



# A STUDY OF SMARTPHONE INDUSTRY IN VAPI CITY

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- **ABSTRACT**

The smart phone industry has been growing at a stable speed in today's world where a lot of companies are competing against one another to earn a better position in the market. With the growing demand of internet services and better 4Gs and 5G connections and a boost in technology, the smart phone industry makes a better growth every year. The choices of people regarding the smart phone affect the demand of smart phones in the market.

In this report of Smartphone industry in Vapi City, we will be doing a research on the users of Smart phones present in Vapi city, the brands that they use, the reason why they use those brands and what are the factors that influence them when they choose a smart phone. The research was conducted using descriptive survey research method. Several people belonging from Vapi were used as the sample population. A valid questionnaire was prepared in order to gather the responses.

**KEY WORDS:-**

Smartphone, industry, research, brand

- **Introduction**

From being just a simple thing that was used for calling, the Smartphone has now reached better heights in the Indian mobile phone market with improved technology and efficient features. We can just take the current scenario. In today's world, each

and every person uses a smart phone. Today, there are more than around 760 million Smartphone users in India and more than 3.8 billion users across the world.

The first Smartphone running on Android was introduced to the consumer market in late 2008. It has become an important tool as each and every task can be carried out with the help of Smartphone. With the growing developments in the area of technology, the smart phone industry will improve further in the future.

### ● **Major Companies in the Indian market**

- Samsung
- Xiaomi
- Oppo
- Vivo
- Realme
- OnePlus
- Apple
- Motorola

These are the major companies which we will be researching on

### ● **Literature Review**

(Mohan, Consumer Behavior towards smartphone industry in Indian market, 2014) The following research was based on studying the attitude of consumers while purchasing a smart phone, consumer brand switching and a study regarding an overall behavior those consumer possess while purchasing a phone. The research method used by them was descriptive research design. The research methods used over here were both qualitative as well as quantitative. They concluded that smart phone is a very essential element in everyone's life and the consumer behavior directly or indirectly affects the choice of people while purchasing a smart phone.

(Joshi Sujata, 2016) The following research was carried out to understand the factors that affect youth college students of purchasing smart phones. Primary data research method was used to gather the data and the research design was descriptive in nature. The study found out that young student's choice were mainly affected by 5 factors namely technology factors, basic factors, hardware factors, financial factors and brand factors. This study would help the smart phone manufacturers to understand the choice of youth students and draw more developments that are beneficial to the young generations while purchasing a smart phone.

(Mizan Rahman, 2019) The main focus of the research was to study the value creation process in the line of technology aspects related to the development of smart phone industry. In this study, they explored & analyzed various factors & their inter-relationships that initiate, support and disseminate technological innovation within the smart phone industry where they carried out the research in Bangladesh and west Bengal only. The studied the overall smart phone industry as a whole. The research concluded the process by which technological innovation is adopted and diffused within an industry persists as a key research interest in the existing literature. Furthermore, the innovation and diffusion of ICT (information and communications technology) in general and smart phones in particular are viewed as a useful resource to support and foster socio-economic wellbeing in developing countries.

(Hory Sankar Mukerjee, 2019) The research study is an attempt to measure technology readiness of Indian customers towards self checkout service (SCS) through mobile app at retail stores at Hyderabad, India. They carried out the study in the Hyderabad location only. They mainly focused on the Smart phones in retail grocery stores rather than as a whole. They also studied correlations between technology readiness, perceived usefulness, perceived ease of use, and likelihood to use SCS. The findings of the study reveal that respondents' technology readiness was moderate with respect to mobile based SCS. Significant positive correlations were found between: technology readiness and perceived ease of use, perceived ease of use and perceived usefulness, perceived ease of use and likelihood to use, perceived usefulness and likelihood to use. Further the respondents were categorized in to five technology segments as skeptics, explorers, pioneers, avoiders and hesitators.

(Chakrabarti, 2013) This research mainly focused on the opinion leadership and associated measures among the owners of high end smart phone products in India. They focused on the opinion leadership perspective more and they gathered responses from various people across India who uses smart phones in order to gather their findings. The study found that opinion leadership is a well established tool playing a vital role in the marketing communication and online social behaviors. The research has also attempted to provide a few pointers to smart phone marketers for tapping up market audience in India focusing their marketing efforts towards opinion leaders.

(Abhijeet Jain, 2017) This research paper is concentrated on finding the root causes leading to Brand Switching in the smart phone sector. The first phase of the research began by identifying various causes that can lead to brand switching and variables like cost, availability, brand image, WOM etc. surfaced up. Then with a help of a survey, input was taken where 129 respondents gave their point of view about the different variables as well as the personal causes which they think has lead them to shifting to a new brand.

(Sonam Gupta, 2014) The economic development in the third world countries is encouraging entrepreneurs to disrupt the existing and mature markets with an innovative model. This paper presents one such case of Xiaomi. In this research, they studied the smart phone industry using just 1 company i.e., Xiaomi. They provided with a conclusion that in future, Xiaomi can overtake the players of Apple and Samsung as well with their rapid growth in the industry. Apple sells products to the high class category whereas Xiaomi develops product for the low and middle class category which is their core strength that helps them in achieving the market growth.

### ● **Problem Statement**

- People complain About the battery issues
- People complain about lags in their Smartphone's after some months of usage.
- Some companies are launching too many Smartphone's in a month and successor phone is also launched in just 2 months, second hand phone market is worst affected.

### ● **Objectives**

- To study why some brands in the industry are not that successful compared to other brands in Vapi.
- To understand the customer attitude towards different brands which are operating in Vapi.
- To understand the satisfaction level of user to a particular brand smart phone.
- To understand the actual reason why there is demand for a particular brand in Vapi.
- Is tier one brands are still in demand compared to other brands.
- To get the information regarding the different pricing at which customers purchase the Smartphone.

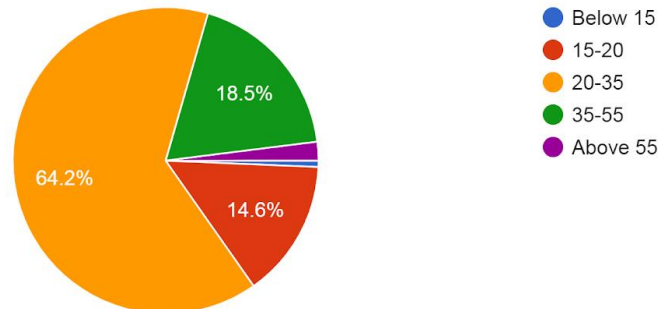
### ● **Research Methodology**

- **Research Design:** Descriptive survey Research Design
- **Sources of data:** We have collected data from people of all age groups living in different areas of Vapi.
- **Data collection Method:** Primary data
- **Population:** Several people from Vapi.
- **Sampling method:** Random sampling method
- **Sampling Frame:** From the population of 120 or more people
- **Data Collection Instrument:** Questionnaire (Google form)

## • Data Analysis and Interpretation

### AGE

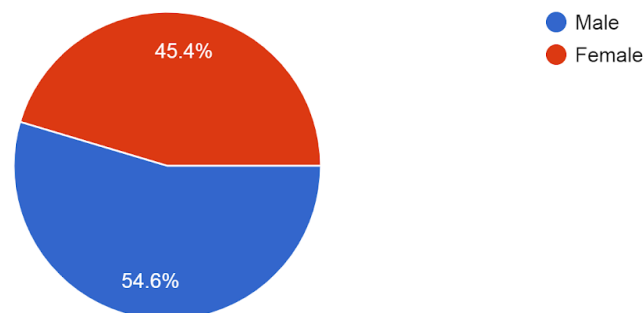
151 responses



We studied from the above question that teenagers are more addicted towards usage of smart phones than others. People of age group of 20-35 are more addicted towards using smart phones compared to other age people. Almost 64.2% population use smart phones compared to other age group people. Only 14.6% population using phones are between the age group of 15-20 whereas 18.5% population people are in the age group of 35-55.

