A STUDY ON CUSTOMER SATISFACTION TOWARDS REALME MOBILE PHONES WITH SPECIAL REFERENCE TO TIRUCHIRAPPALLI DISTRICT

Project submitted to

In partial fulfillment of the requirement for the award of degree of

BACHELOR OF BUSINESS ADMINISTRATION

ST. JOSEPH'S COLLEGE (AUTONOMOUS)

Submitted by

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D.NO : 18UBU535

Under the guide of

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DEPARTMENT OF BUSINESS ADMINISTRATION

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DEPARTMENT OF BUSINESS ADMINISTRATION

ST.JOSEPH'S COLLEGE (AUTONOMOUS)

TIRUCHIRAPPALLI-620002

CERTIFICATE

This is to certify that the project work titled. **"A STUDY ON CUSTOMER SATISFACTION TOWARDS REALME MOBILE PHONES WITH SPECIAL REFERENCE TO TIRUCHIRAPPALLI DISTRICT"** is submitted to **Department of Business Administration, St. Joseph's College (Autonomous), Tiruchirappalli – 620 002** is a bona-fied record of the independent and original work done by **VENKATESAN J (18UBU535)** under my guidance and supervision.

Head of the Department **Signature of the Guide**

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DEPARTMENT OF BUSINESS ADMINISTRATION

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TIRUCHIRAPPALLI-620002

EXTERNAL EXAMINER

DECLARATION

I hereby declare that the project titled **"A STUDY ON CUSTOMER SATISFACTION TOWARDS REALME MOBILE PHONES WITH SPECIAL REFERENCE TO TIRUCHIRAPPALLI DISTRICT"** is submitted to Department of Business Administration, St. Joseph's College (Autonomous), Tiruchirappalli – 620 002, in partial fulfillment of the requirements for the award of Bachelor's Degree in Business Administration, has been originally carried under the guidance and supervision of **Prof.Mr.S.ARPUTHARAJ, B.com, M.com, M.phil,.** Assistant Professor, **Department of Business Administration, St. Joseph's College (Autonomous), Tiruchirappalli – 620 002**. This work has not been submitted either in whole or in part for any other Degree, Diploma from any college or university.

Signature

Place : Tiruchirappalli **VENKATESAN J**

Date : **18UBU535**

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VENKATESAN J

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CHAPTER - I

INTRODUCTION OF THE STUDY

1.1INTRODUCTION

Realme is a technology brand officially established on May 4, 2018 by Sky Li. The aspiration of realme is to provide products with a comprehensive superior experience for the young, and realme is committed to be a trendsetting technology brand.

Due to the abilities in cutting-edge technologies of smartphones and IoT, realme brings consumers products with trendsetting technologies, features and trendsetting experiences that are first applied in the price segment.

At the beginning of 2020, realme announced its dual driven strategy of “Smartphone + AIoT”. In June of 2020, realme's global users of smartphone reached 35 million and its sales volume of AIoT audio products broke the record of 1 million. According to the statistics of Counterpoint global smartphone shipments in Q1 of 2020, the emerging smartphone brand realme still ranks 7th with year-over-year growth rate of 157% which ranks the first in the world as well. As the world's fastest-growing smartphone brand, realme stands firmly among the mainstream smartphone brands.

1.2STATEMENT OF THE PROBLEM

The mobile phones have widely been used by the customers all over the world. The number of customers or subscribers to the mobile phone service connectivity has been rapidly increasing every year. The customers are benefited by the value added services provided by the service providers. There could be a lot of factors influencing preference or selection of a particular mobile phone service provider.

The mobile phone service providers consider these factors with a view to augment the new customers. However, the real task encountered by the service providers is to retain the existing customers. Since it is prudent and economical to retain the existing customers than to gather new customers, the service providers concentrate more on retention of existing customers.

1.3 OBJECTIVES OF THE STUDY

- To recognize the brand personality, brand equity and brand image of realme smartphones.
- To identify the position of realme smartphones in the consumer's mind relative to its competitors.
- To find out which criteria are relevant for its consumers evaluation process.
- To identify the brand position of realme smartphones in the consumers mind.
- To make recommendation on how realme smartphones can improve its position in the market.

1.4 SCOPE OF STUDY

The present study has been undertaken to evaluate the level of satisfaction of customers with reference to mobile phone service providers in **TRICHY** District. The primary data relating to the study were 2019.

1.5METHODOLOGY

- Sampling size : 112 respondent out of 150 from Trichy were selected for the study
- Convenient sampling technique was used for the study
- Primary and Secondary of data was used for the study.

1.6 LIMITATIONS OF THE STUDY

Every research study is subject to certain limitations and constraints. The present study has the below mentioned limitations:

- Due to time and economic constraints, the sample size is confined to 100 only.
- The data used in this study is obtained from the sample respondents which are given by them at the time of collection of data. Their perception and opinion could change from time to time.
- The present study has been conducted in **TRICHY** District only. Hence, the conclusion cannot be generalized to other districts or geographical areas.

CHAPTER - II

REVIEW OF LITERATURE

2.1 CUSTOMER SATISFACTION

Business always revolves around customers and hence the customers must be treated as the king of the market. The business expansion, profit, status, image etc of the organization depends on customers. Hence, it is important for all the organizations to meet all the customers' expectations and identify that they are satisfied customers.

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. 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 exceeds specified satisfaction goals."

It is anticipated that higher satisfaction levels increase customer loyalty, reduce price elasticities, insulate market share from competitors, lower transaction costs, reduce failure costs and the costs of attracting new customers and improve the firm's reputation. In researching satisfaction, firms generally ask customers whether their product or service has met or exceeded expectations. Thus, expectations are a key factor behind satisfaction. When customers have high expectations and the reality falls short, they will be disappointed and will likely rate their experience as less than satisfaction.

REVIEW OF LITERATURE

- **Androulidakis ; G. Kandus (2011)** correlated the brand of mobile phone to users' security practices,. Users show different behavior in an array of characteristics, according to the brand of the mobile phone they are using. As such, there is a categorization of areas, different for each brand, where users are clearly lacking security mind, possibly due to lack of awareness. Such a categorization can help phone manufacturers enhance their mobile phones in regards to security, preferably transparently for the user.

- **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 decision making processes (independent or mediated) and product choice.

- **Serkan Aydin, Gökhan Özer, Ömer Arasil, (2005)** *had focused on* to measure the effects of customer satisfaction and trust on customer loyalty, and the direct and indirect effect of "switching cost" on customer loyalty. The findings of this study show that the switching cost factor directly affects loyalty, and has a moderator effect on both customer satisfaction and trust

- **Jonathan, Lee ,Janghyuk, Lee and Lawrence, Feick, (2001)** *analysed that* moderating role of switching costs in the customer satisfaction-loyalty link; and to identify customer segments and to retain them. Thus the purposes of this paper are: to examine the moderating role of switching costs in the customer satisfaction-loyalty link; and to identify customer segments and then analyze the heterogeneity in the satisfaction-loyalty link among the different segments. An empirical example based on the mobile phone service market in France indicates support for the moderating role of switching costs. Managerial implications of the results are discussed.

- **The Dream Catchers Group (2008)** investigated if demographic variables or if telephone features included on phones students already owned were predictive of young consumers' perceptions of bundled features. In addition, this study set out to determine if there were any significant differences in students' perceptions of bundled features across demographic variables (rural vis-a-vis HBCU, gender, grade level, cellular telephone brand, major, and age).

- **Oyeniyi, Omotayo Joseph - Abioudun, Abolaji Joachim (2010)** emphasis on customer loyalty and customer switching cost. Switching cost is one of the most discussed contemporary issues in marketing in attempt to explain consumer behaviour. The present research studied switching cost and its relationships with customer retention, loyalty and satisfaction in the Nigerian telecommunication market. The study finds that customer satisfaction positively affects customer retention and that switching cost affects significantly the level of customer retention.

- **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 analyzed 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.

- **Wafa' N. Muhanna ; Awatif M. Abu-Al-Sha'r (2009)** aims at investigating Jordanian university undergraduate and graduate students' attitudes towards the learning environment where cell phones are used as learning tools in classroom. The study comprised two independent variables, level and gender, as covariates. The findings indicate that undergraduates are more favorable to cell phone environment than graduate students. The study also reveals that cell phone has more influence on male students than on female students.

• **Nasr Azad ; Ozhan Karimi ; Maryam Safaei (2012)**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.

• **Nasr Azad ; Maryam Safaei (2012)**states that there are many evidences to believe that customers select their products based on brand name. Products also maintain their own characteristics, which make them differentiable from others. In this paper, researchers have present an empirical study to determine important factors influencing customers' purchasing intend for cellular phones in capital city of Iran, Tehran. The results of the study show that there are some positive relationships between exclusive name and quality perception, between exclusive name and word of mouth advertisement, between quality perception and fidelity, between word of mouth advertisement and brand name and between brand name image and brand name.

• **Mehran Rezvani; Seyed Hamid Khodadad Hoseini; Mohammad Mehdi Samadzadeh (2012)** investigates the impact of Word of Mouth (WOM) on Consumer Based Brand Equity (CBBE) creation. WOM characteristics such as, volume, valence, and source quality are studied to find how intensely they each affect brand awareness, perceived quality, and brand association. The results suggested that volume and valence, two elements of WOM, affect CBBE and no significant relationship between source type and brand equity was seen.

• **Sany Sanuri Mohd. Mokhtar; Ahmed Audu Maiyaki ; Norzaini bt Mohd Noor (2011)** explores the relationship between service quality and customer satisfaction on customer loyalty with regards to mobile phone usage among the postgraduate students of a university in Northern Malaysia. The results show that both service quality and customer satisfaction significantly affect the level of customer loyalty of mobile phone users in Malaysia. It was therefore, recommended that mobile service providers should pay special attention to their service quality and the factors that drive customer satisfaction.

• **Shakir Hafeez ; SAF Hasnu (2010)** states that Customer satisfaction is a crucial element for the success of all businesses. One of the biggest challenges for a market is how to satisfy and retain the customers. This study is based on Mobilink's prepaid customers. The findings suggest that overall customer satisfaction and customer loyalty is comparatively low among the customers of Mobilink. The Customer loyalty in Pakistan's mobile sector is relatively low because it is an emerging industry, new players are entering in this market and customers are more fascinated to try the new service providers. However it is expected that when the industry will be well established, the results will be more comparable to other studies.

• **Shibashish, Chakraborty and Kalyan Sengupta (2008)** endeavors to make a detailed study on important demographic variables of customers affecting brand switching of customers. This study will highlight pertinent aspects of prediction of switching proclivity of customers from one service provider to another.

• **Harsha de Silva, (2011),** 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 (2009),**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.

- **Arvind Sahay and Nivedita Sharma (2010)** focused on brand relationships are indeed important for different categories of young consumers; second, to investigate the effect of peer influence, family influence, and brand relationships on switching intentions amongst young consumers; and third, to look at the impact of price changes on switching intentions in the context of brand relationships. Researcher's results suggest that young consumers develop relationships on all brand relationship dimensions.

- **Ramakrishnan Venkatesakumar, D. Ramkumar and P. Thillai Rajan, (2008),** confirms that Brand loyalty and brand switching behaviour of the consumers are evergreen issues of research and strategic importance to the marketers and academic researchers. The current research aims to address the significance of product attributes in brand switching behaviour through multi-dimensional scaling and results suggest that a set of product attributes trigger the intention to switch the current brand.

