



A STUDY ON CUSTOMER SATISFACTION TOWARDS VIVO MOBILES IN MADURAI CITY.

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ABSTRACT:

India's youth are enthralled by smart phones that have the newest apps and software. Having the newest, most advanced features and technology on a smart phone has become a source of pride and prestige. The purpose of this study is to determine how much of a preference they have for branded smart phones like Vivo. The study's target respondents comprised sixty young people from Madurai, Tamil Nadu. To determine the sample size, a convenient sampling technique was used. Data was gathered using an organized questionnaire, a hypothesis, and data framing. A number of statistical techniques were used to examine the data from the percentage analysis. Vivo can enhance its products and services for customers and better meet market demands by analyzing customer happiness. This improves the precision and science of Vivo's marketing decisions.

KEYWORDS:

VIVO, SIMPLE PERCENTAGE, MARKETING, ANALYSIS, AND CUSTOMER SATISFACTION.

1.1 INTRODUCTION

Unlike fixed-location phones, mobile phones are portable phones that can make and receive calls using a radio frequency link while the user is traveling within a telephone service area. Context The mobile phone industry in China has grown at an extremely rapid pace over the past 20 years. The Chinese market is saturated, there is intense competition in the mobile and terminal markets, and it has been challenging for businesses to sustain long-term growth in the traditional communication letter market. As a result, a lot of Chinese businesses decide to go global in order to ease the burden and prepare for future market competitiveness. India, the nation that leads the alliance of Southeast Asian countries, is one example of a country that has had tremendous economic progress.

1.2 STATEMENT OF THE PROBLEM:

Young people buy new, feature-rich smart phones frequently and replace their old ones. The purpose of this survey is to evaluate consumer preference for Vivo smart phones. The current issue is why people are switching brands and which characteristics of smart phones cause them to do so.

1.3 REVIEW OF LETRATURE:

1. Nagarkoti 2013, found that customers pay huge money in vivo smart phones for latest Technology and for brands.
2. Shirley Leitch (2013) shows the brand web conceptual framework which helps in creating the ongoing analysis of brand relationship and brand corporate.
3. Patrick Hartmann (2005) shows the main motive of brand positioning and brand attitude perceived by the customers. The study analyzed the emotional stability

effected by the brand of the company, so it must to improve and maintain the identifying the performance of brand which lead to the success of framework.

1.4 OBJECTIVE:

- To research Vivo Mobile's user experience and expectations.
- To examine the variables affecting Vivo Mobile's marketing strategy level.
- To Gain Knowledge about Vivo Mobile's Customer Satisfaction Level.
- To comprehend the marketing mix that Vivo employs.
- To comprehend what consumers are thinking about Vivo Mobile's smart phone

1.5 RESEARCH DESIGN:

The general plan or approach a researcher employs to address their research questions or hypotheses is referred to as research design. It includes a study's framework, organization, and methodology, detailing the methods for gathering, processing, and interpreting data. Systematic, logical, and methodologically sound research studies are necessary to guarantee the validity and trustworthiness of the results.

1.5.1 METHOD OF DATA COLLECTION:

The focus of the research is to study the Customer Satisfactions. Data for study were collected through the primary and secondary sources.

PRIMARY DATA:

A organized questionnaire that can be self-administered is used to gather primary data, as canfield surveys.

SECONDARY DATA:

The national and international journals, newspapers, magazines, articles, and other documents provided the secondary data for this study. Additionally, websites were utilized to get certain statistical data. To illustrate the theoretical perspective, several popular textbooks in the fields of marketing, advertising, and mass communication were also cited.

1.5.2 SAMPLE SIZE:

The sample size is defined as the number of observations used for determining the estimations of a given population. The size of the sample 60 has been drawn from the population. Sampling is the process of selection of a subset of individuals from the population to estimate the characteristics of the whole population

1.5.3 SAMPLE TECHNIQUE:

Simple random sampling is a type of probability sampling in which the researcher randomly selects a subset of participants from a population. Each member of the population has an equal chance of being selected. Data is then collected from as large a percentage as possible of this random subset.

1.6 DATA ANALYSIS:

Research design is the framework of research methods and techniques chosen by a researcher to conduct a study. The design allows researchers to sharpen the research methods suitable for the subject matter and set up their studies for success.

