

A Study on Customer Satisfaction towards Vivo Mobile with Special Reference to Coimbatore Town

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ABSTRACT

For each enterprise, customer is the biggest wealth, because only customers are satisfied with the products and services provided by the enterprise, that can enhance the competitiveness of the enterprise, and enterprise has the basis for survival and development. In simple terms, only by winning customers, it is possible to achieve long-term sustainable development of the company. By studying customer satisfaction, Vivo can improve the accuracy of meeting the needs of coimbatore target customers, and its products or services can better adapt to market demands, thus improving the scientific and accuracy of Vivo marketing decisions.

This sample size was 50 respondents. The statistical tools used in this study are Simple percentage analysis. The concept of customer satisfaction has attracted much attention in recent years. Organizations that try to analyze this concept should begin with an understanding of various customer satisfaction models. Overall, customer satisfaction is still at a satisfactory level.

Key words: Customer satisfaction, Vivo, Simple percentage, Marketing

other words, satisfaction is the first impression that an individual forms and then selects and interprets information based on that impression to construct a meaningful image of the world. As a result, it is thought that customer contentment influences customer satisfaction, and thus their purchasing, usage, and decision-making. The concept of customer happiness is derived primarily from consumer behaviour. The goal of this study is to determine how satisfied Vivo phone users are with their behaviour, attitude, preference, and satisfaction with mobile phones in general. The study of individuals, groups, or organisations and the procedures they use to select, obtain, and dispose of products, services, experiences, or ideas to meet wants, as well as the influence these processes have on the consumer and society. Psychology, sociology, social anthropology, and economics are all incorporated. It makes an attempt to comprehend purchasers' decision-making processes, both individually and in groups. It investigates consumer attributes such as demographics and satisfaction levels in order to better understand what people want.

II. STATEMENT OF THE PROBLEM

I. INTRODUCTION
Customers' perceptions of a product influence their usage and purchasing behaviour. Perception is formed based on how well a thing is labelled. Today's businesses are putting up their best efforts in marketing in order to attract client attention and leave a positive impression on their minds; customer perception is also determined by the product's colour, form, flavour, and preference. Customer satisfaction of quality is measured as an important predictor of product choice. Perception is how humans recognise and interpret inputs. In

Mobile phones have now become an essential part of everyone's daily lives. The rivalry in the Smartphone market is becoming more and more fierce as a growing number of manufacturers enter the market. Nokia, a smartphone manufacturer, used to be the market leader in phones, but it now appears to be losing position in the Smartphone market. People presently live in a technologically advanced and highly developed society. Discovering client preferences and anticipating customer happiness is critical for Smartphone manufacturers to capture the mobile

phone industry. The purpose of this study is to determine the level of customer satisfaction among a sample of vivo mobile users.

SCOPE OF THE STUDY

- The primary goal of this research is to determine how satisfied customers are with vivo mobile phones.
- This research aids in determining the aspects that influence a consumer's decision to acquire a Vivo mobile phone.
- This research aids in determining the level of client satisfaction with mobile cell phone usage.

OBJECTIVES OF THE STUDY

- To determine the level of consumer preference for vivo mobile phones.
- To determine the level of satisfaction among vivo mobile phone users
- To investigate the elements that influence customers' purchasing decisions when it comes to vivo mobile phones.

III. RESEARCH METHODOLOGY

Research design

Survey research was conducted in this study

Sampling technique

Convenient sampling technique was used

Sample size

Sample size taken study was 50 respondents

IV. REVIEW OF LITERATURE

Dr. L. Venkatesan, “Buyer preference towards Mobile phones in selected areas in Chennai–A study” RRDM Vol-3 Issue II November 2018. ISSN 24553085. The Scope of this studies the customers using Mobile Phones to find the level of their first choice, perception and satisfaction. It was collected with the aid of formal structured interview schedule, with personal face-to-face interaction. The schedule covers personal data, economic conditions, and satisfaction towards charges and services suggestions from the consumers.

Dr Sukhvirsingh and Mr Inderpreet Singh, “A study on consumer perception about smart phones” AIIRJ Vol-I January 2018 ISSN 2349638x The mobile phone has made our life easy. We can perform different tasks of our daily life on mobile phones in few seconds. We can transfer money, pay utility bills by using mobile phones in few seconds for which we have to go to banks that takes a lot of time. The aim of the study is to cover entire research about judging the customer reactions while making purchase of smartphone

Revathy Rajasekaran, S. Cindhana and C. Anandha Priya, “consumers perception and preference towards smartphone” ICTACT journal on Management studies Vol-04 Issue 3 August 2018 ISSN 20951664. Smartphone usage has proliferated in recent years. Now a days people seem to become dependent towards Smartphone due to its convenience, great camera features, easy applications installations, and more importantly, it can do most of the computer functions on the go. In this technology and competitive era, this study aims to explore the key factors which motivate consumers to purchase and use Smart Phones.

