



A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION TOWARDS REDMI MOBILE PHONE WITH SPECIAL REFERENCES TO COIMBATORECITY

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ABSTRACT

The purpose of this study on customer preference and satisfaction will help us to understand the needs & Wants of the customers towards Redmi mobile phone. The study could provide appropriate and timely information about the position of preference level of customer towards Redmi mobile phone. As the objectives of this study is to analyze the customer satisfaction and to find out the consumer preference towards the brand Redmi mobile phone. This study also investigate the services and factors which influence the customers to purchase the Redmi mobile phone and also identify what customers are expecting from the Redmi. To know about the customer satisfaction and factor which influence the customer's preference in buying decision process. Customer satisfaction is influenced strongly by culture, social, personal and psychological factors. For this purpose, 125 customers were selected and obtained the various responses based on the questionnaire method. By and large it was found that most of the customers are choosing Redmi mobile phone because of its battery capacity, quality, price and camera clarity etc.

KEYWORDS: *Mobile production, Consumer Satisfaction, Problems faced by the product*

INTRODUCTION

Customer is an individual, group of individuals or an organization who receive or may receive goods, services, products or ideas from another individual or a company in return of value which can be money or anything of equivalent value. Consumer preference is defined as the subjective tastes of individual consumers, measured by their satisfaction with those items after they've purchased them. This satisfaction is often referred to as utility. Consumer value can be determined by how consumer utility compares between different items.

STATEMENT OF THE PROBLEM

Mobile phone has now become the basic need of

every person in their life. Understanding of brand preference is essential aspects as it reflect the customer . choice, purchase of particular brand, performance, style and satisfaction of the customer. Along with the smartphone fundamental capabilities to make voice call, and SMS and MMS, smart phones have been repositioned as a“new information medium”.

OBJECTIVES

- To study the socio economic characteristics of the sample respondents.
- To know the level of satisfaction of customers towers Redmi mobile phones.
- To analyse the awareness level towards the Redmi phones in terms of features, problems,



services etc...

- To study the factors to be considered while purchasing Redmi phones.

SCOPE OF STUDY

- The main scope of the study is to analyze the customer satisfaction towards Redmi mobile phone.
- This study helps to know the factors which influencing the consumer to purchase of Redmi mobilephones.
- This study helps to analyze the customer satisfaction level of Redmi mobile phones usage.

RESEARCH METHODOLOGY

In this study have been comprised both descriptive & analytical methods. The Primary data have been collected from the respondents are beneficiaries of the study. The secondary data have collected from the journals, magazines, newspaper, website and so on.

- **Sampling Design**
The researcher has been collected the data from 75 respondents in Redmi users in Coimbatore city.
- **Geographical Coverage**
This study covered in Coimbatore city only.

LIMITATION OF THE STUDY

- This study is confined to Coimbatore city only.
- Due to time constrains, 125 respondents were selected for the purpose of the study
- There is chance for biased respondents, which may affect the result of the study.
- Ideas of 125 respondents may not reflect view of the whole universe.

LITERATURE REVIEW

- Nasr Azad; Ozhan Karimi; Maryam

Safaei (2012) had presented an empirical study to investigate the effects of different marketing efforts on brand equity in mobile industry. The results show that there is a positive and meaningful relationship between marketing mix efforts and brand equity. In other words, more advertisements could help better market exposure, which means customers will have more awareness on market characteristics. Among all mixed efforts, guarantee influences more on brand equity, which means consumers care more on product services than other features. Finally, among different characteristics of brand equity, product exclusiveness plays an important role. In other words, people are interested in having exclusive product, which is different from others.

- **Androulidakis ; G. Kandus (2011)** correlated the brand of mobile phone to users' security practices,. Users show different behavior in an array of characteristics, according to the brand of the mobile phone they are using. As such, there is a categorization of areas, different for each brand, where users are clearly lacking security mind, possibly due to lack of awareness. Such a categorization can help phone manufacturers enhance their mobile phones in regards to security, preferably transparently for the user.
- **Luca Petruzzellis (2010)**, referred and concluded that technology nowadays is overcome by customer preferences and needs. In particular, the role of the brand is to be analysed with respect to its influence in shifting customer preferences from the technical performances (tangible elements) to the emotional/symbolic ones (intangible elements). The researchers had provided an analysis of the brand attitude and perception tested and viewed through user eyes.

