

A STUDY ON CUSTOMERS PREFERENCE LEVEL ON VIVO PRODUCTS

Submitted in partial fulfillment of the requirement for the reward of

BACHELOR OF COMMERCE

by

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BACHELOR OF COMMERCE

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE

Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI – 600119

MAY 2022



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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **PRIYANKA REDDY.S (39740182)** who has done the Project work entitled **A STUDY OF CUSTOMERS PREFERENCE LEVEL ON VIVO PRODUCTS** under my supervision from December 2021 to February 2022.

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DECLARATION

I **PRIYANKA REDDY S (39740182)**. Hereby declare that the Project Report entitled “**A STUDY ON CUSTOMERS PREFERENCE LEVEL ON VIVO PRODUCTS**” done by me under the guidance of Dr. S. UMAMAHESHWARI, Assistant Professor, School of Management Studies is submitted in partial fulfilment of the requirements for the award of Bachelor of Commerce degree.

DATE:

PLACE: CHENNAI

PRIYANKA REDDY.S

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PRIYANKA REDDY S

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ABSTRACT:

Youths in India are fascinated towards smart phones with latest software and applications. It has become pride and prestige to have a smart phone with all new latest features and technology in it. This research article aims to find out their preference level towards branded smart phone such as vivo. Target respondents for this study were 69 youths from Chennai in Tamil Nadu. Convenient sampling method was adopted to choose sample size. Structured questionnaire and hypothesis were framed and data was collected. Various statistical tools were adopted for analyzing the data from percentage analysis. By studying customer satisfaction, vivo can improve the products even better for customers, and its products or services can better adapt to market demands, thus improving the scientific and accuracy of Vivo marketing decisions.

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PROBLEM STATEMENT:

- Youths changes their smart phones very often and purchase new featured smart phones.
- The existing problem is that why they are changing and which features in the smart phones makes them to switch over brands.
- This study aims to analyze the customer preference level on towards vivo smart phones.
- This study is analyze the customers preference on what kind of products they like and what kind of the features most of the customers expect in a smart phones.
- As China's mobile market becomes more saturated, many Chinese mobile phone brands developed overseas markets in 2012, included vivo. Since now, there have Huawei, OPPO, Lenovo, Xiaomi, Vivo that most famous Chinese mobile phone brands in Indian market.

CHAPTER-1

1.1 INTRODUCTION:

This chapter discusses the background, statement of problem, intention and scope of the research. The benefits and limitations of this research will also be included in this chapter. Background China's mobile phone industry has experienced more than 20 years of highly rapid development, mobile and terminal market competition is very fierce, Chinese market is saturated, the profit space in the field of traditional communication letter has been difficult to support the company's long- term development. Therefore, many Chinese companies choose to switch to international market to cope with the future market competition and alleviate the pressure. There is no lack of rapid economic development of southeast Asia countries such as India, India is the association of southeast Asian nations member states and one of the founders, as well as the Asia-Pacific economic cooperation organization, the Asia-Europe meeting (ASEM), and the world trade organization members.

The sales of communications equipment, especially smartphones, are largely influenced by the number of consumers and the ability to consume.

1.2 INDUSTRY PROFILE:

Consumer electronics industry comprises companies that operate by manufacturing, designing, producing, supplying and distribution of electronic goods, accessories, equipment's and appliances. The global consumer electronics industry involves the manufacture, distribution and sale of communications and entertainment devices such as digital and video cameras, telephones, stereos MP3 players, DVDs, VCRs, calculators and televisions. A great deal of manufacturing takes place in regions where labour costs are relatively low such as Asia. Company profiles are varied, ranging from large multinational firms employing more than 100,000 workers to small firms producing one product, with less than 50 employees. A major challenge faced by consumer electronics manufacturers of all sizes is securing copyright to products. Consumer electronics manufacturers continue to focus on innovation in next generation technology to meet consumer demand.

The industry is expected to gain some relief as the economic environment has become more favourable, seeing consumers less reluctant to dispose of rising disposable income. Smartphones are expected to continue to boost this sector's growth, and connectivity is expected to be a key as consumers will seek to link up home and mobile applications and devices. Factors such as new innovative products, falling selling prices and growing household incomes, particularly in emerging markets in Asia, Eastern Europe and South America, have supported demand for consumer electronic products. Market saturation is becoming an issue, though, and industry players are being forced to innovate and introduce new attractive products. In 2013, the global consumer electronics manufacturing industry is expected to generate revenue of \$223.6 billion and employ 2.1 million people, and the growing reliance on the web in business and personal spheres is making close relationships with communications operators vital.

121 21 MAJOR CONSUMER ELECTRONICS INDUSTRY PLAYERS:

The world consumer electronics market is expected to see yearly growth of 7% between 2012 and 2015, according to RNCOS. The 3D TV will be the fastest-growing segment, with TV makers adding a 3D feature to their high-definition flat screen products more systematically. World consumer electronics sales are predicted to record 10% growth in 2011, reaching almost \$965 billion, compared with 13% in 2010 when sales reached close to \$875 billion, reports the Consumer Electronics Association. The global home entertainment software market generated sales of almost \$30 billion in 2010, according to MarketLine. Console software leads the market, reaching close to \$23 billion in 2010, or over 77% of the overall market. Market growth is expected to slow to less than 4.5% yearly through 2015, remaining under \$34 billion.

Digital entertainment content demand is fueled by a shift to online and mobile platforms, with homeowners watching TV and videos on-demand, play games and store music and movie collections with access from within the home and outside. And more importantly the global games software market is expected to reach almost \$54 billion in 2014, according to MarketLine. Console games represent almost 90% of the overall market and in regional market

terms, the Americas represent 43% of the overall market. Consolidation is a major factor in the industry, allowing games software sellers to snap up greater market share. Leading products include Xbox, PlayStation 3 and the Nintendo Wii.

122 22 LATEST MARKET RESEARCH REPORTS ON CONSUMER ELECTRONICS INDUSTRY:

Below mentioned is the list of reports available for on Consumer Electronics industry. If you are not able to locate the correct report, please use the search option available on top of this page to search for the right report. You can also chat with us using the online chat system facility available at the bottom right corner of this page. You can also send your requirements using the [contact form](#).

We also undertake custom market research projects which can provide reports matching your specific data requirements. Please send us your custom research project details using the [custom market research form](#).

1.3 NEED OF THE STUDY:

- ✓ To study why customers prefer vivo mobile.
- ✓ To know how vivo company makes the customers to prefer their products.
- ✓ To study about the customers behavior to prefer vivo mobiles.

1.4 SCOPE AND SIGNIFICANCE OF THE STUDY:

- ✓ To find out the factors that influences the customers to buy the vivo mobiles.
- ✓ To identify the necessary change in products features and customers feeling about the vivo phones.
- ✓ This study will be useful for the company to necessary changes in price, designs, apps and etc.

1.5 OBJECTIVES OF THE STUDY:

- ✓ To study the customers experience and expectation of vivo mobile.

- ✓ To analyze the factors influencing the level of marketing strategy.
- ✓ To Understand the Customer Satisfaction Level Of vivo mobile.
- ✓ To understand marketing mix used by VIVO company.
- ✓ 5. To understand customers thinking towards the smart phone.

1.6 LIMITATIONS OF THE STUDY:

- ✓ The data collected for the research is fully on primary data given by the respondents.
- ✓ There is chance for personal bias. So the accuracy is not true.
- ✓ Due to storage of time and other constraints, the study has been limited 69 respondents only.
- ✓ Nevertheless the questionnaire did provide relevant data for the study.
- ✓ Unwillingness from the part of some consultant and non consultants to respond to the questionnaire.

