Analysis on Realme Smart Phone's Customers Brand Preferance After Covid -19

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ABSTRACT

The Smart phone, being compact in size, delivers an all-in-one resolution for mobile calls, internet access and E-mails. Just the Smartphone sales have plunged for several brands at a reasonable price as Realme, Realme, Oneplus,vivo and Nokia. India stands set to become the 3rd Market for smart phones in 4 years, according to researcher International figures Corporation, through smart phone manufacturers launching more reasonable 4G handsets and looking to tap buyers in small cities and towns. This research is designed to provide information about customer perception and factors affecting their buying behavior with respect to Realmesmart phones. The research design used is investigative in nature which motivation provide an importance on numerical data. The data for analysis stayed collected by using survey method; with the sample for the typical customer through simple casual sample approach. There are several explanations that every Smartphone has their own benefit and luxury offered through the companies. The invention characteristics offered by Realmeare not as good-looking as its competitors (such as Samsung) according to customer perception. The company wants toward improve both of their goods in order to improvement customer expectations. It remains suggested that the company should launch more smart phone with standard quality for lower classes as this will help them to influence more consumer as lower classes populace in country are high.

Key Words
Realme, Brand, Smartphone, samsung, Customers, Market, and Product.

I. INTRODUCTION

The term phone, refers to a multimedia smart phone handset, that's a multifunctional digital device that has features starting from digital, audio-video playback, net browsing to a high-density screen show together with numerous other multimedia options. Cell phone presents a one forestall solution for cell calls, email sending and net get right of entry to. Clever phones are based totally on an working machine, basically owning all the essential capabilities like that of a laptop, inclusive of web surfing, emailing, video and voice chatting, audio-video playback, and others. Till a few years ago, a cell phone became a personal virtual assistant having the calling capabilities like a cellular smart phone, but these days' cellular telephones own the functionality of brought media players, compact virtual digital camera, GPS etc.

It's important to note that brand preference can be influenced by various factors, including product features, pricing, marketing strategies, and customer experiences. Additionally, local market dynamics can vary significantly from one district to another, so it's challenging to provide a precise analysis for a specific district like Bulandshahar without up-to-date data.

However, Realme has gained popularity in recent years due to its competitive pricing, attractive features, and aggressive marketing campaigns. The brand has positioned itself as a budget-friendly option offering good value for money. This approach has resonated with many consumers, especially in emerging markets like India. After the COVID-19 pandemic, there has been an increased emphasis on online shopping and digital interactions. Realme's strong online presence and availability on popular e-commerce platforms have likely contributed to its visibility and accessibility to consumers during lockdowns and social distancing measures.

Factors influencing brand preferences in the post-COVID-19 era may include:

1.	Price sensitivity: With the economic impact of the pandemic, customers may prioritize affordable options. Realme's competitive pricing strategy may appeal to cost-conscious consumers.

2.	Online presence: The pandemic accelerated the shift towards online shopping. Realme, like many smartphone brands, strengthened its online presence and sales channels. Customers in Bulandshahar district might prefer Realme due to its accessibility through e-commerce platforms.

3.	Features and specifications: Customers may seek smartphones with reliable performance, good cameras, and long battery life, among other features. Realme has been known to offer such features at competitive prices, which can attract customers looking for value for money.

4.   Brand reputation and reviews: Positive word-of-mouth and online reviews can influence customers' decisions. Realme has garnered a strong reputation in the Indian market, and positive reviews may contribute to brand preference.

To assess customer brand preference in Bulandshahar district specifically, it would be beneficial to analyze local market data, conduct surveys, or refer to market research reports that provide insights into consumer preferences in that region. Such sources may provide a more accurate understanding of Realme's performance and customer sentiment within Bulandshahar district post-COVID-19. To stay up to date with the latest information regarding customer brand preference in a specific region, I recommend referring to local market research reports, conducting surveys, or reaching out to relevant local authorities or market research firms for accurate and timely data.

