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A Study on Consumer Perception on Redmi Smartphone in Chennai

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ABSTRACT

Study the customer's buying behaviour towards the Redmi mobile phone. Buying customers is not a simple transfer of items from the seller to the buyer. The consumer wants to buy to become a happy adventure. They would like to see, touch and hear the subjects they buy. Understanding this psychology for the consumer many organizations have come to make happy the purchase of the material. This study focuses on buying behaviour and brand loyalty to Redmi mobile phones for which data is collected through a survey of 100 people sampling their conveniences. We found it from the data.

INTRODUCTION

In recent years, the Indian smartphone market has witnessed a significant growth in demand, with more and more consumers opting for affordable yet feature-packed smartphones. Among the numerous brands available in the market, Redmi has emerged as a popular choice among consumers, especially in Chennai, a city known for its tech-savvy population.

The purpose of this study is to analysis the consumer perception of Redmi smartphones in Chennai, India. The study aims to identify the factors that influence the purchasing decisions of consumers when it comes to Redmi smartphones, such as price, features, brand reputation, and customer service. The study will also examine the level of satisfaction among Redmi smartphone users in Chennai and their opinions on the overall quality of the product.

To conduct this study, a survey will be conducted among a sample of Redmi smartphone users in Chennai. The survey will include questions related to their demographics, usage patterns, purchasing decisions, and satisfaction levels. The data collected from the survey will be analysis using statistical tools to identify patterns and trends.

The findings of this study are expected to provide valuable insights for Redmi and other smartphone manufacturers on how to improve their products and services to better meet the needs and preferences of consumers in Chennai. The study will also help in understanding the factors that influence consumer behaviour in the Indian smartphone market, which can be useful for businesses operating in this sector.

Overall, this study is important as it will provide a better understanding of the consumer perception of Redmi smartphones in Chennai, which can be useful for businesses looking to enter or expand in this market. It will also contribute to the existing literature on consumer behaviour in the Indian smartphone market.

CONSUMER BEHAVIOUR

The study aims to analyse the factors that influence the purchasing decisions of consumers when it comes to Redmi smartphones, such as price, features, brand reputation, and customer service. The study will also examine the level of satisfaction among Redmi smartphone users in Chennai and their opinions on the overall quality of the product. The findings of this study are expected to provide valuable insights for Redmi and other smartphone manufacturers on how to improve their products and services to better meet the needs and preferences of consumers in Chennai.

REVIEW OF LITERATURE

.Keller (1993) takes the consumer-based brand strength concept to brand equity, signifying that brand equity represent a circumstance in which the customer is well-known with the brand name and recalls some favourable, strong and exclusive brand relations. Therefore, there is a discrepancy response to the promotion of a brand, where brand strength is a function of brand description. effect of brand knowledge on customer.

S. Namasivayam, M. Prakash and M. Krishnakumar (2014) Customer Satisfaction should be the main aim of a business. It is essential for businesses to effectively manage customer satisfaction. To be able do this, firms need reliable and representative measures of satisfaction. The importance of customer satisfaction diminishes when a firm has increased bargaining power the researcher has conducted this study to find out the level of customer satisfaction

towards Samsung smart phones. The target respondent includes those customers who are using the Samsung smart phones. The collected data was edited, coded and tabulated by using some statistical tools.

Shilpa Lalwani, April 2019 This paper focuses on Xiaomi, which is a promising challenger in the global smart phone industry. Although Xiaomi has only a short history, its enactment has been exceptional and noteworthy According to Lei Jun, —2014 was an important breakthrough in the history of Xiaomi development. Xiaomi aimed to deploy a global strategy aimed at efficiency in producing standardized quality product with low price in India as was done in China. Political 17 and cultural differences in India prompted Xiaomi to deploy a localization strategy both in production and marketing. Xiaomi attempted to overcome the limitations of an emerging multinational by pursuing a transnational strategy that added efficiency with no additional costs. As a result, Xiaomi has been able to reuse innovation and knowledge acquired in the local market to gain further efficiency globally

Jae Hoon Hyun, June 2018 This case study investigated Xiaomi as the emerging multinational entering and operating in India, an emerging and fast growing smartphone market. By analysis various sources of information, this study detailed strategies and experience of Xiaomi entering Indian smartphone market from China. The aim was to assess if emerging multinationals share common backgrounds and motivations of overseas expansion and whether challenges due to limited resources and capabilities cultivate any particular strategic differences in the emerging markets. This case study extensively used secondary information together with company internal report and few focused interviews. In particular, in order to distinguish the characteristics of emerging multinational company from the established, the experience of Samsung is compared to provide strategic implications

Punil Tibrewala (2020) studied the impact of COVID-19 on the consumer behaviour on spending pattern with respect to mobile phones and impact of anti Chinese Sentiment towards buying of foreign brands. In this researchers studied the mobile phones consumer behaviour made in India and E commerce. The researcher concluded that the lack of availability of goods nearby and e-commerce being the only medium to buy products during lockdown increased the usage of online platforms for buying mobile phones.

Agus Purwanto (2021) explored factors affecting buying interest of smartphone during the covid19 pandemic .The researcher studied brand image, sales promotion, buying interest of smartphone .The researcher used qualitative research approach and survey research method. And data collected through questionnaires. He concluded price has significant influence on buying interest. The result of this Study indicates that brand image has an influence on buying interest.

