

AN EMPIRICAL STUDY ON ONLINE MARKETING STRATEGY OF VIVO SMART PHONES

Submitted in partial fulfillment of the requirement for the award of
Bachelor of Business Administration

by

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DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES

**SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC I 12B Status by UGC I Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

MARCH 2021



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SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of M.MICHEAL FRANCIS DENNIS (38280103) who carried out the project entitled **"AN EMPIRICAL STUDY ON ONLINE MARKETING STRATEGY OF VIVO SMART PHONES"** under our supervision from 6th January 2021 to 6th March 2021.

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Internal Guide

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Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I Vimal B (Reg.No. 38280098) hereby declare that the Project Report entitled **"AN EMPIRICAL STUDY ON ONLINE MARKETING STRATEGY OF VIVO SMART PHONES"** done by me under the guidance of Dr. ILANKADHIR M. at Sathyabama Institute of Science and Technology, Chennai is submitted in partial fulfillment of the requirements for the award of bachelor of business administration degree.

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DATE: 17/03/2021

PLACE: CHENNAI

Michael Francis Dennis M

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Michael Francis Dennis M

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ABSTRACT

Marketing is the activity, the process of creating, communicating delivering and exchanging offerings that have value of the customers. This study attempts to identify the quality attributes of the services. To measure service quality and consumer satisfaction, in the parlous. The main objective is to attract the customers and to increase the sales online marketing.

Customer experience as a contemn strategic tool in marketing has its importance because marketing is more challenging than eve due fragmented media cleared and articulated consumers, and the rise of the free thinking consumer.

Key words : Online Marketing, Vivo Mobile, Marketing strategy

CHAPTER – I

Introduction and Design of the Study

Introduction :

Vivo is a global technology company that designs, develops and manufactures Smart Phones, Smart Phone accessories, Software and online services. It was founded in 2009 in Don guan, Guangdong. Vivo as a sub-brand of BBK Electronics.

The brand entered the telecommunication and customer electronics industry with landline phones and wireless phones in 2011, Vivo started manufacturing and marketing its own rang of smart phones Vivo entered the Indian Market in 2014.

Currently 20,000 operators work in Vivo and 3000 engineers are four R & D centers in Dongguan Shenzhen, Nanjing an Chongqing. From hardware design and manufacture to software development. Vivo has built a complete and sustainable ecosystem.

Mobile marketing is a multi channel online marketing technique focused at reaching a specific audience on their Smart Phones, Feature Phones, Tablets or any other related devices through Websites, E-mails, SMS and MMS, Social Media or Mobile applications.

History

It enter into India in 2014 December with the name of world slimmest phone X5 Max. It head office is in Delhi. Very soon Vivo will be manufactures in India as the construction is already started in Guigaon Delhi with in tree months it achieve 21 % of the market share in India and it is targeting acqire 6 to 7 % of Indian market with in the year of 2017.

Organization :

In modern times, with the Italian Opera getting more and more popular, we feel it is quite hard to express our amazement and compliment of masterpieces by music masters like Verdi and Puccini therefore the word *vivo* has been employed which adds implications like likeness and vitality of outstanding art to the word *vivo*.

In short *Vivo* does not only come "dynamics and vitality", but also express our heartfelt respect to heroes, masterpieces and the line. Its primitive but concise pronunciation is the very first response we have the minute witness the birth of newborns or occurrence of great events.

Work Culture :

Work culture plays an important role in extracting the best out of employees and making them stick to the organization for a longer duration. The organization must offer a positive ambience to the employees for them to concentrate on their work rather than interfering in each other's work.

Characteristics of a Work Culture:

1. Employees have cordial relationship with each other.
2. Employees are treated as one.
3. Motivate the employee.
4. MBO system is followed.
5. Promote team building activities to bind the employees together.

Destination :

Digital marketing is a dynamic field growing at an accelerated pace, courtesy our world going digital. As you would expect, digital marketing offers a plethora of opportunities to professionals eager to make a career in it. If you're also considering making a flourishing career in this field, you can definitely make your mark by working at a suitable post in it. Here are the key

designations that will help you carve a promising niche for yourself and make a rewarding career in.

Professionals in a digital marketing company execute their tasks at distinctive posts that achieve vital objectives. A digital marketing has various departments that in turn have following designations. Below is an overview of key portfolios and designations in the digital marketing company.

Analyst” is the basic designation in any digital marketing company. They are the well-armed and well-trained foot soldiers of the digital marketing army. Analysts are experts or specialists in their respective fields like SEO, PPC, Data Analysis, Content and Social Media.

- **SEO Analyst** – An employee with the designation “SEO Analyst” is responsible for executing all the SEO related tasks like keyword research, link building, internal linking, submission, Google Analytics and Google Webmaster setup and integration, article submission, on-page and off-page SEO. An SEO analyst also co-ordinates with various other teams like Website design/development and Content marketing.
- **PPC Analyst** – As the name suggests the guy with this designation manages the PPC campaigns. It is his job to make sure that the PPC campaigns generate maximum leads and sales with a good ROI. It is also his job to make sure the PPC account is in good “health”. PPC analyst and SEO analyst are the oldest designations you will find in any digital marketing agency
- **Social Media Analyst** – This is the designation for the analysts who manage social media accounts like Facebook, YouTube, LinkedIn, Twitter, Instagram etc. The job of the Social Media Analyst designated employees is to make sure the social media accounts are well optimized, the posts on various social media channels are reaching maximum audience, the social media accounts are updated regularly and are up-to-date. Since they also manage the “Paid Social Ads”, they also make sure the social media “ads” are well directed to the target audience. The designation “Social Media Analyst” is a relatively recent addition to the Digital Marketing sphere. Executives designated as

Social Media Analysts need to have a thorough understanding of news-feed algorithm and marketing.

An empirical on online marketing strategies of VIVO Smart Phones.

Smartphone has rolled out an extensive two month long national campaign for the new V17 Pro handset with Eyetalk Media Ventures. Using the power of technology and content to connect with the digitally driven audience the programmatic campaign has been executed across top rated pubs and cafes with TagTalk and in premium tech and business hubs with the newly launched network real time business DOOH network – Biztalk, a joint venture between Eyetalk Media Ventures and Drsti Communications. Prince Gaur, senior manager – marketing, Vivo Smartphone, said, "Consumer and innovation are 2 core pillars of vivo and DOOH has played a significant role to further strengthen them. We have been able to capture the right TG, who are affluent and digitally driven at right time and at right place. Programmatic planning on both the networks has helped us drive best efficiency out of this campaign."

The V17 Pro campaign reached young millennials and over 1.5 million employees daily from some of the biggest global companies like IBM, Cisco, KPMG, EY, Accenture, Amazon, Google, HCL etc with over 7.5 million optimised ad impressions delivered during peak hours paired with audience - environment centric content like location based live photo sharing on TagTalk and live technology news on Biztalk for higher brand recall and engagement, the company said.

Gautam Bhirani, managing director, Eyetalk Media Ventures, said, "With over 600 live displays reaching over 1.7 million urban Indians daily at a click of a button across 2 key urban ecosystems the V17 Pro campaign is probably one

of the biggest DOOH campaigns to be executed in India. Both our networks reach digitally driven affluent urban audience in a captive environment, the high dwell time gives us the opportunity to communicate and connect better which enabled us to build an effective storyline using our content assets on our audience engagement platforms.”

