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A study on consumer satisfaction towards vivo mobiles with special reference to Coimbatore city

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ABSTRACT :

Consumer satisfaction is a crucial factor in determining the success of a brand in the competitive smartphone industry. This study aims to analyze consumer satisfaction towards Vivo mobile phones, with a special focus on Coimbatore city. The research explores various factors influencing customer satisfaction, such as product quality, price, features, brand image, after-sales service, and user experience. A structured questionnaire was used to collect primary data from Vivo mobile users in Coimbatore, and the responses were analyzed to identify key satisfaction determinants. The findings of the study will help Vivo and other smartphone brands understand consumer preferences, improve product offerings, and enhance customer experience. The study also provides recommendations for improving customer satisfaction and brand loyalty in the dynamic smartphone market.

INTRODUCTION

There is a famous saying "The consumer is God". Consumer is person who buys goods and services for his own consumption for the satisfaction of his needs. Thus consumer is as the ultimate user of a product. For example, if a man buys mangoes and eats them to satisfy his hunger, the person is called a consumer. The efficiency with which a free market system of enterprises operations in the last analysis depend upon the extent of consumer understanding possessed by the business community. A business community that is ignorant of consumer preference can not possibly fulfill it's obligation in a meaning full and responsive manner. This is exactly the reason why consumer behaviour is given importance in modern marketing. And also exactly analyzing consumer's purchasing behaviour is the key factor to success for assessing the profit of the whole supply chain. Target markets are fragmenting as today's consumers are increasingly selective in product choice.

OBJECTIVES OF THE STUDY

- To identify the satisfaction of customers towards market potential in terms of value of VIVO in Coimbatore.
- To study the perception of customers towards existing purchase pattern and preference of the dealers
- To identify the uniqueness of VIVO among other Brands.
- To provide suggestion based on findings.

SCOPE OF THE STUDY

The study identifies the Market potential of the VIVO in Coimbatore. During the project research the customers are too much price conscious as they want a quality product on lesser amount. In this competitive environment VIVO survive with higher priced products, so as to analyze the Market potential of VIVO in Coimbatore city. It provides suggestions to maintain their brand image and to attract new customers.

LIMITATIONS OF THE STUDY

- Study is limited to the Dealers at Coimbatore city.
- Time given to undertake the study was only limited (45 days).

RESEARCH METHODOLOGY

A research study on "Consumer Satisfaction Towards Vivo Mobiles with Special Reference to Coimbatore City" would require a structured approach, which involves identifying the research objectives, gathering data, analyzing it, and drawing meaningful conclusions. Here's a step-by-step guide on how to develop this research methodology:

SAMPLE DESIGN

Primary data is used in the study. Data is collected through questionnaire technique. Convenience sampling is used for the study.

Percentage analysis:

Simple percentage analysis is one of the basic statistical tools which is widely used in analysis and interpretation of primary data. It deals with the number of respondents response to a particular question in percentage arrived from the tool population selected for the study.

Formula: Percentage analysis = $\frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$

REVIEW OF LIETRATURE:

A research study on "Consumer Satisfaction Towards Vivo Mobiles with Special Reference to Coimbatore City" would require a structured approach, which involves identifying the research objectives, gathering data, analyzing it, and drawing meaningful conclusions. Here's a step-by-step guide on how to develop this research methodology:

Anuja Pandey (2009)¹ had conducted a study on Understanding Consumer Perception of Brand Personality. The proposed research paper aim's at identifying the parent brand personalities as perceived by the consumer. To understand brand personality the author will use Jennifer Aaker's brand personality scale (BPS) and measure the brand personality of Dove brand. Explore the model validity of Jennifer Brand Personality scale in Indian situation. The validity of the scale will be done using factor analysis. Descriptive research using stratified random sampling will be undertaken. The study also aims at identifying the distinct brand personality of proposed brand and suggests the brand extension categories and strategies.

