A
PROJECT REPORT
ON

"A STUDY ON CONSUMER BEHAVIOUR TOWARDS THEREALME SMARTPHONE"

Submitted to

G.S COLLEGE OF COMMERCE AND ECONOMICS

(AUTONOMOUS), NAGPUR

Affiliated to

RASHTRASANT TUKDOJI MAHARAJ UNIVERSITY, NAGPUR

In partial fulfillment for the award of the degree of
Bachelor of Business Administration

Submitted by
SANJIVANI R. MENDHE

Under the Guidance of
DR. FARHA HUSSAIN

G.S College of Commerce and Economics
(Autonomous), Nagpur
Academic year 2023-24

G.S College of Commerce and Economics (Autonomous), Nagpur

Academic year 2023-24

CERTIFICATE

This is to certify that "**SANJIVANI R. MENDHE**" has submitted the project report titled

"**A STUDY ON CONSUMER BEHAVIOUR TOWARDS THE REALME SMARTPHONE**", towards partial fulfilment of "**BACHELOR OF BUSINESS ADMINISTRATION**" degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that she has ingeniously completed her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Dr. Farha Hussain   **Dr. Afsar Sheikh**

 (Project Guide)   **(Co-Ordinator)**

Place: Nagpur

Date:

DECLARATION

I here-by declare that the project with title **"A STUDY ON CONSUMER BEHAVIOUR TOWARDS THE REALME SMARTPHONE'',** has been completed by me in partial fulfilment of '**BACHELOR OF BUSINESS ADMINISTRATION'** degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

SANJIVANI R. MENDHE

Place: Nagpur

Date:

ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to **Dr. Praveen Mustoor**, Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my project guide **Dr. Farha Hussain** for his guideline throughout the project. I tender my sincere regards to Co-ordinator, **Dr. Afsar Sheikh** for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non- Teaching staff of the college of the college for their co-operation.

I would like to thank all those who helped me in making this project report complete and successful.

SANJIVANI R. MENDHE

Place: Nagpur

Date:

INDEX

CHAPTER 1

INTRODUCTION

INTRODUCTION

The main aim of this research is to know about Consumer buying behavior for Realme smartphones. There is exponential growth of smartphones demand around the world. Now a day's smartphones are going to take important place in life of humans. Mobile phone industry is growing fast and shows positive healthy growth rate year on year basis in India. Smartphones are becoming smarter day by day.

Mobile phones has brought dramatically change in the history of communication. Now a day's smartphones are being used for professional and personal work and for to stay connected with other. India has large population and majority of them are youths so it is lucrative market for smartphones manufacturer. India took second rank in world's largest smartphone market after USA. Penetration of smartphone in India is increasing day by day because majority of population of India is between age group of 18-35. India opens its door for private players in 1990s.In this changing world smartphones became very popular because of its feature which are never in ordinary mobile phones. A smartphone offered many features at one place like it offer high resolution camera, GPS, calendar, calculator, navigation, Internet facility and many others. Smartphone is also used for gaming. Some used it for entertainment purpose. Smartphone gives high connectivity through Internet, calling and texting facilities. Smartphone is used to gather information and also used to read documents, eBooks, text and emails.

People's obsession to buy smartphones is increasing and they vary upon different factors which influences the people's resolution to buy smartphones. There are a lot of cheaper and expensive smartphones in the market but Consumers look for quality, price, features, look, brand, etc. as per their needs and wants. Buying branded smartphones has now become a trend. Youngsters are replacing their smartphones frequently. The internal and external factors which influences the Consumer buying behavior are Personal Factors (age, gender, education, earnings, savings, family income, lifestyle, marital status, occupation) , Psychological Factors (attitude, perception, beliefs, learning and motivation) , Social Factors (status, role, peers, family and reference group) , Cultural Factors (social class, culture, religion, customs, nationality and beliefs) , Technological Factors (automation, information and communication) , Situational Factors (change in a situation , buyer's mind set and

2

purchase decision) , Marketing Factors (product, price, packaging, positioning, place and promotion) , Geographical Factors (place , accessibility, availability, affordability).

The expanding pattern in Smartphone among the people is that the primary reasons that has intensified the enthusiasm to inquire about on the point. Individuals' fixation on the Smartphone has been expanding quickly. The point of this examination is hence to seek out customer conduct of Smartphone purchasers in Indian Market. The examination is endeavoring to search out that for what reason do people need to buy a cell phone, what impact individuals in acquiring a cell phone and what rouse them in settling on the buy choice.

Distinctive customers have very surprising qualities throughout their life that conjointly impacts their looking for conduct. Social components like family, gatherings, jobs and status) and individual elements, (for example, age, occupation, way of life, disposition and self-idea) are those qualities that would impact the purchaser conduct in settling on ultimate choice.

These days less expensive advanced cells are likewise accessible in the market. In any case, why individuals purchase costly cell phones? Value, quality, mark, nation of beginning, showcasing, deals, informal exchange and so forth could be numerous variables that a customer may envision before looking for a Smartphone. What amount of will finish of cell phone affect the looking for call of a client? As there are different assortments of cell phones available in market with variable value; what's the refinement between them? Furthermore, how they affect the client purchasing choice?

This investigation conjointly points on the offering system of the cell phone firms to impact the purchasing conduct of client. These systems incorporate Promotional crusades, Tie-Ups with system transporter and so on.

A History of The Modern Smartphone

If you're among the people Googling, "When did the first smartphone come out?" you're not alone.

Let's take a walk through time and see when each revolutionary step in the evolution of the smartphone came about.

1983-The First Mobile Phone Ever Made

Motorola gave us the first-ever portable mobile device with the DynaTAC 8000X almost 40 years ago.

We've come a long way in making technology attainable for the general public since 1983, given that Motorola's first mobile phone cost nearly $4,000 and weighed over a pound–not something you could slip into your pocket.

In fact, the DynaTAC 8000X was commonly called "The Brick" and came with a battery life of only 30 minutes. This phone was more of a status symbol than a functional tool, but the Brick walked so our modern smartphones could run.

1992-The First Smartphone Came Out

In 1992, IBM announced the very first smartphone. It released the Simon Personal Communicator (SPC) for purchase in 1994.

The SPC was the first touchscreen phone. Additionally, it had the ability to send and receive both emails and faxes. It also had a calendar, address book, and a native appointment scheduler, and even featured standard and predictive stylus-compatible screen keyboards.

These features were unique and advanced enough to earn the SPC the title "World's First Smartphone."

1997-The Beginning of Mobile Gaming

Can you imagine a world without Gardenscapes, Candy Crush, or Merge Mansion? Prior to 1997, that was the reality.

Back then, the game <u>Snake</u> by Finnish engineer Taneli Armanto became available for Nokia 6110 phones–and the mobile gaming craze began. Snake was the perfect formula. It was simple, challenging, and accessible for all ages.

Fast forward to the present day, and mobile gaming is now a $100 billion industry.

2001-First Phone with Internet

It wasn't until the year 2000 that the <u>smartphone was connected to an actual 3G network</u>. In other words, a mobile communications standard was built to allow portable electronic devices wireless access to the Internet.

This upped the ante for smartphones, making things like video conferencing and sending large email attachments possible.

However, accessing the internet from your phone came with a price tag. While the price of the device had decreased to the $300 – $700 range, the cost of data wasn't worth it for most people.

2007-Apple Debuts the First iPhone

2007 was one of the most influential years for smartphone evolution. It was the year Steve Jobs and the team at Macworld revealed the very first iPhone.

Not only was this the sleekest touchscreen device to hit the market to date, but it was also the first device that offered a full, un-watered-down version of the Internet. The very first iPhone gave consumers the ability to browse the web just as they would on a desktop computer.

The device was offered at a 4GB ($499) and 8GB ($599) storage level. The first iPhone boasted a battery life with 8 hours of talk time, rivaling the 1992 smartphone's measly 1 hour of juice, as well as 250 hours of standby time.

And while there were bumps in the road (we all remember how much easier it was to type on a Blackberry vs. the original one-finger-at-a-time iPhone), it still made a mark on the industry that lasts to this day.