II.   REVIEW LITERATURE

5) Phone has impacted college students lifestyles in various regions especially schooling, smart phone use for training purposes introduce college students to global of know-how as students are able to achieve numerous information by using a click on. Smartphone ready with net enabled function provide students the ability to be connected constantly and is easier for them to attain educational related substances on-line every time.

4) Alfawareh and jusoh (2014) look at discovered that scholars do now not completely utilize smartphones for gaining knowledge of cause however utilize it to make calls, taking pix and browsing net. Moreover, Hanson et al. (2011) stated that students prefer to use instantaneous messaging, e-mail and net-surfing in library as Realmesed to searching into library on line resources.

3) Every other take a look at performed with the aid of tindell and bohlander (2012) to recognize the use and misuse of phone in university lecture placing. The locating shows that scholars are not taking note of their magnificence lecturer as they may be spending an excessive amount of time on texting. Observe conducted with the aid of elder (2013) suggests that scholars who used cellular telephone in elegance rating lower than students who did now not use cellular smart phone

2) Froese et al. (2012) carried out a self-record survey to investigate students' cell phone activity in instructions and the potential impact of the sports on college students getting to know overall performance. The end result indicates that the usage of cellular phone distracts students gaining knowledge of system and college students agree with that their school room studying is disrupted in the course of texting.

1) The maximum popular fashion in term of it use can been seen via the growth of dependency on mobile-connected devices because it is not restrained for each day obligations however also been applied in educational environments (koszalka & ntloedibe-kuswani, 2010). Educational activities that comprise smartphone use are having access to of direction content, inspiring sharing and dialogue consultation among instructors and college students and retrieving information concerning college students' performances. Consequently, telephone use may additionally lead to crucial have an effect on in enhancing college students' performance as this tool might increase teaching and learning revel in. Woodcock et al. (2012) said that diverse place of students' lives might trade through increasing telephone use as college students start to utilize this tool to increase their studying know-how.

Objectives Of The Study
✓   To understand the profile of smart phone company Realme
✓   To measure the consumers' perception to Realme smart phone
✓   To analyze the factors influencing the customers to choose Samsung
✓   The studies at the idea of customers brand preference in Samsung
✓   Covid-19 to analyze the destiny role of sale Realme mobiles.
✓   The research assessment of customer's satisfaction on Realme mobiles.

Hypotheses Of The Study
1. Hypotheses method used in the research have been summarized and agreed below.
2**. Ho1**: The best branded mobile phone Realme sites awareness on Face book, Whatsapp, Twitter, Instagram, and linked in, Youtube has not been influenced by the Gender of the respondents, Age, and Educational qualification.
3. **Ho2**: Consumer motivational factors in quality Realme mobile on Product Price, New fashion, Public image, secured delivery, Color, Premium quality, designs and quantity, Advanced technology, Easy availability has not similar with the Educational qualification and gender of educational qualification.

III.   Research Methodology

Research Design: Exploratory Data

Primary Data has been collected by "Questionnaire method" aimed at a particular investigation. He is guileless for a moiled set of problems offered to defendants for their answers. Unpaid to this flexibility, it is maximum common instrument used to collect the primary data.

Sampling Area: The survey was conducted in bulandshahar**,** being and education core bulandshahar is swarm with young generation and many multinational companies' employees as the mobile phone user.

Sample size:- For the purpose of proper survey, around is need of faultless research instruments to treasure out taster size for added correct result about procurement behavior of shopper products. The sample size is 209 respondents: Sampling Technique Random sampling.

RESEARCH METHOLODOGY

The research methodology directs the general pattern of forming procedure for gathering valid and reliable data in investigation. The research methodology is includes the description of sample size, research design, development, sampling techniques and description of the tools. The data collection of Primary and secondary data for analyzing c**ustomers** branded Realmemobile phones.

RESEARCH DESIGN

This research and the methodology discussed the data collection, reliability analysis, sampling design, period of the study pilot study and statistical tools and techniques in customers brand preference Realmebranded mobile phones. In the current study and general analysis of Primary survey data and Secondary data were used systematically.

SOURCES OF THE DATA

Primary Data

This research is primary source of data is attained by interview schedule to various respondents in Bulandshahar district.

