

A STUDY ON CUSTOMER STATIFICATION AND PREFERENCE THROUGH DESIGN THINKING ON RED-MI PHONE WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT:

For Xiaomi to succeed in the smart phone market it's crucial to understand what customers think and want when it comes to Red-mi phones. Red-mi has gained attention by offering feature packed devices at prices, which plays a role, in satisfying consumers. Customers often focus on factors like camera quality, battery life, display performance and software experience when expressing their preferences. Many users appreciate Red-mi's dedication to innovation in their camera systems that enable capturing high quality photos and videos. The lasting battery life is also attractive to users who rely on their devices for tasks. Furthermore customers find the MIUI interface user friendly. Appreciate the customization options available. This enhances satisfaction among users. By gathering and analyzing customer feedback on these aspects Red-mi can consistently improve its offerings according to customer desires. Maintaining an edge and ensuring satisfaction among their diverse user base is dependent upon understanding customer preferences as

Red- mi strikes a balance, between affordability and performance

KEYWORDS: Software, Camera quality, Price, Innovation, User friendly.

INTRODUCTION:

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. Customer satisfaction survey is a process of discovering whether or not a company's customers are happy or satisfied with the products or services received from the company. It may be conducted face to face, over the phone, via email or internet, or on handwritten forms. Customer answers to questions are then used to analyse whether or not changes need to be made in business operations to increase overall satisfaction of customers. It is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services exceeds specified satisfaction goals. The main purpose of the study is to get feedback from the customers and to implement the new ideas in the product. Customer preferences are shaped by several key

factors, including camera quality, battery life, display performance, and software experience.

Red-mi's consistent commitment to innovation, especially in its camera systems, has won the hearts of users, allowing them to capture high-quality photos and videos. Additionally, the extended battery life caters to those who rely on their smart phones for various tasks, enhancing overall satisfaction. Red-mi's user-friendly MIUI interface

and customization options have further contributed to customer loyalty. As the smart phone market evolves, understanding and catering to customer preferences is paramount for Redmi to continue delivering value, maintaining a competitive edge, and ensuring consumer satisfaction. This study aims to explore these facets, shedding light on what makes Red-mi a preferred choice among consumers.

Create an Empathy Map and Deep User Understanding:

Design thinking stage	Potential question
Empathy	How do the Red-mi mobile phones influence the customer to use online payment method?
	What was the level of satisfaction of customer using Red-mi mobile phones?

	How did the Red-mi mobile phones provide service to the customers?
	What are the problems faced by customers using Red-mi mobile phones?

OBJECTIVES:

- To study the customer preference towards Red-mi phone.
- To find out the factors influencing while choosing a branch.
- To find the customer satisfaction in the Red-mi phone.
- To identify the customer awareness

towards Red-mi mobile phone.

LIMITATIONS OF THE STUDY:

- The survey was limited to Coimbatore region only, so it cannot be generalized to all the cities.
- The samples size is limited to 110 customers only.
- Time is one of the major constraints.

- At most care taken by the researches to choose the correct information from the respondents.
- The study is based upon primary data, so any wrong information given by the respondents may mislead the findings.

RESEARCH METHODOLOGY:

The research design of the project is descriptive as it describes data and characteristics associated with the population using mobile phones. Descriptive research is used to obtain information concerning the current status of the phenomena to describe “what exists” with respect to variables in a given situation.

TOOLS USED:

- Percentage analysis

Define Problem Statement:

Design Thinking Stage	Interference
Define	<ol style="list-style-type: none">1. What are the problems faced by the consumer using Red-mi mobile phones?2. What are the solutions to be provided for the problem faced by the customer using Red-mi mobile phones?