- **Heikki Karjaluoto, Jari Karvonen et al, (2005),** had analyzed that Mobile phone markets are one of the most turbulent market environments today due to increased competition and change. Thus, it is of growing concern to look at consumer buying decision process and cast light on the factors that finally determine consumer choices between different mobile phone brands. On this basis, this research deals with consumers' choice criteria in mobile phone markets by studying factors that influence intention to acquire new mobile phones on one hand and factors that influence on mobile phone change on the other are some general factors that seem to guide the choices. The two studies show that while technical problems are the basic reason to change mobile phone among students; price, brand, interface, and properties are the most influential factors affecting the actual choice between brands.

• **Luca Petruzzellis (2010),** referred and concluded that technology nowadays is overcome by customer preferences and needs. In particular, the role of the brand is to be analysed with respect to its influence in shifting customer preferences from the technical performances (tangible elements) to the emotional/symbolic ones (intangible elements). The researchers had provided an analysis of the brand attitude and perception tested and viewed through user eyes.

• **Chu-Mei Liu (2002),** inferred that Branding is important to manufacturers, retailers and consumers. Brands with higher brand equity have higher sales. The growth of mobile phone subscriptions is considerably faster in the Philippines. Advertising and promotion are undertaken through cooperation between the service providers and mobile phone manufacturers. The study tries to find out the effects of the different activities on consumer choice of mobile phone brands.

• **Hans Kasper, Josée Bloemer, Paul H. Driessen, (2010),** 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.

- **Anne Martensen, (2007)**, examine tweens' (8-12 year-olds) satisfaction with and loyalty to their mobile phones and the relationship between these. The results indicate that tweens are far more satisfied with their mobile phones than adults are and that the mobile phones fulfill children's expectations to a much higher degree. Still, brands are not able to turn tweens into loyal customers who will recommend their mobile phones to friends. Tweens' loyalty is lower than what is experienced for adults and the relationship between satisfaction and loyalty is very weak.

- **Pratompong Srinuan, Mohammad Tsani Annafari, Erik Bohlin, (2011),** states that subscriber characteristics, including age, government officer, self-employed, internet use, central region, and southern region, are significant in explaining the switching behavior of Thai mobile subscribers. This study also shows that the largest mobile operators will gain more switching subscribers than smaller operators. The study shows that the expected impact of implementing MNP without national mobile roaming regulations would be worse for smaller mobile operators. The smaller operators need to compete on both price and quality improvement. In the short run, it would not be possible for the smaller operators to compete with the larger operators due to the inequality in the quality of network coverage.

- **Ajax Persaud, Irfan Azhar, (2012)** concludes that consumers' shopping style, brand trust, and value are key motivations for engaging in mobile marketing through their smartphones. Further research should focus on specific tactics marketers use to engage customers beyond marketing messages, that is, how they engage customers in dialogue to build relationships, encourage purchases and build loyalty. This could reveal how customers really want to engage in mobile marketing.

- **Ahmed Alamro, Jennifer Rowley, (2011)** explored that there are 11 antecedents of brand preference; these can be theoretically clustered into three groups: awareness antecedents (controlled communication (advertising), and uncontrolled communication (publicity, word of mouth)); image antecedents (service value attributes (price, quality), provider attributes (brand personality, country of origin, service (employee + location)), and corporate status (corporate image, corporate reputation)); and, customer attribute antecedents (satisfaction, perceived risk, and reference group). Multiple regression showed the contribution of each of these antecedents to brand preference.

- **Hande Kimiloglu, V. Aslihan Nasir, Suphan Nasir, (2010),** aims to discover consumer segments with different behavioral profiles in the mobile phone market. Pragmatic consumers are found to give high importance to the functional, physical and convenience-based attributes of the product. The abstemious group also gives importance to functionality along with design. While value-conscious consumers focus strongly on price, the charismatic segment represents the want-it-all group valuing many attributes such as technological superiority, practicality, durability, functionality, and design. The study also includes findings and discussions about the differences these clusters display in terms of their involvement and loyalty styles.

- **Lynda Andrews, Judy Drennan, Rebekah Russell-Bennett, (2012)** examine the nature of consumers' perceptions of the value they derive from the everyday experiential consumption of mobile phones and how mobile marketing (m-marketing) can potentially enhance these value perceptions. The findings highlight ways to tailor m-marketing strategies to complement consumers' perceptions of the value offered through their mobile phones.

- **Asta Salmi, Elmira Sharafutdinova, (2008)** signifies that the general features (high power distance, femininity, high uncertainty avoidance) characterizing Russian culture affect preferred mobile phone design. Long-term values are seen, for example, in family orientation, which affects the use of mobile phones. Changing cultural and socioeconomic features are seen in the strict division of consumers into distinct segments.
Current aspects of society, such as high level of street crime, are apparent in the desired features of products. The emerging Russian markets seem to consist of very different consumer groups and simultaneously represent both old and new cultural features and norms. Design has become a central tool for affecting product marketing, and an influential community of designers and a design industry are emerging.

• **Kurt Matzler, Sonja Bidmon, Sonja Grabner-Krauter, (2006)** explore the relationship among two personality traits (extraversion and openness), hedonic value, brand affect and loyalty. It argues that individual differences account for differences in the values sought by the consumer and in the formation of brand affect and loyalty. It was found that extraversion and openness are positively related to hedonic product value and that the personality traits directly (openness) and indirectly (extraversion, via hedonic value) influence brand affect which in turn drives attitudinal and purchase loyalty.

• **Fred Robins, (2003)** analyzed that the marketing of the next generation of mobile phones. It begins with comments on the state of the telecom industry and draws attention to elements of technological and product convergence, highlighting the point that while industry convergence on digital technology is a fact, today's mobile telephony marketplace is nonetheless characterized by three generations of technology and the latest generation, 3G, embraces three related but competing standards. The research examines 2G, 2 and a half G and 3G developments around the world and identifies factors relevant to the marketing of 3G, including recognition of geographical and user diversity and the consequent need for marketers to keep these various user perspectives in mind. However, customer desire for personalisation, including personalised 3G services, are important features of the marketplace, as will be the availability of simple, secure payment systems.

• **Jaakko Sinisalo, Jari Salo, Heikki Karjaluoto, Matti Leppaniemi, (2007)** states that the purpose of this study is twofold. First, in order to guarantee a coherent discussion about mobile customer relationship management (mCRM), this paper presents a conceptualization of mCRM delineating its unique characteristics. Second, the authors develop the empirically grounded framework of the underlying issues in the initiation of mCRM. Researchers have identifies issues that can be divided into three categories (exogenous, endogenous and mCRM-specific) the company has to take into account when moving towards m CRM.

CHAPTER - III

PROFILE OF THE COMPANY

3.1 HISTORY OF REALME

Realme first appeared in China in 2010 with the name "OPPO Real". It was a sub-brand of Oppo (which is itself a subsidiary of BBK Electronics) until its formation as a spinoff on May 4, 2018. Oppo did not specify whether it had transferred its participation in Realme to BBK.

In May 2018, they released their first phone, Realme 1.

On July 30, 2018, former Oppo Vice President and Head of Oppo's Overseas Department, Sky Li, announced his official resignation from Oppo and his intention to establish Realme as an independent brand on Weibo. With the company slogan **"Dare to Leap",** he declared that in the future, the Realme brand would focus on providing mobile phones with solid performance and stylish design, offering young people a joyful life with affordable "technology" and "beauty".

On 15 November 2018, Realme adopted a new logo.

On November 22, 2018, Realme became the No. 1 emerging brand in the Indian market. The sales of Realme devices in India have since surpassed the sales of its parent company Oppo. Realme has been the fourth largest smartphone brand in India since 2019, behind Xiaomi, Samsung, and Vivo. Realme holds many records in India including **India's first 64MP smartphone**, India's **fastest-charging smartphone, and India's first 5G smartphone**.

On May 15, 2019, Realme held its first conference in Beijing to officially enter the Chinese domestic market, launching the Realme X, Realme X Lite and Realme X Master Edition.

In June 2019, Realme officially announced its entry into the European market.

On June 26, 2019, Realme released its first photo taken with its 64MP camera.

By July 2019, Realme had successfully entered 20 markets, including China, South Asia, Southeast Asia and Europe.

According to a report from the international analyst institution Counterpoint**, Realme recorded shipping 4.7 million units worldwide in the second quarter of 2019**, which is an 848% year-on-year increase, and has become one of the top 10 mobile phone manufacturers in the world.

By August 2019, Realme had surpassed 10 million users worldwide.

In August 2019, Realme showed a prototype device with a quadruple 64MP camera in China and India.

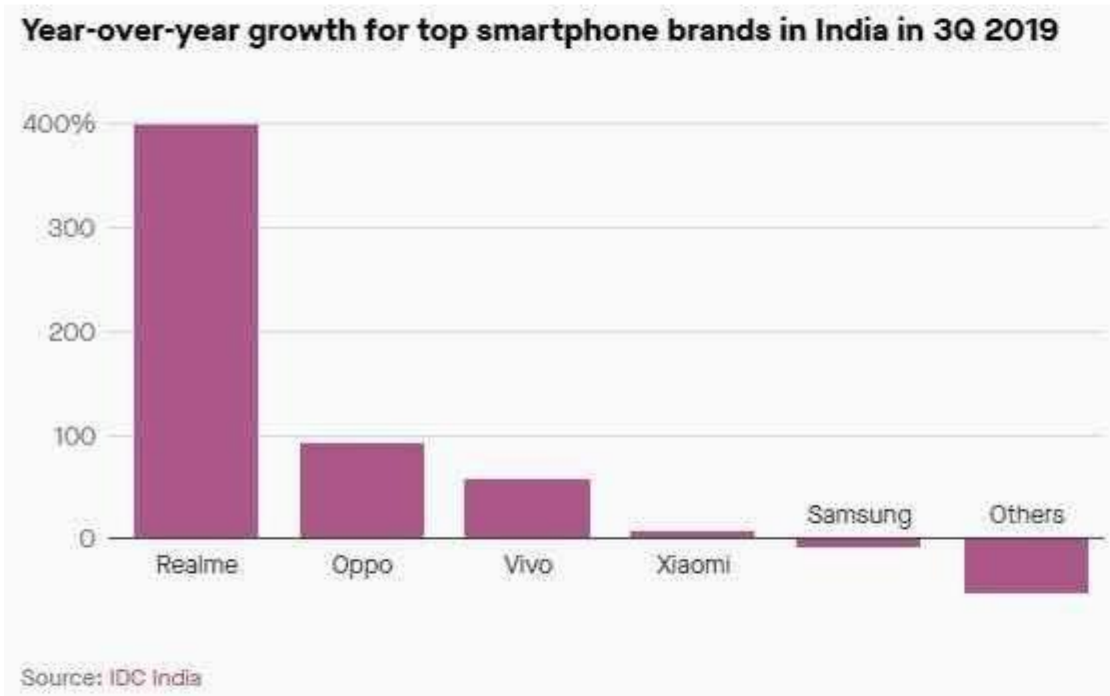
3.2 REALME'S SUCCESS

Realme is using Xiaomi's strategies to take on Xiaomi

'Realme's success is a perfect story of a new brand trying to take on a giant.'

A small Chinese smartphone brand is using its bigger brother's tricks to beat it on Indian turf.

Realme, which began as an Oppo sub-brand in May 2019, was promptly spun off into a standalone entity. Between June and August 2019, the Shenzhen-based firm posted a phenomenal 600% year-over-year growth in India. In the quarter ended September 2019, the number of its buyers in the subcontinent grew by a whopping 400% from a year ago, recent data from International Data Corporation show.