Secondary Data

Secondary sources are the details are presented already. In this research the secondary data were collected from the published articles, Newspapers, submitted thesis, previous records and internet etc.
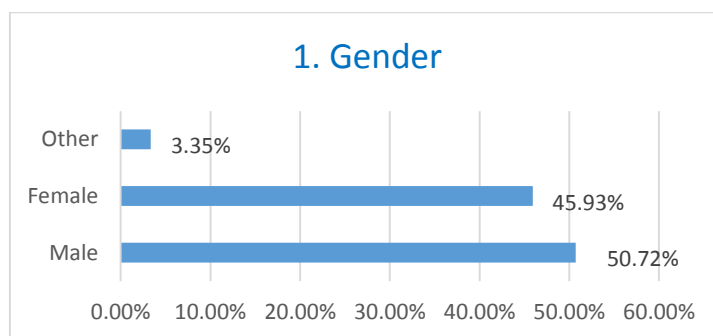
PRESENTAGE ANALYSIS

Table – 1 Gender

The 1 table is called the respondents in gender wise classification of male, female and other gender selected for the Percentage analysis.

Source- Primary data

| SI.NO	Particulars	Respondents	Percentage
1	Male	106	50.72%
2	Female	96	45.93%
3	Other	7	3.35%
4	**Total**	**209**	**100%**

The table-1 explain that out of 209 respondents male is (50.72%) and female is (45.93%) Then respondents other generations (3.35%). It data calculated used to percentage analysis in 100 that the majority (50.72%) of the respondents selected for the branded Realmemobile phones.

2. Age (15-59)
Source- Primary data

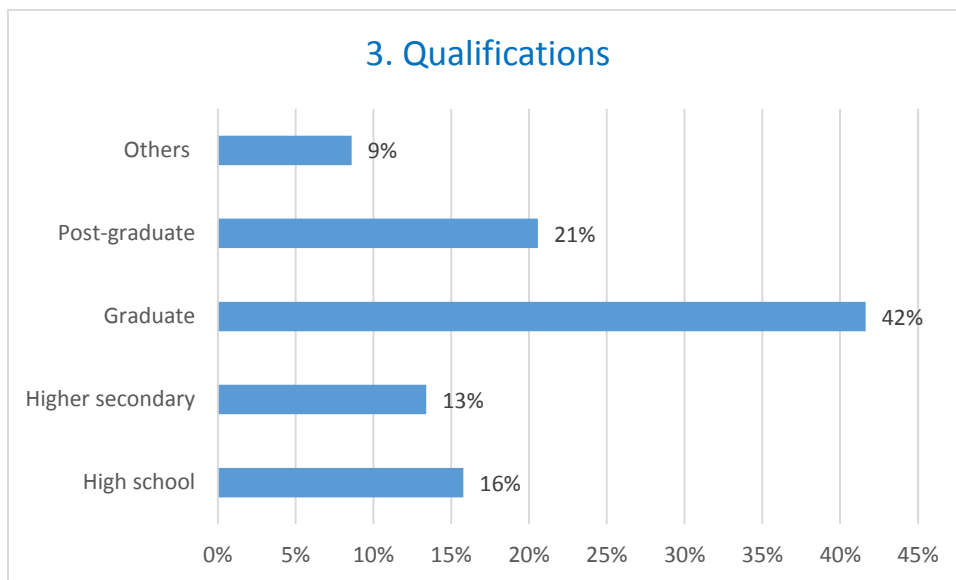| SI. No	Age	Respondents	Percentage
1	Less Than 15	11	5%
2	16 to 25 Years	82	39%
3	26 to 36 Years	55	26%
4	37 to 47 Years	33	16%
5	48 to 58 Years	19	9%
6	Above 59 Years	9	4%
7	**Total**	**209**	**100%**
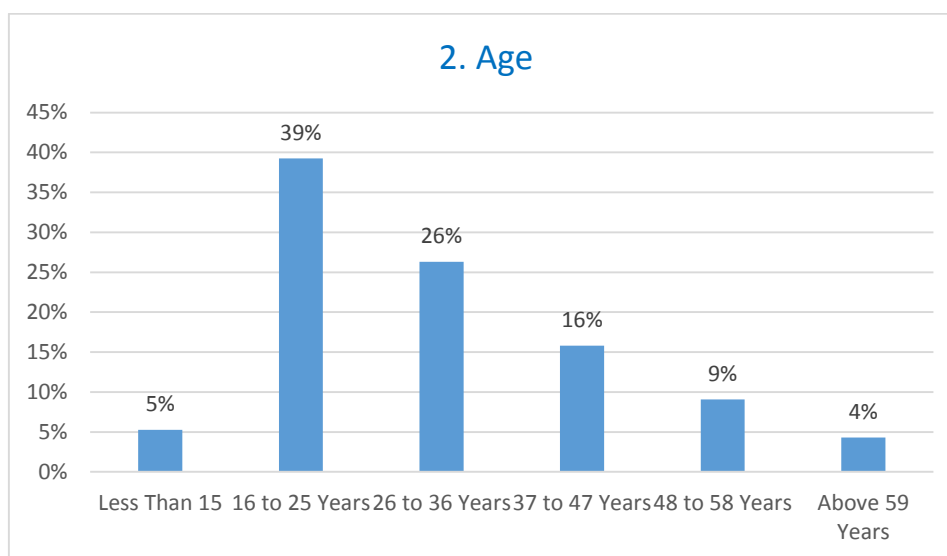
The table -2 out of 209 respondents in different age groups less than 15 to above 59 it is 16-25 age group highest level of (39%) this youth age respondents liked Realmemobiles very low level is above 59 years (4%) and medium level is 26 to 36 it is (26%) of age respondents. Then majority of 16 to 25 age respondents.