2022-The World at Our Fingertips

And just like that, we've reached the modern day. Since the launch of the iPhone twelve years ago, we've seen:

- <u>21 new iPhones</u>
- The birth of Android— Google's answer to the iPhone
- o Hundreds of hardware iterations of Android smartphones
- The rise of apps (and their monetization)
- Phones that can stream hours of video, accommodate dozens of apps, and connect users to social media
- Professional mobile photographers
- <u>Texting and messaging</u> taking place over wireless connections

It's safe to say that smartphones have changed the way we live our lives. Of the estimated 5 billion cell phone owners around the world, it's estimated that at least <u>2.5 billion of them own a smartphone</u>. And that number is only predicted to rise.

CHAPTER 2
COMPANY PROFILE

COMPANY PROFILE

REALME

Realme Company is a China-based company that manufactures mobile phones. Sky Li founded it, and he was Vice- President of Oppo. This Company came into existence on 4 May 2018. The parent company is **BBK Electronics**. This Company was started with the name called Oppo Real. The Company launched its first product in May 2018, called Realme 1. **Sky Li** quit Oppo and decided to launch its own Company under the banner called **Sina Weibo**. Later, Realme made its own logo.

Realme sales started growing rapidly and made a strong grip on the Indian market. Realme Phone surpassed the sale of its former Company, Oppo. It was able to establish itself as a brand in the Indian market, leaving behind telecommunications giants like **Vivo, Xiaomi, and Samsung**. It is interesting to note that Sky Company is known for the fast charging of mobile phones. Realme is a company categorized under Company limited by shares and Private offering manufacture of radio, communication equipment, and apparatus as principal activity.

Basic Details

- o Corporate Identification Number: U32301HR2018PTCO76011
- o Registration Number: 076011

- o Date of incorporation: 25 September 2018

- o Registered State: Haryana

- o Registration of Companies: RoC- Delhi

- o Category: Company limited by shares

- o Sub- Category: Non-Govt Company

- o Company Class: Private

- o Company status: Active

History of REALME Company

Realme first appeared in China in 2010 as "OPPO Real". It was a sub brand of OPPO Electronics Corporation until its separation in 2018, after which it became an independent company.

On July 30, 2018, former vice president of OPPO and head of OPPO's overseas business department Sky Li announced his official resignation from OPPO and his intention to establish realme as an independent brand on the Chinese micro blogging website Weibo. He said that in the future, the realme brand will focus on providing mobile phones that integrate strong performance and stylish design, bringing young people a joyful life featuring affordable "technology'' and "beuty''

On November 15, 2018 realme introduced a new logo.

On November 22, 2018 realme taking the mantle of No.1 Emerging Brand.

May 15, 2019 realme hold its first conference in Beijing China to officially enter Chinese market, launching realme X, realme X Lite and realme X Master Edition.

On June 2019, realme announced its officially enter European market.

On 26 June 2019, realme posted its first photo that shot by 64MP camera.

By July 2019, realme has successfully entered 20 markets including China, India, South East Asia and Europe.

According to a report by the international authoritative analysis institution Counterpoint, realme's global shipment registered 4.7 million units worldwide in Q2 2019, an increase of 848% year-on-year, and became one of the top 10 mobile phone manufacturers in the world.

By August 2019, realme has passed 10 million users around the world. 2019 August, realme showed the true device with 64MP quad-camera both in China and India.

Realme Company Founder

Realme was established by **Sky Li**, also known as **Li Bingzhong**. Sky Li is an accomplished entrepreneur in the tech industry, with a deep understanding of the smartphone market.

Sky-Li

He is credited with bringing Realme into existence and guiding the company to its current status as a major player in the smartphone sector. People are unaware of Who is owner of Realme? In short, Sky-li is the owner of the Realme mobile brand.

But Madhav Sheth has resigned from his position as CEO of Realme India. On Wednesday (June 14, 2023), Sheth announced his resignation.

Realme's founder **Sky Li** will take over as the head of the India business.

Realme's Chief Executive Officer was **Madhav Sheth**, under his leadership; Realme has made significant strides in providing affordable and high-quality smartphones to the Indian consumer base.

Realme Company CEO

Realme's Chief Executive Officer was **Madhav Sheth**, under his leadership; Realme has made significant strides in providing affordable and high-quality smartphones to the Indian consumer base.

Madhav Sheth

But Madhav Sheth has resigned from his position as CEO of Realme India. On Wednesday (June 14, 2023), Sheth announced his resignation.

Realme's founder **Sky Li** will take over as the head of the India business.

Realme Company Owner

Realme is a subsidiary of BBK Electronics Corporation, a massive Chinese conglomerate that also owns other well-known smartphone brands such as OnePlus, Vivo, and Oppo.

BBK Electronics Corporation is one of the world's largest smartphone manufacturers. The **owner** of BBK Electronics Corporation is **Duan Yongping**

Duan Yongping

Realme focuses more on making **budget-friendly** and **youth-oriented devices** by which youth can buy those products very proficiently.

Realme came out as the **world's 6th smartphone** brand in Quarter 2 of 2021 showing a tremendous portfolio from very entry-level products to flagship segments, including various popular series such as Realme NEO GT series, Narzo series, and many more.

Market

Realme launched its first product, "realme 1" exclusively to the Indian market in May 2018 on Amazon India. As realme targets the global market, it will continue to expand its reach geographically, with potential markets in Southeast Asia. Realme plans a debut in Indonesia first in the region.

13

On its 1st anniversary, realme announced it will be entering the Mainland China and Taiwan market.

By July 2019, realme has launched in more than 20 markets, including China, India, Indonesia, Thailand, Malaysia, Singapore, Myanmar, Philippines, Vietnam, Pakistan, Nepal, Bangladesh, United Arab Emirates, Egypt, United Kingdom, France, Italy, Spain, Russia, etc.

Realme

Brand name	Realme
Date of origin	May 2018
Smartphones, Watches, Buds, Accessories and many more.	China
Youth population, more particularly in India, China, and Indonesia.	Product Type
Ownership	BBK Electronics
Headquarters	Shenzhen, China
Target audience	More gaming-oriented and providing some decent camera phones.
Smartphone type	More gaming-oriented and provides some decent camera phones.

14

MISSION AND VISION

❖   **The MISSION of the realme**:

To let more young people enjoy the happy life brought out by the beauty of technology.

❖   **The VISION of realme**:

To become a healthy and sustainable enterprise.

CHAPTER 3
LITERATURE REVIEW

LITERATURE REVIEW

American Marketing Association defines Consumer behaviour as "the dynamic interaction of affect and cognition, behaviour and environmental events by which human being conduct the exchange aspect of their lives." Consumer behaviour thus, r elates to all social, psychological and physical behaviour of potential customers as they become aware of the product, evaluate its features, purchase the goods, consume it and tell others about the product and services.

Chu-Mei Liu (2002) A good brand imaging is imperative to producers and all the intermediaries of marketing process. High brand valued items have higher accept ability which leads to high sales. The rapid growth of portable smart phone subscriptions is extensively quicker in the Philippines. Now a day's mobile phone manufactures and service providers are collaborating with different advertising and promotions.

Fred Robins (2003) inferred that there is a blending of technology and imagination to build a product, whose innovation is based on the personalization, advancement of different generations of mobile handsets to be aligned with the internet speed and technology.

Ibrahim, Kassim, & Mohamood (2013) have deduced that while purchasing mobile phones the young customers in the society are more influenced by celebrity endorsement, frequency of advertisement, discount offers, word of mouth publicity spread through friends, family and relatives.
 It includes the decision-making process that precedes his actual purchase. The study of behaviour is the study of individuals i.e., how they take decisions to spend the ravailable resources i.e., time, money and effort on buying goods and services.

Jaakko et al (2007) Found from their research that MCRM is a portable client relationship conceptualization were the interaction between the client and the customeris fourfold. They are acceptance of Advertising messages, by passing the sales messages, filtering the messages and the trust between the client and the customer base don which the products are accepted.