Though Realme only accounts for 3% of the total smartphone market in the country, compared to Xiaomi's 27%, its strategy apes the market leader's closely, experts say.

"Realme's success is a perfect story of a new brand trying to take on a giant (read Xiaomi) at its own game," Navkendar Singh, a Gurugram-based research director with IDC India, told Quartz.

Unlike other Chinese players like Vivo and Oppo, which are very offline-focused with investments in channel marketing and offline distribution, Realme focused on online from the start. "Realme began as a direct competitor to Xiaomi in all respects, majorly via online, similar price points and segments of Rs 7,000 to Rs 20,000 ($98 to $280) – which is where Xiaomi dominates and has been immensely successful in giving latest specifications at very affordable price points.

REALME BECOMES 3rd LARGEST SMARTPHONE BRAND IN INDIA IN 6 MONTHS

During the Diwali festive season sales, Realme captured 9% market share in India's smartphone market which was led by Xiaomi (29%) and Samsung (19%). Launched just 6 months ago, Realme jumped to third spot in overall sales volume performance and also became the second largest in the online segment with 18% share.

New Delhi: Within just 6 months of its launch, Chinese smartphone brand Realme has quickly snatched market share from existing players and is now India's third largest smartphone phone brand, according to a market report released today. Research firm Counterpoint said during the Diwali festive season sales, which ran from October 9 to November 8, the newly launched online-only smartphone brand, Realme, posted a record performance for any new brand in India.

"Realme immediately captured 9% share, jumping to third spot in overall sales volume performance and also became the second largest in the online segment with 18% share. Huawei also had a strong performance in the online segment while Vivo performed exceedingly well in offline channels," Counterpoint's associate director Tarun Pathak said.

India's top three smartphone brands captured 57% of the festive season sales volumes dominated by Xiaomi (29%), Samsung (19%) and Realme (9%), according to the market study.

Realme had started off as a sub-brand of Oppo but was spun off into an independent company that launched its first phone in India, Realme 1, in May 2018. It soon followed up with Realme 2, Realme 2 Pro and Realme C1. The Chinese brand launched its 5th smartphone, Realme U1, in India today that will be sold exclusively on Amazon from 5 December with prices starting from ₹ 11,999.

The Indian smartphone market continues to be dominated by Xiaomi, which has now widened the gap with Samsung.

Counterpoint's senior analyst, Hanish Bhatia said emerging brands such as OnePlus, Poco, Asus and HMD Nokia also registered strong performance during the festive season due to new launches.

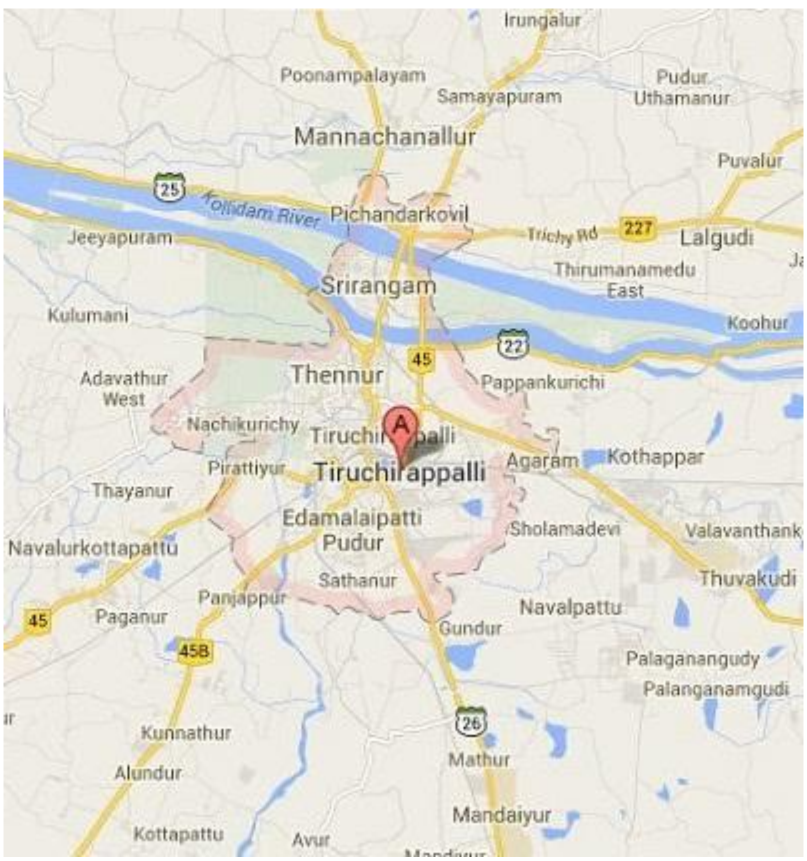
"Meanwhile, Apple's new iPhones had a relatively lukewarm response for new and older models compared to the rest of the brands".

PROFILE OF THE STUDY AREA

3.3.1 TIRUCHIRAPPALLI

Tiruchirappalli District is located along the Kaveri River in Tamil Nadu, India. The main town in Tiruchirappalli District is the city of Tiruchirappalli, also known as Trichy. During the British Raj, Tiruchirappalli was known as Trichinopoly, and was a district of the Madras Presidency, it was renamed upon India's declaration of independence in 1947. As of 2011, the district had a population of 27,22,290 with 1,013 females for every 1,000 males.

3.3.2 Geography



Tiruchirappalli district lies within Tamil Nadu. The district has an area of 4,404 square kilometers. It is bounded in the north by Salem district, in the northwest by Namakkal district, in the northeast by Perambalur district and Ariyalur district, in the east by Thanjavir district, in the southeast by Pudukkottai district, in the south by Madurai district and Sivagangai district, in the southwest by Dindigul district and, in the west by Karur district. The Kaveri River flows through the length of the district and is the principal source of irrigation and drinking water.

3.3.3 Demographics

According to 2011 census, Tiruchirappalli district had population of 27,22,290 with a sex ratio of 1,013 females for every 1,000 males, much above the national average of 929. A total of 2,72,456 were under the age of six, constituting 1,39,946 males and 1,32,510 females. Scheduled Castes and Scheduled Tribes accounted for 17.14% and 0.67% of the population respectively. The average literacy of the district was 74.9%, compared to the national average of 72.99%. The district had a total of 6,98,404 households.

There were a total of 12,13,979 workers, comprising 1,61,657 cultivators, 3,19,720 main agricultural labourers, 25,174 in household industries, 5,75,778 other workers, 1,31,650 marginal workers, 9,012 marginal cultivators, 59,062 marginal agricultural labourers, 5,212 marginal workers in household industries and 58,364 other marginal workers.

3.3.4 Taluks:

In 2013, Tiruchirappalli District went from nine taluks to eleven taluks.

- Manapparai taluk
- Marungapuri taluk
- Srirangam taluk
- Tiruchirappalli West taluk
- Tiruchirappalli East taluk
- Lalgudi taluk
- Manachanallur taluk
- Thuraiyur taluk
- Musiri taluk

3.3.5 Urban centres:

Tiruchirappalli District consists of the following urban centres:

- Trichy City
- Manapparai town
- Thuraiyur town
- Thuvakudi town
- Lalgudi town panchayat
- Manachanallur town panchayat
- Musiri town panchayat
- Thottiyam town panchayat
- Kolli Hills (Kollimalai) tourist town
- Uppiliapuram Town panchayat
- Navalurkottapattu panchayat

- Mettupalayam panchayat
- B.Mettur panchayat
- Balakrishnampatti panchayat
- Thataiyagarpettai panchayat
- Mangalam panchayat

3.3.6 Major Industries:

- Bharat Heavy Electricals Limited (BHEL)
- Boiler Manufacturing Industries
- Ordinance Factory Tiruchirappalli
- Cement Factories
- Light and Heavy Engineering
- Leather Tanneries (E.I. Leather)
- Food processing Industries
- Sugar Mills
- (Traditional) Cigar Making (village) Industries
- Hosiery and garments (to a small extent)
- IT/BPO
- Manufacturing of Synthetic Stones for Jewelry

Woraiyur, a part of present day Tiruchirappalli, was the capital city of Cholas from 300 B.C. onwards. This is supported by archaeological evidences and ancient literatures. There are also literary sources which tell that Woraiyur continued to be under the control of Cholas even during the days Kalabhra interregnum (A.D. 300-575).

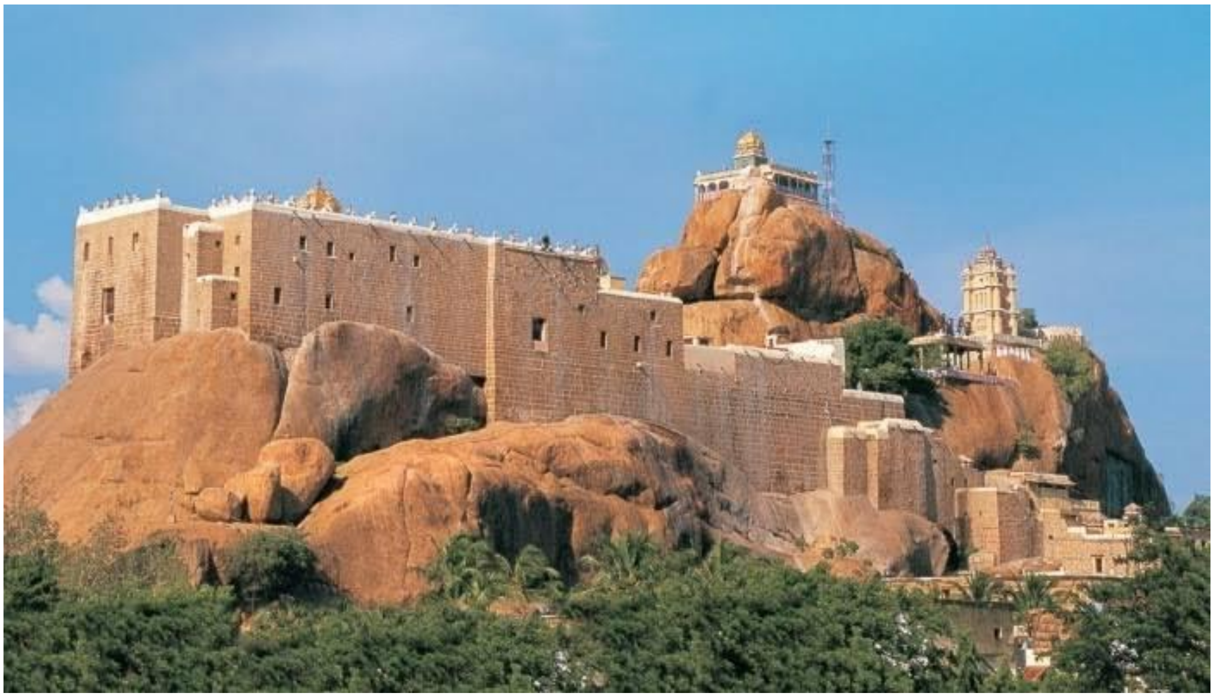
Later, Woraiyur along with the present day Tiruchirappalli and its neighbouring areas came under the control of Mahendra Varma Pallava I, who ascended the throne in A.D.590. "Fill A.D.880 according to the inscriptions, this region was under the hegemony of either the Pallava dynasty. From that time onwards Tiruchirappalli and its region become a part of Greater Cholas. In A.D.1225 the area was occupied by the Hoysulas. Afterwards, it came under the rule of later Pandyas till the advent of Mughal Rule.