Nasr Azad; Ozhan Karimi; Maryam Safaei (2012), "an empirical study to investigate the effects of different marketing efforts on brand equity in mobile industry" Management Science Letters 2(4) : 1435-1440
Androulidakis ; G. Kandus (2011) "the brand of mobile phone to users' security practices" No.2 30-35
Luca Petruzzellis (2010), "Technology nowadays is overcome by customer preferences and needs" European Journal of Marketing 44(5) : 610-634



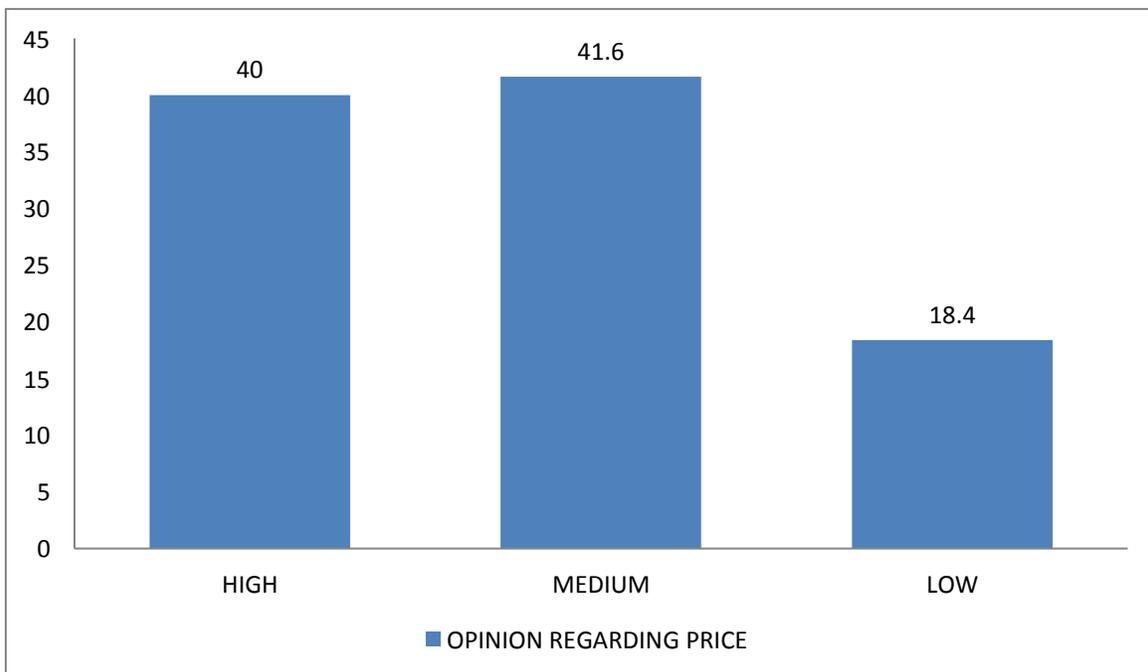
**ANALYSIS AND INTERPRETATION
OPINION REGARDING PRICE**

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
HIGH	50	40.0
MEDIUM	52	41.6
LOW	23	18.4
TOTAL	125	100

INTERPRETATION

The above table shows that 40% of the respondents opinion regarding price is high;41.6% ismedium and 18.4% is low.

Majority of the respondents opinion regarding price is medium (41.6%).



PROBLEM

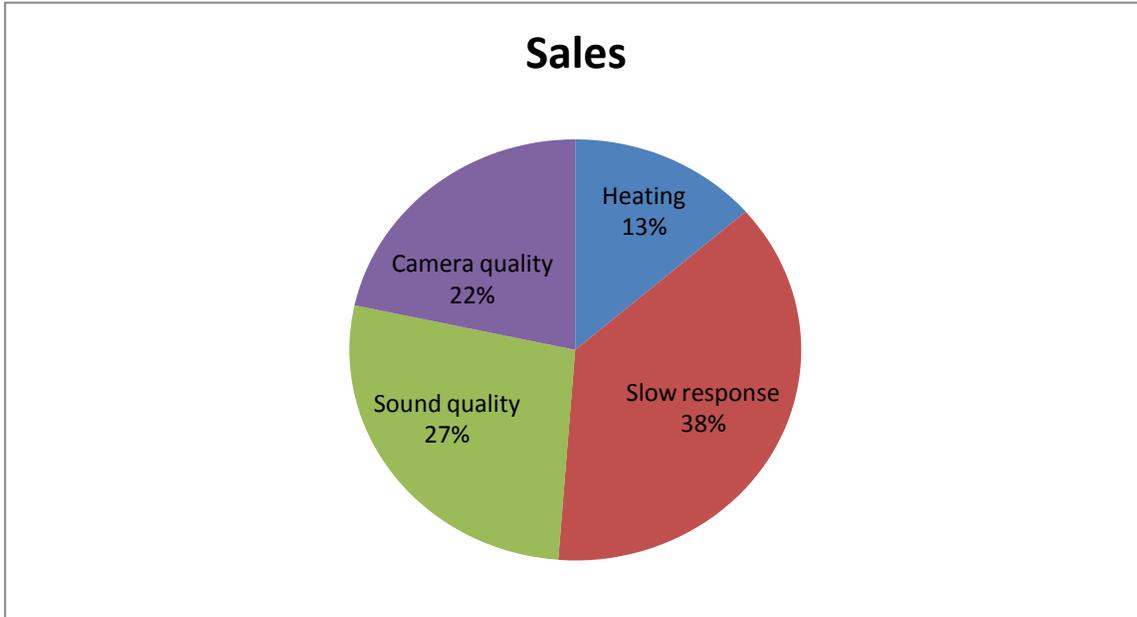
PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
HEATING	17	13.6
SLOW RESPONSE	47	37.6
SOUND QUALITY	34	27.2
CAMERA QUALITY	27	21.6
TOTAL	124	100

INTERPRETATION

The above table shows that 13.6% of the respondents problem is heating; 37.6% is slowresponse;27.2% is sound quality;21.6% is camera quality and 21.6% is

others.

