A Study On Factors Influencing Adaptability And Usability Of Vivo Smart-phone

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Abstract: The study on "A study on factors influencing adaptability and usability of vivo smartphones" aims to analyze customer perceptions regarding vivo smartphone, focusing on factors such as product quality, service efficiency, and after-sales support. Data was collected through structured questionnaires from 124 respondents using a convenience sampling method. The findings reveal that most respondents are satisfied with vivo smartphones,particularly in terms of durability and service. However, areas such as enhancing digital presence and improving service response time require attention. Suggestions include strengthening after-sales services and increasing customer engagement to ensure continued satisfaction and loyalty.

I. INTRODUCTION

Vivo smartphones' usability depends on software, hardware, and design. Funtouch OS ensures smooth navigation, while speed, battery life, and storage impact performance. A well-designed, durable phone with a good camera, fast charging, and 5G enhances adaptability. App compatibility, multitasking, and display quality further improve user experience. Vivo's affordable yet high-quality devices appeal to many, and user feedback helps refine them for a better experience..

PRIMARY DATA COLLECTION

Primary data collection involves gathering firsthand information directly from sources to support the research. For this study, data was collected through surveys, interviews, and direct user feedback to understand customer experiences with Vivo smartphones. Observations on device performance, usability, and key features were also recorded. Additionally, hands-on testing helped evaluate factors such as software efficiency, hardware reliability, and overall user satisfaction. This firsthand data provided valuable insights into customer preferences and areas for improvement in Vivo smartphones.

Objectives

1. To examine how simple it is to use and navigate Vivo's Funtouch OS user interface.

2. To assess performance in terms of speed, storage, and battery life.

3. To examine adaptability to emerging technologies like 5G and AI features.

4. To check app and service compatibility for seamless integration.

5. To know the factors influencing adaptability and usability of vivo smart-phone.

RESEARCH METHODOLOGY
RESEARCH:
Research is a process of systematic inquiry that entails collection of data; documentation of critical information; and analysis and interpretation of that data / information, in accordance with suitable methodologies set by specific professional fields and academic disciplines.

RESEARCH METHDOLOGY:
Research methodology is a way to systematically solve the research problem. It deals with various steps that were generally adopted by studying the research problems. It is necessary for the researcher to know, not only the research methods / techniques but also the methodology.

SAMPLING TECHNIQUE:
Stratified Random Sampling technique was adopted in the selection of sample units. About 124 respondents in Coimbatore were chosen for the study.

COLLECTION OF DATA:
The study depends upon both primary and secondary data.

PRIMARY DATA:
Primary data is a type of data that is collected by researchers directly from main sources through interviews, surveys, experiments, etc. Primary data are usually collected from the source-where the data originally originates from and are regarded as the best kind of data in research.

SECONDARY DATA:
Secondary data is the data that has already been collected through primary sources and made readily available for researchers to use for their own research. It is a type of data that has already been collected in the past. Sources of secondary data include books, personal sources, journals, newspapers, websites, government records etc. Secondary data are known to be readily available compared to that of primary data. It requires very little research and needs for manpower to use these sources.

AREA OF STUDY:
The present study focuses on adaptability and usability of vivo smart-phone users who has benefited from the vivo smart-phone usage.

PERIOD OF STUDY:
The project work entitled "A STUDY ON FACTORS INFLUENCING ADAPTABILITY AND USABILITY OF VIVO SMART-PHONE " was conducted over a period of four months, from December 2024 to March 2025.

TOOLS FOR ANALYSIS:
The tools used for the data analysis in the research is Simple Percentage Analysis

SIMPLE PERCENTAGE ANALYSIS:
Simple percentage refers to a special kind of ratio. These were used to describe relationship; they reduce everything to a common base and there by allow meaningful comparisons to be made.

$$\text{Simple Percentage} = \frac{\text{Total number of respondents}}{\text{Total number of samples}} \times 100$$

3.1   Population and Sample

The population for this study consists of customers who have purchased or used Vivo smartphones in Coimbatore city. These users come from diverse demographic backgrounds, including different age groups, genders, occupations, and income levels. A convenient sampling method was used to select the sample, with 124 respondents surveyed to gather their opinions on Vivo smartphones. The sample size was chosen to ensure a balanced representation of customer preferences and satisfaction levels. This approach helped in obtaining diverse responses that reflect the overall perception of Vivo smartphones in the selected region.