3. Educational qualification
Source- Primary data

SI.NO	Qualification	Respondents	Percentage
1	High school	33	16%
2	Higher secondary	28	13%
3	Graduate	87	42%
4	Post-graduate	43	21%
5	Others	18	9%
6	**Total**	**209**	**100%**

3. Qualifications

Others: 9%
Post-graduate: 21%
Graduate: 42%
Higher secondary: 13%
High school: 16%

The table -3 is educational qualification more than graduate persons high percentage of (42 %) then very lower level percentage of other (9%) total respondents 209 used percentage method in 100. And the majority of graduate and post graduate students. It is useful for customers brand preference Realmebranded smart phones.

Table 4   Occupation

SI NO	Occupation	Respondents	Percentage
1	Govt. employee	55	26%
2	Private Employee	71	34%
3	Self-Employee	41	20%
4	Business Man	24	11%
5	Agriculture	18	9%
6	**Total**	**209**	**100%**

4. Occupation

Govt. employee: 26%
Private Employee: 34%
Self-Employee: 20%
Business Man: 11%
Agriculture: 9%
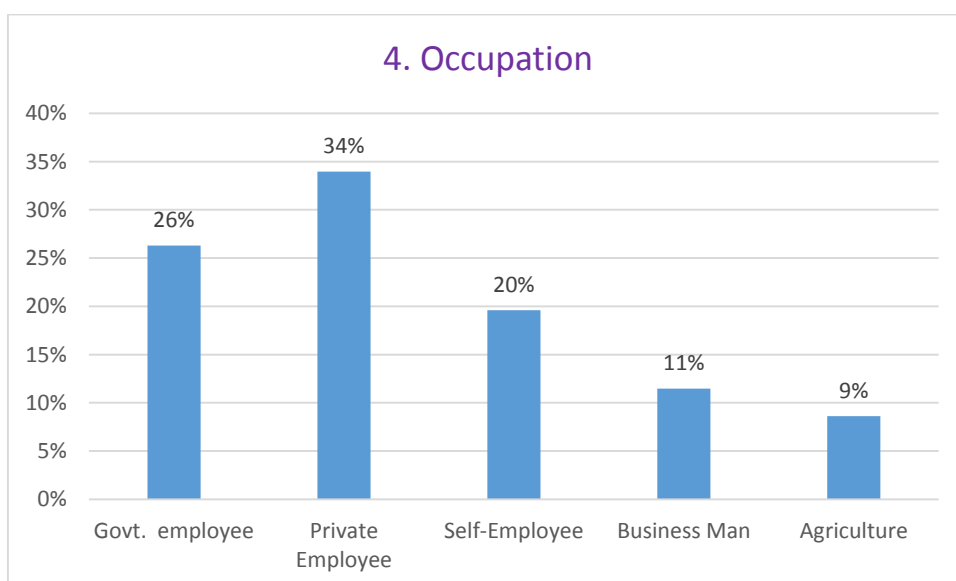
Then table 4 is occupation in Govt employee 26%, private employee 34%, business persons and agriculture responses total in 209, very low level is business man and agriculture. Finally the **brand of Realme**smart phone used private and government employees.

