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Customers Satisfaction towards Online and Offline Retail Shopping in Vivo Mobile

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ABSTRACT: The advancement of technology and the rise of e-commerce have significantly transformed the way consumers shop for smart phones, with brands like Vivo offering multiple retail options. Consumers today have the flexibility to purchase Vivo mobiles either through online platforms such as e-commerce websites and official brand stores or through offline retail outlets like exclusive brand showrooms and multi-brand mobile stores. Each shopping mode has its own set of advantages and challenges that influence consumer preferences and satisfaction levels. Online shopping provides convenience, competitive pricing, doorstep delivery, and access to a wide range of products, making it a popular choice among tech-savvy consumers. On the other hand, offline shopping allows customers to physically examine the device, receive in-person assistance, and avail instant purchases without waiting for delivery.

This study aims to analyze and compare consumer satisfaction in both shopping modes for Vivo mobiles. By identifying key factors affecting customer preferences, the research will Provide insights into improving retail strategies. The findings will help Vivo, and its retail Partners enhance service quality and customer engagement. Ultimately, this study will contribute to a better understanding of consumer expectations in the evolving retail landscape. The rapid Evolution of retail shopping has given consumers multiple options to purchase smart phones, including online platforms and physical stores. Vivo, a well-established mobile brand, offers its products through both channels, each with its own advantages. Online shopping provides ease of access, better discounts, and doorstep delivery, while offline retail offers hands-on product experience and direct customer support. Consumer satisfaction plays a crucial role in determining the success of these retail modes, influenced by factors such as price, convenience, service quality and trust.

I. INTRODUCTION

The rise of digital shopping platforms has transformed consumer purchasing behavior, especially in the smart phone industry. Vivo, a leading mobile brand, offers its products through both online and offline retail channels, catering to diverse consumer preferences. Understanding customer satisfaction in these two shopping modes is essential to enhance the overall buying experience. While online shopping provides convenience, competitive pricing, and a wide range of options, offline retail offers personalized service and hands-on product experience. Consumer satisfaction is influenced by factors such as price, service quality, product availability, and after-sales support. Consumer satisfaction plays a crucial role in the success of any retail strategy, as it determines customer loyalty, repeat purchases, and brand reputation. Factors such as pricing, product availability, ease of purchase, after-sales service, return policies and overall shopping experience significantly impact consumer perception and satisfaction. While some consumers prioritize cost savings and ease of online transactions, others value personalized customer service and the ability to test a product before purchasing

This study aims to explore and compare customer satisfaction levels in both online and offline shopping experiences for Vivo mobiles. Understanding consumer preferences will help improve sales strategies and enhance the overall buying experience. By analyzing key satisfaction drivers, there search will provide valuable insights for Vivo and its retail partners. The study will contribute to optimizing retail approaches, ensuring better service, and meeting customer expectations effectively.

Objectives

1. **Understanding Customer Preferences**–Identifying factors influencing the choice of Vivo mobile phones.
2. **Comparing Online and Offline Shopping Experiences** –Assessing satisfaction levels with different



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purchasing methods.

3. **Evaluating Purchase and Post-Purchase Satisfaction**—Measuring customer Satisfaction with product descriptions, delivery, store experience and customer service.

Statement of the problem:

This study aims to investigate the key factors influencing customer satisfaction in both online and offline shopping experiences for Vivo mobile phones. It seeks to understand how pricing, convenience, product availability, after-sales service, and trust impact customer preferences. Additionally, the study will explore the benefits and drawbacks of each shopping mode to determine which provides a more satisfying experience for customers.

Furthermore, the research will assess how after-sales service influences customer loyalty and Whether Vivo's current retail strategies meet consumer expectations. By identifying these factors, the study will provide recommendations to enhance customer satisfaction and improve Vivo's retail approach in both online and offline markets.

II. RESEARCH METHODOLOGY

- **Nature of the study:** Descriptive research is used for conducting the research
- **Nature of the Data:** Both the Primary and Secondary data are utilized for conducting the study
- **Source of Data:** Primary data method was adopted to collect the data through the issue of questionnaire. Secondary data is used to collect reviews.
- **Method of sampling:** Purposive Sampling method is used for the study
- **Size of Sample:** The size of sample to be taken is 104 individuals
- **Tools used for the study:** Percentage analysis

III. RESULTS AND DISCUSSION

Table 1 -Primary Purpose of Using Vivo Phone

Primary purpose	No Of Respondents	Percentage
Business use	12	11.7%
Personal use	70	68%
Both	22	20.4%
Total	104	100

From the above table, it is clear that 68% of the respondents use Vivo phone for Personal purpose, 20.4% of the respondents use Vivo phone for Business as well as personal purpose, 11.7% of the respondents use Vivo phone for Business purpose .