The devices of the company are extremely good in quality and high in demand. Vivo always emphasized on maintaining the quality of the products by prioritizing the requirements of the customers.

This strategy helped in maintaining the proper customer base. It is true that the company had to face bad times during the initial stage due to pricing and some other issues, but with proper promotional steps, Vivo became successful in winning the popularity among the Smart Phone industry.

CHAPTER – II

Profile of the Study :

Objectives :

- Encouraging purchase of larger sized units, building trial among nonusers.
- Attracting switchers away from competitors brands.
- Short – run – sales import as well as long – run brand equity effects.
- Encouraging of the season buying.
- Encouraging stacking of related items
- Offsetting competitive promotions
- Building brand loyalty or model
- Encouraging more prospecting

Internship at Sadguru agency, was most first experience team about let many new things in Vivo store initially, I got to know about the variety of Vivo mobiles then deeply, I learned about their features internal memory Ram, Camera MP etc.

After gaining the each models details, I started knowing their prices, I also learned about the accessories which has been provided with the new handled Phones, Headphones, Phone Charges etc.

My guide was to explain me and help me learn these things, he initially taught me that I should treat great customer, greeting maintain our sincerity.

Company Profile :

Vivo is a Chinese multinational manufacturer of smartphones headquartered in Dongguan, Guangdong province, China. Founded in 1995,

vivo entered the telecommunication and consumer electronics industry with landline phones and wireless phones. From 2011, vivo started its smartphone business. As of 2014, vivo releases and markets its smartphones under the vivo brand, ranking as the 5th top smartphone brand in China, and 10th top smartphone brand globally.

In 2015, the sales volume would reach 45 million worldwide. The annual production capacity is 60 million units. Vivo is now among the top five most profitable smartphone brands in China.

20,000 Operators work in Vivo, and 3,000 Engineers are in four R&D centers in Dongguan, Shenzhen, Nanjing and Chongqing. From hardware design and manufacture, to software development (Android based Funtouch OS), Vivo has built a complete and sustainable ecosystem.

In 2012, Vivo created the X1, the first Smartphone to incorporate a Hi-Fi chip, resulting in an unparalleled audio experience.

Marketing Type :

Sales promotion a key ingredient in marketing campaigns consists of a collection of incentive tools, mostly short term, designed to stimulate quicker or greater purchase of particular products or services by customers.

Promotional activities play a key role in the entire marketing effort being carried out by Company. These promotional activities generate more sales as well as create a good image of the product in the mind of the customer. The promotional tools used by company for its marketing activities are

In the matter of advertising and promotion, Vivo has always been active. It has acquired the 360-degree strategy for marketing as well as the promotion of its products with the help of different conventional and traditional medium which are ATL, BTL, print media, television advertisements, and also celebrity endorsements.

- Point of sale display
- Sales promotion through sponsoring special events
- Advertising
- Incentives

From 2011, vivo has been certified in over 100 countries and regions worldwide, choosing the path of internationalization and moved on. Currently vivo has presence in India, Malaysia, Indonesia, Thailand, Myanmar, Vietnam and Philippines. Vivo entered India in Dec., 2014. In a short time span vivo has established itself as a Hi-fi & Smart brand. Currently vivo is serving Indian

customers with 8,000 employees and 10,000 retailers, in over 300 cities in 22 states, with a strong focus on Hi-Fi Music.

They provide all the primary & secondary services that other companies. They are up to date with technology. Culture in the Organization involves a system of employees behaviors, beliefs, attitudes and value. It develops over time and is passed on from one generation of workers to the next. It is also a reflection of what organizational leadership value.

Vivo believes in reaching out to every person in every state and this increases the kind of effort to establish the brand in the hearts of consumers. Vivo looks forward to more such associations in the future to create a brand visibility amongst the Indian masses.

CHAPTER – 3

Scope of the Study :

To achieve the above objective I have not restricted my study to just Marketing of vivo smart phones. In order to study about the smart phone business in India and to understand the scope that Marketing of vivo has in this business. I have extended my project to do a detailed study of Smart phone market of the competitions of Vivo. Through a comparative study between the competitors and vivo smart phone. I could arrive to a conclusion of the scope of Online Marketing of Vivo.

This scope by making the phone follow up for customer who have ever bought mobile phone users feedback on the product performance, configuration and service. Then through the data analysis consumer characteristics and consumption habits. Getting the phone number of interviewees from the consumer information filled in by warranty card.

From the perspective of macro concept, the customer satisfaction can reflect the customer's evaluation of products and services, as well as the customer satisfaction. From the Angle of integration, quantifying the price of products and services, acquiring accurate data information can provide a basis for mobile phone enterprise decision

Need for Study :

Society has become more diversified, while culture is getting more open and varied. People's life¹⁰ are changing by degrees. They have increasingly high demand of materials. New and fashionable lifestyles are more of what they are in pursuit of. They value the quality of life. With higher

demand of materials, people are in stronger need of socialization, self-esteem, knowledge and aesthetics. People's preferences for consumption are changing as well.

They wish to purchase mobile phones that can embody their status, fashion, aesthetics and quality. They are also putting more emphasis on the quality of them. Mobile phones have become important tools in contemporary society. Texting, making calls, chatting, videos and entertainment are not the only functions of them. People use mobile phone to contact with one another, as well as for entertainment, shopping, current news and information searching. In today's society, lots of people cannot live without the Internet and mobile phones. China also has an increasing number of variety shows, affecting people's lives and values, as well as the marketing of enterprises.

When a mobile phone with a new feature is introduced, other brands will soon catch up and come up with mobile phones with the same feature. The development of technology has also affected the online sales channels and online promotion of the enterprises.

CHAPTER - 4

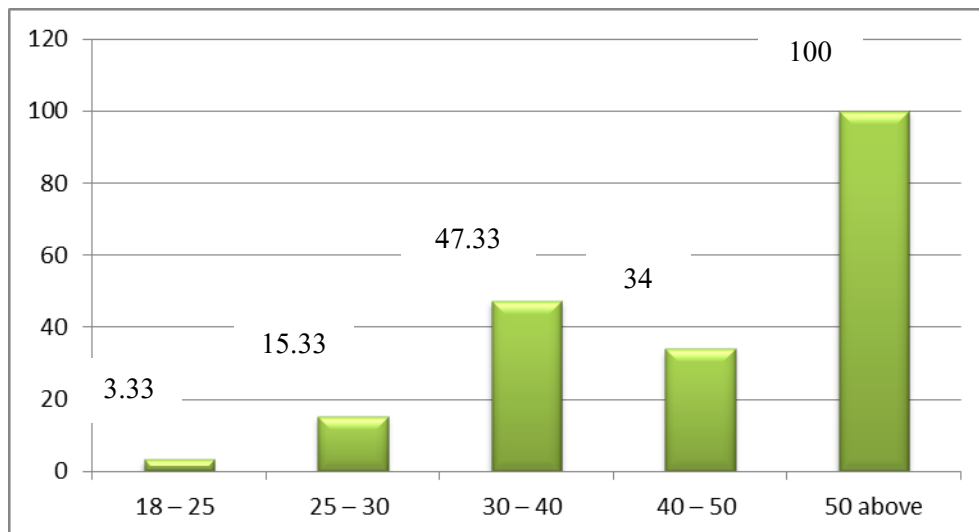
4.1 Data Analysis & Interpretation

TABLE – 4.1.1

Age of the Respondents

Sl no	Particulars	No. of Respondents	Percentage
1.	18 – 25	5	3.33
2.	25 – 30	23	15.33
3.	30 – 40	71	47.33
4.	40 – 50	51	34.00
5.	50 above	150	100.00

Source: Primary data



Interpretation

From the above table it is interpreted that the number of respondents between 18 – 25 age of respondents are 3.33%, between 25 to 30 age of respondents are 15.33%, between 30 to 40 age of respondents are 47.33%, between 40 to 50 age of respondents are 34%, 51 above age of respondents are 100%.

