

A STUDY ON CUSTOMER SATISFACTION WITH REFERENCE TO XIAOMI MOBILE, HYDERABAD

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ABSTRACT

This study explores the customer satisfaction for Xiaomi mobile in Hyderabad marketing, aiming to understand customer experiences and identify areas for enhancement. Through a comprehensive survey and data analysis, we assessed key factors contributing to customer satisfaction, including product quality, customer service, pricing, store convenience, and after-sales support. Findings indicate high satisfaction rates overall, particularly in customer service and competitive pricing. However, challenges such as waiting times, product availability, and online shopping experience were identified. Recommendations for improvement include enhanced staff training, better inventory management, effective queue systems, and strengthening the online platform. This study underscores the importance of continuous improvement in customer satisfaction to maintain competitive edge in Hyderabad.

Key Words: Customer Satisfaction, Marketing strategy, modern business economy, analyses.

1. INTRODUCTION

MARKETING:

Marketing is the science of meeting the needs of a customer by providing valuable products to customers by utilizing the expertise of the organization, at same time, to achieve organizational goals. Marketing is the activity, set of institutions and processes for creating, communicating, delivering, and exchanging offerings that have value for customer, clients, partners, and society at large. This is occurring because buyers expect their purchase to be perfect. Regardless of the purchase price, they figure that for what they deserve perfection. Marketing is used to create the customer, to keep the customer and to satisfy the customer.

CUSTOMER SATISFACTION:

Customer satisfaction is defined 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." The philosophy behind maintaining your customer is simple, now that you have them, maintain them. When you consider the amount of time and money invested in them, you cannot afford to lose them. This investment goes beyond your personal expenditures. It is also including your firms advertise.

NEED FOR THE STUDY:

Now a day 's customer is playing a vital role in the success of any organization. So, it is necessary for any organizational to identify how consumer perceive about their products. This study concentrates on identifying the problems that customers are facing. It also gathered customer 's opinion regarding service of the retailer, availability and delivery of mobile 's as it is competitive industry this study emphasizes on identifying the problems of customers who are purchasing the mobiles also.

SCOPE OF THE STUDY:

The scope of the study is to study the customer buying behavior of the respondents in Guntur and attain the awareness level of the customers. The scope is that the services of the dealer, advertising media as well as celebrity has made an effect on the customer or not and how much. This study also allows knowing the future prospects of the company and where it is at present in the market.

OBJECTIVES OF THE STUDY

1. To know the consumer awareness towards Xiaomi mobile.
2. To determine consumer preference brands.
3. To measure the overall satisfaction level of customer towards the organization.
4. To study the intermediate role in the distribution.

LIMITATIONS OF THE STUDY:

As the study is based on a survey of customers, there is possibility that customer might not give the information due to like lack of interest.

1. The sample size of 80 may or not present the accurate picture.
2. Total survey is confined to Guntur only.

2. REVIEW OF LITERATURE

FATHIMMA & RIZZAQE (2013) Customer satisfaction have antecedent, mediated and moderated effect on personal connections and enjoyable interactions

ANUJ KUMAR, DR. NISHU AYEDEE, DR. NIMIT GUPTA (2014) Consumer behaviour can be broadly classified as the decisions and actions that influence the purchasing behaviour of a consumer. What drives consumers to choose a particular product with respect to others is a question which is often analysed and studied by marketers. Most of the selection process involved in purchasing is based on emotions and reasoning. Consumer behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions.

GIREESAN (2015) Indians usually have negative perception regarding Chinese products due to history of dumping practices by China in India, however the situations have changed but still perception hasn't completely changed. Xiaomi and Oppo are two famous Chinese smartphone brands in the world but in Indians have different perceptions about the two. This paper is intended to compare the consumer's perception towards Xiaomi and Oppo smartphones. Since India is the 3rd largest smartphone market of the world, it is an attractive market for new brands like Oppo, Xiaomi, One plus etc. Consumer perception in simple terms is the viewpoint or notions that consumer forms about various brands

HIMANSHU MEHTA, DR RUCHIKA GUPTA (2016) Paper mainly talked about the problem faced and the recommend solution of Xiaomi Company in India. The first two parts are introduction and why Xiaomi targeting at the India respectively. The third part is the three problems faced when Xiaomi operate on India, first is low brand awareness can't attract consumers; second, lack of patent reserves and Standard Essential Patent which result in patent dispute; at last, the quality problems after-sales service problems which will influence the purchase intention and word of mouth. The fourth part analysis the cause of the problem by the SWOT analysis of Xiaomi. The fifth part is the decision criteria and alternative solutions for the problems proposed above.