SCOPE OF THE STUDY:

From this study, the performance and problems of the customer can be analysed. The study helps to know the factors that influence the customer to buy the product. This study helps to know the necessary change in product features and

- Chi-square
- Anova

STATEMENT OF THE PROBLEMS:

This research is pertaining to find out the present customer satisfaction of smart phones in the study area with special of Red-mi mobiles. The study on customer satisfaction helps to know who the customers were, what they want, how they use react to the mobile. The customers were carefully studied by conducting survey on customer satisfaction. This study will help to gain knowledge about the market factors influencing the customer to prefer a particular brand and problems faced by on using such brands and so on.

customer feeling about the Redmimobile phone. The study will be useful for the company to make necessary changes in price, designs, apps, and etc.,

REVIEW OF LITERATURE:

Rodolfo Martínez Gras; Eva Espinar Ruiz (2012)

Highlight a new dimension in information and technology with respect to teenagers in Spain. The main objective of this article is to analyze the relationship between Information and Communication Technologies and Spanish adolescents. Specifically, researchers have studied, through qualitative methodology, the characteristics of teenagers' access and uses of technological devices. and analysed the purposes that motivate the utilization of Information and Communication Technologies, highlighting a close relationship between technologies and peer communication and entertainment. On the contrary, there is an under-utilization of all these devices for teaching and learning purposes.

Tajzadeh Namin A. A. ; Rahmani Vahid ; Tajzadeh Namin Aidin (2012)

Analysed that the process of deciding over (choosing) a brand may be influenced by situation and content. The findings suggest a significant relationship between the variables "brand attitude", "corporate attitude", and "product (cell phone) choice". In addition, no significant relationship was found between individual decisionmaking processes (independent or mediated) and product choice.

S. Namasivayam, M. Prakash and M. Krishnakumar (2014)

Customer Satisfaction should be the main aim of a business. It is essential for businesses to effectively manage customer satisfaction. To be able to do this, firms need reliable and representative measures of satisfaction. The importance of customer satisfaction diminishes when a firm has increased bargaining power. The researcher has conducted this study to find out the level of customer satisfaction towards Samsung smart phones. The target respondent includes those customers who are using the Samsung smart phones. The collected data was edited, coded and tabulated by using some statistical tools.

Dr. T. N. R. Kavitha and Mr. R Mohana Sundaram (2018)

In their study entitled "A Study on Customer Satisfaction towards Samsung Mobile Phone in Erode City". This paper carried out with an objective to determine the consumer preference and satisfaction. This paper concentrated on one particular mobile phone brand called Samsung and its Price, quality, color and satisfaction level. The findings of the study are all customers are satisfied with after sale services of Samsung mobile brand.

T. Kavipriya and P. Renugarajan (2021)

In their article, “User’s Level of Satisfaction with mobile phone service providers- with Special Reference to Tirupur District, Tamil Nadu” has point out in recent the demand for mobile phone is increasing. Though cell phone industry has its origin in the recent past and growth has been excellent. And the market for cell phone has become very competitive. The finding of the study to market their services, every company is adding many new features. Day by-day, many new competitors enter the market

with new attractive schemes, provide additional facilities, adding new features to existing ones, reduce the charges of incoming and outgoing calls, introduce varieties of handsets, models a healthy competition that benefits the subscribers.

RESEARCH GAP:

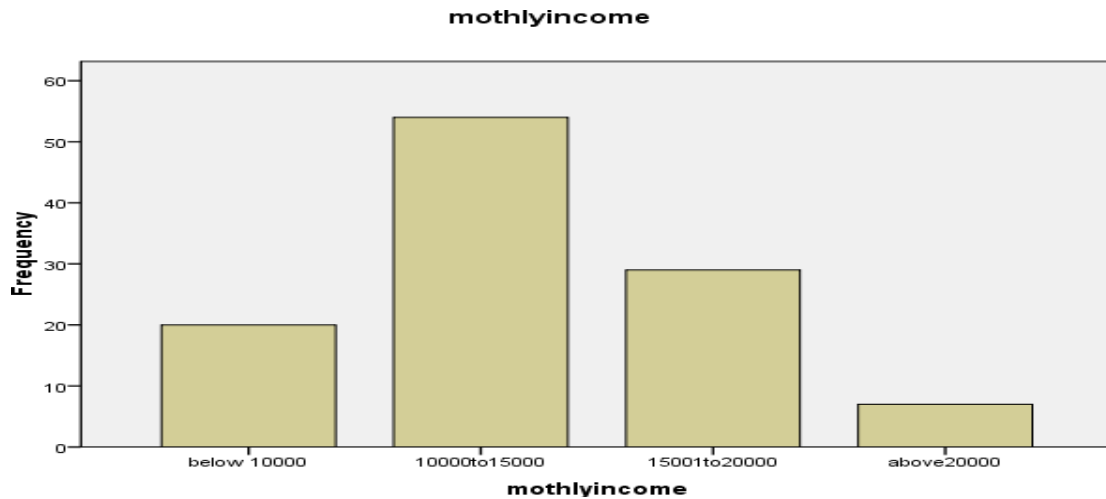
The existing research on red-mi phones preference in Coimbatore lacks a specific focus on the influence of pricing, a gap this study aims to address, providing valuable insights for marketing strategies.