Chapter-2

2.1 LITERATURE REVIEW:

- ✓ Osman et al 2012, concluded that the selling price is not the most important factor that affects vivo smartphone purchasing decision, whereas the consumers perceive other factors such as design, connectivity, and performance to be more important than the price.
- ✓ Nagarkoti 2013, found that customers pay huge money in vivo smart phones for latest technology and for brands.
- ✓ Kaushal and Kumar 2014, inferred that the consumers are using or want to purchase vivo smartphone because their social circle is using it and hence they Are also motivated and inspired to use vivo smart phone.
- ✓ Liao 2015, concluded that when buying a vivo smartphone, a consumer sees the brand image more than other factor such as design, integration of hardware and software, file transfer and display, price of additional, purchase, price of the phone and camera.
- ✓ Mohan 2016, conducted a survey and his findings were vivo smartphones is just not only the want of customer but a need. Moreover, consumer perceives brand image while purchasing smartphone and few consumers in Indian market are brand loyal.
- ✓ Rani and Sharma 2017, found that the maximum users purchased the vivo smartphone for work related purpose. The price, performance, design and quality factors play an important role for smartphone purchase.
- ✓ Mesay sata (2013) in his study “ Factors affecting consumer buying behavior of mobile phone devices in Hawassa town” and his objective was to find out the factor that

influences the purchase mobile phone devices. The sample size was 246 consumers and he adopted simple random sampling technique.

- ✓ Patrick Hartmann (2005) shows the main motive of brand positioning and brand attitude perceived by the customers. The study analyzed the emotional stability effected by the brand of the company, so it must to improve and maintain the identifying the performance of brand which lead to the success of framework.
- ✓ Bhimrao M. Ghodeswar (2008) shows the important elements of brand building in the mobile industry. As, brand building framework helps to make a good brand and its elements must be in orders, which create the positioning in the market, shows the brand performance. Brand building framework helps to easily access the brand auditing in the market.
- ✓ Philip Kotler (2009) analyzed the need of business to maintain the brand not only in the retail market but also from business to business, which helps in succeeding the business and its stock performance.
- ✓ Shriley Leitch (2013) shows the brand web conceptual framework which helps in creating the ongoing analysis of brand relationship and brand corporate. This model related to Today's corporate world economy which results high and tough competitions. This model deploys through considering the relationship among the different corporate brands, identities, goals, strategies, customers which help to make the relevant brand structure.
- ✓ Alina Wheeler (2018) said that the competition is too high which differentiated only by an identity i.e. Brand and Brand identity which helps to connect with the customers emotionally and also helps in creating long time relationship.
- ✓ P. Jagadeesh 2013 in his research article "Consumers preference and satisfaction towards mobile phone brands; A study with reference to consumers in Vijayawada" he assessed the preference level of mobile phone user of different brands.

- ✓ Amit Sethi and Ajay Chandel 2015 in his paper “consumer buying preference towards entry level smartphone” investigated about customer buying preference for entry level smartphones among youths. Sampling method was stratified sampling method and employed 200 respondents for his study.
- ✓ M. Raghupathi and G. Prabhu 2015 in their study “ A study on customer satisfaction towards smart phone users” and carried out the research among college students. It is noted from the study that students use mobile phones for accessing the web, to download apps etc.
- ✓ S. K. Koushal and Rakesh Kumar 2016 in their research article “Factors affecting the purchase intension of smartphone; A study young consumers in the city of Lucknow” and their objectives were to explore the factors affecting consumers’ purchase intension of smartphone. The study concluded that compatibility, dependency and social influence are the factor which influence the purchase of smartphones.
- ✓ Deepika Ganlari, Pradeep Kr. Deka and Chandan Dutta 2016 in their paper “A study on consumer buying behavior of mobile phones” they analyzed the internal and external factors which influence a consumer’s decision in purchasing a smartphone.
- ✓ Rinky Trivedi and Rahul Raval 2016 in their article “Consumer buying intentions towards smartphones; A conceptual framework and they assessed different factors affecting buying intentions of customer towards smartphone.
- ✓ Robin Sinha 2017 in his article “buying a smartphone: 10 things to consider, ”he stated that due to the features such as quality, display, processor, camera, battery, OS version, storage, security, USB port. He concluded that it is preferable to purchase smart phone which has extra security features.

CHAPTER-3

3.1 RESEARCH METHODOLOGY:

Research methods are the techniques and tools by which you research a subject or atopic. Research methodology involves the learning of various techniques to conduct research and acquiring knowledge to perform tests, experiments, surveys, and criticalanalysis.

Research methodology simply refers to the practical “how” of any given piece of research. It’s about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

3.2 RESEARCH DESIGN:

A research design is the arrangement of conditions for collection and analysis of data ina manner that aims to combine relevance to the research purpose with economy in procedure. This Research design applied for the study is ‘Descriptive Research’.

3.2.1 Descriptive research design:

Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions, but notwhy questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

3.3 SAMPLING TECHNIQUE:

Sample design is the theoretical basis and the practice mean by generalizing from characteristics of relatively few of the comprising population. It is the method by which the sample is chosen.

3.3.1 Probability sampling:

Probability sampling refers to the selection of a sample from a population, when this selection is based on the principle of randomization, that is, random selection or chance. Probability sampling is more complex, more time-consuming and usually more costly than non-probability sampling.

3.4 SOURCES OF DATA:

Sources of Data begins with figuring out what sort of data is needed, followed by the collection of a sample from a certain section of the population. Next, you have to utilize a certain tool to gather the data from the chosen sample. The two types of sources of data are

3.4.1 Primary data

The Primary data for this study was collected through questionnaire.

3.4.2 Secondary data

Secondary data was collected from external sources like Websites, Journals etc.

3.5 STRUCTURE OF THE QUESTIONNAIRE

The questionnaire follows a simple and basic layout. It is made easy for the participants to respond to the questionnaire without any delay or confusion. The set of question and the answer options present in the questionnaire are predetermined and are constructed by myself based on general questions regarding the main topic. The structure of questionnaire used in this project is as follows.

3.5.1 Basic introduction

The questionnaire begins with small and simplifies description regarding the questionnaire – Title and description of the topic.

3.5.2 Personal details

The actual questionnaire begins here where the participants are asked about their personal details such as their name, age, gender and occupation.

3.5.3 Research related questions

The next set of questions in the questionnaire consists of the questions related to public

where the participants are asked on their general opinion on the perception on vivo products.

3.6 SAMPLE SIZE:

The sample size for the project had a target of 60-100 participants. The fixed target of the sampling size has been achieved as the total number of respondents for the survey questionnaire was 69. Total of 69 responses helped the project to analyze more response and it helped to derive a conclusion recording people's perception towards a study of satisfaction of public how they consider it.

3.6.1 SAMPLE TARGETED PEOPLE

My survey targeted people is both Men and Women at the age group of [18- 40] above.

3.7 PERIOD OF STUDY:

This is one-time research where the research is conducted only for one-time and that the project is based on the responses derived from a definite period of time. The period of study for the project of about 30 days project is based on the responses collected from the 69 participants in the 12 days time period.

3.8 HYPOTHESIS / ANALYTICAL TOOLS:

CHI-SQUARE:

Chi-square is a statistical test used to examine the differences between categorical variables from a random sample in order to judge goodness of fit between expected and observed results.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

The following consist of the data analysis and interpretation of my questionnaire:

4.1 Survey analysis of data

4.1.1. Age of respondents

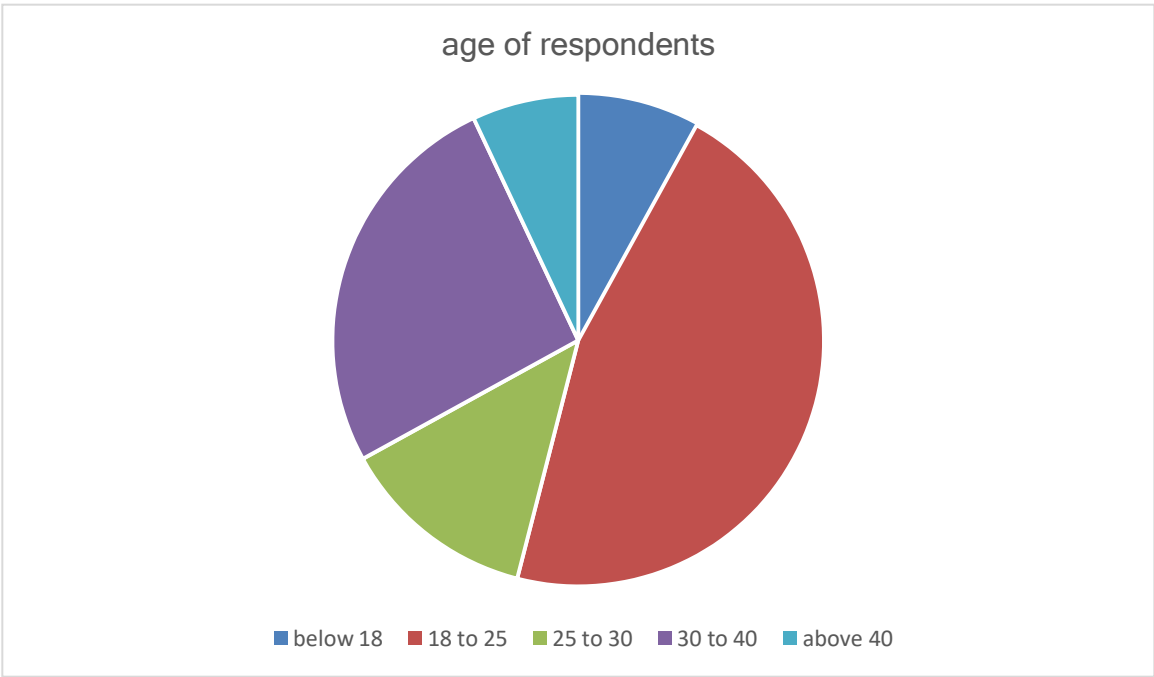
Table 4.1

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Below 18	5	8%
2	18-25	32	46%
3	25-30	9	13%
4	30-40	18	26%
5	ABOVE 40	5	7%
	TOTAL	69	100%

Interpretation:

In the chart we can observe 46% of respondent are between age of 18-25. 26% of the respondent are between age of 30-40. 13% of the respondent are between age of 25-30. 8% of the respondent are between age of below 18. 7% of the respondent are between age of above 40. Mostly the age group between 18-25 are most preferred to purchase vivo products.

Fig 4.1 age of respondents



4.1.2. Gender of respondents

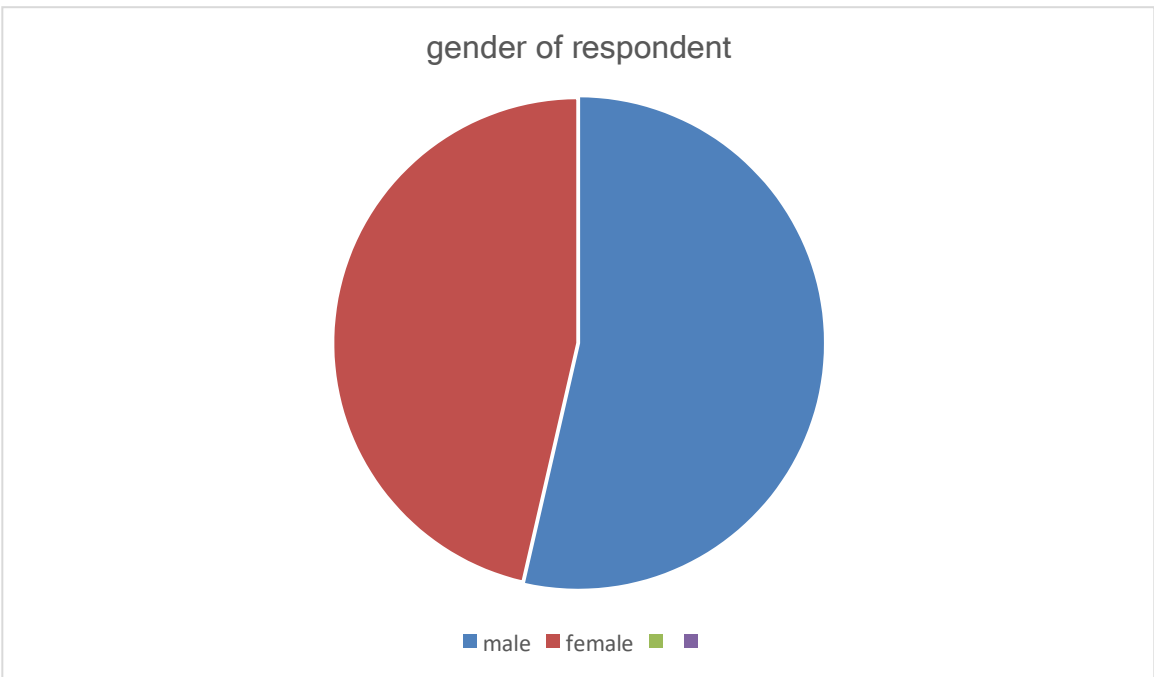
Table 4.2

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Male	37	53.6%
2	female	32	46.4%
	TOTAL	69	100%

Interpretation:

From the chart 53.6% of the respondent is male. 46.4% of the respondent is female. The maximum 37 is male respondent and the minimum 32 is female respondent.

Fig 4.2 gender of respondents



4.1.3. Educational Qualification of the respondents

Table 4.3

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Up to SSLC	2	3%
2	HSE	5	7%
3	Under graduate	32	47%
4	Post graduate	25	36%
5	Others	5	7%
	TOTAL	69	100%

Interpretation:

From the chart 47% of the respondent is under graduate. 36% of the respondent is post graduate. 7% respondent is HSE. 7% respondent is Others and 3% respondents is up to SSLC. The maximum 47 is under graduate respondent and the minimum 3 is up to SSLC respondent.

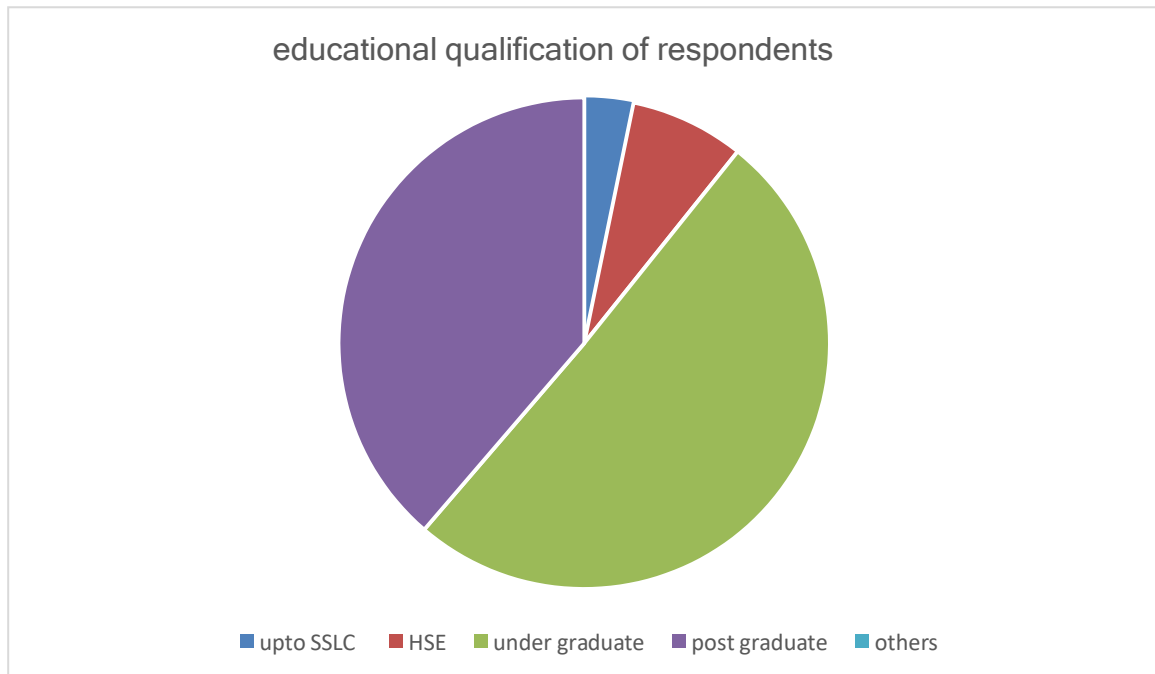


Fig 4.3 Educational qualification of respondents:

4.1.4. WHY DO YOU PREFER VIVO PRODUCTS OF THE RESPONDENTS:

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Affordable	31	45%
2	Quality	25	36%
3	Others	13	19%
	TOTAL	69	100%

Interpretation:

From the chart 45% of the respondent is affordable. 36% of the respondent is Quality. 19% respondent is others. The maximum 45 respondent is affordable and the minimum is 19 respondents is others.



