A

PROJECT REPORT

ON

"Competitive analysis of Google Pixel mobile phones with other brands with special reference to camera features"

FOR

KANTAR IMRB

SUBMITTED TO SAVITRIBAI PHULE PUNE UNIVERSITY IN PARTIAL FULFILLMENT OF 2 YEARS FULL TIME COURSE MASTERS IN BUSINESS ADMINISTRATION (MBA)

SUBMITTED BY
AJAY SATWAJI DERE
(BATCH 2022-24)

UNDER THE GUIDANCE OF
Dr. KUNAL PATIL

DR. D. Y. PATIL PRATISHTAN'S
DR. D. Y. PATIL INSTITUTE OF MANAGEMENT STUDIES
AKURDI, PUNE- 411044

DECLARATION

I, the undersigned, hereby declare that the Project Report entitled **".Competitive analysis of Google Pixel mobile phones with other brands with special reference to camera features ."** written and submitted by me to the Savitribai Phule Pune University, in partial fulfillment of the requirement for the award of degree of Master of Business Administration under the guidance of **Dr. KUNAL PATIL** is my original work and the conclusions drawn therein are based on the material collected by myself.

Place: Pune

Date: **Student's Name & Signature**

                                                                        AJAY SATWAJI DERE

ACKNOWLEDGEMENT

The project would not have been possible without the kind support and help of many people. I would like to extend my sincere thanks to all of them. It has been an enriching experience for me to undergo my summer training at **KANTAR IMRB.** which would not have been possible without the goodwill and support of the people around. As a student of **Dr. D.Y. PATIL INSTITUTE OF MANAGEMENT STUDIES,** I would like to express my sincere thanks to all those who helped me during my practical training.

I would like to express sincere thanks to **Ms. Rutuja Bunge** for their valuable guidance, support and encouraging words during the entire project duration.
First of all, I am very thankful to **Dr. KULDIP CHARAK, Director DYPIMS** for his valuable guidance through which my Summer Project has gone well.

I would like to express my profound sense of gratitude to **Dr. KUNAL PATIL** my faculty guide, who has always given me motivational boost to go and perform. I would further like to thank him for him persistence to listen to my problems and to give appropriate solutions.

Executive summary

This study compares the camera features of Google Pixel smartphones to those of other well-known smartphone brands in order to conduct a competitive analysis. The report takes into account Huawei, Samsung, and Apple as major competitors in the smartphone market. The current study focuses on how camera features affect consumers' decisions to purchase cellphones. This will provide market insight and attempt to determine how camera features affect customer behavior when purchasing cellphones. In the beginning, an exploratory study was conducted with a sample size of 150 people, comprising individuals, students, businesspeople, contractors, and dealers, in order to gain an understanding of the market for smartphones, various customer segments, the purchasing process, and the factors that affect the decision to purchase smartphones. The research tool utilized to gather primary data.

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CHAPTER01

<u>INTRODUTION</u>

INTRODUCTION

Evaluating the effectiveness of a Google Pixel mobile campaign in an English newspaper is a critical process for marketers seeking to make data-driven decisions and maximize their advertising investments. The English newspaper medium offers a unique platform to reach a diverse and engaged audience. In this introduction, we outline key considerations and methodologies for measuring the impact and success of such a campaign.

To understand the consumer preference who read the various English newspaper who comes under NCCS A1, and willing to buy new phone in next few months, their preference while selecting phone, comparing different feature of mobile to check the competition in the market of Google pixel mobile to another existing reputed brand like I phone, One plus, Samsung Galaxy.

DATA COLLECTION:

Continuously collect data throughout the campaign's duration. Analyze this data to gain insights into the performance of the Google Pixel mobile campaign in terms of reach, engagement, and conversions.

FEEDBACK AND SURVEY:

Gather feedback and insights from readers and campaign participants. Surveys or direct communication can provide valuable qualitative data about their experience with the campaign.

COMPETITOR ANALYSIS:

Benchmark your campaign's performance against competitors who may be running similar campaigns in other English newspapers. Understanding the competitive landscape can inform your strategy.

Projects Title

"Competitive analysis of Google Pixel mobile phones with other brands with special reference to camera features"

OBJECTIVE OF THE STUDY

To measure the competition of Google Pixel with other brand reference to camera features

Explore Purchase Intent

Image Quality and Performance

Camera Software and Features

Video Recording Capabilities

Photography Software Ecosystem

Identify Influencing Factors

Assess Competitive Impact

SCOPE OF THE STUDY

- The study will help to understanding the consumer preference towards the Google pixel.

- The study will help the cement company to analyses the competitor in area so that they can overcome the low sales of its cement brand by applying better strategy.

LOCATION

This project is conducted at PCMC and Pune Region.

DURATION

The project was conducted for 10 days starting from 20 September up to 20 October 2023.

CHAPTER 02

THEROTICAL BACKGROUND

THEROTICAL BACKGROUND

This five forces analysis of Google (Alphabet) considers the external forces that influence the strategic direction of the company in its industrial environment. Michael E. Porter's five forces analysis model is used to understand this strategic direction and related management initiatives. Founded in 1998, the company is a leader in the online advertising market. As a large multinational company, the technology business operates in key strategic locations around the world. This Google Five Forces analysis identifies the external factors in this business environment. This environment encompasses several industries and target markets, considering the range of technological products and services offered by the company. This Google Five Forces analysis looks at external factors in the industry environment, including web services, software and hardware, as the company interacts with the five competitive forces/intensity of competition and the bargaining power of buyers/customers. , bargaining power of suppliers, threat of substitute products and threat of new entrants.

Porters Five Model Forces

The Porters Five Model is a framework developed by Michael Porter for analyzing the competitive forces that shape an industry. Here's the Google Pixel analysis from carriers. The Five Force Framework.

Threat of New Entrants: The smartphone industry has high barriers to entry. Established brands like Google have significant economies of scale, brand recognition and strong distribution channels. Developing a competitive ecosystem and achieving similar partnerships with the Android operating system would require significant investment. However, smaller brands can enter certain niches or segments. • Moderate costs of doing business (moderate power) • High costs of brand development (weak power) • Overall ability of companies to meet regulatory requirements (strong power).

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Buyers' bargaining power buyer: Buyers' bargaining power is moderate. There are many brands to choose from, but customer loyalty and preferences are important. Prices, features and brand reputation are critical factors influencing consumer choices. Availability of substitute products and relatively low switching costs also affect reasonable bargaining power.

Bargaining Power of Suppliers: Suppliers, mainly component manufacturers, may have bargaining power, but major mobile phone manufacturers such as Google have significant purchasing power to negotiate and control costs. However, dependence on suppliers of certain critical components can present risks.

Substitute Product or Service Threat: Although smartphones are important devices, substitute products pose a moderate threat. For example, users can switch to different types of devices (e.g. laptops, tablets) for certain functions. Additionally, there are many brands and models of smartphones that work as replacements.

Intensity of Competition High: The smartphone industry is very competitive. Google Pixel competes with big players like Apple, Samsung, Huawei and others. Competition is based on factors such as brand reputation, product features, pricing and innovation. Rapid technological development and frequent product launches increase intense competition.

Google Pixel has to compete with several mobile phone manufacturers around the world. Remember that the competitive environment can change quickly and new models may have been released since then. From my last update, here are some of the Google Pixel's biggest competitors.

Samsung Galaxy Series: Samsung is a big competitor offering a wide range of smartphones in different price segments. The Galaxy S and Galaxy Note series often directly compete with the Google Pixel in terms of features and performance.

Apple iPhones: Known for their premium build quality and ecosystem integration, iPhones are strong contenders in the premium mobile phone market. Apple and the iOS platform compete with Google and Android.

OnePlus: OnePlus has gained popularity by offering high-performance smartphones at competitive prices. OnePlus devices often target a market segment similar to the Google Pixel, emphasizing performance and user experience.

Xiaomi: Xiaomi is known for versatile smartphones at affordable prices. The Mi and Redmi series offer strong competition in the mid-range and budget segments.

Huawei and Honor: Although Huawei faces geopolitical challenges in some markets, its smartphones, as well as sub-brand Honor, have been strong competitors worldwide.

Sony Exeria: Sony Xperia mobile phones are suitable for users who value premium build quality and multimedia capabilities. Although not as dominant as some other brands, Sony competes in the high-end market.