Nushrat Nahida Afroz, “Students Brand preference towards smartphone” IOSR-JBM. Vol-19 Issue-2 Feb 2017 ISSN 2278487x. Brand preferences are usually studied by attempting to profile and understand loyal consumers. It is the indicator of the strength of a brand in the hearts and minds of customers. Brand preference represents which brands are preferred under assumptions of equality in price, battery durability, camera resolution and soon. In recent times smartphone plays a significant role among the user to meet up their numerous objectives by operating their desired smartphone.

V. DATA ANALYSIS AND INTERPRETATION

The analysis and interpretation of the study on "consumer satisfaction towards vivo mobile phones" in this chapter is based on the opinions of a sample of 50 respondents recruited from Coimbatore city using a questionnaire containing 29 questions.

Table No: 4.1
TABLE SHOWING THE GENDER OF THE RESPONDENTS

PARTICULAR	NO.OF RESPONDENTS	PERCENTAGE
MALE	18	36
FEMALE	32	64
TOTAL	50	100

Source: Primary Data

INTERPRETATION

From the above table shows that gender of the respondents. The majority (64%) of respondents belongs to the female gender and (36%) of respondents belongs to the male gender.

Table No: 4.2
TABLE SHOWING THE AGE GROUP

PARTICULAR	No OF RESPONDANCE	PERCENTAGE
10-20	10	20
20-30	30	60
30-50	4	8
Above 50	6	12
TOTAL	50	100

Source: Primary Data

INTERPRETATION

From the above table shows that Age of the respondents. The majority (60%) of the respondents belongs to the Age group of 26-35 (20%) respondents belong to the Age group of up to 25 (12%) respondents belongs to the age Group of (8%)

Table No: 4.3
TABLE SHOWING THE WHERE DID YOU OFTEN SEE THE MOBILE ADVERTISEMENT

PARTICULAR	NO OF RESPONDANCE	PERCENTAGE
Television	15	30
Newspaper	20	40
Online	10	20
Other	5	10
TOTAL	50	100

Source: Primary Data

INTERPRETATION

From the above table shows that the mobile Advertisement. The majority (40%) respondents belongs to the newspaper (30%) respondents belongs to the television (20%) respondents belongs to the online. (10%) of the respondents are other.

Table No: 4.4
TABLE SHOWING THE WHAT IS COLOUR OF VIVO MOBILE

PARTICULAR	NO OF RESPONDANCE	PERCENTAGE
Blue	14	28
Red	20	40
White	10	20
Black	6	12
TOTAL	50	100

Source: Primary Data

INTERPRETATION

From the above table shows that the colour of the respondents. The majority (40%) respondents are belonging to the red. Then (28%) respondents are belonging to the blue (20%) respondents belong to white. (12%) respondents belong to the black.

Table No: 4.5
THE TABLE SHOWING THE HOW MUCH MONEY DO YOU SPEND ON VIVO MOBILE TO PURCHASE

PARTICULAR	NO OF RESPONDANCE	PERCENTAGE
10000-15000	25	50
15000-20000	5	10
25000-30000	17	34
Above 50000	3	6
TOTAL	50	100

Source: Primary Data

INTERPRETATION

From the above table shows that price would you consider reasonable for a vivo mobile for your needs. The majority (50%) respondents belong for the Rs.10000- 15000(34%) respondents belongs to the rs.25000-30000(10%) respondents belongs to the 15000- 20000 (6%) respondents belongs to the above 50000

Table No: 4.6
TABLE SHOWING THE DO YOU THINK MOBILE APPLICATION ARE REALLY DOMINATING THE OTHER FEATURES OF VIVO MOBILE

PARTICULAR	NO OF RESPONDANCE	PERCENTAGE
Yes	14	28
No	36	72
TOTAL	50	100

Source: Primary Data

INTERPRETATION

From the above table shows that the do you think mobile application are really dominating the other features of vivo mobile. The majority (72%) respondents belongs to no category (28%) respondents belongs to yes category.

Table No: 4.7
THE SHOWING THE HOW MUCH DISTANCE YOU ARE TO COVER WITH YOU VIVO MOBILE IN DAY

PARTICULAR	NO OF RESPONDANCE	PERCENTAGE
< 20kms	19	38
40- 60kms	2	4
20-40 kms	18	36
60-80kms	11	22
TOTAL	50	100

Source: Primary Data

INTERPRETATION

From the above table shows that the how much distance you are to cover with you vivo mobile in day. The majority (38%) respondents belongs to the <20kms category (36%) respondents belongs to the 20-490kms (22%) respondents belongs to the others category and (4%) respondents belongs to the 40- 60 kms category.