Table 5   Marital status Respondents

| SI NO	Marital status	Respondents	Percentage
1	Married	114	55%
2	Single	95	45%
3	**Total**	**209**	**100%**

5. Maritial status
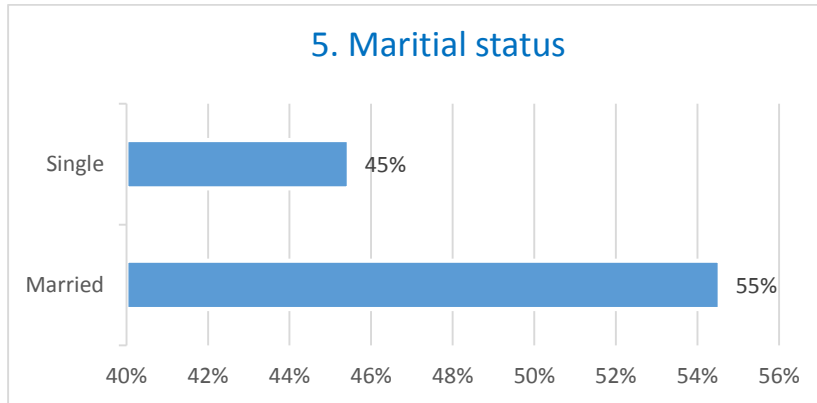
Then table 5 is marital status total 209 respondents single 45% is decreased and married respondents is 55% it is highly useful to development of mobile brands.

DATA ANALYSIS AND FINDINGS QUESTIONARY
Q. No: 1 - Are you using any Smart phone?

| SI. NO	Particulars	Respondents	Percentage
1	Yes	200	96%
2	No	9	4%
3	**Total**	**209**	**100%**
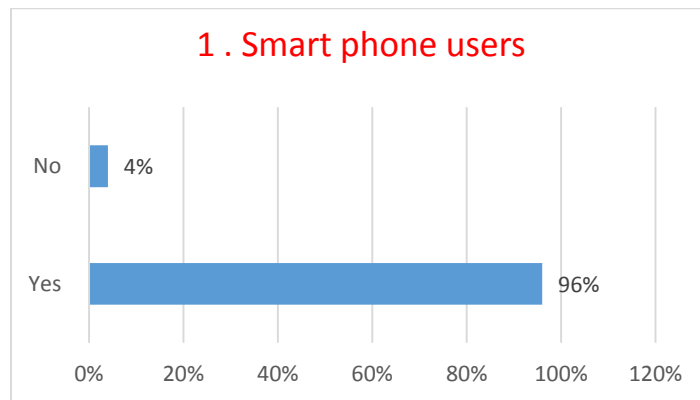
1 . Smart phone users

The question is using smart phones yes is 96% not use smart phone 4% peoples in the 100 percentage data calculation analysis. Smartphone users increase useful to technological development.