LG: LG is another player in the smartphone market with its G and V series. LG devices often focus on unique features and innovations.

Motorola: Operating in several price segments, Motorola offers a near-stock range of smartphones with an Android experience. Its Moto G and Moto E series are popular in the mid-range and budget segments.

Nokia: Nokia, now part of HMD Global, offers a range of smartphones known for their build quality and pure Android experience. Nokia devices compete in different price categories.

ASUS Rog Phone: Asus caters to the gaming smartphone market with its ROG Phone series, which offers high-performance devices designed for gaming enthusiasts.

LITERATURE REVIEW

In the smartphone industry, camera technology has evolved rapidly, with manufacturers integrating more and more advanced features into their devices. This literature review examines the influence of camera features on customer preferences and decision making in the smart market.

1. The evolution of smartphone cameras: researchers have documented the evolution of smartphone cameras, highlighting the transition from basic imaging tools to complex systems with multiple lenses, computational photography, and artificial intelligence (AI) enhancements (Kumar et al., 2019). Lu, 2020). This sets the stage for understanding the modern landscape of smartphone cameras.

2. The Effect of Camera Quality on Purchase Intention: Studies have consistently shown that camera quality has consumers and decisions when buying smartphones. Lee and Lee (2019) and Chen et al. (2021) show a positive correlation between premium camera features and increased purchase intentions.

3. Consumer Preferences and Expectations: Several studies have examined consumer preferences for certain camera features. For example, Liu and Lee (2020) found that users prioritize features such as slow performance, zoom capabilities, and AI-based enhancements. Understanding these preferences is crucial for manufacturers who want to adapt their offerings to consumer expectations.

4. Computational photography and AI enhancements: The literature emphasizes the growing importance of computational photography and AI-based enhancements in shaping consumer perceptions of smartphone cameras (Chang et al., 2018; Wang et al., 2022). These technologies improve image quality, better functionality and a different user experience.

5. Influence in social networks: With the smartphone industry has witnessed rapid advancements in camera technology, with manufacturers integrating increasingly sophisticated features into their devices. This literature review explores the influence of camera features on customer preferences and decision-making in the smartphone market.

6. Impact on Brand Loyalty: researchers studied the relationship between camera features and brand loyalty. Zhao et al. (2019) found that positive experiences with camera features significantly promote users and loyalty to a specific smartphone brand, illustrating the long-term impact of camera quality on customer relationships.

7. User experience and satisfaction: Park and Park (2021) and Li et al. (2017) delve into user experiences and satisfaction with smartphone cameras. They emphasize the importance of smooth user interfaces, intuitive controls and consistent performance in shaping total user satisfaction.

8. Challenge and Opportunities: Researchers investigated the challenges faced by manufacturers in implementing advanced camera functions and opportunities for improvement. The literature addresses, for example, privacy concerns (Kim et al., 2020) and the need for continuous innovation (Wu et al., 2018).

CHAPTER 03

<u>COMPANY PROFILE</u>

COMPANY PROFILE

3.1 ABOUT THE COMPANY:

IMRB International is a divisi0n of Hindustan Th0mps0n Associates (HTA) in India. IMRB is a member of the Kantar Group which isone of the world largest research, information, insight and consultancy network and part of the WPP Group. Within WPP, IMRB is aligned with the Kantar Group, an umbrella network of global market research companies that together account for $2.00 billi0n in revenue and form the world's second biggest market research conglomerate.

Its Headquarter is in Mumbai, India with operations in over 15 countries. In India, IMRB international operates out of its five full service office in Ahmedabad, Mumbai, Delhi, Kolkata, Chennai, and Bangalore and is supported by 15 other regional centres for collection of survey information. IMRB is the university of the Indian Market Research and one of the top Twenty Market Research companies in the world.

3.2 Department of IMRB

IMRB has two main departments:

1. Analysis Department
2. Field department

•   **ANALYSIS DEPARTMENT:** It includes Abacus Market Research Analytics and Abacus Data Processing.

a) **Abacus Market Research Analytics:** Data Processing House provide a wide range of services to all research units in IMRB. It includes data processing, Charting, statistical analysis, database management and updating software development and testing.

b) **Abacus Data Processing (DP):** It is a part of Abacus Market Analytics; provide similar service to international clients. DP's clients include Mill word Brown across Asia

c) Pacific, Africa and Australia, Kantar operations in UK, BMRB International in UK, AMRB in the Middle East and N Africa and the Brand Survey Company in South Africa.

3.3 FIELD DEPARTMENT:

The field department of IMRB has its own identity which known as Abacus Business operation (ABO). It is collection of IMRB international. The core function of this department is primary data collection and data quality control. The field Department of IMRB is now ISO certified unit.

3.4 HIGHLIGHTS:

•   Lower middle social classes (SEC B/C) i.e. petty traders, small shop keeper's etc. showing signs of financial distress.

- Weakening 0f spend appetite in IT and Start-up hubs i.e. Delhi-NCR, Bengaluru, and Hyderabad while traditi0nal manufacturing and trade hubs such as Mumbai and Chennai are m0re bu0yant.
- Eating 0ut resilient even am0ng those wh0 have reduced spending 0verall
- Fashion and Telecom to sh0wing upward m0mentum despite ab0ve average change in relevant categ0ry CPI for urban markets.
- Contrary to expectations, the c0nsumer market for Aut0m0tive is likely t0be subdued this summer.

3.5 HISTORY:

- 1981 - India's first and only Household Panel
- 1986 - India's first TV Ratings System
- 1989 - Created the socio-economic classification
- 1996 - India's first IT and Internet studies ICube and ITOPS
- 2005 - Launch of Wallet Monitor
- 2007 - Radio Audience Measurement (RAM)
- 2010 - Revised SEC system
- 2010 - Web Audience Measurement (WAM)

3.6 HOW IMRB IS DIFFERENT:

They add value to clients. IMRB develop a learning culture that fosters innovation and they also contribute to academia and policy makers. They have developed a sustainable working environment that is god and fair to them and their clients.

THEIR METHOD AND PHILOSOPHY:

Their perspective is unique. Their approach is refreshing, and their solutions provide a comprehensive response to their clients. They offer services with the integration of qualitative and quantitative tools.

Clients: Their top clients include BAT Group, Bharti Group, and Cadbury; ford Group, Frito lay, Pepsi Group. Research international, TVS Motors, Unilever Group, Amazon, Flip kart, Wal-Mart, PepsiCo, HCL, Reliance and soon.

COMPANY DETAILS:

Ownership: Subsidiary

IMRB International is one of the premier sources for Market Research and consultancy services throughout South Asia, the Middle East and North Africa. With close to 40 years' experience, IMRB International operates through its own offices, joint ventures and associates in over 32 cities across 14 countries. IMRB International has eight specialists' units- qualitative research, social and rural research, media, continuous tracking through household panels, customer and stakeholder relationship, business-to-business, software development and data processing.

COMPANY SECTORS:-

- Agriculture / Agro products
- Distribution / Retail trade
- Finance /Banking / Insurance
- IT Hardware & Software Practice
- Social and Rural
- Alcohol
- E- Governance
- FMCG
- Logistics and Transportation etc.

