



A STUDY ON CUSTOMER PERCEPTION TOWARDS CHINESE'S SMARTPHONE BRAND IN INDIAN MARKET WITH SPECIAL REFERENCE TO COIMBATORE CITY

Dr. A. Angel Christina, M.Com., M.Phil., PGDCA., Ph.D.¹

Assistant Professor

PG Department of Commerce,

Nirmala College for Women, Coimbatore.

S. Janani B.Com.,²

PG Department of Commerce,

Nirmala College for Women, Coimbatore.

ABSTRACT

Due to their small size, smartphones offer a convenient way to handle emails, internet access, and mobile calls all in one package. The purpose of this study is to gather data regarding consumer perceptions of Chinese's smartphone brand and the variables influencing their purchasing decisions. The data collected was based on the primary data through structured questionnaire collected from 100 respondents and simple random sampling technique was used to select a sample of representative customers. It is advised that the corporation release a smarter phone with standard quality for the lower classes, as this will enable them to reach a larger consumer base given the enormous number of people in these classes in the nation.

Keywords 1. Chinese's smartphone, 2. Brand, 3. Users.

INTRODUCTION

China's smartphone brands dominate roughly three-fourths of the domestic market, but their tiny export share worries the government as India starts on an export-led growth strategy for the electronics sector. Market trackers indicate that Chinese companies, including Xiaomi, Oppo, Vivo, and Real me, collectively hold a dominant 74% share of the Indian mobile phone market in terms of volume. However, their export proportion is only 4%. The government had requested earlier this year that Chinese mobile phone manufacturers assign more Indian executives to important positions and integrate Indian equity partners into their local businesses.

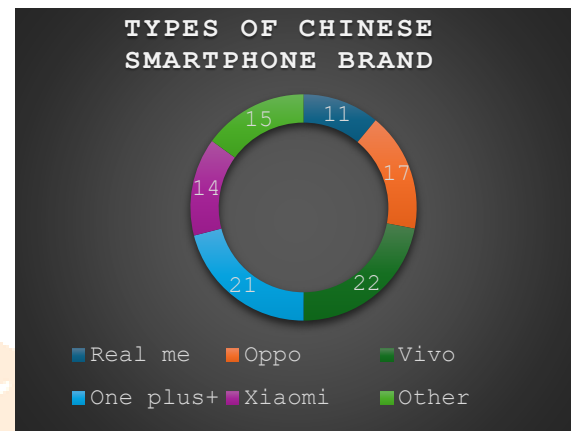
OBJECTIVES OF THE STUDY

- To identify the customer perception while using Chinese’s smartphone brand in Indian market
- To find out how technology informative in Chinese’s smartphone brand that influence customer.

III METHODOLOGY

Survey method is implemented for this research work to meet objectives of the study. Primary data is collected through the questionnaire and secondary data is also collected by other source in the part of research.

This Pie-chart reveals that the highest percent of the respondents are Under- Graduates with 45%, 27% of the respondents are Illiterate ,22% of the respondents are post-graduates and 4% of the respondents are others,2% of the respondents are professional.



Chart

3 Types of Chinese’s smartphone brand

This Pie-chart reveals that the highest percent of the respondents with 22% are using Vivo,21% of the respondents are using One plus+,17% of the respondents are using Oppo ,14% of the respondents are using Xiaomi and 15% of the respondents using other,11% of the respondents using Real me.

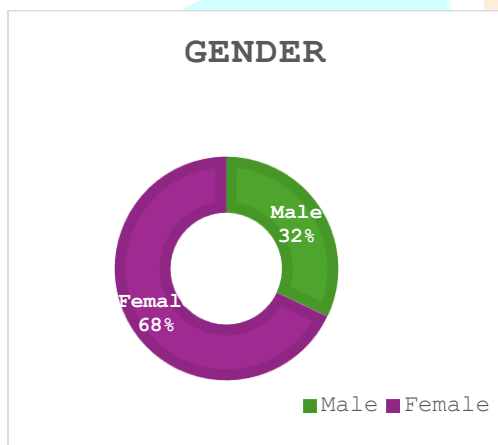


Chart 1

Gender

This pie-chart shows that majority of the respondents are female with 68% using branded Chinese’s smartphones in Coimbatore district. The remaining respondents are male with 32% of them using branded Chinese’s smartphones in Coimbatore District.