DATA ANALYSIS AND INTERPRETATION:

TABLE-1

TABLE SHOWING THE MONTHLY INCOME

	Frequency	Percent	Valid Percent	Cumulative Percent
Below 10000	20	18.2 %	18.2 %	18.2
10001 to 15000	54	49.1 %	49.1 %	67.3
15001 to 20000	29	26.4 %	26.4 %	93.6
Above 20000	7	6.4 %	6.4 %	100.0
Total	110	100	100	



INTERPRETATION:

The above chart indicates that 18.2% of the respondents are earning **BELOW Rs. 10000/MONTH**, 49.1% of the respondents are earning Rs. **10001-15000/MONTH**, 26.4% of the

respondents are earning Rs. **15001-25000/MONTH**, and remaining 6.4% of the respondents are earning Rs. **ABOVE 20000/ MONTH**.

Table 2

TABLE SHOWING THE WHAT IS THE PRICE OF YOUR MOBILE?

	Observed N	Expected N	Residual
Less Than 10000	19	27.5	-8.5
Between 10001to 20000	50	27.5	22.5
Between 20001 To 30000	33	27.5	5.5
Above 30000	8	27.5	-19.5

TABLE 3

Test Statistics

	What is the price of your mobile
Chi-Square	35.964 ^a
Df	3
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 27.5.

INTERPRETATION

The above table indicates that 19% of the respondents are earning **LESS THAN 10000**, 50% of the respondents are earning **BETWEEN 10001 TO 20000**,

33% of the respondents are earning **BETWEEN 20001 TO 30000**, and remaining 8% of the respondents are earning **ABOVE 30000**.

TABLE 4

TABLE SHOWING THE WHICH OF THE FOLLOWING IS THE STRENGTH OF REDMI MOBILE PHONES

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
User Friendliness	22	2.0455	.95005	.20255	1.6242	2.4667	1.00	4.00
Price	36	1.8889	.62234	.10372	1.6783	2.0995	1.00	3.00
Camera Quality	37	2.1892	.70071	.11520	1.9556	2.4228	1.00	4.00
Performance	15	2.3333	.89974	.23231	1.8351	2.8316	1.00	4.00
Total	110	2.0818	.76784	.07321	1.9367	2.2269	1.00	4.00

TABLE 5

ANOVA

	Sum of Squares	D f	Mean Square	F	Sig.
Between Groups	2.745	3	.915	1.576	.199
Within Groups	61.519	106	.580		
Total	64.264	109			

INTERPRETATION

The above table indicates that 22% of the respondents uses for **USER FRIENDLINESS**, 36% of the respondents uses for **PRICE**, 37% of the

respondents uses for **CAMERA QUALITY**, and remaining 15% of the respondents uses for **PERFORMANCE**.

TABLE 6

TABLE SHOWING THE RED-MI MOBILES ARE SUPERIOR TO OTHER BRAND?

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Easy Availability	24	2.1667	1.00722	.20560	1.7414	2.5920	1.00	4.00
Better Quality	57	2.3860	.86095	.11404	2.1575	2.6144	1.00	4.00
Brand Population	25	2.7200	1.02144	.20429	2.2984	3.1416	1.00	4.00
Others	4	2.2500	1.50000	.75000	-.1368	4.6368	1.00	4.00
Total	110	2.4091	.96065	.09159	2.2276	2.5906	1.00	4.00

TABLE 7

ANOVA

	Sum of Squares	D f	Mean Square	F	Sig.
Between Groups	Sum of Squares	D f	Mean Square	F	Sig.
Within Groups	3.959	3	1.320	1.448	.233
Total	96.632	106	.912		