SERVICES OFFERED BY COMPANY: -

- Advertising and Promotion Research
- Corporate and Employee research

- Product and packaging research

- B2B and Industrial research

- Customer Satisfaction

- Strategic market research

- Brand research etc.

a.   Company Structure:

IMRB is headquartered in Mumbai, India. Its parent company is Hindustan Thompson Associates, which in turn is owned by Martin Sorrell's WPP Group plc. Within WPP, IMRB is aligned with the Kantar Group, an umbrella network of global market research companies that together account for over $2 billion in revenues and form the world's second biggest market research conglomerate.
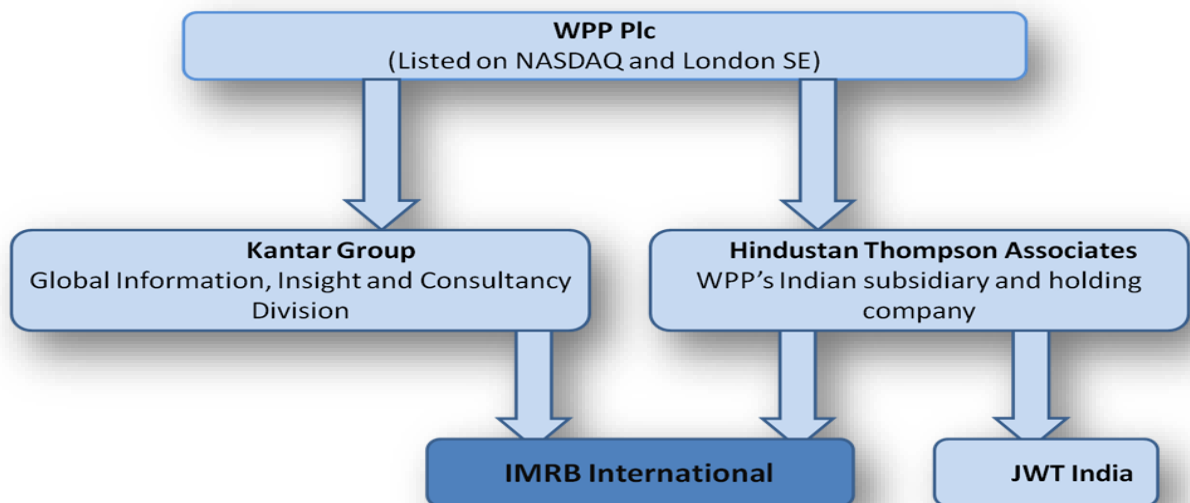
In India, IMRB International operates out of its five full-service offices in Ahmedabad, Mumbai, Delhi, Kolkata, Chennai and Bangalore and is supported by 15 other regional centres for collection of survey information. overseas, IMRB functions through its associates AMRB-MENA in the Middle East and North Africa, with offices in Algiers, Dubai, Jeddah, Casablanca and Cairo; and LMRB, with offices in Colombo and Sirius, headquartered in Dhaka.

RESEARCH IN VARIOUS SECTORS

❖ **Agriculture & Agriculture Product**

IMRB has a special research team to meet the research requirements in the agriculture sector. This team has rich experience in areas like various crop studies and other services associated with the farming sector. **IMRB have done in-depth research in the crops like rice, wheat, tea, sugarcane, potato, etc. IMRB has also given agriculture inputs in areas like seeds, fertilizers, herbicides, etc. IMRB have done research on agriculture related areas like animal health, poultry, companion animal, etc.**

❖ **Banking Insurance/ Finance**

The financial sector today is globally integrated and boasts of a presence of diverse entities – Public Sector, Indian Private Sector and MNCs. The research team in this sector recognizes the vital challenges that the sector faces today due to increasing complexity of the products and heightened regulatory framework. To be successful in this environment, IMRB offers clients cutting edge research and insights into areas such as:

- Demand assessment/ Market potential
- Market segmentation
- Concept testing/ Product testing
- Diagnostic research
- Branding & positioning

❖ **Health Care**

IMRB International offers an extensive range of market research to clients in the healthcare, pharmaceutical, healthcare delivery, medical equipment and diagnostic sectors. This includes full-service marketing research employing qualitative & quantitative methods as well as desk research. IMRB International has researchers working exclusively in the sector with an excellent grasp of the industry and sub-sectors. They have the requisite qualifications and experience to offer information

solutions and insights to service all therapeutic categories, healthcare service providers, healthcare consumers/patients, medical equipment and consumables.

❖ **<u>Advertisement and Promotion research:</u>**

Advertising Research:

Given that advertising now accounts for a sizable portion of any organization's marketing budget, advertising research is crucial today. An organization's reputation can be greatly improved by a successful advertisement while negatively impacted for many years by a poor one. National boundaries now only have a little impact due to the onset of globalisation. The adoption of customs and beliefs from other civilizations has happened rather quickly. Thanks to the McDonald's of India, our preference for cholle-Bhature and idli-dosas has been subtly displaced by that for burgers and pizza. All of this has presented a significant issue for advertisers, and this is exactly the situation where advertising research is helpful.

Promotional Research:

Many marketers consider promotion to be the most important of the four Ps of marketing. A marketer may develop a fantastic product, charge a fair price for it, and distribute it throughout the nation, but unless he has effectively advertised it, or in other words, raised awareness of all that he has done, the consumer would not even inquire about it.

❖ **<u>B2B and Industry Research:</u>**

B2B and Industrial Research is about understanding the market for goods and services that are consumed by entities other than individuals. As a respondent, these entities are represented by personnel managing the organization and it is important to contact the right personnel as respondent for the research. It is crucial because the set of relevant customers itself is small and it is not always possible to substitute a respondent. The interviews have to be carried out by persons well versed and briefed about the topic. Even for designing the research instrument, substantial understanding of the product, application and user segments is required. Mostly UBIs (Unstructured Business Interviews) and SSIs (Semi-structured Interviews) are used for research along with Triads (Three-sided discussions).

To take care of different interview situations, specialist industrial and corporate interviewers are deployed. The reporting goes beyond providing straight inferences. Combining own knowledge with information gathered through the research, actionable recommendations are made. In fact, IMRB prefer to be a partner in your marketing efforts.

❖ Customer Satisfaction Research:

Customer satisfaction Research is increasingly bec0ming an essential ingredient of any program aimed at maintaining the existing customers and revenue, increasing the customer database and enhancing brand value. Conducting customer satisfaction research by a third-party Organization has an advantage that the responses obtained are more reliable. It eliminates the errors due to perception and stereotyping of in-house researches. This is because in Third-party research, the customer-vendor relationship does not get affected. Customer Satisfaction Management & Measurement (CSMM) is an independent, specialist unit of IMRB International. CSMM is also exclusive member of the Walker Information Global Network (WIGN) in the Indian subcontinent. CSMM has many proven methodologies and processes for customer satisfaction research

A few words from two of their esteemed clients:

"As a team they produce thoughtful proposals, excellent fieldwork and presentations. They are constantly involved in the work. They feel like a version of our own office…"

"IMRB showed a high degree of professionalism, rigor and discipline. An excellent level of client servicing, need fulfilment, pro-activeness and analytical focus…"

CHAPTER 04

<u>RESEARCH METHODOLOGY</u>

RESEARCH METHODOLOGY

4.1 Meaning: Research

Systematic investigative process employed to increase or revise current knowledge by discovering new facts. It is divided into two general categories:

(1) Basic research is inquiry aimed at increasing scientific knowledge, and

(2) Applied research is effort aimed at using basic research for solving problems or developing new processes, products, or techniques.

4.2 Definition: Research & Research Methodology

Research comprises "creative work undertaken on a systematic basis in order to increase the stock of knowledge, including knowledge of man, culture and society, and the use of this stock of knowledge to devise new applications."

Another definition of research is given by Creswell who states that – "Research is a process of steps used to collect and analyze information to increase our understanding of a topic or issue". It consists of three steps: Pose a question, collect data to answer the question, and present an answer to the question.

The process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information.
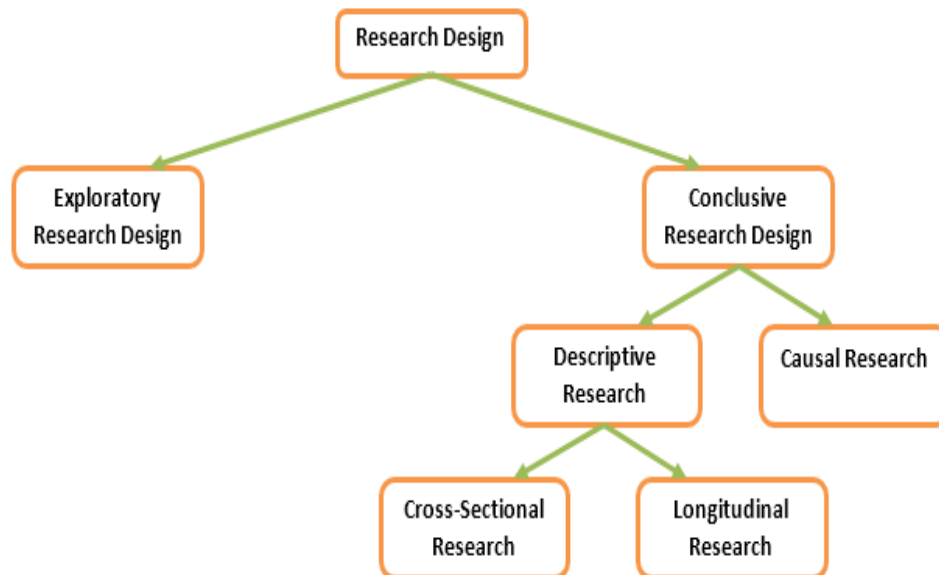
4.3 Research Design

The collection and analysis of measurements of the variables included in the research problem research study constitutes a research design.

a thorough description of the investigation's process. A research design will typically outline how data will be gathered, the instruments to be used, how they will be used, and how the data will be analyzed.