Inference

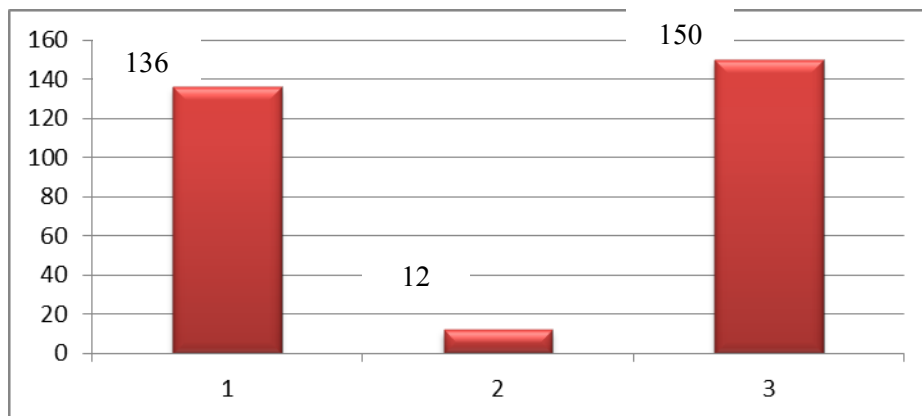
Majority (100%) of the respondents are age between 51 above years.

TABLE – 4.1.2

Gender of the Respondents

Sl no	Particulars	No. of Respondents	Percentage
1.	Male	136	92.00
2.	Female	12	8.00
3.	Others	150	100.00

Source: Primary data



11

Interpretation

From the above table it is interpreted that the number of Male respondents is 92% and female respondent is 8%.

Inference

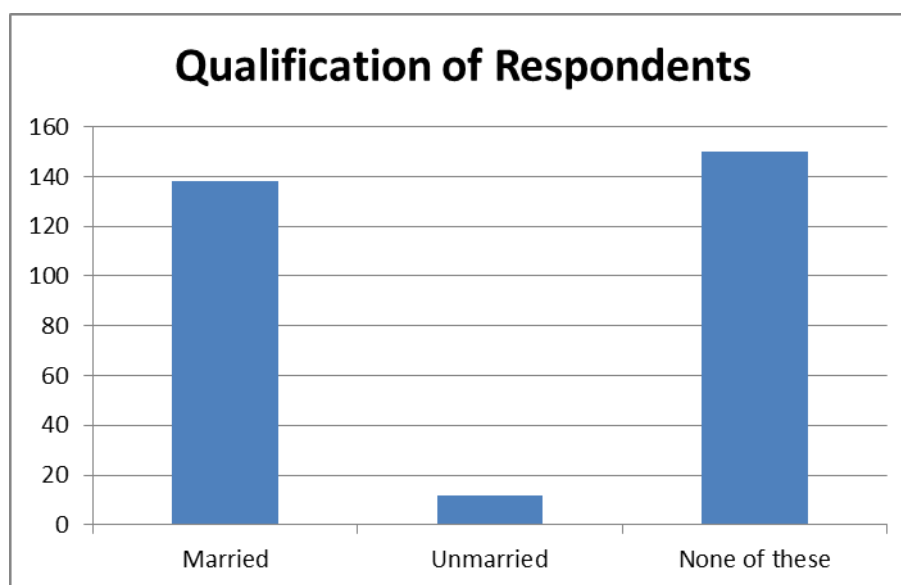
Majority (92%) of the respondents are Male.

TABLE – 4.1.3

Qualification of the Respondents

Sl no	Particulars	No. of Respondents	Percentage
1.	Married	138	92.00
2.	Unmarried	12	8.00
3.	None of these	150	100.00

Source: Primary data



Interpretation

From the above table it is interpreted that the number of respondents were 8% in unmarried, 92% in married and None of these in 100 %.

Inference

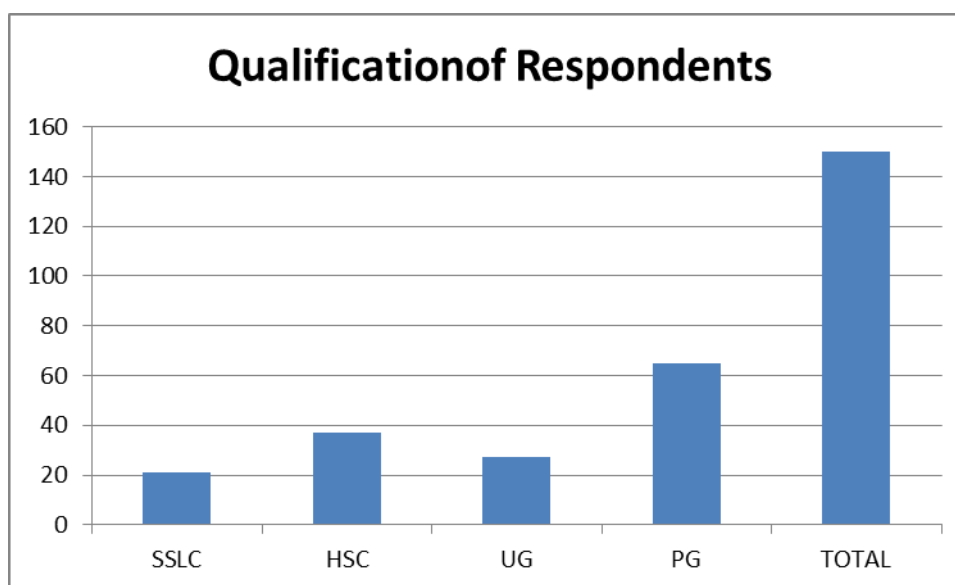
Majority (100%) of the respondents are None of the above.

TABLE – 4.1.4

Qualification of the Respondents

Sl no	Particulars	No. of Respondents	Percentage
1.	SSLC	21	14.00
2.	HSC	37	24.62
3.	UG	27	18.00
4.	PG	65	43.33
	TOTAL	150	100.00

Source: Primary data



Interpretation

From the above table it is interpreted that the number of respondents 10th Pass is 14.00%, 12th Pass is 24.67%, graduate is 43.33%, others is 18.00%