Kotler and Armstrong (2001) in their book have written that the main factors, which discriminate from one customer to the other, are age, salary, perception and adaptation. This

demographical diversification leads the marketers to assess the impact of their products in the mind of the customers the customers are segmented accordingly.

Kushagra et al (2017) stated that the modern generation customers who are young and dynamic are very tech-savvy and adventurous as far as adaptability to a new product is concerned. They give very much emphasis on the attributes of a mobile like camera quality, processor speed for gaming, battery power etc.

Lynda Andrews et al (2012)Examined that customers' impression of the worth value they get from the ordinary day to day utilization of smart phones and how portable advertising (m-promoting) can possibly improve these worth recognitions. The discoveries feature approaches to tailor m-showcasing procedures to supplement purchasers view of the worth value offered through their smart phones.

Mokhlis, Yakkop (2012)when experimented buyers behaviour towards smart phone sin Malaysian University reached the resolution that seven components depict smart phone buying behaviour – inventive and innovative highlighted features , picture, quality, value for money, durable , solidness and compatibility , media impact and post sales services. The most significant among them was imaginative highlights followed by proposal and cost

Osman et al (2012) in their investigation found that customers made buying decision based on design availability and brand image.

Pigato (2001) explored that the proliferation of mobile phones in an unexpected rate in developing countries since the 1990s. Even poor and remotest countries from sub-Saharan Africa and South Asia are also catching up rapidly in mobile access.

Prof. Philip Kotler defines Consumer behaviour as "the study of how individual, groups and organization select, buy, use and dispose of goods and services, ideas or experiences to satisfy their needs and wants." The term Consumer behaviour is the behaviour shown by the consumer at the time of searching, purchasing, using, and disposing of product and services which satisfy his needs and wants. It is concerned with the activities of individuals in buying and using the goods and services.

CHAPTER 4
CREATIVE STUDY

CREATIVE STUDY ABOUT REALME

Studying Realme as a smartphone company involves analysing its market positioning, product line up, innovation, marketing strategies, and customer engagement. Here's a creative approach:

1. Market Analysis: Explore Realme's target demographics, regions of focus, and competition landscape. Investigate how it differentiates itself from competitors like Xiaomi, Samsung, and Huawei.

- ❖ Target Demographics: Realme predominantly targets young consumers, especially millennials and Gen Z, who are tech-savvy and value for money.
- ❖ Regions of Focus: Initially focused on the Asian market, particularly India and China, Realme has expanded globally, including Europe, Southeast Asia, and Africa.
- ❖ Competition Landscape: Realme competes with brands like Xiaomi, Samsung, Huawei, and others in the mid-range and budget smartphone segments.

2. Product Portfolio Evaluation: Dive into Realme's product range, examining features, pricing, and the unique selling points of each model. Analyse how Realme caters to different market segments and adapts to emerging trends.

- ❖ Realme offers a diverse product range spanning various price points, from budget to mid-range segments.
- ❖ Each product emphasizes specific features such as camera quality, battery life, performance, or design, catering to different consumer preferences.
- ❖ Realme's aggressive pricing strategy often provides higher value for money compared to competitors.

3. Innovation and Technology: Investigate Realme's approach to innovation, including its use of cutting-edge technology such as 5G, AI, and camera advancements. Assess how it integrates these technologies into its products to enhance user experience.

- ❖ Realme integrates the latest technological advancements like 5G connectivity, AI-

20

powered features, high-resolution cameras, and fast-charging capabilities into its smartphones.

❖ The company focuses on providing innovative solutions at affordable prices, challenging industry norms.

4. Marketing Strategies: Examine Realme's marketing campaigns, social media presence, and brand partnerships. Evaluate how it leverages influencers, online communities, and viral marketing to build brand awareness and loyalty.

❖ Realme employs a mix of digital marketing, social media engagement, and offline events to create brand awareness and engage with its target audience.

❖ It leverages popular social media platforms, influencer collaborations, and user-generated content to build a vibrant community around the brand.

❖ The "Dare to Leap" slogan encapsulates Realme's bold and adventurous brand identity, resonating with its youthful audience.

5. Customer Engagement and Feedback: Research Realme's customer support channels, community forums, and feedback mechanisms. Analyse how it utilizes customer insights to refine products, address issues, and foster brand advocacy.

❖ Realme maintains active customer support channels, including online forums, social media platforms, and dedicated service centers.

❖ It encourages feedback through surveys, product reviews, and community interactions, using customer insights to improve products and services.

6. Global Expansion: Explore Realme's international expansion strategy, including its entry into new markets and adaptation to local preferences. Assess the challenges and opportunities it faces in competing on a global scale.

❖ Realme strategically expands into new markets, adapting its product line up and marketing strategies to suit local preferences and competitive landscapes.

❖ Its rapid global expansion reflects its ambition to become a significant player in the global smartphone market.

7. Sustainability Initiatives: Investigate Realme's commitment to sustainability and corporate social responsibility. Analyse its efforts to reduce environmental impact, promote ethical manufacturing practices, and contribute to social causes.

❖ Realme has started initiatives to reduce its environmental footprint, such as using eco-friendly packaging materials and adopting energy-efficient manufacturing processes.

❖ The company may further develop sustainability programs, aligning with consumer preferences for environmentally responsible brands.

8. Future Outlook: Speculate on Realme's future trajectory, considering emerging technologies, market trends, and potential disruptors.

❖ Realme's future success depends on its ability to continue innovating, expanding its market presence, and maintaining strong customer relationships.

❖ It may explore new product categories, expand into emerging markets, and invest in research and development to stay competitive in the evolving smartphone industry.

SWOT ANALYSIS

STRENGTH

❖ The major high point for Realme was its aggressive pricing of the smartphones.

❖ The major plus point for the company was that it didn't target different price bands, but was focused on one particular segment, the Budget segment, which is also the heart of the Indian smartphone industry.

❖ Good quality product

❖ Good service

WEAKNESS

❖ There was no clarity on its relationship with Oppo. On one hand, the company announced that it now an independent company, still all the phones were manufactured by Oppo Mobiles.

❖ Another major issue, which multiple users reported was the buggy user interface.

OPPORTUNITY

❖ Accessories could be a bigger revenue opportunity for Realme in 2020.

❖ India's market for accessories such as cables, earphones, chargers and power banks is expected to be close to Rs 9,577 crore in 2019, but 70% of the market is grey and unorganized, according to industry estimates. The market is expected to reach$4 billion (over Rs 28,000 crore) by 2026.

THREAT

❖ Xiaomi grew its shipments in India by 8.5% year-on-year to a record 12.6 million units, giving the firm a27.1% market share, according to the report.

❖ Realme and Oppo respectively claimed the fourth-and fifth-largest market shares, but posted jaw-dropping quarterly sales growth.

SUCCESS FACTOR OF REALME SMARTPHONE

1. Competitive Pricing: Realme offers smartphones with compelling features at competitive prices, attracting budget-conscious consumers.

2. Feature-Rich Specifications: Realme devices often boast impressive specifications, such as high-resolution cameras, powerful processors, and ample RAM, providing value for money.

3. Online Sales Strategy: Realme has a strong online sales presence, leveraging platforms like Flipkart, Amazon, and their own website to reach a wide audience and facilitate convenient purchasing.

4. Aggressive Marketing: Realme employs aggressive marketing campaigns, including social media promotions, influencer collaborations, and offline events, to raise brand awareness and attract potential customers.

5. Youth-Centric Branding: Realme targets younger demographics with trendy designs, vibrant colour options, and features tailored to the preferences of tech-savvy youths.

6. Continuous Innovation: Realme consistently introduces new features and technologies in its smartphones, staying ahead of competitors and meeting evolving consumer demands.

7. Strong Customer Support: Realme provides reliable customer service and after-sales support, enhancing customer satisfaction and loyalty.

8. Global Expansion: Realme has expanded its presence beyond its home market of China to become a significant player in various international markets, catering to diverse consumer preferences worldwide.