### Gender

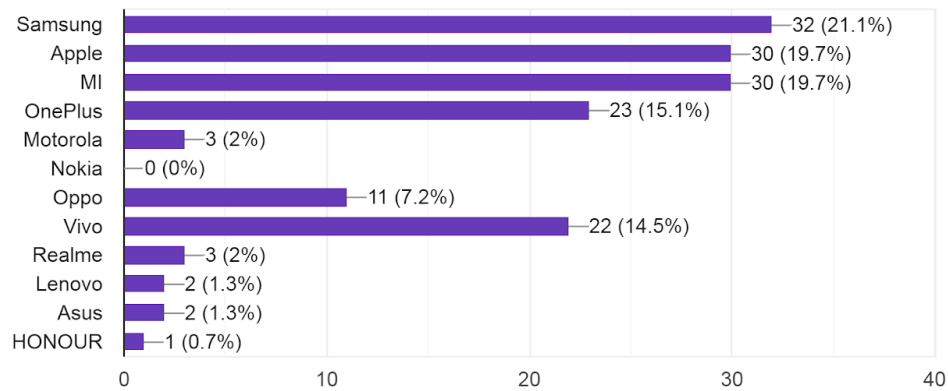
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It has been observed that mostly male are more addicted towards using smart phones compared to females.

## Your Current Smartphone Brand?

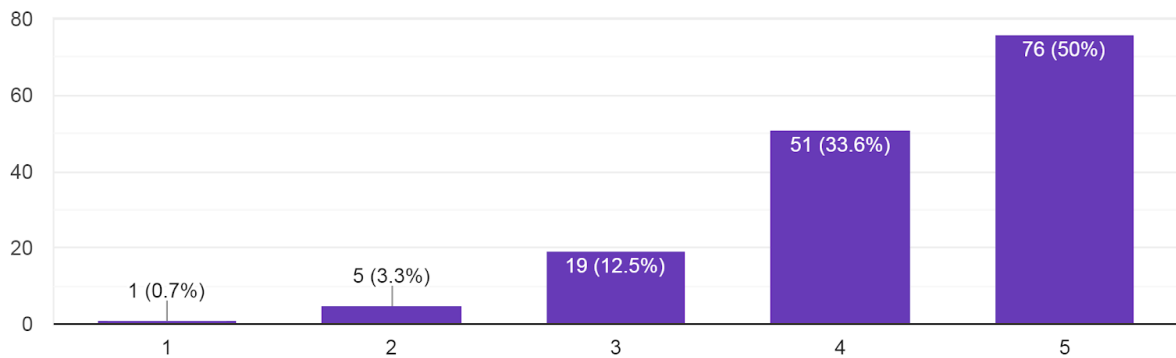
152 responses



From this research we can conclude that in vapi city users are diversified in different smartphone brands. Still, Samsung is leading in our research as the offline market has a big presence in vapi and that's why Samsung leads the competition and Apple at the second stage. We can see that OnePlus is also hot on its sleeves as it grabs a good 15% share.

## Are you Satisfied with your current brand you own?

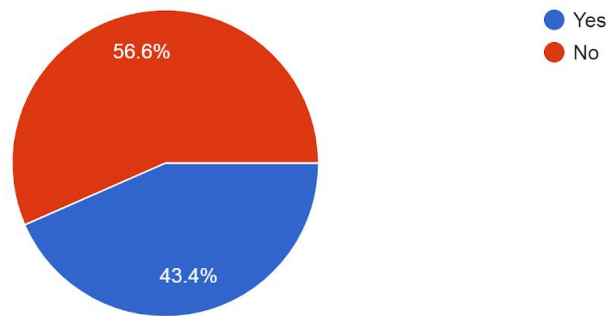
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From this study, we can observe that about 50% of the users are satisfied with their smartphone and its brand. We had done the detailed analysis where we had found out that a good amount of users who had selected 5 as a rating were Apple and Samsung brand users. In the rating of 4 there were also Samsung and OnePlus users more compared to the other brands. Tier 1 brand has done well in this category.

Would you like to change your current smartphone brand?

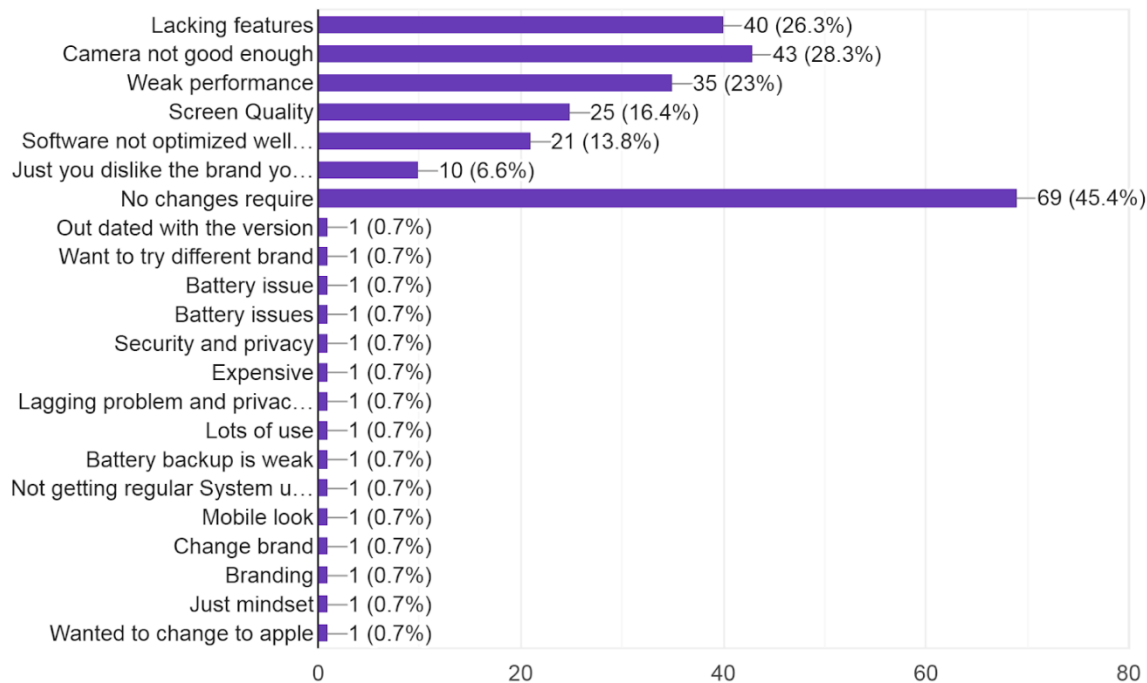
152 responses



A very simple but yet tricky question, 56.6% users want to shift or like to change their current smartphone brand. In category of no there was 43.4% users and we had observed that the users of Apple are more consistent in segment of No. They don't want to change the smartphone brand as often as other brand users want.

