

A Study on Consumer Contentment Towards Redmi Mobiles In Coimbatore City

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Abstract- As the smartphone industry continues to expand rapidly, understanding consumer satisfaction and contentment towards specific brands and models is crucial for both manufacturers and marketers. This study aims to investigate the level of consumer contentment towards Redmi mobiles in Coimbatore City, analysing the factors that influence their satisfaction.

faces. The redmi mobiles faces multi faced problems in global market. The key problem that the redmi mobiles faces is overheating, this is the most frustrating problem that faced by the users. The utmost problem faced is that the MIUI interface software contains lots of internal apps and that is one of the most annoying problems is redmi mobiles.

I. INTRODUCTION

The first telephone was invented on March 7, 1876 by Alexander Graham Bell and the first phone call made on March 10, 1876. A telephone converts human sound into electronic signals and transmitted through cables. Motorola is the first brand which introduced some cell phones to the public in 1980s. The first smartphone was invented in the year 1992 by IBM and it was named as Simon personnel communicator (SPC) and it was made available for purchase in the year 1994. In 2007, Apple introduced their first fully realized smartphone. At the end of 2012 over one billion smartphones were used worldwide. In the year 2013 smartphones had tremendous growth over global market.

Redmi is considered as an subsidiary company owned by Chinese electronic company called Xiaomi. In July 2013, redmi announced their first smartphone named as Hongmi in china. And that phone was internationally released in early 2014 under redmi brand. Redmi phones use the Xiaomi's MIUI user interface on top of Android.

OBJECTIVES OF THE STUDY

- To analyze customer behavior towards redmi mobiles.
- To know the customer satisfaction level towards redmi mobiles.

STATEMENT OF THE PROBLEM

The consumer satisfaction is considered as one of the most important issue in every business organization. The report analyzes the problem or issues which the redmi mobile

SCOPE OF THE STUDY

- The scope of the study is to evaluate the satisfaction of the all redmi mobile users and that is mainly concentrated in Coimbatore city.
- The study can be further related to how people using redmi phones in their day to day life and how they are satisfied with the quality of the mobile phones.
- From this study we can clearly understand the preference of the people towards the mobile and also the environmental performance of mobile phones by getting valid feedbacks from the users.

RESEARCH METHODOLOGY

The research nothing but identifying the problems with the help of collected information and provide valid solution for that problems. This chapter describes the method applied for the study in details, and the data which is based on study was collected in the form of questionnaires and that was answered by the people participated in the survey. The targeted population was mostly students and redmi mobile users.

AREA OF THE STUDY

The area of the study is about Coimbatore.

DATA COLLECTION

Data was collected using both primary and secondary data collection methods.

PRIMARY DATA

In this research the primary data that is been used is questionnaires, which is collected from first-hand source, using the method survey.

SECONDARY DATA

Data that had been collected from, it based on available information were published in newspaper, journals and websites etc...

SAMPLE SIZE

113 respondents constituted sample covering Coimbatore.

LIMITATION OF THE STUDY

- Data was collected from the limited location of Coimbatore
- This survey has been conducted among 113 responses.
- Time is constrained
- Accuracy of the research is purely based on information and questionnaire

II. REVIEW OF LITERATURE

Farris, et al., (2010), defined customer satisfaction as the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals. Customer satisfaction in total is equal to the emotional perception (Wong, 2000).

Buyers compare different smartphone brands regarding models and attributes when it comes to making a purchase. The decisive factors however, vary for each potential buyer. Some may focus on the price of a smartphone. Overall, these devices are expensive due to the applications they contain. Hence, a potential buyer will balance the price with the attributes and then end up with a decision. **(Kimiloglu et al., 2010)**.

Singh (2011) conducted a mobile phone satisfaction survey in Punjab with a sample of size of 1000 respondents. The seven major parameters Viz. convenience, responsiveness, reliability, tangible, assurance, network quality and economy were studied. Findings of the study is availability of modern equipment, timely delivery of bills, fulfilling the needs of the customer, ease of understanding of schemes and offering.

TABLE: SIMPLE PERCENTAGE ANALYSIS

Factors	Particular s	No. of Respond ents	Percent age
Gender	Male	67	59.3%
	Female	46	40.7%
	Others	0	0
Age	Between 15 – 20	37	32.7%
	Age 20 – 30	64	56.6%
	Age 30 – 40	5	4.4%
	Age 40 – 50	5	4.4%
	Above 50	2	1.8%
Source of knowled ge about redmi phones	Friends	27	23.9%
	Television	18	15.9%
	Social media	32	28.3%
	Advertise ment & banners	25	22.1%
	Family	11	9.7%
Reason for responde nts to choose redmi phones	Appearanc e	10	8.8%
	Brand name	25	22.1%
	Quality	27	23.9%
	Price	44	38.9%
	Others	7	6.2%
Respond ents perspecti ve on the price of redmi phones	Affordable	81	71.7%
	Standard	17	15%
	Expensive	7	6.2%
	Cheap	8	7.1%

INTERPRETATION

The above study reveals that majority **59.3%** of respondents belongs to “Male” category, Majority **56.6%** of

respondents belongs to ‘Age 20 – 30’ category, Majority **28.3%** of respondents belongs to ‘Social media’ category, Majority **38.9%** of respondents belongs to ‘Price’ category, Majority **71.7%** of respondents belongs to ‘Affordable’ category.

III. FINDINGS

- Majority 59.3% of respondents belongs to “Male” category.
- Majority 56.6% of respondents belongs to “Age 20-30” category.
- Majority 65.5% of respondents belongs to “Students” category.
- Majority 35.4% of respondents belongs to “Semi – Urban” category.
- Majority 28.3% of respondents belongs to “Social media” category.
- Majority 30.1% of respondents belongs to “Features” category.
- Majority 38.9% of respondents belongs to “Price” category.
- Majority 71.7% of respondents belongs to “Affordable” category.

IV. SUGGESTIONS

- Redmi mobiles are already known for their good camera quality but there is always room for improvement. The company could invest in improving the camera quality even further to provide users with a better photography experience.
- Redmi could work on providing more battery backup for its devices by using more efficient batteries or optimizing the software to consume less battery.
- Redmi could work on upgrading the processor of its phones to provide faster and smoother performance.
- Good customer support is always appreciated by users. Redmi should improve its customer support services to provide users with a better experience and address any issues they may face with their devices.
- Redmi could improve the water and dust resistance of its phones to provide better protection against accidental spills and drops. This would make the phone more durable and long-lasting.

V. CONCLUSION

The project entitled “A Study on Consumer Contentment towards Redmi mobiles in Coimbatore City” has helped in studying the various aspects of consumer

behaviour especially towards Redmi Mobiles. The study also helped in understanding and analysing customer contentment about services and products offered to customers. Every mobile companies are trying to cover more market share than the other. So the company must be more alert in providing high quality service and awareness to customers. Redmi is one of the most preferred brands by majority of the customers. The present study also has fulfilled all the objectives. The study has helps to find out important factors which influence buying behaviour towards Redmi mobiles. In order to improve the production and sales operation the Redmi mobile manufactures has to follow the above said suggestions. Most of customers are very much satisfied with pricing system of Redmi mobile.

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