3.2   Data and Sources of Data

This study utilized both primary and secondary data to analyze customer satisfaction towards Vivo Smartphone products and services.

1.   Primary Data:

Primary data was collected directly from 124 respondents through a structured questionnaire. The survey focused on various aspects such as product quality, pricing, after-sales service, and overall satisfaction. The responses provided first-hand insights into customer perceptions and preferences.

2.   Secondary Data:

Secondary data was obtained from existing sources such as research journals, academic publications, industry reports, and Vivo Smart-phone official website. These sources provided valuable information on market trends, customer expectations, and factors influencing satisfaction, which helped support the analysis and findings of the study.

3.3   Theoretical framework

The theoretical framework for this study is based on customer satisfaction theories and models that help understand the factors influencing consumer behavior and satisfaction levels.

1.   Expectancy-Disconfirmation Theory (EDT):
This theory suggests that customer satisfaction is determined by the gap between customer expectations and the actual performance of the product or service. If the performance exceeds expectations, customers are satisfied; otherwise, dissatisfaction occurs.

2.   SERVQUAL Model:

• The SERVQUAL model identifies five dimensions that affect customer satisfaction:

• Tangibles: Physical aspects such as product design and packaging.

• Reliability: Consistency and dependability of the product or service.

• Responsiveness: Willingness to assist and provide prompt service.

• Assurance: Knowledge and courtesy of employees that inspire trust.

• Empathy: Personalized attention and care for customers.

3.   Customer Loyalty Theory:
This theory highlights the relationship between satisfaction and loyalty. Higher satisfaction levels result in stronger customer loyalty, leading to repeat purchases and positive word-of-mouth recommendations. These theoretical models provide a structured approach to evaluate customer satisfaction with Vivo Smart-phone product and services by analyzing expectations, service quality, and customer loyalty.

IV. RESULTS AND DISCUSSION

HOW SATISFIED ARE YOU WITH THE QUALITY OF VIVO SMART-PHONE YOU HAVE PURCHASED?

Satisfaction Level	No.of. Respondents	Percentage
Very satisfied	42	33.9
Satisfied	34	27.4
Neutral	26	21.0
Unsatisfied	14	11.3
Very Unsatisfy	8	6.5
Total	124	100

Interpretation:

The table shows that out of 124 respondents, 33.9% are very satisfied with the camera quality of their Vivo smart-phone, while 27.4% are satisfied. However, 21.0% remain neutral, while 11.3% are unsatisfied, and 6.5% are very unsatisfied.This indicates that most users have a positive perception of the camera quality, although some users express dissatisfaction.

FINDING:

1. Most respondents reported being satisfied with Vivo smartphones' products and services, with a significant number expressing a high level of satisfaction.
2. A few respondents maintained a neutral stance, indicating neither satisfaction nor dissatisfaction.
3. None of the respondents expressed dissatisfaction, reflecting a positive overall perception of Vivo smartphones' offerings.
4. Vivo smartphones enjoy a favorable brand perception due to the quality and reliability of their products and services.
5. The presence of neutral responses suggests that there is still need for improvement to ensure complete customer satisfaction.

SUGGESTIONS

1. Battery Life: Improve battery capacity and optimize software for better power efficiency.
2. Camera Performance: Enhance low-light photography and add more advanced AI features for better image processing.
3. Software Updates: Provide quicker and more frequent software updates to keep the device secure and up to date.
4. Display Quality: Increase the refresh rate to 120Hz or higher for smoother visuals and better responsiveness.
5. Processor Efficiency: Use more power-efficient, high-performance processors to improve overall speed and multitasking capabilities.
6. Build Quality: Consider using premium materials like ceramic or metal for a more durable and premium feel.
7. Audio Quality: Improve speaker quality for better sound experience, especially for media consumption.
8. 5G Connectivity: Expand 5G support for broader coverage and faster data speeds.
9. Customizable UI: Offer more customization options within the user interface to enhance personalization.
10. Gaming Optimization: Add better gaming-specific features like improved cooling and better graphics performance for mobile gaming enthusiasts.

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