Fig 4.4 Why do you prefer vivo products respondents:

4.1.5. What is your occupation OF THE RESPONDENTS

Table 4.5

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	School	10	14.4%
2	College	36	52.1%
3	Job	16	23.2%
4	Others	7	10.3%
TOTAL		69	100%

Interpretation:

From the chart 52.1% of the respondent is college. 23.2% of the respondent is job. 14.4% respondent is school and 10.3% of the respondent is others. The maximum 52.1 is college respondent and the minimum 10.3 is others respondents.

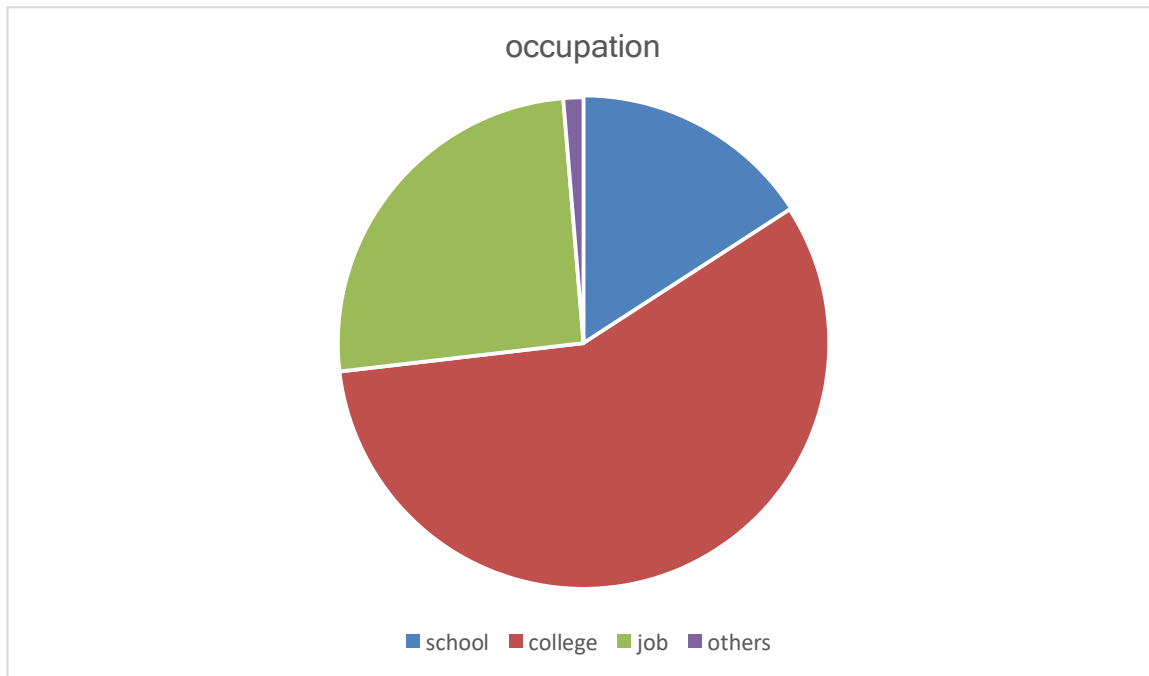


Fig 4.5 occupation of the respondents.

4.1.6. Since how long have you been using your vivo mobiles phone of respondents:

Table 4.6

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Less than 6 months	12	17.3%
2	Less than a year	23	33.3%
3	More than a year	34	49.4%
	TOTAL	69	100%

Interpretation:

From the chart 49.4% of the respondent is more than a year. 33.3% of the respondent is less than a year and 17.3% of the respondent is less than 6 months. The maximum is 49.4 respondent is more than a year and minimum 17.3 respondent is less than 6 months.

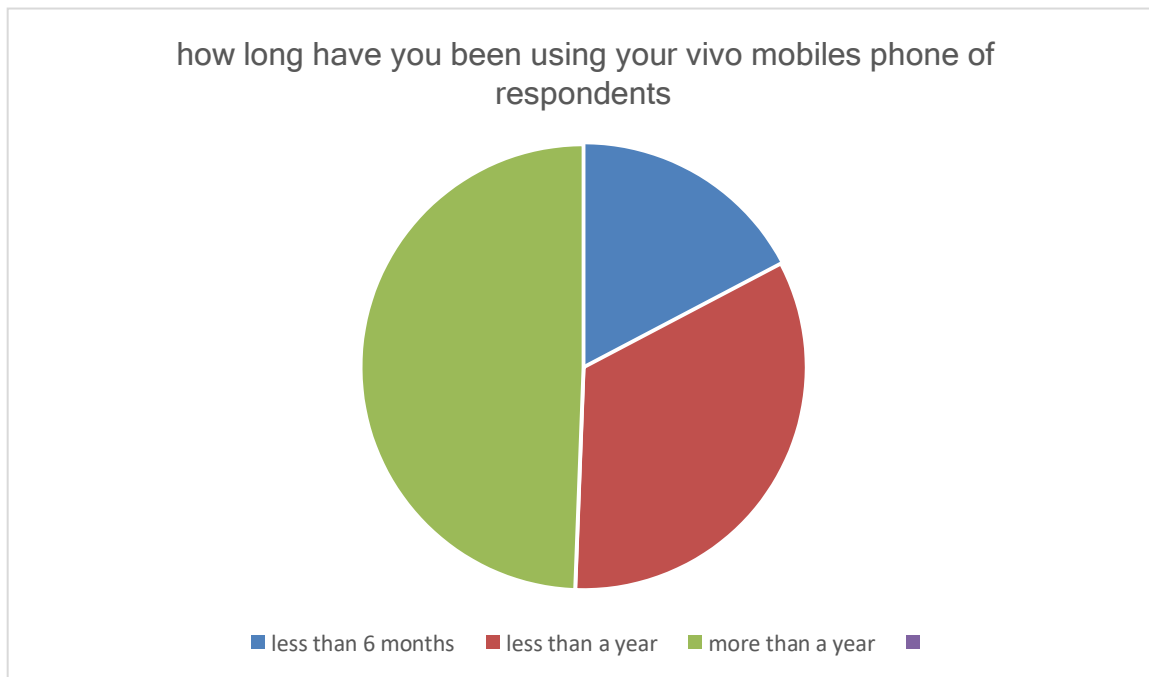


Fig 4.6 how long have you been using your vivo mobiles phone of respondents

4.1.7. Which outlets do you prefer buying your vivo mobile from? Respondent

Table 4.7

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Mobile shop	28	40.5%
2	Hypermarkets & malls	6	8.6%
3	Place that offers payments installments	19	27.5%
4	Online purchasing	16	23.4%
	TOTAL	69	100%

Interpretation:

In the chart 40.5% of respondent is mobile shop. 27.5% of respondent is place that offers payments installments. 23.4% of respondent is online purchasing. 8.6% of respondent is hypermarkets & malls. the maximum of respondents 40.5 is mobile shop and the minimum of respondents 8.6 hypermarkets and malls.