CHAPTER 5
RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

DEFINATION

Research is a systematic investigation or study undertaken to discover, interpret, or revise facts, theories, applications, or laws in any field of knowledge. It involves gathering information, analysing data, and drawing conclusions to advance understanding or solve problems.

Research is the process of exploring and investigating a particular topic or question using established methodologies and techniques. It involves formulating hypotheses, collecting and analysing data, and drawing conclusions based on evidence. The aim of research is to contribute new knowledge, solve problems, or deepen understanding within a specific field or discipline. It can take various forms, including experimental studies, surveys, case studies, literature reviews, and theoretical analyses.

CHARACTERISTICS OF RESEARCH METHODOLOGY

1. **Systematic Approach:**

    Research methodology involves a systematic and organized process for designing, conducting, and analysing research studies.

2. **Rigorous Planning:**

    It requires careful planning and consideration of various factors such as research questions, objectives, sampling techniques, data collection methods, and analysis procedures.

3. **Clear Objectives:**

    Research methodology focuses on setting clear and achievable research objectives or goals to guide the study.

26

4. **Empirical Evidence:**

     It emphasizes the collection of empirical data through observation, experimentation, surveys, or other methods to support or refute hypotheses.

5. **Replicability:**

    A good research methodology ensures that the study can be replicated by other researchers to verify the findings and conclusions.

6. **Validity and Reliability:**

     Research methodology aims to ensure the validity (accuracy) and reliability (consistency) of the data and results obtained.

7. **Ethical Considerations:**

    It adheres to ethical principles and guidelines to protect the rights and welfare of participants, maintain integrity, and minimize biases.

8. **Flexibility:**

    Research methodology should be flexible enough to adapt to changing circumstances or unexpected challenges during the research process.

9. **Interdisciplinary Approach:**

     Depending on the nature of the research, methodology may draw on techniques and perspectives from multiple disciplines to address complex problems.

10. **Continuous Improvement:**

    Researchers continuously refine and improve research methodologies based on feedback, advancements in technology, and evolving best practices.

OBJECTIVE OF REASEARCH METHODOLOGY

1. **Quantitative Research Methodology:**

    Involves the collection and analysis of numerical data to quantify relationships, trends, and patterns. It often utilizes surveys, experiments, and statistical analysis to test hypotheses and generalize findings to a larger population.

2. **Qualitative Research Methodology:**

    Focuses on exploring and understanding phenomena in-depth through non-numerical data such as interviews, observations, and textual analysis. It emphasizes context, meaning, and subjective experiences to generate rich and nuanced insights.

3. **Mixed Methods Research Methodology:**

    Integrates both quantitative and qualitative approaches within a single study to provide a comprehensive understanding of research questions or phenomena. It involves collecting, analyzing, and interpreting both numerical and non-numerical data.

4. **Experimental Research Methodology:**

    Involves manipulating one or more variables under controlled conditions to examine cause-and-effect relationships. It typically includes random assignment, control groups, and rigorous experimental designs to establish causal relationships.

5. **Descriptive Research Methodology:**

    Aims to describe the characteristics or behaviour of a population or phenomenon without manipulating variables. It often involves surveys, observations, and case studies to provide detailed descriptions and insights.

6. **Case Study Research Methodology:**

    Focuses on in-depth investigation of a specific case, situation, or individual to understand complex phenomena within their real-life context. It often involves multiple data sources and triangulation to enhance validity and reliability.

7. **Action Research Methodology:**

Involves collaboration between researchers and practitioners to identify and address practical problems or challenges within specific settings. It emphasizes iterative cycles of planning, action, observation, and reflection to promote positive change and improvement.

8. **Historical Research Methodology:**

Examines past events, trends, and developments to understand their significance, causes, and consequences. It involves analysing archival sources, documents, and records to reconstruct historical narratives and draw insights for the present.

PROCESS OF REASEARCH METHODOLOGY

1. **Identifying the research problem:**

   Determine what you want to investigate or study.

2. **Reviewing existing literature:**

   Conduct a thorough review of previous research and literature related to your topic to understand what has already been done and what gaps exist.

3. **Formulating research questions or hypotheses:**

   Based on your review, develop specific questions or hypotheses to guide your research.

4. **Choosing a research design:**

   Decide on the type of study you will conduct, such as experimental, observational, qualitative, quantitative, etc.

5. **Selecting a sample:**

   Determine the population you will study and select a representative sample from that population.

6. **Collecting data:**

    Gather data through various methods, such as surveys, experiments, interviews, observations, etc.

7. **Analyzing data:**

    Use appropriate statistical or qualitative analysis techniques to interpret the data collected.

8. **Interpreting results:**

    Draw conclusions based on the analysis of your data and relate them back to your research questions or hypotheses.

9. **Communicating findings:**

    Present your findings through a research paper, presentation, or other means appropriate for your audience.

10. **Reflecting and revising:**

    Reflect on your research process and results, and consider any necessary revisions or further investigations.

RELEVANCE OF STUDY

This research has been studied to find out the Students satisfaction of Realme products. It is conducted to identify the effect of brand quality students satisfaction and brand image of students and to know who the students were what they want, how they react to these products. This study will help you to gain knowledge about the market factors influencing the students to prefer a particular product and problem faced by using such product.

NEED OF STUDY

* ❖ To study understand the different factors that influence the customer to use realme smartphone.
* ❖ To study let me know which strategy is their company is using to earn too much profit.
* ❖ To study which strategy, should be used for customer satisfaction.
* ❖ To study, what strategy does the successful realme company use?

OBJECTIVE OF STUDY

* ❖ To study the customer satisfaction level towards realme smartphone
* ❖ To analyse the factor influencing the customers to choose realme smartphone.
* ❖ To know the area of improvement needed in the point of view of customer in realme product.
* ❖ To identify the advertising strategy at the customer preference towards realme product

LIMITATIONS OF STUDY

* ❖ This research was conducted only among the customer from Nagpur city.
* ❖ Survey was restricted to the particular 50 respondents.
* ❖ Analysis was done based upon personal opinion of respondants individually, not from any focus group or experts.

RESEARCH DESIGN

Steps or techniques used to identify, select, process, and analyze information so as to clearly understand the research problem with the help of data or information. In this study both primary and secondary data have been used to carry out the results.

RESEARCH TYPE

Descriptive research- in a descriptive design, a researcher is solely interested in describing the situation or case under their research study. It is a theory-based design method which is created by gathering, analysing, and presenting data collection.

SAMPLE DESIGN

- ❖ **Non-probability**- In non-probability sampling, the researcher chooses members for research at random. This sampling method is not a fixed or predefined selection process.

NON- PROFITABILITY

- ❖ **Convenience sampling**- This method depends on the case of access to subjects such as surveying customers at a mall or passer-by on a busy street.

DATA COLLECTION

1. **Primary Data**

Primary data is information that is used or obtained for the first time and has never been Used before. There are a variety of primary data sources from which information can be Gathered.

- ❖ **Questionnaire:**

A questionnaire is a research tool featuring a series of questions used to collect useful Information from respondents. I can use Google forms for questionnaire.

2. Secondary Data

Secondary data are those which have already been collected by someone else and which have already been passed through a statistical process. It involves various features of a Particular brand collected from magazines, the internet etc.

Sampling Design

Sample Size   - 60

Sampling Framework - Nagpur City

Sampling Method   - Convenience Sampling

HYPOTHESIS OF STUDY

A Hypothesis is an assumption that is made based on some evidence. This is the initial point of any investigation that translates the research questions into predictions. It includes components like variables, population and the relation between the variables.

A Research hypothesis is a hypothesis that is used to test the relationship between two or more variables.

The hypothesis or the result that we expect from the study might be-

Hypothesis 1

H0- Realme smartphone do not have higher customer satisfaction.

H1- Realme smartphone have higher customer satisfaction.

Hypothesis 2

H0- Realme smartphone is affordable.