K. Karthikeyan (2009)² had conducted a study on An Empirical Study on Consumers' Perception towards Korean Mobiles in Chennai City. The use of mobile phones is increasing in the developing countries like India. In spite of the high availability of branded mobiles, the unbranded Korean mobiles have created a revolution in the Indian mobile market. People repeatedly purchase these unbranded Korean mobiles.

Polanski and speed (2000)³ cause-related promotions and sponsorship are closely related since they provide the contributing firm with right to promote an association with the recipient.

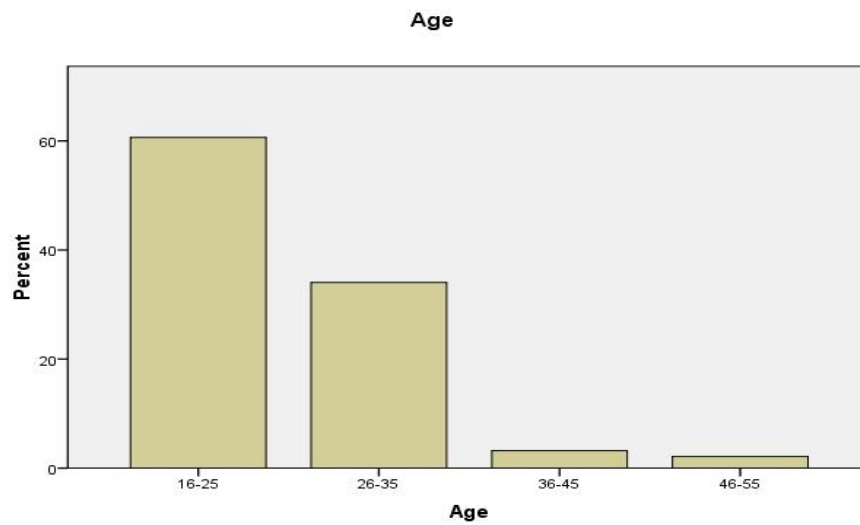
ANALYSIS AND INTERPRETATION

4.1.1 THE TABLE SHOWING THE AGE GROUP OF THE RESPONDENTS

particular	Frequency	Percentage
16-25	91	60.6
26-35	51	34.0
36-45	5	3.2
46-55	3	2.1
Total	150	100.0

Interpretation

The above table shows about the age of the respondents. Out of 150 respondents 60.6% are from the age group between 16-25, 34% are from the age group between 26-35, 3.2% are from the age group between 36-45 and 2.1% are from the age group between 46-55. It shows that most of the respondents are from the age group between 16-25.



SOURCE OF AWARENESS TOWARDS VIVO MOBILES

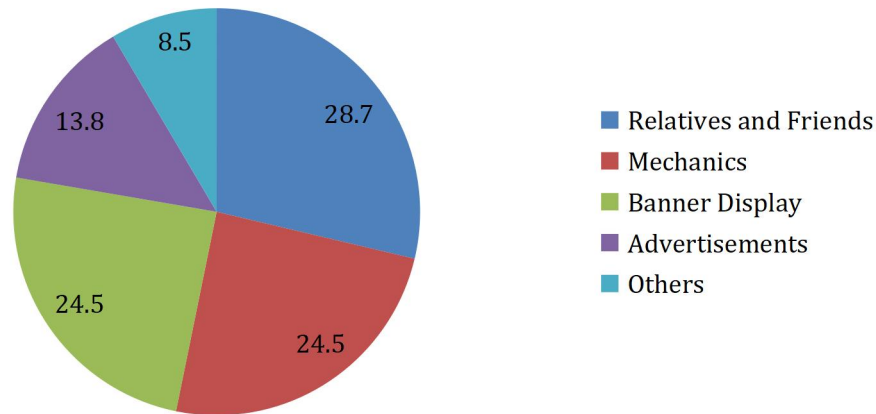
4.1.2 THE TABLE SHOWING THE SOURCE OF AWARENESS TOWARDS VIVO MOBILES OF THE RESPONDENTS