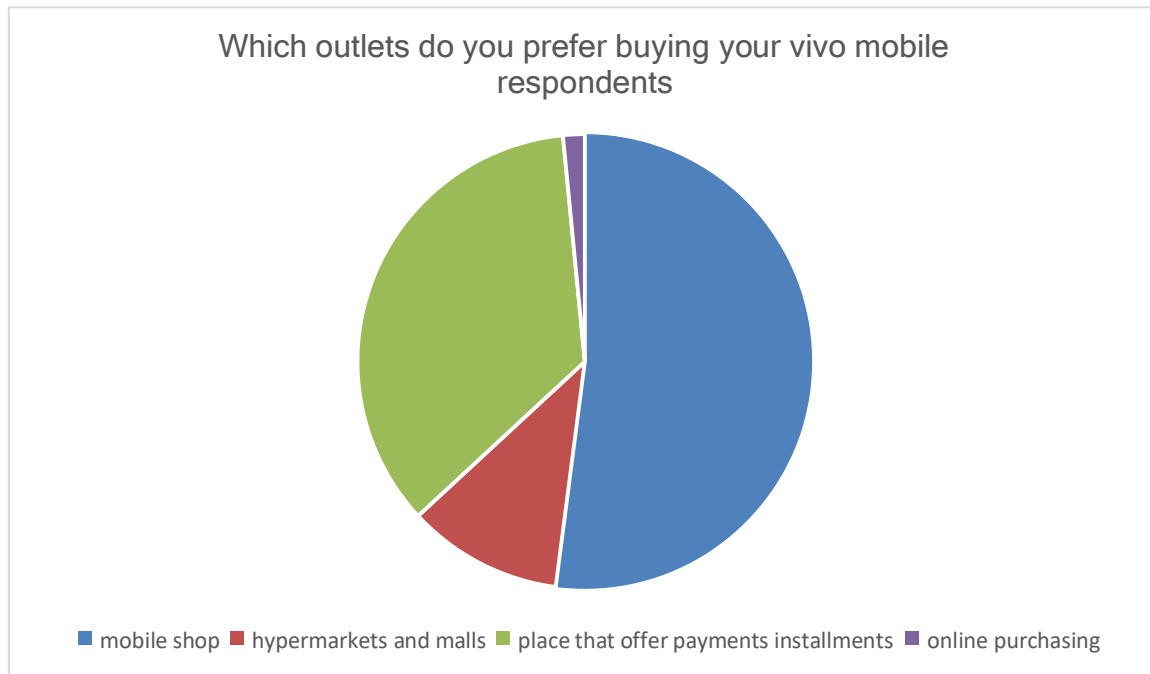


Fig 4.7 outlets do you prefer buying your vivo mobile respondents:

4.1.8. What do you think about the quality of vivo mobile phones of respondents:

Table 4.8

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Bad	22	31.8%
2	Good	36	52.3%
3	Best	11	15.9%
	TOTAL	69	100%

Interpretation:

The above chart explains 52.3% of respondents is good. 31.8 % of respondents is bad and 15.9% of respondents is best. The maximum is 52.3 respondents is good and the minimum is 15.9 respondent is best.

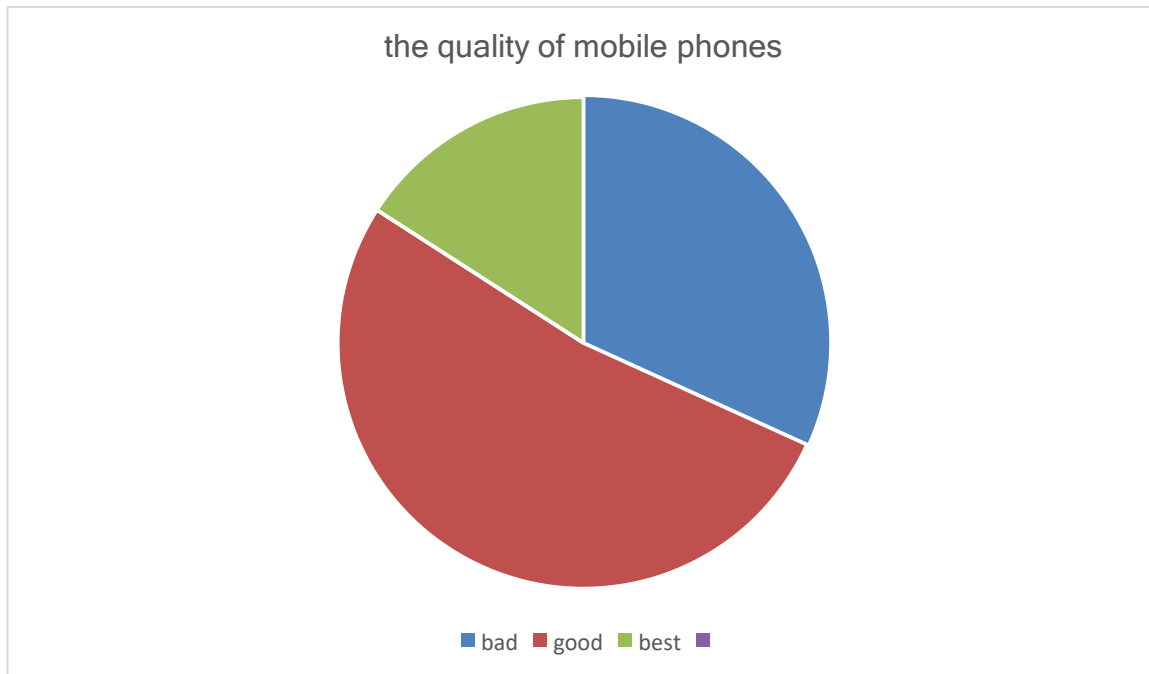


Fig 4.8 the quality of vivo mobile phones of respondents

4.1.9. Which of the following statement is best choice you when purchasing vivo mobile respondents:

Table 4.9

S.NO	PARTICULARS	NO. OF RESPONDENTS	PARTICULARS
1	Style	10	14.4%
2	Infotainment	12	17.6%
3	Multimedia	19	27.5%
4	Business	15	21.7%
5	Connected	13	18.8%
	TOTAL	69	100%

Interpretation:

The table explains that 27.5% of the respondent is for multimedia .21.7% of respondent is for business. 18.8% of the respondent is for connected. 17.6% of the respondents is for infotainment and 14.4% of the respondents is for style. The maximum 27.5 respondent is for multimedia and the minimum 14.4 respondent is for style.

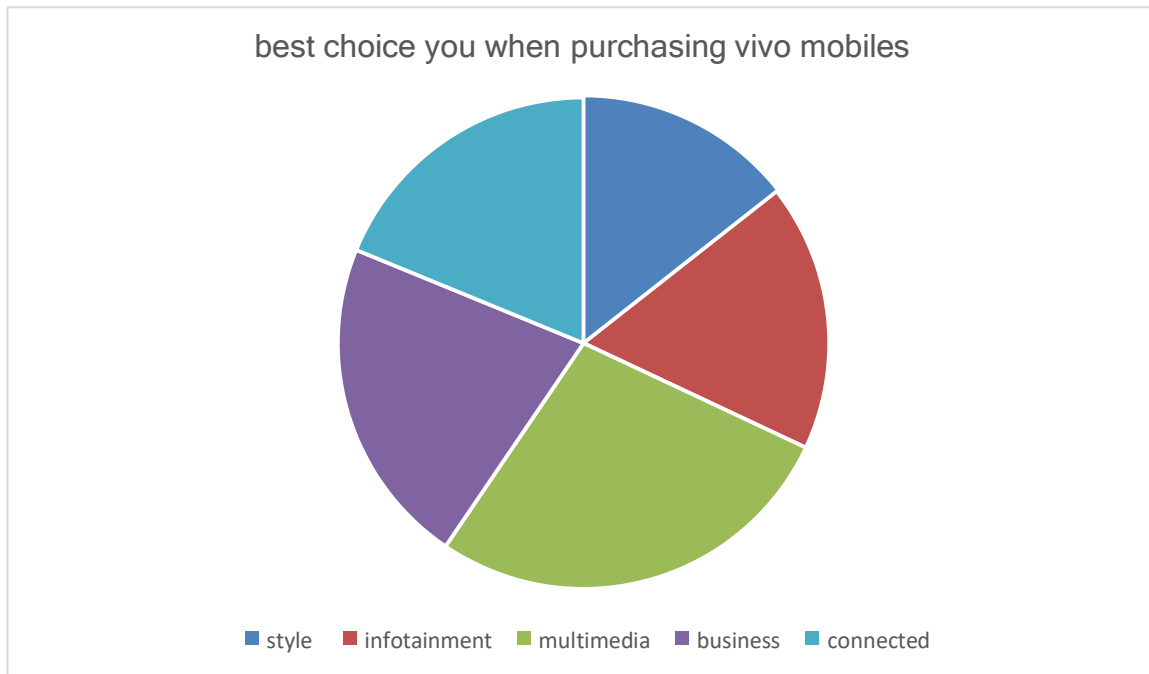


Fig 4.9 best choice you when purchasing vivo mobiles

4.1.10. How satisfied you are with the user enterprise respondents:

Table 4.10

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Highly satisfied	32	46.3%
2	Satisfied	16	23.1%
3	Neutral	12	17.3%
4	Disagree	6	8.6%
5	Highly disagree	3	4.7%
	TOTAL	69	100%

Interpretation:

The above table shows that 46.3% of the respondent is highly satisfied. 23.1% of the respondents is satisfied. 17.3% of the respondents is neutral. 8.6% of the respondents is disagree and 4.7% of the respondents is highly disagree. The maximum respondents is 46.3 is highly satisfied and the minimum respondent is 4.7 for highly disagree.