Inference

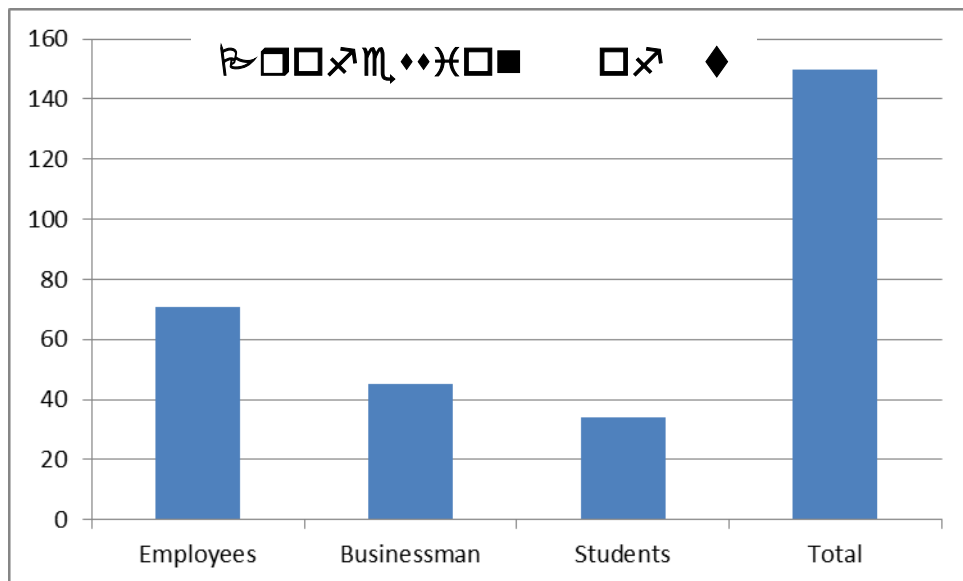
Majority (43%) of the respondents are Graduate.

TABLE – 4.1.5

Profession of the Respondents

Sl no	Particulars	No. of Respondents	Percentage
1.	Employees	71	47.33
2.	Businessman	45	30.00
3.	Students	34	22.67
	Total	150	100.00

Source: Primary data



Interpretation

From the above table it is interpreted that the number of respondents were 47.33% is Employees, 30.00% is Businessman, 22.67% is Students.

Inference

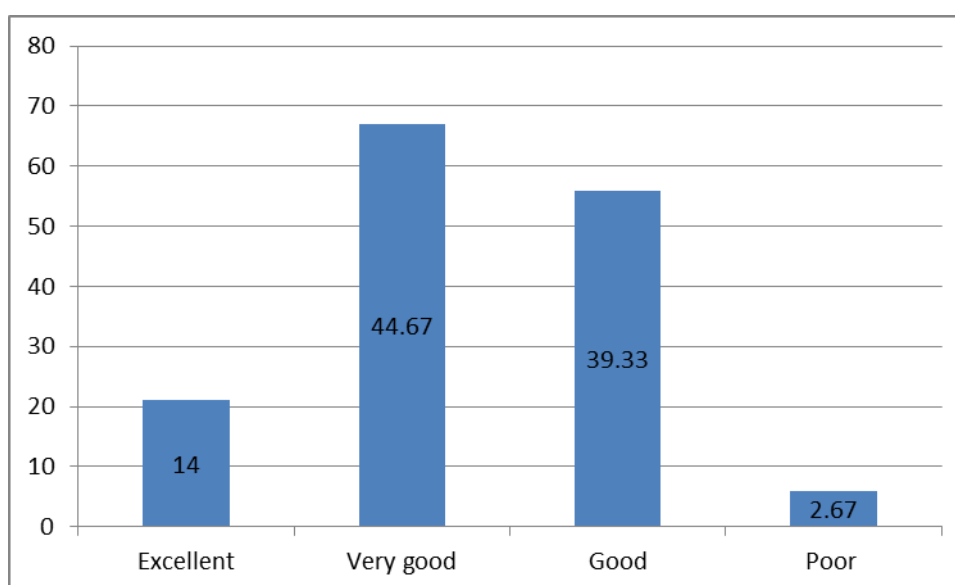
Majority (47%) of the respondents are Employees.

TABLE – 4.1.6

Mobile Quality

Sl no	Particulars	No. of Respondents	Percentage
1.	Excellent	21	14.00
2.	Very good	67	44.67
3.	Good	56	39.33
4.	Poor	6	2.67
	Total	150	100

Source: Primary data



Interpretation

From the above table it is interpreted that the number of respondents were 14% is Excellent, 44.67% is Very Good, 39.33% is Good and 2.67 % is Poor.

Inference

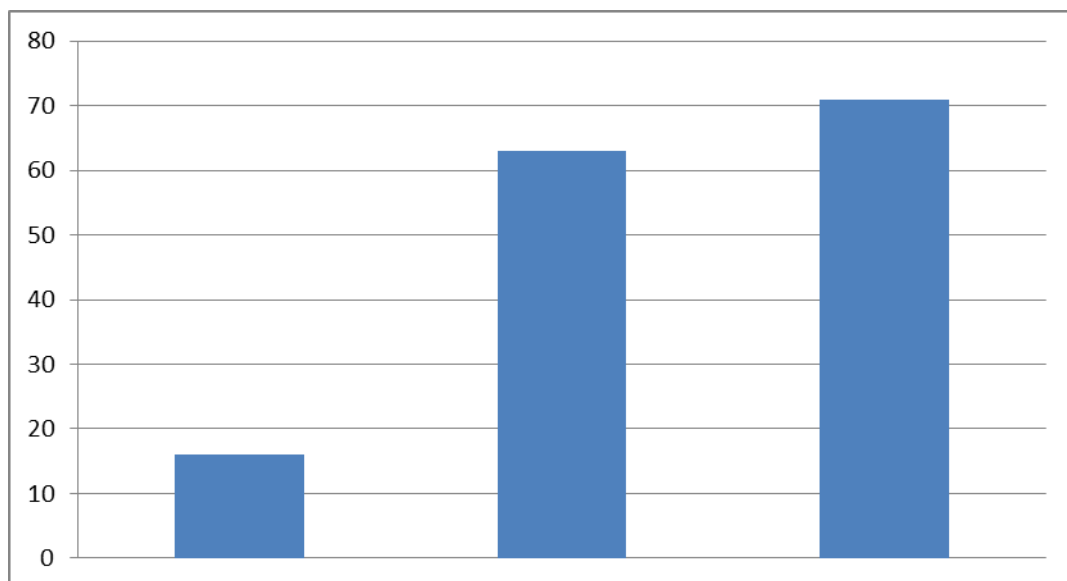
Majority (44.67%) of the respondents are Very Good.

TABLE – 4.1.7

Mobile Price

Sl no	Particulars	No. of Respondents	Percentage
1.	Low	16	16.67
2.	Medium	63	42.00
3.	High	71	42.67
	Total	150	100.00

Source: Primary data



Interpretation

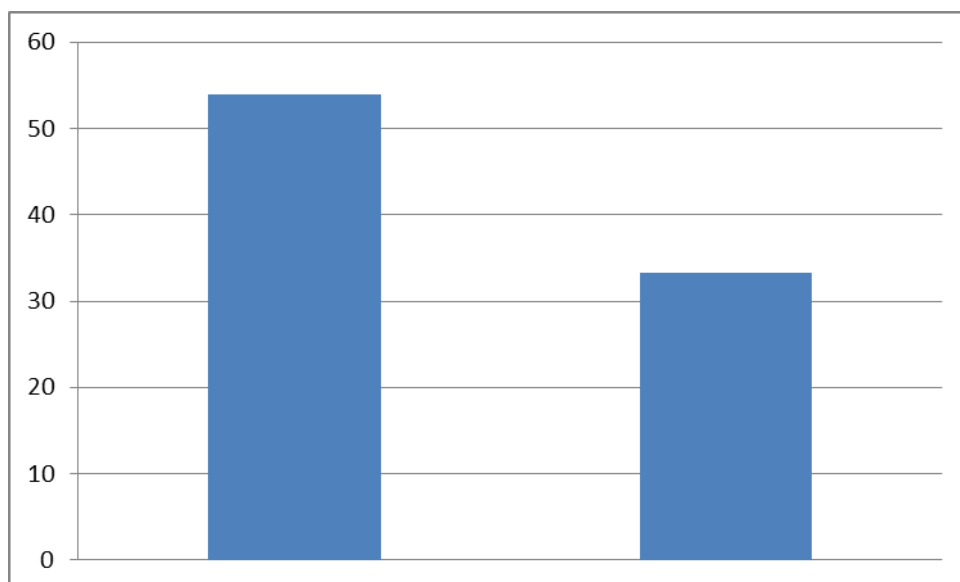
From the above table it is interpreted that the number of respondents were 16.67% is Low 42.00% is Medium, 42.67% is High.

