



# **A STUDY ON CUSTOMER SATISFACTION IN RED -MI MOBILE WITH SPECIAL REFERENCE IN COIMBATORE CITY**

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## **ABSTRACT**

*This study concluded that in this modern business economy it is very important to analyses the marketing strategy used in the Red - mi 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 Red - mi 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 Red - mi mobile phone Company.*

**KEYWORDS:** *Customer Satisfaction, Marketing strategy, modern business economy, analyses.*

## **INTRODUCTION**

Marketing is the process of determining consumer demand for a product or service motivates its sales and distributing it to ultimate consumers at a profit. "Consumer is the central point of any business and all marketing activities revolve around him. It is essentially the satisfaction of customer needs through integrated marketing with the intent to satisfy the customer while earning profit. Mobile phone has become an integral part of human daily and personal communication across the globe. Mobile phones plays a predominant role in the modern life because mobile phones are used by people at all levels. Now a days everyone have got used to mobile phone so much and without mobile phones we feel so handicapped. During the introduction stages, mobile phones were used solwly for communication with technological innovations, advancements and convergence of feature of other industries, the functionality of the product has gone beyond imagination.

## **STATEMENT OF THE PROBLEM**

The study identifies mobile phones as now become the basic need of every person in life. Red-mi plays the major role in mobile phone. Everyone prefer the Xiaomi mobile brands in now a days. Understanding of brand preference is essential aspects as it reflect the customer Choice, Purchase of particular brand, Preference, Style, Specification and Satisfaction of the customer. Along with the smart phones fundamental capabilities to make Voice call, Video call, SMS, MMS, Etc., This research find out present customer satisfaction on Red-mi smart phone and the market factors influencing the customer buying behaviour towards smart phones.

## **SCOPE OF THE STUDY**

This study is conducted to know about the customer satisfaction in preference of the Red-mi mobile with special reference to Coimbatore city. It also reveals how to know, who the customers are, what they want, how they use their mobile andthat was carefully studied by conducting survey on customer satisfaction. This study will helps to gain



knowledge about the marketing factors, influencing the customers to prefer a particular brand and problems faced by on using such brands and so on. It will be useful for company to make necessary changes in Price, Design, Apps and etc.

### 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.

### RESEARCH METHODOLOGY

A Research methodology or involves specific techniques that are adopted on research process to collect, assemble and evaluate data. It defines these tools that are used to gather relevant information in a specific in a research study.

- Source of data : Primary data and Secondary data.
- Sampling method : convenient sampling.
- Sampling size : 120 respondents.
- Area of the study : Coimbatore city.
- Analytical tools : Percentage analysis and Simple Rank method.

### LIMITATIONS OF THE STUDY

The main limitation of studies are;

- This study was conducted in Coimbatore city.
- The data were collected from the 120 respondents.

### REVIEW OF LITERATURE

**N.Senthilkumar & K.Sabari Ram & K.Kumarvel (2019)**, 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.

**Dr.R.Eswaran& M.Senthil (2016)**, 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 is Salem city.

### HISTORY AND PROFILE OF THE STUDY

Redmi is a sub-brand owned by the Chinese electronics company Xiaomi. It was first announced in July 2013 as a budget smartphone line, and became a separate sub-brand of Xiaomi in 2019 with entry-level and mid-range devices, while Xiaomi itself produces upper-range and flagship Mi phones. Redmi phones use the Xiaomi MIUI user interface on top of Android. Models are divided into Redmi (entry-level), Redmi

Note and Pro (mid-range), and Redmi A (low-end). In addition, the unrelated Mi a Android One series is also positioned in the similar market segment with Redmi devices, despite being part of the upper-range Xiaomi Mi lineup. The most significant difference from other Xiaomi smartphones is that they use less-expensive components and thus have lower prices while retaining higher specifications. In August 2014, The Wall Street Journal reported that in the second quarter of the 2014 fiscal year, Xiaomi had a market share of 14% of smartphone shipment rankings in China. Redmi sales were attributed as a contributing factor toward this gain in shipment rankings. In 2019, Redmi debuts its high-end series with the introduction of Redmi K models.

### DATA ANALYSIS AND INTERPRETATION

In this chapter the analysis interpretation of the study on “ Consumer satisfaction towards Red-mi mobile phone “ is presented based on the opinion of sample of 120 respondents selected from Coimbatore city through a questionnaire containing 21 questions analyzed through

1. Simple percentage analysis
2. Simple Rank method

### SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis is carried out for the all questions gives in questionnaire. This analysis describes the classification of the respondents failing each category. The percentage analysis is used mainly for the standardization and comparisons are support with the analysis



Formula,

$$\text{Percentage Analysis} = \frac{\text{No. of respondents}}{\text{Total no. of respondents}} * 100$$

**TABLE NO. 1**  
**TABLE SHOWING SIMPLE PERCENTAGE ANALYSIS**

S.NO	GENDER	NO.OF RESPONDANTS	PERCENTAGE %
1	Male	41	34
2	Female	79	66
	<b>TOTAL</b>	<b>120</b>	<b>100</b>

Source: Primary data

**INTERPRETATION**

The above table shows that 34% of the respondents are male 66% of the respondents were female.