Tiruchirappalli was for sometime under the Mughal rule, which as put to an end by the Vijayanagar rulers. The Nayaks, the Governors of Vijaynagar Empire, ruled this area tile A.D.1736. It was Viswanatha Nayaka who built the present day Teppakulam and the Fort. The Nayak dynasty came to an end during the days of Meenakshi.

The Muslims rules this region again with the aid of either the French or the English armies. For some years, Tiruchirappalli was under the rule of Chanda Sahib and Mohamed Ali. Finally the English brought Tiruchirappalli and other areas under their control. Soon after the area was ceded to East India Company as per the agreement at the evening of the Kanatic war, Tiruchirappalli was formed under the Collectorship of Mr.John(Junior) Wallace in 1801. He was the First British Collector. The district was then under the hegemony of British for about 150 years till the independence of India.

3.4 Attractions of Trichy:

3.4.1 Rock Fort



The 83m high Rock Fort is the only our crop in the otherwise flat land of the city. The rock is one of the oldest in the world-approximately 3,800 million years, which makes it as old as the rocks of Greenland and older than the Himalayas. The sheer abruptness of its rise is a thrill in itself, but the actual centre of attraction is not the fort itself, of which very little remains, but the temple at the summit.

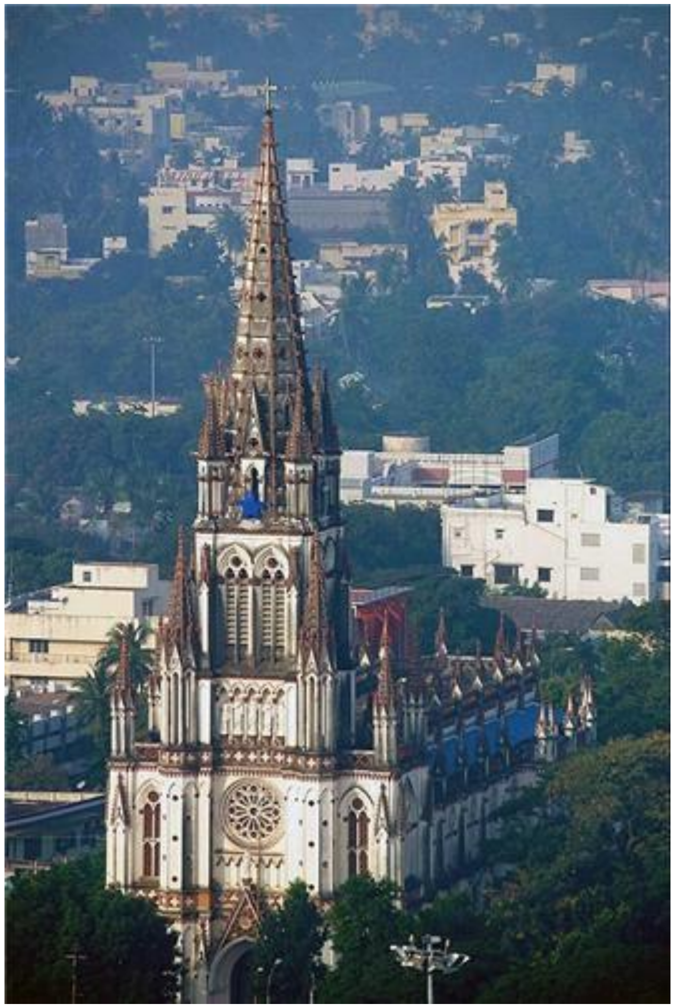
3.4.2 Srirangam

The district's most important pilgrim centre is located in an island just 7kms from Tiruchy. Srirangam, surrounded by the wasters of river Cauveri on one side and its tributary kollidam on the other, is a 600 acre island-town enclosed within the seven walls of the gigantic Sriranganathaswami Temple.

3.4.3 Thiruvanaikovil

This is one of the most revered temples to Shiva; it is one of the Ponchabhoota Stalams signifying the 5 elements of wind (Kalahasti), water (Tiruvanaikka), fire (Tiruvannamalai), earth (Kanchipuram) and space (Chidambaram). The primordial element water is represented by an undying natural spring in the sanctum.

3.4.4 St. Lourd’s Church



The Church of Our lady of Lourd, a hundred years old, is bulity within the St.Joseph’s College complex, in gothic architectural style (it is said that a maistry from Tirunelveli, one Savarimuthu, was given intensive training is such construction by the missionaries so that he could supervise the building), the Church’s 200 ft tall spire is visible from radius of 8kms around it.

3.4.5 Natharvalli Dargah

Baba Natharvalli has occupied a unique position in the ranks of the Islamic saints of the saints of the world. He was named as Muthaharudeen at first. He was in Hijiri 347 in one of the idle Eastern countries. Even though he was the sultan, he was having no attachment to pleasures of royal life of pomp and splendor right from his early age.

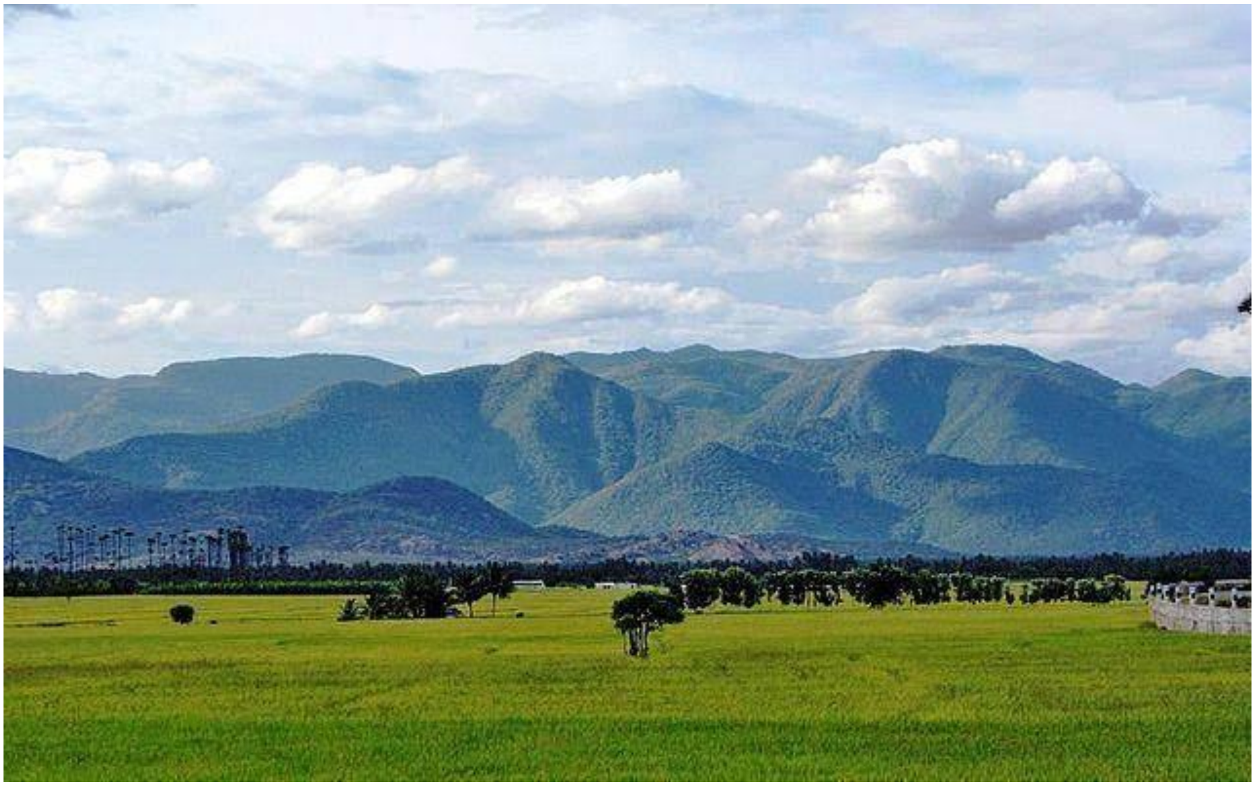
3.4.6 Museum

It is located in Rani Mangammal Mahal near Super bazaar, Trichy. The museum will be open on all days except Fridays. Time 10.00 first to 17 hrs. entrance fee for

I. Indians Adult - Rs.5
II. Children - Rs.3
III. Students - Rs.2
IV. Foreigners - Rs.100.

There are so many sculptures like Mahavirar, Buddha, and Vishnu etc.

3.4.7 Pachamalai Hill Station



Pachamalai is a green hill range, just 80kms north Tiruchirappalli via Thuraiyur, Pachai means Greens and malai means Mountain. Tamil is the official language. The dialect of the Tamil language spoken here is usually 'Neutral', although there is a hint of "Kongu Tamil". Madurai Tamil may be heard as one travels through the western and southern boundaries of the city. One may also hear elangai/Sri Lankan Tamil widely spoken in some pockets of the city. Other language spoken here is English.

Tiruchirappalli served as the headquarters of the South-Indian Railways (which was renamed later 'Southern Railways', with Madras/Chennai as the headquarters) during the pre-independence era, for a few years. Anglo-Indians, many of whom worked in the 'Southern-Indian Railways' started settling in 'Golden Rock-Township' and 'Crawford' located within the city, during that time.

CHAPTER – Ⅳ

DATA ANALYSIS AND INTERPRETATION

AGE GROUP

TABLE 4.1

FACTORS	NO OF RESPONDENTS	PERCENTAGE
17-24	106	**94.5%**
24-30	4	**3.6%**
ABOVE 30	2	**1.9%**
TOTAL	112	**100%**

Source : Primary data

Interpretation :

94.5% of respondents were between 17-24 years, 3.6% respondents were between 24-30 years and only 1.9% of the respondents were above 30 years.

Interface :

Majority of the respondents were between 17-24 years.

Chart – 4.1

AGE GROUP :

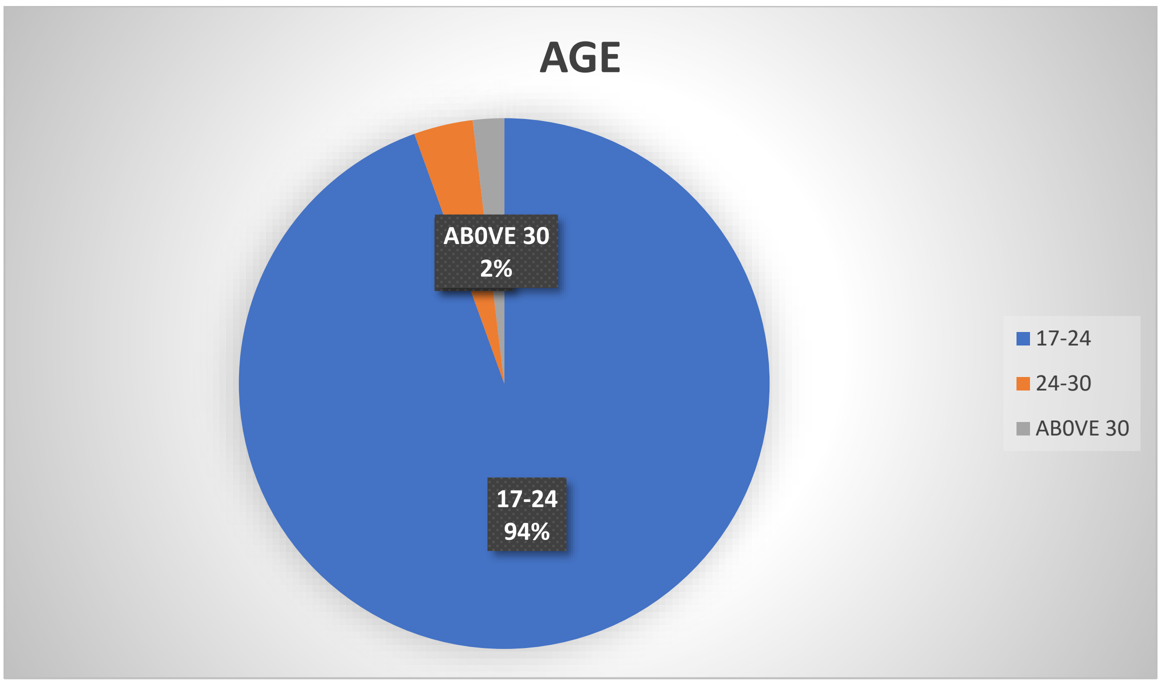


TABLE 4.2

GENDER :

FACTORS	NO OF RESPONDENTS	PERCENTAGE
MALE	79	29.5%
FEMALE	33	70.5%
TOTAL	112	100

Source : Primary data

Interpretation :

The above the table 79% of respondents were Male and 33% respondents are Female.