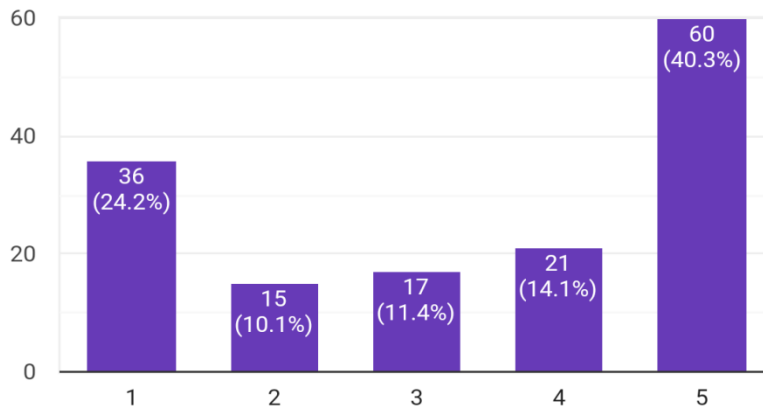
If you like to change your smartphone brand then what is the reason you wanted to shift from your current smartphone brand?

152 responses



What are the major reasons to shift from the brand?? We can see that no changes required has a good votes of 45% but at the same time camera not good enough has 28% share in the answer.

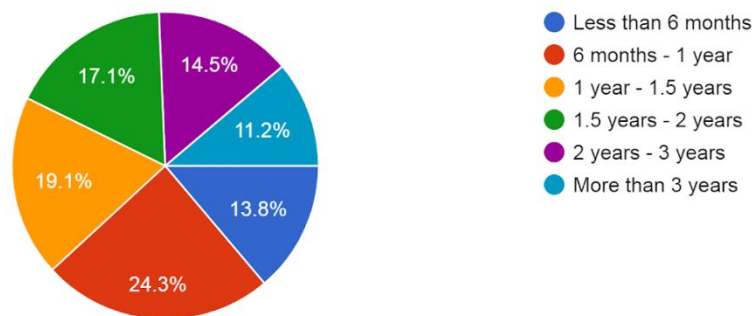
Will you switch to other alternative smartphone brand if they offer a sim... but cheaper smartphone?  
149 responses



We can see from the question that most of the people want to change their smart phone brands just because they don't like the brands that they have chosen.

Here we can see in this scale of 1 to 5 that 40 % of users can shift to different brands and with deep research we had concluded that leaving Apple & Samsung, all the rest of brand users can shift to different brand if offered cheaper smart phone with similar features.

What is the time frame that you are using your smartphone?  
152 responses

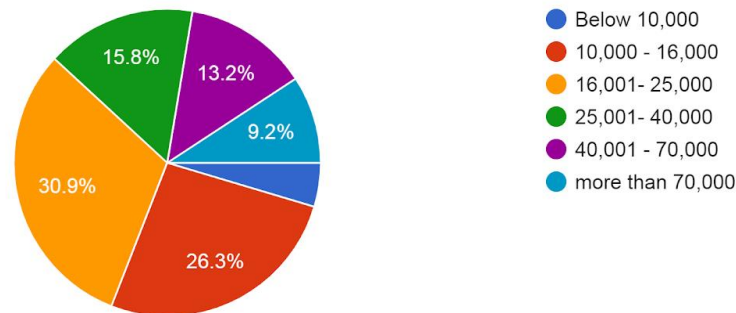


We can see from the above figure that people often change their smart phones usually every 6 months or a year or two and there are very few people who made a long term use of their smart phones.



What is your current smartphone pricing?

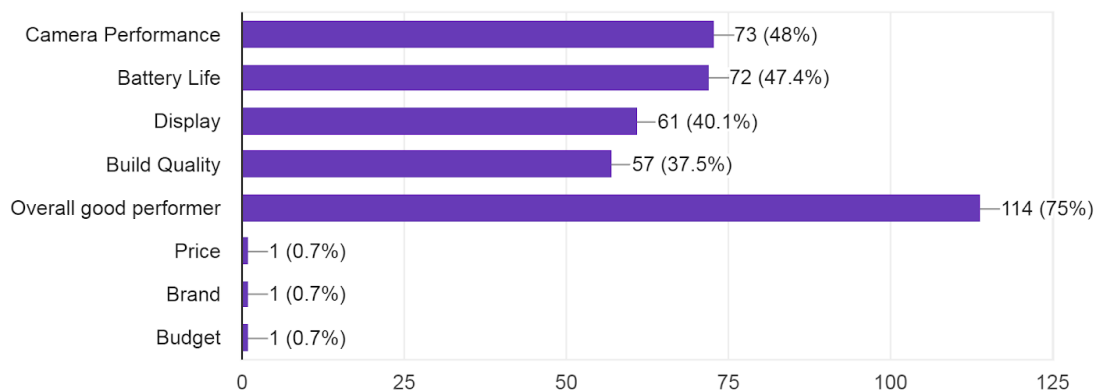
152 responses



We can see that most of the people use the smart phones in the range of 16001-25000 that is much affordable and convenient compared to others.

Why did you opted for the particular smartphone brand and smartphone only?

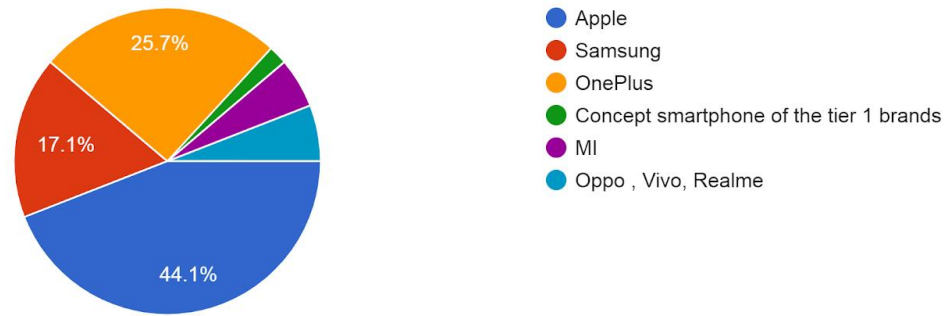
152 responses



This question was regarding the current smart phones that consumers are using and we observed that people are using the same phone that they don't want to change because their old phone is an overall good performer.

If you have the budget to purchase any smartphone, Which brand will you prefer?