H1- Realme is not affordable.
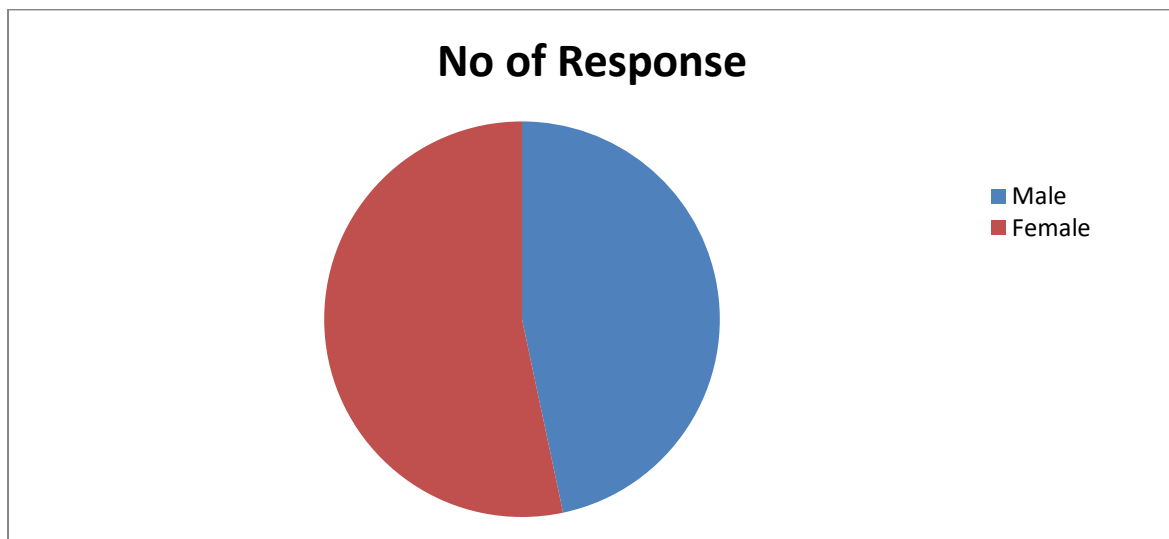
CHAPTER 9
DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS & INTERPRETATION

INTRODUCTION- Above data has been collected from 60 respondants.

The questions are asked to mixed groups of people are

(A) GENDER WISE CLASSIFICATION OF RESPONDENTS

Sr. No	Particulars	Responses	Percentage
1.	Male	28	47%
2.	Female	32	53%
Total		60	100%

No of Response

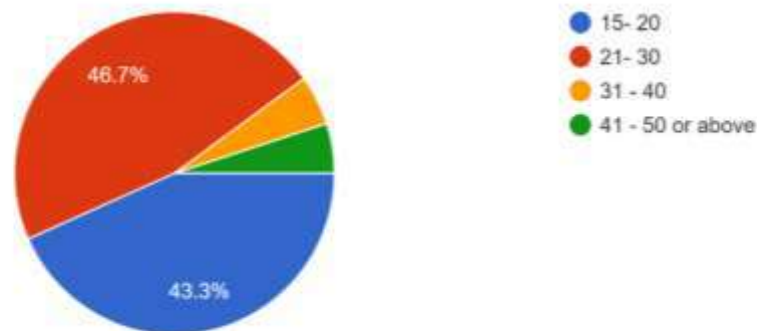
■ Male
■ Female

INTERPRETATION:

From the above fig, out of 60 respondents, 47% of people are male and 53% of people are female.

(B) AGE WISE CLASSIFICATION

| Sr. No	Particulars	Responses	Percentage
1	15-20	26	43.7%
2	21-30	28	46.7%
3	31-40	03	5%
4	41-50 or above	03	5%
Total		60	100%

Age
60 responses

INTERPRETATION:

From the above fig, out of the 60 respondents, 43.7% of people are from age between 15-20, 46.7% of people are from age between 21-30, 5% people are from age between 31-40 and 5% of people are from age between 41-50 or above.

(C) OCCUPATION

| Sr. No	Particular	Responses	Percentage
1	Student	49	81.7%
2	Self employed	3	5%
3	Private employed	3	5%
4	Government Employed	2	3.3%
5	Professional	2	3.3%
6	Other	1	1.7%
Total		60	100%

Occupation
60 responses
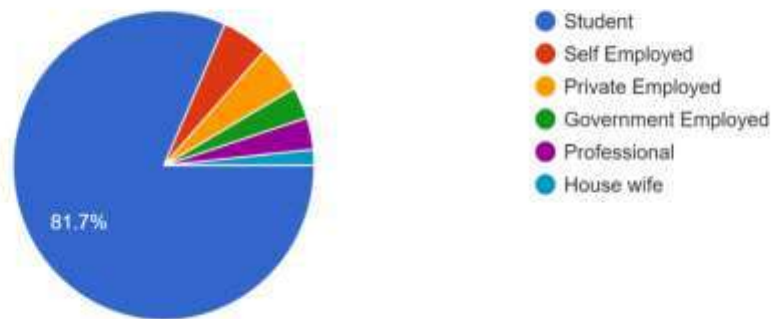
INTERPRETATION:

From the above fig, out of the 60 respondents, 81.7% of respondents are the students, 5% of respondents are self-employed, 5% of respondents are the private employed, 3.3% of respondents are the government employed, 3.3% of the respondents are professional and 1.7% is the respondents are other.

37

(D) INCOME WISE CLASSIFICATION

Sr. No	Particulars	Responses	Percentage
1	No Income	39	65%
2	Less than 10000	8	13.3%
3	10000-20000	9	15%
4	20000-30000	1	1.7%
5	More than 30000	3	5%
Total		60	100%

Income
60 responses
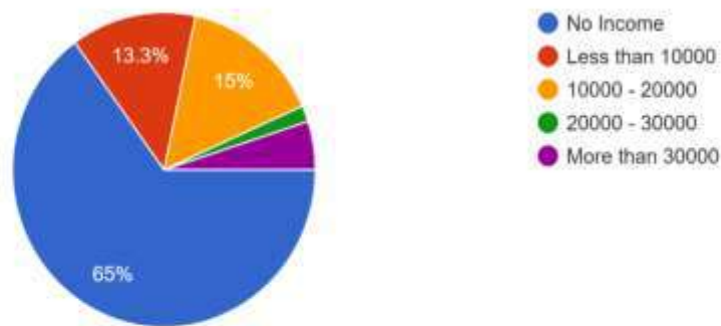
INTERPRETATION:

From the above fig, out of the 60 respondents, 65% of respondents have no income, 13.3% of respondents get monthly income less than 10000, 15% of respondents has monthly income between 10000-20000, 1.7% of respondents have monthly income between 20000-30000, and 5% of the respondents have more than 30000 income.

(E) SHOWING SOURCE OF INFORMATION ABOUT REALME SMARTPHONES

Sr. No	Particulars	Responses	Percentage
1	Advertisements	22	36.7%
2	Family & Friends	23	38.3%
3	Social Media	9	15%
4	Sale Representative	1	1.7%
5	Other	5	8.3%
Total		60	100%

How do you come to know about realme smartphones?
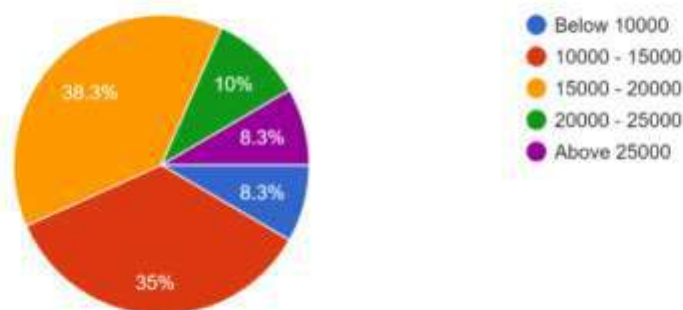60 responses
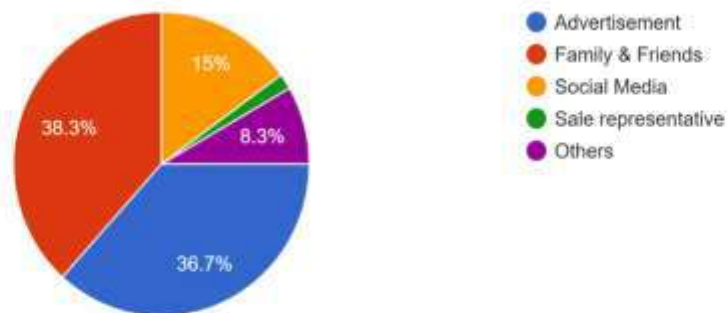
INTERPRETATION:

From the above fig, out of the 60 respondents, 36.7% of respondents come to know about realme through advertisement, 38.3% of respondents through family and friends, 15% of respondents through social media, 1.7% of respondents through sale representative, and 8.3% of the respondents through others.