Interface :

Majority of the respondents were Male.

CHART – 4.2

GENDER :

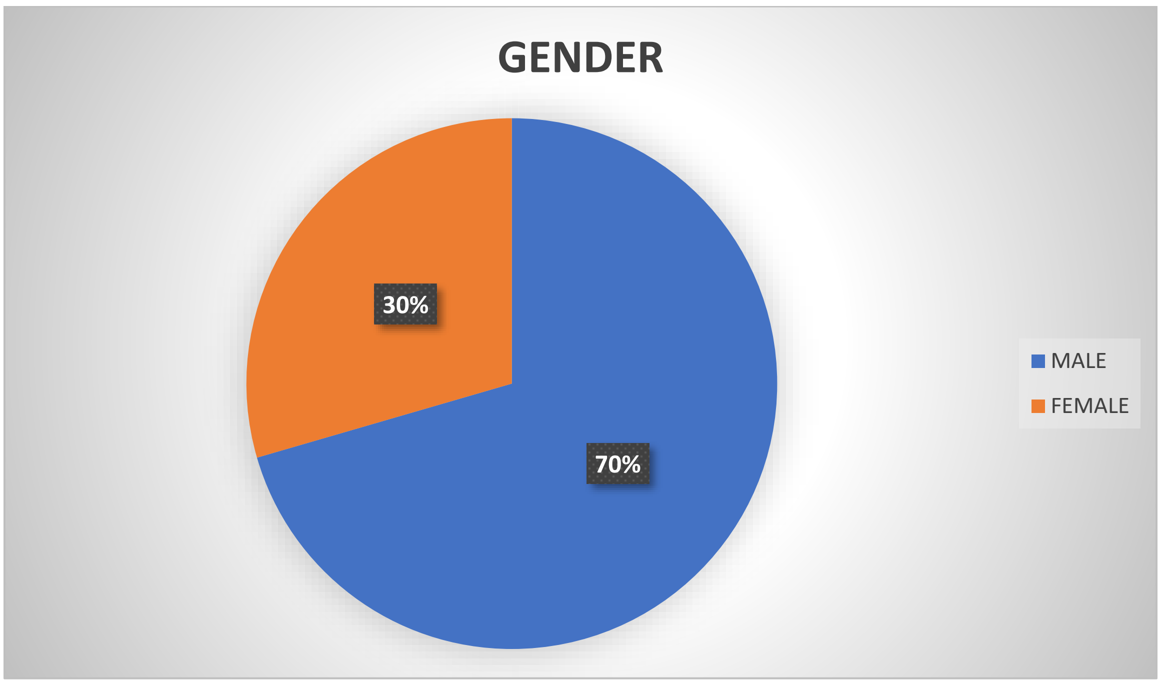


TABLE – 4.3

EDUCATIONAL QUALIFICATION :

FACTORS	NO OF RESPONDENTS	PERCENTAGE
UG	92	82.1%
PG	7	6.3%
WORKING	13	11.6%
TOTAL	112	100%

Source : Primary data

Interpretation :

The above table shows that 82.1% of the respondents are UG students, 6.3% of the respondents are PG students and 11.6% of the respondents were working.

Interface :

Majority of the respondents were graduated UG as their highest qualification.

CHART – 4.3

EDUCATIONAL QUALIFICATION :

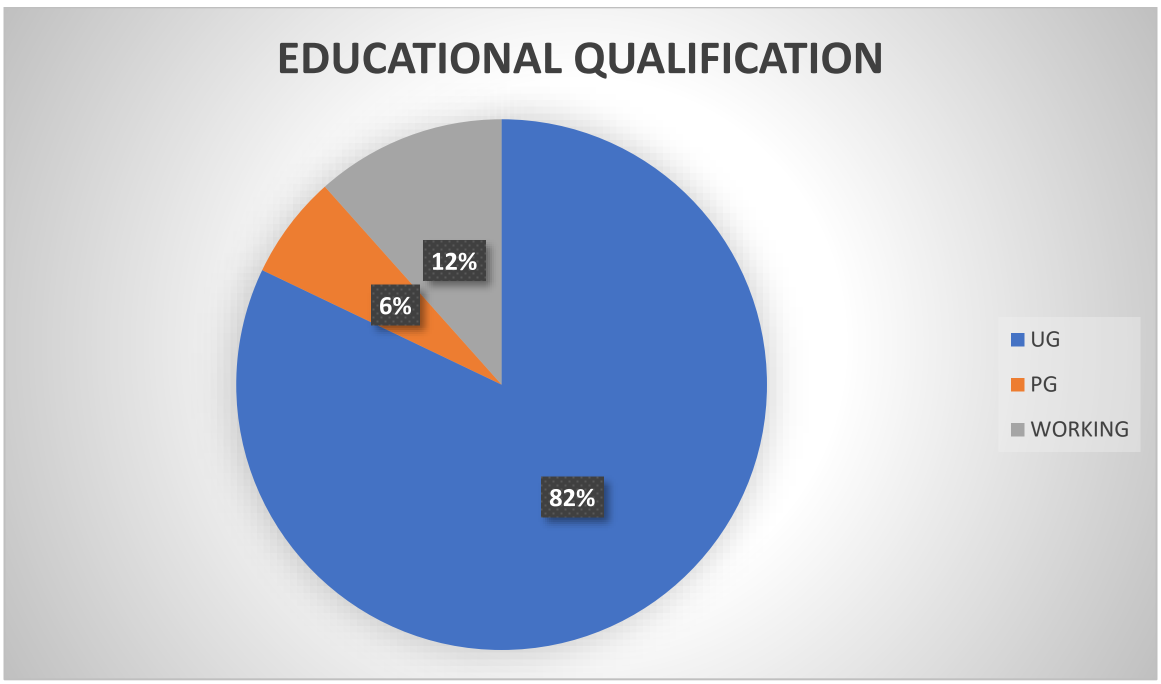


Table – 4.4

Liking realme product :

FACTORS	NO OF RESPONDENTS	PERCENTAGE
YES	91	81.3%
NO	21	18.8%
TOTAL	112	100%

Source : Primary data

Interpretation :

The above table shows 81.3% of respondent like realme product and 18.8% of the respondents do not like realme product.

Interface :

Majority of the respondents like the realme products.

CHART – 4.4

LIKING REALME PRODUCT

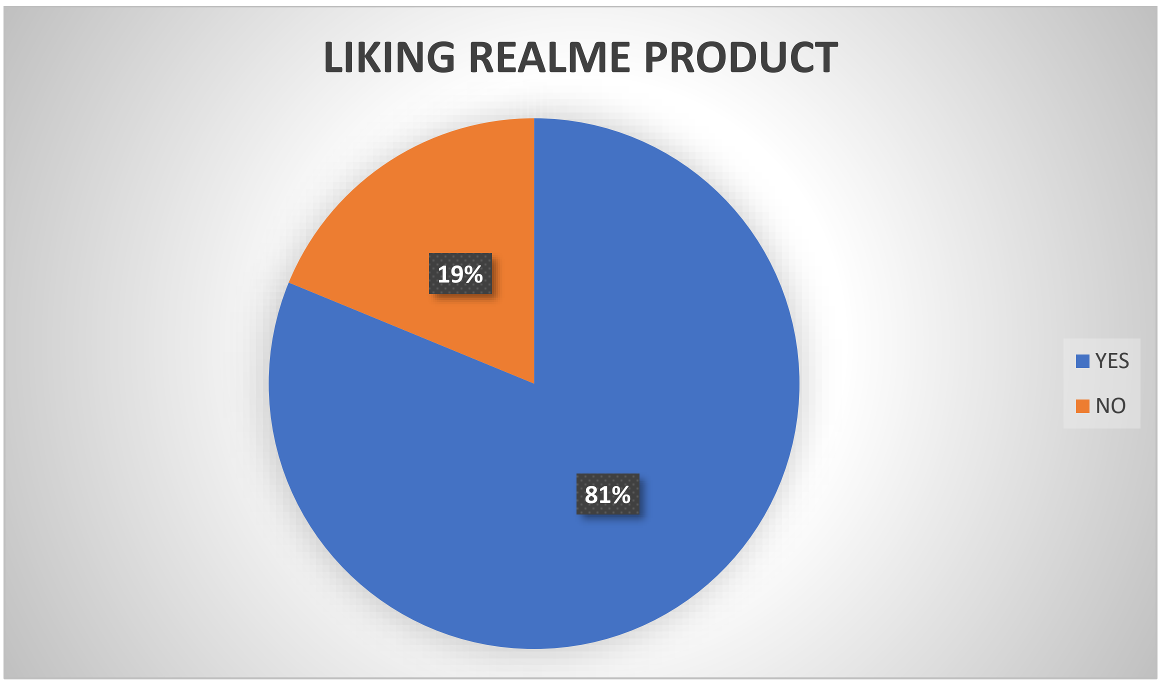


TABLE – 4.5

REALME USER :

FACTORS	NO OF RESPONDENTS	PERCENTAGE
YES	63	56.3%
NO	49	43.8%
TOTAL	112	100%

Source : Primary data

Interpretation :

The above table shows 56.3% of respondents realme users and 43.8% of the respondents are not the realme users.

Interface :

Majority of the respondents are the realme users.