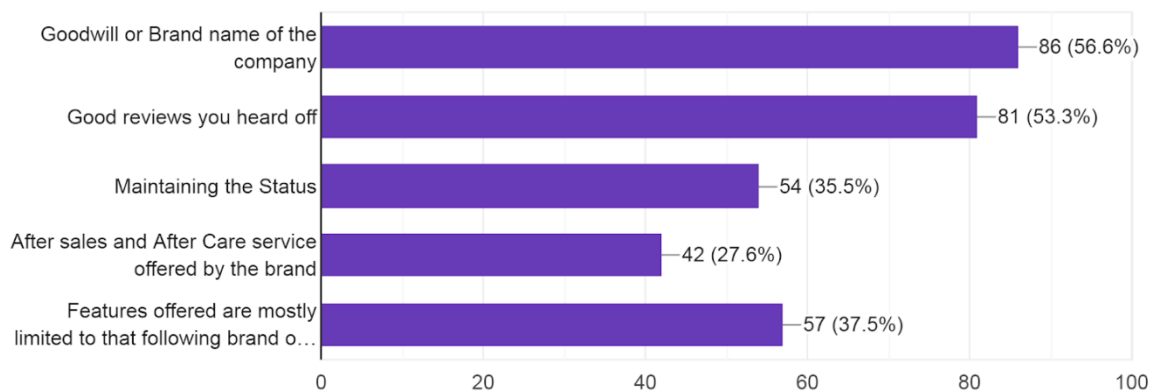
152 responses



We can see that if we get an opportunity to buy a phone then people's first choice will be Apple and One Plus compared to others.

Why do you like that particular brand mentioned above?

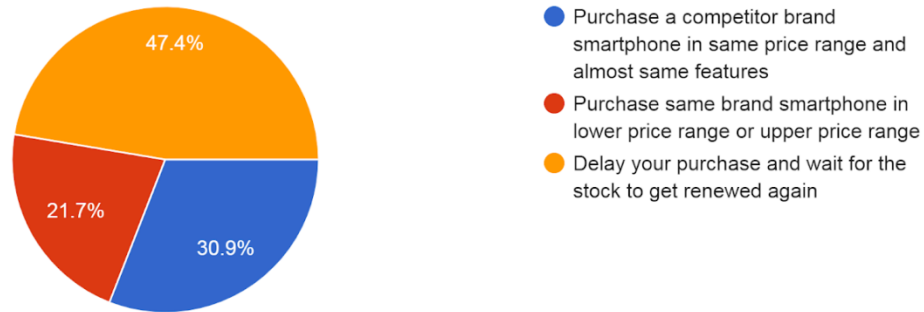
152 responses



We can see that people like the brands that they use because of the features offered by them are most limited to that following brand only and most of the people trust the smart phone because of their goodwill and brand name in the market.

If you want to purchase a smartphone right now. What will you do if the brand of smartphone you want to purchase is out of stock?

152 responses



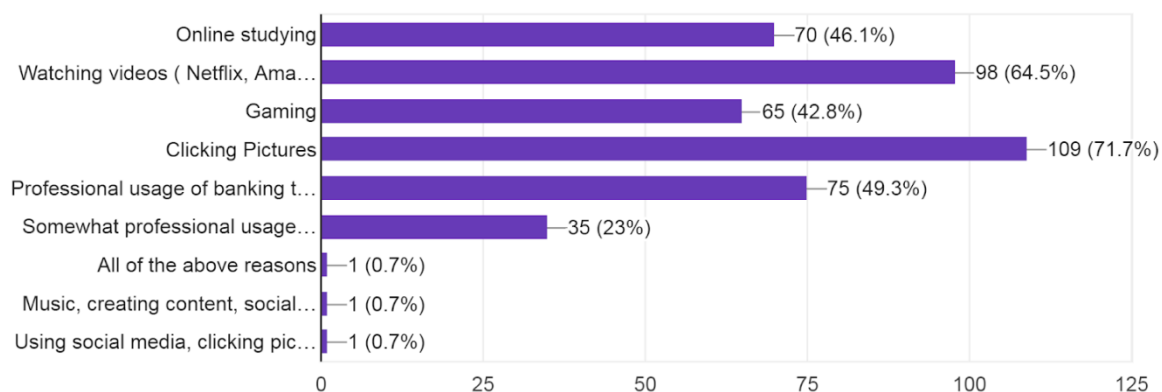
Here, we asked this question to check the user's loyalty towards brand in Vapi and we found out that brand loyalty is royalty for the brands. 47% people will be waiting for a specific model itself for the stock to get renewed but the main point here is that competition plays a vital role and it may be possible that competitive brands are not having desired product in the market.

21% of the people answered were to purchase same brand smartphone in lower or upper budget.

About 30% will shift to other brand smartphone brand.

Your Usage in Smartphone?

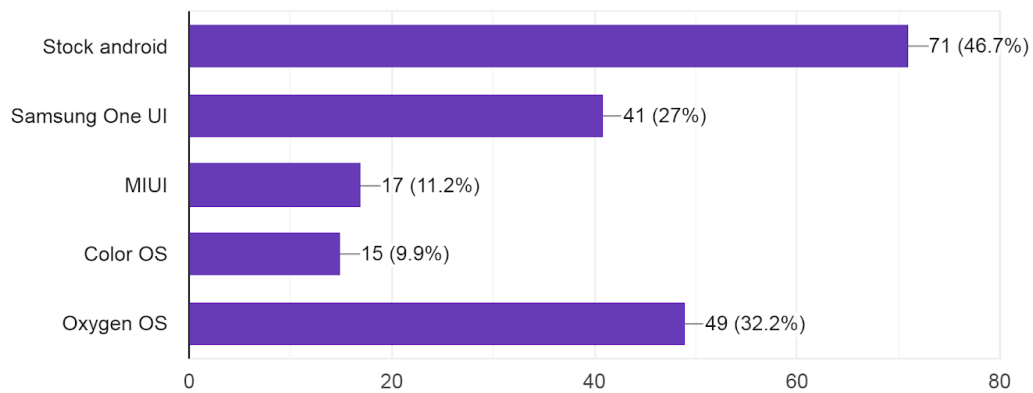
152 responses



We can see that people mostly use the smart phones for clicking pictures and watching videos. As we have observed that the smart phone has been an important tool that makes studying quite easier.

If you are android user than what skin or UI do you prefer?

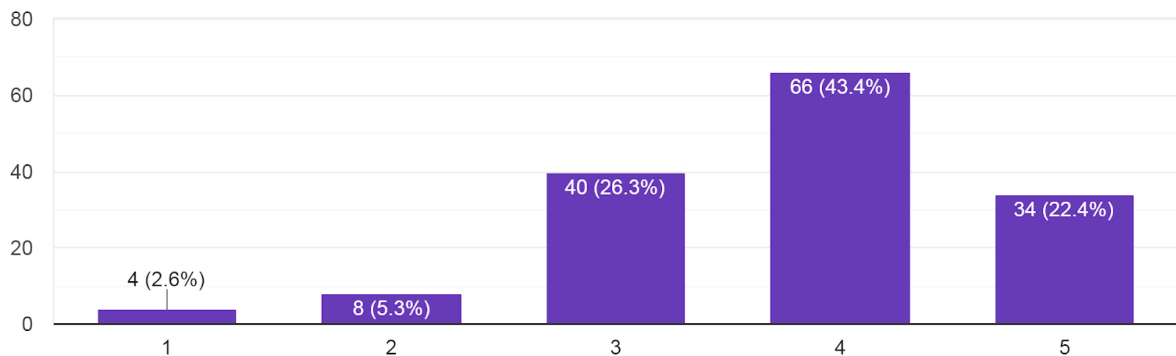
152 responses



In Android, different kind of user interface plays a vital role and here we can see that 46% of users just want clean stock android experience which is cleanest Android without user interface. Oxygen OS is also one of the people favorite with 32% up votes and then Samsung's one UI with 27%. The MIUI and color OS of Oppo stands at 11% & 9.9% respectively.