Inference

Majority (71%) of the respondents are High.

TABLE – 4.1.8**Usage**

Sl no	Particulars	No. of Respondents	Percentage
1.	Satisfied	54	33.33
2.	Unsatisfied	96	56.00
	Total	150	100.00

Source: Primary data**Interpretation**

From the above table it is interpreted that the number of respondents were 33.33% is Satisfied 56.00% is Unsatisfied.

Inference

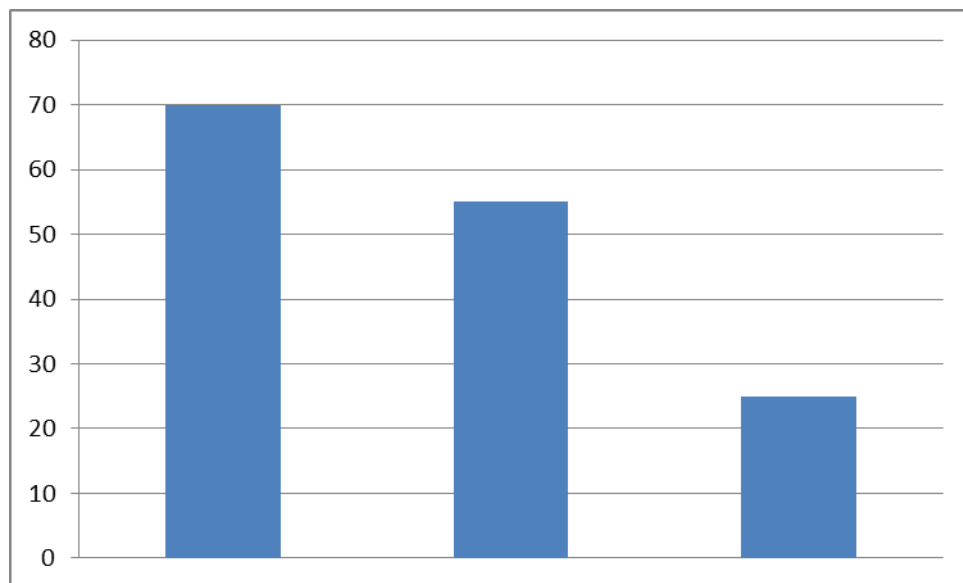
Majority (56.00%) of the respondents are Unsatisfied

TABLE – 4.1.9

Camera Quality

Sl no	Particulars	No. of Respondents	Percentage
1.	Excellent	70	46.67
2.	Satisfied	55	36.67
3.	unsatisfied	25	12.57
	Total	150	100.00

Source: Primary data



Interpretation

From the above table it is interpreted that the number of respondents were 46.67% is Excellent 36.67% is Satisfied 12.57% Unsatisfied.

Inference

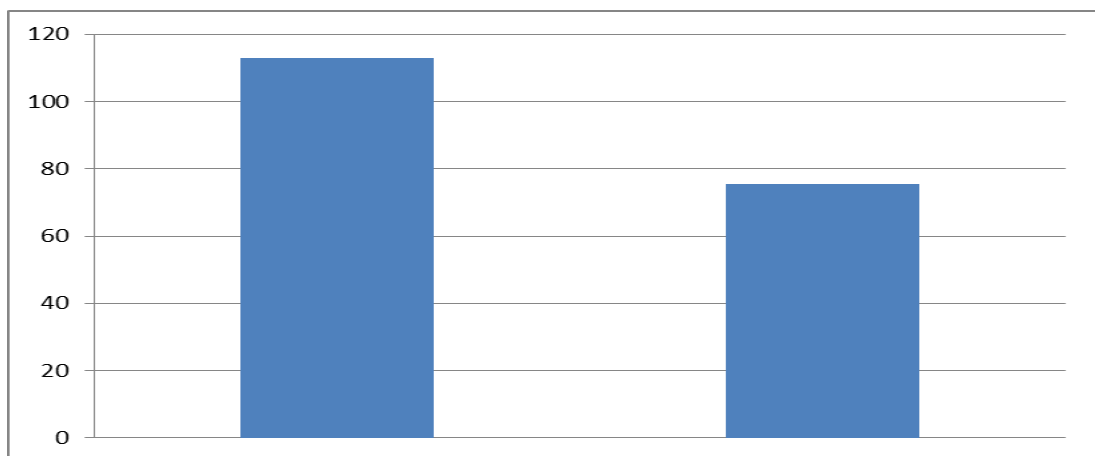
Majority (46.67%) of the respondents are Excellent

TABLE – 4.1.10

Mobile Models

Sl no	Particulars	No. of Respondents	Percentage
1.	Satisfied	113	75.33
2.	unsatisfied	37	20.00
	Total	150	100.00

Source: Primary data



Interpretation

From the above table it is interpreted that the number of respondents were 75.33% is Satisfied 20.00% is Unsatisfied.

Inference

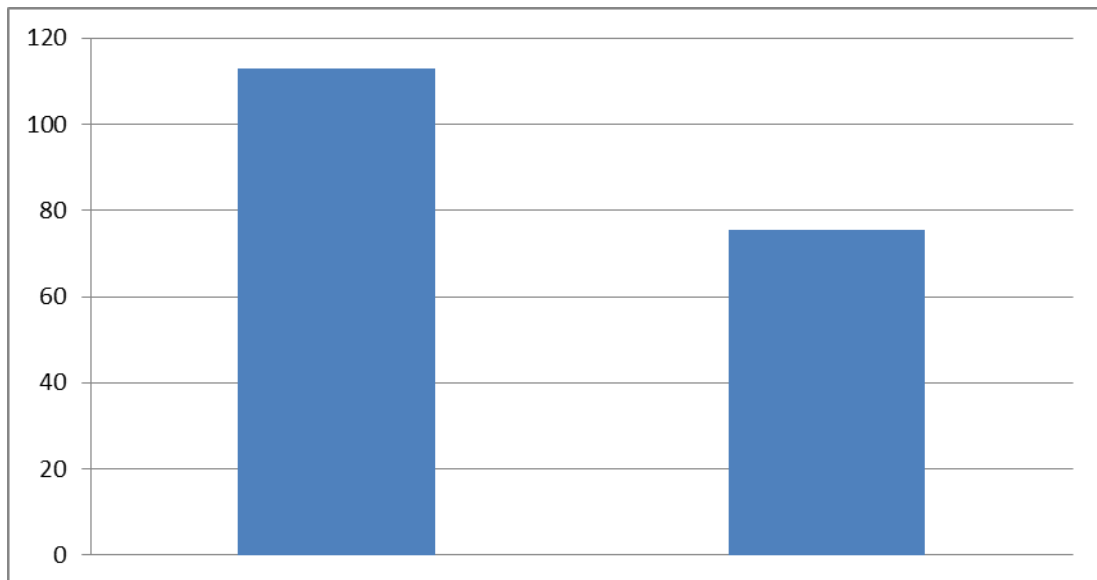
Majority (75.33%) of the respondents are Satisfied

TABLE – 4.1.11

Network Speed

Sl no	Particulars	No. of Respondents	Percentage
1.	Satisfied	113	75.33
2.	unsatisfied	37	20.00
	Total	150	100.00

Source: Primary data



Interpretation

From the above table it is interpreted that the number of respondents were 75.33% is Satisfied 20.00% is Unsatisfied.