JINAN UNIVERSITY, QIANSAN, ZHUHAI (2017) There are several observations that each Smartphone has their own benefit and luxury offered by the companies. The product attributes offered by Xiaomi's are not as attractive as competitors (such as Samsung) according to customer perception. The company needs to improve each of their products in order to gain customer expectations. It is recommended that the company should launch smarter phone with standard quality for lower classes as this will help them to reach more consumer as lower classes population in country are high.

SHIPA LALWANI (2018) This case study are to design, practice, and evaluate a group of comparative strategies for one of the adding smart phone companies in the world: Xiaomi Inc. to turn a crisis into an expansion opportunity. First, the worldwide market of smart phones is illustrated. Second, we show the highly competition of smart phones in China market. Third, the development of Xiaomi Inc. is overviewed.

LUNG-TAN LU (2019) According to data from IDC for worldwide smartphone shipments in the third quarter of 2014, Xiaomi made the top five list for the first time, coming in at number three behind Samsung and Apple. Xiaomi has a presence in six countries and regions but has not yet entered the Japanese market, so few people [in Japan] know the brand. This paper gives the background of the founder of Xiaomi and its history and describes the competitive strategy supporting Xiaomi's rapid growth Cite.

FANGQI XU, KINKI UNIVERSITY, JAPAN (2020) The result of the investigation shows that the case company has largely innovated the business model to overcome barriers and attain a faster growth which confirms that business model innovation is a way to achieve growth. The study also finds that the leadership played a crucial role in innovating and implementing the business model.

3. RESEARCH METHODOLOGY

3.1 PRIMARY DATA:

The source of primary data includes direct personal investigation, interview, indirect oral investigation: A survey was conducted on the customer satisfaction of XIAOMI MOBILE. Information in the survey is being collected from the customer in HYBERADAB town.

3.2 SECONDARY DATA:

Sources of secondary data Various sources are available namely central and state government publications, technical and trade journals, books, magazines, newspapers, business and industry publications statistical reports etc.

3.3 SAMPLE SIZE:

The total sample size of 80 respondents is chosen for the study in order to gather their opinions and perceptions. The customers are chosen on convenient sampling method. All of them are purchasing XIAOMI MOBILE.

4. DATA ANALYSIS AND INTERPRETATION

Table No 1: Different age levels of the respondents.

S.NO	AGE	RESPONDENTS	PERCENTAGE
1	17-19	5	6
2	20-24	33	41
3	25-29	22	27
4	30-34	20	25
5	TOTAL	80	100

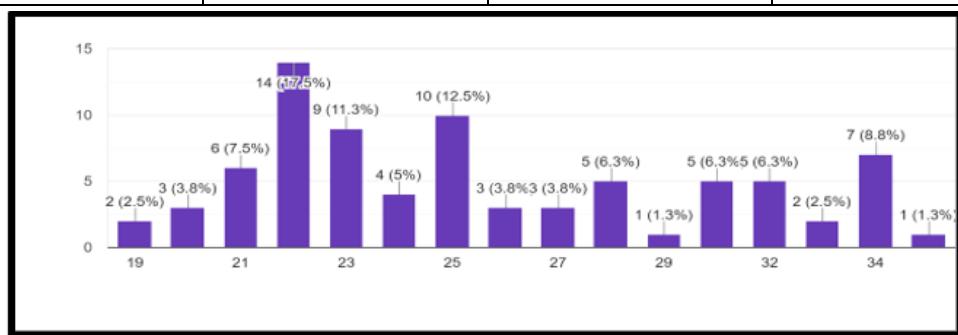


CHART.1

INTERPRETATION: From the above Table indicates that among 80 respondents. 6% respondents are at age group of 15-19, 41% respondents are at age group of 20-24, 27% respondents are at age group of 25-29, 25% respondents are at age group of 30-34.

Table No 2: Different types of occupations of respondents.

