

CHAPTER 1

INTRODUCTION

1.1 Introduction

This is the age of information technology as many electronic devices and inventions are being invented and used to communicate with each other. Information technologies have created a world which is more dynamic and fast than ever before. Information technology based communication system now brings the world at a position where no place is far from people. People can communicate and share their knowledge any time if anyone wants to do. In this communication system, the device which is used the most is mobile phone. Mobile phone is one of the important wonders of modern science. Now a days, mobile phone become an important part of our daily life. We can't think a day without mobile phone. From communication to entertainment and the sources of information, we need to use mobile phone because it helps us to keep ourselves in touch with family, friends, business associates and access to email. Though the primary purpose of mobile phone was to maintained communication but the improvement of information technology has brought the mobile phone at a great level. Paying bills, booking cabs and hotels, sending and receiving photos and files are now possible through Mobile phone. Some mobile phones are equipped with GPS technology. When Mobile phone was first introduced in Bangladesh, it was an expensive and fashionable item. Gradually the price of the Mobile phone is going down. That's why people are being able to purchase the phone. Now mobile phone services are the fast growing services in telecommunication industry in Bangladesh. This sector is showing an inspiring growth in last few years.

In October 1990, people were first introduced with the Mobile phone in Bangladesh through the company named Citycell Bangladesh. Consequently, many foreign and domestic brands launched their phones in the market. These brands are Samsung, Symphony, Walton, Xiaomi, Oppo, Nokia, Samsung, Vivo, Apple, Sony, HTC, Micromax, Motorola, Okapia, WE etc. Among these, Samsung, Symphony, Xiaomi, Walton, Oppo, Samsung, Vivo, Apple are the most known brands. Mobile users' demands are on high these days. They want their mobiles with latest features at affordable price. The companies also try to improve their phones with maximum attributes and facilities in order to compete with others and to achieve the eye of users. By meeting the demands of users, any company can be upgrade itself as the most popular and used brand in Bangladesh.

1.2 Statement of the problem

In last few years, the number of mobile phone industry in Bangladesh has increased. There are different brands of phone available in Bangladesh. So the users have various alternatives to choose a better one. Among these brands I have made a comparative study between Xiaomi and Samsung phone and measure the attributes of mobile users towards these two brands. There are different attributes which influenced the user's attitudes level. To make the users well known about the brands, this study is very effective. With the help of this study I have come to know which features users prefer more and which make them dissatisfy. This study also helps the company to find out what users expect from them and improved their features according to the need of the user's.

1.3 Importance of the study

The purpose of this study is to observe and analyze the attitudes of users toward Xiaomi phone and Samsung phone. A study on user's attitudes is the instrument that helps companies to measure the level of attitudes of users to their product. It also helps to gain practical experience and knowledge. This type of study especially useful for identifying unhappy users as well as those users who love the brand so much and become a brand advocates. It is very difficult to know the actual need and demand of the users. In this perspective the study offers powerful insight so that the company can focus on user's need and want, and filling their user's expectations. With the help of this study the company can easily find out their strength and weakness in the market place. They can find out which attributes of their phone user's prefer more and which make them dissatisfied. A study on users attitudes gives the company specific information about positive and negative perceptions, which could improve Accounting or sales effort. It is also valuable to let their users know they are endeavoring to make improvement. This type of study reveals data that can be used to gauge estimated user's attitudes rate of competitors. The study can become imperative tools for improving a business and ensuring the users are happy and loyal. This is also very useful for pointing out potential problems that can affect the future of a company.

1.4 Objectives of the study

i. Main objectives:

- To know the attributes which influence user's choice of a phone.
- To measure the attitudes level of users towards Xiaomi phone and Samsung phone.

ii. Other objectives

- To make a comparative study between Xiaomi phone and Samsung phone.
- To know the trend of decision of users to buy a phone.
- To know how much the users are known to their phones.
- To appraise satisfaction level of users through the use of phones.
- To identify the features what the users want the most.

1.5 Methodology:

Methodology means a system of method used in a particular area of the study or activity. Methodology is a vital part of the thesis. Methodology states the way a research was performed, the sources of data and the kind of data collection procedures that were used by researcher. This is one measure that helps determine how accurate the results of a research method are.

1.5.1 Sample of data:

For current study the users of Xiaomi phone and Samsung phone are taken as the sample.

1.5.2 Sampling area:

For the convenience of the study I have selected Dinajpur district as the sampling area.

1.5.3 Sampling technique:

Non probability sampling technique is used for the convenience of the study.

1.5.4 Sample size:

Data have been collected from 120 respondents. Among them 55 respondents useXiaomi phone, 55respondents of Samsung phone 10 respondents use others.

1.5.5 Data collection method:

The study was conducted on the basis of both primary and secondary sources of information.

1.5.5.1 Primary data:

Primary data are those which collected directly from the respondent. It is the main source for collecting accurate data from the field. These data are used in a research first time as a raw material. Primary data were collected through structured and unstructured questionnaire from the users of Xiaomi phone and Samsung phone.

1.5.5.2 Secondary data:

Secondary data refers to data which is collected by someone who is someone other than the user. Secondary data are obtained through company profile and information available in different sources. A source of secondary data is given below:

- Company website
- Web pages
- Annual report
- Books
- Journals
- Newsletter
- Relevant research articles
- Magazines etc.

1.6 Questionnaire Design:

The questionnaire is considered personal information and general information. The personal information is made of user's personal data. The general information is related to the user's using phone and there also a main feature for rating user's attitudes. There is an option for preferred attributes and an option for providing suggestions. Here, 5 like scale is used, Where, 5= highly satisfied, 4= Satisfied, 3= Neutral, 2= Dissatisfied, 1= highly dissatisfied.

CHAPTER 2

LITERATURE REVIEW

Review of literature is an essential part of any research work. Importantly, since the mobile communication system is relatively an emerging activity in Bangladesh, only a few studies are available in this area. Despite an impressive growth rate of the mobile manufacturing company in recent years, a comprehensive database and other information is not in place. Database is necessary for better planning for the orderly growth of mobile manufacturing activities. Review in this chapter includes studies from Bangladesh and even abroad.