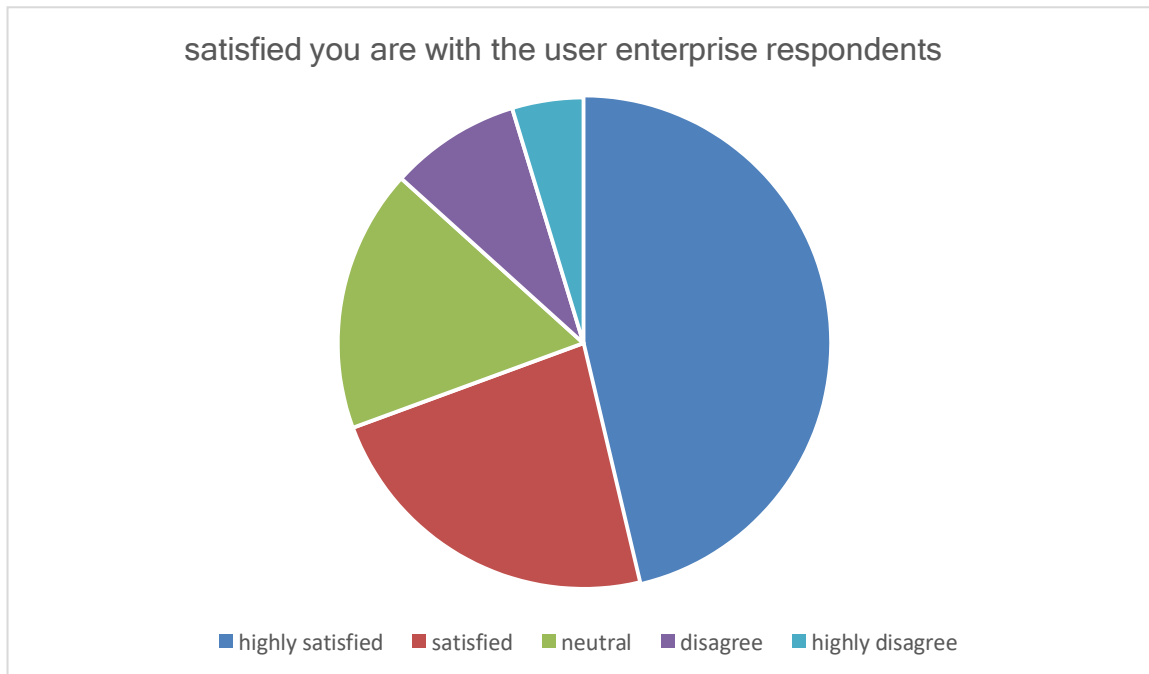


Fig 4.10 satisfied you are with the user enterprise respondents

4.1.11. Do you recommend vivo mobile phone to your friends and relatives respondents

Table 4.11

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Yes of course	37	53.6%
2	May be couple of them	16	23.3%
3	No I won't	5	7.2%
4	I don't know	11	15.9%
	TOTAL	69	100%

Interpretation:

From the chart 53.6% of the respondent is yes of course. 23.3% of the respondent is may be couple of them. 15.9% of the respondent is I don't know and 7.2% of the respondent is no I won't. The maximum 53.6 respondent is yes of course and minimum 7.2 respondents is no I won't.

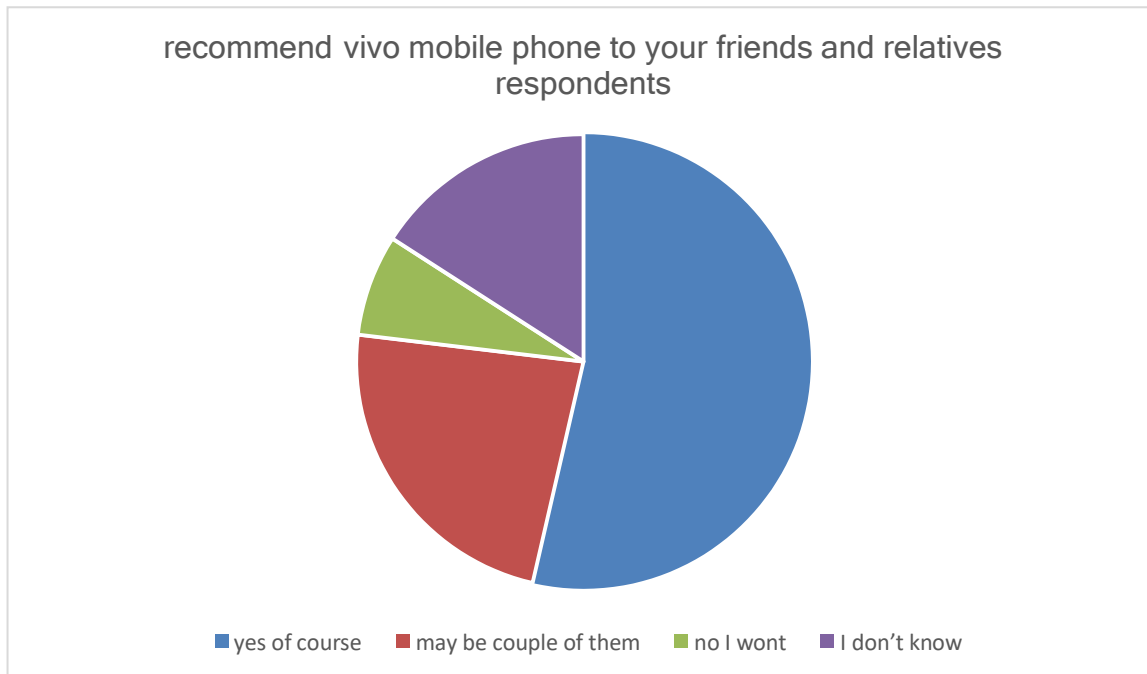


Fig 4.11 recommends vivo mobile phone to your friends and relatives respondents

Do vivo mobiles phones complete your primary uses like gaming, music and social networking respondents

Table 4.12

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Yes	59	85.5%
2	No	10	14.5%
	TOTAL	69	100%

Interpretation:

In The chart 85.5% of respondent is said yes and 14.5%of respondent is said no. The

maximum 85.5 respondents is yes and minimum 14.5 respondents is no.

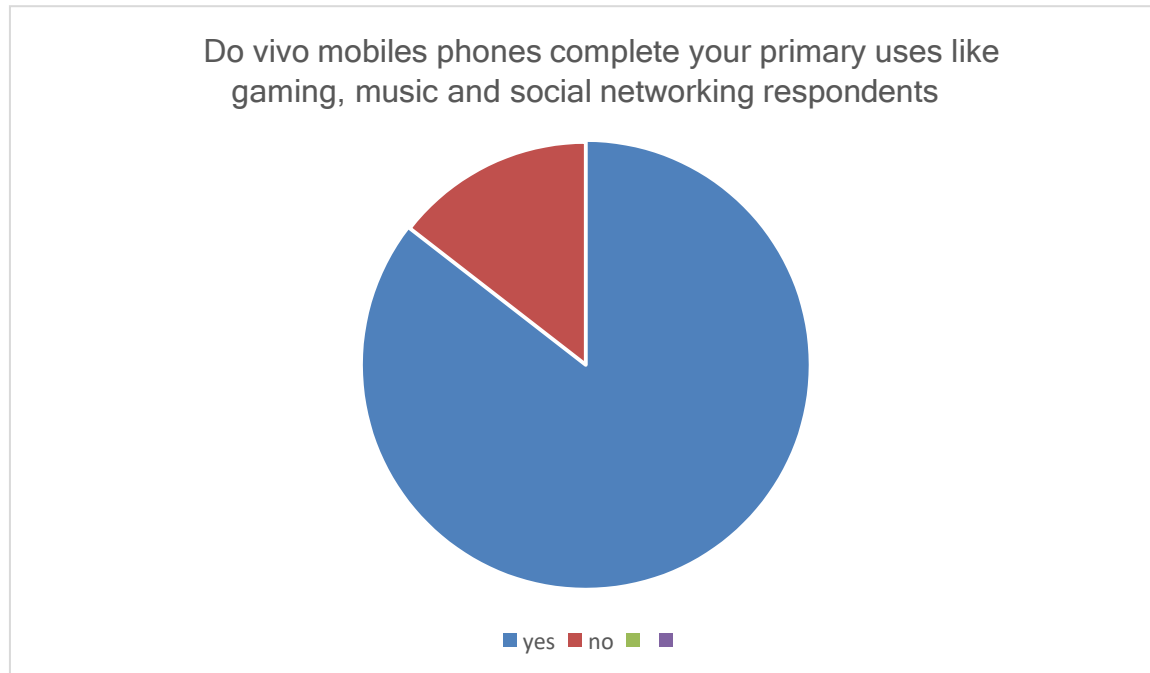


Fig 4.12 Do vivo mobiles phones complete your primary uses like gaming, music and social networking respondents