39

(F) SHOWING PRICE RANGE CONSIDER WHILE PURCHASING REALME SMARTPHONE

Sr. No	Particulars	Responses	Percentage
1	Below 10000	5	8.3%
2	10000-20000	21	35%
3	15000-20000	23	38.3%
4	20000-25000	6	10%
5	Above 25000	5	8.3%
Total		60	100%

What price do you consider while you purchase a realme smartphone ?
60 responses

- Below 10000
- 10000 - 15000
- 15000 - 20000
- 20000 - 25000
- Above 25000

INTERPRETATION:

From the above fig, out of the 60 respondents, 8.3% of respondents prefer to purchase at below 10000 price range, 35% of respondents prefer to purchase at 10000-15000 price level, 38.3% of respondents prefer to purchase at 15000-20000, 10% of respondents prefer to purchase realme phones with price range of 20000-25000, and 8.3% of the respondents prefer to purchase realme phones at price above 25000.

SANJIVANI R. MENDHE BBA 3rd Year

(G) SHOWING PROMOTIONAL OFFER WHICH IS MORE ATTRACTIVE

Sr. No	Particulars	Responses	Percentage
1	Free Gifts	18	30%
2	Price Offer	33	55%
3	Discount	30	50%
4	Others	9	15%
Total		60	

Which promotional offer attracts you most in purchase of realme ?
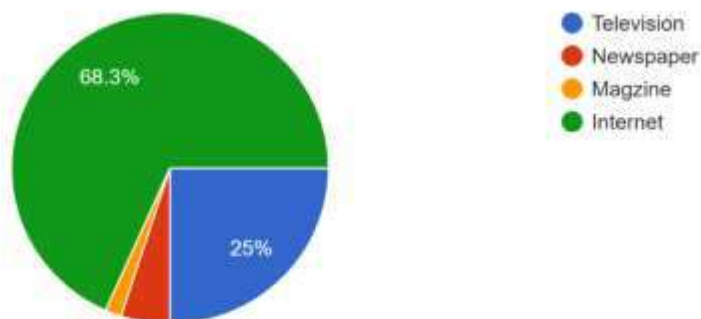60 responses
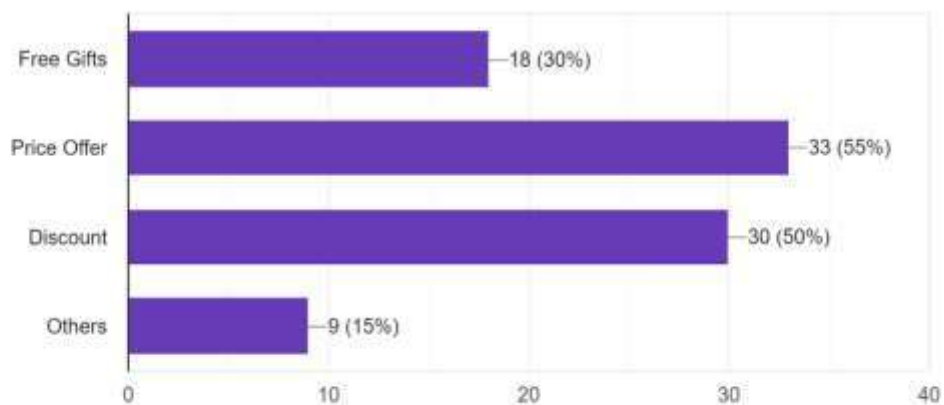
INTERPRETATION:

From the above fig, out of the 60 respondents, free gifts attracts 30% of the respondents in the purchase, 55% of respondents are attracted through price offer, discount attracts 50% of respondents in the purchase of realme smartphone and 15% of respondents are attracts other price offer.

(H) SHOWING MEDIA OF ADVERTISEMENT INFLUENCE IN PURCHASE OF REALME

Sr. No	Particulars	Responses	Percentage
1	Television	15	25%
2	Newspaper	3	5%
3	Magazine	1	1.7%
4	Internet	41	68.3%
Total		60	100%

Which media of advertisement influence your purchase?
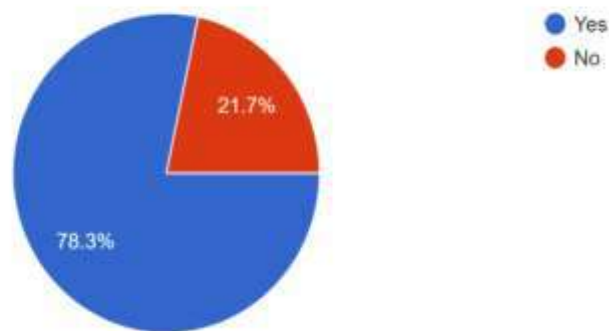60 responses

INTERPRETATION:

From the above fig, out of the 60 respondents, 25% of respondents' purchase of realme smartphones are influenced through television advertisements, 5% of respondents are influenced through newspaper advertisements, 1.7% of respondents are influenced by magazine advertisements and 68.3% of respondents influenced by internet advertisements.

(I) SHOWING RESPONSE ON SPECIAL FEATURES OF REALME INFLUENCE PURCHASE

Sr. No	Particulars	Responses	Percentage
1	Yes	47	78.3%
2	No	13	21.7%
Total		60	100%

Does the special features of the realme smartphones influence on your purchase decision ?
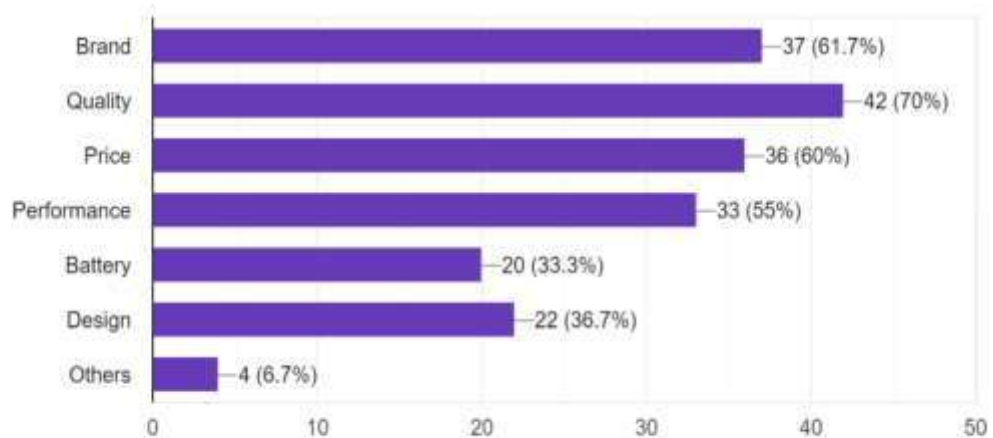60 responses

INTERPRETATION:

From the above fig, out of the 60 respondents, 78.3% agrees that special features influences their purchase decision, 21.3% of respondents says that special features does not influence their purchase decision.