S.NO	OCCUPATION	RESPONDENTS	PERCENTAGE
1	Actor	1	1
2	Employee	22	26
3	Director	1	1
4	Student	42	52
5	Teacher	2	3
6	Framer	1	1
7	Housewife	9	11
8	Government employee	2	3
	TOTAL	80	100

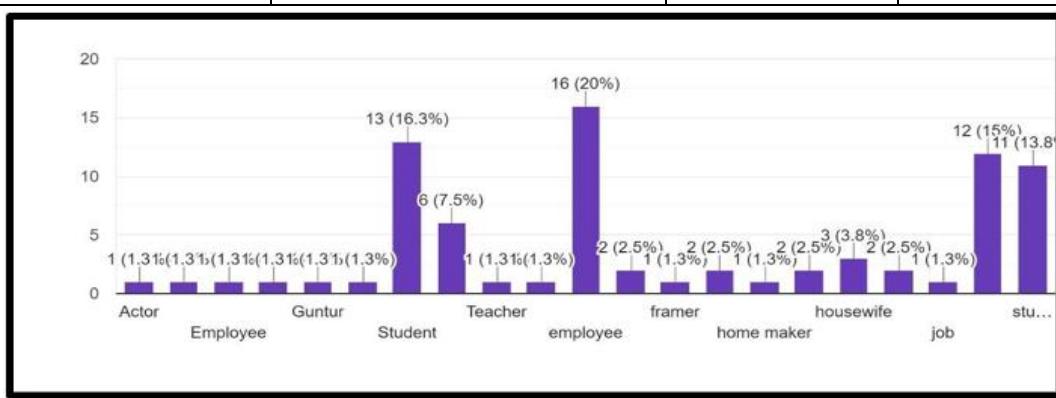


CHART.2

INTERPRETATION: From the above Table indicates that among 80 respondents. 1% respondents are working as actor, 26% respondents are working as employees, 1% respondent are working as director, 52% respondents are students, 3% respondents are working as teachers, 1% respondents are farmer, 11% respondents are house wife, 3% respondents are working as government employees.

Table No 3: Do respondents has their own mobile phones.

S.NO	OWN MOBILE	RESPONDENTS	PERCENTAGE
1	YES	80	100
2	NO	0	0
3	TOTAL	80	100

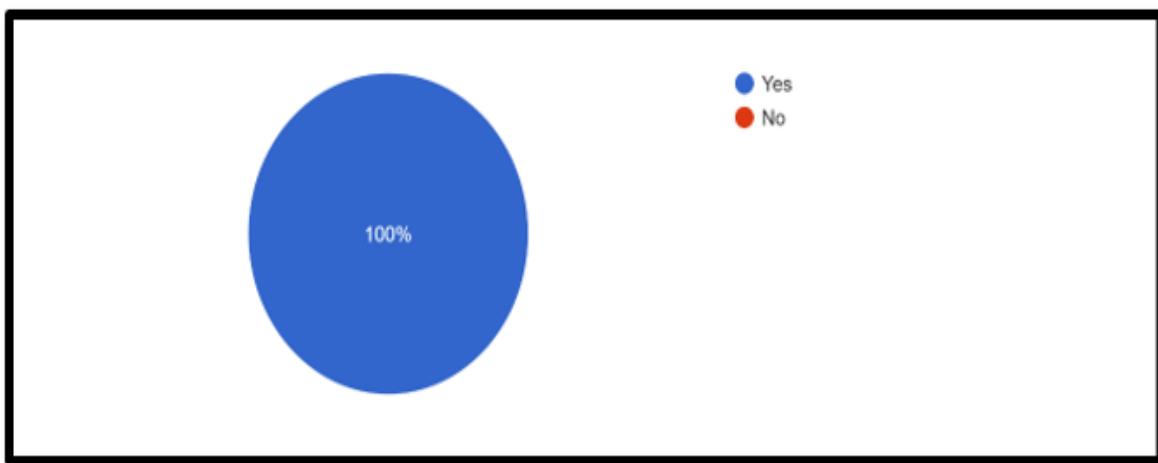


CHART.3

INTERPRETATION: From the above Table indicates that among 80 respondents. Total 100% respondents are having their own mobiles.

Table No 4: How many phones do respondents have?