Rate the preference on vivo mobiles

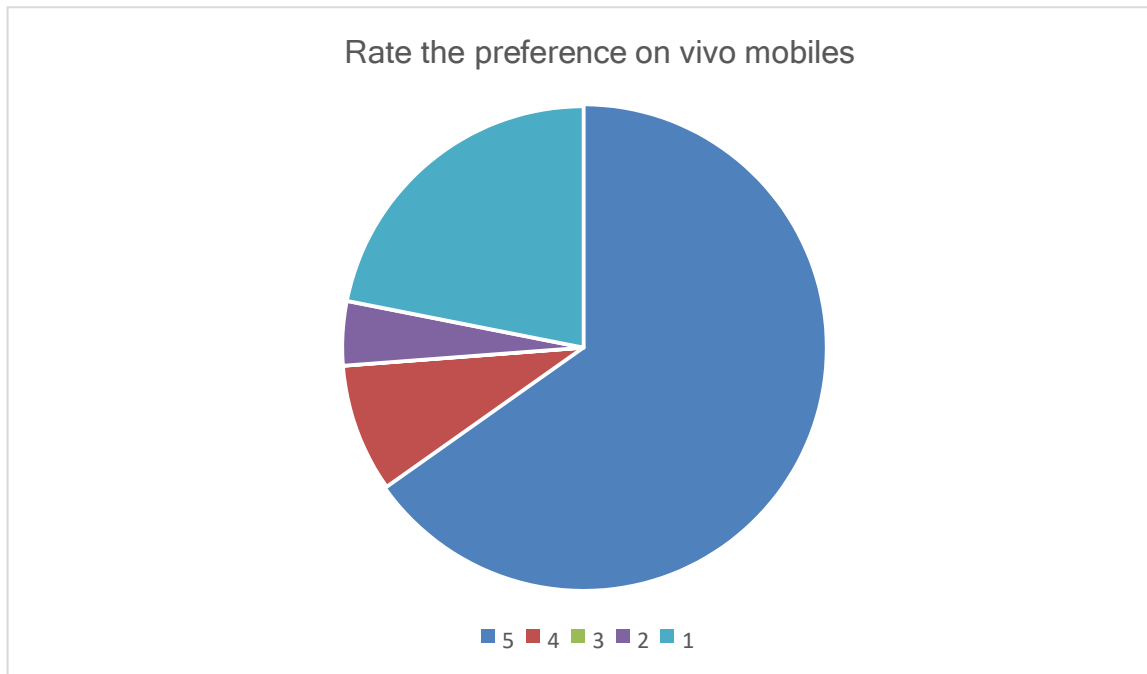
Table 4.13

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	5	45	65.2%
2	4	6	8.6%
3	2	0	0
4	3	3	4.3%
5	1	15	21.9%
TOTAL		69	100%

Interpretation:

In The chart 65.2% of respondents is 5. 21.9% of respondent is 1. 8.6% of respondents is 4. 4.3% of respondents is 3 and 0% of the respondent is 2. The maximum 65.2 of respondents is 5 and minimum 4.3 of respondents is 3. And 0 is the respondent of 2.

Fig 4.13 Rate the preference on vivo mobiles



How many vivo mobiles do you have now:

Table 4.14

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	1	51	73.9%
2	2	10	14.4%
3	More than 2	8	11.7%
TOTAL		69	100%

Interpretation:

In The chart 73.9% of respondents is having 1 phone. 14.4% of respondent is having 2 phones and 11.7% of respondents is having more than 2. The maximum 73.9 respondents is for 1 phone and minimum 11.7 respondents is for more than 2 phone.

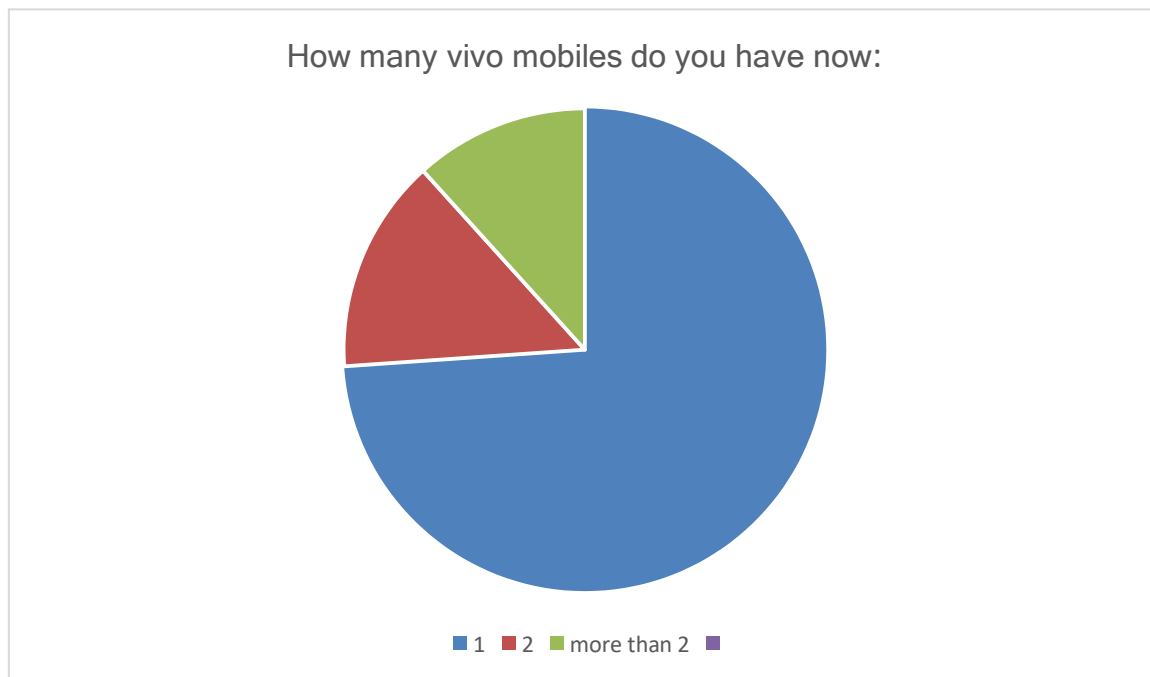


Fig 4.14 How many vivo mobiles do you have now

What the range you are willing to pay for Vivo mobiles

Table 4.15

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	10000	23	33.3%
2	12000	24	34.9%
3	More than 12000	22	31.8%
TOTAL		69	100%

Interpretation:

In The chart 34.9% of the respondents are 12000rs. 33.3% of respondents are 10000rs and 31.8% of respondents are more than 12000. The maximum 34.9 respondents are 12000 and minimum 31.8 respondents are more than 12000.