Give a rating on Samsung as a Brand.

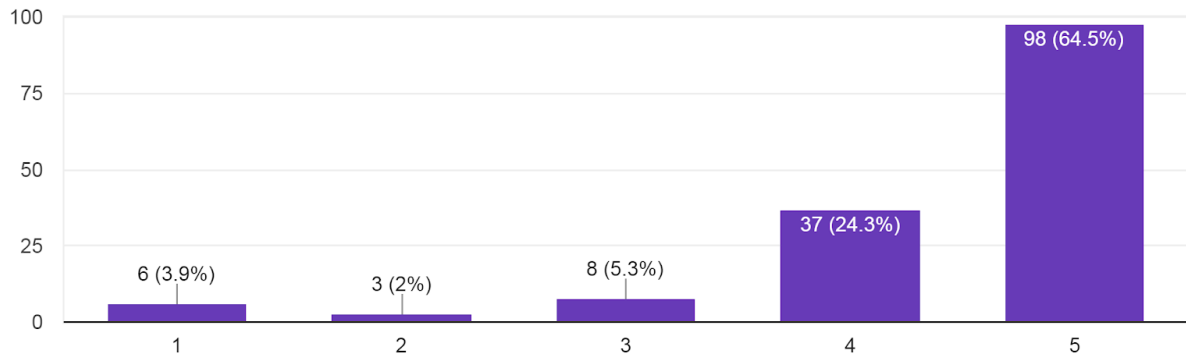
152 responses



In our research we can see that almost 43.4% have given a rating of 4 and 34 votes for 5. But at the same time, 40 votes was for 3 which is neutral and 8 votes for 2 and rating 1 was given by 4 people. Therefore we can say that Samsung is doing good job in Vapi city.

Give a rating on Apple as a Brand.

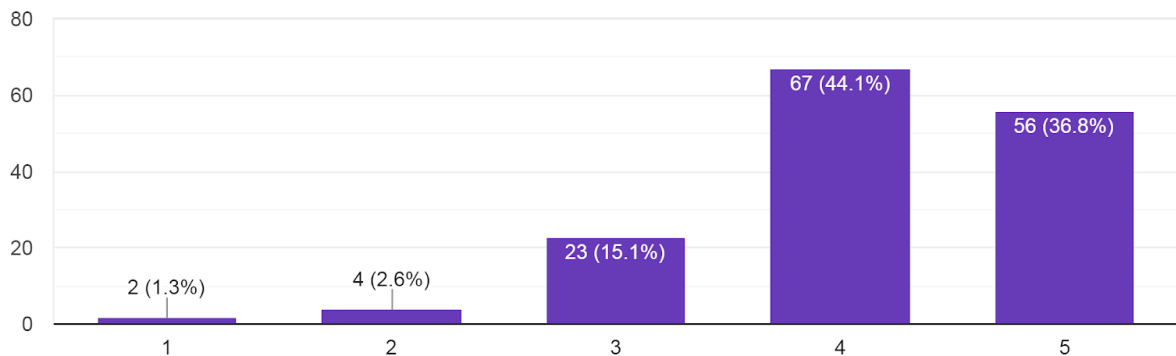
152 responses



Here in this we can see that 98 people have given rating of 5 out of 5 for Apple and 37 people have voted 4 and rest 6 people voted 1, 3 people voted 2 and 8 voted for 3. From the data, we came to know that rating of 1, 2 & 3 were not given by any Apple user.

Give a rating on OnePlus

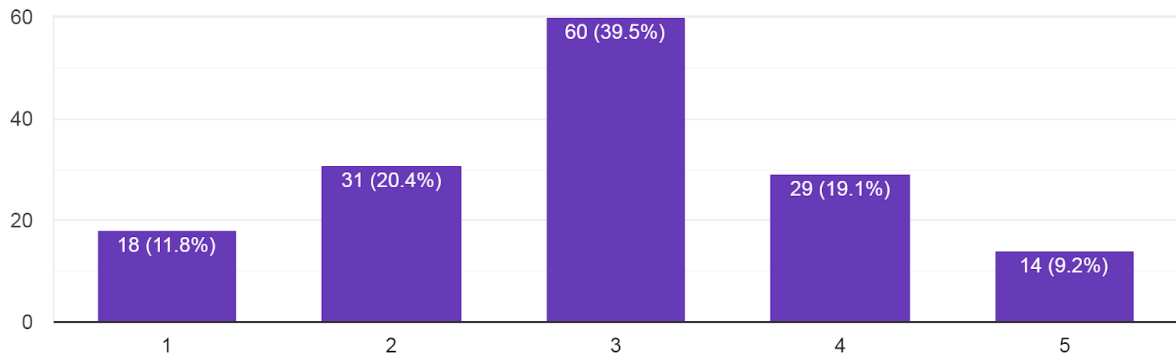
152 responses



Here, in this we can see that in Vapi, OnePlus is doing extremely well. As OnePlus is a new brand compared to others in the competition but having 44% votes for 4 rating and 56 people voted for 5. So OnePlus is good in terms of user base. From the data we have also been able to conclude that users of OnePlus were in the rating of 4 & 5. 15% voted for 3 which means not bad and not good. 2.6% for 2 and 1.3% for 1.

## Give a rating on Vivo

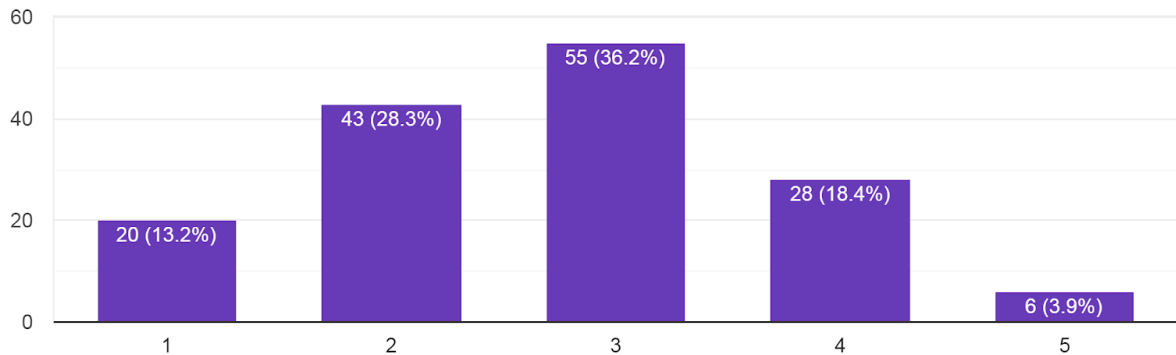
152 responses



In terms of Vivo, it is having the perfect graph as we can see. Here, from our study we can say that people thoughts on Vivo are in a mixed bag. About 11 % voted for 1, 20% voted for 2, 40% voted for 3, 19% voted for 4 and 9.2% for 5. A very mix reaction for this and neutral rating of 60 people is little bit a problem for Vivo.