The two primary types of research design are conclusive research design and exploratory research design. While exploratory research is known as qualitative research, conclusive research design is more commonly referred to as a quantitative research strategy.

4.3.1. Exploratory Research Design:

The primary goal of exploratory research design is to discover new information or to get a deeper knowledge of a certain issue. Given that the variables in exploratory research frequently have not yet been defined, it is incorrect to analyse correlation between observed variables. Additionally, unstructured questions are typically used in assessment tools and are more versatile in exploratory research.

4.3.2. Conclusive Research Design:

In contrast with exploratory research design, conclusive research uses more formal and structured questions to test the correlation between variables or to test the truth from underpinning hypothesis. In conclusive research design we will be required to use some quantitative calculations.

- **The report is based on "Descriptive" research design.**

Descriptive research studies are those studies which are concern with describing the characteristics of particular individual or of a group selecting this design is to obtain complete and accurate information in the sais studies.

To find the penetration through various characteristics descriptive research is used.

4.3.3. Data Collection Method

i) Sources of Data

There are two sources of data collection techniques. Primary and Secondary data collection techniques, Primary data collection uses surveys, experiments or direct observations. Secondary data collection may be conducted by collecting information from a diverse source of documents or electronically stored information, census and market studies are examples of a common sources of secondary data. This is also referred to as "data mining."

- **PRIMARY DATA** Primary data means original data that has been collected specially for the purpose in mind. It means someone collected the data from the original source first hand. Data collected this way is called primary data. Primary data has not been published yet and is more reliable, authentic and objective. Primary data has not been changed or altered by human beings; therefore, its validity is greater than secondary data.

- **SECONDARY DATA** Secondary data is the data that has been already collected by and readily available from other sources. When we use Statistical Method with Primary Data from another purpose for our purpose we refer to it as Secondary Data. It means that one purposes Primary Data is another purposes Secondary Data. So that secondary data is data that is being reused. Such data are more quickly obtainable than the primary data. These secondary data may be obtained from many sources, including literature, industry surveys, compilations from computerized data bases and information systems, and computerized or mathematical models of environmental processes.

- **In this report both primary and secondary data are used. Primary data was collected by "Questionnaire" instrument and secondary data from various sources like "company website, reference books, and Research Reports"**

ii) Sampling Design

Sampling is the process of selecting units (e.g. retailers/Dealer) from a population of interest so that by studying the sample we may fairly generalize our results back to the population from which they were chosen.

⇨ **Probability Sampling:**

A probability sampling method is any method of sampling that utilizes some form of random selection. In order to have a random selection method, you must set up some process or procedure that assures that the different units in your population have equal probabilities of being chosen. Different type of probability sampling is given below:

⇨ **Nonprobability Sampling:**

Non-probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected.

- **In this report used "Nonprobability" sampling. And in nonprobability I used Convenience sampling.**

Convenience sampling is a non-probability sampling technique where samples are selected from the population only because they are conveniently available to researcher. These sample are selected only because they are easy to recruit and researcher did not consider selecting sample that represents the entire population.

4.3.4 Implementation of Research Theory in Research

Subject:	**Research Methodology**
Title:	Competitive analysis of Google Pixel mobile phones with other brands with special reference to camera features
Objective:	1. Assess Campaign Awareness 2. Competitor analysis 3. Measure Brand Recognition: 4. Determine Campaign Impact on Behavior 6. Explore Purchase Intent. 7. Identify Influencing Factors: 8. Assess Competitive Impact
Sample Method:	We would do research on the basis of Convenience Sampling Method.
Sample Size:	170
Sample Frame:	PCMC and Pune
Time:	Research will be completed in 1 months. (20 September to 20 October)
Research Design:	Descriptive Research design
Data collection sources:	1. Primary • Questionnaires

LIMITATIONS

- The quality of information totally dependent on respondent knowledge. The limitation of this study is that the field research was conducted only in PCMC and Pune.

- A more extended geographical sample may show greater differences in perceptions. Since there always remains a possibility of changing retailer expectation so to provide and fulfill the need, the service quality standards shall be reviewed and modified periodically to meet the changing customer expectation.

- Primary data was taken with the authorization of the respondents.

CHAPTER 05

DATA ANALYSIS AND INTERPRETATION

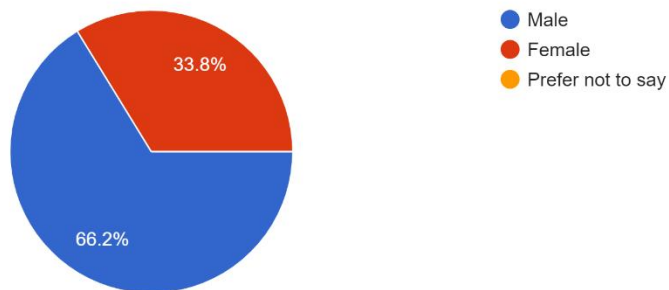# DATA ANALYSIS AND INTERPRETATION

1. Please select your gender

Sr.no	Gender	Percentage
1.	Male	66.2%
2.	Female	33.8%

1. please select your gender
74 responses

Interpretation: It seems like you're referring to a distribution or ratio where 66.2% are identified as male and 33.8% as female. This could represent various things such as a survey, statistical data, or even a hypothetical scenario. In many contexts, these percentages might relate to demographics, preferences, or choices within a particular group or population. Understanding the context or source of these percentages would help in interpreting them more accurately.

2.when do you plan to buy new smartphone?

Sr.no	Month	Percentage
1.	3 Month	23%
2.	3-6 Months	29.7%
3.	6-12 Months	31.1%
4.	Not planning to buy at all	16.2%

2. When do you plan to buy a new smartphone?
152 responses
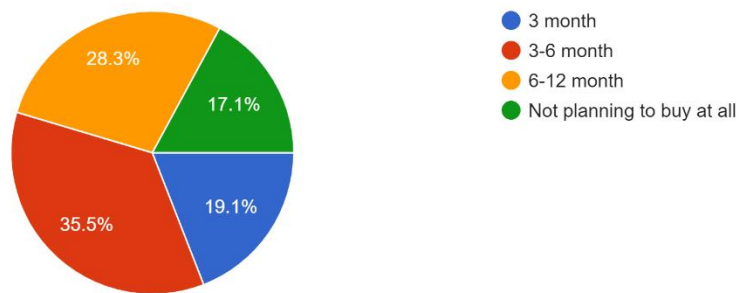
Interpretation: Within 3 months: 19% of respondents plan to buy a smartphone relatively soon. Within 3-6 months: 35.5% are considering purchasing a smartphone within the next six months. Within 6-12 months: 28.3% are planning to buy a smartphone within the year. Not planning to buy at all: 17.1% are not intending to purchase a smartphone presently.

3.Which of the following operating systems are you currently using on your device?

