A STUDY ON CONSUMERS PERCEPTION TOWARDS MI ANDROID TV WITH SPECIAL REFERENCE TO COIMBATORE CITY

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---------------------------------**ABSTRACT**----------------------------------
Consumers are now well aware and wish to use varieties of products, brands and Services which are new in the market. They all cannot be extraordinarily satisfied every second and all the time, but they can be managed with best quality. From the over all data analysis we can easily come to know about that the consumers are satisfied with the features, price, and quality of the product. Most of the respondents comes to know about the product only through the Internet, so the company have to focus on advertising their product much effectively. The MI showrooms are mostly located in City centre and Malls, they have increase the no. of outlets and dealers to make availability of product everywhere, it makes the consumers easy to purchase.
KEY POINTS: Customer satisfaction, buying behavior, purchase decision, market competition, quality and service---

INTRODUCTION

During the past decade, and consumer driven a decent amount of TV viewers nowadays experience a lot of difficulty when it comes to making a buying choice to pick the brand as there are a variety of alternatives on the market. Consumer use and purchase of any product depend in large part on their perception of the product. The perception of the quality by consumers, is measured as an essential determinant of product choice. Consumer views of the subject emerge largely from customer behaviour. The evolution of TV reached the stage of Android TV's, it can do more than the Normal TV, it comes with the more features which can take your TV to the next level, you can Browse, Play games, watch movies, also it can recognize your gestures. The purpose of this study is know about the perception of their behaviour or attitude towards MI Android TV.

STATEMENT OF THE PROBLEM

Now a days, television plays, a vital role in the society also it is one of the luxury goods. There are many brands of Android television with different brand varieties such as Sony, LG, Onida, TCL, Samsung and MI are available in the Coimbatore city. The main problem is that when a customer goes to market to buy an android TV, he gets confused to choose the right brand among the various brands, models and features provided by different companies. Comparing to the other brand TV the MI providing a quite more descent features in affordable price, but the sales of the product is not that much as expected.

SCOPE OF THE STUDY

This study will help to know about the Consumers perception towards the MI Android TV. This will help the company to make necessary changes and advancement to meet out the Consumers expectations. Also helpful to find out and rectify the factor which is a lag for the successful reach of the product.

OBJECTIVES
➢ To analyze the perception level of consumer towards MI Android TV.
➢ To find the satisfaction level of MI Android TV users.
➢ To analysis the factors influencing buying behavior of consumers.

RESEARCH METHODOLOGY
　　　Research methodology is the systematic way to solve research problem. It is a science of studying how research is to be carried out. Its aim is to give work plan of research. The study is based on a survey collected in Coimbatore with the help of primary and secondary data.

RESEARCH DESIGN: Descriptive Survey research was conducted in this study.

DATA USED: Primary data and Secondary data are used.

AREA OF THE STUDY: The study was undertaken in Coimbatore city.

SAMPLE SIZE: The study was conducted with a sample size of 120 respondents.

ANALYTICAL TOOLS USED: Simple percentage, Likert scale analysis, Ranking Analysis

REVIEW OF LITERATURE
Dr.S. Rabiyathul Basariya, Dr. Ramyar Rzgar Ahmed (2018),in their study-"**A STUDY OF CONSUMER PREFERENCE TOWARDS LED TV**" consumer preference towards LED technology with reference to LED TV in Chennai city is about LED technology and its impact on television applications. Primary data are collected fresh and happen to be original in chapter. The objective of the study has been accomplished with the help of primary data collected from 100 respondents. The secondary data are those which have already been collected by someone else and have already been through the statistical process. Secondary data has been obtained from journal, magazines and internet. The survey was conducted to 100 respondents using questionnaire method. They use the statistical tools like Percentage analysis, Chi-Square analysis, One Way Anova. Finally, the LED technology on LED TV made a great change in the world of television.
P.Jayasubramanian, P. Kanagaraj, J. Mahendran (2015), made their studies on "**A STUDY OF CONSUMER SATISFACTION TOWARDS LED TECHNOLOGY WITH REFERENCE TO LED TV COIMBATORE OF TAMIL NADU"** This article titled "A Study on consumer satisfaction towards LED technology with reference to LED TV in Coimbatore district" is about led technology and its impact on television applications. The objective of the study has been accomplished with the help of primary data collected from 50 respondents. Questionnaire was the research instrument used in the study. It reveals that the LED TV is preferred by the consumer on the basis of few factors such as income, family size, etc. By analyzing the data collected from the sample consumer reveals the satisfaction level of the consumer over LED TV. Finally, the LED technology on LED TV made a great change in the world of television.