CHART – 4.5

REALME USERS :

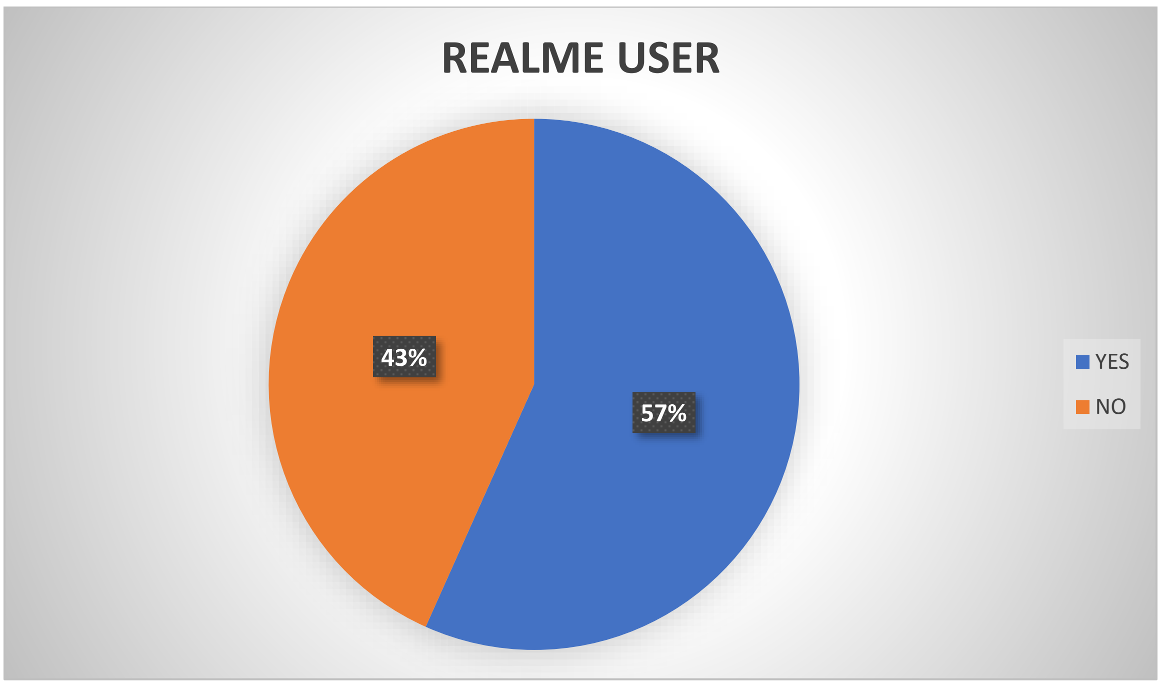


TABLE – 4.6

CHOOSING REALME :

FACTORS	NO OF RESPONDENTS	PERCENTAGE
TRENDING FEATURES	46	41.1%
ADVERTISEMENT	16	14.3%
COST EFFICIENT	29	25.9%
USER FREINDLY	21	18.8%
TOTAL	112	100%

Source : Primary data

Interpretation :

The above table shows 41.1% of the respondents are Trending features, 14.3% of respondents are Advertisement, 25.9% of respondents are Cost efficient and 18.8% of respondents are User friendly.

Interface :

Majority of the respondents are the Trending features.

CHART – 4.6

CHOOSING REALME :

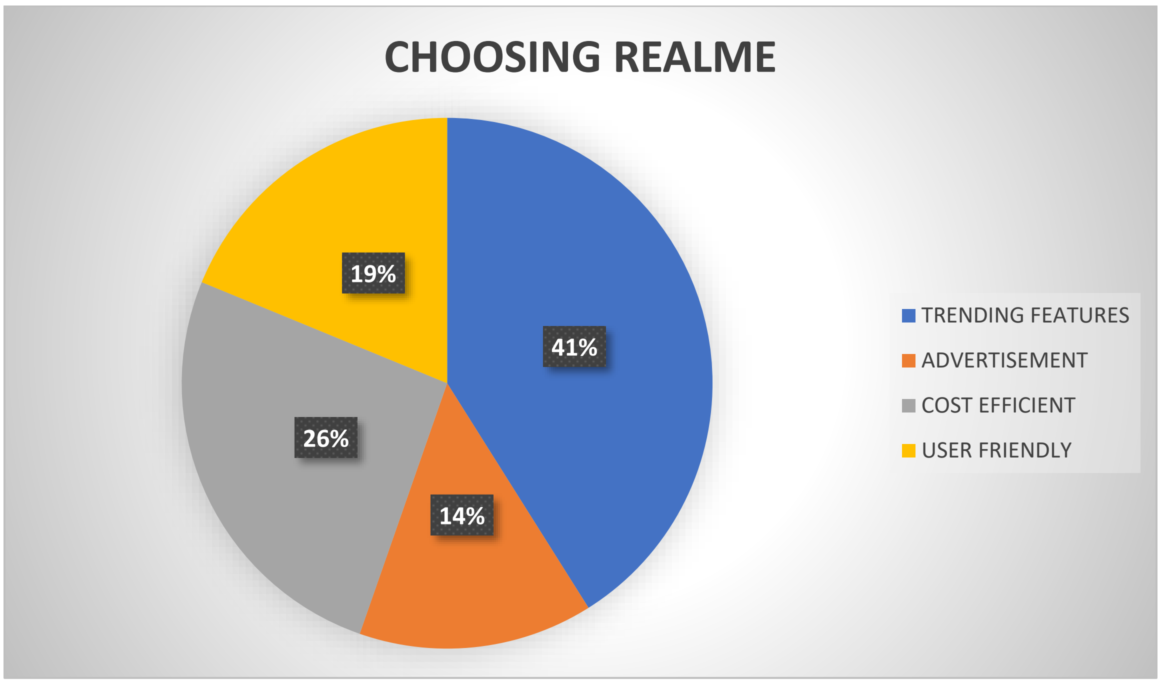


TABLE – 4.7

REALME SMARTPHONE & FEATURES :

FACTORS	NO OF RESPONDENTS	PERCENTAGE
SPECS	26	23.2%
BUILT QUALITY	16	14.3%
OUTLOOK DESIGN	33	29.5%
OPPO COLOR OS	7	6.2%
REALME UI	30	26.8%
TOTAL	112	100%

Source : Primary data

Interpretation :

The above table shows 23.2% of the respondents are Specs, 14.3% of the respondents are Built quality, 29.5% of the respondents are Outlook design, 6.2% of the respondents are oppo color OS and 26.8% of the respondents are Realme UI.

Interface :

Majority of the respondents are the Outlook design.

CHART – 4.7

REALME SMARTPHONE & FEATURES :

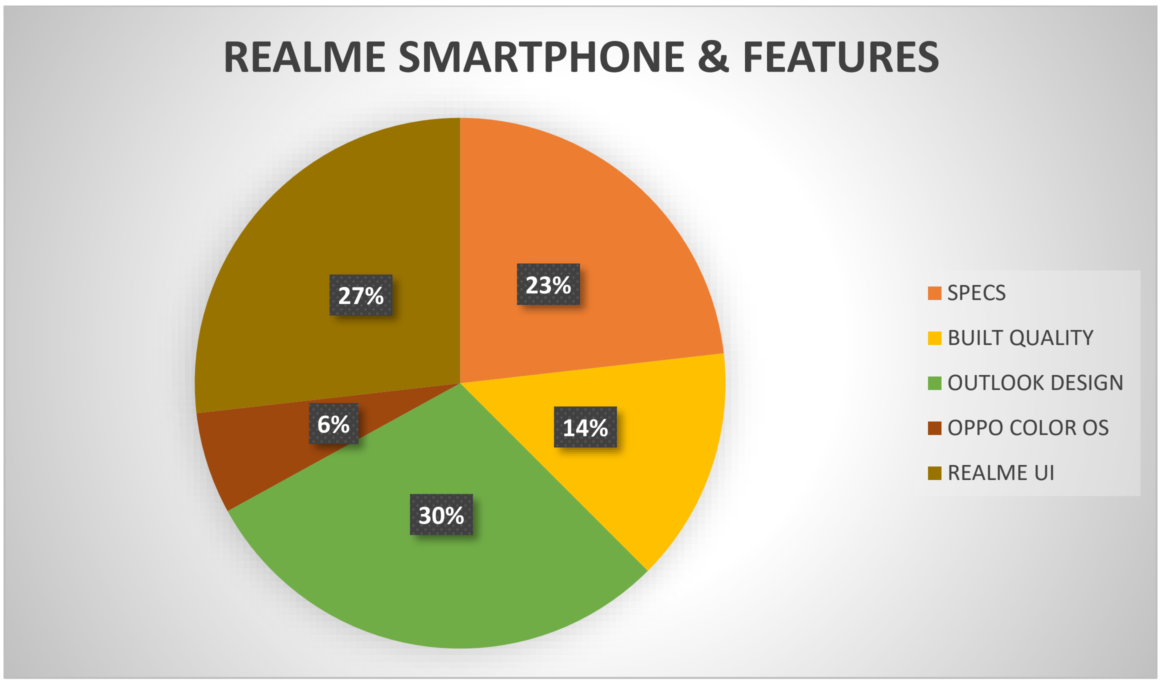


TABLE – 4.8

WHICH PART IS NEED TO IMPROVE :

FACTORS	NO OF RESPONDENTS	PERCENTAGE
PROCESSOR & PERFORMANCE	26	23.2%
PRIVACY & SECURITY	24	21.4%
CAMERA QUALITY	43	38.4%
BUILT QUALITY	19	17%
TOTAL	112	100%

Source : Primary data

Interpretation :

The above table shows 23.2% of the respondents are Processor & performance, 21.4% of the respondents are Privacy & security, 38.4% of the respondents are Camera quality and 17% of the respondents are Built quality.

Interface :

Majority of the respondents are the Camera Quality.

CHART – 4.8

WHICH PART IS NEED TO IMPROVE :

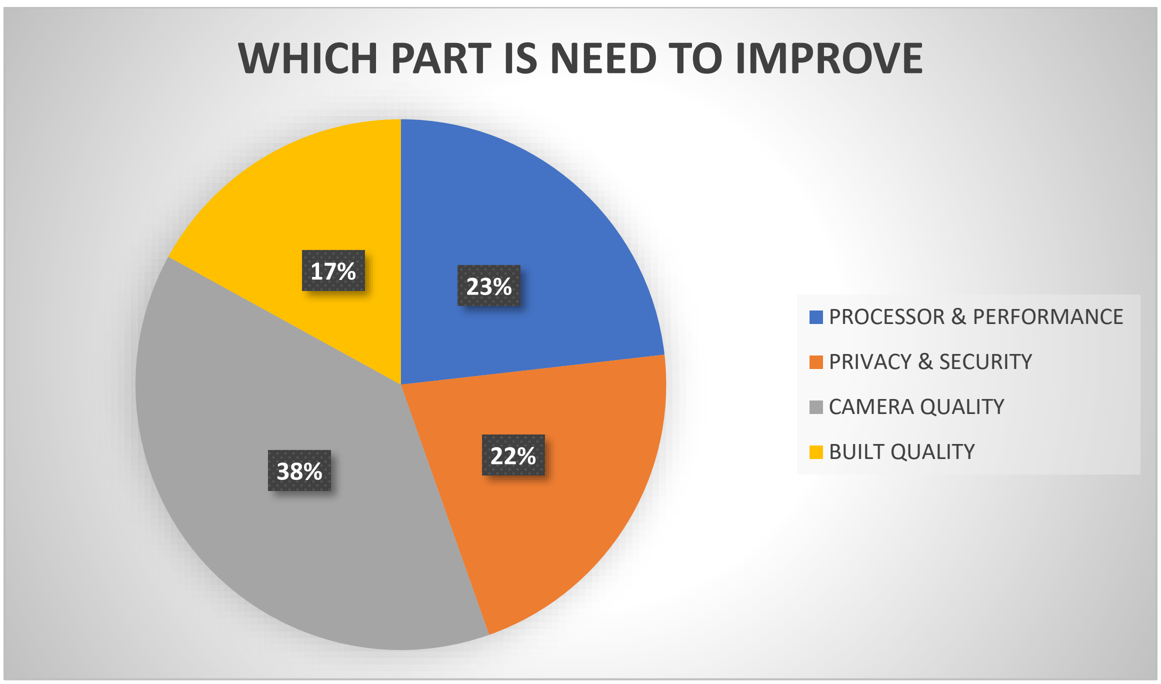


TABLE – 4.9

CHIPSET FOR BEST PERFORMANCE :

FACTORS	NO OF RESPONDENTS	PERCENTAGE
QUALCOM’S SNAPDRAGON	31	27.7%
MEDIATEK	13	11.6%
BOTH A & B	68	66.7%
TOTAL	112	100%

Source : Primary data

Interpretation :

The above table shows the 27.7% respondents are Qualcom’s Snapdragon, 11.6% of the respondents are Mediatek and 66.7% of the respondents are Both A&b.