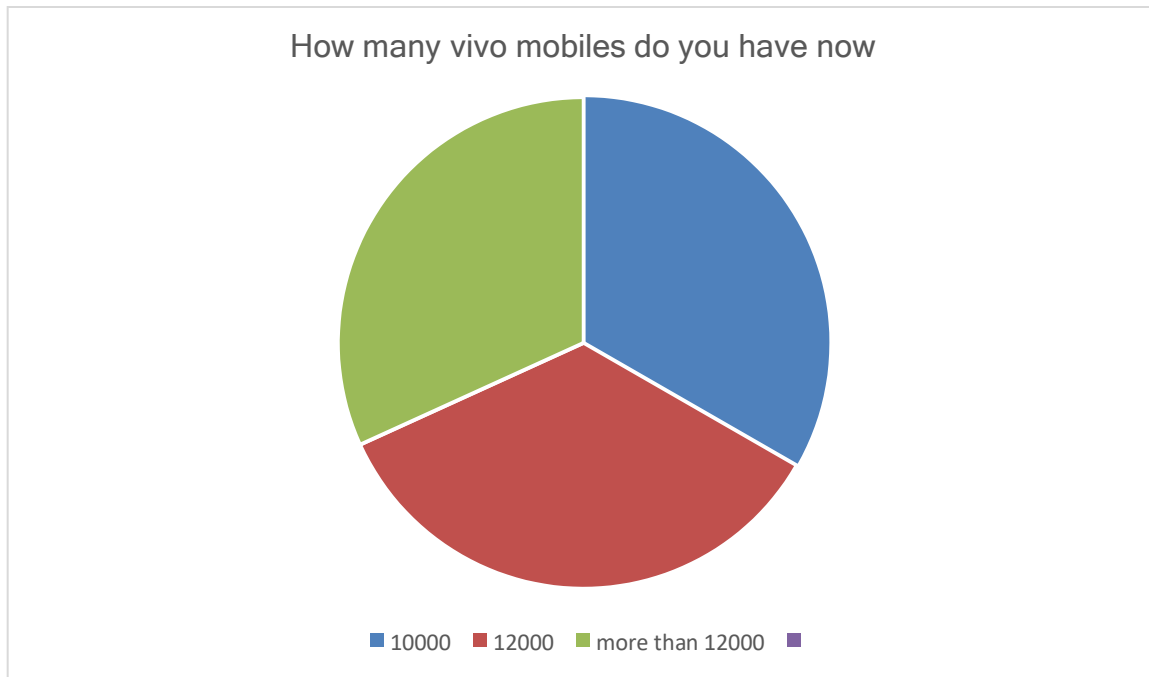


Fig 4.15 The range you are willing to pay for vivo mobiles

HYPOTHESIS:

A research hypothesis is a specific, clear and testable proposition or predictive statement about the possible outcome of a scientific research study based on a particular property of a population, such as presumed differences between groups on a particular variable or relationships between variables.

CHI-SQUARE:

A chi-squared test (also chi-square or χ^2 test) is a statistical hypothesis test that is valid to perform when the test statistic is chi-squared distributed under the null hypothesis, specifically Pearson's chi-squared test and variants thereof.

Results						
	Yes	No				Row Totals
Male	21 (20.38) [0.02]	16 (16.62) [0.02]				37
Female	17 (17.62) [0.02]	15 (14.38) [0.03]				32
Column Totals	38	31				69 (Grand Total)

The CHI-SQUARE statistic is 0.0915. The p -value is .762314. The result is not significant at $p < .05$.

CHAPTER-5

FINDINGS, SUGGESTIONS AND CONCLUSION

Based on the analysis and discussion on primary data in the previous chapter.

Finding, Suggestions, and Conclusion of the study in logical manner.

5.1 FINDINGS

From the questionnaire, the following points are found and noted:

- Majority (46%) respondents are age between 18 - 25.
- Majority (53.6%) of gender of respondents are Male.
- Majority (47%) of the respondents are Under graduates.
- Majority (45%) of the respondents are Affordable.
- Majority (52.1%) of the respondents of occupation.
- Majority (49.4%) of respondents of how long have you been using vivo mobiles.
- Majority (40.5%) of the respondent's outlets do you prefer buying your vivo mobile from
- Majority (52.3%) of the respondents are about the quality of vivo mobile phones.
- Majority (27.5%) of the respondents is best choice you prefer when purchasing vivo mobiles.
- Majority (46.3%) of the respondents of how satisfied you are with the user enterprise
- Majority (53.6%) of the respondents do you recommend vivo mobile phone to your friends and relatives.
- Majority (85.5%) of the respondents of mobiles phones complete your primary uses.
- Majority (65.2%) of the respondents gave 5 as rating.
- Majority (73.9%) of the respondents of how many vivo mobiles do you have now.
- Majority (73.9%) of the respondents of how many vivo mobiles do you have now.

5.2 SUGGESTIONS

- The overall experience index from the study reveals that the company (VIVO) is performing very well and customers buying are much experience with the service given to them.
- Some of the customers have complained about the lack in the delivery process in online shopping. Need to become little quicker, faster, and deliver the product without any damage

- That's not to say VIVO phones aren't good quality. From around 2018 onwards, VIVO's quality control and finesse improved dramatically. It now makes some of the most durable and reliable phones on the market at this price point.
- More attractive advertisement, offers, sales has to provide through various advertisement media channels.

5.3 CONCLUSION:

- VIVO is Chinese brand which came to INDIA in the year 2014 December 25th.
- In Bhubaneswar it launched its product in 12th march 2015. it is new to Indian market and has tuff competition with other competitors
- So in this type of competition no company can rely on single direct marketing form.
- So companies are using all types of direct marketing at so vivo need to do remaining direct marketing forms.

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- Sethi, A., & Chandel, A. (2015). Consumer buying preference towards entry level smartphone.
- Stafford, M.R. (1996). Demographic Discriminators of Service Quality in the Banking Industry.

WEBSITES:

- www.irjbm.org
- www.opec.org

APPENDIX
A STUDY ON EFFECTS OF THE PURCHASING PRODUCTS THROUGH
EMI SCHEME

QUESTIONNAIRE:

✚ NAME OF THE RESPONDENT: _____

✚ AGE:

- a) BELOW 18
- b) 18-25
- c) 25-30
- d) 30-40
- e) ABOVE

✚ GENDER:

- a) MALE
- b) FEMALE

✚ EDUCATIONAL QUALIFICATION:

- a) UP TO SSLC
- b) HSE
- c) UNDER GRADUATE
- d) POST GRADUATE
- e) OTHERS

✚ WHY DO YOU PREFER VIVO MOBILES?

- a) AFFORDABLE

b) QUALITY

c) OTHERS

✚ WHAT YOUR OCCUPATION:

a) SCHOOL

b) COLLEGE

c) JOB

d) OTHERS

✚ SINCE HOW LONG YOU HAVE BEEN USING VIVO MOBILES:

a) LESS THAN 6 MONTHS

b) LESS THAN A YEAR

c) MORE THAN A YEAR

✚ WHICH OUTLETS DO YOU PREFER BUYING YOUR VIVO MOBILES FROM?

a) MOBILE SHOPS

b) HYPERMARKETS & MALLS

c) PLACE THAT OFFERS PAYMENTS INSTALLMENTS

d) ONLINE PURCHASING

✚ WHAT DO YOU THINK ABOUT THE QUALITY OF VIVO MOBILES?

a) BAD

b) GOOD

c) BEST

✚ WHICH OF THE FOLLOWING STATEMENT IS BEST CHOICE YOU PREFER WHEN PURCHASING VIVO MOBILES?

a) STYLE

b) INFOTAINMENT

c) MULTIMEDIA

d) BUSINESS

e) CONNECTED

✚ HOW SATISFIED YOU ARE WITH THE USER ENTERPRISES:

a) HIGHLY SATISFIED

b) SATISFIED

c) NEUTRAL

d) DISAGREE

e) HIGHLY DISAGREE

✚ DO YOU RECOMMEND VIVO MOBILE PHONE TO YOUR FRIEND AND FAMILY?

a) YES OF COURSE

b) MAYBE COUPLE OF THEM

c) NO I WONT

d) I DON'T KNOW

✚ DO VIVO MOBILE PHONES COMPLETE YOUR PRIMARY USES LIKE GAMING,
MUSIC AND SOCIAL NETWORKING?

a) YES

b) NO

✚ RATE THE PREFERENCE ON VIVO MOBILES:

a) 5

b) 4

c) 3

d) 2

e) 1

 HOW MANY VIVO MOBILE PHONES DO YOU HAVE?

- a) 1
- b) 2
- c) MORE THAN 2

 WHAT THE RANGE YOU ARE WILLING TO PAY VIVO MOBILES?

- a) 10000
- b) 12000
- c) MORE THAN 12000