S.NO	NO OF PHONES	RESPONDENTS	PERCENTAGE
1	1	25	31.3
2	2	34	42.5
3	3	21	26.2
4	More	0	0
5	TOTAL	80	100

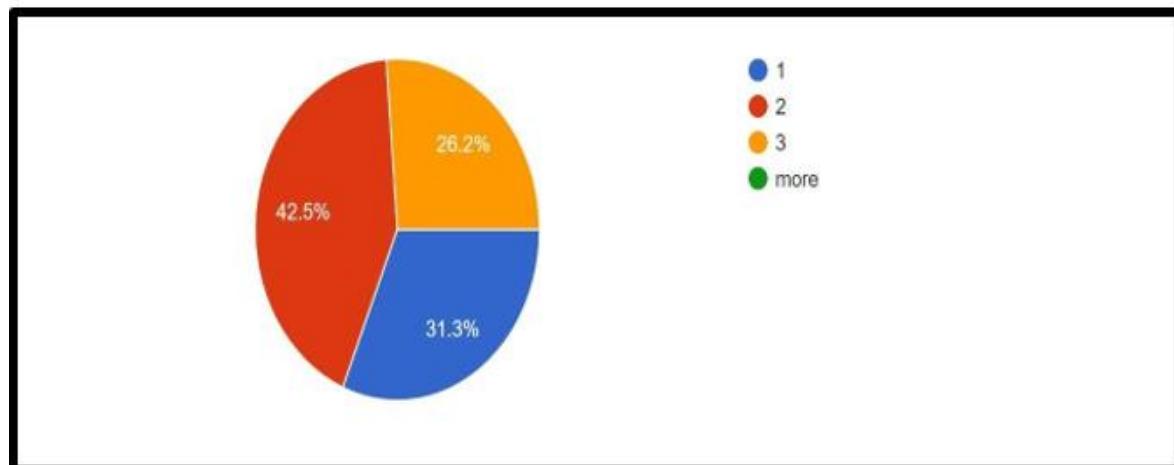


CHART.4

INTERPRETATION: From the above Table indicates that among 80 respondents. 31% respondents are using 1 mobile phone, 42% respondents are using 2 mobile phones, 26% respondents are using 3 mobile phones.

Table No 5: When do respondents change their mobile.

S.NO	CHANGES	RESPONDENTS	PERCENTAGE
1	Whenever there is new mobile version	29	36.3
2	When it is ruined	34	42.5
3	When you get bored from your phone	17	21.3
4	TOTAL	80	100

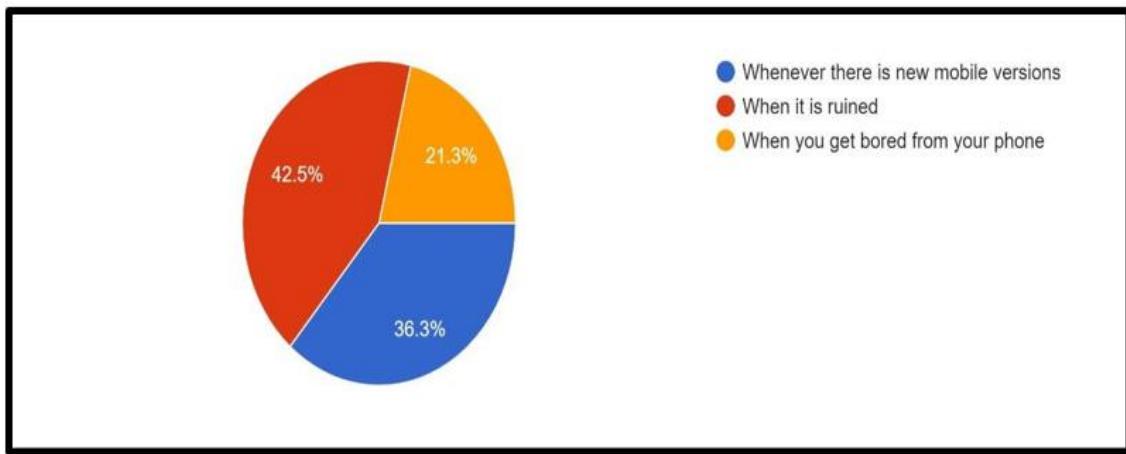
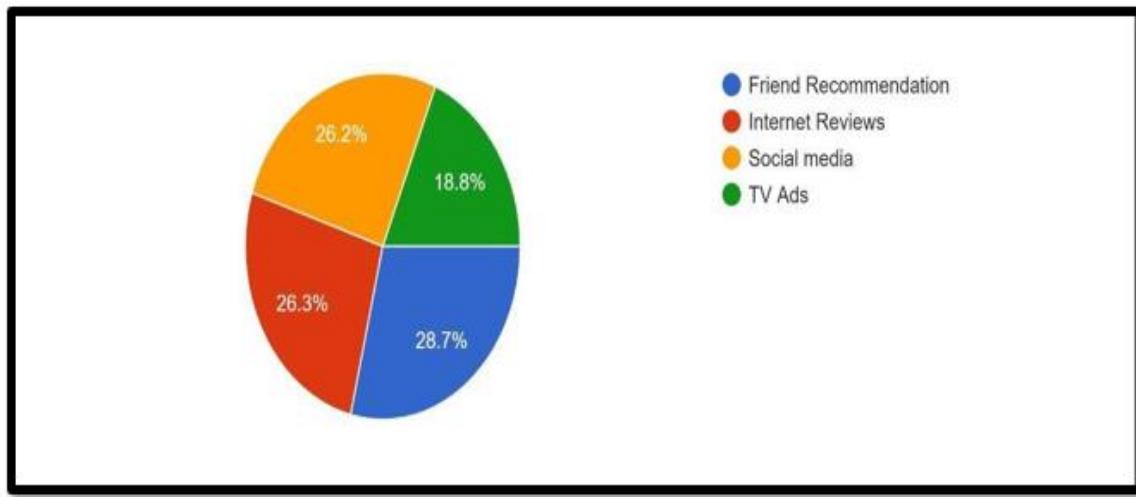