Uddin and Akter (2012) showed in their study that fair price has a significant direct impact on user's attitudes through perceived value. They implied that research in user's attitudes should take into account, not only factors such as service quality and perceived value but also other potentially important factors such as price fairness as well as service charge

Ragupathi and Prabu (2015) defined that majority of the respondent was under the age group of 20-25 years and male respondent were more than female respondent. This study also found that most of the students are using mobile phone to access the web, download apps, especially as Smartphone ownership grows. Aggarwal and Sharma (2015) examined that the respondent is more conscience about the model, design, quality and availability. It had been found to gain more users and to meet competition with china mobile sets, the price, quality and availability had to be brought up. Kaushal and Kumar (2015) conducted a study on user's attitudes towards Samsung Mobile phone in Erode city consisted of three factors price, quality and after sales service. The study discussed that most of the respondent satisfied with quality and dissatisfied with price and neutral with after sales service. It gathered how users choosing their mobile handset with various opinion like accessibility of the product, assurance of the product, service of the product, user friendliness of the product, technical support of the product, quality of the product etc. Rani and Sharma (2014) found that the maximum users purchased the Smartphone for work related purpose. The price, performance, design and quality factors play an important role for smartphone purchase. In his studies, it was also identified that if it is a service related company, without special care of user's service, it is so hard to sustain in the highly competitive market. The company which took care about the user's expectations could go for survey to know about user's expectations. Because it is very important to make awareness into the consumers mind about the user's service through learning and memory as well as creative accounting strategies. Huang and

Jitphrasong (2017) found that Xiaomi phone marketing strategy is innovative and it use Emotional and Rational appeal to attract consumers. This report analyzed that Xiaomi phone sales group is mainly aimed at enthusiast and young consumers. It was found out that Xiaomi phone price is one of the main factors influencing the market demand and purchase behavior. It also recognized some problem which might affect the development of the company in the future such as Management problem, Market positioning problem, Quality and Profit problem and further put corresponding solving measure.

Khayya and Heshmati (2012) analyzed that the mobile phone is already used extensively throughout the world but there are the needs to develop a proper regulations policy from the regional and central government of the states. Hossain et al. (2016) examined that user's attitudes is very important for new service and product. This study realized that to be successful in providing 3G mobile phone service in Bangladesh must try to keep their user's satisfied. They also said that it is necessary to understand and identify factor that would affect the user's attitudes level. Rajasekaran et al. (2018) analyzed that processing speed, battery life, storage capacity, camera and operating system are considered most important features in choosing the smart phone and quality of product, brand image, product features and price are considered more influential factor for purchasing the smart phone. This report identified that the respondent have perceived smart phone in a positive manner and the users are ready to pay high price for smart phone. Malviya et al. (2013) found that people in Indore are buying Smartphones irrespective of its prices. It is also added that features like brand, social image, technology and durability are playing major role in buying decisions of consumers in Indore.

As it is evident that mobile brands are still struggling to be great and powerful company. The purpose of this research is to determine the factors that influence the success of mobile brands to attract their consumers by upgrading mobile technologies. This study will investigate why consumers accept or reject a mobile brand with a particular focus on attributes.

CHAPTER 3

OVERVIEW OF XIAOMI AND SAMSUNG COMPANY

3.1 History of Xiaomi:



Xiaomi is a well-established and worldwide well-known Chinese brand today. A few years ago, this company took over a significant smart phone market share especially in china which was mostly occupied by another world wide giant Samsung. In 2015, they become the number one smart phone brand in china which was a country of 1.4 Billion people at that time. Another tech giant Apple has been facing hardcore competition in china as well because of this relatively new company in the smart phone market. After china, Xiaomi has expended its business to the USA and gained an excellent response from the consumers. But they have aimed high and decided to become one of the major players in the global smart phone scene. Their fame in china and in the USA helped them achieve this goal in less than two years. By the end of 2017, they were among the five top-selling smartphone brands in the world. In January 2019, Xiaomi opened the biggest Mi Store of Europe in parries to establish their strong presence and continuous growth in Europe.

Xiaomi managed to take the electronics and mobile world by storm in 2014. Their flagship device, Mi4 was one of the best-selling phones in history and paved the path for mid-level mobile phones and their market base.

In 2010, Lei Jun founded a technology company that manufactures smartphone, mobile apps, and other consumer electronics named “Xiaomi”. The co-founders include Lin Bin, Vice President of Google China. It was funded by a Singapore based investment group called Temasek Holdings and Chinese venture capitalists called IDG Capital along with Qiming Venture Partners. They were one of the first companies, Qualcomm. Xiaomi continues to use their processors for their devices even today

One of the first devices that came out of Xiaomi was Mi2. This was the first device that featured the revolutionary and famous Qualcomm Snapdragon chip. The device sold close to 10 million units within the first 11 months of its inception, thus allowing Xiaomi to gain a foothold in markets such as Australia, United States, Europe and New Zealand.

In 2014, they managed to raise close to \$1 billion in equity funding with the help of a Hong Kong based investment group, All-Stars Investment Limited. This gave them one of the most valuable companies in the world.

3.1.1 Huge Success:

Following the success of the Mi2, Xiaomi then proceeded to begin international operations with their first base being Singapore. They were able to proceed to form their first office in the country and released Mi3 and Redmi devices.

Xiaomi Mi3 managed to sell their initial batch of phones within two minutes of coming on sale, popularizing their name around the world.

Following the success of the device, they then proceeded to venture into markets in nations such as, Malaysia and Philippines. In India, they entered into a mutual agreement for the sale of their phones with the popular online shopping giant, Flipkart.

3.1.2 Success Strategy:

The reasons behind the huge success of Xiaomi is due to their different approach in terms of Accounting and strategizing that varies from giants such as Samsung and Apple.

They are able to sell their products at almost the market building cost and to compensate for the short profit margin, they allow the product to remain in the market for close to 18 months. In comparison, Samsung stops production after 6 months of release.

Xiaomi also lists consume feedback as one of their major areas where they focus to make sure that products are always satisfactory. Also, they do not own any physical stores around the world and prefer to sell their products from an exclusive online store, further reducing the costs that they would have incurred otherwise. This along with an almost free Accounting buzz created by their quality is the reason for their huge success internationally.