## Give a rating on Oppo

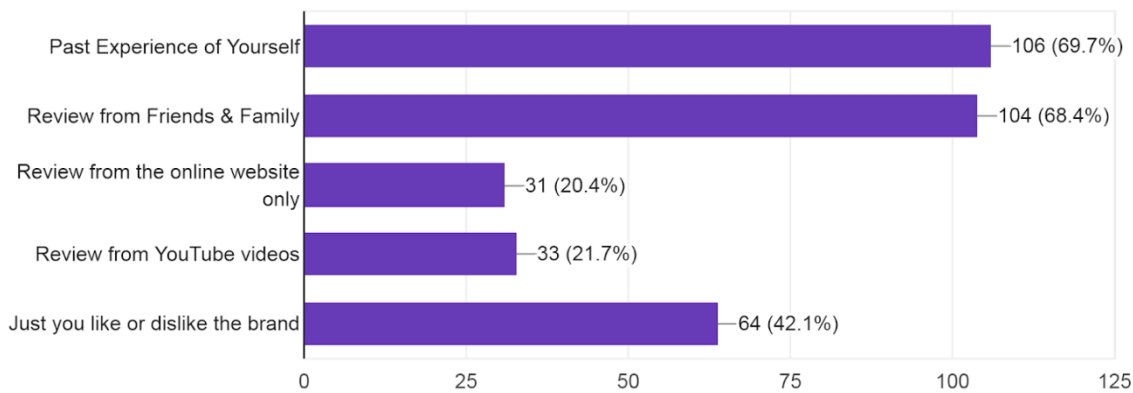
152 responses



In Vapi, Oppo has negative rating by far in any brand that we've talked about. Hardly 4% people have voted for rating 5 and 28 people had chosen rating 5. Rest all are in the scale of 1 to 3.

All the rating which you had given above were based on which of the following factors?

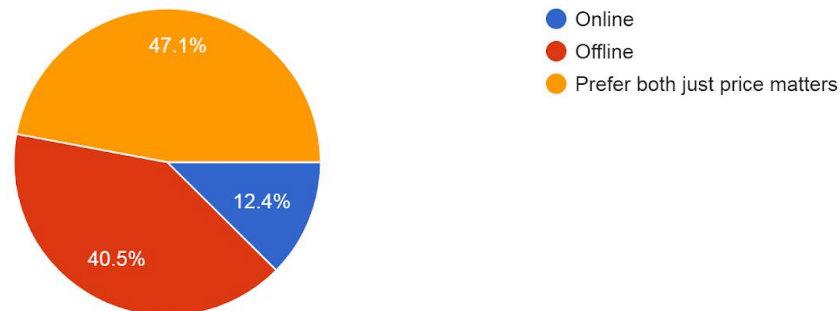
152 responses



Here we can see that all the rating was given on the based on 70% people say past experience of their own self. About 68 % people say they had got the reviews from their friend and family. In our research we had found out that the people are less into online reviews from website and YouTube videos just over 20% for each. And almost 42% people like or dislike the brand.

Would you prefer to buy a Brand new smartphone from Online Retail or Offline Retail stores?

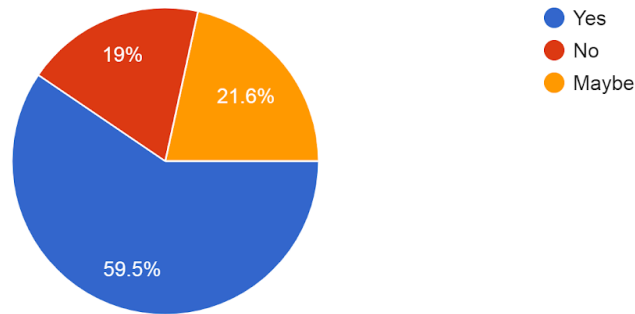
153 responses



In Vapi, almost 40% people will buy the Smartphone in offline market. Just 12.4% people will buy the phone in online retails like Amazon, Flipkart. Rest 47% will prefer both just price is the major concern and availability also matters.

Do you agree with "I trust the brand" ( the brand which you are using currently)?

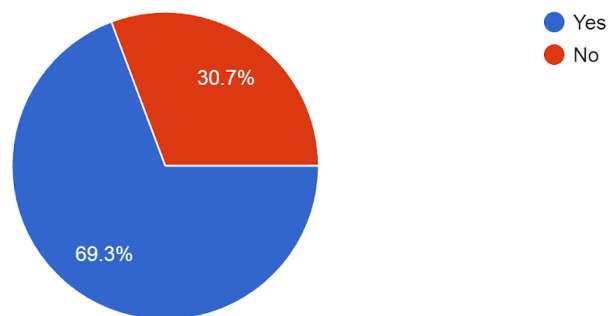
153 responses



Here, we can see that almost 60% of the users trust their brand of smartphone which is strange as deep in studies we had found out that users of Apple all have voted yes and Samsung users have also votes yes or maybe. In the category of No, there are users of MI, Oppo and Vivo where 19% vote lies.

Does the brand name influence your decision making while purchasing aa smartphone?

153 responses



69.3% voted for Yes, here we can see in the image above. We have deeply studied the data and found out that the people who have selected Apple and Oneplus in their smartpohone choice have voted yes majorly. 30% people say No brand name doesn't matter.

## • Suggestions

These suggestions are backed by the primary research which we carried out.

### Apple: -

Apple is a very big tech giant and Apple has very big market share in terms of flagship smartphones in India. The problem with the apple is pricing, yes all knows that Apple's pricing is too expensive but the iPhone 11 which starts at a price of



Rs.54, 900 is good buy still it's a great device, but what if apple cuts the price and make the iPhone 11 available at the price of Rs. 50,900 or Rs49, 900, online retail outlet prices for the iPhone 11 is same i.e. Rs.49, 900. But still, we would say that iPhone 11 is also a good buy even if you are paying a little more from the pocket.

iPhone xr is right now most overpriced phone in the whole iPhone line up. The asking price of Rs.47, 900 which is for the base variant 64 GB only is not worth buying. Online retail stores are giving away at very cheaper rate of almost as low as Rs. 39,900 for 128 GB which is a good price to pick.

Pricing is a major concern in terms of apple other than that the charging adapter which they had removed last year and yes, customer still thinks Apple is charging premium but not giving any charging adapter in the box and needs to buy extra one.

Other than these small things, there is not much to talk about Apple. They are good in terms of building quality, software and privacy where all concern lies with the other smartphones brand. Keep the same software support and also update cycle where Apple gives ios update to very old devices also, so keep this going.

### **Samsung: -**

Samsung is very old and big tech company, competing in smartphone industry from very long time. The company does the best is to make the balance between all the price range of its smartphone lineup. Samsung differentiates its product line very well. Online series of smartphones are M series which is targeted towards online segment of smartphone user who buys online, which are overall good performer in terms of its price bracket and then the offline series, the A series which is targeted towards offline segment of user mainly.

The problem with the Samsung is they launch some very good devices which can compete with the Chinese counterparts but at the other side they launch some really bad devices which is not worth purchasing like the A31, A32, M12 etc. These devices are not worth purchasing because of weaker internals like weak processor not so good display, not good camera and competition offers a lot more in the same range.

Also, one more problem which needs to light up is the difference between A series and M series, Samsung differentiates this series by cutting some of the features in M series which is fine but M51 which costs Rs. 25,000 doesn't have Samsung Knox hardware support, not even case is supplied in the box and even no earphones supplied.

Samsung has started to add some marketing and advertisements in the software which sometimes is little annoying, here app send you notification to install other app and also in updates two to three apps automatically gets installed, yes you can uninstall them but lets the user select what he needs to use and what notification he or she wants in the phones.

