



A Study on Students Satisfaction towards Realme Products in Coimbatore City

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ABSTRACT

This research is a study on Students satisfaction towards realme products in Coimbatore city. The sample in this study was a one ten students of realme products. This study is to understand all the positive and negative aspects of realme products. Based on the results of the analysis of the questionnaire that has been divided, it can be seen that all indicators get a good average score. Thus, it can be concluded that realme products have good quality and provide satisfaction for students.

KEYWORDS: Realme, Student Satisfaction, Smartphone, Smart television, Smart watch, Earbuds, Realme power bank.

I. INTRODUCTION

Realme (stylized as realme) is a Chinese consumer electronics manufacturer based in Shenzhen, Guangdong. It was founded by Li Bingzhong, (known as Sky Li) on May 4, 2018, who was former vice president of Oppo. Started originally as a sub-brand of Oppo, Realme eventually ventured as its own brand. Realme then became the fastest-growing 5G smartphone brand in Q3 2021 with an 831% growth rate. Realme has been devoted to empowering youth to be more daring through leap-forward technology and design. Upon the establishment of realme in 2018, we have never stopped outdoing ourselves in terms of branding, product performance, design, quality and customer service. Applying next-level technologies on smartphones and A IoT products, we are able to provide next-level experience to students. Support from our fans had inspired us to become the smartphone brand to achieve shipment of 100 million in just three years in 2021, leading us to rank among mainstream smartphone brands rapidly. We have been operating in 61 markets globally, including China, India, Southeast Asia, Europe, Latin America, the Middle East and Africa. Realme popularity can be attributed to its utilization of community-driven resources such as Facebook Community. In 2018, Realme Philippines created the Squad Leader Program. According to Realme Philippines, the initial three Squad Leaders will help provide information to community members and manage the official Facebook Communities in exchange for Realme Perks (products and merchandises). From less than 5,000 members at the end of 2018, the Squad Leader Program were able to grow the company's official Facebook Community to over 500,000 combined Community members. This makes it one of the largest official Facebook Community of any smartphone brand in the country. Currently, the Squad Leader Program has over 7 members, all of them works for free. Realme company was founded on May 4, 2018. Before that it was a sub-brand of Oppo, which is itself a subsidiary of BBK Electronics, until its formation as a spinoff on May 4, 2018. In May 2018, they released their first phone, Realme 1.

STATEMENT OF PROBLEMS :

This research has been studied to find out the Students satisfaction of Realme products. It is conducted to identify the effect of brand quality students satisfaction and brand image of students and to know who the students were, What they want, how they react to these products. This study will help you to gain knowledge about the market factors influencing the students to prefer a particular product and problem faced by using such product.

OBJECTIVES OF STUDY:

- To study the students satisfaction about Realme products.
- To know the area of improvement needed in the point of view of students in Realme products.
- To analyse the factor influencing the students to choose Realme products.
- To identify the advertising strategies at the students preference towards Realme products.
- To analyse the students regular routine they spend on a day with their Realme products.

RESEARCH METHODOLOGY:

This chapter describes the methods spoiled for the study in detail. student of Coimbatore district were selected for the study. Research methodology is the precise process or strategies used to identify, pick, techniques and examine statistics about a topic. In a studies paper the methodology section allows the reader to critically evaluate a take a look acts overall validity and reliability.

AREA OF THE STUDY:

The area of study is among students in Coimbatore city.

DATA COLLECTION:

Data was collected using both primary and secondary data collection methods.

SCOPE OF STUDY:

- ✓ The scope of the study is confined to evaluating satisfaction of Realme product users.
- ✓ We're hoping to learn more about what makes students purchase and how they feel about using the Realme products.
- ✓ This study helps to identify the factors that influence to purchase a Realme products.
- ✓ This research aids in determining the level of students Satisfaction with Realme products.
- ✓ The scope of study is being undertaken in Coimbatore city and only Realme products are being considered.

LIMITATIONS OF STUDY:

- This research was conducted only among the students from Coimbatore city.
- Only 110 students were chosen a part of the sample.
- The most significant constraint is time.
- The sample was taken through the digital questionnaire by Google form.
- This respondent views and opinions may change in the future circumstances.

II. REVIEW OF LITERATURE

En and Balakrishnan; (2022)¹ Price plays an important role in creating customer value and deciding customer purchase intention. Demand for smartphones are increasing rapidly and price is one of the factors affecting this demand and the purchase intention of the young customers, specially the university students.

