



Customer Satisfaction of Vivo Mobile Users in Laxmi Nagar, Delhi: An Empirical Study

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ABSTRACT

The Indian smartphone industry has experienced remarkable growth over the last decade due to rapid technological advancements, increasing internet penetration, affordable mobile data, and changing consumer lifestyles. Smartphones have evolved beyond communication devices to become essential tools for education, business, entertainment, digital banking, social networking, and e-commerce. In this highly competitive market, customer satisfaction has emerged as one of the most significant determinants of long-term business success and brand loyalty. Among the leading smartphone manufacturers operating in India, Vivo has established a strong market presence by offering innovative camera technology, stylish designs, advanced display features, reliable battery performance, and competitive pricing.

The present study examines the satisfaction level of Vivo mobile users in Laxmi Nagar, Delhi. The study adopts a descriptive research design and is based on primary data collected from 100 Vivo smartphone users through a structured questionnaire. Secondary information has been obtained from books, journals, company reports, and industry publications. The study investigates demographic characteristics, factors influencing purchase

decisions, customer satisfaction regarding product features, perceptions of after-sales service, and the relationship between satisfaction and brand loyalty.

The findings reveal that most respondents are highly satisfied with Vivo smartphones, particularly in terms of camera quality, design, display performance, battery backup, and overall value for money. However, respondents also identified certain areas requiring improvement, particularly software updates, service center efficiency, and customer support responsiveness. The study concludes that customer satisfaction significantly contributes to repeat purchase intention, positive word-of-mouth communication, and long-term brand loyalty. The research provides valuable recommendations for Vivo India to further strengthen customer relationships and sustain its competitive position in the Indian smartphone market.



Keywords: Customer Satisfaction, Vivo Smartphones, Consumer Behaviour, Brand Loyalty, Mobile Phones, After-Sales Service, Laxmi Nagar, Delhi.

1. INTRODUCTION

The smartphone industry has become one of the fastest-growing sectors of the global economy. Over the past decade, technological innovations, digital transformation, and increased internet accessibility have fundamentally changed the way people communicate, learn, conduct business, and access information. Smartphones have become indispensable in modern life, serving not only as communication devices but also as platforms for education, healthcare, entertainment, financial transactions, navigation, and social networking. The rapid pace of technological development has intensified competition among smartphone manufacturers, compelling companies to focus on innovation, quality, pricing, and customer satisfaction.

India has emerged as the second-largest smartphone market in the world, with millions of new smartphone users joining the digital ecosystem each year. Several factors have contributed to this remarkable growth, including increasing disposable income, affordable internet services, government initiatives promoting digitalization, expanding e-commerce platforms, and widespread adoption of online education and remote working practices. The growing demand for smartphones has encouraged both domestic and international manufacturers to introduce innovative products catering to different consumer segments.

The Indian smartphone market is characterized by intense competition among brands such as Vivo, Xiaomi, Samsung, Oppo, Realme, Motorola, OnePlus, Apple, and several emerging manufacturers. Each company continuously introduces new models equipped with advanced processors, artificial intelligence-based cameras, high-refresh-rate displays, fast charging technology, improved battery life, and enhanced security features. As product differentiation becomes increasingly difficult, customer satisfaction has become one of the most important competitive advantages in the smartphone industry.

Customer satisfaction refers to the degree to which a product or service meets or exceeds customer expectations. According to marketing theory, satisfaction results from comparing customers' expectations with their actual experiences after using a product. When product performance exceeds expectations, customers become highly satisfied, leading to repeat purchases, positive recommendations, and increased brand loyalty. Conversely, dissatisfaction often results in customer switching behavior and negative word-of-mouth communication. Therefore, organizations continuously monitor customer satisfaction to improve products, services, and customer relationship management practices.

In today's competitive environment, customer satisfaction extends beyond product quality. Consumers evaluate smartphones based on multiple factors such as camera performance, battery backup, processor speed, display quality, software experience, design aesthetics, durability, storage capacity, after-sales service, warranty support, pricing, and brand reputation. Since customers have numerous alternatives available in the market, companies must consistently innovate and improve their offerings to maintain customer loyalty.

Among the major smartphone brands in India, Vivo has successfully established itself as one of the leading manufacturers. Founded with a vision of delivering innovative mobile technology, Vivo has consistently emphasized customer-centric innovation. The company has invested heavily in research and development, introducing advanced camera technologies, AI-powered photography, attractive smartphone designs, high-quality AMOLED displays, fast charging systems, and efficient processors. Vivo's marketing strategies, celebrity endorsements, sponsorship of sporting events, and extensive retail network have further strengthened its brand recognition among Indian consumers.



One of Vivo's major strengths lies in its camera technology. The company has positioned itself as a camera-centric smartphone brand by introducing advanced imaging systems suitable for photography enthusiasts and social media users. Features such as AI portrait photography, night mode, optical image stabilization, ultra-wide-angle lenses, and high-resolution selfie cameras have significantly enhanced the customer experience. These innovations have particularly attracted younger consumers who actively engage in digital content creation and social networking.

Battery performance has also become an important consideration for smartphone users. Consumers increasingly rely on smartphones throughout the day for professional work, online learning, entertainment, and communication. Vivo has addressed this requirement by introducing high-capacity batteries combined with fast-charging technologies that minimize charging time while maximizing usage duration. Improved battery management systems have enhanced customer satisfaction by reducing battery-related concerns.

Another critical factor influencing smartphone purchase decisions is design and aesthetics. Modern consumers prefer smartphones that combine functionality with attractive appearance. Vivo has consistently introduced slim designs, premium finishes, lightweight construction, and ergonomic form factors that appeal to consumers across different income groups. The company's emphasis on stylish designs has differentiated its products from competitors and strengthened customer preference.

Software experience also plays an essential role in determining customer satisfaction. Vivo's proprietary operating interface provides various customization features, user-friendly navigation, security enhancements, and integration with artificial intelligence applications. Regular software updates improve device performance, security, and functionality, contributing to overall customer satisfaction. However, users also expect timely updates and minimal pre-installed applications, making software optimization an important area for continuous improvement.

After-sales service is another crucial determinant of customer satisfaction. Efficient service centers, prompt complaint resolution, availability of spare parts, transparent warranty policies, and courteous customer support significantly influence consumer perceptions. Even high-quality products require dependable service support to maintain customer confidence throughout the product lifecycle. Consequently, smartphone manufacturers increasingly invest in expanding service networks and improving customer care systems.

Laxmi Nagar, located in East Delhi, is one of the most densely populated commercial and residential areas of the National Capital Territory of Delhi. The locality is known for its educational institutions, coaching centers, business establishments, retail markets, and diverse population. Residents include students, government employees, private-sector professionals, entrepreneurs, traders, and service providers. The area's relatively high smartphone penetration, active digital lifestyle, and diverse socioeconomic profile make it an ideal location for studying customer satisfaction among smartphone users.