Samsung, customers really want your devices at a particular price range of Rs10, 000 to most expensive phones in the lineup. Customer want non-Chinese smartphones and the trust what Samsung has in the customer mind is way higher compare to the Chinese brands. Also, the service center and the customer support the Samsung has is one of the best and in budget segment its best. Just launch one good phone and it's enough for almost 6 months. Display what you use the super amoled is best in business and also camera is one of the best. The prior Samsung phones was used to lag and hang a lot but now it's not an issue but still there is misconception that Samsung hangs a lot. So try to clear out the misconception of hanging and lagging issue through your advance marketing techniques.

### **Motorola: -**

Motorola smartphones do last long and also the software and user interface which is given is the stock android UI which comes directly from Google. Motorola smartphones has good overall performance, good camera, and the most important is the no spam or no advertisements campaign done by the company. It's totally the stock android which means that there is no additional difference between Google Android's and the Motorola android which is provided, but there are some useful touches like chop-chop the device for the flashlight and for camera just needs to twist two times. So, this all things are excellent but where is the problems? Did anyone know which is the latest Motorola device launch in the Indian market? Very techy person knows there is the problem of Motorola that they launch some very good phones but they don't market them properly and also pricing is the concern for them to some extent as a phone launch by Motorola for Rs 85,000 and now it's at Rs 75000. Just launch at the proper price and do market the product well or in some innovative way there is market and space for Motorola smartphones.

## **OnePlus: -**

Oneplus at the initial phase was the most innovative company not in just terms of tech but also in marketing, they had started the invite system for their first phone also they were positioning their brand and smartphones towards flagship killer at an affordable price. The one thing which most of the company should learn from oneplus is the marketing strategies implemented by them and how to make a brand very famous and also same time not to spend a huge amount on marketing. They were very good still they have the best-in-class software experience and very fast android phone. People compare OnePlus brand to Apple sometimes, so the level of Oneplus has been raised. There are some mistakes and now company is somewhere on a wrong path in terms of smartphone industry, the suggestions to the brand are as follows:

Launching too many smartphones in the market is creating a chaos for the brand. Firstly, the company was launching only one phone per year and then started with the T series, which resulted into two phones per year. Till that it was fine, but then launching 4-5 phones per year has messed up the company and now in 2021 with the launch of Oneplus 9 series and later in the year there will be T series in Oneplus 9 lineup, so resulted in almost 6-7 phones a year. The problem is the differentiation of product from each other, just see with an example Oneplus 8T launched in the year 2020 and Oneplus 9R launched in 2021, other than design it's basically the same phone at the price range lower than 8T so, what's the point of having 8T, and what about the customer who have bought 8T just before 9R launch?

With so many launches Oneplus is also struggling with the software updates in their devices, firstly the update cycle was regular but now it's not and also some bugs are been detected in new updates, therefore Oneplus don't flood the market with many offerings, just offer two good phones in premium range and one good phone in budget range every year that would be very good for the market.

## **Xiaomi :-**

Here, MI, Redmi, POCO all is considered. They all are just one company but the sub brands of Xiaomi. Redmi done the incredible job by launching its note 10 series, prior to these 9 series was not that attractive but this time they did excellent job. In the case of MI there are many suggestions which we need to give as they had done many things which has changed the Indian smartphone market in good way and same time in wrong way too.

First of all, Redmi has just flooded the market with lots and lots of smartphones. The sellers of the phone, offline retailers to get confuse while suggesting the mi phones because there are too many of them, at every 500 Rs. Increment there will be one mi phone listed and the difference would be hardly there, one would have good camera but weaker processor and other one with different name will have just opposite of first phone, a good processor but with worst camera. This is the situation of mi, looking up to its lineup, at every Rs.500 there is one phone.

Updates in MI are worst anyone can experience. The update cycle of mi phones is horrible, according to the consumers in mi phones updates are not available at regular interval, the most important security update is also provided very late, and with updates new bugs come, sometimes phone becomes very leggy, the most famous mi A3, after update phone just got dead, and it was with all units.

Software, mi needs to really work on the software part, their MIUI is filled with lots of bugs and company is unable to solve that all bugs, also the advertisements in mi phones are horrible, in mi there is dozens of ads in the software through which company earns money, those ads are mostly adult rated content too.

Mi needs to works on its software a lot; need to cut down on the launching of new phones so that they can consider updating their old phones first to the latest android and security patch. Also, they need to work on the black-marketing thing which is running in offline MI official stores. Mi official store have the stock and they charge extra 500-1000 Rs. On the MRP and also wants the customer to buy extra stuff then only the store will provide the device. This is because they are not controlling their stores properly and also their own mistake is that they don't have proper stock at the launch that's why the black marketing is getting heavier.

### **Realme:-**

Realme is sub-brand of Oppo and it was launched just to challenge MI and to grab its market share. They launch good smartphones last year and some were too popular and got good number of sales, the problem of Realme is firstly their design and builds quality.

Design of Realme device is almost the same from last two years, customer really can't differentiate Realme's device almost every device look and feel the same, if its premium device and it feels like cheaper device than it's an issue for Realme and also the build quality of the device is not good enough.

Secondly, launching too many smartphones every year, they are also like MI launching a new device at every Rs. 500- 1000 price range.

By doing this they are creating their own market but the main issue here is the customer is confused. If customer wants better camera smartphone under 20,000 price then need to look at Realme 8 series, if customer wants 5G supported device then he needs to take a look at X7 series, if customer wants battery efficient than there is some other device. So, the point is why to flood the market just launch 3-4 good device in every price range.

Upgrades of Realme devices are also not good, if a customer had purchased Realme 6 series device at the time of launch and after almost 4 months there is updated 7 series, then again after 4 months there is 8 series. What about the customer who had buy the 6 series device? In almost a year the device got old and the value just got down drastically.

Just launch a proper device at every price range and not to flood the market with lots of devices. Also, Realme needs to work on camera post processing.

### **Oppo & Vivo**

Oppo and Vivo are the king in offline smartphone market. They are beating Samsung in terms of sales quantity. So, in terms of sales, business operations and also in terms of marketing they are doing extremely well. Still in India there is healthy amount of share in smartphone industry sales comes from offline segment and there oppo and vivo are champs.

Some suggestions to Oppo is try to come up with the good snapdragon processor in under 25,000 price range where some of the customer is diverted due to using of mediatek processor. Customer mindset is snapdragon processor actually performs much better compare to mediatek and if Oppo can overcome this mindset in terms of customer then it's a win situation for them. Also, try more to optimize the user interface and software experience.

Some suggestions to vivo is that just try to keep price a little lower than what the price is actually, yes doing marketing is expensive and needs to cover the money but try keep the price little bit lower where customer will not divert from vivo to MI or Realme. Vivo has its audience and customers actually wants vivo phones so, just try to keep the price little bit low so that you can grab a good pie in the cake.