3.1.3 Xiaomi in Bangladesh:

On 10th august 2016, Xiaomi officially introduced their smartphone in Bangladesh in a conference in Grameenphone Corporate office. Xiaomi primarily launched three smart phones in Bangladesh market together with Grameenphone and their authorized distributor in Bangladesh Solar Electro BD. Grameenphone offered 12 months EMI facility, online order, and pre-booking, attractive data package, etc. with Xiaomi phones. It took only about half a year for them to gain a significant amount of consumer response. It all started with the launch of Xiaomi Redmi Note 4 in February 2017. This low-mid range phone was “the ultimate smartphone” for its time for a vast number of smartphone enthusiasts in Bangladesh. The features were exceptionally versatile, the design was simply elegant, the performance was superior and the price was unbeatable. Their vision, hardwork, and engagement paid off big time. After that, they kept producing impressive phones to draw new buyers. At the beginning of 2018, they become the most searched smart-phone brand online in Bangladesh. Brands like Samsung, Symphony, Samsung or Oppo were behind them. Then in 17th July 2018, Xiaomi officially entered Bangladesh market with its own brand entity. Now, they are operating the business by themselves and not through their local distributor. Xiaomi is among the top brands to the young generation of Bangladesh in 2019. Mi A2 Lite, Redmi 6, Redmi 6A, Redmi S2 are some of their most successful recent releases. Xiaomi plans to establish a manufacturing factory in Bangladesh to cut down import tax and offer their phones in more competitive price.

3.2 History of Samsung:



Samsung, South Korean company that is one of the world’s largest producers of electronic devices. Samsung specializes in the production of a wide variety of consumer and industry electronics, including appliances, digital media devices, semiconductors, memory chips, and integrated systems. It has become one of the most-recognizable names in technology and produces about a fifth of South Korea’s total exports.

3.3 Early years

Samsung was founded as a grocery trading store on March 1, 1938, by Lee Byung-Chull. He started his business in Taegu, Korea, trading noodles and other goods produced in and around the city and exporting them to China and its provinces. (The company name, Samsung, came from the Korean for “three stars.”) After the Korean War, Lee expanded his business into textiles and opened the largest woolen mill in Korea. He focused heavily on industrialization with the goal of helping his country redevelop itself after the war. During that period his business benefited from the new protectionist policies adopted by the Korean government, whose aim was to help large domestic conglomerates (chaebol) by shielding them from competition and providing them easy financing. In the late 1950s the company acquired three of Korea’s largest commercial banks as well as an insurance company and firms that made cement and fertilizer. Samsung in the 1960s acquired more insurance companies as well as an oil refinery, a nylon company, and a department store.

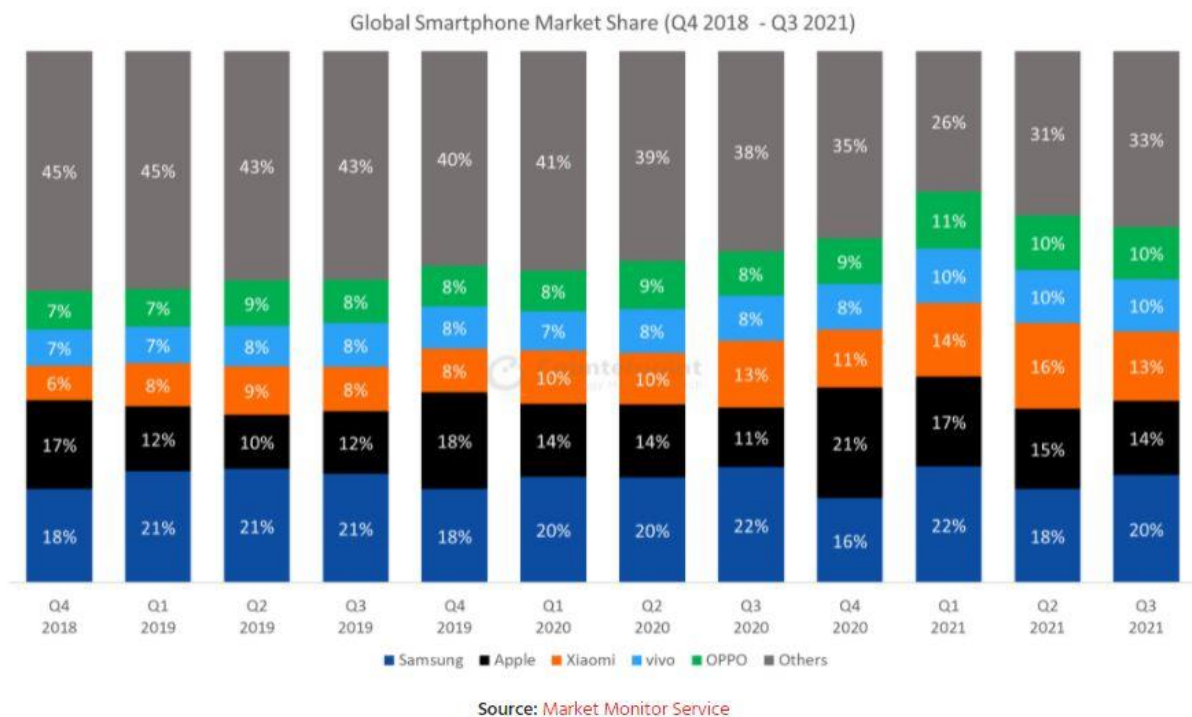
During the 1970s the company expanded its textile-manufacturing processes to cover the full line of production—from raw materials all the way to the end product—to better compete in the textile industry. New subsidiaries such as Samsung Heavy Industries, Samsung Shipbuilding, and Samsung Precision Company (Samsung Techwin) were established. Also, during the same period, the company started to invest in the heavy, chemical, and petrochemical industries, providing the company a promising growth path.

Samsung first entered the electronics industry in 1969 with several electronics-focused divisions. Their first products were black-and-white televisions. During the 1970s the company began to export home electronics products overseas. At that time Samsung was already a major manufacturer in Korea, and it had acquired a 50 percent stake in Korea Semiconductor.