43

(J) SHOWING RESPONSE OF FEATURES INFLUENCE PURCHASE OF REALME SMARTPHONES

Sr. No	Particulars	Responses	Percentage
1	Brand	37	67.7%
2	Quality	42	70%
3	Price	36	60%
4	Performance	33	55%
5	Battery	20	33.3%
6	Design	22	36.7%
7	Others	4	6.7%
Total		60	

Choose Maximum 3 Features to purchase realme smartphone
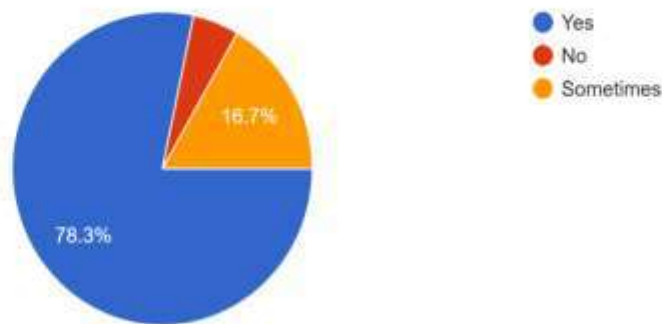
60 responses

INTERPRETATION:

From the above fig, out of the 60 respondents, 61.7% of the respondents are influence by brand, 70% of the respondents were influence by Quality. 60% of the respondents were influence by price. 55% of the respondents were influence by 33.3% of the respondents were influence by battery. 36.7% of the respondents were influence by design, 6.7% of the respondents were influence by others.

44

(K) SHOWING RESPONSE OF ACCESSORIES SATISFACTION

Sr. No	Particulars	Responses	Percentage
1	Yes	47	56.7%
2	No	3	5%
3	Sometimes	10	16.7%
Total		60	100%

Did you accessories of realme smartphones are easily available?
60 responses

INTERPRETATION:

From the above fig, out of the 60 respondents, 78.3% of the respondents are agree with the accessories are available, 5% of the respondents are not agree with the accessories available, and 16.3% of the respondents are say the sometimes with accessories of realme phone available.

45

(L) SHOWING RESPONSE OF PURCHASING THE SAME BRAND IN THE NEAR FUTURE

Sr. No	Particulars	Responses	Percentage
1	Yes	34	56.7%
2	No	9	15%
3	Maybe	17	28.3%
Total		60	100%

When you purchase a smartphone in near future are you going with the same brand itself?
60 responses
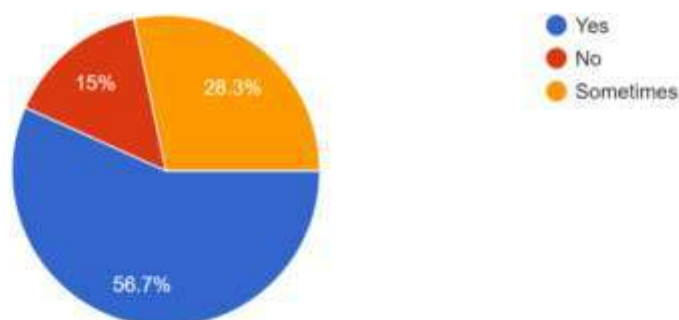
- Yes
- No
- Sometimes

15%   28.3%

56.7%

INTERPRETATION:

From the above fig, out of the 60 respondents, that 56.7% of respondents agree that they buy the same in near future, 28.3% of respondents says maybe they buy it and 15% of respondents says that they not prefer to buy the realme brand in near future.

46

(M) SHOWING RESPONSE OF LOYALTY TO REALME BRAND

Sr. No	Particulars	Responses	Percentage
1	Hard Core	14	23.3%
2	Soft Core	30	50%
3	Switcher	7	11.7%
4	No Loyalty	9	15%
Total		60	100%

Which type of loyal customer are you towards realme brand?
60 responses
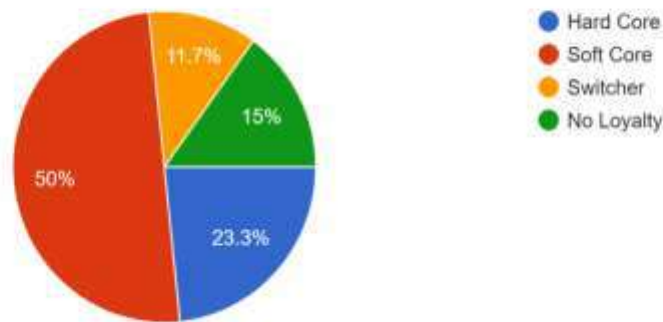
- Hard Core
- Soft Core
- Switcher
- No Loyalty

INTERPRETATION:

From the above fig, out of the 60 respondents, 23.3% of the respondents are hard core loyal, 50% of the respondents are soft core loyal, 11.7% of the respondents are switcher and 15% of the respondents are no loyalty to realme brand.

47

(N) SHOWING RESPONSE OF PERFORMANCE OF REALME SMARTPHONE SATISFACTION

Sr. No	Particulars	Responses	Percentage
1	Very Satisfied	17	28.8%
2	Satisfied	28	47.5%
3	Neutral	13	22%
4	Dis-Satisfied	1	1.7%
5	Non RESPONDED	1	-
Total		60	100%

Are you satisfied with the overall performance of the realme smartphone ?
59 responses
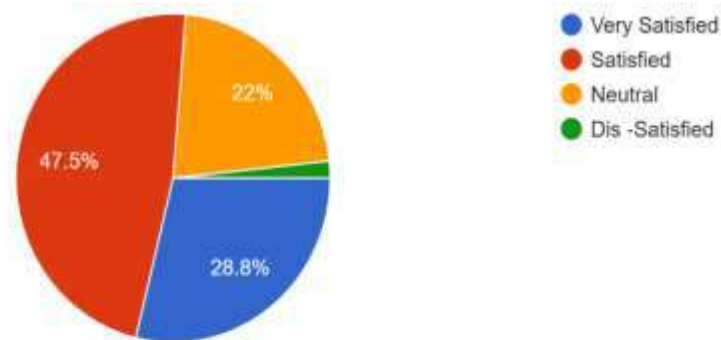
- Very Satisfied
- Satisfied
- Neutral
- Dis -Satisfied

INTERPRETATION:

From the above fig, out of the 60 respondents, 28.8% of the respondents are very satisfied with the overall performance of realme, 47.5% of the respondents are satisfied with the overall performance, 22% of the respondents are neutral satisfied with the overall performance of realme, 1.7% of the respondents are dissatisfied with the overall performance of realme smartphone.

(O) SHOWING RESPONSE OF RECOMMENDATION TO FRIENDS AND RELATIVES

Sr. No	Particulars	Responses	Percentage
1	Yes	43	71.7%
2	No	5	8.3%
3	Sometimes	12	20%
Total		60	100%

Are you recommending realme brand to your friends and relatives ?
60 responses
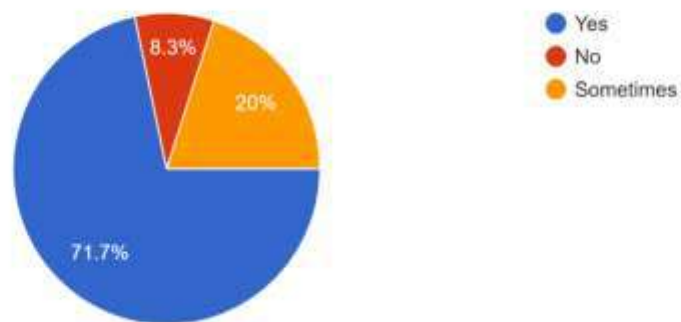
INTERPRETATION:

From the above fig, out of the 60 respondents, 71.7% of the respondents agree to that they will recommend the realme brand to their family and friends, 20% of the respondents sometimes agree to the statement and 8.3% of the respondents disagreed to the statement.

49

CHAPTER 7
FINDINGS

FINDINGS

Based on research objectives the researcher applied appropriate analysis and tools to know about customer behavior of realme smartphones in Nagpur district. From the analysis, the researcher found the important findings of the study. In this section the researcher presents all the findings that had been discovered by using the data are that was collected.

A. From the above fig, out of 60 respondents, 47% of people are male and 53% of people are female.

B. From the above fig, out of the 60 respondents, 43.7% of people are from age between 15-20, 46.7% of people are from age between 21-30, 5% people are from age between 31-40 and 5% of people are from age between 41-50 or above.