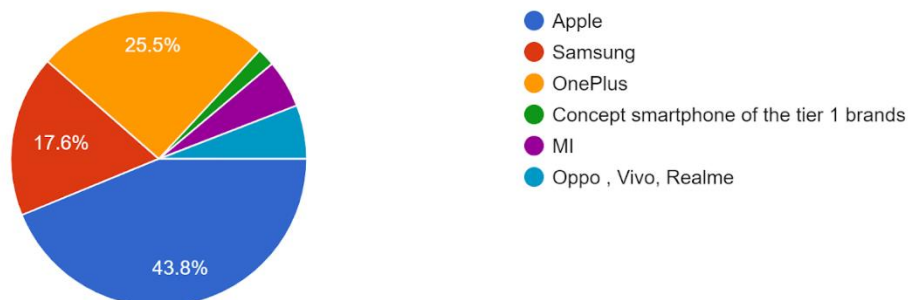
- **Key findings of brands from the study: -**

- **Apple**

In the case of Apple, we have found out that almost all of the customer are well satisfied with their smartphone purchase. Even users don't want to shift to other brands of smartphones. When we had asked for will you switch to alternative brand if another brand phone is available at cheaper price tag?? The chances of happening are very unlikely according to the users. If people have the budget to purchase any brand phone then to apple leads the battle. Users actually want to wait for apple smartphone to get back in stock if it's out of stock. If we talk about response regarding the Apple as a brand and people were told to rate Apple, rating of 5 for apple is seen to be very easy to catch, 65% of users gave a rating of 5 and 25% rated 4 to Apple.

So at the end Apple is a company which most of the customer wanted to try their hands on with the iPhones.

If you have the budget to purchase any smartphone, Which brand will you prefer?  
153 responses



The following image shows how Apple holds a big name in terms of smartphone industry.

- **Samsung**

According to our study, Samsung brand has most user base in Vapi. They have good camera and best display according to the users. Samsung has one of the best share in mid range market in Vapi, and satisfaction level of the customers of Samsung is pretty good on the most data lying on 4 in the likert scale. Samsung one ui has healthy 42 up votes; Samsung is doing well with the software part as previously Samsung was known worst for the software. Samsung hold good 43% 4 rating in out of 5 and 23% out of rating and 27% of 3 rating.

It's been observed that users who have selected Samsung as their current Smartphone brand are more likely to buy the phone from offline market and some of them will look at the online and prices and then decide accordingly. So, Samsung has good presence in terms of offline phone market. But there is small concern for Samsung which is almost 50% of the user base of Samsung want to change the current Smartphone they are using. It is been also observed that responded above the age of 35 are mostly buying Samsung and also in offline market, so here is the opportunity for Samsung.

### **Oneplus: -**

Oneplus had a tremendous success in the Indian smartphone market from its launch and has created a big fan base in the market. From total of our responded we got 23 users are using Oneplus as their daily driver and they are satisfied with the device overall, just one complain we got is the camera performance in Oneplus devices are not up to the mark where Samsung and Apple are today. Hope they take this is a suggestion and tries to improve the camera, even after hasselbald partnership there is little success and in near future it may become good. We have observed that the buyer of oneplus brand smartphone is in the age group of 20-35 and also they are person who buys online in Vapi basically. One more thing which we had noticed is that male is buying Oneplus devices more compare to female. On the test of changing the Oneplus devices, we can say that Oneplus is right now on a mixed bag as they actually try to compare with Apple but the customer are not comparing Oneplus with Apple, so many of the user wants to change the smartphone brand which is strange because users are satisfied but still they want to shift. This is mainly because of the camera. The best thing which Oneplus is doing is the oxygen os, oxygen os is just behind the stock android user interface with 49 votes in hand. So users in Vapi are happy and feel good to use oxygen os on top of the Android.

### **Xiaomi:-**

With 30 votes in the and almost 20% share in our research MI is basically on second position in terms of user base in Vapi. This is not all MI phones are used by almost all age group people which we can see from the chart. So, MI has done great job in terms of sales department. But some of cons which we had observed in terms MI is that users are not satisfied with the purchase of MI phones, there point is they were not having huge budget and therefore they need to go with the mid range phone and in

which MI gives good hardware, so there is good sales. Basically, the sales of MI are based on hardware.

From the research we had got the idea that the users of MI in terms of satisfaction level there is inconsistency, as there was good rating, average rating and negative rating too in almost equal ratio. There are hardly people who don't want to shift from MI phones, there is some very general reason that they want to shift. In this research we will look at this reasons : first is lacking features, though the software in terms of features is very well provided still user require more features that means company is not listening to the users, the actual features which a user want is missing. Display is also a concern in MI phones, though with the Redmi note 10 lineup this issue is been resolved and here we can say that MI has listened to its user based. Almost 60% of user wants to shift to Apple brand and rest to Oneplus brand, so there is something else where MI is lacking. The answer is the software and its user interface the MIUI, according to the responses which we had collected we can see that there is hardly people who voted for MIUI as there preferred skin on top of the Android. So, here is the issue hope MI listen to the customer and try to solve it.



### Realme:-

The brand which was launched to encounter MI or say Redmi. Realme is a sub brand of Oppo. The user base of Realme has been increasing day by day in just almost 2-3 years Realme has taken a very big market share in Indian smartphone industry, and the role for which Realme was created its been doing exactly, the role to over shadow MI. According to our report almost 3 % of users are using Realme and in the secondary data, according to counterpoint research, Realme is at 12% in overall Indian Smartphone market share in quarter 2020.





Source:-<https://www.counterpointresearch.com/india-smartphone-share/>

Satisfaction level of Realme users is moderately good but compare to MI its way ahead, users like Realme UI more compare to MIUI, but still users of Realme complain more about the camera not good enough compare to competition and according to gadgets 360 website the camera of newly launch Realme 8 is not better than prior launched Realme 7.

**Gadgets 360** Realme 8 Review: Not Enough of a Change

IN THIS ARTICLE

Realme 8  
₹14,999 Buy

The Realme 8 has a similar set of rear cameras as the Realme 7, but the performance isn't as good.

**Realme 8 cameras**

The rear cameras are similar to what we saw on the Realme 7 in terms of specifications. At the back, there's a 64-megapixel primary camera, 8-megapixel ultra-wide camera, 2-megapixel macro camera, and a 2-megapixel monochrome camera. However, the primary 64-megapixel sensor is manufactured by Omnivision and not Sony, like the one on the Realme 7. You get a 16-megapixel selfie camera. The camera app offers a rich selection of shooting modes, similar to what we've seen on previous Realme smartphones.

Image quality, sadly, is weaker than what I experienced with the Realme 7. Landscape shots looked alright when seen on the phone's display, but upon closer inspection, details and textures on objects often appeared flat and not well defined. The ultra-wide camera produced even weaker details, as expected, with visible barrel distortion along the edges. Close-ups fared much better in terms of details, but they tended to have a heavily processed look when magnified. The AI scene enhancer has the tendency to boost colours, so if you prefer a more natural look, it's best to leave it off.

Source:-<https://gadgets.ndtv.com/mobiles/reviews/realme-8-price-in-india-review-vs-redmi-note-10-camera-battery-life-2411981>

If the UI is good compare to MIUI it doesn't means that user wants Realme UI, still the stock android tops up with almost 50% votes.

## **Oppo and Vivo:-**

Basically the same company just a sub brand of BBK electronics. But this doesn't mean that these are at same stage. The users of Oppo and vivo are mainly offline centric and we have found out that female are using Oppo more compare to males and vise versa for Vivo.

- **Limitation of the study:-**

Only data of people from Vapi City were collected.

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