Table 2 – Factor Influenced to Purchase Vivo Phone

Factor	No Of Respondents	Percentage
Price	22	21.2%
Features	56	53.8%



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Brand Reputation	17	16.3%
Others	09	8.7%
Total	104	100

The primary factor influencing the preference for Vivo mobile phones is Features with (53.8%) of respondents highlighting this aspect. Price followed by brand reputation for (21.2%) and (16.3%) respectively. A smaller portion, (8.7%) cited other factors.

Table 3 – Preferred Model of Vivo Phone

Mobile model	No Of Respondents	Percentage
T series	17	16.7%
X series	28	27.5%
Y series	25	24.5%
V series	19	18.6%
IQ00	13	12.7%
Total	104	100

The above table states that highest of 27.5% of the respondents prefer X series, followed by the Y series with 24.5%, V series holds at 18.6%, while the T series and IQOO account for 16.7% and 12.7%, respectively.

Table 4 – Online website Purchase of Vivo Phone

Online website	No of Respondents	Percentage
Vivo official website	25	24.5%
Amazon	26	25.5%
Flipkart	40	39.2%
Others	11	10.8%
Total	104	100



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The highest percentage (39.2%) chose "Flipkart" to purchase Vivo phone. Amazon accounted for (25.5%) of purchases, followed closely by the Vivo Official Website with 24.5% while 10.8% of the respondents purchase through other mode.

Table 5- Satisfaction towards purchase of Vivo Phone through Online Shopping

Rate of online retail shopping	No Of Respondents	Percentage
Very Satisfied	24	23.1%
Satisfied	49	47.1%
Neutral	23	22.1%
Dissatisfied	06	5.8%
Very Dissatisfied	02	1.9%
Total	104	100

Highest of 47.1% of the respondents are satisfied with the purchase of Vivo phone through online shopping, 23.1% of the respondents are very satisfied with the purchase of Vivo phone through online shopping, 22.1% of the respondents are neutrally satisfied with the purchase of Vivo phone through online shopping, 5.8% of the respondents are dissatisfied with the purchase of Vivo phone through online shopping and 1.9% of the respondents are very dissatisfied with the purchase of Vivo phone through online shopping.

Table 6 – Rating of Offline Retail Shopping

Rate of offline retail shopping	No Of Respondents	Percentage
Excellent	27	26.2%
Good	44	41.7%
Fair	23	22.3%
Poor	03	2.9%
Very poor	07	6.8%
Total	104	100

41.7% of the respondents have rated good towards purchase of Vivo phone through offline shopping, 26.2% of the respondents have rated excellent towards purchase of Vivo phone through offline shopping, 22.3% of the



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respondents have rated fair towards purchase of Vivo phone through offline shopping, 6.8% of the respondents have very poor towards purchase of Vivo phone through offline shopping and 2.9% of the respondents have rated poor towards purchase of Vivo phone through offline shopping,

Table 7 – Types of Issues

Type of issue	No Of Respondents	Percentage
Battery life issues	38	37.6%
Camera problems	40	39.6%
Software issues	36	35.6%
Hardware issues	30	29.7%

39.6% of the respondents have reported Camera problem, 37.6% of the respondents have faced Battery issues, 35.6% of the respondents have faced Software issues and 29.7% of the respondents have faced Hardware issues.

Suggestions:

- Since most users are young (18-25 years) and students, vivo should focus on budget-friendly models with high-end features like enhanced cameras and long battery life. Marketing efforts should be strengthened on social media platforms such as Instagram, YouTube and Tik Tok to engage this demographic effectively.
- To improve online shopping satisfaction, vivo should work on faster delivery services and more responsive customer support. Implementing real-time order tracking, better packaging, and a dedicated customer helpline will help enhance the overall user experience.

IV. CONCLUSION

This study on consumer satisfaction with online and offline shopping for Vivo mobiles highlights key preferences and experiences. Customers prioritize features, price, and brand reputation when purchasing. Online shopping offers convenience and better pricing but faces issues like delivery delays, while offline shopping provides hands-on experience and immediate purchase but may have higher costs. Most customers are satisfied with their purchases, but areas like after-sales service need improvement. Enhancing product descriptions, delivery efficiency, and customer support can further improve satisfaction. By addressing these aspects, vivo can optimize its retail strategies and strengthen customer engagement.

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