Interface :

Majority of the respondents are the Both A & B.

CHART – 4.9

CHIPSET FOR THE BEST PERFORMANCE :

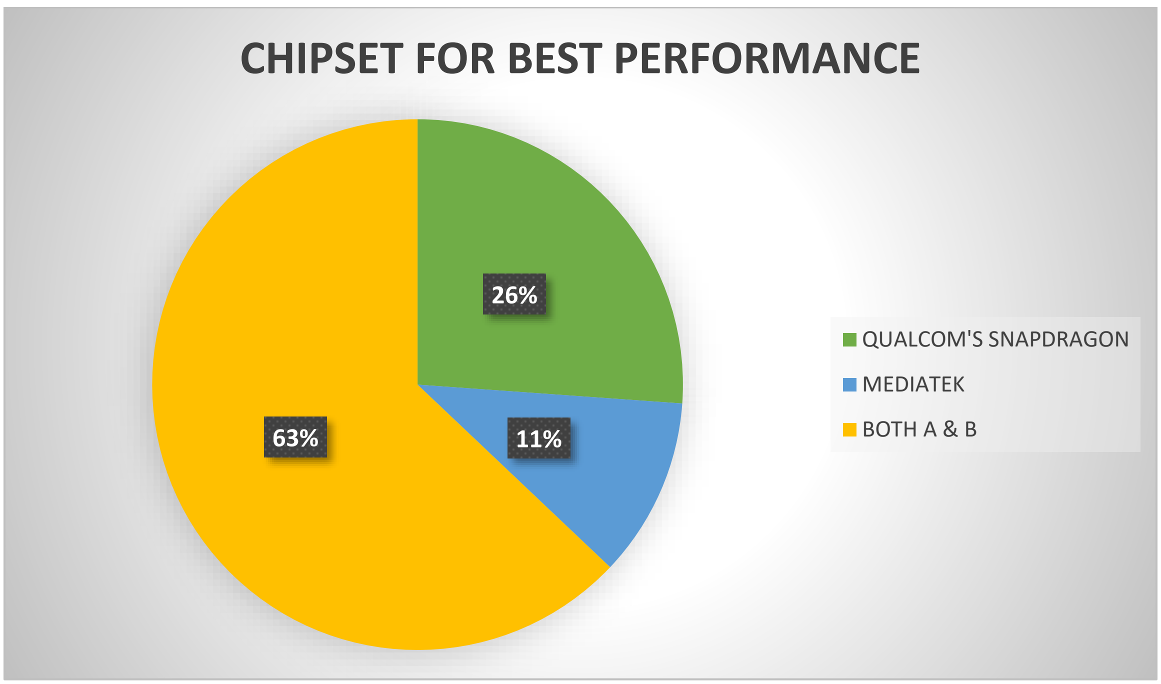


CHART – 4.10

PRICE SEGMENT FOR REALME'S SMARTPHONE ;

FACTORS	NO OF RESPONDENSTS	PERCENTAGE
GOOD	68	60.7%
TOO MUCH OF PRICING	17	15.2%
PERFECT	27	24.1%
TOTAL	112	100%

Source : Primary data

Interpretation ;

The above table shows the 60.7% of the respondents are Good, 15.2% of the respondents are Too much of pricing and 24.1% of the respondents are Perfect.

Interface :

Majority of the respondents are Good.

CHART – 4.10

PRICE SEGMENT FOR REALME SMARTPHONE :

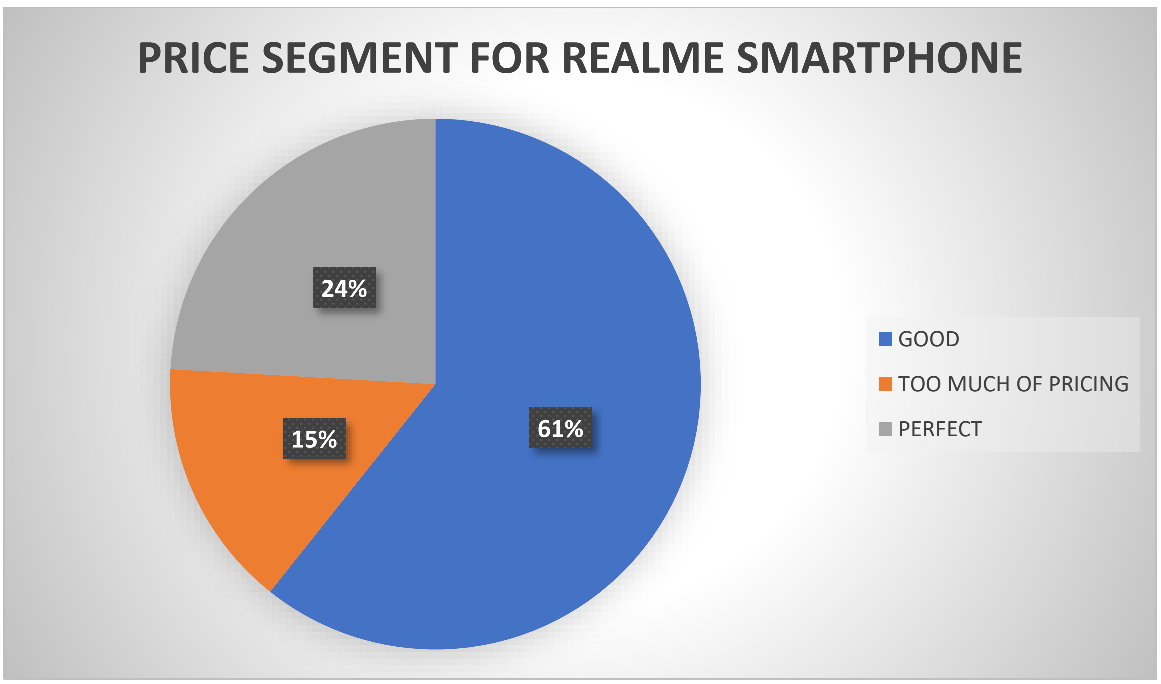


TABLE – 4.11

BUGS OR ANY OTHER ISSUES IN REALME SMARTPHONE :

FACTORS	NO OF RESPONDENTS	PERCENTAGE
HEATING ISSUES	32	28.6%
PERFORMANCE ISSUES	15	13.4%
HANGING PROBLEM	18	16.1%
OTHERS	47	42%
TOTAL	112	100%

Source : Primary data

Interpretation :

The above table shows the 28.6% of the respondents are Heating Issues, 13.4% of the respondents are Performance Issues, 16.1% of the respondents are Hanging problem and 42% of the respondents are Others.

Interface :

Majority of the respondents are Others.

CHARTS – 4.11

BUGS OR ANY OTHER ISSUES IN REALME SMARTPHONE :

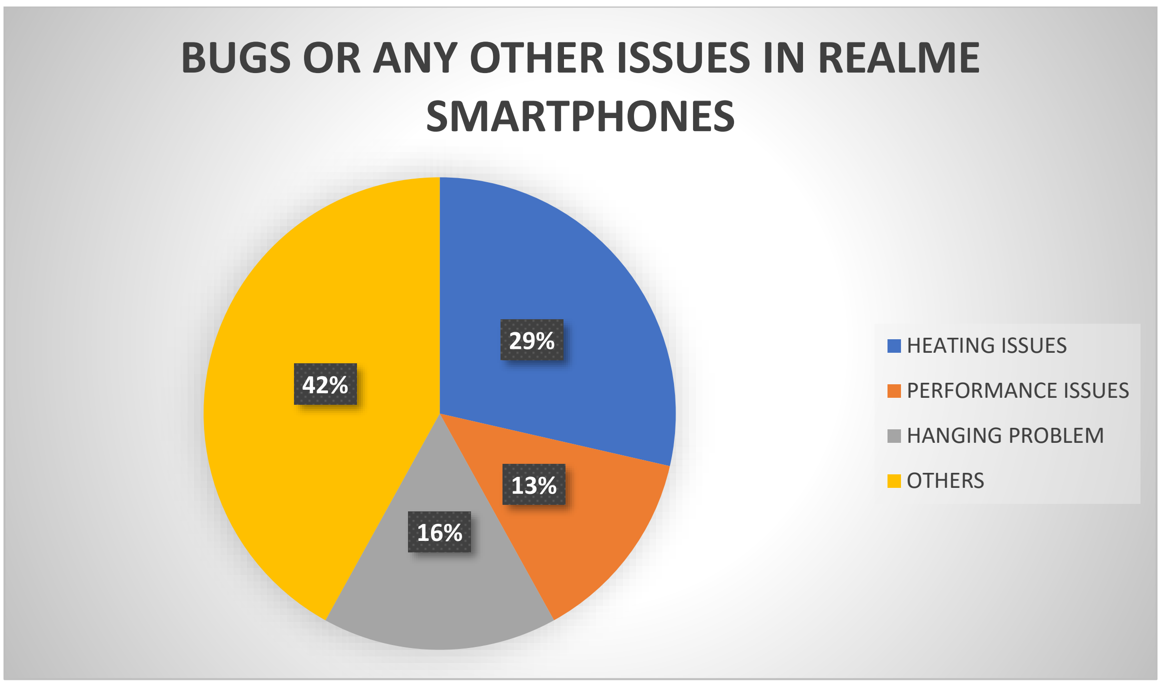


TABLE – 4.12

BEST SMARTPHONES WITH BEST PRICING SEGMENT ON REALME :

FACTORS	NO OF RESPONDENTS	PERCENTAGE
YES	86	76.8%
NO	26	23.2%
TOTAL	112	100%

Source : Primary data

Interpretation :

The above table shows the 76.8% of the respondents are Yes and 23.2% of the respondents are No.

Interface :

Majority of the respondents are Yes.