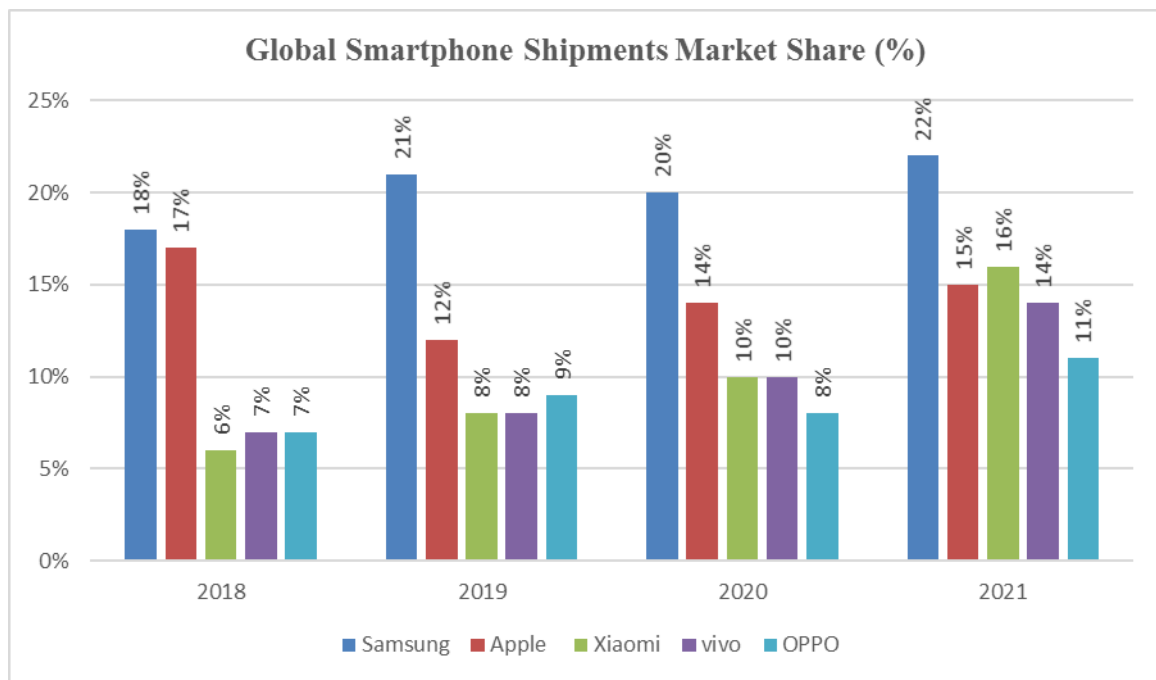
The late 1970s and early ’80s witnessed the rapid expansion of Samsung’s technology businesses. Separate semiconductor and electronics branches were established, and in 1978 an aerospace division was created. Samsung Data Systems (now Samsung SDS) was established in 1985 to serve businesses’ growing need for systems development. That helped Samsung quickly become a leader in information technology services. Samsung also created two research and development institutes that broadened the company’s technology line into electronics, semiconductors, high-polymer chemicals, genetic engineering tools, telecommunications, aerospace, and nanotechnology.

3.4 Global Smartphone Market Share

The global smartphone market grew by 6% but declined by 6% in 2021, clocking global shipments of 342 million units, down from 365.6 million in 2020. Samsung retained the number one spot in 2021 with smartphone shipments increasing by 20% to 69.3 million units in 2021. Xiaomi shipped 44.4 million units in 2021, down 5% and 15% as it was severely hit by the ongoing component shortages.



The global smartphone market grew by 6% but declined by 6% in 2021, clocking global shipments of 342 million units, down from 365.6 million in 2020. Samsung retained the number one spot in 2021 with smartphone shipments increasing by 20% to 69.3 million units in 2021. Xiaomi shipped 44.4 million units in 2021, down 5% and 15% as it was severely hit by the ongoing component shortages. VIVO grew 8% and 3% to reach 33.7 million units. VIVO continued to lead China's smartphone market with 17.3 million units in 2021. Realme achieved its highest-ever shipment performance with 16.2 million units in 2021. The record quarter came at a time when component shortages were at their peak. Global handset market wholesale revenue grew 10% and 6% in 2021 to reach over \$103 billion.



CHAPTER 4

ANALYSIS AND RESULT DISCUSSION

4.1 The attributes which influence user's choice of a phone:

There are many attributes are offered by the mobile phone in Bangladesh. Users are not influenced by all the attributes. Only few attributes can influenced their choice of a phone. The list of some these attributes are given below:

- Build quality: Most of the users of Xiaomi and Samsung phone are preferred build quality while they think to purchase a mobile phone.
- Camera: Most of the users especially young generations first priority is camera. While they make purchase decision their choice of a phone greatly influenced by camera.
- Display size: Display size is another important attribute which influenced user's choice of a phone.
- Design and function: Often user's choice influenced by the design and function. Mobile phone with unique design and more function attract users more.
- Battery life: Battery life is one of the most important attribute. Mobile phone with backup battery more influenced user's choice of a phone.
- Processor: Some users preferred update processor while they choose a phone.
- RAM and internal memory: Mobile phone with more RAM and internal memory satisfy user's more. The users are often thought about this when make a choice.
- Audio quality: Audio quality also influenced user's choice of a phone. Better quality of audio makes the user's more satisfy.
- Quality of touch: Users of Xiaomi and Samsung phone often preferred quality of touch when they make purchase decision.
- Outlook: Outlook is one of the most important criteria. Most of the users choose a phone with good outlook.
- Network technology: At present 2G, 3G and 4G network is available in almost every phone. 4G network technology influence user's choice more.
- Price: Price is one of the most important attribute. When users think to purchase a phone they first considered price. Price directly influence users' choice of a phone.

4.2 Attitudes level of user towards the attributes of Xiaomi phone and Samsung phone in Bangladesh:

Table 01: Comparison of user's attitudes on Display size

SL.	Attitudes level	Xiaomi Phone	Samsung Phone	Total
1	Highly Satisfied	6	8	14
2	Satisfied	46	50	96
3	Neutral	6	2	8
4	Dissatisfied	2	0	2
5	Highly Dissatisfied	0	0	0
Total		60	60	120