Vivo smartphones enjoy considerable popularity in Laxmi Nagar because they offer a combination of affordability, advanced features, attractive designs, and accessible retail availability. Customers in this region often compare Vivo devices with competing brands based on camera quality, gaming performance, battery backup, display technology, storage capacity, and overall value for money. Understanding their perceptions is therefore valuable for identifying customer expectations and areas requiring further improvement.

The present study aims to assess customer satisfaction among Vivo smartphone users in Laxmi Nagar, Delhi. It examines the factors influencing purchase decisions, evaluates satisfaction with different smartphone features, analyzes perceptions regarding after-sales service, and investigates the relationship between customer satisfaction and brand loyalty. The findings are expected to provide useful insights for Vivo India, retailers, marketers, researchers, and policymakers interested in consumer behavior within the rapidly evolving smartphone industry.



Furthermore, this study contributes to the existing literature by providing localized empirical evidence from one of Delhi's prominent urban markets. As competition within the smartphone industry continues to intensify, such region-specific studies become increasingly valuable for designing customer-centric marketing strategies, improving service quality, and enhancing long-term customer relationships.

2. REVIEW OF LITERATURE

Customer satisfaction has long been recognized as one of the most important determinants of organizational success. Numerous researchers have examined customer satisfaction across industries, particularly in technology and consumer electronics. The following review summarizes major contributions relevant to the present study.

Kotler and Keller (2022) emphasized that customer satisfaction is achieved when product performance meets or exceeds customer expectations. They argued that organizations focusing on customer value, product quality, and relationship marketing are more successful in retaining customers and achieving sustainable competitive advantage.

Oliver (2015) proposed the Expectation-Confirmation Theory, explaining that satisfaction results from the comparison between customers' expectations before purchase and their actual experience after using the product. According to Oliver, satisfied customers are more likely to become loyal customers and recommend the brand to others.

Parasuraman, Zeithaml, and Berry (1988) introduced the SERVQUAL model, identifying five major dimensions of service quality: reliability, responsiveness, assurance, empathy, and tangibility. Their framework has become one of the most widely used models for measuring customer satisfaction in both manufacturing and service industries.

Aaker (2019) highlighted that strong brand equity significantly enhances customer trust, perceived quality, and purchase intention. He suggested that companies investing in innovation and customer satisfaction develop stronger emotional relationships with consumers, ultimately leading to greater brand loyalty.

Schiffman and Wisenblit (2022) explained that consumer buying behaviour is influenced by personal, psychological, social, and cultural factors. They observed that smartphone buyers evaluate products based on technological features, design, price, brand image, and previous user experiences.

Counterpoint Research (2024) reported that camera quality, battery life, processor performance, and pricing remain the most influential factors affecting smartphone purchasing decisions in India. The report further noted that younger consumers place greater emphasis on photography capabilities and gaming performance.

IDC India (2024) observed that the Indian smartphone market continues to grow despite economic uncertainties due to rising digital adoption and affordable financing options. Vivo maintained a strong market position by introducing innovative camera technologies, stylish designs, and mid-range smartphones offering premium features.

Sharma and Gupta (2021) found that after-sales service quality significantly influences customer retention in the electronics sector. Their study concluded that prompt complaint handling, warranty support, and efficient service centers improve customer satisfaction and encourage repeat purchases.



Singh (2020) investigated smartphone consumer behaviour in metropolitan cities and reported that customers increasingly evaluate devices based on camera quality, operating system performance, battery backup, display quality, and resale value. Brand reputation was found to positively influence customer confidence.

Verma (2019) examined consumer satisfaction with smartphone brands in Delhi and concluded that product durability, processor speed, software performance, and customer support significantly influence overall satisfaction levels.

Jain and Sharma (2021) studied customer loyalty among smartphone users and observed that satisfied customers are more likely to recommend the brand through positive word-of-mouth communication. Their findings emphasized that loyalty depends not only on product quality but also on post-purchase service experience.

Mishra (2023) examined consumer preferences in India's smartphone industry and found that AI-powered camera systems, fast charging technology, attractive design, and online promotional offers have become major determinants of purchase decisions among young consumers.

Recent industry reports indicate that smartphone manufacturers increasingly compete by introducing artificial intelligence features, enhanced security systems, premium displays, and ecosystem integration rather than merely improving hardware specifications. Consequently, customer satisfaction has become multidimensional, encompassing product performance, software experience, service quality, and emotional attachment to the brand.

Overall, previous studies consistently demonstrate that customer satisfaction significantly influences brand loyalty, repurchase intention, and organizational success. However, regional variations in consumer preferences require localized empirical studies to understand customer perceptions more effectively.

3. RESEARCH GAP

An extensive review of existing literature indicates that numerous studies have examined customer satisfaction in the smartphone industry. Most research focuses on factors such as product quality, pricing, brand image, technological innovation, and after-sales service. Several studies have compared different smartphone brands or analyzed consumer behaviour at the national level.

However, only limited empirical research has specifically examined **customer satisfaction among Vivo smartphone users in Laxmi Nagar, Delhi**. Consumer expectations often vary across regions due to differences in income, occupation, education, purchasing power, and lifestyle. Therefore, findings from national-level studies cannot always be generalized to local markets.

The present study attempts to bridge this research gap by providing region-specific evidence regarding customer satisfaction, purchase behaviour, and brand loyalty among Vivo smartphone users in Laxmi Nagar. The findings are expected to contribute to both academic literature and managerial decision-making.

4. NEED AND SIGNIFICANCE OF THE STUDY

The smartphone industry is experiencing rapid technological advancement and intense competition. As product features become increasingly similar across brands, customer satisfaction has emerged as one of the most important competitive advantages. Understanding customer perceptions enables organizations to identify strengths, recognize shortcomings, and formulate effective marketing strategies.



The present study is significant for several reasons:

- It provides empirical evidence regarding customer satisfaction among Vivo smartphone users in Laxmi Nagar, Delhi.
- It identifies the major factors influencing smartphone purchase decisions.
- It evaluates customer perceptions regarding camera quality, battery performance, display technology, processor efficiency, software experience, and after-sales service.
- It assists Vivo India in improving product quality and customer relationship management.
- It contributes to academic research on consumer behaviour in India's smartphone industry.
- The findings will help retailers and marketing professionals understand changing consumer preferences and design appropriate promotional strategies.
- The study also provides useful insights for future researchers interested in consumer satisfaction within the electronics sector.