Table No: 4.8

TABLE SHOWING THE WHAT ARE PROBLEM IN VIVO MOBILE

PARTICULAR	NO OF RESPONDANCE	PERCENTAGE
Storage problem	20	40
Battery storage low	15	30
Virus problem	10	20
Any other	5	10
TOTAL	50	100

Source: Primary Data

INTERPRETATION

From the above table shows that the what are problem in vivo mobile. The majority (40%) respondents belongs to the storage problem (30%) respondents belong to the battery storage low (20%) respondents belongs to the other category and (10%) respondents belongs to the any other category.

Table No: 4.9

THE TABLE SHOWING THE WHAT IS THE DESIRED CARMERA RESOLUTION RANGE YOU PREFER IN VIVO MOBILE

PARTICULAR	NO OF RESPONDANCE	PERCENTAGE
2mp-4mp	8	16
5mp-8mp	15	30
8mp-12mb	17	34
No ideas	10	20
TOTAL	50	100

Source: Primary Data

INTERPRETATION

From the above table shows that the what is the desired camera resolution range you prefer in vivo mobile. The majority (34%) respondents belongs to the 2mp-4mp category (30%) respondents belongs to the 5mp-8mp category (20%) respondents belongs to the 8mp-12mp respondents belongs to the category.(16%) respondents belong to the no ideas category.

Table No: 4.10

THE TABLE SHOWING THE WHAT INFLUENCE YOU DECISION TO PURCHASE AN VIVO PRODUCT

PARTICULAR	NO OF RESPONDANCE	PERCENTAGE
Picture quality	2	4
Audio quality	5	10
Media quality	10	20
Brand	7	14
Price	16	32
Other	10	20
TOTAL	50	100

Source: Primary Data

INTERPRETATION

From the above table shows that the what influence your decision to purchase an vivo product. The majority (32%) respondents belongs to the price category (20%) respondents belongs to media and other quality category (14%) respondents belongs to the brand category (4%) respondents belongs to the picture quality category.

VI. FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- ❖ The majority (60%) of the respondents belongs to the Age group between 26- 35 category
- ❖ The majority (64%) of the respondents belongs to the gender female
- ❖ The majority (68%) of the respondents belongs to the unmarried
- ❖ The majority (60%) of the respondents belongs to the 20-30
- ❖ The majority (54%) of the respondents belongs to the business
- ❖ The majority (40%) of the respondents belongs to the degree
- ❖ The majority (40%) of the respondents belongs to the newspaper
- ❖ The majority (40%) of the respondents belongs to the red
- ❖ The majority (40%) of the respondents belongs to the 4 member
- ❖ The majority (50%) of the respondents belongs to the 10000-150000
- ❖ The majority (72%) of the respondents belongs to the no
- ❖ The majority (38%) of the respondents belongs to the <20kMs
- ❖ The majority (80%) of the respondents belongs to the yes
- ❖ The majority (40%) of the respondents belongs to the storage problem
- ❖ The majority (40%) of the respondents belongs to the hanging problem
- ❖ The majority (34) of the respondents belongs to the 8mp- 12.p
- ❖ The majority (50%) of the respondents belongs to the cash
- ❖ The majority (40%) of the respondents belongs to the more than 14mbps
- ❖ The majority (32) of the respondents belongs to the price
- ❖ The majority (40%) of the respondents belongs to the less than 3 months ago
- ❖ The majority (40%) of the respondents belongs to the 1 heard something
- ❖ The majority (40%) of the respondents belongs to the vision problem

- ❖ The majority (30%) of the respondents belongs to the satisfied
- ❖ The majority (40%) of the respondents belongs to the 10- 50 category
- ❖ The majority (40%) of the respondents belongs to the 4GB
- ❖ The majority (40%) of the respondents belongs to the All category
- ❖ The majority (60%) of the respondents belongs to the All category
- ❖ The majority (40%) of the respondents belongs to the 4-member category

SUGGESTIONS

- ❖ Vivo mobile Need to launch more mobile phones in between 10000- 25000
- ❖ Vivo mobile Need to good T.V advertisement to attract more customers
- ❖ Vivo should be Start EMI service for those customers who need vivo mobile
- ❖ It's time target online market which can generate more customers
- ❖ New ideas should be implemented to grab customer attention
- ❖ There should be more promotional activities done in the public area
- ❖ The distribution channel should be improved
- ❖ Maintain Dp price so that price should be shame in all out lets

CONCLUSION

This study came to the conclusion that in today's business sector, analysing customer happiness is critical. The majority of consumers are content with the vivo mobile phone, but there are some who are dissatisfied for a variety of reasons. If the required actions are done to remedy the problem, customer retention will be high. The procedures will satisfy the majority of customers and improve the value of mobile phone sales. Vivo mobile phone firms should concentrate on marketing, branding, and pricing, as well as providing a clear picture of the product that will be sold so that customers may make informed decisions. If Vivo understands the customer's preferences and overall happiness, and can provide a mobile phone in the customer's preferred price range with good quality, it will take the Vivo mobile to the next level.

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