Source: Field survey, 2021

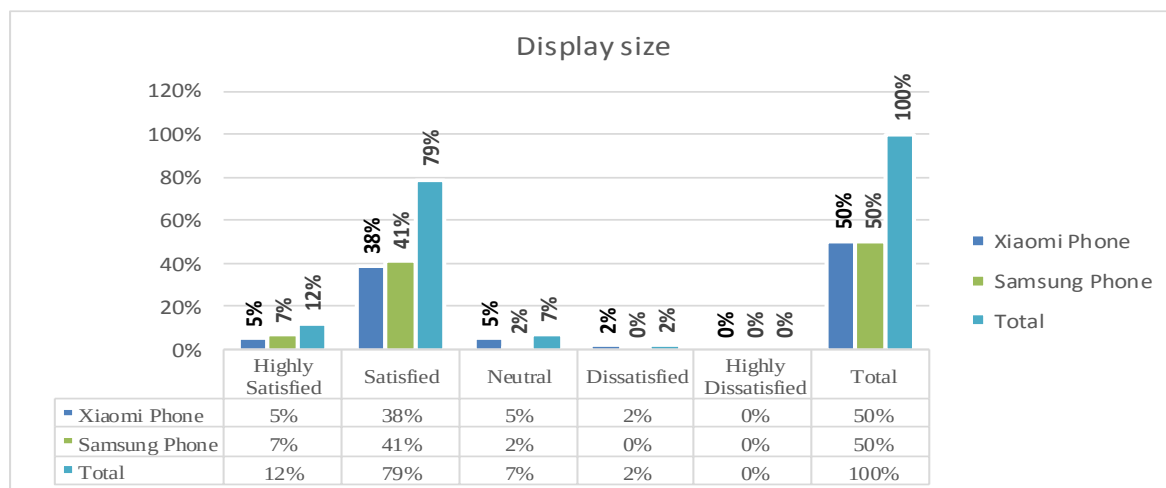


Figure 1: Comparison of user's attitudes on Display size

Table 1 shows that highly satisfied of Samsung Phone is more by 2 users which is 7% of Samsung and 5% of Xiaomi (shown in Figure 1) in regards of display size. The users of Samsung phone are more satisfied than that of Xiaomi Phone. There are 2 users of Samsung who mark neutral but Xiaomi has been marked by 2 dissatisfied users. However the rate of satisfied users is the highest, numerically it is 79% which consist of 38% Xiaomi and 41% Samsung users. Samsung has no dissatisfied rate but Xiaomi has 2%. Here the users of Xiaomi are more neutral about the display size than that of Samsung.

Table 2: Comparison of user's attitudes on Camera Quality

SL.	Attitudes level	Xiaomi Phone	Samsung Phone	Total
t	Highly Satisfied	12	9	21
2	Satisfied	40	42	82
3	Neutral	6	5	11
4	Dissatisfied	2	4	6
5	Highly Dissatisfied	0	0	0
Total		60	60	120

Source: Field survey, 2021

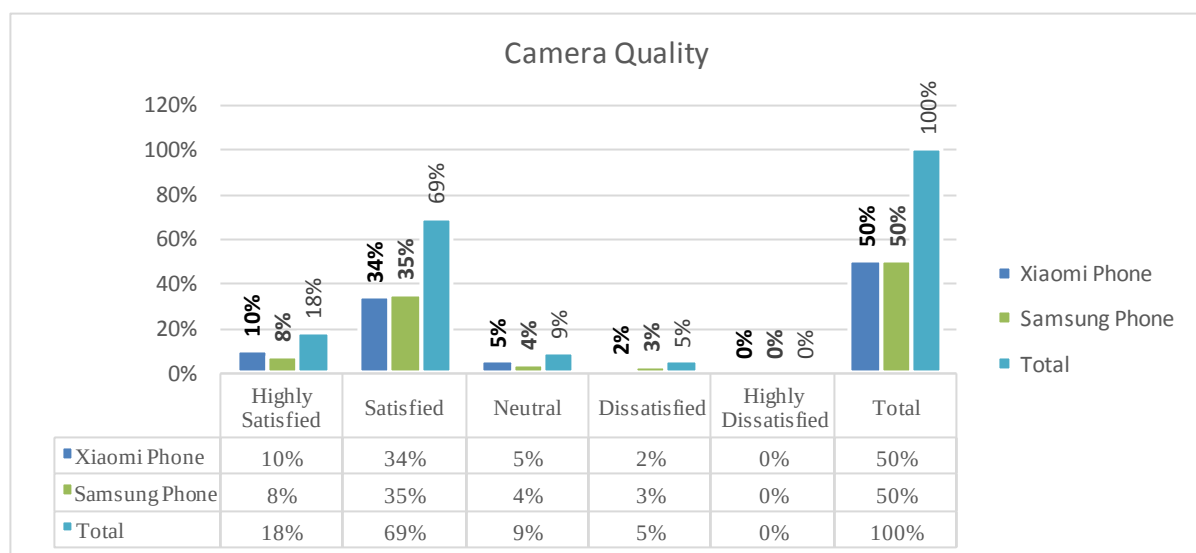


Figure 2: Comparison of user's attitudes on Camera Quality

Table 2 shows that highly satisfied of Samsung Phone is more by 3 users which is 8% of Samsung and 10% of Xiaomi (shown in Figure 2) in regards of camera quality. The users of Samsung phone are more satisfied than that of Xiaomi Phone. There are 5 users of Samsung who mark neutral but Xiaomi has been marked by 2 dissatisfied users. However the rate of satisfied users is the highest, numerically it is 69% which consist of 34% Xiaomi and 35 % Samsung users. Samsung has 3% dissatisfied rate and Xiaomi has 2%. Here the users of Xiaomi are more neutral about the camera quality than that of Samsung.

Table 3: Comparison of user's attitudes on Design and Functionality

SL.	Attitudes level	Xiaomi Phone	Samsung Phone	Total
t	Highly Satisfied	5	9	14
2	Satisfied	53	50	103
3	Neutral	2	1	3
4	Dissatisfied	0	0	0
5	Highly Dissatisfied	0	0	0
Total		60	60	120