Sr.no	Operating systems	Percentage
1.	Android	77.6%
2.	Los	25.7%
3.	Other	1.3%

4. Which of the following operating systems are you currently using on your device ?

152 responses
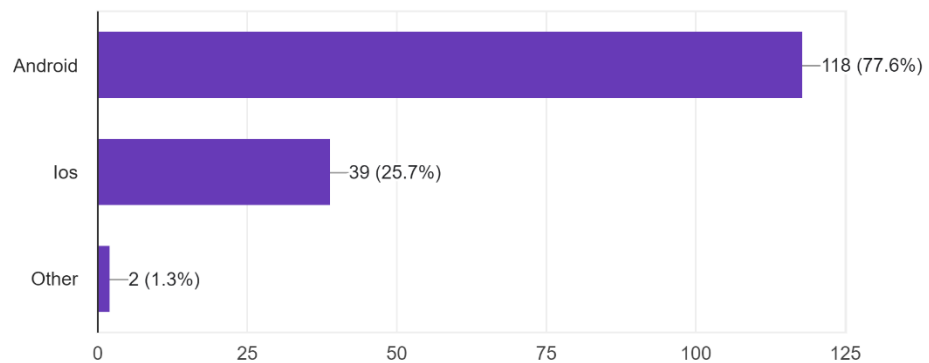
Interpretation: This revised breakdown suggests that the respondents use Android and iOS as their primary operating systems, with Android being more prevalent at 77%, followed by iOS at 28.4%. The remaining 0.6% could encompass various other operating systems not specifically mentioned.
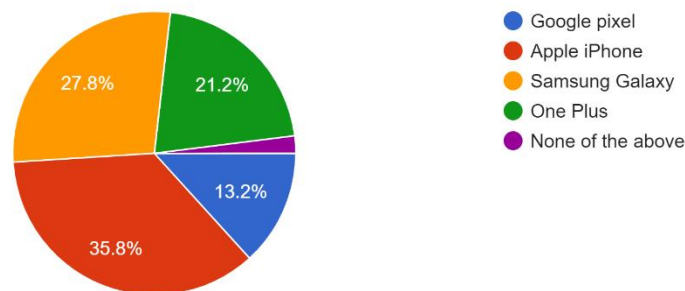
Interpretation: Looking at the data you've provided, it's fascinating to see the immediate

5. When you think of smartphones which brand comes to your mind first?

Sr.no	Brand	Percentage
1.	Google	13%
2.	One Plus	21.2%
3.	Samsung	27.8%
4.	iPhone	35.8%

5. When you think of smartphones, which of the brands listed below comes to your mind ?
151 responses

- Google pixel
- Apple iPhone
- Samsung Galaxy
- One Plus
- None of the above

Interpretation: Looking at these percentages, it's fascinating to see that the Apple iPhone holds the largest mindshare, coming to people's minds nearly 37% of the time when thinking about smartphones. Samsung Galaxy follows as a close second at 28.8%, indicating a strong association with this brand as well. OnePlus stands at 21.9%, showcasing a notable presence in people's perception of smartphones. The Google Pixel lags behind with 11%, which suggests it's less top-of-mind compared to the other brands mentioned. Interestingly, a small percentage of 1.3% indicated that none of these brands come to mind, showing a diverse landscape of smartphone perceptions among individuals.

6. what is your overall impression of the following smartphones?

Sr.no	Response	Percentage
1	Very favorable	25%
2	Somewhat favorable	38.2%
3	Neutral	28.3%
4	Somewhat unfavorable	8%
5	Very unfavorable	0.5%

6. What is your overall impression of the following smartphones ?   Google pixel
152 responses

- Very Favourable
- somewhat favourable
- neutral
- somewhat unfavourable
- Very unfavorable
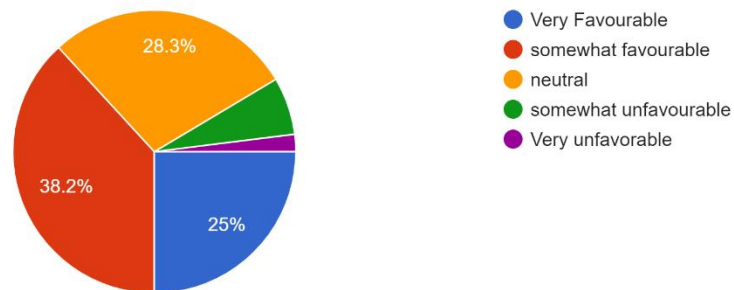
Interpretation: These impressions suggest that Google Pixel has garnered a reasonably positive sentiment overall. A substantial 63.5% of respondents hold favorable views, with 25% expressing a very favorable impression and 38.2% leaning toward somewhat favorable opinions. This indicates a majority with positive perceptions of the Google Pixel.

The neutral stance stands at 28.3%, showcasing a sizable chunk of respondents who don't strongly lean towards either positive or negative feelings about the device. Only a smaller proportion—8%—expresses some level of negativity, with 7% leaning toward somewhat unfavorable and 0.5% holding very unfavorable opinions.

7.Samsung

Sr.no	Response	Percentage
1	Very Favorable	33.6%
2	Somewhat favorable	42.8%
3	Neutral	16.4%
4	Somewhat unfavorable	8%
5	Very unfavorable	0.2%

7. Samsung
152 responses



- Very Favourable
- somewhat favourable
- neutral
- somewhat unfavourable
- Very unfavorable
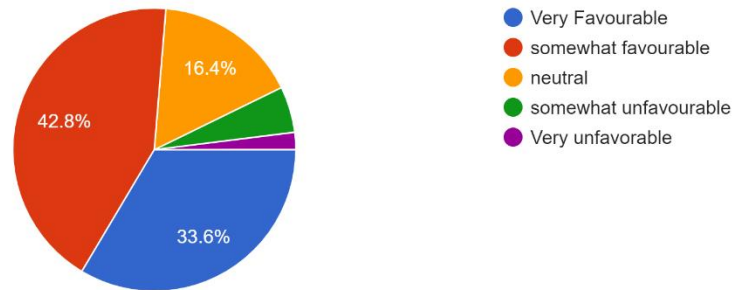
Interpretation: In terms of impressions, Samsung appears to have a predominantly positive standing, though it's not as overwhelmingly favorable as some might expect. A notable 42.8% of respondents hold favorable views toward Samsung devices, with 8% expressing a very favorable impression and a substantial 42.8% leaning towards somewhat favorable opinions.

However, there's a significant portion—16.4%—that maintains a neutral stance, not strongly swaying toward positive or negative sentiments about Samsung smartphones. As for the unfavorable side, it's relatively minimal, comprising 8.1% of respondents who hold somewhat unfavorable (8%) or very unfavorable (0.2%) opinions about Samsung devices

8.iPhone

Sr.no	Response	Percentage
1.	Very Favorable	44.4%
2.	Somewhat favorable	31.8%
3.	Neutral	13.2%
4.	Somewhat unfavorable	8%
5.	Very unfavorable	2.6%

8. Iphone

151 responses
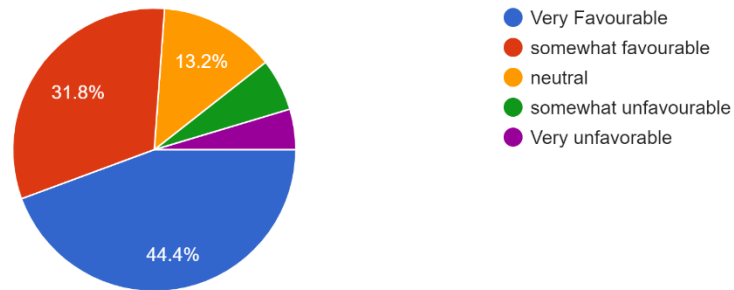
Interpretation: The iPhone stands out significantly in terms of impressions, enjoying a remarkably strong positive perception among respondents. A substantial 76.2% hold favorable views toward the iPhone, with a striking 44.4% expressing a very favorable impression and an additional 31.8% leaning toward somewhat favorable opinions. This overwhelmingly positive sentiment reflects a robust and loyal customer base for Apple's flagship product.

While there's a minority expressing a neutral stance (13.2%) and a small proportion with unfavorable opinions (8% combined between somewhat unfavorable and very unfavorable), the sheer majority leaning towards favorable impressions highlights the iPhone's dominance in the market.

9.Oneplus

Sr.no	Response	Percentage
1.	Very Favorable	34%
2.	Somewhat Favorable	36.7%
3.	Neutral	20.7%
4.	Somewhat unfavorable	8.6
5.	Very unfavorable	1.6%

9. Oneplus
150 responses

- Very Favourable
- somewhat favourable
- neutral
- somewhat unfavourable
- Very unfavorable
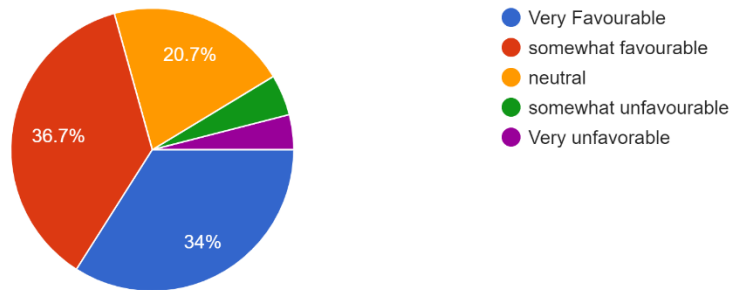
Interpretation: Very Favorable (34%): A significant portion of respondents hold a strong positive view of OnePlus products, likely impressed with their offerings, innovation, or brand image. Somewhat Favorable (36.7%): An even larger percentage of respondents view OnePlus products positively, though perhaps not as intensely as the "very favorable" group. They might appreciate certain aspects but could have some reservations. Neutral (20.7%): A moderate percentage of respondents remain neutral, not leaning towards either a positive or negative view. They might be indifferent or require more information before forming an opinion. Somewhat Unfavorable (8.6%): A smaller percentage of respondents have a somewhat negative view of OnePlus. They might have encountered issues or aspects they don't appreciate but aren't entirely dismissive of the brand.

