

Available online @ www.iaraindia.com
SELP Journal of Social Science - A Blind Review & Refereed Quarterly Journal
ISSN: 0975-9999 (P) 2349-1655 (O)
Impact Factor: 3.655(CIF), 2.78(IRJIF), 2.77(NAAS)
Volume XII, Issue 50
October – December 2021
Formerly UGC Approved Journal (46622), © Author

A STUDY ON CONSUMER SATISFACTION TOWARDS REDMI TOUCH SCREEN MOBILE USER IN MANNARGUDI TOWN

Dr.K.VEMBU

Assistant Professor & Research Advisor
STET Women's College, (Autonomous)
Mannargudi.

&

D.ABINAYA

II- Mcom
STET Women's College, (Autonomous)
Mannargudi.

Abstract

A Smartphone not only fulfils the calling and receiving function but also meets various consumer needs such as internet and social networking, multimedia, selfie, assessment of health traits, video calling etc. A great number of variables influence Smartphone buyers' purchasing decisions. This research describes underlying factors that play a leading role. Smart phones range and purchase in highly competitive market. Investigators also analyze respondent's demographic characteristics. The analysis was conducted in Bhubaneswar district of Khurta. In this technological and competitive age, the purpose of this study is to explore the key factors that inspire consumers to purchase and use smartphones. Therefore, the purpose behind the use of smart phones is to recognize the attitude of the customer towards smart phones and finally to know the satisfaction level of the customer towards smartphones. This research is more critical for Smartphone companies as they sell.

Keywords: Smartphone, marketing strategy, purchasing behaviour, customer perception

1. Introduction

Smart phone has many functionalities other than contacting different people. Until today, there is a wide range of brands launching new apps and updates on smart phones. Youngsters today frequently change their mobile phones according to the new models. Buying smart phones from famous brands

recently is becoming trendy. Not only do youngsters of all ages enjoy buying and using smart phones. The development of marketing is evolutionary rather than revolutionary. There is no single answer to the question of what is marketing? To understand it may be explained in brief as "marketing is what a marketer does". But this managing lack clarity in understanding

the subject. The evaluation of marketing is as oldest as Himalayas. It is one of the oldest professions as the word. Marketing is in deeded an accident art, it has been practiced in one from or the others since the days of adam and eve.

OBJECTIVES

- To study the socio- demographic factors of the respondents
- To analyses the customer satisfaction of touch screen mobile.
- To give some of the findings of the study and suitable suggestion for the improvement of the above study.

SCOPE OF THE STUDY

Paramasivan, C. (2011) Information technology plays a key role in the modern world which meets the day to day activities of the human beings directly or indirectly associated. Commercial activities particularly banking and financial sectors may not function without proper information technology. This research will assist with understanding the purchasing behavior of individual groups of customers and help to oversee item portfolio better. This study is an endeavor to break down the buyer purchasing preferences and inclinations towards the utilization of the product and the buyer's level of satisfaction

RESEARCH METHODOLOGY

Both primary and secondary data will be used for the study. Primary data will be collected through questionnaire. Secondary data will be collected from internet, journals, magazines and books. A sample of 100 people, who uses Redmi Smartphone's, was selected by convenience sampling from the population and the questionnaires were distributed to them in order to collect information.

RESEARCH

Research is common parlance refers to a search for knowledge.

According to Clifford woody, "research companies defining and redesigning problem, formulating

hypothesis are suggested solution, collecting, organizing and evaluation data, making deduction and researching conclusion".

DATA COLLECTION

There are two methods of data collection

1. Primary data collection
2. Secondary data collection

PRIMARY DATA

Primary data are those which are collected for the first time and are original in character.

Hence, we collected the data directly from the respondent through questionnaires.

SECONDARY DATA

The secondary data are those which are collected already by someone for some purpose and available for the present study. For analyzing the data we used books, journals, magazines, website etc.

DATA ANALYSIS AND INTERPRETATION

TABLE 1
CLASSIFICATION OF THE AGE OF RESPONDENTS: -

Age	No. Of Respondents	Percentage
Below 20	3	6
20-40	37	74
40-60	6	12
Above 50	4	8
TOTAL	50	100

The above table shows that majority 74% of the respondents are in the age group of 20-40 years, 6% oh the respondents are in the age group of below 20 years, 12% of the respondents are in the age group of 40-60 years and 8% of the respondents are in the age group of above 50 years.

TABLE 2
CLASSIFICATION OF THE GENDER
OF RESPONDENTS: -

Gender	No. Of Respondents	Percentage
Male	30	60
Female	20	40
TOTAL	50	100

The above table shows that gender wise classification of the respondents interms of percentage 60% of the respondents are male and 40% of the respondents are female majority 60% of the respondents are male.

TABLE 3
LEVEL OF SATISFACTION

S.No	Level of satisfaction	No. of Respondent	Percentage %
1.	Satisfied	20	40
2.	Highly satisfied	29	58
3.	Dissatisfied	1	2
	Total	50	100

The above table shows that majority 58% of the respondents are highly satisfied 40% of the respondents are satisfied remaining 2% of the respondents are dissatisfied

FINDINGS

- ❖ AGE: In the age wise classification 74% of the respondents belong to 20-40 years most of the respondents are at the age 20-40 years.
- ❖ GENDER: The gender classification among the respondents consists of 60% of the male respondents and 40% of the female respondents.
- ❖ LEVEL OF SATISFACTION: according to the research study 58% of the respondents were highly satisfied.

SUGGESTION

Based on the findings of the following suggestions are put forwarded,

- More importance should be given to resolve the heating problem which is a major trouble faced by customers.
- Improve the camera performance in the upcoming launches.
- As majority of respondents had purchased their smartphones through online platform there for the company should avoid flash sales as it actually pulls back the customers from the product.

CONCLUSION

There was a time when Chinese products were considered cheap and not durable in India, those times are long gone. Now, especially in the smart phone market Chinese companies are finding their feet in the Indian market. They have started to firmly root themselves and push away the competition around them. Smart phone has many functionalities other than contacting different people. Until today, there is a wide range of brands launching new apps and updates on smart phones. Youngsters today frequently change their mobile phones according to the new models. Buying smart phones from famous brands recently is becoming trendy. Not only do youngsters of all ages enjoy buying and using smart phones.

REFERENCE

- Kothari C. R., Research Methodology new age international (P) Ltd., New Delhi 2005.
- Philip Kotler, Marketing Management prentice Hail of Indian, New Delhi 2002.
- Rajan Nair N, Sanjith R Nair 'Marketing' published by Sultan Chands&Sons 1999.
- Paramasivan, C. (2011). Customer Satisfaction through Information Technology in commercial banks. *Journal of Commerce and Management Thought*, 2(4), 509-522.