

# A STUDY ON CONSUMERS PERCEPTION AND PREFERENCE TOWARDS VIVO SMARTPHONES

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## Abstract

Smartphone usage has proliferated in recent years. Nowadays 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 Vivo Smartphones. Further, the reason behind usage of smart phone and finally to know the customer's satisfaction level towards Vivo Smart phones. This study is more essential for Vivo Smartphone Company as their sales and profit will be depend upon customer perception. Overall this study will facilitate the improvement of Smartphone Industry of Vivo in the view of customer perception and their attitude.

## Keywords:

Smartphone, Vivo, Consumer Perception, Marketing Strategy

## 1. INTRODUCTION

In this global era, technology has become an integral part in our lives. The saying 'world is at your fingertips' has become predominant nowadays. From desktop to laptops, technology has further minimized to smartphones.

Smartphone usage has proliferated in recent years. Some areas of the world have enjoyed rapid deployment and high penetration of mobile telephony. 70% of the world's population own at least one Smartphone. In today's society, people are becoming more and more rely on technology especially when communicating with others.

## 2. STATEMENT OF PROBLEM

Present world is changing rapidly because of digital technology. Nowadays one country people can communicate with other countries people through, digital technology such as – Computer, laptop & many handheld devices like smartphones. So competitive area to market Smartphone are

extremely difficult without gaining proper knowledge about consumer attitude towards products. But nowadays customers are more educated and more conscious about their lifestyle. They want to express their status with others through Smartphone network. The Smartphone companies must consider the customer choice and preference and know the buyer perception. They must have proper knowledge about some factors while help consumers to make purchase decision & to use Smartphone. If companies know customer attitude towards Smartphone usage fully then it can launch a new item for consumers and stay market in the long run.

### 3. OBJECTIVES OF THE STUDY

The main objectives of the study are:

- To explore the key factors which motivate customers to purchase and use Smart Phones.
- To find the reason behind usage of smartphones
- To study the buying patterns of various smartphones by consumers.
- To identify the consumer attitude towards VIVO smartphones
- To know the customer satisfaction level of VIVO smartphones

### 4. REVIEW OF LITERATURE

- **Nasr Azad; OzhanKarimi; Maryam Safaei (2017)** had presented an empirical study to investigate the effects of different marketing efforts on brand equity in mobile industry. The results show that there is a positive and meaningful relationship between marketing mix efforts and brand equity. In other words, more advertisements could help better market exposure, which means customers will have more awareness on market characteristics. Among all mixed efforts, guarantee influences more on brand equity, which means consumers care more on product services than other features. Finally, among different characteristics of brand equity, product exclusiveness plays an important role. In other words, people are interested in having exclusive product, which is different from others.
- **Harsha de Silva, (2016)**, generally shows that adoption of (primarily) mobile telephones has significant benefits not just to the adopter, but to the community at large. In this context, the objective of the current article is to examine, from a user perspective, the influences (as well as the interplay of these influences) on mobile phone adoption by the poor in a selected set of countries in the emerging Asian region.
- **Brenda, Mak, Robert Nickerson and Henri Isaac (2016)**, investigates the factors affecting the attitudes towards the social acceptance of mobile phones in public places and how this attitude affects its usage Results of the analysis indicate that the attitudes

about mobile phone use in public places depend on country, and age factors. This attitude in turn significantly affects the usage frequency of mobile phones. In addition, usage frequency also is affected by gender and work status.

- **Hans Kasper, JoseeBloemer, Paul H. Driessen, (2015)**, has thrown light on how consumers cope with confusion caused by overload in information and/or choice. The paper investigates whether consumers who face different degrees of confusion use different coping strategies depending upon their decision-making styles. The researchers found that consumers of mobile phones can be characterized by combinations of decision-making styles and find three clusters based on decision-making styles: “price conscious and cautious” consumers, “brand-loyal and quality-driven” consumers, and “functionalist” consumers. Results show significant main effects of the degree of confusion and the decision-making styles on the use of coping strategies as well as a significant interaction effect of these two.

## 5. DATA AND METHODOLOGY

A Research design provides a provides a scientific framework for conducting research investigation. The study is exploratory in nature. The primary data was collected from the users of Smartphone who were the students, businessmen, house wife and of different age group, background and income level. Primary data was collected through structured questionnaire. The secondary data was collected from various research publications, journal and internet. The study was conducted with a sample size of 150 Smartphone users in Coimbatore. The technique used to identify the respondent is convenient sampling. A structured questionnaire was framed covering the demographic details of the respondents, smartphone usage pattern and purpose, smartphone features and factors influencing smartphone purchase decision. For analyzing the data Chi-square, Weighted average, Rank analysis were used. The test was conducted on 5% level of significance.