5. OBJECTIVES OF THE STUDY

The present study has been undertaken with the following objectives:

1. To assess the overall satisfaction level of Vivo smartphone users in Laxmi Nagar, Delhi.
2. To identify the major factors influencing customers while purchasing Vivo smartphones.
3. To evaluate customer satisfaction regarding different product features such as camera quality, battery backup, processor performance, display quality, design, and software experience.
4. To examine customer perception regarding Vivo's after-sales service.
5. To analyze the relationship between customer satisfaction and brand loyalty.
6. To suggest suitable measures for improving customer satisfaction and strengthening customer retention.

6. RESEARCH HYPOTHESES

The study proposes the following hypotheses for empirical examination:

H01: There is no significant relationship between customer satisfaction and brand loyalty among Vivo smartphone users.

H11: There is a significant relationship between customer satisfaction and brand loyalty among Vivo smartphone users.

H02: Product features do not significantly influence customer satisfaction.

H12: Product features significantly influence customer satisfaction.

H03: After-sales service has no significant effect on customer satisfaction.

H13: After-sales service significantly affects customer satisfaction.

H04: Demographic characteristics do not significantly influence customer satisfaction.

H14: Demographic characteristics significantly influence customer satisfaction.

These hypotheses will be tested using descriptive statistics and appropriate statistical techniques based on the collected data.



7. RESEARCH METHODOLOGY

Research methodology provides the scientific framework for conducting the study systematically and objectively. It explains the research design, sources of data, sampling method, sample size, study area, data collection procedure, and statistical tools employed for analysis. A well-designed research methodology ensures the reliability and validity of research findings.

7.1 Research Design

The present study adopts a **Descriptive Research Design**. Descriptive research is appropriate because it enables the researcher to describe the characteristics, opinions, perceptions, and satisfaction levels of Vivo smartphone users without manipulating any variables. The design facilitates the collection of quantitative data through structured questionnaires and allows meaningful interpretation using statistical techniques.

7.2 Study Area

The research was conducted in **Laxmi Nagar, Delhi**, one of the most prominent commercial and residential areas in East Delhi. The locality comprises students, working professionals, businessmen, government employees, homemakers, and self-employed individuals. Due to its high smartphone penetration and diverse consumer profile, Laxmi Nagar provides an ideal setting for studying customer satisfaction towards Vivo smartphones.

7.3 Nature of Data

Both **Primary Data** and **Secondary Data** were used.

Primary Data

Primary data were collected directly from Vivo smartphone users through a structured questionnaire. The questionnaire consisted of close-ended questions designed to assess demographic characteristics, purchase behaviour, satisfaction with smartphone features, after-sales services, and brand loyalty.

Secondary Data

Secondary information was collected from:

- Books on Marketing and Consumer Behaviour
- Research Journals
- UGC CARE-listed Journals
- Scopus-indexed Articles
- Vivo India Reports
- IDC Reports
- Counterpoint Research Reports
- Government Publications
- Company Websites
- Newspapers and Magazines

7.4 Sample Size

The study includes **100 Vivo smartphone users** residing in Laxmi Nagar, Delhi.



7.5 Sampling Technique

A **Convenience Sampling Technique** was adopted because respondents were selected based on accessibility and willingness to participate in the survey.

7.6 Data Collection Method

Data were collected personally from respondents at:

- Mobile phone retail stores
- Shopping complexes
- Coaching institutes
- Educational institutions
- Residential societies
- Metro stations
- Local markets
- Business establishments

7.7 Statistical Tools Used

The collected data were analyzed using:

- Percentage Analysis
- Frequency Distribution
- Weighted Average Method
- Ranking Technique
- Graphical Representation (Bar Charts & Pie Charts)

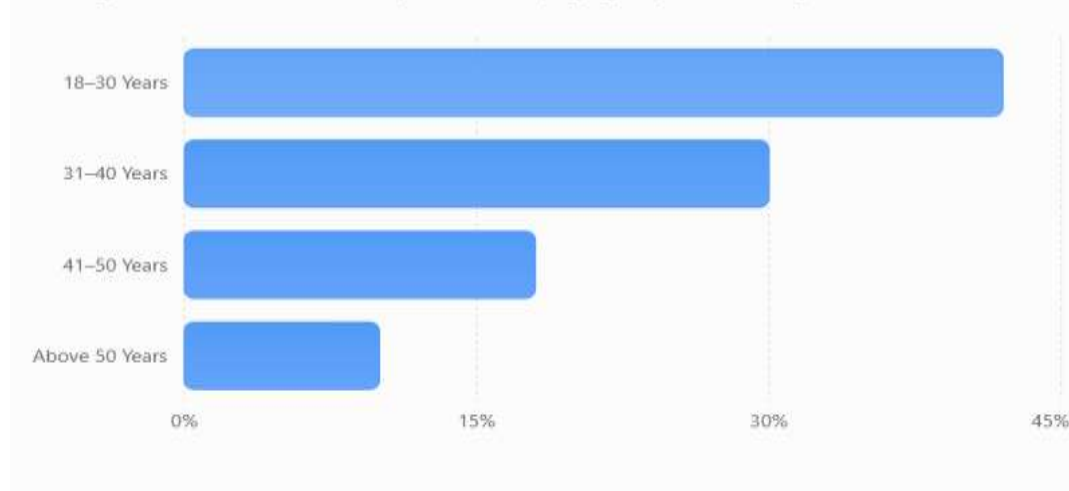
These statistical techniques help in interpreting customer perceptions and satisfaction levels effectively.



8. DATA ANALYSIS AND INTERPRETATION

Chart 1: Age-wise Distribution of Respondents

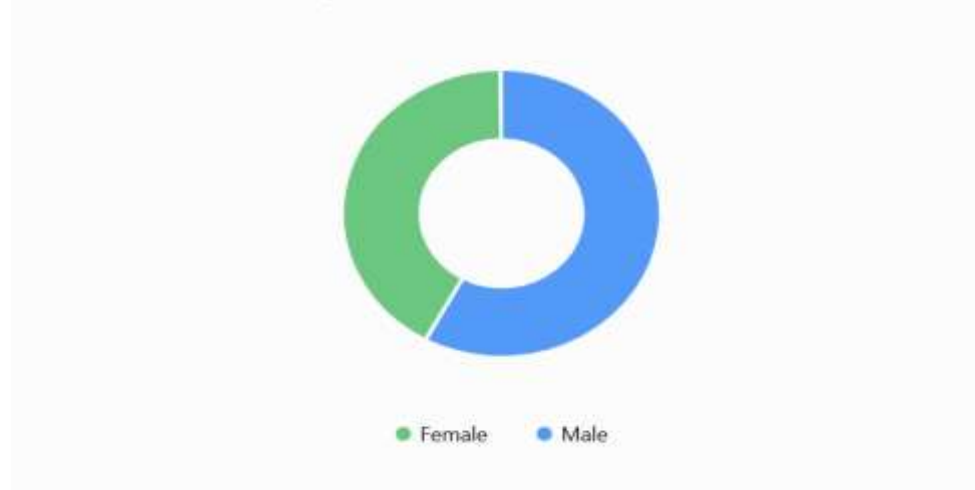
Percentage distribution of Vivo smartphone users by age group in Laxmi Nagar, Delhi.