Source: Field survey, 2021

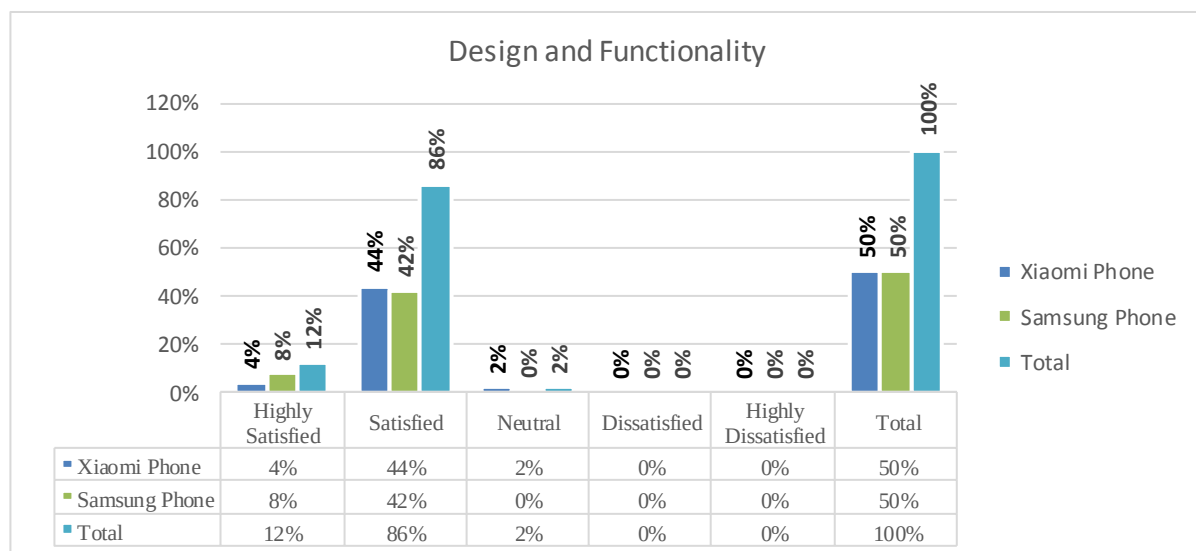


Figure 3: Comparison of user's attitudes on Design and Functionality

Table 3 shows that highly satisfied of Samsung Phone is more by 4 users which is 7% of Samsung and 5% of Xiaomi (shown in Figure 3) in regards of Design and Functionality. The users of Samsung phone are less satisfied than that of Xiaomi Phone. There is no user of Samsung who marks neutral and Xiaomi has no dissatisfied users. However the rate of satisfied users is the highest, numerically it is 86% which consist of 44% Xiaomi and 42% Samsung users. Both have no dissatisfied rate. Here the users of Xiaomi are more neutral about the Design and Functionality than that of Samsung.

Table 4: Comparison of user's attitudes on Processing Time

SL.	Attitudes level	Xiaomi Phone	Samsung Phone	Total
t	Highly Satisfied	1	0	1
2	Satisfied	43	33	76
3	Neutral	14	27	41
4	Dissatisfied	2	0	2
5	Highly Dissatisfied	0	0	0
Total		60	60	120

Source: Field survey, 2021

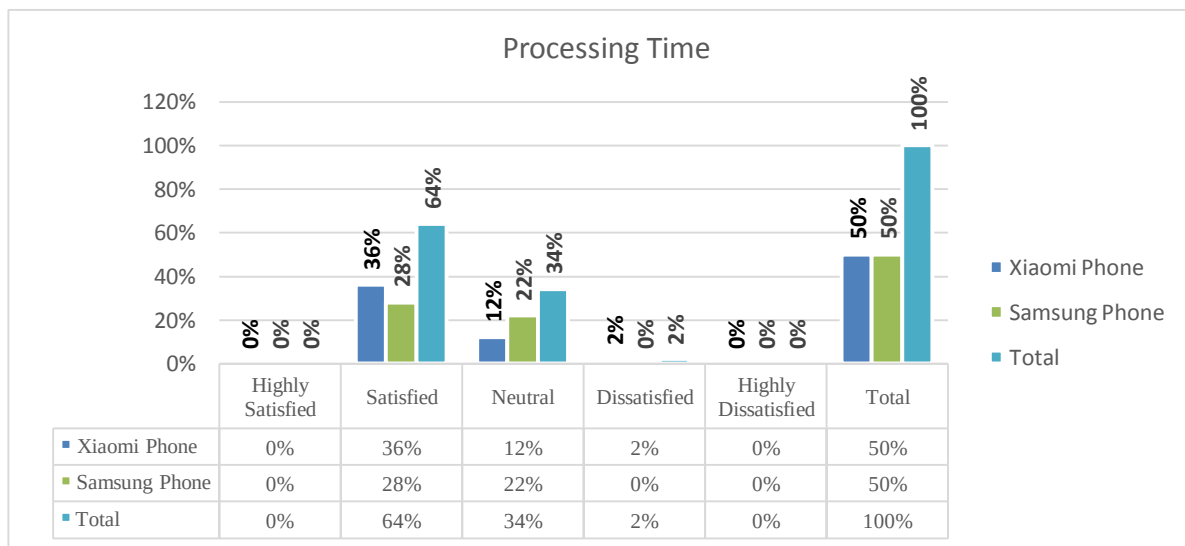


Figure 4: Comparison of user's attitudes on Processing Time

Table 4 shows that highly satisfied of Samsung Phone is zero but Xiaomi has only 1 user in regards of processing time. The users of Samsung phone are more satisfied than that of Xiaomi Phone. There are 27 users of Samsung who mark neutral but Xiaomi has been marked by 2 dissatisfied users. However the rate of satisfied users is the highest, numerically it is 64% which consist of 36% Xiaomi and 28% Samsung users (shown in Figure 4). Samsung has no dissatisfied rate but Xiaomi has 2%. Here the users of Xiaomi are more neutral about the processing time than that of Samsung.

Table 5: Comparison of user's attitudes on Operating System & Version

SL.	Attitudes level	Xiaomi Phone	Samsung Phone	Total
1	Highly Satisfied	0	2	2
2	Satisfied	14	11	25
3	Neutral	45	47	92
4	Dissatisfied	1	0	1
5	Highly Dissatisfied	0	0	0
Total		60	60	120