Q. No. 2 Which Mobile phone are you using currently?

SI. No	Brands	Respondents	Percentage
1	Realme	39	19%
2	One plus	44	21%
3	poco	31	15%
4	Samsung	33	16%

5	Motorola	19	9%
6	Redmi	30	14%
7	Apple	13	6%
8	**Total**	**209**	**100%**
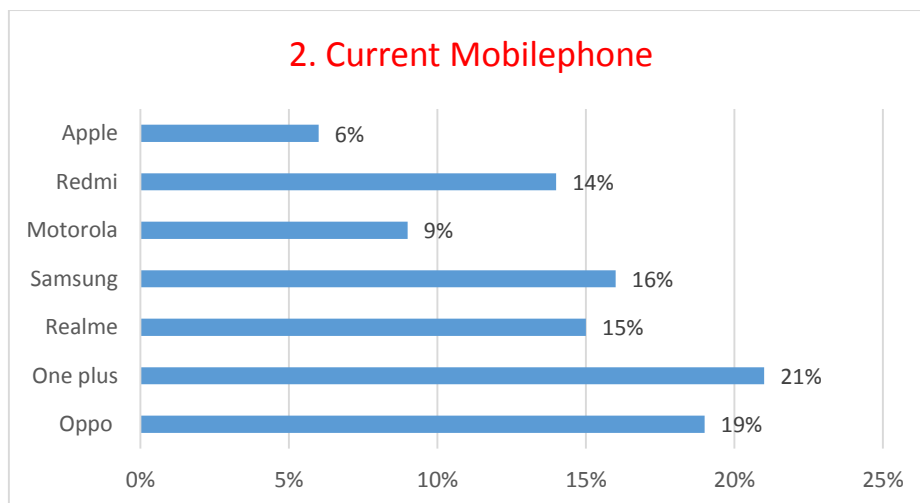
Question 2 is using mobile phone currently peoples liked and satisfied Realmebranded mobile phone. Realmeis 21%, Realmeis 19%, Realme 15%, and Realme16%, Apple phone is 6% total respondent is 209.

**Q. No.3.What do you look for in a Smartphone?**

SI. NO	Attributes	Most Important	Somewhat Important	Least Important	Total
1	Price	105	40	64	**209**
2	Features	47	80	82	**209**
3	Looks	146	33	30	**209**
4	Brand Name	79	74	56	**209**
5	OS (Android, and Others)	91	69	49	**209**
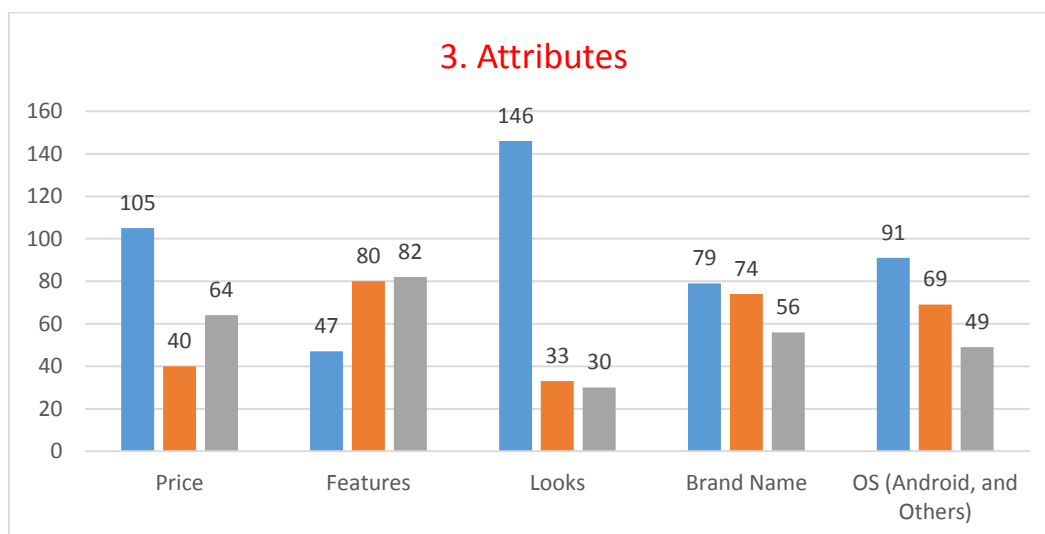
The respondents highly liked mobile phone design, Features, Performance, Price, Brand, it's all noted in customers and its main thing of customer's satisfaction of branded Realmemobile phones.

