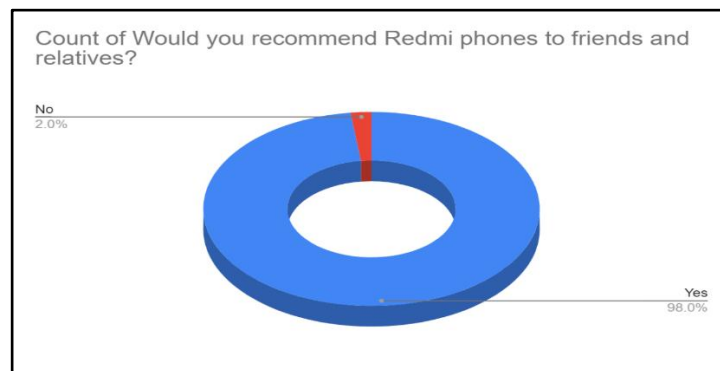
(Source: Primary Data)

Analysis:

- 22 of the respondents says that Mi should improve on reducing heat which consists of 44% of the graph.
- 18 of the respondents says that Mi should improve on increasing the span of battery charge which consists of 36% of the graph.
- 8 of the respondents says that Mi should improve the quality of camera which consists of 16% of the graph.
- 2 of the respondents says that Mi should improve on other aspects which consists of 4% of the graph.

Interpretation: The percentage of respondents who says Mi should improve on reducing heat of the phones is more as compared to other factors i.e 44%.

13. *Would you recommend Redmi phones to friends and relatives?*

Graph showing classification based on would they recommend redmi phones to friends and family. (Total responses collected: 50)

Count of Would you recommend Redmi phones to friends and relatives?

(Source: Primary Data)

Analysis:

- 49 of the respondents says that yes, they would recommend Mi phones to friends and family which consists of 98% of the graph.
- 1 of the respondents says that no, they would recommend Mi phones to friends and family which consists of 2 % of the graph.

Interpretation: The percentage of respondents who says they would recommend Mi smartphones to friends and family are more as compared to those who won't .

Findings

From the tables and diagrams of previous chapter it is clear that
- 50% of respondents belong to age less than 25
- 80% of respondents are male
- 52% of respondents are students
- 98% of respondents use smartphone regularly
- 44% of respondents have owned their Redmi phones for more than 1 year
- 88% of respondents use smartphone for social media
- 92% of respondents prefer Redmi phones due to its price
- 100% of respondents are willing to pay less than 20,000 for Redmi phones

- 44% of respondents agree that Redmi phone are worth the cost 49
- 65% of respondents agree that Redmi phones have excellent customer service
- 76% of respondents agree that Redmi phones offer wide variety of models to choose
- 82% of respondents phone lasts for more than 1 year
- 36% say that phone is purchased taking suggestion from friends and relatives.
- 40% of respondents are satisfied with clarity of camera
- 44% of respondents are satisfied with the long-lasting battery charge.
- 56% of respondents are satisfied with the storage space of Redmi phones
- 42% of respondents gets attracted with online offer promotional activity
- 42% of respondents would recommend Redmi phones to friends and relatives
- 50% of respondents suggest reducing heating.
- 44% respondents are highly satisfied with design of Redmi smartphone
- 98% respondents are highly dissatisfied with heating of Redmi smartphone

Limitation of Study

This study is not free from limitations. The important limitations of study are.

1. Time constraint prevented from making a detailed study on the topic.
2. The primary data were collected from 50 smartphones users.
3. Some of the users were reluctant to give the information

Conclusion

The study reveals that most of the respondents are regular users of Mi smartphones and have owned it for more than 1 year. Respondents prefer to pay less than 20,000 and are satisfied with the price of Mi phones. Respondents are also satisfied with the customer service, clarity of camera, long lasting battery, storage space, design. Most of the respondents are attracted towards online offer as a promotional activity. Most of the respondents use their smartphones for browsing social media. Suggestions from friends and relatives is the major factor for the purchase of Mi smartphones. Respondents are highly satisfied with the attractive design of Redmi.

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