CHART.5

INTERPRETATION: From the above Table indicates that among 80 respondents. 36% respondents are changed when there is a new version, 42% respondents are changes when it is ruined, 21% respondents are changed when they get bored of phone.

Table No 6: Source do respondents get information about Xiaomi smartphone.

SNO	SOURCE	RESPONDENTS	PERCENTAGE
1	Friend recommendation	23	28.7
2	Internet reviews	21	26.3
3	Social media	21	26.2
4	TV Ads	15	18.8
5	TOTAL	80	100



CHARTS.6

INTERPRETATION: From the above Table indicates that among 80 respondents. 28% respondents are getting information from friends 'recommendation, 26% respondents are getting information from internet review, 26% respondents are getting information from social media, 18% respondents are getting information from TV Ads.

Table No 7: Range those respondents are willing to pay for Xiaomi smartphone.

S.NO	RANGE	RESPONDENTS	PERCENTAGE
1	5000-10000	14	17.5
2	11000-15000	36	45
3	16000-20000	21	26.2
4	Above 21000	9	11.3
5	TOTAL	80	100

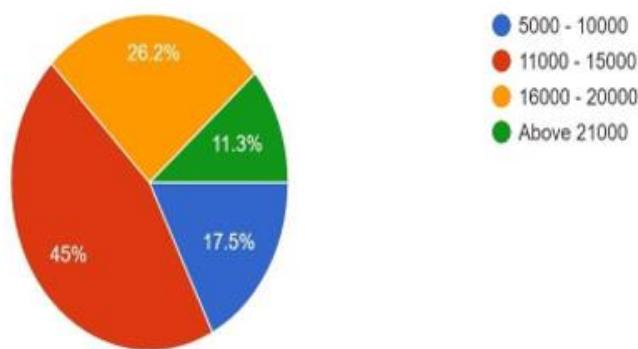


CHART.7

INTERPRETATION: From the above table indicates that among 80 respondents. 17% respondents are willing at range of 5000-10000, 45% respondents are willing at range if 11000-15000, 26% respondents are willing at range of 16000-20000, 11% respondents are willing at range of above 2100.

Table No 8: The outlet does respondents prefer buying xiaomi.

S.NO	OUTLET	RESPONDENTS	PERCENTAGE
1	Company outlet	20	25
2	Online	25	31.3
3	Hypermarket	21	26.2
4	Nearest store to me home	14	17.5
5	TOTAL	80	100

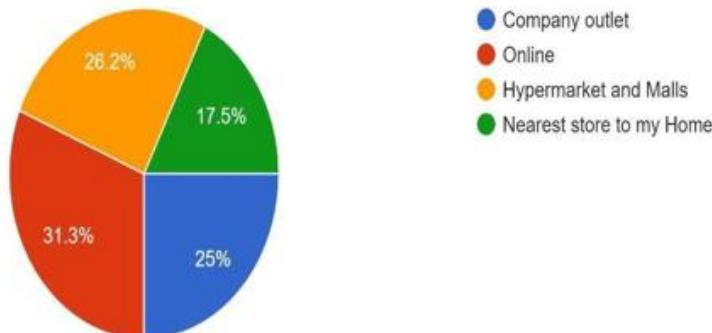


CHART.8

INTERPRETATION: From the above table indicates that among 80 respondents. 25% respondents are preferring to buy from company outlet, 31% respondents are preferring to buy from online, 26% respondents are preferring to buy from hypermarket, 17% respondents are preferring to buy from nearby home.