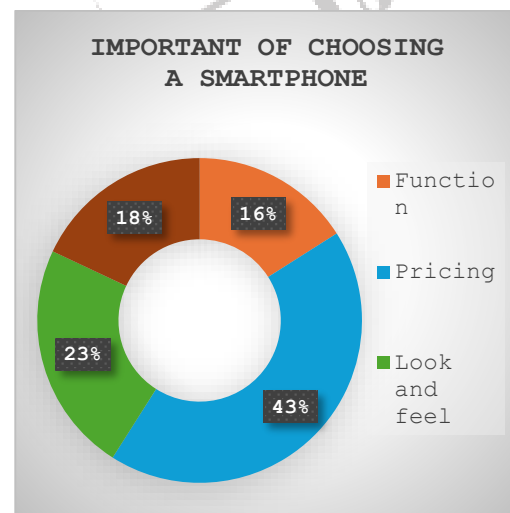


Chart 4 important of choosing a smartphone.

This Pie-chart reveals that the highest percent of the respondents with 43% of the respondents are giving importance of choosing smartphone for pricing,23% of the respondents are giving importance for choosing smartphone Look and feel and18% of the respondents are giving importance for choosing smartphone Brand 16% of the respondents are giving importance for choosing smartphone function.

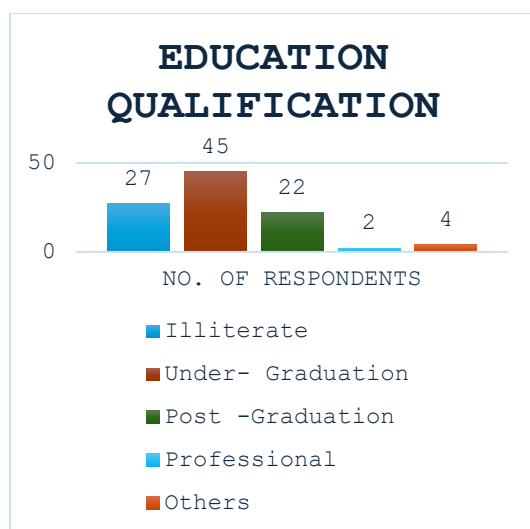


Chart 2

Education Qualification

Table 1 Duration of Chinese's smartphone.

DURATION OF CHINESE'S SMARTPHONE	NO. OF RESPONDENTS	PERCENTAGE
6 Months	4	4
1-2 Years	66	66
3-5 Years	22	22
More than 5 Years	8	8
TOTAL	100	100

Table 1 Depicts that the duration of Chinese's smartphone 66% of the respondents are using 1 years- 2years, and 4% of the respondents using 6 Months in less experience time duration of Chinese's smartphone.

Table 2 popularity of Chinese's smartphone

POPULARITY OF CHINESE'S SMART PHONE	NO. OF RESPONDENTS	PERCENTAGE
Affordable Price	35	35
Good Quality	23	23
Fast Delivery	9	9
Offers and Discounts	14	14
Embedded Memory	19	19
TOTAL	100	100

Table 2 Depicts that 35% of the respondents are using Affordable price in popularity of Chinese's smartphone, and 9% of the respondents preferring Fast Delivery.

Table 3 Influence of Chinese's smartphone brand.

INFLUENCE OF CHINESE'S SMART PHONE BRAND	NO. OF RESPONDENTS	PERCENTAGE
Friends & Family	37	37
Tv Ads	14	14
Newspaper	7	7
Social media	39	39
Other	3	3
TOTAL	100	100

Table 3 Depicts that 39% of the respondents are influencing social media, and 3% of the respondents are influencing other.

CONCLUSION

Nowadays, smartphones are a need for every person. When purchasing a smartphone, most consumers investigate brands, their traits, and conduct comparison shopping; brand name is quite important. One reason for this might be that middle-class Indian consumers can more easily afford Chinese phones due to their lower prices. These businesses need to make sure that their products are on par with major brand phones because China is perceived as a low-cost, low-quality source for counterfeit goods. It concluded that to stay ahead in the competitive market smartphones needs to continue to innovation and improve its products and services to meet the evolving needs of its customers.

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