	Frequency	Percent
Relatives and Friends	43	28.7
Mechanics	37	24.5
Banner Display	37	24.5
Advertisements	21	13.8
Others	13	8.5
Total	150	100.0

Interpretation

The above table shows about source of awareness towards VIVO mobiles. Out of 150 respondents are knowing about VIVO through relatives and friends, 24.5% are knowing through mechanics, 24.5% are knowing through banner display, 13.8% are knowing through advertisements and 8.5% are knowing through other sources. It shows that most of the respondents are knowing about VIVO mobiles through relatives and friends.

Source of awareness towards VIVO mobiles



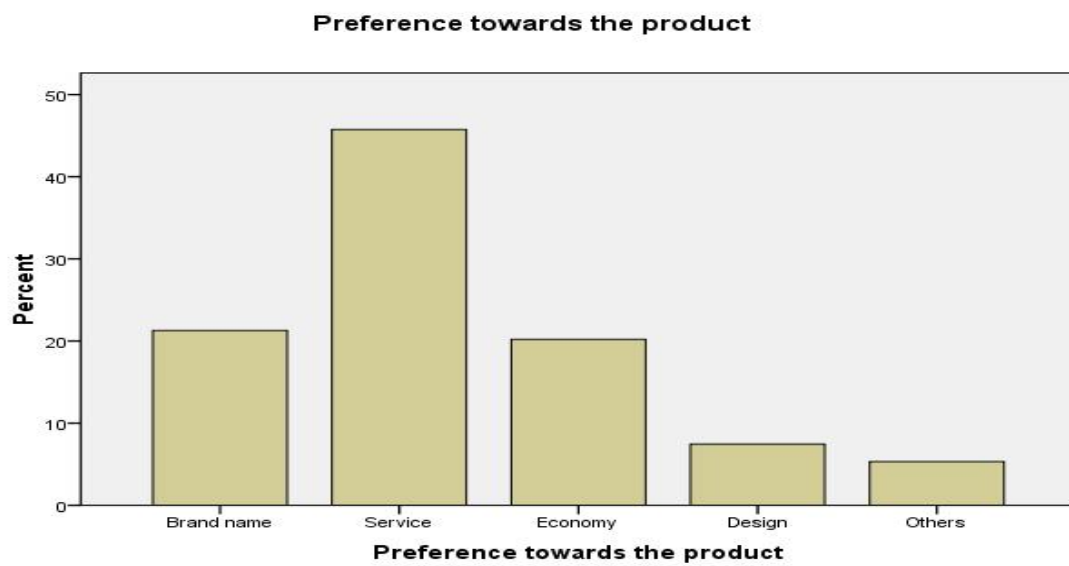
PREFERENCE TOWARDS THE PRODUCT

4.1.3 THE TABLE SHOWING THE PREFERENCE TOWARDS THE PRODUCT OF THE RESPONDENTS

	Frequency	Percent
Brand name	32	21.3
Service	69	45.7
Economy	30	20.2
Design	11	7.4
Others	8	5.3
Total	150	100.0

Interpretation

The above table shows about preference towards the product. Out of 150 respondents 21.3% said as brand name, 45.7% said as service, 20.2% said as economy, 7.4% said as design and 5.3% said as other factors. It shows that most of the respondents said that they are preferring the product due to service of the brand.