Source: Field survey, 2021

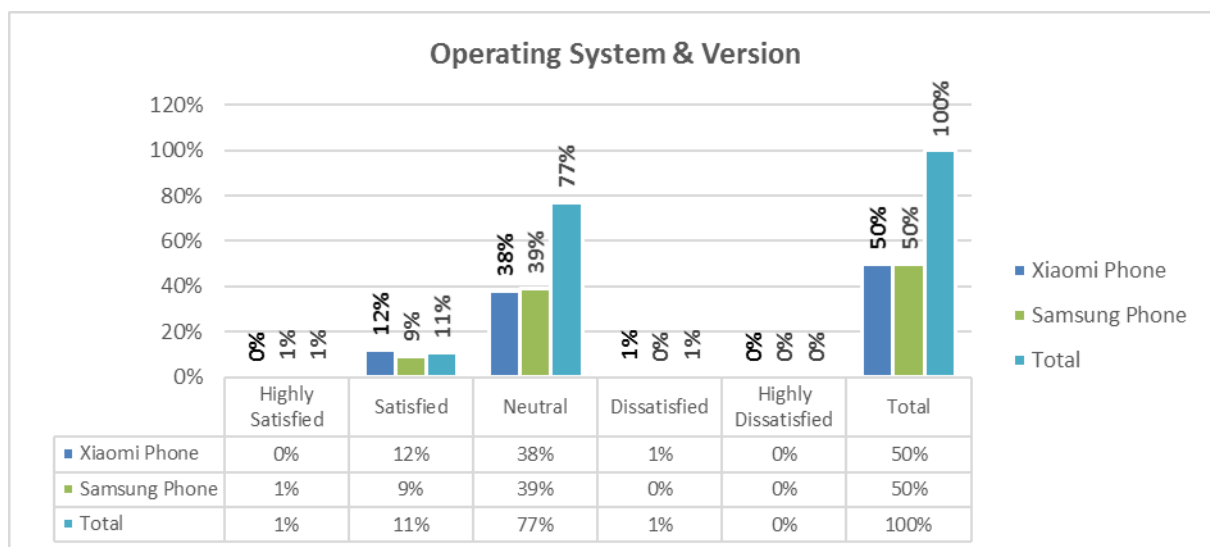


Figure 5: Comparison of user's attitudes on Operating System & Version

Table 5 shows that highly satisfied of Samsung Phone is more by 2 users which is 7% of Samsung and 5% of Xiaomi (shown in Figure 5) in regards of operating system & version. The users of Xiaomi phone are more satisfied than that of Samsung Phone. There are 47 users of Samsung who mark neutral but Xiaomi has been marked by 1 dissatisfied user. However the rate of neutral is the highest, numerically it is 77% which consist of 38% Xiaomi and 39% Samsung users. Samsung has no dissatisfied rate but Xiaomi has 1%. Here the users Samsung of are more neutral about the operating system & version than that of Xiaomi.

Table 6: Comparison of user's attitudes on RAM & Internal Memory

SL.	Attitudes level	Xiaomi Phone	Samsung Phone	Total
1	Highly Satisfied	6	3	9
2	Satisfied	48	50	98
3	Neutral	6	7	13
4	Dissatisfied	0	0	0
5	Highly Dissatisfied	0	0	0
Total		60	60	120

Source: Field survey, 2021

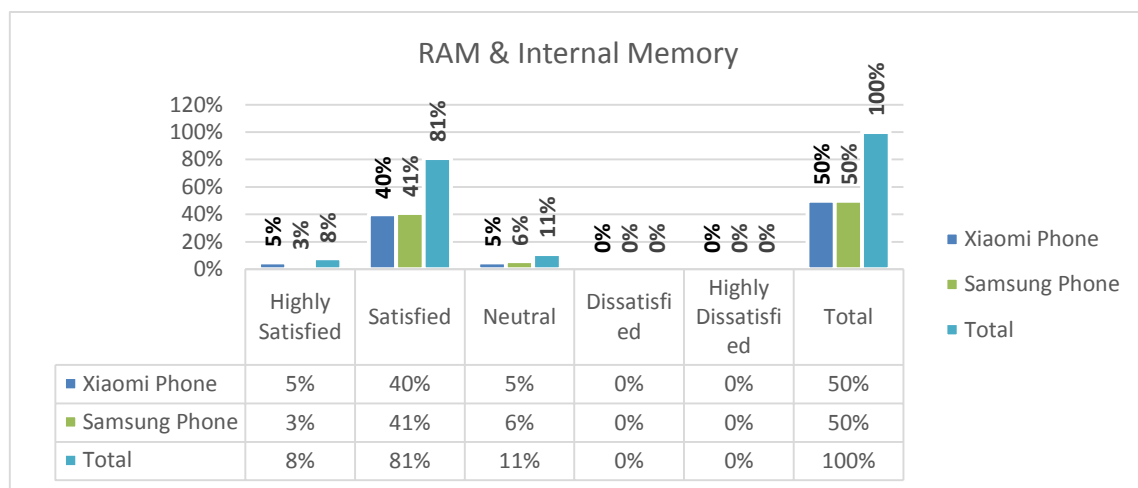


Figure 6: Comparison of user's attitudes on RAM & Internal Memory

Table 6 shows that highly satisfied of Xiaomi Phone is more by 3 users which is 3% of Samsung and 5% of Xiaomi (shown in Figure 6) in regards of RAM & Internal Memory. The users of Samsung phone are slightly more satisfied than that of Xiaomi Phone. There are 7 users of Samsung who mark neutral and Xiaomi has been marked by 6 users. However the rate of satisfied users is the highest, numerically it is 81% which consist of 40% Xiaomi and 41 % Samsung users. Both has no dissatisfied rate. Here the users of Samsung are more neutral about the display size than that of Xiaomi.

Table 7: Comparison of user's attitudes on Battery Life

SL.	Attitudes level	Xiaomi Phone	Samsung Phone	Total
1	Highly Satisfied	10	6	19
2	Satisfied	46	50	97
3	Neutral	3	4	4
4	Dissatisfied	1	0	0
5	Highly Dissatisfied	0	0	0
Total		60	60	120

Source: Field survey, 2021

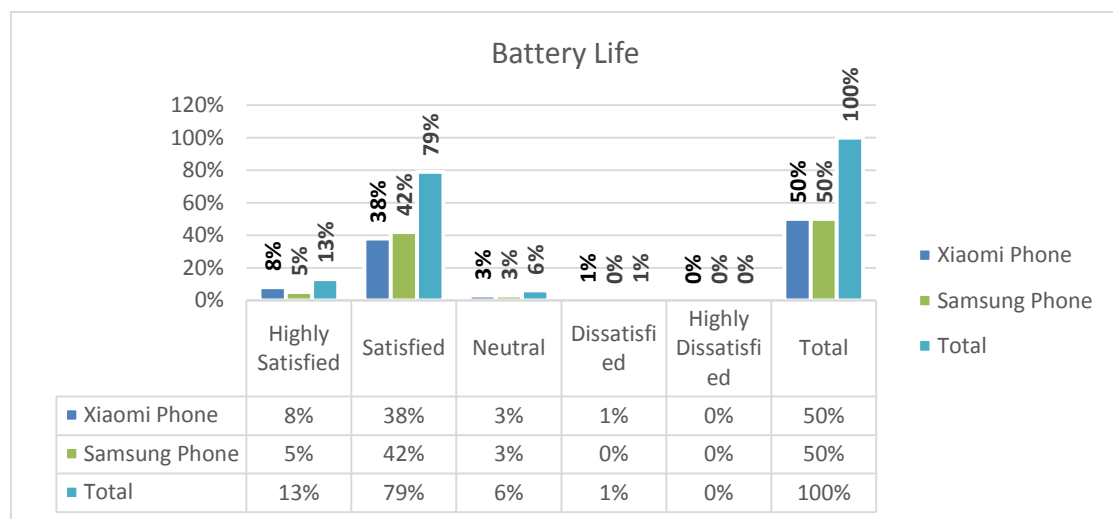


Figure 7: Comparison of user's attitudes on Battery Life

Table 7 shows that highly satisfied of Samsung Phone is less by 4 users which is 5% of Samsung and 8% of Xiaomi (shown in Figure 7) in regards of Battery Life. The users of Samsung phone are more satisfied than that of Xiaomi Phone. There are 4 users of Samsung who mark neutral but Samsung has no dissatisfied users. However the rate of satisfied users is the highest, numerically it is 79% which consist of 38% Xiaomi and 41% Samsung users. Samsung has no dissatisfied rate but Xiaomi has 1%. Here the users of Xiaomi are equal to the users of Samsung about the Battery Life.