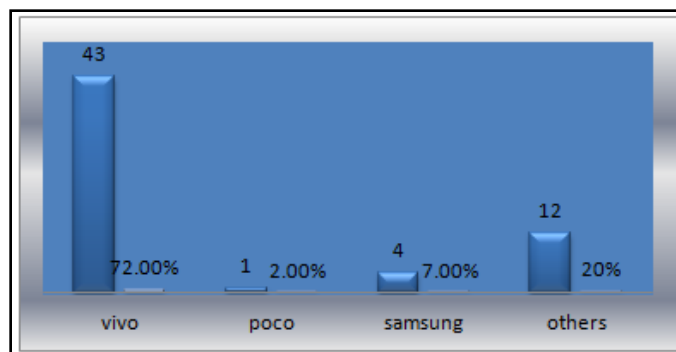
1.6.1 TYPES OF MOBILES:

TABLE 1.6.1 TYPES OF MOBILES

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
Vivo	43	72
Poco	1	2
Samsung	4	7
Others	12	20
Total	60	100

Source: Primary data

FIGURE 1.6.1 TYPES OF MOBILES



The sample size of the survey was 60. From the table shows that 72 responses were used vivo. 2% responses were used poco. 7% responses were used Samsung. 20% responses were used others.

1.6.2 PURCHASE DECISION

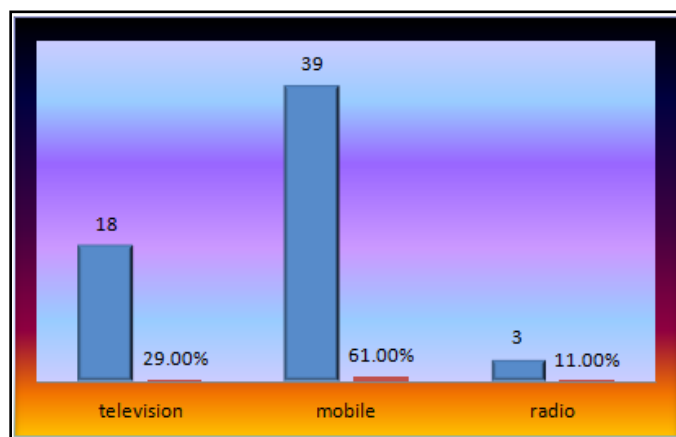
A purchase decision refers to the process through which a consumer evaluates various options and ultimately selects a specific product or service to buy. This process typically involves several stages and factors that influence the final decision.

TABLE 1.6.2 PURCHASE DECISION

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
Television	18	29
Mobile	39	61
Radio	3	11
Total	60	100

Source: Primary data

FIGURE 1.6.2 PURCHASE DECISION



The sample size of the survey was 60. From the table shows that 29 %responses were television. 61% responses were mobile. 11% responses were radio.

1.6.3 CUSTOMER SATISFACTION

"Satisfaction" refers to the state of being content, pleased, or fulfilled with a particular experience, product, service, or outcome. In the context of customer behavior and business, satisfaction is a key indicator of the extent to which a product or service meets or exceeds the

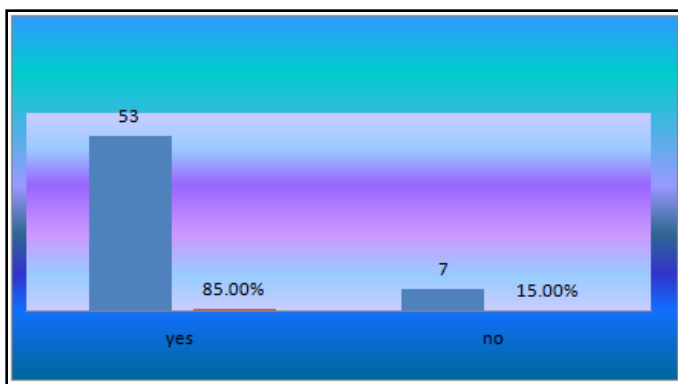
expectations of the customer.

TABLE 1.6.3 CUSTOMER SATISFACTION

PARTICULAR	NO OF RESPONDENT	PERCENTAGE
Yes	53	85
No	7	15
Total	60	100

Source: Primary data

FIGURE 1.6.3 CUSTOMER SATISFACTION



The sample size of the survey was 60. From the table shows that 85% responses were said Yes. 15% responses were said No.

FINDING:

- ❖ The sample size of the survey was 60. From the table shows that 97% responses were yes. 3% responses were said No.
- ❖ The sample size of the survey was 60. From the table shows that 72% responses were used vivo. % responses were used poco. 7% responses were used Samsung. 20% responses were used others.
- ❖ The sample size of the survey was 60. From the table shows that 29% responses were television. 61% responses were mobile. 10% responses were radio.
- ❖ The sample size of the survey was 60. From the table shows that 79% responses were said Yes. 21% responses were said No.

CONCLUSION:

This study concluded that assessing customer satisfaction is essential in today's corporate environment. While most users of the Vivo mobile phone are happy with it, some users are not for a number of reasons. Customer retention

will be high if the necessary steps are taken to fix the issue. The majority of consumers will be satisfied by the procedures, which will also increase the value of mobile phone sales. In order to help customers make educated selections, Vivo mobile phone companies should prioritize marketing, branding, and pricing in addition to giving a clear picture of the product that will be offered. If Vivo can give a smartphone in the customer's desired price range with acceptable quality and an understanding of their preferences and general level of satisfaction.

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