



# A STUDY ON CUSTOMER SATISFATION TOWARDS REDMI MOBILES IN COIMBATORE CITY

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## ABSTRACT

*The Purpose of this study is to find the customer satisfaction towards Redmi Mobiles in Coimbatore City. Questionnaires were distributed to the uses of Redmi Mobiles. Using Convenience Sampling Technique, a total sample of 85 were obtained. The Result showed that the majority of the consumers satisfied with a the Redmi mobile phones but also there is a drawback such as a hike in price and such other factor like design of the products.*

**KEYWORDS:** Redmi Mobiles, Customer satisfaction

### 1. INTRODUCTION

Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

### 2. STATEMENT OF THE PROBLEM

In the modern business, it is very important to know the Perception, preference and

satisfaction level of the consumers, which increase the volume of profit. Only when the consumers are satisfied with a particular product or service, they will consume again that particular product or service. So, without any satisfaction of a particular product we can say that consumers will not go for that product again. The main problem is that when a customer goes to market to buy a mobile phone, he gets confused to choose mobile phone among the various brands, models and features provided by different companies.

### 3. OBJECTIVE OF THE STUDY

- To know the social economics status of respondents.
- To identify the factors influenced to buying the Red-mi smart phone.
- To find out the reason why they are buying Red-mi mobile.

### 4. RESEARCH METHODOLOGY

<b>Research Design</b>	Descriptive Research Work
<b>Sample Size</b>	85 Respondents
<b>Source of Data</b>	Primary and Secondary Data
<b>Sampling Technique</b>	Convenience Sampling Technique
<b>Proposed Tools</b>	Percentage Analysis, Likert Scale Analysis.



## 5. STATISTICAL TOOLS

- Percentage Analysis
- Likert – Scale Analysis

## 6. REVIEW OF LITERATURE

N.Senthilkumar & K.Sabari Ram & K.Kumarvel (2019)<sup>1</sup>, explained today mobile technologies are rapidly developing and every five new models are launched by different companies. It identify the satisfaction level of customers, who uses Oppo mobile. In this study they used both primary data and secondary data as the source of research. Finally the researcher concluded that is no negatives from respondents towards Oppo mobiles and most of them are giving positive statement only.

R.Venkatesh Kumar & K.Tamilselvi (2017)<sup>3</sup>, explained that customer behaviour

expectations and the satisfaction level towards Samsung mobiles. This study also helps the company to identify the major problem faced by the customer. To improve more consumer behaviour the company has to consider the suggestion given by the respondents.

Dr.R.Eswaran& M.Senthil (2016)<sup>4</sup>, point out that Nokia phones are loved by a lot of people and its name is synonymous with reliability. To evaluate the customer general buying behaviour of NOKIA mobile phones and understand the demographic profile of the sample respondents is salem city. In this study they used primary data as the source of research. This study has brought about certain unexplored trends regarding Nokia mobile phone in Coimbatore City.

## 7. TABLE

S. No	Particulars	No of Respondents	Percentage %
1	Iphone	31	36.5
2	Oneplus	25	29.4
3	Poco	10	11.8
4	Others	19	22.4
	TOTAL	85	100

## PERCENTAGE ANALYSIS

- Majority (54%) of the respondents were male
- Most (38.8%) of the respondents were 20-24 years
- Majority (58.8%) of the respondents were Unmarried
- Majority (62.4%) of the respondents were private
- Majority (55.3%) of the respondents are 2-5 lakhs
- Majority (56.5%) of the respondents are through Internet
- Majority (58.8%) of the respondents are Lollipop version
- Most (34.1%) of the respondents are above 4 hour
- Majority (80%) of the respondents are In-Built Battery
- Most (37.6%) of the respondents are Operating System
- Most (41.2%) of the respondents are due to quality features
- Most (36.5%) of the respondents are RAM
- Majority (54.1%) of the respondents are less than 2 years
- Majority (77.6%) of the respondents are Yes
- Most (36.5%) of the respondents are Iphone
- Majority (75.3%) of the respondents are Yes
- Majority (81.2%) of the respondents are Yes
- Majority (70.6%) of the respondents are Yes

- Majority (76.5%) of the respondents are better than others
- Majority (65.9%) of the respondents are Yes
- Majority (81.8%) of the respondents are Yes,definitely

## LIKERT SCALE ANALYSIS

Majority of 4.2 is the highest value in the likert scale which is the MI phones are very stylish in appearance

## 8. SUGGESTIONS

This study suggested that the marketing techniques and strategies can be improved for Redmi mobile phones. Most of the respondents came to know about the Red-mi mobile phone only through the family members and friends. The study suggested that the design of the mobile phone can be further improved. To price offers / discount offers to attract more member of customers. The heat reduction also included in the features of Redmi Mobile Phones. It provides 6/8 GB RAM for multitasking.

## 9. CONCLUSION

This study concluded that in this modern business economy it is very important to analyse the marketing strategy used in the Redmi mobile phones. The study result shows the majority of the consumers are satisfied with the Red - mi mobile phones but also there is a drawback such as hike in price and such



other factor like design of the product. If necessary steps to re-solve problems of retaining customers of Redmi mobile phone will be high. It will develop the strategy of marketing, if the company can understand the preference and overall perception of the consumer. Hence, it will develop the marketing strategy and market share of Redmi mobile phone company.

## WEBSITES

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