HISTORY OF THE STUDY
　　　Xiaomi launched their first smartphone in August 2011 and gradually acquired market share in China to become the largest smartphone business in the world in 2014. Xiaomi became the fourth largest mobile maker in the world at the start of the second quarter of 2018, leading in both China's biggest sector and India's second-largest segment. With effect from May 2019, Xiaomi ranks among the top five smartphone market segments in 40 countries and regions. As of September 2019, MIUI's monthly active users (MAUs) increased to 291.6 million. It is spreading to other markets like Greater China, India, Japan, Russia, South Korea, South Africa, and several countries and regions in Southeast Asia and Western Europe. Xiaomi has now been doing business in over 90 markets across the world.

ANALYSIS
TABLE SHOWING THE MOST ATTRACTIVE ASPECT

S.NO	ASPECT	NO. OF RESPONDENTS	PERCENTAGE
1	Design	16	13.3%
2	Features	42	35%
3	Quality	26	21.7%
4	After sale service	5	4.2%
5	Price	31	25.8%
	Total	120	100%

(Source: Primary Data)

INTERPRETATION
The above table shows that 13.3% (16) respondents find design as their attractive aspect, 35% (42) respondents find features as their attractive aspect, 21.73% (26) respondents find quality as their attractive aspect, 4.2% (5) respondents find after sale service as their attractive aspect, 25.8% (31) respondents find price as their attractive aspect.
 ➢ Majority 35% (42) respondents find features as their attractive aspect.

TABLE SHOWING THE MISTAKES IN THE BRAND

S.NO	MISTAKE IN THE BRAND	NO. OF RESPONDENTS	PERCENTAGE
1	Price	19	15.8%
2	After sale service	36	30%
3	Number of outlets	47	39.2%
4	Picture Quality	18	15%
	Total	120	100%

(Source: Primary Data)

INTERPRETATION
The above table shows that 15.8% (19) respondents find price as a mistake, 36% (30) respondents find after sale service as a mistake, 39.2% (47) respondents find number of outlets as a mistake, 15% (18) respondents find no. of outlets.
 ➢ Majority 39.2% (47) respondents find number of outlets as a mistake.

FINDINGS
SIMPLE PERCENTAGE METHOD
 ➢ Majority 61.7 (74) respondents are male.
 ➢ Majority 56.7% (68) respondent's age group up to 20 years.
 ➢ Majority 80.8% (97) respondents are unmarried.
 ➢ Majority 69.2% (83) respondents have under graduate level education.
 ➢ Majority 63.3% (76) respondents are students.
 ➢ Majority 55.8% (67) respondents have monthly income up to 10,000.
 ➢ Majority 46.7% (56) respondents came to know through internet.
 ➢ Majority 35% (42) respondents find features as their attractive aspect.
 ➢ Majority 91.7% (110) respondents see that the products are worth the price.
 ➢ Majority 39.2% (47) respondents find No. of outlet as a mistake.
 ➢ Majority 67.5% (81) respondents see that it is easy to purchase from outlets.
 ➢ Majority 88.3% (106) respondents recommend MI TV to others.

LIKERT SCALE ANALYSIS
 ➢ Likert Scale Value is 3.96 which is greater than 3. So the respondents are satisfied with quality of product.
 ➢ Likert Scale Value is 3.68 which is greater than 3. So the respondents are satisfied with after sale service of product.
 ➢ Likert Scale Value is 3.76 which is greater than 3. So the respondents are satisfied with screen mirroring of product.
 ➢ Likert Scale Value is 3.88 which is greater than 3. So the respondents are satisfied using MI Tv.
 ➢ Likert Scale Value is 2.48 which is greater than 2. So the respondents find brand name is important.

- ➤ Likert Scale Value is 2.42 which is greater than 2. So the respondents find the after sale service is important.
- ➤ Likert Scale Value is 2.55 which is greater than 2. So the respondents find the price is important.

RANKING ANALYSIS

- ➤ In the above table, out of 120 respondents, quality, Price is in the Rank of I, Quality is in the Rank of II, Features is in the Rank of III, Design is in the Rank of IV and Service is in the Rank of V.
- ➤ In the above table, out of 120 respondents, LG is of Rank I, Samsung is of Rank II, Sony is of Rank III, Philips is of Rank IV, TCL is of Rank V and Kodak is of Rank VI.

SUGGESTIONS

There are a few suggestions made to improve MI Android TV Product.
- ➤ Improvement in the overall after sales service for products is necessary.
- ➤ The MI should focus on increasing the number of outlets for more sales.
- ➤ Need more Advertisement of product through newspaper and magazines.
- ➤ Customer feedback and queries must be considered.

CONCLUSION

Consumers are now well aware and wish to use varieties of products, brands and Services which are new in the market. They all cannot be extraordinarily satisfied every second and all the time, but they can be managed with best quality. From the over all data analysis we can easily come to know about that the consumers are satisfied with the features, price, and quality of the product. Most of the respondents comes to know about the product only through the Internet, so the company have to focus on advertising their product much effectively. The MI showrooms are mostly located in City centre and Malls, they have increase the no. of outlets and dealers to make availability of product everywhere, it makes the consumers easy to purchase.

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