Table No 9: Model do respondents prefer in Xiaomi mobiles.

S.NO	MODELS	RESPONDENTS	PERCENTAGE
1	Xiaomi MI 11 Lite	15	18.8
2	Xiaomi Red MI 9C	19	23.8
3	Xiaomi MI 10 T	19	23.8
4	Xiaomi POCO X3	16	20
5	Xiaomi Red MI 9	11	13.7
6	TOTAL	80	100

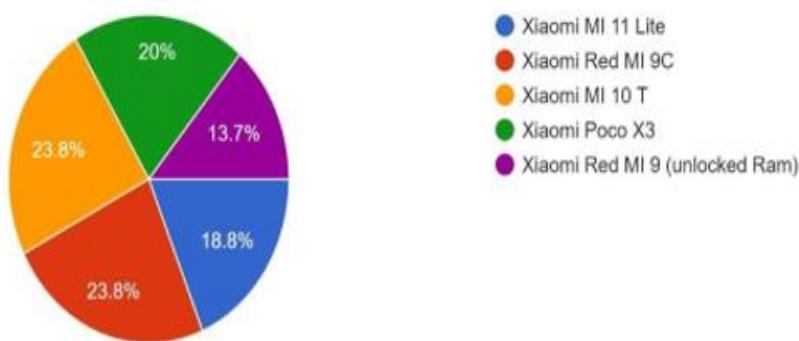


CHART.9

INTERPRETATION: From the above table indicates that among 80 respondents. 18% respondents are preferring Xiaomi MI 11 Lite model, 23% respondents are preferring Xiaomi Red MI 9C model, 23% respondents are preferring Xiaomi MI 10 T model, 20% respondents are preferring Xiaomi POCO X3 model, 13% respondents are preferring Xiaomi Red MI 9 model.

Table No 10: The reason for respondents using Xiaomi smart phone.

S.NO	REASON	RESPONDENTS	PERCENTAGE
1	Appearance	16	20
2	Price	29	36.3
3	Functions	23	28.7
4	Quality	12	15
5	TOTAL	80	100

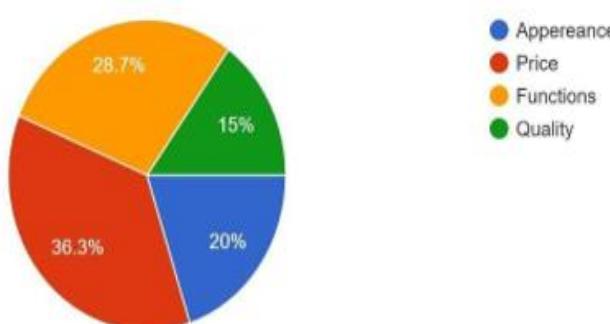


CHART.10

INTERPRETATION: From the above table indicates that among 80 respondents. 20% respondents are using reason based on appearance, 36% respondents are using reason based on price, 23% respondents are using reason based on functions, 12% respondents are using reason based on Quality.

Table No 11: From How long respondents have been using Xiaomi smart phone.

S.NO	DAYS	RESPONDENTS	PERCENTAGE
1	Less than half a year	12	15
2	Half to one year	27	33.8
3	One to two years	27	33.8
4	More than two years	14	17.5
5	TOTAL	80	100