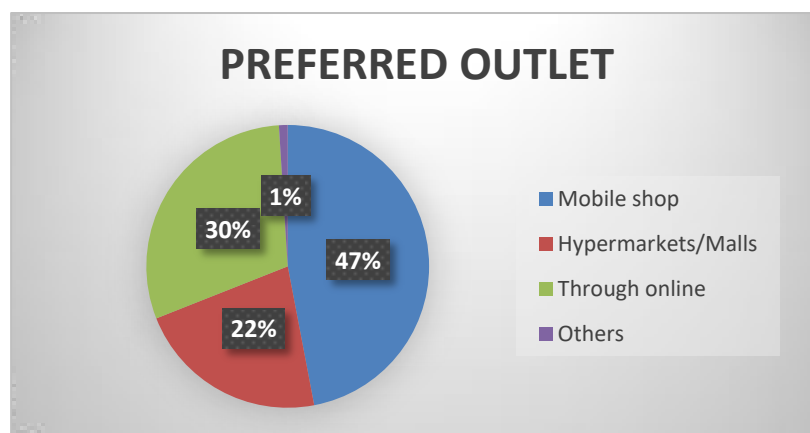
## 6. RESULT AND DISCUSSION

The results obtained from the analysis of the data by using the various statistical tools are discussed below.

## 6.1 PREFERRED OUTLET FOR BUYING SMARTPHONES

**Table 1: Exhibit showing the preferred outlet for buying smartphones**

PARTICULARS	FREQUENCY	PERCENTAGE
Mobile shop	71	47
Hypermarkets/Malls	33	22
Through online	45	30
Others	1	1
<b>TOTAL</b>	<b>150</b>	<b>100</b>

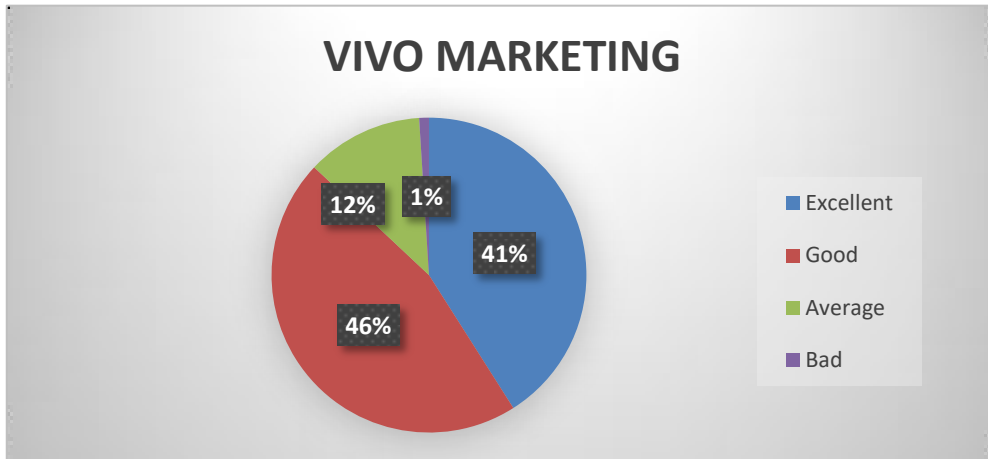


The above exhibit shows that 47% of the respondents purchase their phone from mobile shops, 22% of the respondents purchase phone from hypermarkets/malls, 30% of them purchase through online and remaining 1% of respondents purchase from other sources.

## 6.2 PREFERRED OUTLET FOR BUYING SMARTPHONES

**Table 2: Exhibit showing the VIVO smartphone’s marketing**

PARTICULARS	FREQUENCY	PERCENTAGE
Excellent	62	41
Good	69	46
Average	18	12
Bad	1	1
<b>TOTAL</b>	<b>150</b>	<b>100</b>



The above exhibit shows 41% of the respondents say that Vivo phone marketing is excellent, 46% respondents says that Vivo marketing is good, 12% says that Vivo marketing is average and remaining 1% says that Vivo marketing is bad.

### 6.3 PREFERENCE TOWARDS VIVO SMARTPHONE FEATURE

**Table 3: Weighted average on preference towards Vivo Smartphone feature**

Features	Mean Square	Rank
Operating System	4.43	6
Storage capacity (Memory)	4.61	3
HD Display	4.38	7
Generation (2G/3G/4G)	4.57	5
Battery life	4.74	2
Camera Resolution	4.58	4
Colour and Design	4.15	8
Processing Speed	4.75	1

From Table 1, it is understood that processing speed, battery life, storage capacity, camera resolution and operating system are considered most important features in choosing the smart phone. Generation, HD display and colour and design are considered less important while purchasing smartphone.