Le,M.-D.,Yang,S.P.,(2021)² Global smartphones sales to end users grew 10.8 percent to reach 328.8million units in the second quarter of 2021. In 2020, the global smartphone shipment stands at 1.29 billion units. The marketers of the smartphones are always facing the challenges like bringing new features, upgrading the products quality, appearance, services quality, and using of latest version of software as a whole to sustain in the volatile, and dynamic market.

Li et al;(2021)³ During the Covid-19 pandemic, use of smartphones increase manifold and this trend is expected to increase in future also. A People's everyday life because smartphones radically changes the behavioural patterns, lifestyles and status of users by acting as a multi-tasking devices for calling, texting, gaming, socializing and downloading numerous everyday use applications.

Satriawan and Setiawan;(2020)⁴ In 2020, the global smartphone shipment stands at 1.29 billion units. The marketers of the smartphones are always facing the challenges like bringing new features, upgrading the products quality, appearance, services quality, and using of latest version of software as a whole to sustain in the volatile, and dynamic market .

Beh et al;(2019)⁵ Combined the Unified Theory of Acceptance and Use of Technology (UTAUT2) with threat appraisal as moderators and reported that performance expectancy, effort expectancy, facilitating conditions and hedonic motivation have positive influence on behavioral intentions towards using smartwatch purpose.

III. PROFILE OF THE STUDY

Realme has been devoted to empowering youth to be more daring through leap-forward technology and design. Upon the establishment of realme in 2018, we have never stopped outdoing ourselves in terms of branding, product performance, design, quality and customer service. Applying next-level technologies on smartphones and A IoT products, we are able to provide next-level experience to our consumers. Support from our fans had inspired us

to become the smartphone brand to achieve shipment of 100 million in just three years in 2021, leading us to rank among mainstream smartphone brands rapidly. We have been operating in 61 markets globally, including China, India, Southeast Asia, Europe, Latin America, the Middle East and Africa.

IV. ANALYSIS AND INTERPRETATION OF DATA

Analysis and interpretation of data is the process of assigning meaning to collected information and determining the conclusions, significance and implication of the findings. It is an important and exciting step in the process of research. In all research studies, analysis follow data collection.

The statistical tools are

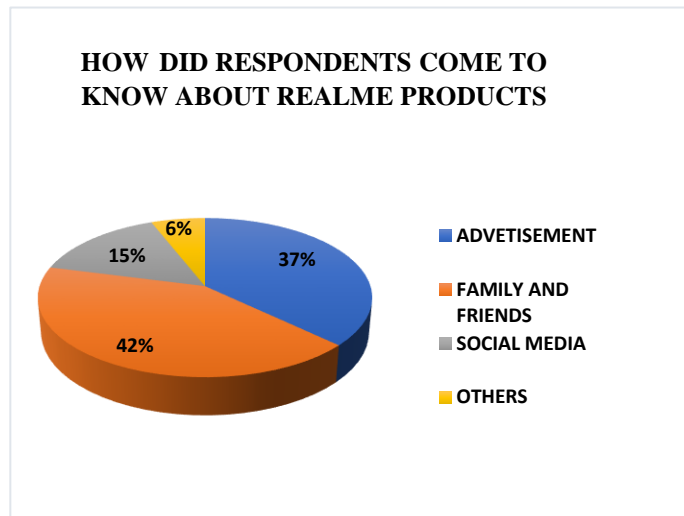
- Percentage Analysis
- Chi –Square Test
- Rank Analysis

PERCENTAGE ANALYSIS

TABLE NO: 4.1.1

EXHIBIT HOW DID RESPONDENTS COME TO KNOW ABOUT REALME PRODUCTS

S.NO	HOW DID RESPONDENTS COME TO KNOW ABOUT REALME PRODUCTS	NUMBER OF RESPONDENTS	PERCENTAGE
1.	ADVERTISEMENT	40	37
2.	FAMILY AND FRIENDS	46	42
3.	SOCIAL MEDIA	17	15
4.	OTHERS	7	6
	TOTAL	110	100



INTERPRETATION:

The above of exhibit indicates that 42% of the respondents are Family and Friends, 37% of the respondents are advertisements, 15 % of the respondent are social media, and 6% of the respondents are others.

CHI SQUARE TEST

Chi-square test is the non-parametric test of signification differences between the observed distribution of data among the observed distribution of data among categories and the excepted distribution based on the null hypothesis. The test (pronounced as chi-square test) is one of the simplest and most widely used non-parametric test in statistical work. The symbol is the Greek letter Chi. The test was first used by Karl person in the 1900.