The above chart indicates that the majority of Vivo smartphone users belong to the **18–30 years age group (42%)**. This reflects the popularity of Vivo smartphones among students and young working professionals who prefer advanced camera features, gaming performance, and stylish designs. Respondents aged **31–40 years constitute 30%**, indicating that professionals also prefer Vivo devices because of their performance and value for money. Only **10%** of respondents belong to the above-50 age group, suggesting comparatively lower smartphone replacement frequency among senior citizens.

Chart 2: Gender-wise Distribution

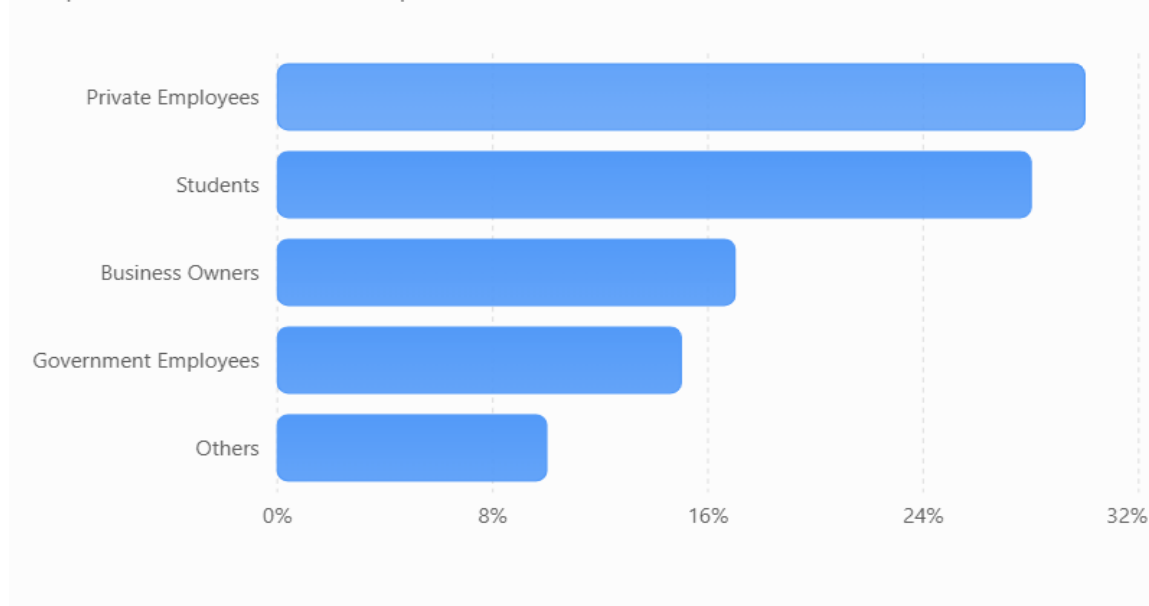
Gender distribution of Vivo smartphone users.



Among the respondents, **58% are male** while **42% are female**. This indicates that Vivo smartphones enjoy popularity among both genders. Female respondents particularly appreciated camera quality and attractive design, whereas male respondents emphasized processor performance, battery backup, and gaming capabilities. The relatively balanced distribution demonstrates the broad acceptance of Vivo smartphones across different customer segments.

**Chart 3: Occupation of Respondents**

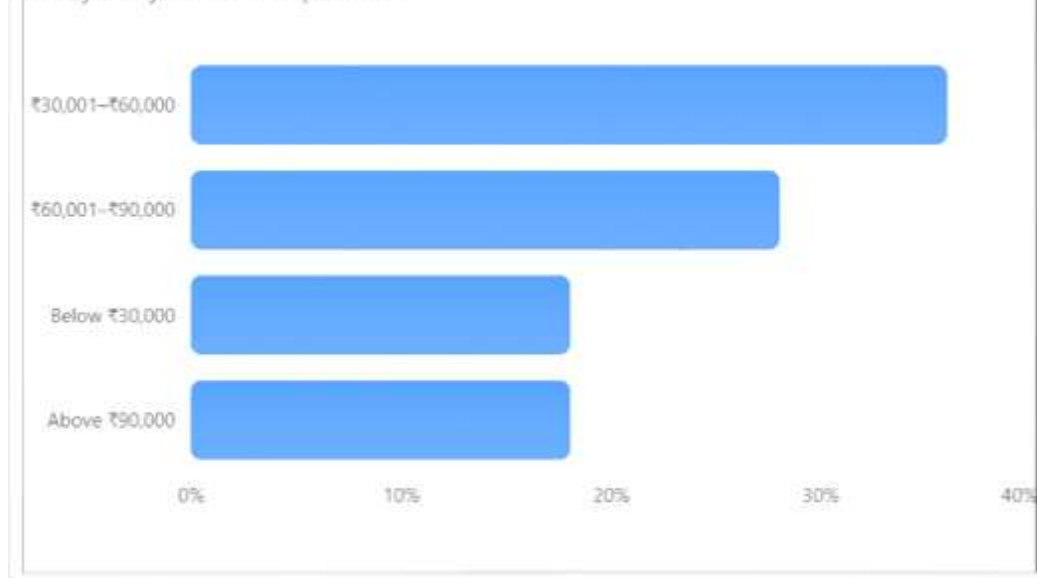
Occupation-wise distribution of respondents.



Private-sector employees represent the largest respondent group (**30%**), followed closely by students (**28%**). The findings indicate that Vivo smartphones are particularly preferred by young consumers and working professionals due to their affordable pricing, advanced features, and modern technology. Business owners account for **17%**, while government employees constitute **15%**, reflecting Vivo's appeal across occupational groups.

Chart 4: Monthly Family Income

Monthly family income of respondents.