Q.No.4 Price range to purchase an RealmeRealme Smartphone?

SI. No	Price Range	Respondents	Percentage
1	8000-12000	70	33%
2	13000-17000	65	31%
3	18000- 22000	39	19%
4	23000-27000	21	10%
5	Above 30000	14	7%
6	**Total**	**209**	**100%**
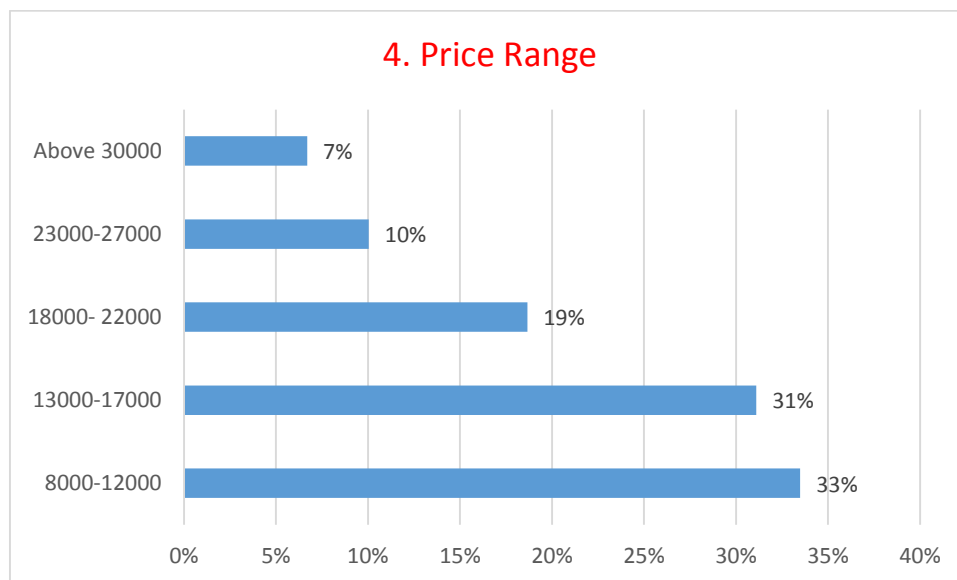
The price range of mobile phones more than customers like price range Rs 8000-12000, its common price of smart phone for all brand. This price range all brands available one smart phones, thenRealmeis most popular brand list of one. Liked customers in this brand.

Q. No. 5 Source of purchase Realme Phone

SI.NO	Source	Respondents	Percentage
1	Newspaper	51	24%
2	Television	37	18%
3	Family and Friends	70	33%
4	Dealers	33	16%
5	Others	18	9%
6	**Total**	**209**	**100%**
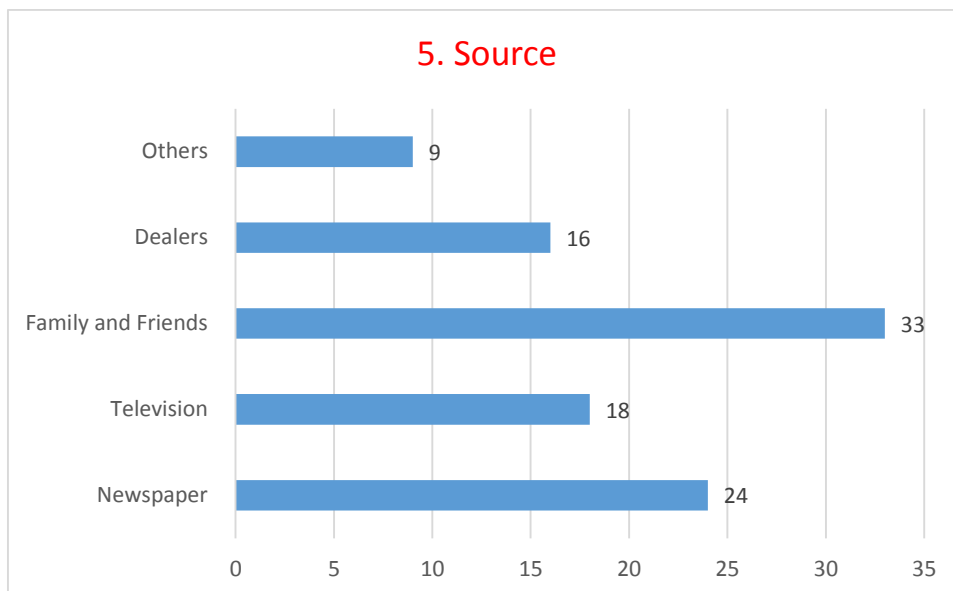
5. Source