**INFERENCE**

Majority (66%) of the respondents were female.

**SIMPLE RANKING METHOD**

A Rank analysis is any of several statistics that measure an ordinal association, the relationship

between ranking of different ordinal variables or different ranking of the same variable, where a “Ranking” if the assignment of the labels “first”, “second”, “third”, etc., To different observation of a particular variable. A rank analysis measure of similarity between two rankings, and can be used to assess the significance of the relation between them. It is not necessarily a total order of objects can have the same ranking. The ranking themselves are totally ordered.

**TABLE NO. 2**  
**TABLE SHOWING SIMPLE RANKING METHOD**

Source: Primary data

S.NO	FACTORS	RANK	RANK	RANK	RANK	RANK	RANK	RANK	RANK	RANK	RANK	TOTAL	RANK
		1	2	3	4	5	6	7	8	9	10		
1.	Battery	13 (10)	26 (9)	24 (8)	13 (7)	17 (6)	2 (5)	3 (4)	8 (3)	7 (2)	7 (1)	816	5
2.	Usage	9 (10)	19 (9)	40 (8)	14 (7)	10 (6)	5 (5)	3 (4)	8 (3)	2 (2)	10 (1)	814	6
3.	Style	14 (10)	18 (9)	28 (8)	25 (7)	6 (6)	4 (5)	7 (4)	5 (3)	6 (2)	7 (1)	819	4
4.	Access	10 (10)	29 (9)	23 (8)	23 (7)	8 (6)	6 (5)	2 (4)	7 (3)	3 (2)	9 (1)	828	2
5.	Camera	13 (10)	14 (9)	25 (8)	29 (7)	13 (6)	3 (5)	4 (4)	2 (3)	9 (2)	9 (1)	801	8
6.	Price	10 (10)	17 (9)	29 (8)	24 (7)	12 (6)	2 (5)	4 (4)	11 (3)	4 (2)	7 (1)	799	9
7.	Display	9 (10)	23 (9)	28 (8)	24 (7)	7 (6)	5 (5)	6 (4)	3 (3)	6 (2)	9 (1)	810	7
8.	Variety	7 (10)	23 (9)	37 (8)	20 (7)	6 (6)	5 (5)	4 (4)	5 (3)	3 (2)	10 (1)	821	3
9.	Brand	11 (10)	22 (9)	30 (8)	20 (7)	15 (6)	2 (5)	2 (4)	4 (3)	6 (2)	8 (1)	828	2
10.	Service	12 (10)	27 (9)	29 (8)	12 (7)	13 (6)	6 (5)	5 (4)	5 (3)	4 (2)	7 (1)	837	1



## INTERPRETATION

The above tables shows out of total 120 respondents, Service has ranked 1<sup>st</sup>, Brand & Access has ranked 2<sup>nd</sup>, Variety has ranked 3<sup>rd</sup>, Style has ranked 4<sup>th</sup>, Battery has ranked 5<sup>th</sup>, Usage has ranked 6<sup>th</sup>, Display has ranked 7<sup>th</sup>, Camera has ranked 8<sup>th</sup>, Price has ranked 9<sup>th</sup>.

## INFERENCE

When we comparing to all other preference levels, Service has ranked

## FINDINGS, SUGGESTIONS AND CONCLUSION

### FINDINGS

#### SIMPLE PERCENTAGE ANALYSIS

- Majority (66%) of the respondents were female
- Majority (83%) of the respondents were Below 25 years
- Majority (75%) of the respondents were Unmarried
- Majority (65.8%) of the respondents were UG
- Most (40%) of the respondents are Rs.50001 to 100000
- Most (40.8%) of the respondents are Friends
- Majority (78%) of the respondents are For Business
- Majority (88%) of the respondents are Both
- Majority (65%) of the respondents are Necessity
- Most (49%) of the respondents are 1 year
- Majority (90%) of the respondents are Yes
- Most (33%) of the respondents are Camera
- Most (49%) of the respondents are Yes
- Majority (62%) of the respondents are Good advertisement
- Majority (93%) of the respondents are Yes
- Majority (61%) of the respondents are I don't know
- Most (41.7%) of the respondents are Price offer

#### SIMPLE RANKING METHOD

- When we comparing to all other preference level, Service has ranked 1<sup>st</sup>

## SUGGESTIONS

This study suggested that the marketing techniques and strategies can be improved for Red-mi 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 3/4 GB RAM for multitasking.

## CONCLUSION

This study concluded that in this modern business economy it is very important to analyses the marketing strategy used in the Red - mi 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 Red - mi 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 Red - mi mobile phone Company.

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