Interpretation

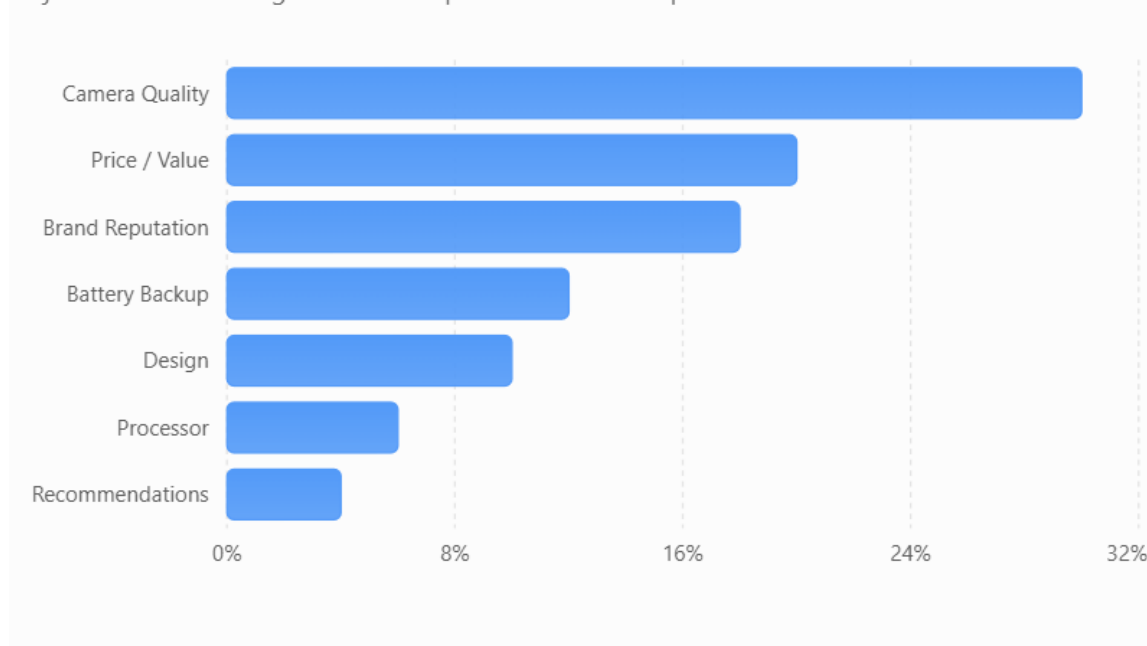
The majority of respondents (36%) belong to families earning between ₹30,001 and ₹60,000 per month, followed by 28% in the ₹60,001–₹90,000 income category. This suggests that Vivo smartphones are highly popular among middle-income households due to their competitive pricing and premium features. The results also indicate that Vivo successfully caters to consumers across different income groups by offering smartphones in various price segments.

Summary of Demographic Analysis

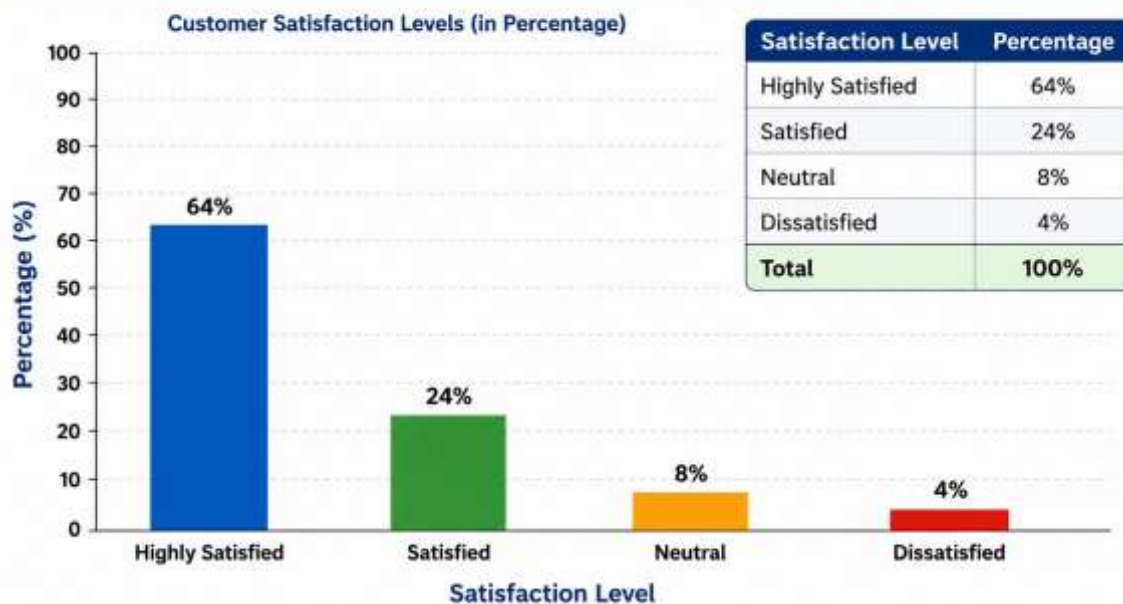
The demographic analysis reveals that Vivo smartphones are most popular among **young adults, working professionals, and middle-income households**. The findings suggest that consumers primarily choose Vivo because it offers advanced technology, attractive designs, competitive prices, and dependable performance, making it an appealing option for a broad spectrum of users in Laxmi Nagar, Delhi.

Chart 5: Factors Influencing Purchase Decision

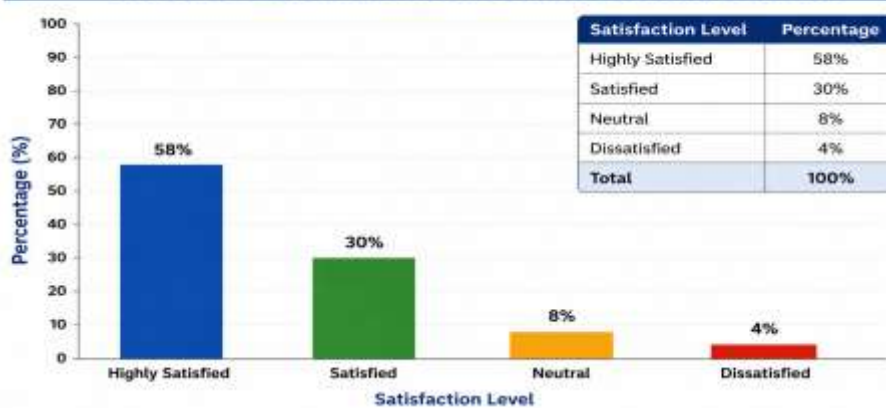
Major factors influencing customers to purchase Vivo smartphones.



