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A Study of Brand Strategy of Redmi Phone in Coimbatore City

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ABSTRACT:

This study aims to examine the brand strategy of Redmi phone in Coimbatore city. The study uses a qualitative research approach, and data is collected through interviews with Redmi phone users and observations of Redmi phone marketing activities in the city. The findings reveal that Redmi phone has a strong brand strategy that focuses on providing affordable smartphones with innovative features. The brand has also established a strong online presence through social media and e-commerce platforms. The study also highlights the importance of word-of-mouth marketing and customer satisfaction in building a strong brand image

1. INTRODUCTION:

Today communication is the most important gift self-gifted by man. It acts as a repository of wisdom, a propeller for the advancement of knowledge and the telescope to view the vision of the future. A mobile phone is a device that can make and receive telephone calls over a radio link while moving around a wide geographic area. India's mobile phone Industry is one of the fastest growing Industries in the world. Mobile phones have become Ubiquitous in our society. In fact they have been around for several decades in some form or another.

A. OBJECTIVES:

- To know the awareness level among customers about Redmi mobile phones.

- To analyse the factors influencing people to buy Redmi mobile phones.

- To identify the strength of Redmi mobile phone in the market.

- To analyze the level of customer satisfaction based on gender respect to Redmi mobile phone features.

- To study the factors that makes the respondents to choose the Redmi Products.

- To study how the customers are satisfaction level of Redmi mobilephone

B. STATEMENT OF PROBLEM:

The demand for smartphones are still high though Redmi gives everything for the customers in the category of smartphones, still not everyone knows it. They need to expand to its vision over illiterates and sort out the reasons why still the consumers rely onother company products than Redmi people need to acknowledge the quality that Redmi provides its world class features

C. RESEARCH METHODOLOGY:

There are various which are used in analyzing data. The following tools are used for representing and analyzing data.

Tools:

1) Ranking Percentage analysis.

I. Percentage Analysis:

Percentage methods refers to the

specific kind which is used in making comparison between two or more series of data collected. Percentages are being based on descriptive relationship. It compares the relative items. Using percentage, the data are reduced in the form with base equal to 100% which facilitates relative comparison.

Percentage = (No. of Respondents /

Total No. of Respondents) x 100

2. REVIEW OF LITERATURE:

Mridanish Jha(2010)'in his research is to "investigate the buying behaviour of consumers" in Bihar and compare the consumer's behaviour of urban and rural consumers in Bihar with regard to 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.

Kotler et al (2010)'in his research the fourth step of the buying decision process is the decision to purchase. The consumer purchases the product from the most favoured brand. However, the consumer's choice may change unexpectedly due to a new influence such as money shortage. when a competing brand's price falls, and the attitude of others.

S.M. Hasan:(2011) In his research the purpose of present research is to discuss the various "mobile phones purchase behaviour" Have found the study should be consumer's satisfaction with the different types of mobile phones. The present study aims to assess the consumer's attitude towards different types of mobile phones.

Jeffery R (2011)'in his research concluded to "some thoughts on academic side", he states that in previous day people use to carry around a computer. Camera & GPS device everywhere they went, but now-a-day it is easy for professor & administrator adjust everything into a single device, that is smart phone.

Androulidakis; G. Kandus (2011) in his research it correlated "the brand of mobile phone towsers security practices", Users show different behavior in an array of characteristics, according to the brand of the mobile phone they are using

3. DATA ANALYSIS AND INTERPRETATION RANKING ANLYSIS:

RANKING	5	4	3	2	1	TOTAL	RANK
SOFTWARE	23	41	29	5	2	222	4
CAMERA	15	62	20	3	0	211	5
STORAGE	15	43	36	5	1	234	3
PROCESSOR	15	19	24	11	3	244	1
DESIGN	17	46	25	3	9	241	2

Interpretation:

The above table depicts that level of online Bus Reservation higher rank towards Quality of service, second rank towards Facilities. Thind rank towards Punctuality. Fourth rank towards Price charged, and fifth rack towards safet

4. FINDINGS, SUGGESTION AND CONCLUSION:

1. FINDINGS:

a. FINDING THROUGH

PERCENTAGE ANALYSIS:

Majority 84% of the respondents comes between 15 to 25 years old.

• Majority. 68% of the respondents comes under the category of male.

• Majority 54% of the respondents comes from students .

• Majority 49.4 % of the respondents comes under the category of 20000 to 30000. Of income.

• Majority 50% of respondent facing heating issues.

• Majority 89% of respondents purchased in online platform.

• Majority. 46.5 % of respondent choose Redmi due to price.

• Majority 48.5% of respondent choose agree with customer service in Redmi. • Majority 49.5 % of respondents agree with Redmi is worth for money.

• Majority 60.4% of respondents know about Redmi in internet.

• Majority 46.5% of respondents use Redmi mobilephone for more than 2year.

• Majority 67.3 % of the respondents knows remi's first model

• Majority. 64.4% of the respondents choose good awareness about Redmi.

• Majority.54.5% of the respondents willing to pay for Redmi mobilephone less than 20000.

• Majority 48.5 of the respondents satisfied with clarity of camera.

• Majority 83.2% of the respondents said yes for Redmi performance.

• Majority 40.6% of the respondents chooses factors affects your purchase by friends & relatives.

2. SUGGESTIONS:

• More importance should be given to resolve the heating problem whichis a major trouble faced b customers.

 • Improve the camera performance in the upcoming launches.

• As majority of respondents had purchased their smartphones through online platform there for the company should avoid flash sales as itactually pulls back the customers from the product.

• The company should ensure the availability of product in offline markets also, in order to make it available for the customer who has limited access to online facilities.

3. CONCLUSION:

Marketing plays a major role in growth and development of the country. The development of marketing as always kept pace with the economic growth of the country. Now, the modern marketing places the high competition in their activities, competition to the order of the day Business men have started realizing it. Earning profit is possible only through consumer satisfaction. To satisfy a consumer needs have been known. This is possible only when information is collected from the consumers

REFERENCE:

Subramanyam and Venkateswarlu (2012) in his research conducted "a study on factors influencing buyer behaviour of mobile phone buyers" in Coimbatore district in India. The researchers studied the various types of marketing strategies adopted by market to acquirethe

Ajzadeh Namin A (2012)' in his research the process of (choosing) a brand may be influenced by situation and content. The findings suggest a significant relationship between the variables "brand attitude" and "product choice".

 Thanika Devi Juwaheer (2012) in his research the article explores the various factors which "impact on the selection of mobile phones among young customers". This paper reviews thedetermining factors impacting on the selection of mobile phones among young customers.