TABLE NO: 4.2.1

TABLE SHOWING THE RELATIONSHIP OF EDUCATIONAL QUALIFICATION & REASONABLE PRICE

EDUCATIONAL QUALIFICATION/ REASONABLE PRICE	LEVELS					TOTAL
	HIGHLY SATISFIED	SATISFIED	NETURAL	DISSATISFIED	HIGHLY DISSATISFIED	
SSLC/HSC	5	2	0	1	0	8
UG	41	18	3	3	4	69
PG	14	2	1	5	2	24
OTHER	6	3	0	0	0	9
TOTAL	66	25	4	9	6	110

Chi-Square Value $\chi^2 = \sum(O-E)^2 / E$

$$= 0.1099$$

Degree of freedom = (Row-1) (Column-1)

$$= (4-1) (5-1)$$

$$= (3) (4)$$

$$= 12$$

Significance Level = 0.05

Table Value = 21.026

χ^2 = Calculate Value < χ^2 Tabular Value

HYPOTHESIS:

H_0 There is no significant relationship between Education Qualifications and Reasonable price.

H_1 There is significant relationship between Education qualifications and Reasonable price.

INTERPRETATION:

In the above analysis the calculate value (0.1099) is lower than the table value (21.026) at the level of 0.05 significance. Hence there is no significant relationship between Educational Qualifications and Reasonable price.

RANK ANALYSIS:

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranking higher than', 'ranked lower than' or 'ranked equal to' the second. In mathematics, this is known as a weak order or total pre order of objects. It is not necessarily a total order of objects because two different objects can have the same rating. The ranking themselves are totally ordered, for example, materials are totally pre ordered by hardness, while degree of hardness are totally ordered. By reducing detailed measures to a sequence of ordinal numbers, ranking make it possible to evaluate complex information according to certain criteria. Thus, for example, an Internet search engine may rank the pages it funds according to an estimation of their relevance, making it possible for the user quickly to select the pages they are likely to want to see. Analysis of data obtained by ranking commonly requires non-parametric statistics.

TABLE NO:4.3.1

TABLE SHOWING RANKING FOR WHILE PURCHASING A REALME PRODUCTS THE IMPORTANT FACTORS THAT INFLUENCE BY THE RESPONDENTS

IMPORTANT FACTORS THAT INFLUENCE BY THE RESPONDENTS	7	6	5	4	3	2	1	TOTAL	RANK
PRICE	60	16	7	6	5	5	11	269	7
DESIGN	6	64	12	6	6	10	6	326	6
BATTERY CHARGE	8	15	58	6	12	6	5	367	5
CLARITY	9	12	8	61	7	7	6	420	4
STORAGE	9	13	13	6	54	7	8	466	3
WARRANTY	13	20	9	6	5	51	6	477	2
PACKAGING	15	12	10	4	7	7	55	547	1

INTERPRETATION:

The above table depicts that while purchasing a realme products the Important factors influence that the Highest rank towards Packaging, Second rank towards Warranty, Third rank towards Storage, Fourth rank towards Clarity, Fifth rank towards Battery Charges, Sixth rank towards Design and Seventh rank towards Price.

V. FINDINGS, SUGGESTIONS & CONCLUSION

FINDINGS

1. Majority of 42% of respondents are knows about realme products for family and friends.
2. Majority of 60% of respondents are consider while purchase a realme products price is 5001-25000.
3. Majority of 50% of respondents are highest usage of realme product is smart phones.
4. Majority of 36% of respondents are improvisation of realme products is charging capacity.
5. Majority of 47% of respondents are saying yes for accessories available of realme products.

SUGGESTIONS

- ❖ The charging capacity for the products can be improved.
- ❖ Upgrade to new version and technologies.
- ❖ Heat reduction can be sort it out rather than other updates are cool.
- ❖ Company should take necessary steps to make improvements in areas such as cameras and accessories, as some respondents are not fully satisfied in this Features.
- ❖ Most of them are influenced through online advertisements and family and friends. So, the company should take necessary steps to make more investments and improvements in this area of advisements, so that it will make realme more popular among the pubic which leads increase in sale of the product.

CONCLUSION

Students need to be aware of the productive if REALME want to target these untapped market segments of customers. Also Realme need to modify their advertising strategies in order to educate the target audience about the product. This study concludes that most students prefer using realme products because it provides features like a good camera, battery backup, powerful processor at a budget-friendly rate. overall, the students have a very positive

experience regarding the usage of realme product and are willing buy realme products in next purchase. Hence Realme will able to win a major between the competitors.

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