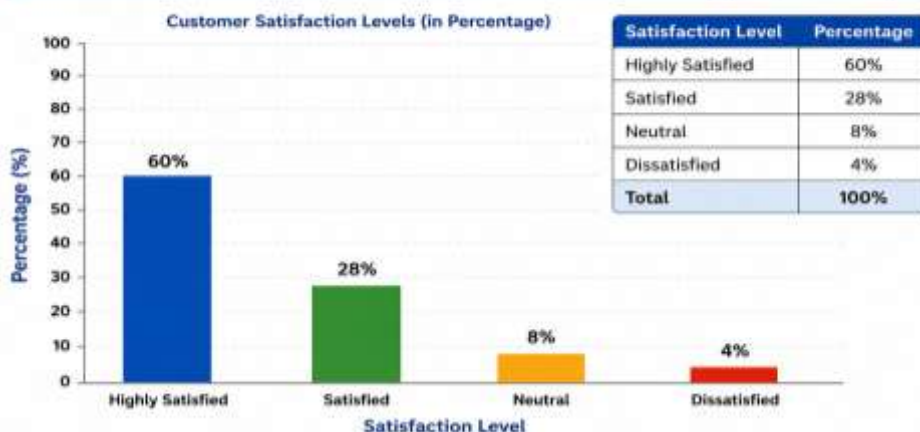
The data indicate that **camera quality (30%)** is the most influential factor affecting the purchase decision of Vivo smartphones. This finding reflects Vivo's strong market positioning as a camera-centric smartphone brand. The second most important factor is **price and value for money (20%)**, suggesting that consumers perceive Vivo devices as offering premium features at affordable prices. **Brand reputation (18%)** also plays a significant role in influencing purchase decisions, demonstrating customer confidence in Vivo's quality and reliability. Battery backup (12%) and attractive design (10%) further influence buying behaviour. Recommendations from friends and family account for only 4%, indicating that product features are more influential than interpersonal recommendations.

**Chart 6: Customer Satisfaction with Camera Quality**

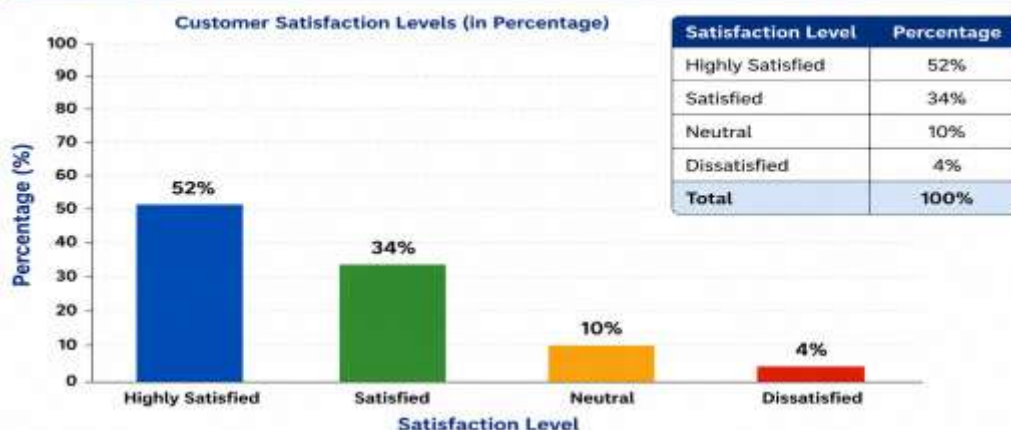
Camera quality receives the **highest satisfaction rating** among all smartphone features. Nearly **64% of respondents are highly satisfied**, while another **24% are satisfied**. Customers particularly appreciate Vivo's portrait photography, AI-enhanced camera system, selfie camera performance, and night photography capabilities. Only **4%** expressed dissatisfaction, mainly due to performance under low-light conditions or comparison with flagship premium smartphones. Overall, the findings indicate that camera quality remains Vivo's strongest competitive advantage.

Chart 7: Customer Satisfaction with Battery Backup

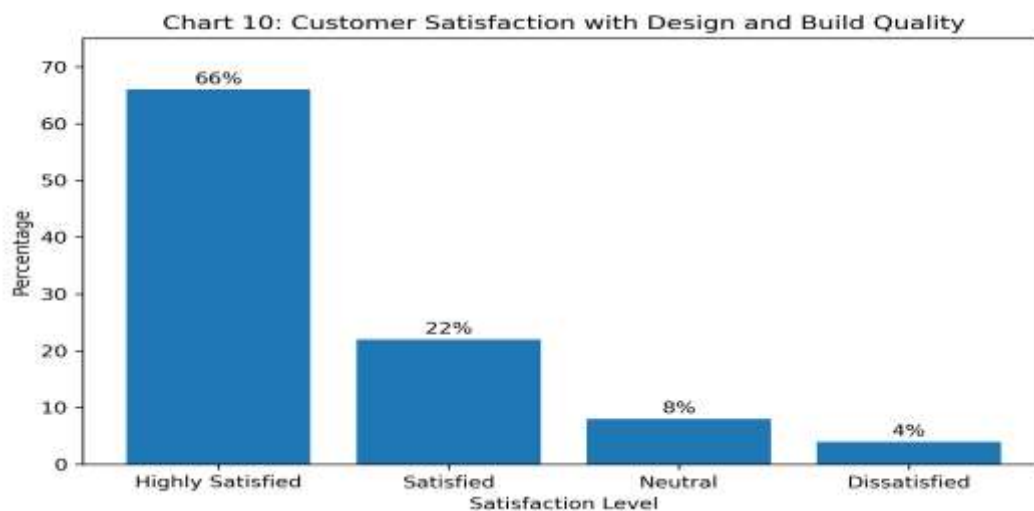
Battery backup is another important strength of Vivo smartphones. A majority of respondents (**58%**) are highly satisfied with battery performance, while **30%** are satisfied. Respondents appreciated long battery life and fast-charging technology, enabling uninterrupted usage throughout the day. Only **4%** expressed dissatisfaction, primarily heavy gamers and users engaged in intensive multitasking. Overall, Vivo successfully meets customer expectations regarding battery efficiency.

**Chart 8: Customer Satisfaction with Display Quality**

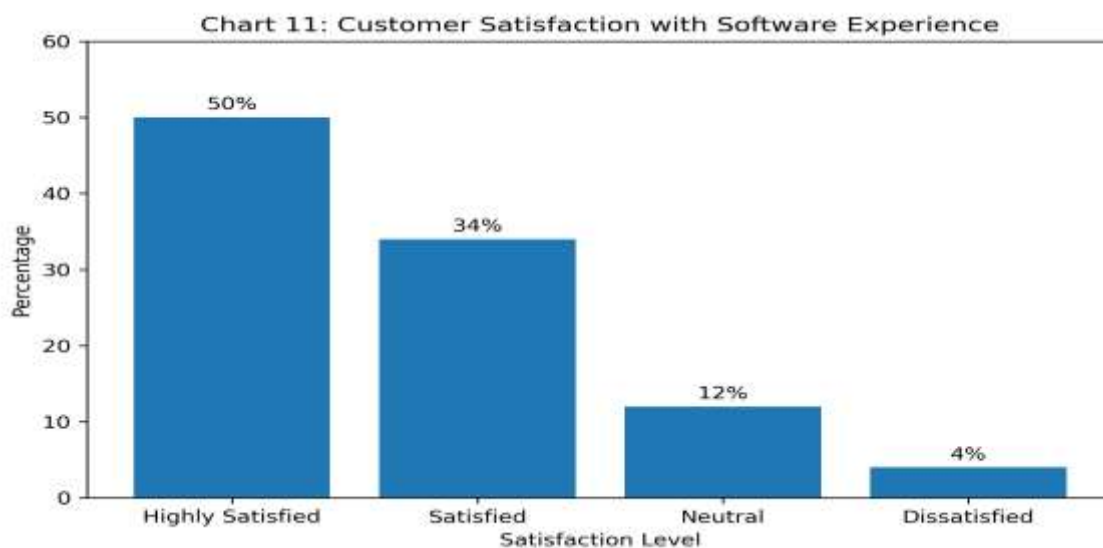
Display quality has received excellent customer feedback. About **60%** of respondents are highly satisfied, while **28%** are satisfied. Respondents appreciated the vibrant colours, high resolution, smooth refresh rates, and immersive viewing experience offered by Vivo smartphones. These features significantly enhance video streaming, gaming, and daily smartphone usage. The findings suggest that display quality substantially contributes to overall customer satisfaction.