### 6.4 FACTORS INFLUENCING THE PURCHASE OF VIVO SMARTPHONES

**Table 4: Ranking analysis for factors influencing the purchase of VIVO Smartphones**

FACTORS	R1	R2	R3	R4	R5	TOTAL	RANK
Promotion and Offers	78	25	24	10	13	305	1
Family and friends suggestion	23	55	22	30	20	419	2
Quality of Product	8	36	65	17	24	463	3
Price	15	23	26	63	23	506	4
Brand image	26	12	12	29	71	557	5

The Table 2 shows the factors influencing the purchase of VIVO smartphones. The factors including brand image, price and quality of product are considered more influential factor for purchasing the smartphone while promotion and offer and family and friends suggestion are considered less influential while purchasing VIVO smartphones

### 6.5 RELATIONSHIP BETWEEN ANNUAL FAMILY INCOME AND PRICE OF VIVO PHONE

**Table 5 Relationship between annual income and price of VIVO Smartphones**

Price	Annual Income (in lakhs.)				Chi -square			
	<1	1-2	2-3	>3	Degree of Freedom	Calculated Value	Table Value	Significance status
<10000	5	18	4	2	9	1.64	16.92	Not Significant
10000 – 20000	6	32	13	2				
20000 – 30000	4	18	23	5				
>30000	2	4	6	6				

In Table 3 Amount spent for buying VIVO Smartphones are identified in order to find out their degree of relationship with annual income of customers. The findings reveal that there is no significant relationship between customers annual income and price of buying a VIVO smartphone.

## 6.6 RELATIONSHIP BETWEEN OCCUPATION AND PURPOSE OF USING SMARTPHONES

Table 6 Relationship between occupation and purpose of using Smartphones

Purpose of using smart phones	Occupation				Chi-square			
	Student	Self Employee	Business	Others	Degree of Freedom	Calculated Value	Table Value	Significance status
Business	0	43	28	4	9	4.507	16.92	Not Significant
Communication	6	20	13	1				
Want to keep updated	12	4	5	1				
Others	0	4	5	4				

In Table 4 Purpose of using Smartphones are identified in order to find out their degree of relationship with occupation of customers. The findings reveal that there is no significant relationship between occupation and purpose of using smartphones.

## 6.7 RELATIONSHIP BETWEEN AGE OF THE RESPONDENTS AND THE SOURCE OF INFORMATION ABOUT VIVO

Table 7 Relationship between age of the respondents and the source of Information about VIVO

Source of Information about Vivo	Age (in years)				Chi -square			
	<20	21-30	31-40	>40	Degree of Freedom	Calculated Value	Table Value	Significance status
Official Website	1	9	1	1	12	0.492	21.93	Not Significant
Advertisement	5	69	6	7				
Magazines	1	12	6	1				
Friends	0	22	6	1				
Others	0	1	1	0				

In Table 4 Purpose of using Smartphones are identified in order to find out their degree of relationship with occupation of customers. The findings reveal that there is no significant relationship between occupation and purpose of using smartphones.

## 7. RECOMMENDATIONS

Based on the findings of the study, the following recommendations are given to manufacturers and marketers of VIVO Smartphone.

- From the study it is found that the four key factors which influence the usage and purchase decision of smartphones are product features, price, peer groups and brand image. So the manufacturers and marketers can focus on these factors when they design and promote the product.
- From the study it is found that customers are more interested in product features like processing speed, camera and battery life so the manufacturers can concentrate more on it while designing smartphone.
- As price of the smartphone play a vital role in purchase decision, smartphone marketers can increase the brand loyalty of VIVO smartphone users by offering discounts if they buy their brand second time.
- The manufacturers can offer different kinds of smartphone for different group of target customers say youth, business professionals and housewife.
- The period of warranty and guaranty of smartphone can be increased to make the customer to trust the smartphone and buy it.

## 8. CONCLUSION

The overall results proved that the respondents have perceived VIVO smartphone in a positive manner. VIVO is one of the leading producers of mobile phones. The company was established in 2009 in China and in 2014, it entered the Indian market. Now it is one of the leading brands in India. The company is trying to bring new innovations in their products that can attract more customers. Wide varieties of models are available in VIVO which is a great achievement for the company.

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