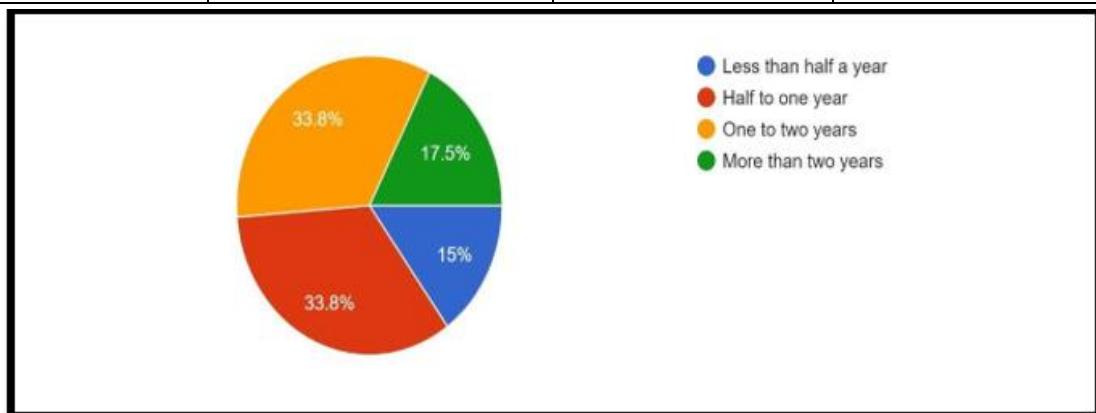


CHART.11

INTERPRETATION: From the above table indicates that among 80 respondents. 15% respondents are using mobile from less than half a year, 33.8% respondents are using mobile from half to one year, 33% respondents are using mobile from one to two years, 17% respondents are using mobile from more than two years.

Table No 12: Respondents primary purpose for using Xiaomi smart phone.

S.NO	PRIMARY PURPOSE	RESPONDENTS	PERCENTAGE
1	Internet browsing	15	18.8
2	Music	16	20
3	Making Calls	20	25
4	Games	15	18.8
5	Camera	14	17.5
6	TOTAL	80	100

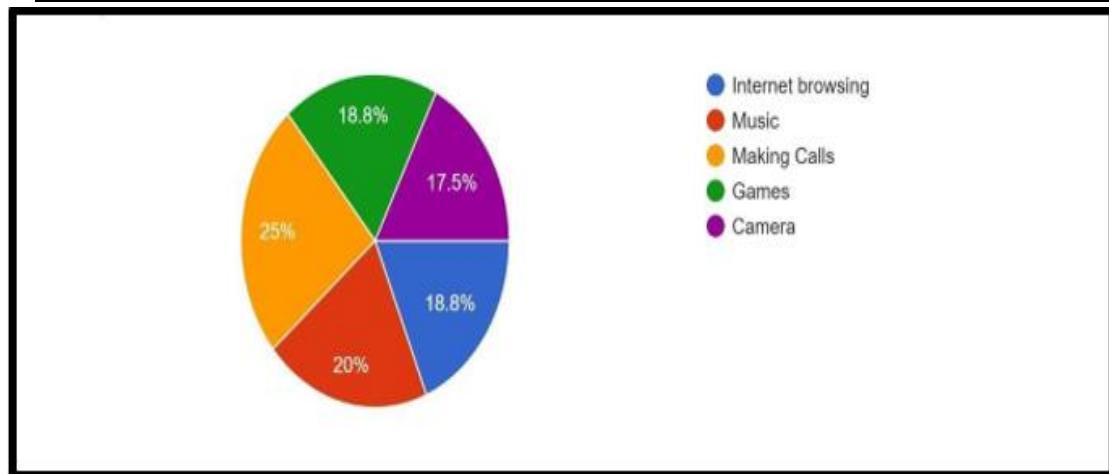


CHART.12

INTERPRETATION: From the above table indicates that among 80 respondents. 18% respondents 'primary purpose is internet browsing, 20% respondents 'primary purpose is music, 25% primary purpose is making calls, 15% respondents 'primary purpose is for Games, 17% respondents 'primary purpose is for Camera.

Table No 13: The color respondents choose in Xiaomi smart phone.

S.NO	COLOUR	RESPONDENTS	PERCENTAGE
1	Sunset purple	15	18.8
2	Mint green	15	18.8
3	Blue	23	28.7
4	Black	14	17.5
5	Grey	13	16.2
6	TOTAL	80	100

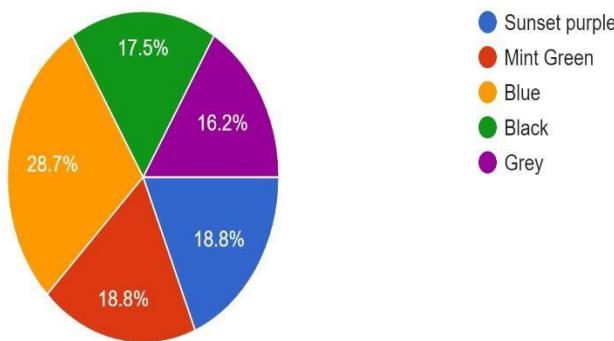


CHART.13

INTERPRETATION: From the above table indicates that among 80 respondents. 18% respondents are liking sunset purple color, 18% respondents are liking mint green color, 28% respondents are liking blue color, 17% respondents are liking black color, 16% respondents are liking grey colour.