10. Which of the smartphone brand would you consider buying in the next 3 months?

Sr.no	Brand	Percentage
1.	Google pixel	17.2%
2.	Samsung Galaxy	29.1%
3.	One plus	24.5%
4.	iPhone	21.2%
5.	None of the above	7.9%

10. Which of these smartphone brands would you consider buying in the next 3 months?
151 responses
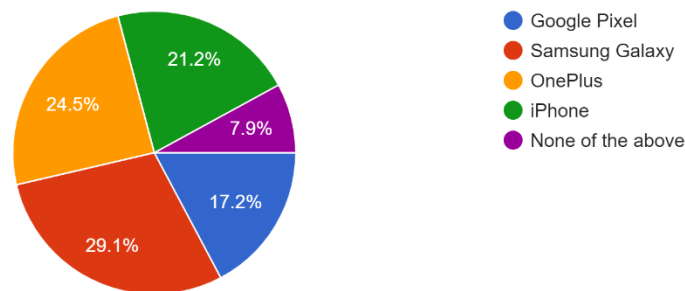
Interpretation: Samsung Galaxy (29.1%): A notable percentage of respondents are inclined towards purchasing a Samsung Galaxy smartphone. This brand likely appeals to them due to its diverse range of models, features, and brand reputation. OnePlus (24.5%): A slightly higher percentage of respondents are considering purchasing a OnePlus smartphone. This indicates a considerable interest in OnePlus devices, possibly due to their focus on performance, design, or user experience. iPhone (21.2%): A significant but smaller portion of respondents are considering buying an iPhone. Apple's ecosystem, brand loyalty, or the appeal of specific iPhone models might attract this group. None of the above (7.9%): A minority of respondents do not intend to purchase a smartphone from the listed brands within the next three months. This group might have different preferences, be considering other brands not listed, or might not be in the market for a new phone presently.

11. Which of the following attributes do you associate with the following smartphone brand? Best value for money

Sr.no	Brand	Percentage
1.	Google Pixel	19.9%
2.	Apple iPhone	36.4%
3.	Samsung galaxy	21.9%
4.	One plus	21.9%

11. Which of the following attributes do you associate with the following smartphone brands? Best value for money
151 responses
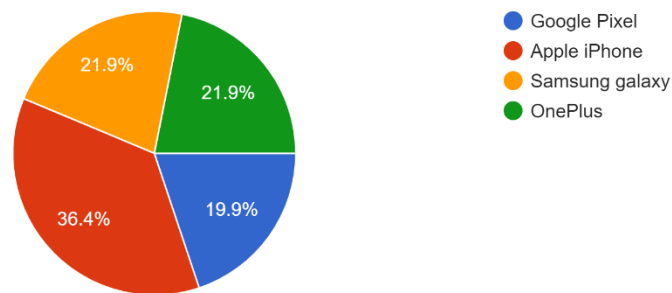
Interpretation: Apple iPhone (36.4%): A significant majority of respondents associate the iPhone with being the best value for money among the listed brands. This perception might stem from the iPhone's longevity, quality, and the overall user experience despite its typically higher price point compared to some competitors OnePlus (21.9%): A notable portion of respondents also consider OnePlus to offer good value for money. OnePlus devices often provide high-end specifications and performance at a comparatively lower price than other flagship smartphones, which might contribute to this perception. Samsung Galaxy (21.9%): While still a substantial percentage, a smaller portion of respondents associate Samsung Galaxy with being the best value for money. Samsung Galaxy phones often come in various price ranges, and this perception might vary based on the specific model and its features. Google Pixel (21.9%): A relatively smaller percentage of respondents associate Google Pixel with providing the best value

for money. Google Pixel devices are known for their excellent camera capabilities and clean software experience, but they might not be perceived as the best in terms of value compared to other brands, according to this data.

12. Which of the following attributes do you associate with the following smartphone brands?

useful.

Sr.no	Brand	Percentage
1.	Google Pixel	17.1%
2.	Apple iPhone	38.2%
3.	Samsung galaxy	25%
4.	One plus	19.7%

12. useful

152 responses
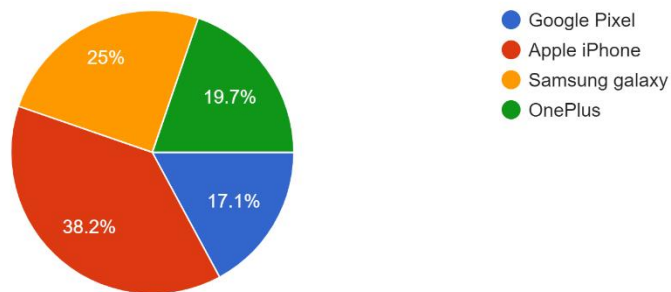
Interpretation: The data suggests that Apple iPhone has the highest market share at 38.2%, indicating strong popularity. Samsung Galaxy follows with a substantial 25% share. Google Pixel and One Plus also hold notable shares at 17.1% and 19.7%, respectively, establishing them as significant players in the smartphone market.
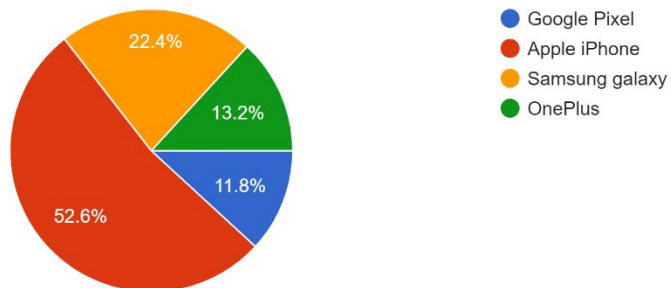
13. Which of the following attributes do you associate with the following smartphone brands?

Trustworthy.

Sr.no	Brand	Percentage
1.	Google Pixel	11.8%
2.	Apple iPhone	52.6%
3.	Samsung galaxy	22.4%
4.	One plus	13.2%

13. Trustworthy
152 responses

Interpretation: Apple iPhone stands out with the highest percentage at 52.6%, indicating a strong association with trustworthiness.

Samsung Galaxy follows with a significant 22.4%, portraying a considerable level of trust among consumers. Google Pixel has an 11.8% trustworthiness rating, suggesting a moderate association with trust. One Plus is perceived as trustworthy by 13.2% of respondents, positioning it in line with moderate trustworthiness.
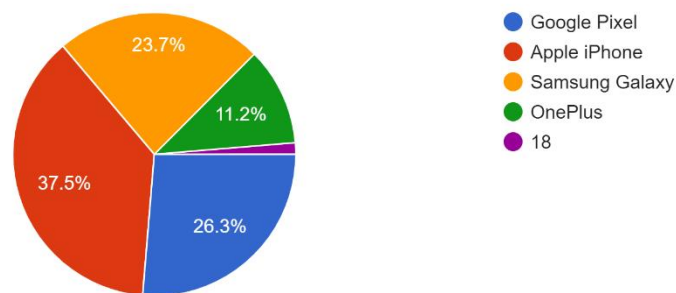
14. Which of the following attributes do you associate with the following smartphone brands?

AI powered camera features.