CHART – 4.12

BEST SMARTPHONES WITH BEST PRICING SEGMENT ON REALME :

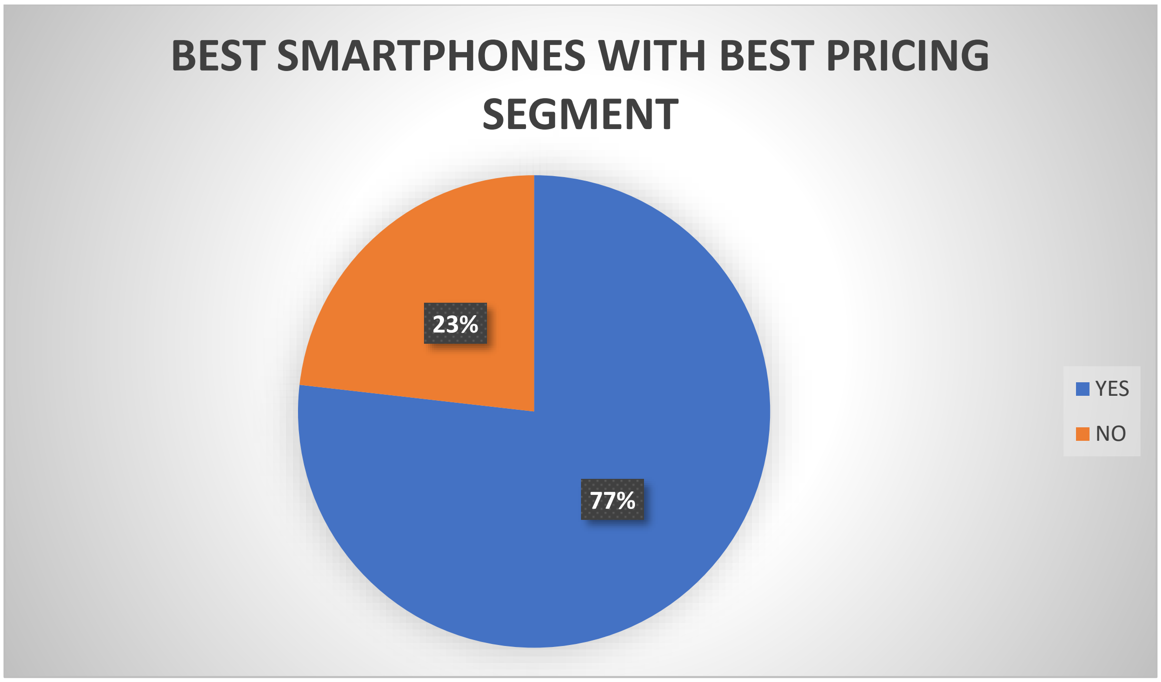


TABLE – 4.13

REALME’S ARE BEST COMPETITOR FOR XIAOMI :

FACTORS	**NO OF RESPONDENTS**	**PERCENTAGE**
YES	71	63.4%
NO	41	36.6%
TOTAL	112	100%

Source : primary data

Interpretation :

The above table shows the 63.4% of the respondent are the Yes and 36.6% of the respondent are the No.

Interface :

Majority of the respondent are Yes.

CHART – 4.13

REALME'S ARE BEST COMPETITOR FOR XIAOMI :

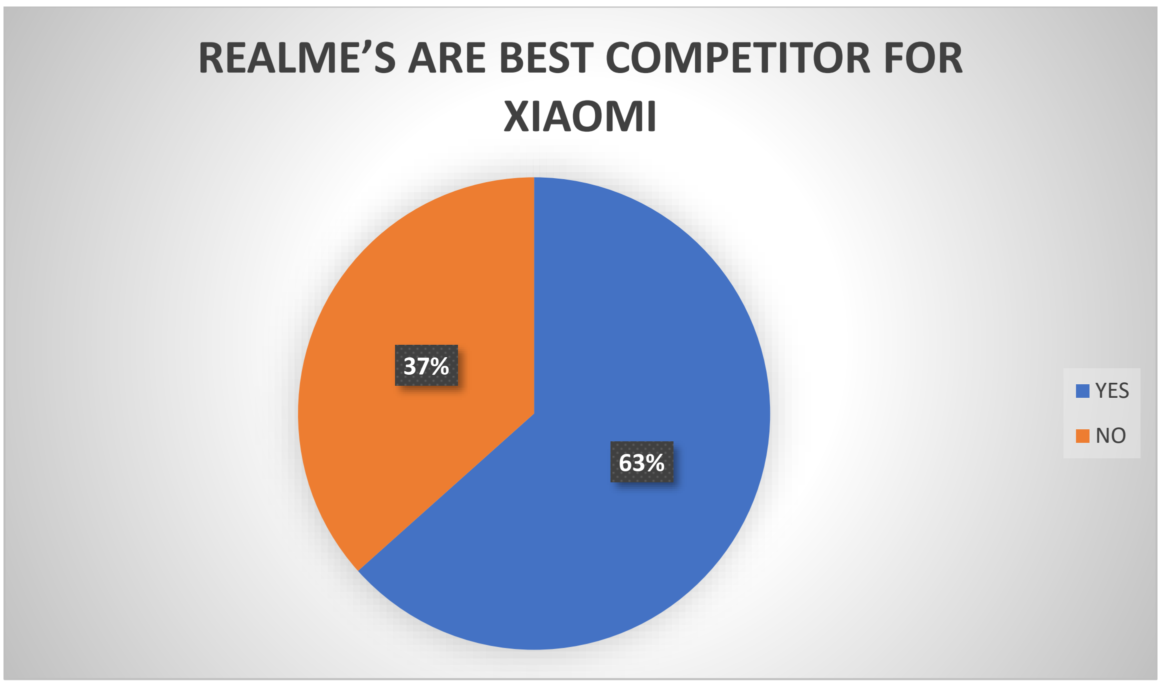


TABLE – 4.14

SATISFIED WITH THE REALME SMARTPHONE :

FACTORS	NO OF RESPONDENTS	PERCENTAGE
YES	92	82.1%
NO	20	17.9%
TOTAL	112	100%

Source : Primary data

Interpreatation :

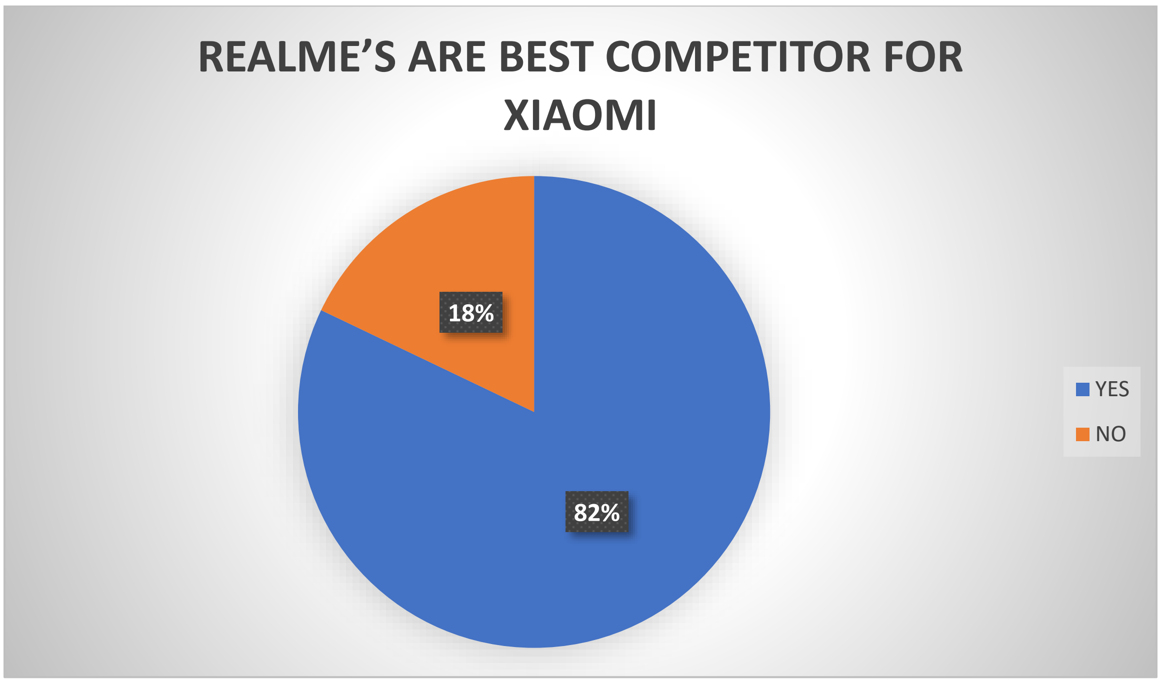
The above table shows the 82.1% of the respondents are the Yes and 17.9% of the respondents are No.

Interface :

Majority of the respondents are Yes.

CHARTS – 4.14

REALME'S ARE BEST COMPETITOR FOR XIAOMI :



CHAPTER - V

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS :

I. Majority of the respondents were between 17-24 years.

II. Majority of the respondents were Male.

III. Majority of the respondents were graduated UG as their highest qualification.

IV. Majority of the respondents like the realme products.

V. Majority of the respondents are the realme users.

VI. Majority of the respondents are the Trending features.

VII. Majority of the respondents are the Outlook design.

VIII. Majority of the respondents are the Camera Quality.

IX. Majority of the respondents are the Both A & B.

X. Majority of the respondents are Good.

XI. Majority of the respondents are Others.

XII. Majority of the respondents are Yes.

XIII. Majority of the respondent are Yes.

XIV. Majority of the respondents are Yes.

5.2 SUGGESTIONS:

- The company can take measures to reduce the heat in the device when it is being used continuously.
- It can increase the number of service centres in and around Trichy districts.
- It can reduce the price, so that it can attract more number of customers.
- It can provide headphones and other accessories as complimentary for mobile phones.
- It can change the hybrid slot into dedicated SIM slot.

5.3 CONCLUSION:

Customer satisfaction is addressed as a strategic business development tool. Customer satisfaction does have a positive effect on an organization's profitability, satisfied customers form the foundation of any successful business as customer satisfaction leads to repeat purchase, brand loyalty, and positive word of mouth. Satisfied customers are most likely to share their experiences with other people to the order of perhaps five or six people. Equally well, dissatisfied customers are more likely to tell another ten people of their unfortunate experience. Research has demonstrated that even a difference between a totally satisfied customer and a somewhat satisfied customer could lead to an increased revenue contribution of a factor.

My literature research has revealed that customer satisfaction can be defined as an overall customer attitude towards a Realme mobiles, or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfillment of some need, goal or desire. Satisfaction represents a variable key of modeling the acquisition behaviour of the customer.

The above groups built up the interface where latent variables, such as customer expectations, customer satisfaction, and customer loyalty are developed or even damaged.

Quite often fundamental causal modeled interdependencies among B2B customer satisfaction processes are lacking. Instantly this makes it difficult to point out the antecedents and relationships of customer satisfaction. Estimation of the extent of customer satisfaction is habitually based on the collective interpretation of customer complaints handled as administrated and individual interpretation of face-2-face meetings between employees and customers. For that reason statistical confidence, accuracy and representativeness easily lack quantitative significance and lead to unreliable quantitative trend analyses.

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- https://www.livemint.com/Technology/PzGIbGNbdxT1zutbMMcLUL/Realme-smartphones-mobile-phone-sale-india-realme-u1.html

A STUDY ON CUSTOMER SATISFACTION TOWARDS REALME MOBILE PHONES WITH SPECIAL REFERENCE TO TIRUCHIRAPPALLI DISTRICT

QUESTIONNAIRE

1. Enter your Name

---

2. Age

---

3. Gender

   A) Male

   B) Female

4. Educational Qualification

   A) UG
   B) PG
   C) Working

5. Do you like Realme product

   A) Yes
   B) No

6. Are you a Realme user

A) Yes
B) No

7. Why do you choose Realme mobile

A) Trending features
B) Advertisement
C) Cost efficient
D) User friendly

8. If you buy a Realme smartphone for which features

A) Specs
B) Built quality
C) Outlook design
D) Oppo color OS
E) Realme UI

9. In Realme smartphone which part is need to improve by customer view

A) Processor & Performance
B) Privacy & Security
C) Camera quality
D) Built quality & Design

10. Which chipset is perfect to fit for Realme's smartphone fir the best performance

A) Qualcom's Snapdragon
B) Mediatek

C) Both A & B

11. Realme brand are fixing a correct price for each and every realme's smartphone

A) Good
B) Too much of pricing
C) Perfect

12. If you a realme user. You have find and feel a bugs or any other issues in Realme's smartphone.

A) Heating issues
B) Performance issues
C) Hanging problem
D) Others

13. Are you agree Realme's are giving a best smartphone with best pricing segment

A) Yes
B) No

14. Realme's are best competitor for Xiaomi

A) Yes
B) No

15. Are you satisfied with the Realme's smartphone

A) Yes
B) No