Majority of the respondents problem is slow response (37.6%).



CHI SQUARE ANALYSIS

OCCUPATION	PREFERENCE OF REDMI				TOTAL
	SOUND QUALITY	CAMERA QUALITY	STORAGE	BATTERY CAPACITY	
PRIVATE EMPLOYEE	17	0	0	0	17
SELF EMPLOYEE	0	47	0	0	47
GOVERNMENT	0	0	34	0	34
STUDENT	0	0	0	27	27
TOTAL	17	47	34	27	125

FACTOR	ALCULATED VALUE	D. F	TABLEVALUE	REMARKS
OCCUPATION	375.000 ^a	9	16.92	ACCEPTED

INTERPRETATION

The calculated value of chi-square is more than the table value. Hence, the hypothesis is accepted stating

that there is no significant relationship between the Occupation and the Preference of Redmi Mobile.



RANKING ANALYSIS

PROBLEM	1(5)	2(4)	3(3)	4(2)	TOTAL	RANK
SERVICES	17	46	34	28	125	IV
	9	40.5	80.5	111.5	241.5	
SOUND QUALITY	16	47	34	28	125	V
	8.5	40	80.5	111.5	240.5	
CAMERA CLARLITY	18	48	33	26	125	III
	9.5	42.5	83	112.5	247.5	
BATTERY CAPACITY	53	14	38	20	125	I
	27	60.5	86.5	115.5	289.5	
STORAGE CAPACITY	27	48	34	16	125	II
	14	51.5	92.5	117.5	275.5	

INTERPRETATION

From this Ranking analysis, it is found that the people consider battery capacity as the primary level of their satisfaction.

Majority of the respondents consider battery capacity as the primary level of their satisfaction towards Redmi mobile phone.

FINDINGS

- Majority of the respondents are **Female (50.4%)**.
- Majority of the respondents belong to the age group of **21-30 years (38.4%)**.
- Majority of the respondents belong to the martial status is **unmarried (58.4%)**.
- Majority of the respondents educational qualification is **under graduation (37.6%)**.
- Majority of the respondents receive income **15001 to 20000 (39.2%)**.
- Majority of the respondents are **self employed (37.6%)**.
- Majority of the respondent's family nature is **joint family (50.4%)**.
- Majority of the respondents have **2 to 3 family members (42.4%)**.
- Majority of the respondents are **not aware of the service facility** available in Redmimobile phone **(58.4%)**.
- Majority of the respondents say that Redmi

phone has good **battery backup (75.2%)**.

- Majority of the respondents prefer **6 GB RAM (37.6%)**.
- Majority of the respondents have purchased Redmi from **mobile showroom (38.4%)**.
- Majority of the respondents are not satisfied with the quality for the **fixed price (50.4%)**.
- Majority of the respondents like **storage feature** in Redmi mobile **(38.4%)**.
- Majority of the respondents opinion regarding **price is medium (41.6%)**.
- Majority of the respondents have opted **EMI** as mode of payment **(37.6%)**.
- Majority of the respondents have scored Redmi phone **4 out of 5 (32.8%)**.
- Majority of the respondents are not aware of **any other person using Redmi (40.8%)**.
- Majority of the respondents prefer **black colour (37.6%)**.
- Majority of the respondents decision factor was **low price (37.6%)**.

CHI SQUARE ANALYSIS

- There is **no significant relationship** between the age and the factor of attraction



towards Redmi.

- There is **no significant relationship** between the Occupation and Preference of Redmi Mobile.

RANK ANALYSIS

- Majority of the respondents consider **battery capacity** as the primary level of their satisfaction towards Redmi mobile phone.

SUGGESTIONS

- Improvement in Quality of Product
- Heating issues can be solved
- Increase in Storage Capacity
- Usage of Snapdragon processor
- Increase Battery Backup

CONCLUSION

Redmi phone had been emerged as a most popular mobile brand in India after the 2015, since most the people liked the brand for its compatibility and usage of the product. It had gathered a huge market in mid range mobile to high end module, most of popular brand mobile phones lost their market for its brand name but redmi reminded the same in order to retain their loyal customers and capture a large number of new people day by day and grown dramatically over the past years. Finally I conclude from this study of user interface of the mobile phone and sales after service is most favour part in the redmi mobile.

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