Sr.no	Brand	Percentage
1.	Google Pixel	26.3%
2.	Apple iPhone	37.5%
3.	Samsung galaxy	23.7%
4.	One plus	11.2%

14. AI powered camera features
152 responses

Interpretation: In the realm of AI-powered camera features, the market is led by Apple iPhone with the highest share at 37.5%, showcasing a dominant position. Following closely is Google Pixel at 26.3%, demonstrating significant adoption. Samsung Galaxy holds a substantial share at 23.7%, indicating a competitive presence. OnePlus lags behind with the smallest share at 11.2%, suggesting a comparatively lower integration of AI-powered camera capabilities in their smartphones.
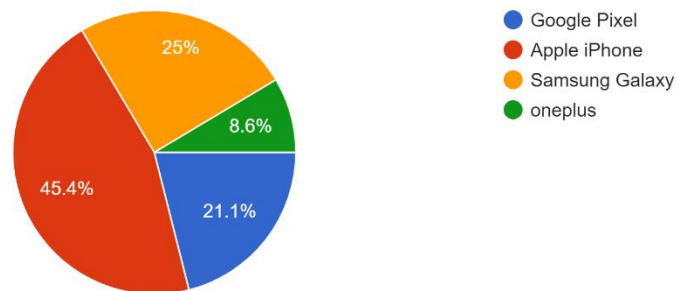
15. Which of the following attributes do you associate with the following smartphone brands?

Fix group photos to with a tap.

Sr.no	Brand	Percentage
1.	Google Pixel	21.1%
2.	Apple iPhone	45.4%
3.	Samsung galaxy	25%
4.	One plus	8.6%

15. Fix group photos to with a tap
152 responses

Interpretation: Effortless photo enhancement is a forte for smartphone brands, as reflected in user preferences. Apple iPhone leads with 45.4%, showcasing a strong appeal in easily improving group photos. Samsung Galaxy follows closely at 25%, offering significant photo enhancement capabilities. Google Pixel, with 21.1%, and One Plus, with 8.6%, also contribute to the trend, indicating varying degrees of user satisfaction with their respective group photo correction features
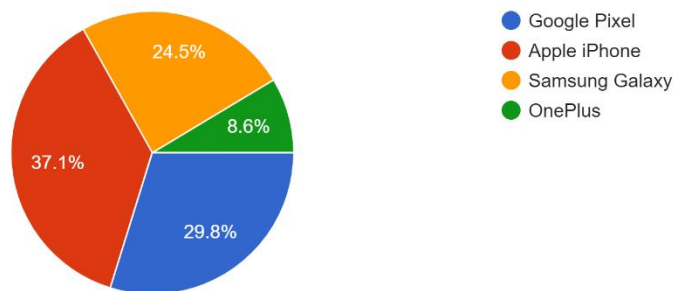
16. Which of the following attributes do you associate with the following smartphone brands?

Sharpen blurred photos.

Sr.no	Brand	Percentage
1.	Google Pixel	29.8%
2.	Apple iPhone	37.1%
3.	Samsung galaxy	24.5%
4.	One plus	24.5%

16. Sharpen blurred photos
151 responses

Interpretation: Addressing the common concern of blurred photos, smartphone brands showcase distinct capabilities. Apple iPhone leads with 37.1%, highlighting its proficiency in sharpening images. Google Pixel closely follows at 29.8%, demonstrating strong anti-blur features. Samsung Galaxy and One Plus share the third position with 24.5%, indicating comparable effectiveness in resolving photo blurriness. These percentages reflect user satisfaction with each brand's ability to enhance and sharpen images affected by blurring.
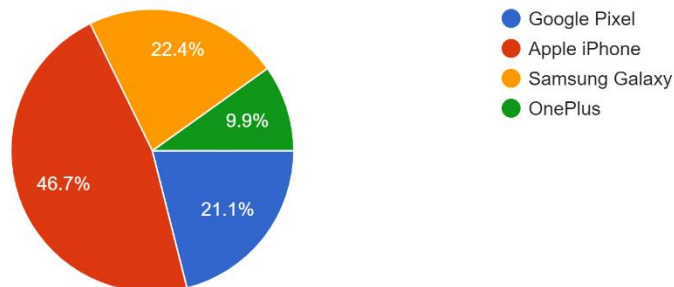
17.Which of the following attributes do you associate with the following smartphone brands?

Remove background noise from videos.

Sr.no	Brand	Percentage
1.	Google Pixel	21.1%
2.	Apple iPhone	46.7%
3.	Samsung galaxy	22.4%
4.	One plus	9.9%

17. Remove background noise from videos
152 responses

Interpretation: Efficiently eliminating background noise from videos is a key feature for smartphones, and user preferences reflect distinct brand capabilities. Apple iPhone leads with 46.7%, showcasing advanced noise reduction in video recording. Google Pixel follows at 21.1%, providing a notable but comparatively lower level of noise elimination. Samsung Galaxy closely trails at 22.4%, offering competitive video sound quality. One Plus, with 9.9%, indicates a moderate performance in reducing background noise. These percentages reveal the varying degrees of user satisfaction with each brand's ability to enhance video recording by minimizing unwanted background noise, catering to diverse preferences and needs.
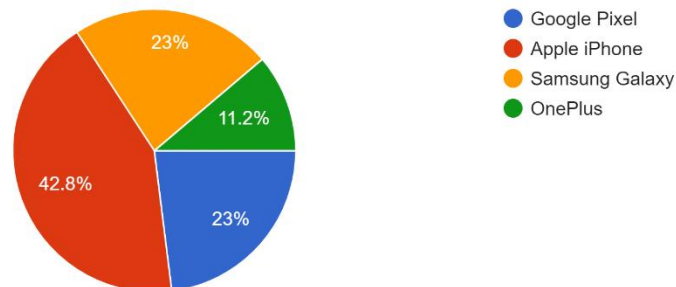
18. Which of the following attributes do you associate with the following smartphone brands?

Magically erase, move and adjust photo elements.

Sr.no	Brand	Percentage
1.	Google Pixel	23%
2.	Apple iPhone	42.8%
3.	Samsung galaxy	23%
4.	One plus	11.2%

18. Magically erase, move and adjust photo elements
152 responses

Interpretation: Photo manipulation capabilities, allowing users to magically erase, move, and adjust elements, are key considerations for smartphone choices. Apple iPhone leads with 42.8%, indicating a strong preference for its advanced photo editing features. Google Pixel and Samsung Galaxy share a similar percentage at 23%, suggesting comparable proficiency in element manipulation. One Plus, at 11.2%, provides a moderate level of photo editing functionality. These percentages reflect user satisfaction with each brand's capacity to offer intuitive and effective tools for creative photo adjustments, influencing choices based on the desire for seamless and versatile photo editing experiences
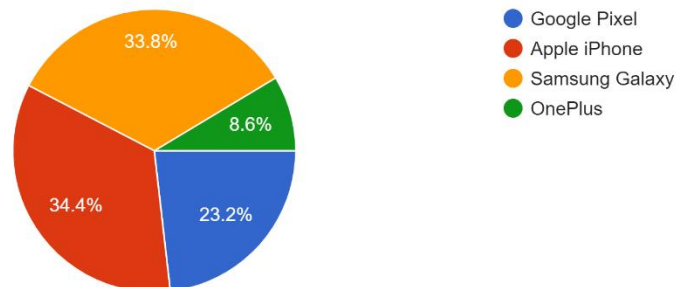
19. Which of the following attributes do you associate with the following smartphone brands?

High resolution zoom options

Sr.no	Brand	Percentage
1.	Google Pixel	23.2%
2.	Apple iPhone	34.4%
3.	Samsung galaxy	33.8%
4.	One plus	8.6%

19. High resolution zoom options
151 responses

Interpretation: Smartphone preferences highlight the significance of high-resolution zoom options in photography. Apple iPhone stands out with a leading 34.4%, showcasing a strong appeal for its advanced zoom capabilities. Samsung Galaxy closely follows at 33.8%, indicating comparable proficiency. Google Pixel, with 23.2%, provides a moderate but noteworthy level of high-resolution zoom quality. One Plus, at 8.6%, suggests a relatively lower emphasis on this feature. These percentages underscore user priorities for brands delivering superior high-resolution zoom, positioning Apple and Samsung as preferred choices for those valuing advanced zoom functionality in their smartphone cameras.
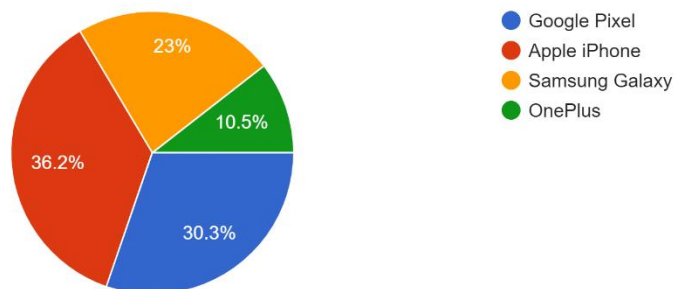
20. Which of the following attributes do you associate with the following smartphone brands?