Table No 14: When do respondents buy a Xiaomi mobile, What's their preferred payment method.

S.NO	PAYMENT	RESPONDENTS	PERCENTAGE
1	Cash	32	40
2	Credit / Debit card	23	28.7
3	Online account	19	23.8
4	Others	6	7.5
5	TOTAL	80	100

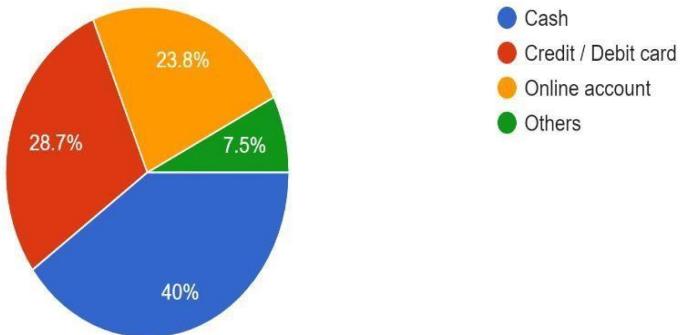


CHART.14

INTERPRETATION: From the above table indicates that among 80 respondents. 40% respondents are preferred to buy on cash, 28% respondents are preferred to buy on credit / debit card, 23% respondents are preferred to buy on online account, 7% respondents are preferred to buy on others.

Table No: 15 How would respondents describe Xiaomi smart phone.

S.NO	DESCRIBE	RESPONDENTS	PERCENTAGE
1	Classy	20	25
2	Durable	24	30
3	Light	18	22
4	Easy to use	18	22
5	TOTAL	80	100

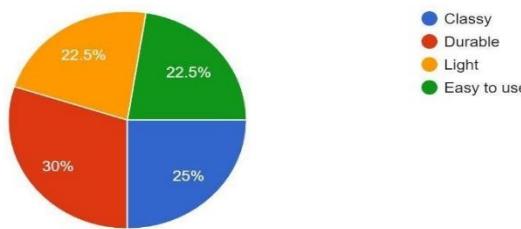


CHART.15

INTERPRETATION: From the above table indicates that among 80 respondents. 25% respondents are described as Classy, 30% respondents are described as Durable, 22% respondents are described as Light, 22% respondents are described as Easy to use.

5. FINDINGS

1. A roundly 60% of the total respondents are female.
2. Majority respondents from the age of 20-24 are student (41%).
3. Around the 28% respondents of the people was got awareness for xiaomi mobile with friends and also the 26% of the people got the awareness from the advertisement and social media.
4. Around the 36 % respondents of the people using the Xiaomi mobile.
5. A roundly 33% of the total respondents their using the Xiaomi mobile half to one year.
6. Majority 30% of the respondents they like the Xiaomi mobile, because it is battery durable.
7. Majority 25% of the respondent 's primary purpose for using Xiaomi smart phone for making calls and also the 20% respondents are using it for listening music.
8. A roundly 28% of the total respondents they prefer Xiaomi smart phone color is Blue.
9. 40% of the respondents are preferred payment method is cash.
10. A roundly 38% respondents are attracting most for price offers to buy Xiaomi smart phone.

6. SUGGESTIONS

This study is aimed at analyzing customer satisfaction with sample of members, which has helped in getting an overall view of customer satisfaction towards Xiaomi smart phone.

- The company should maintain quality of after sale services to impress the customer.
- To come with different color of the mobile with new models.
- As television as the common media for advertising frequent advertisement must be shows in local city cable.
- The dealer is required to provide discount on cash purchase. The company showroom may give special offers at the time of booking.

7. CONCLUSION

From the study it is clear that consumer chooses smart phone after evaluating all the factors and analyzing all the alternatives on basis of their lifestyle, desire and need. The data finding clarifies that consumer purchase the product after analyzing the external and internal influence which motivates them to make the purchase decision. Marketers communicate with consumers and try to convince through every possible media. To achieve success in the market, it has become highly inevitable to produce goods as preferred by the customer, as he is the kingpin around whom the entire marketing activity revolves. Every year new models of mobiles are launched in the market by Xiaomi smart phones affirmed to supply the mobiles in the market and satisfy the customer.

8. REFERENCE

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