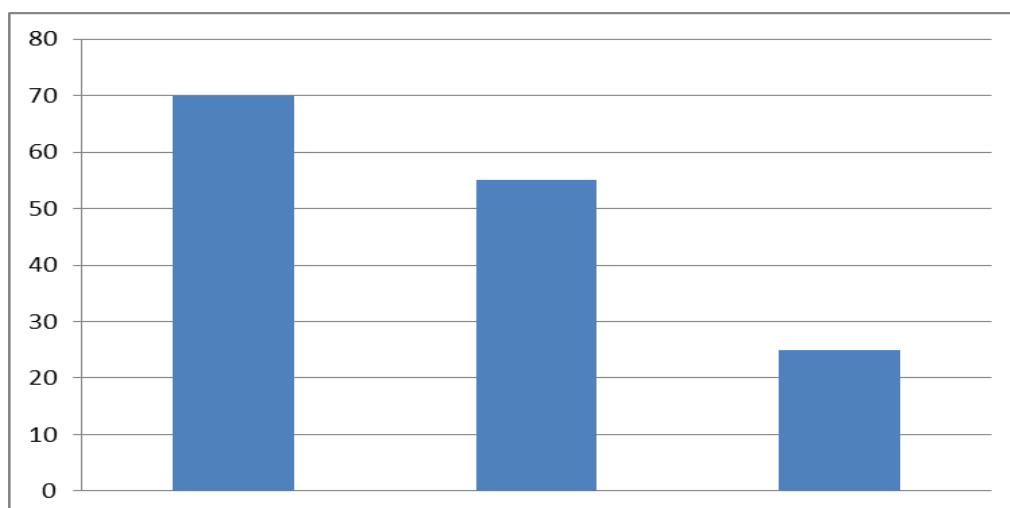
Inference

Majority (75.33%) of the respondents are Satisfied

TABLE – 4.1.12**Device Storage**

Sl no	Particulars	No. of Respondents	Percentage
1.	Excellent	70	46.67
2.	Satisfied	55	36.67
3.	unsatisfied	25	12.57
4.	Total	150	100.00

Source: Primary data

**Interpretation**

From the above table it is interpreted that the number of respondents were 46.67% is Excellent 36.67% is Satisfied 25.00% is Unsatisfied.

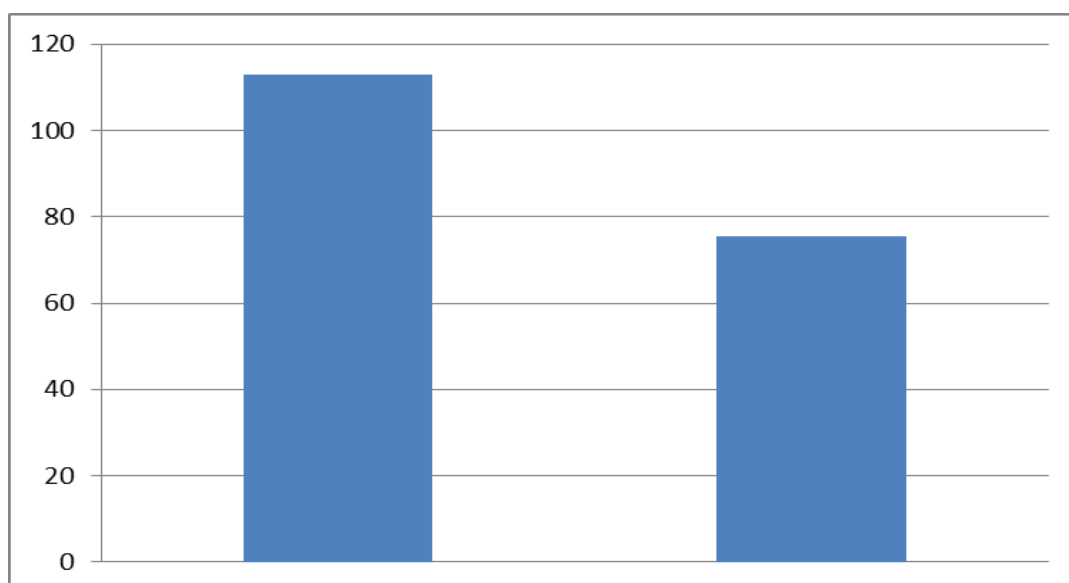
Inference

Majority (70.00%) of the respondents are Excellent

TABLE – 4.1.13**Support 4 G**

Sl no	Particulars	No. of Respondents	Percentage
1.	Support	113	75.33
2.	Unsupport	37	20.00
	Total	150	100.00

Source: Primary data

**Interpretation**

From the above table it is interpreted that the number of respondents were 75.33% is Support 37.00% is Unsupport 20.00% is Unsatisfied.

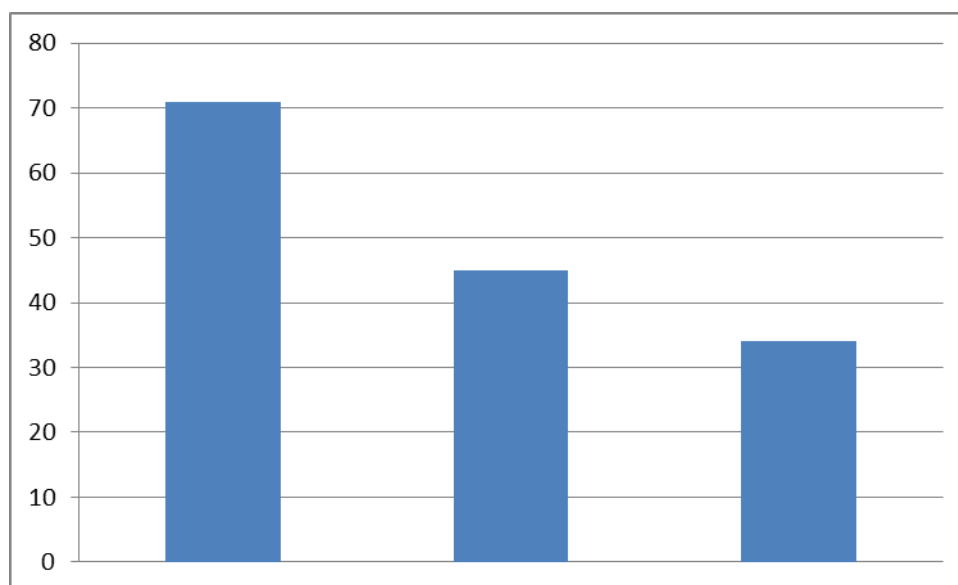
Inference

Majority (75.33%) of the respondents are Support

TABLE – 4.1.14**Screen**

Sl no	Particulars	No. of Respondents	Percentage
1.	Comfortable	71	47.33
2.	Satisfied	45	30.00
3.	unsatisfied	34	22.67
	Total	150	100.00

Source: Primary data

**Interpretation**

From the above table it is interpreted that the number of respondents were 47.33% is Comfort 30.00% is Satisfied 22.67% is Unsatisfied.