Translate language in real time.

Sr.no	Brand	Percentage
1.	Google Pixel	30.3%
2.	Apple iPhone	36.2%
3.	Samsung galaxy	23%
4.	One plus	10.5%

20. Translate languages in real time
152 responses

Interpretation: Real-time language translation is a pivotal feature influencing smartphone choices. Apple iPhone leads with 36.2%, emphasizing a strong appeal for its advanced and seamless language translation capabilities. Google Pixel closely follows at 30.3%, showcasing a substantial user base valuing its translation functionalities. Samsung Galaxy, with 23%, provides a competitive but comparatively lower percentage, indicating a solid yet slightly lesser preference for real-time translation. One Plus, at 10.5%, suggests a more moderate emphasis on this feature. These percentages underscore the significance of language translation in smartphone selection, with Apple and Google Pixel emerging as frontrunners in meeting user expectations for effective real-time translation.

21. How likely are you to recommend google pixel smartphones to a friend or colleagues?

Sr.no	Brand	Percentage
1.	Google Pixel	30.3%
2.	Apple iPhone	36.2%
3.	Samsung galaxy	23%
4.	One plus	10.5%

21. How likely are you to recommend google pixel smartphones to a friend or colleagues ?
151 responses

- Very likely
- Somewhat likely
- Neutral
- Somewhat unlikely
- Very unlikely
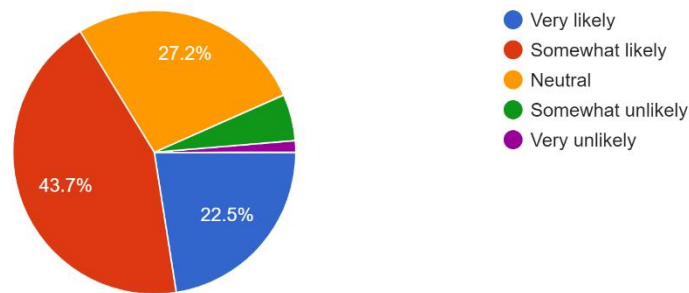
Interpretation: The likelihood of recommending Google Pixel smartphones is reflected in the survey data, with 30.3% expressing a positive inclination. While Apple iPhone leads with a 36.2% recommendation rate, Google Pixel's 30.3% suggests a substantial portion of users endorsing the brand to friends or colleagues. Samsung Galaxy, at 23%, and One Plus, at 10.5%, indicate varying degrees of recommendation likelihood, emphasizing the diverse preferences and user satisfaction levels across different smartphone brands.

CHAPTER 06
<u>FINDINGS</u>

FINDINGS

Market share: Google Pixel holds a market share of 17.1%, indicating a presence in the smartphone market. While not as dominant as Apple or Samsung, this share suggests a moderate level of adoption.

Trustworthiness: Google Pixel is perceived as trustworthy by 11.8% of respondents, which is a relatively lower percentage compared to Apple iPhone's 52.6%. This suggests that trustworthiness might be an area where Google Pixel could enhance its reputation.

Photo enhancement: In the context of fixing group photos with a tap, Google Pixel has a 21.1% share, reflecting a reasonable but not dominant preference for its photo enhancement features.

Blurred photo correction: Google Pixel holds a 29.8% share in sharpening blurred photos, indicating a strong capability in addressing this common concern.

Video Noise Reduction: When it comes to removing background noise from videos, Google Pixel captures a 21.1% share, showcasing a notable but comparatively lower level of noise elimination.

Photo Manipulation: In terms of magically erasing, moving, and adjusting photo elements, Google Pixel holds a 23% share, suggesting a moderate level of proficiency in this aspect.

High-Resolution Zoom: Google Pixel has a 23.2% share in high-resolution zoom options, indicating a moderate level of preference for this feature among users.

Real-Time Language Translation: Google Pixel has a 30.3% share in this category, showcasing a substantial user base valuing its real-time language translation capabilities.

CHAPTER 07

SUGGESTIONS

SUGGESTIONS

➢ Company should create trust among the dealer by taking immediate corrective actions for the problems like shortage and breakage and concentrate in credit facility of the dealers to extend their service for dealers required.

➢ More in-depth research needs to be conducted for analysis and drive a advanced design framework for upgradation and modernization of cement sector is required in respect of overall industry strategy and it's integrative component strategies.

➢ The retailers/Dealer should deliver grey cement at given time to consumer.

CHAPTER 08

CONCLUSION

CONCLUSION

Comparing the Google Pixel's camera features with other brands involves assessing various aspects like image quality, software processing, and unique functionalities. The Pixel series, known for its exceptional computational photography, competes fiercely with other flagship phones such as iPhone, Samsung Galaxy, and Huawei models. The Pixel's standout features often include Night Sight, Portrait Mode, and impressive HDR capabilities, but competitors also offer similar functionalities. Ultimately, the choice between these brands often comes down to personal preference in terms of user interface, ecosystem, and specific camera preferences.

CHAPTER09

<u>BIBILOGRAPHY</u>

BIBILOGRAPY

www.kantar.com

www.kantarpublic.in

www.kantar-ns.in

CHAPTER10

<u>ANNEXURE</u>

ANNEXURE

Questionnaire:

1. please select your gender?

- a) Male
- b) Female
- c) Other

2. When do you plan to buy a new smartphone?

1. 3 months
2. 3-6 month
3. 6-12 month
4. Not planning to buy at all.

3. Among this option, which is most important to you in the phone?

1. Has the most advanced technology regardless of price
2. Has all the new features and a great price tag?
3. Has the best price regardless of new features?

4.Which of the following operating systems are you currently using on your device?

- o Android
- o Ios
- o Other

5. When you think of smartphones, which of the brands listed below comes to your mind?

- a) Google pixel
- b) Apple iPhone
- c) Samsung Galaxy
- d) One Plus
- e) None of the above

6. which of the following smartphones, brands have you heard of?

- f) Google pixel
- g) Apple iPhone
- h) Samsung Galaxy
- i) One Plus
- j) None of the above

What is your overall impression of the following smartphones?

7. Google pixel

1. Very Favorable
2. somewhat favorable
3. neutral
4. somewhat unfavorable
5. Very unfavorable

8. Samsung Galaxy

1. Very Favorable
2. somewhat favorable
3. neutral
4. somewhat unfavorable
5. Very unfavorable

9. iPhone

1. Very Favorable
2. somewhat favorable
3. neutral
4. somewhat unfavorable
5. Very unfavorable

10. One plus

1. Very Favorable
2. somewhat favorable
3. neutral
4. somewhat unfavorable
5. Very unfavorable

11. Which of these smartphone brands would you consider buying in the next 3 months?

1. Google Pixel
2. Samsung Galaxy
3. OnePlus
4. iPhone
5. None of the above

Which of the following attributes do you associate with the following smartphone brands?

12. Best value for money

1. Google Pixel
2. Apple iPhone
3. Samsung galaxy
4. OnePlus

13.Useful

1. Google Pixel
2. Apple iPhone
3. Samsung galaxy
4. OnePlus

14. Trustworthy

1. Google Pixel
2. Apple iPhone
3. Samsung Galax
4. OnePlus

15. Al powered camera features

1. Google Pixel
2. Apple iPhone
3. Samsung Galaxy
4. OnePlus

15. Fix group photos to with a tap

1. Google Pixel
2. Apple iPhone
3. Samsung Galaxy
4. OnePlus

16. Sharpen blurred photos.

1. Google Pixel
2. Apple iPhone
3. Samsung Galaxy
4. OnePlus

17. Remove background noise from videos.

1. Google Pixel
2. Apple iPhone
3. Samsung Galaxy
4. OnePlus

18. Magically erase, move, and adjust photo elements.

1. Google Pixel
2. Apple iPhone
3. Samsung Galaxy
4. OnePlus

19. High resolution zoom options

1. Google Pixel
2. Apple iPhone
3. Samsung Galaxy
4. OnePlus

20.Translate languages in real time.

1. Google Pixel
2. Apple iPhone
3. Samsung Galaxy
4. OnePlus

21 How likely are you to recommend google pixel smartphones to a friend or colleagues?

1. Very likely
2. Somewhat likely
3. Neutral
4. Somewhat unlikely
5. Very unlikely