INTERPRETATION

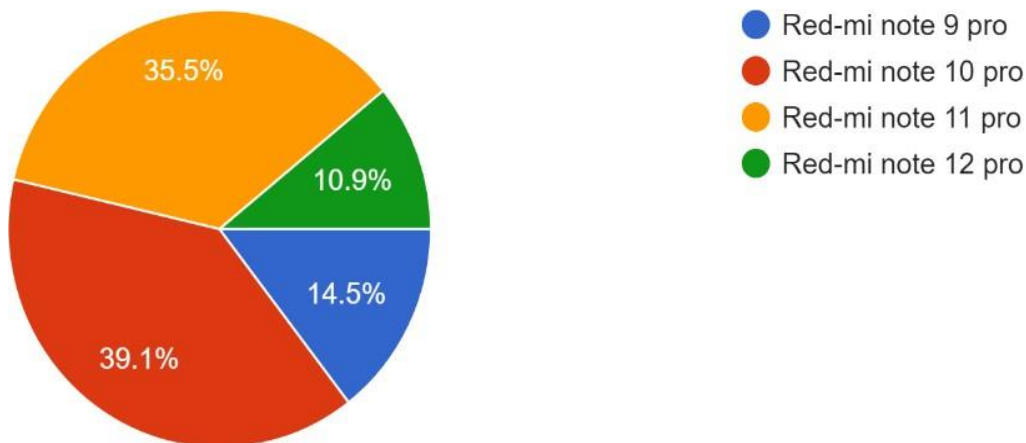
The above table indicates that 24% of the respondents says **EASY AVAILABILITY**, 57% of the respondents are says **BETTER**

QUALITY, 25% of the respondents are earning **BRAND POPULATION**, and remaining 4% of the respondents are **OTHERS**.

TABLE 8

TABLE SHOWING THE WHICH MODEL DO YOU PREFER UNDER REDMI?

CRITERIA	NO.OF. RESPONSES	PERCENTAGE %
Red-mi note 9 pro	16	14.5 %
Red-mi note 10pro	43	39.1 %
Red-mi note 11pro	39	35.5 %
Red-mi note 12pro	12	10.9 %
Total	110	100



INTERPRETATION

The above table indicates that 14.5% of the respondents prefer **RED-MI NOTE 9 PRO**, 39.1% of the respondents prefer **RED-MI NOTE 10 PRO**, 35.5% of the respondents prefer **RED-MI NOTE 11 PRO**, and remaining 10.9% of the respondents prefer **RED-MI NOTE 12 PRO**.

FINDINGS

Majority (49.1%) of the respondents are earning their income from 10001 to 15000.
 Majority (50%) of the respondents the mobile price under the category Between 10001 to 20000.
 Majority (37%) of the respondents are say the strength of Redmi mobile phone is camera quality.
 Majority (57%) of the respondents are preferer to better quality.

Majority (39.1%) of the respondents are prefer the model of Redmi mobile in Redmi Note 10pro.

SUGGESTIONS:

The high ranged phones camera quality memory chip is given in the Redmi phones which

helps the middle-class people to buy and use it. It's a main advantage of Redmi mobile phone.

Red-mi mobile preference in providing very good performance maintaining the quality and

price in their smartness has already established them, but improve the camera quality in upcoming models.

Respondent says the Red-mi mobile phone is suddenly voice drops completely, hangs

often, heats up very within 15minutes of chats or calls, selfie is good but rear has pixelproblem, so reduce their problem.

Red-mi mobile phone batter performance is good. But improve their batter capacity that was advantage to buy the customers in Red-mi mobile phone.

Red-mi mobile phone main compliant is the mobile is quickly heat, so research to reduce mobile heat. Given liquid cooling technology like poco f1.

CONCLUSION:

This study conducted from Coimbatore city, Red-mi mobile phones is a highly moving smart phones, when compared to other smart phone. The study about the various aspects of customer satisfaction on Redmi mobile phones in Coimbatore city satisfied the following objectives i.e., handling convenience Redmi mobile phones. The survey conducted from Coimbatore city helps to make identification over its strength and weakness of Red-mi mobile phones. The study might have revealed which feature and specification customers in Coimbatore prioritize in red-mi phone such as camera quality, battery life, or software capabilities. It could have explored the degree of loyalty

among red-mi phone users which can be indicative of the brand reputation and customer's trust.

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