C. From the above fig, out of the 60 respondents, 81.7% of respondents are the students, 5% of respondents are self-employed, 5% of respondents are the private employed, 3.3% of respondents are the government employed, 3.3% of the respondents are professional and 1.7% is the respondents are other.

D. From the above fig, out of the 60 respondents, 65% of respondents have no income, 13.3% of respondents get monthly income less than 10000, 15% of respondents has monthly income between 10000-20000, 1.7% of respondents have monthly income between 20000-30000, and 5% of the respondents have more than 30000 income.

E. From the above fig, out of the 60 respondents, 36.7% of respondents come to know about realme through advertisement, 38.3% of respondents through family and friends, 15%of respondents through social media, 1.7% of respondents through sale representative, and 8.3% of the respondents through others.

F. From the above fig, out of the 60 respondents, 8.3% of respondents prefer to purchase at below 10000 price range, 35% of respondents prefer to purchase at 10000-15000 price level, 38.3%of respondents prefer to purchase at 15000-20000, 10% of respondents prefer to purchase realme phones with price range of 20000-25000, and

8.3% of the respondents prefer to purchase realme phones at price above 25000.

G. From the above fig, out of the 60 respondents, free gifts attracts 30% of the respondents in the purchase, 55% of respondents are attracted through price offer, discount attracts 50% of respondents in the purchase of realme smartphone and 15% of respondents are attracts other price offer.

H. From the above fig, out of the 60 respondents, 25% of respondents' purchase of realme smartphones are influenced through television advertisements, 5% of respondents are influenced through newspaper advertisements, 1.7% of respondents are influenced by magazine advertisements and 68.3% of respondents influenced by internet advertisements.

I. From the above fig, out of the 60 respondents, 78.3% agrees that special feature influences their purchase decision, 21.3% of respondents says that special features does not influence their purchase decision.

J. From the above fig, out of the 60 respondents, 61.7% of the respondents are influence by brand, 70% of the respondents were influence by Quality. 60% of the respondents were influence by price. 55% of the respondents were influence by 33.3% of the respondents were influence by battery. 36.7% of the respondents were influence by design, 6.7% of the respondents were influence by others.

K. From the above fig, out of the 60 respondents, 78.3% of the respondents are agree with the accessories are available, 5% of the respondents are not agree with the accessories available, and 16.3% of the respondents are say the sometimes with accessories of realme phone available.

L. From the above fig, out of the 60 respondents, that 56.7% of respondents agree that they buy the same in near future, 28.3% of respondents says maybe they buy it and 15% of respondents says that they not prefer to buy the realme brand in near future.

M. From the above fig, out of the 60 respondents, 23.3% of the respondents are hard core loyal, 50% of the respondents are soft core loyal, 11.7% of the respondents are

switcher and 15% of the respondents are no loyalty to realme brand.

N. From the above fig, out of the 60 respondents, 28.8% of the respondents are very satisfied with the overall performance of realme, 47.5% of the respondents are satisfied with the overall performance, 22% of the respondents are neutral satisfied with the overall performance of realme, 1.7% of the respondents are dissatisfied with the overall performance of realme smartphone.

O. From the above fig, out of the 60 respondents, 71.7% of the respondents agree to that they will recommend the realme brand to their family and friends, 20% of the respondents sometimes agree to the statement and 8.3% of the respondents disagreed to the statement.

CHAPTER 8
CONCLUTION

CONCLUTION

This research is done for academic purpose and the study is conducted to know about customer behavior towards Realme Smartphones with special references to Nagpur District. From the sample of 60 respondents, it is found that customer were satisfied in almost every areas of the Smartphone and customer showing well behavior towards the realme smartphones. The objectives of the study are accomplished that factors influencing the customer to choose realme smartphones have been identified and also get to know the satisfaction level of customers towards realme.

Majority of the respondents are satisfied with almost all features of realme smartphones. People are attracted towards realme smartphones are mainly due to its lower price, higher performance, and value for money and easy availability of accessories. Along with these special features, promotional strategies like price offer and discount have a great impact on sale of realme. Also, family and friends and online advertisements made realme smartphones well known among the people.

In a short glance, this study shows majority of respondents are satisfied with almost all areas of the realme smartphones. And its higher performance and lower price and value for money, along with promotions through social media and online advertisements make more customers to make chose for realme smartphones.

CHAPTER 9
SUGGESTIONS

SUGGESTIONS

Based on the foresaid findings and the observations made by the researcher during the survey, the following suggestions are made by the respondents of Nagpur district and by the researcher.

- ❖ Using of promotional strategies like price offer had attracts majority of respondents. Therefore, the company should provide more like promotional offers so that it can attract more customers.

- ❖ Company should take necessary steps to make improvements in areas such as cameras and accessories, as some respondents are not fully satisfied in this features.

- ❖ 60.8% of respondents highly satisfied with price. Therefore, company should maintain this price range and also try to reduce price further more without making any compromise in quality through more innovative techniques.

- ❖ Company should do all activities that can make their product highly satisfied in all areas by customers, so that it will increase their loyalty towards the brand.

- ❖ Only few respondents are known about the product through advertisements in newspaper, television, magazines. Most of them are influenced through online advertisements and family and friends. So, the company should take necessary steps to make more investments and improvements in this area of advisements, so that it will make realme more popular among the pubic which leads increase in sale of the product.

CHAPTER 10
BIBLIOGRAPHY

<u>BIBLIOGRAPHY</u>

<u>Websites</u>

- **https://www.realme.com/in/**
- **https://en.m.wikipedia.org/wiki/Smartphone**
- **https://www.scribd.com/document/639401163/Consumer-satisfaction-in-realme**
- **https://www.counterpointresearch.com/global-smartphone-share/**
- **https://www.counterpointresearch.com/india-smartphone-share/**
- **https://www.mordorintelligence.com/industry-reports/smartphones-market**
- **https://www.realme.com/in/brand#aboutpp**
- **https://www.realme.com/in/brand**
- **https://www.realme.com/au/newsroom/top7-news**
- **https://en.m.wikipedia.org/wiki/Smartphone**
- **https://clootrack.com/knowledge_base/types-of-consumer-behavior/?am**

<u>BOOKS</u>

Research Methodology – methods and techniques, C R Kothari

ANNEXURE

QUESTIONARIE

Q1) Name

Q2) Gender

- Male

- Female

Q3) Age

- 15-20

- 21-30

- 31-40

- 41-50 or Above

Q4) Occupation

- Student

- Self Employed

- Private Employed

- Government Employed

- Professional

- Others

Q5) Income

- No Income

- Less Than 10000

- 10000-20000

- 20000-30000

- More Than 30000

Q6) How do you come to know about realme smartphones?

- Advertisements

- Family & Friends

- Social Media

- Sale Representative
- Others

Q7) What price do you consider while you purchase a realme smartphone?

- Below 10000
- 10000-15000
- 15000-20000
- 20000-25000
- Above 25000

Q8) Which promotional offer attracts you most in purchase of realme?

- Free Gifts
- Price Offer
- Discount
- Others

Q9) Which media of advertisements influence your purchase?

- Television
- Newspaper
- Magazine
- Internet

Q10) Does the special features of the realme smartphones influence on your purchase decision?

- Yes
- No

Q11) Choose Maximum three features about realme-

- Brand
- Quality
- Price
- Performance
- Battery

- Design

- Others

Q12) Did the accessories' of realme smartphone are easily available?

- Yes

- No

- Sometimes

Q13) When you purchase a smartphone in near future are you going with the same brand?

- Yes

- No

- Maybe

Q14) Which type of loyal customer are you towards realme brand?

- Hard Core

- Soft Core

- Switchers

- No loyalty

Q15) are you satisfied with the overall performance of the realme smartphone?

- Very Satisfied

- Satisfied

- Neutral

- Dis-satisfied

Q16) Are you recommending realme brand to your friends and relatives?

- Yes

- No

- Sometimes