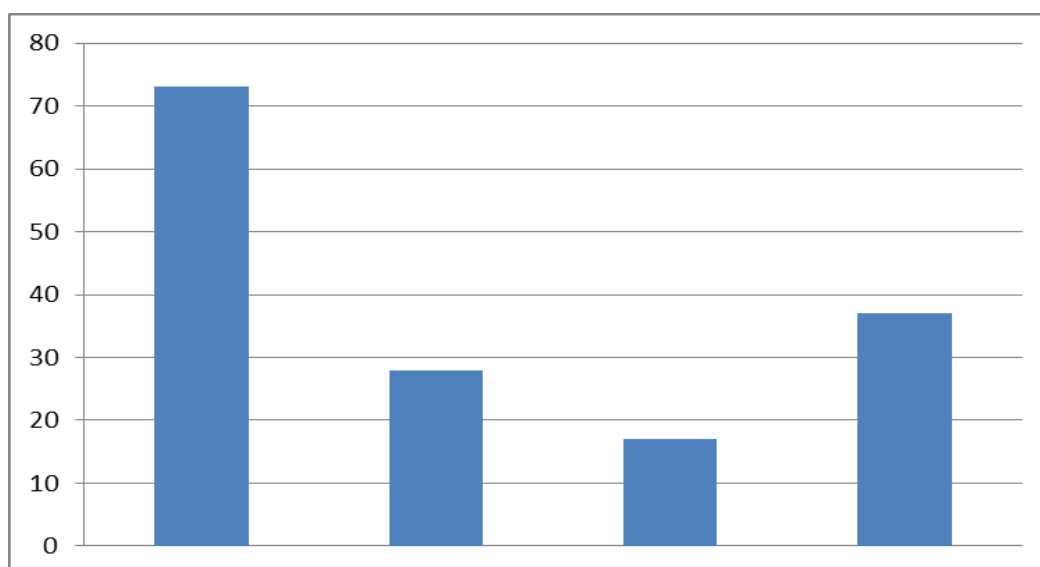
Inference

Majority (47.33%) of the respondents are Comfortable

TABLE – 4.1.15
Sound Technology

Sl no	Particulars	No. of Respondents	Percentage
1.	Excellent	73	48.67
2.	Good	28	18.33
3.	Fair	17	11.33
4.	Poor	37	12.67
	Total	150	100.00

Source: Primary data



Interpretation

From the above table it is interpreted that the number of respondents were 48.67% is Excellent 18.33% is Good 11.33% is Fair 12.67% is Poor

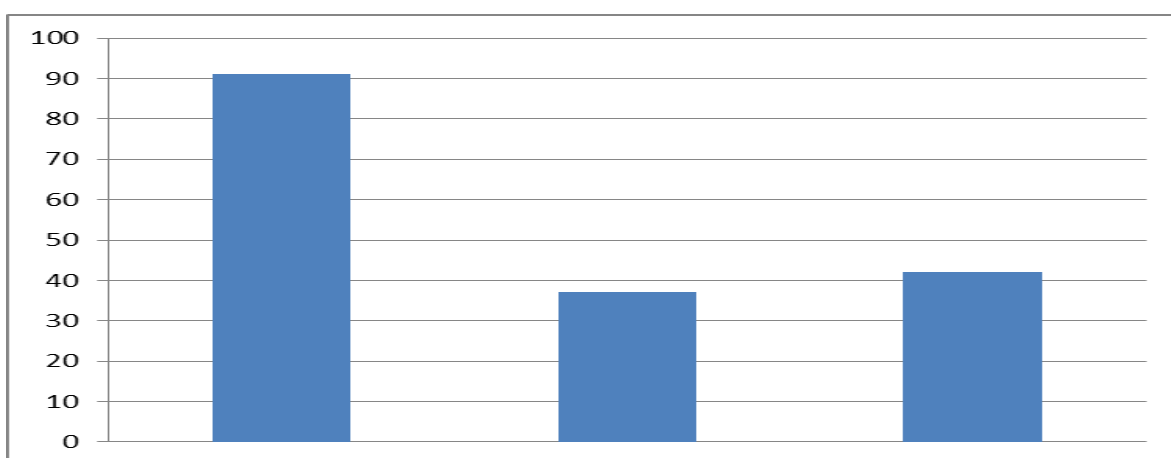
Inference

Majority (48.67%) of the respondents are Excellent

TABLE – 4.1.16**Internal Memory**

Sl no	Particulars	No. of Respondents	Percentage
1.	Very Good	91	30.00
2.	Good	37	8.00
3.	Poor	42	62.00
	Total	150	100.00

Source: Primary data

**Interpretation**

From the above table it is interpreted that the number of respondents were 30.00% is Very Good 8.00% is Good 62.00% is Poor.

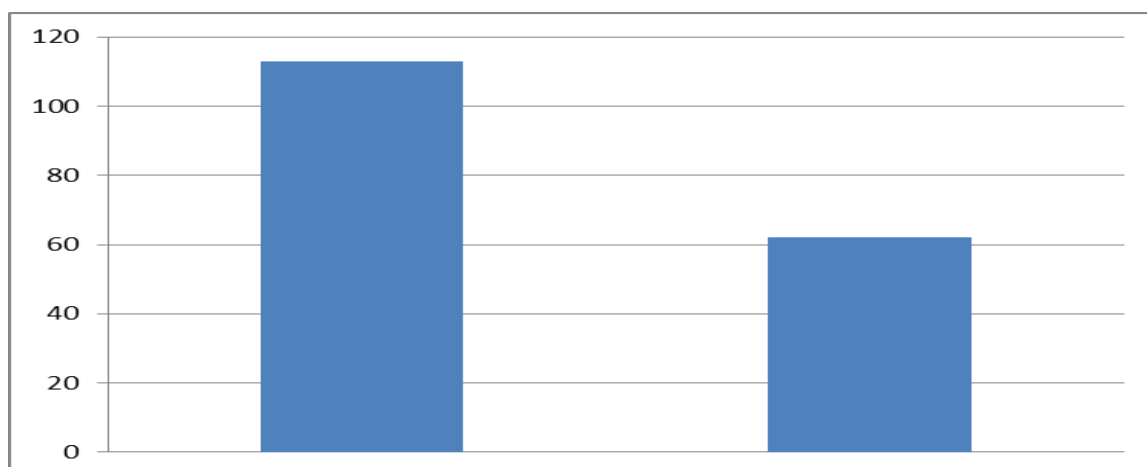
Inference

Majority (62.00%) of the respondents are Poor

TABLE – 4.1.17**BACK UP**

Sl no	Particulars	No. of Respondents	Percentage
1.	Good	113	62.00
2.	Poor	37	48.00
	Total	150	100.00

Source: Primary data

**Interpretation**

From the above table it is interpreted that the number of respondents were 62.00% is Good 48.00% Poor.