RESEARCH METHODOLOGY

In this study based on both primary and secondary data. The primary data were collected from customers using well-defined and well-framed questionnaire. Convenience sampling method was used for selecting sample respondents. one hundred respondents were selected for the present study. The secondary data were collected from various books, journals, research articles, magazines, and websites. Primary **Objectives A study on consumer perception on Redmi smartphones in Chennai.** Secondary objectives **To study the awareness level among consumers. To identify the stratification level of consumers. To identify the key factors influencing consumer perception.** Need of study **The Redmi smartphones arises from the rapidly growing smartphone market in Chennai, India. Redmi is one of the leading smartphone brands in Chennai, and it is important for the company.** Scope of the study This study aims to find factors affecting the purchase of Xiaomi Redmi mobile phones. Primary data were collected and sample percentage statistical tool were used to find the result. The project on an open by meeting the respondent face to face getting their views and then using those as a basis for further analysis. The media's that create awareness about Redmi mobiles, time period of mobile etc. Limitations of the study There is a lack of face to face interactions with respondents. This research was conducted from the consumer perspective, which limits the application of the findings. This study is conducted within a limited time.

ANALYSIS

From the above table that it is interpreted that 62.7% are male and 37.3% are female. Majority are male with 62.7 respondents, it is interpreted that 63.6% are of age between 21-25 and 10% are of 26-30 age, 6.4% comes with the age of 31-35, 1.8% are of age between 35 above and 18.2% are of 15-20. thus the majority of the people are an age of 21-25, it is interpreted that 41.8% of respondents are post graduates, 49.1% of respondents are undergraduates, 2.7% are HSC and 6.4% are others and the majority respondents are with post graduate, it is interpreted that 8.2% are public sector, 31.8% are private sector, 66% are student,

DESCRIPTIVE ANALYSIS

PERCENTAGE ANALYSIS :

FACTOR		FREQUENCY	PERCENTAGE
GENDER	Male	69	62.7
	Female	41	37.3
AGE	15-20	20	18.2
	21-25	70	63.6

	26-30	11	10.0
	31-35	7	6.4
	35 above	2	1.8
EDUCATION	HSC	3	2.7
	UG	54	49.1
	PG	46	41.8
	Others	7	6.4
OCCUPATION	public sector	9	8.2
	private sector	35	31.8
	Student	66	60.0

CORRELATION ANALYSIS

To find relationship between age and how satisfied with overall performance of your Redmi smartphone.

Null hypothesis (H₀): There is no significance between age and how satisfied with overall performance of your Redmi smartphone.

Alternative hypothesis (H₁): There is significance between age and how satisfied with overall performance of your Redmi smartphone.

Correlations

		AGE	are you with the overall performance of your Redmi Smartphone?
AGE	Pearson Correlation	1	-.146
	Sig. (2-tailed)		.129
	N	110	110
are you with the overall performance of your Redmi Smartphone?	Pearson Correlation	-.146	1
	Sig. (2-tailed)	.129	
	N	110	110

From the above table, we find that the significant value is .129, which is greater than table value 0.05, so the Null hypothesis is accepted and Alternative hypothesis is rejected.

Therefore, no significance difference between the overall performance of your Redmi smartphone.

ANOVA

To find relationship between education and features do you find most useful in your Redmi Smartphone.

Null hypothesis (H₀): There is no significance between education and features do you find most useful in your Redmi Smartphone.

Alternative hypothesis (H₁): There is significance between education and features do you find most useful in your Redmi Smartphone.

ANOVA

EDUCATION

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.354	3	1.118	2.686	.050
Within Groups	44.110	106	.416		
Total	47.464	109			

From the above table, we find that the significant value is .050, which is greater than table value 0.05, so the Null hypothesis is accepted and Alternative hypothesis is rejected.

Therefore, no significance difference between the features do you find most useful in your Redmi Smartphone.

CHI-SQUARE

To find relationship between faced any issues problems and likely are you to recommend in Redmi smartphone.

Null hypothesis (H₀): There is no significance difference between faced any issues problems and likely are you to recommend in Redmi smartphone.

Alternative hypothesis (H₁): There is significance difference between faced any issues problems and likely are you to recommend in Redmi smartphone.

Test Statistics

	faced any issues or problems while using your Redmi Smartphone?	likely are you to recommend Redmi Smartphones to others?
Chi-Square	8.182 ^a	48.182 ^b
Df	1	3
Asymp. Sig.	.004	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 55.0.

b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 27.5.

The significant value 0.000 is less than the table significant value ($0.000 < 0.05$).

H₀ is rejected and H₁ is accepted.

Therefore, there is significance difference between faced any issues problems and likely are you to recommend in Redmi smartphone.

RESULT

According to the study, it is interpreted that 62.7% are male and 37.3% are female. Majority are male with 62.7 respondents, it is interpreted that 63.6% are of age between 21-25 and 10% are of 26-30 age, 6.4% comes with the age of 31-35, 1.8% are of age between 35 above and 18.2% are of 15-20. thus the majority of the people are an age of 21-25, it is interpreted that 41.8% of respondents are post graduates, 49.1% of respondents are undergraduates, 2.7% are HSC and 6.4% are others and the majority respondents are with post graduate, it is interpreted that 8.2% are public sector, 31.8% are private sector, 66% are student.

CONCLUSION

In conclusion, the study on consumer perception of Redmi smartphones in Chennai reveals that the brand has a strong presence in the market. The majority of respondents were aware of the brand and had a positive perception of it. This can be attributed to the affordability, features, and performance of Redmi smartphones. However, some respondents expressed concerns about the after-sales service and durability of the products. The study highlights that Redmi needs to address these concerns to maintain its position in the market. The brand should focus on improving its after-sales service and ensuring that its products are durable. This will help build trust among consumers and enhance their overall experience with the brand. Overall, Redmi has a good reputation among consumers in Chennai. The brand's affordability, features, and performance have made it a popular choice among consumers. However, to stay ahead in the competitive market, Redmi needs to continue to innovate and improve its products and services to meet the evolving needs of its customers.

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