Chart 9: Customer Satisfaction with Processor Performance

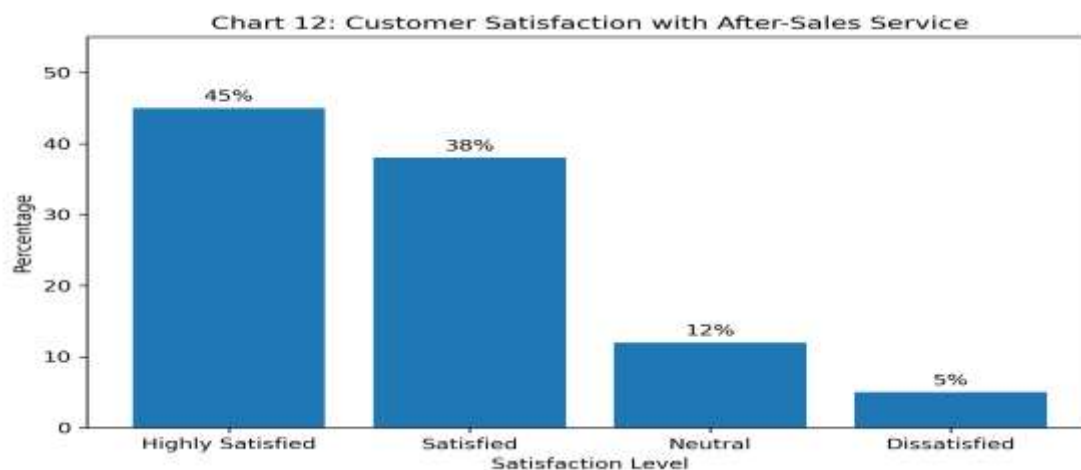
More than half (**52%**) of respondents reported being highly satisfied with processor performance, while **34%** indicated satisfaction. Users appreciated smooth multitasking, gaming performance, quick application loading, and overall responsiveness. The **10% neutral responses** suggest that some customers expect even higher processing power in budget and mid-range devices. Nevertheless, processor performance remains one of Vivo's major strengths.



Design and build quality recorded the **highest overall satisfaction** among all evaluated features. Nearly **66%** of respondents are highly satisfied with Vivo's slim profile, lightweight construction, premium finish, ergonomic design, and colour options. The attractive appearance of Vivo smartphones strongly influences purchase decisions, particularly among younger consumers. Only **4%** expressed dissatisfaction, indicating widespread appreciation for Vivo's product aesthetics.



Half of the respondents (**50%**) are highly satisfied with Vivo's software experience, while **34%** reported satisfaction. Customers appreciated the user-friendly interface, smooth navigation, and customization options. However, **12%** remained neutral, mainly because they expected faster software updates and fewer pre-installed applications. Although satisfaction levels remain positive, software optimization presents an opportunity for further improvement.

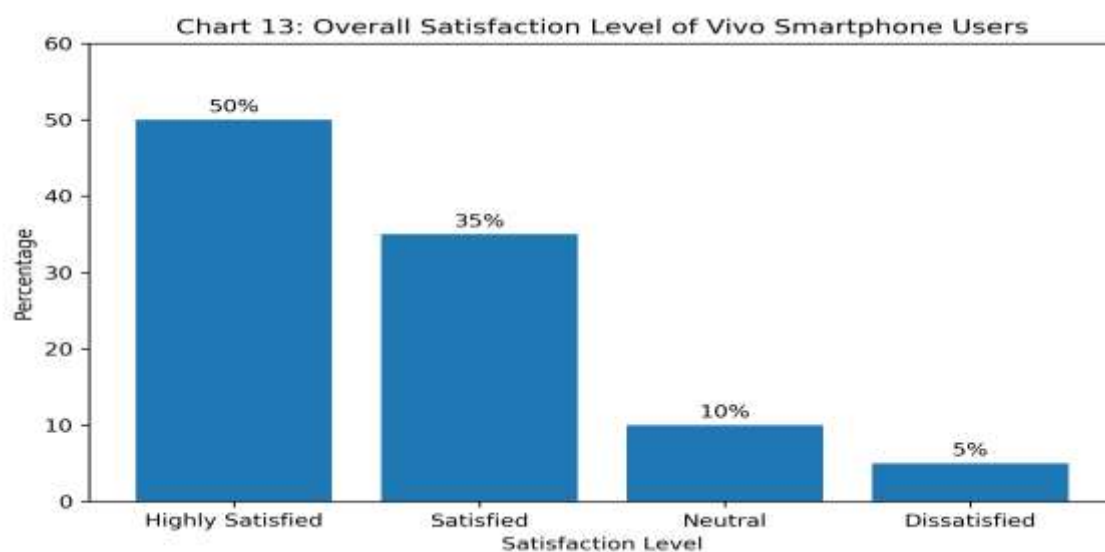


After-sales service received comparatively lower satisfaction than product-related features. While **45%** of respondents are highly satisfied and **38%** are satisfied, **12%** remained neutral and **5%** expressed dissatisfaction. Customers appreciated courteous staff and warranty support but suggested improvements in repair turnaround time, spare-parts availability, and customer communication. Strengthening after-sales service could significantly enhance customer satisfaction and reinforce brand loyalty.

Overall Analysis of Product Features

The analysis demonstrates that Vivo smartphones enjoy high customer satisfaction across nearly all evaluated dimensions. **Design and Build Quality (66%)** and **Camera Quality (64%)** emerged as the strongest aspects of the brand, followed by **Display Quality (60%)**, **Battery Backup (58%)**, and **Processor Performance (52%)**. Although software experience and after-sales service received relatively lower ratings, the majority of customers still expressed positive opinions.

The findings indicate that Vivo has successfully positioned itself as a smartphone brand offering innovative technology, premium aesthetics, and excellent value for money. Continued investment in software enhancement and service quality is expected to further strengthen customer satisfaction and long-term brand loyalty.