Inference

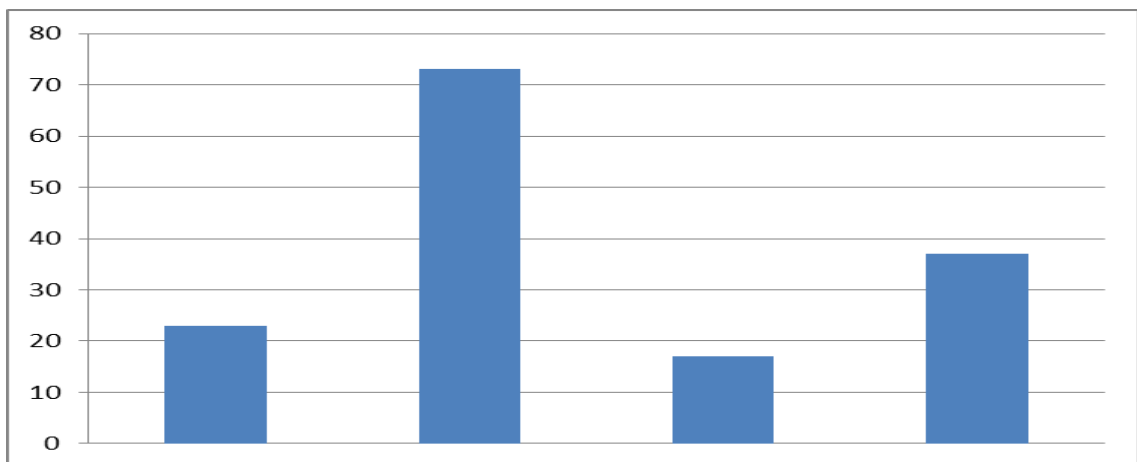
Majority (62.00%) of the respondents are Good

TABLE – 4.1.18
WI-FI HOTSPOT CONNECTION

Sl no	Particulars	No. of Respondents	Percentage
1.	Excellent	23	48.67
2.	Good	73	15.33
3.	Fair	17	11.33
4.	Poor	37	12.07
	Total	150	100.00

27

Source: Primary data



Interpretation

From the above table it is interpreted that the number of respondents were 48.67% is Excellent 15.33% Good 11.33% is Fair 12.07% Poor.

Inference

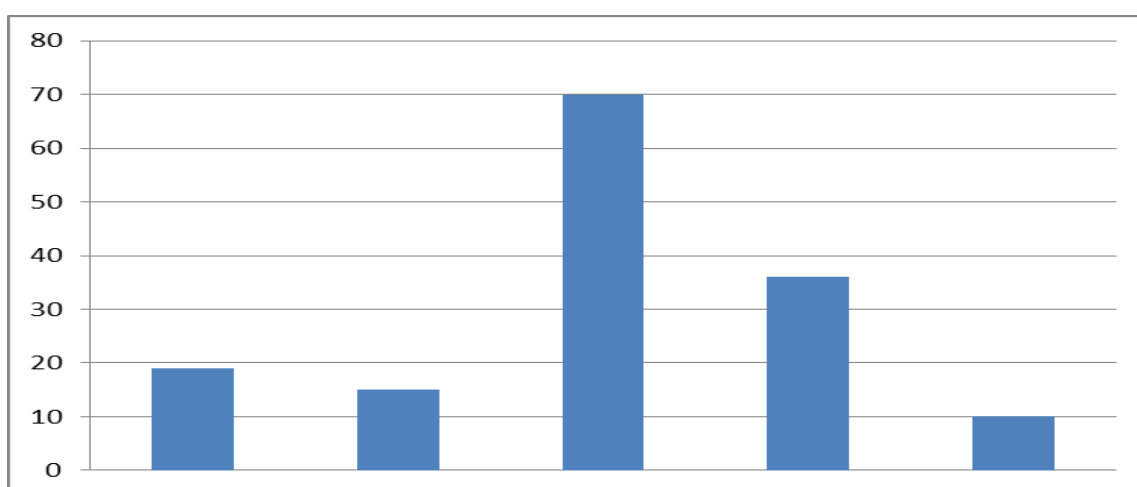
Majority (48.67%) of the respondents are Excellent

TABLE – 4.1.19

BEST FUTURE

Sl no	Particulars	No. of Respondents	Percentage
1.	Camera	19	22.67
2.	Sound	15	11.33
3.	Model	70	12.67
4.	Storages	36	15.33
5.	Others	10	12.57
	Total	150	100.00

Source: Primary data



Interpretation

From the above table it is interpreted that the number of respondents were 22.67% is Camera 11.33% is Sound 12.67% is Storages 12.57% is Others.

Inference

Majority (22.67%) of the respondents are Camera

Chapter- V

Finding & Suggestion

For Vivo is a good product that win high satisfaction score of customer. However, due to consumers' lack of confidence in the brand, customer loyalty decreases, which indicates that Vivo still lacks in brand promotion. In this two years, Vivo in order to improve brand awareness, launched many advertisements in mark.

Such as Airport billboard, BTS Busco advertisement and BTS station advertisement. Online launched YouTube and Google. As for mobile phones function that impact user experiments, Vivo in constant adjustment. Because of customer dissatisfaction with battery, Vivo launched fast charge in 2017. But this is not enough, through this research to know Samsung, OPPO, HUAWEI that the three main competitor of Vivo, always pay attention to the new products of the competitors, competitive products with the same price segment, adjust the marketing promotion strategy at any time that can achieve better sales.

Conclusion

The smartphones of the brand have gained extreme popularity within a few years in the smartphone industry with time due to its promising features, stunning designs and price range. Therefore the company became extremely popular in the global market.

The devices of the company are extremely good in quality and high in demand. Vivo always emphasized on maintaining the quality of the products by prioritizing the requirements of the customers.

This strategy helped in maintaining the proper customer base. It is true that the company had to face bad times during the initial stage due to pricing and some other issues, but with proper promotional steps, Vivo became successful in winning the popularity among the smartphone industry.

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QUESTIONNAIRE

1. Name

Your answer

2. Age

- ☐ 18-25
- ☐ 25-30
- ☐ 30-40
- ☐ 40-50

3. Gender

- ☐ Male
- ☐ Female
- ☐ Other

4. Marital Status

- ☐ Married
- ☐ Unmarried

5. Education Qualification

- ☐ SSLC
- ☐ HSC
- ☐ PG
- ☐ UG

6. Profession

- ☐ Employees
- ☐ Businessman
- ☐ Student
- ☐ Others

7. Mobile Quality

- o Excellent
- o Good
- o Very Good
- o Poor

8. Price

- o Low
- o Medium
- o High

9. Usage

- o Satisfied
- o Unsatisfied

10. Camera quality

- o Excellent
- o Good
- o Fair

11. Mobile models

- o Satisfied
- o Unsatisfied

12. Network speed

- o Satisfied
- o Unsatisfied

13. Device Storage

- o Excellent
- o Satisfied
- o Unsatisfied

14. Support 4G

- o Support
- o Unsupported

15. Screen

- o Comfortable
- o Satisfied
- o Unsatisfied

16. Sound technology

- o Excellent
- o Good
- o Fair
- o Poor

17. Internal memory

- o Very good
- o Good
- o Poor

18. Backup

- o Good
- o Poor

19. Wi-Fi, hotspot connection

- o Excellent
- o Good
- o Fair
- o Poor

20. Best future

- o Camera
- o Sound
- o Models
- o Storage
- o Other