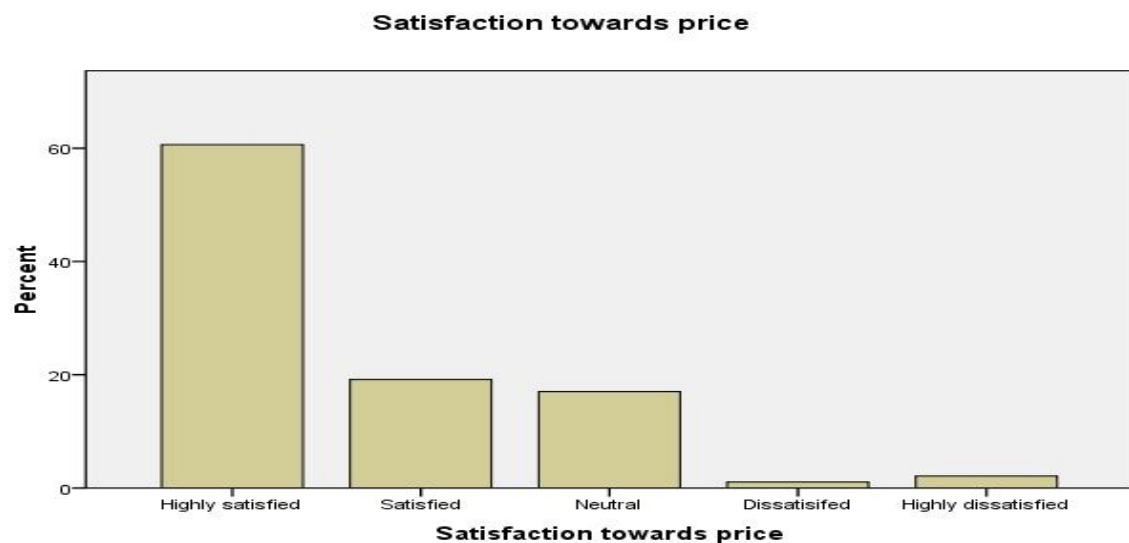
4.1.4 SATISFACTION TOWARDS PRICE

THE TABLE SHOWING THE SATISFACTION TOWARDS PRICE OF THE RESPONDENTS

	Frequency	Percent
Highly satisfied	91	60.6
Satisfied	29	19.1
Neutral	26	17.0
Dissatisfied	2	1.1
Highly dissatisfied	3	2.1
Total	150	100.0

Interpretation

The above table shows about satisfaction towards price. Out of 150 respondents 60.6% are highly satisfied, 19.1% are satisfied, 17% are neutral, 1.1% are dissatisfied and 1.1% are highly dissatisfied. It shows that most of the respondents are highly satisfied towards price of the product.



5.1 FINDINGS

- Most of the respondents are female in our survey.
- Maximum of the respondents are from the age group between 16-25.
- Maximum of the respondents are employees.
- Most of the respondents are unmarried in our survey.
- Maximum of the respondents are earning between Rs.5001-Rs.15000.
- Most of the respondents are purchasing through cash.
- Maximum of the respondents are knowing about VIVO mobiles through relatives and friends.
- Most of the respondents are using VIVO mobiles between 1-2 years.
- Maximum of the respondents said that they are preferring the product due to service of the brand.
- Most of the respondents are highly satisfied towards price of the product.
- Maximum of the respondents are highly satisfied towards quality of the product.
- Most of the respondents are satisfied towards advertisements & promotional activities of the product.
- Maximum of the respondents are satisfied towards profit making capability of brand of the product.
- Most of the respondents are satisfied towards dealers advice of the product.
- Maximum of the respondents are highly satisfied towards clarity of the product.
- Most of the respondents are highly satisfied towards market coverage of the product.
- Maximum of the respondents are influenced by parents to buy VIVO mobiles.
- Most of the respondents are purchasing VIVO mobiles during festival.
- Maximum of the respondents are having higher perception towards VIVO mobiles.
- Most of the respondents said yes there is a price hike in VIVO mobiles.

CONCLUSION

The study has investigated the determinants of customer satisfaction and advertising of mobile among respondents for VIVO mobile products, In order to develop sound competitive and marketing strategies, it would seem advisable for VIVO not just to rely on the pricing policies to achieve positive effects because, up to now, competitors were very quick in neutralizing temporary advantages in price level or price structure by introducing modified pricing schemes of their own. The better way to maximize the customer satisfaction and loyalty is focus on service quality and offer customer-oriented services.

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