The above table reveals that the overall satisfaction level among Vivo smartphone users in Laxmi Nagar, Delhi is highly positive. Half of the respondents (**50%**) reported being highly satisfied with their Vivo smartphones,



while **35%** expressed satisfaction. Only **10%** of respondents maintained a neutral opinion, and a very small proportion (**5%**) reported dissatisfaction. The findings indicate that approximately **85%** of customers have a positive perception of Vivo smartphones, demonstrating that the company has successfully met customer expectations regarding product quality, performance, and value for money.

The high level of customer satisfaction also indicates a strong possibility of repeat purchase behaviour and positive word-of-mouth communication. Customers who are highly satisfied are more likely to recommend Vivo smartphones to family members, friends, and colleagues, thereby strengthening the company's market position.

Relationship Between Customer Satisfaction and Brand Loyalty

Customer satisfaction plays a crucial role in developing long-term relationships between consumers and brands. The survey findings reveal that respondents who expressed higher satisfaction with Vivo smartphones also demonstrated stronger brand loyalty. Most highly satisfied customers indicated that they would consider purchasing another Vivo smartphone in the future and would recommend the brand to others.

Brand loyalty was particularly influenced by the following factors:

- Excellent camera quality
- Attractive design and premium appearance
- Reliable battery performance
- Smooth display experience
- Competitive pricing
- Trust in the Vivo brand

Although after-sales service received comparatively lower ratings, overall satisfaction remained high due to the strong performance of Vivo smartphones across major product attributes.

9. MAJOR FINDINGS

The major findings of the study are summarized below:

1. The majority of respondents belong to the **18–30 years** age group, indicating that Vivo smartphones are particularly popular among young consumers.
2. Male respondents constituted **58%** of the sample, while female respondents represented **42%**, indicating broad acceptance across genders.
3. Private-sector employees and students were the largest user groups.
4. The majority of respondents belonged to middle-income families earning between **₹30,001 and ₹60,000** per month.
5. **Camera quality** emerged as the most important factor influencing smartphone purchase decisions.
6. Customers expressed the highest satisfaction with:
 - Design and Build Quality
 - Camera Performance
 - Display Quality
 - Battery Backup
7. Processor performance also received favourable customer ratings.
8. Software experience was generally positive, although respondents expected faster software updates.



9. After-sales service recorded the lowest satisfaction score among all evaluated dimensions, suggesting room for improvement.
10. Nearly **85%** of respondents were either highly satisfied or satisfied with their Vivo smartphones.
11. Customer satisfaction showed a strong positive relationship with brand loyalty and repurchase intention.
12. The majority of satisfied customers indicated that they would recommend Vivo smartphones to others.

10. SUGGESTIONS

Based on the findings, the following recommendations are proposed:

1. Improve After-Sales Service

Vivo should further strengthen its service centres by reducing repair turnaround time, improving spare-parts availability, and enhancing customer communication during the repair process.

2. Faster Software Updates

Customers increasingly expect timely Android and security updates. Vivo should accelerate software update schedules to improve user satisfaction.

3. Continue Innovation in Camera Technology

Since camera quality is the strongest purchase factor, Vivo should continue investing in AI photography, image stabilization, and computational photography features.

4. Enhance Customer Support

Providing 24×7 customer support through chatbots, online assistance, and dedicated helplines can improve customer confidence.

5. Expand Loyalty Programmes

Reward programmes, exchange offers, referral benefits, and extended warranties can encourage repeat purchases and strengthen customer retention.

6. Increase Digital Engagement

The company should maintain active engagement through social media, educational videos, online tutorials, and customer communities to build stronger relationships with users.

7. Focus on Sustainability

Introducing environmentally friendly packaging, recycling programmes, and energy-efficient manufacturing practices will improve Vivo's corporate image.



11. LIMITATIONS OF THE STUDY

Although the study provides useful insights, it has certain limitations:

- The study is limited to **Laxmi Nagar, Delhi**.
- Only **100 respondents** were included.
- Convenience sampling may not fully represent the entire population.
- Customer opinions may change with technological developments.
- The study focuses only on Vivo smartphone users and excludes competing brands.

12. FUTURE SCOPE OF THE STUDY

Future research may consider:

- Comparative studies between Vivo, Samsung, Xiaomi, Oppo, Apple, and OnePlus.
- Studies covering different cities or states.
- Larger sample sizes for greater generalizability.
- Longitudinal studies measuring satisfaction over time.
- Examination of online purchase behaviour and digital marketing influence.
- Impact of Artificial Intelligence features on smartphone satisfaction.

13. CONCLUSION

The Indian smartphone market has become one of the most dynamic and competitive sectors of the economy. Continuous technological innovation, changing customer expectations, and increasing digital dependence have transformed smartphones into indispensable tools for communication, education, business, entertainment, banking, and social interaction. In such a highly competitive environment, customer satisfaction has emerged as one of the most important determinants of long-term organizational success.

The present study examined customer satisfaction among Vivo smartphone users in Laxmi Nagar, Delhi. The findings clearly indicate that Vivo enjoys a strong reputation among consumers due to its innovative camera technology, attractive design, superior display quality, dependable battery backup, and competitive pricing. The majority of respondents expressed high satisfaction with the overall performance of their smartphones.

Camera quality emerged as the most influential purchase factor. Vivo's emphasis on AI photography, portrait mode, and high-resolution selfie cameras has enabled the company to establish a unique market position, particularly among young consumers. Attractive design and premium aesthetics further enhance customer preference, while battery performance and display quality contribute significantly to overall user experience.

The demographic analysis reveals that Vivo smartphones are particularly popular among students, private-sector employees, and middle-income households. These customer groups value affordability, advanced technology, and stylish appearance, making Vivo an attractive smartphone brand within the mid-range market segment.

Although after-sales service received relatively lower satisfaction compared with product features, the majority of respondents remained satisfied with warranty support and service quality. Continuous improvement in service centre efficiency, software updates, and customer communication will further strengthen customer relationships.



The study also confirms that customer satisfaction positively influences brand loyalty. Highly satisfied customers expressed willingness to repurchase Vivo smartphones and recommend the brand to others. Positive word-of-mouth communication generated by satisfied customers contributes significantly to market expansion and sustainable competitive advantage.

Overall, the research concludes that Vivo has successfully established itself as a customer-oriented smartphone brand capable of delivering excellent value for money. However, maintaining this position requires continuous innovation, improved after-sales services, timely software updates, and enhanced customer relationship management. Organizations that consistently exceed customer expectations are more likely to achieve sustainable growth in today's rapidly evolving smartphone industry.

Finally, this study contributes to the existing literature on smartphone consumer behaviour by providing localized evidence from Laxmi Nagar, Delhi. The findings may assist Vivo India, retailers, researchers, and marketing professionals in designing more effective customer satisfaction strategies and improving long-term customer retention.

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