



# A STUDY ON CUSTOMER SATISFACTION AND PREFERENCE OF REDMI PHONES WITH SPECIAL REFERENCE TO COIMBATORE CITY

\* Tamil Azhagan. P, II M.Com., Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore-641049,  
[levinathaniel77@gmail.com](mailto:levinathaniel77@gmail.com)

\*\*Dr.J.Jayashree, Associate Professor in Commerce, Dr. SNS Rajalakshmi College of Arts and Science,  
Coimbatore-641049, [jayashreemahi1985@gmail.com](mailto:jayashreemahi1985@gmail.com)

## ABSTRACT

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

**Keywords:** Mobiles, Redmi, Customer

## INTRODUCTION

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

## OBJECTIVES:

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

## SCOPE:

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

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

## STATEMENT OF THE PROBLEM:

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

## RESEARCH METHODOLOGY

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

## DATA ANALYSIS AND INTERPRETATION

### 1.HOW DID THE RESPONDENT SEE THE ADVERTISEMENT OF REDMI MOBILE?

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTANGE%
Television	35	31.8%
News paper	8	7.3%
Magazine	5	4.5%
Social media	62	56.4%
TOTAL	110	100%

### INTERPRETATION:

The above the table states that 31.8% of respondents are advertisement seeing television, 7.3% of respondents are advertisement seeing newspaper, 4.5% of respondents are advertisement seeing Magazine, 56.4% of respondents are advertisement seeing social media.

### 2.DO THE RESPONDENTS HAVE REDMI MOBILE?

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTANGE%
Yes	66	60%
No	44	40%
TOTAL	110	100%

**INTERPRETATION:**

The above the table states that's 60% of the respondents are having Redmi phone,40% of the respondents are no having Redmi phone.

**3.THE PREFERENCE OF MODEL OF REDMI MOBILE OF THE RESPONDENT.**

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTANGE%
Redmi Note 8 Pro	33	30%
Redmi Note 9 Pro	30	27.3%
Redmi Note 9 Pro Max	9	8.2%
Redmi Note 10	15	13.6%
Redmi Note 10 Pro(64GB)	23	20.9%
TOTAL	110	100%

**INTERPRETATION:**

The above the table that's 30%of respondents are Prefer the model of Redmi note 8pro,27.3% of respondents are preferring the model of Redmi note9pro,8.2% of respondents are Prefer the model of Redmi note9pro max,13.6% of respondents are prefer the model of Redmi note10,20.9% of respondents are preferring the model of Redmi note10pro(64GB).

**4.PRICE OF THE REDMI MOBILES PREFERRED BY THE RESPONDENT.**

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTANGE%
Less than rs.10000	20	18.2%
Between rs.10001to20000	75	68.2%
Between rs.20001to30000	10	9.1%
Above 30000	5	4.5%
TOTAL	110	100%

**INTERPRETATION:**

Above the table that's 18.2%of respondents mobile price are Less then rs.10000,68.2% of respondents mobile price are Between rs.10001to20000,9.1% of respondents mobile price are Between rs.20000to30000,4.5% of respondents mobile price are above 30000.

**5.THE STRENGTH OF THE REDMI MOBILE AS PER THE RESPONDENT.**

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTANGE%
User friendliness	20	18.2%
Price	20	18.2%
Camera quality	30	27.3%
performance	40	36.4%
TOTAL	110	100%

**INTERPRETATION:**

Above the table states that's 18.2%of respondents are strength of Redmi phone like User friendliness,18.2% of respondents are strength of Redmi phone like price,27.3% of respondents are strength of Redmi phone like Camera quality,36.4% of respondents are strength of Redmi phone like Performance.

**CONCLUSION:**

This study conducted from Coimbatore city, Redmi mobile phones is a highly moving smartphones, when compared to any other smart phone. The study about the various aspects of customer satisfaction on Redmi mobile phones in Coimbatore city satisfied the following objectives i.e., handling convenience Redmi mobile phones. The survey conducted from Coimbatore city helps to make identification over its strength and weakness of Redmi mobile phones.

**REFERENCES:****WEBSITES**

- <http://ijournal.scienceacad.com/index.php/int/article/view/1154>
- <http://www.scencedirect.com/science/article/abs/pii/S1441358211000462>

**BOOKS**

- a. Customer satisfaction of mobile phones...author = nigl hill
- b. Customer satisfaction and preference towards mobiles...author = Dr. Sakruketavath
- c. India telecom 2000