Most of the customer's mobile phone purchase source of family and friends it's one of the effective way of purchasing beaded smart phones. Another sources newspaper, television, and dealers. The best source of 33% family and friends.

Q.NO. 6. You're Preference for Branded Realmesmart phones?

SI.NO	Awareness Level	Respondents	Percentage
1	Fully Aware	40	19%
2	Sufficiently aware	92	44%
3	Slightly aware	77	37%
4	**Total**	**209**	**100%**
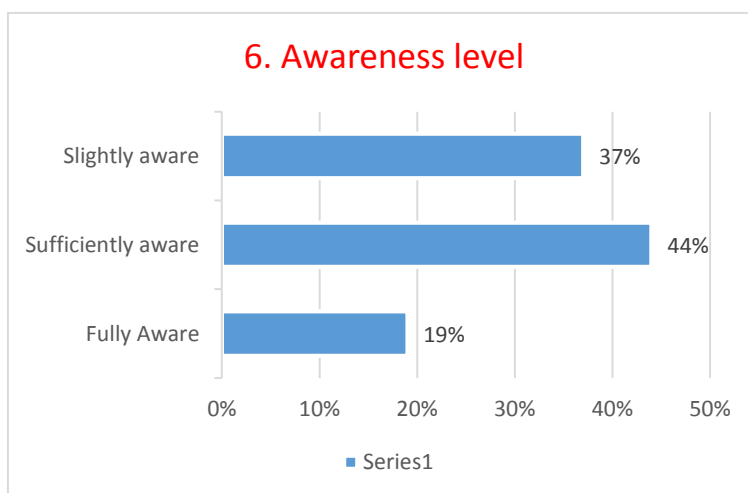
6. Awareness level

The awareness level ofRealmesmartphonesfully aware is 19%, sufficiently aware 44% and slightly aware.

IV.   SUGGESTIONS
➢   This observe advised approximately the client'ssatisfaction level of RealmeMobile phones.
➢   Most of the respondents got here to recognize about the RealmeMobile Phones via Friends, So the Advertising Can Be Progressed.
➢   They have a look at advised that the Realmemobile phones may be offered In Retail Shops.
➢   Handiest rich people can have the funds for Realme, if the charge reduces, the sales of the Realmecell can be accelerated.

➢   The take a look at recommended that the models of the mobile phone may be similarly stepped forward.

V.   CONCLUSIONS

The take a look at concluded that in this contemporary business economic system. It's far very vital in analyze approximately the Realmemobiles. The observe end result about most people of the customers are happy with the Realmecellular but additionally there may be a disadvantage which includes hike in fee and other factor like models of the product. Vital steps should be taken to resolve issues of retaining customers of Realmemobile scan be high, if the agency can understand the desire and normal Reception of the patron. Therefore it will develop the advertising strategy and market proportion of cell smartphone agency.

Brand attention plays a chief role in supporting the audiences understand, take into account, and come to be secure with branding and products. Branding strategies will help the brand to become pinnacle of thoughts whilst customers are equipped to investigate and make a buy. The attention helps the clients in collecting the records and making purchasing picks. An excellent marketing approach will simply attract a more number of clients in buying of the product. The majority of the customers are thoroughly aware about the logo but nonetheless the sale of the product is decrease, the corporation can similarly boom the sale by means of making availability of the product within the shops convenient to customers, show rooms, and provider centers for after sale service.

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