Table 8: Comparison of user's attitudes on Storage

SL.	Attitudes level	Xiaomi Phone	Samsung Phone	Total
1	Highly Satisfied	2	1	3
2	Satisfied	11	15	26
3	Neutral	47	40	87
4	Dissatisfied	0	4	4
5	Highly Dissatisfied	0	0	0
Total		60	60	120

Source: Field survey, 2021

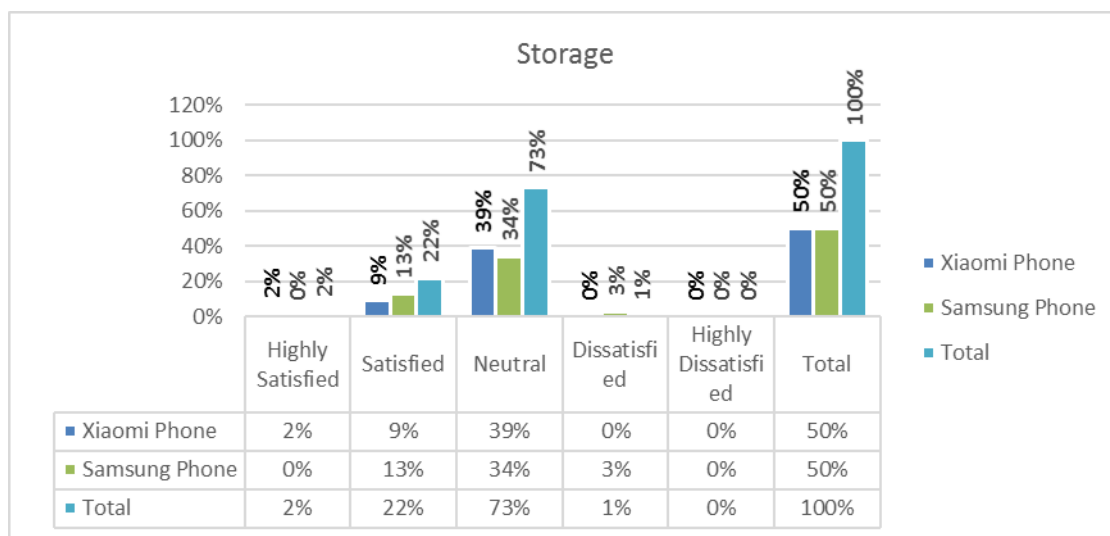


Figure 8: Comparison of user's attitudes on Storage

Table 8 shows that highly satisfied of Samsung Phone is 1 users which is 2% of Samsung and 0% of Xiaomi (shown in Figure 8) in regards of Storage. The users of Samsung phone are more satisfied than that of Xiaomi Phone. There are 2 users of Samsung who mark neutral but Xiaomi has been marked by 2 dissatisfied users. However the rate of satisfied users is the highest, numerically it is 79% which consist of 38% Xiaomi and 41% Samsung users. Samsung has no dissatisfied rate but Xiaomi has 2%. Here the users of Xiaomi are more neutral about the display size than that of Samsung.

Table 9: Comparison of user's attitudes on Security System

SL.	Attitudes level	Xiaomi Phone	Samsung Phone	Total
1	Highly Satisfied	0	1	1
2	Satisfied	4	3	7
3	Neutral	52	55	107
4	Dissatisfied	4	1	5
5	Highly Dissatisfied	0	0	0
Total		60	60	120

Source: Field survey, 2021

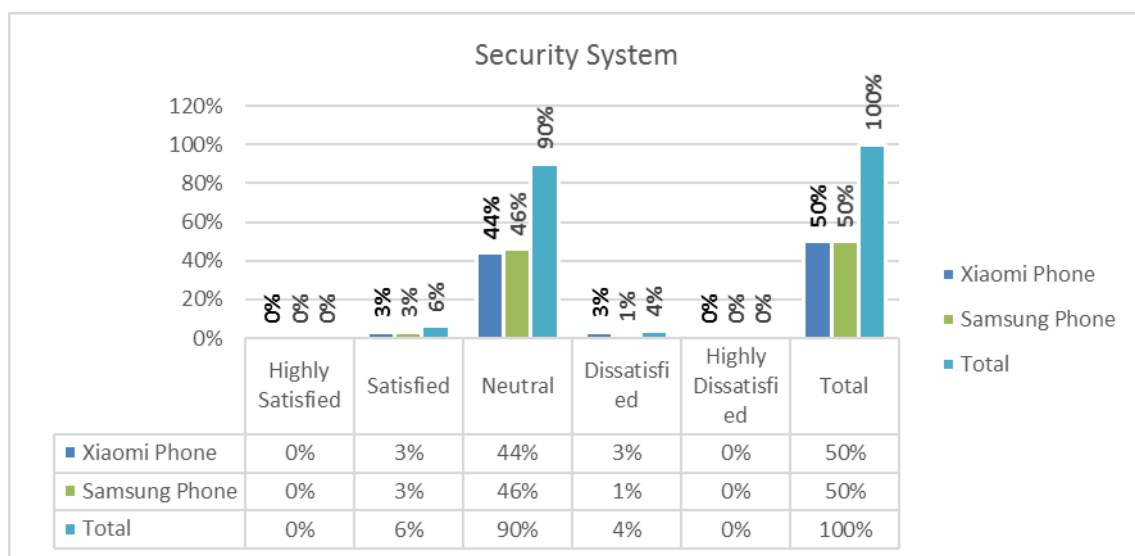


Figure 9: Comparison of user's attitudes on Security System

Table 9 shows that highly satisfied of Samsung Phone is only one user whereas Xiaomi is zero in regards of Security System. The users of Xiaomi phone are slightly more satisfied than that of Samsung Phone. There are 55 users of Samsung who mark neutral but Xiaomi has been marked by 4 dissatisfied users. However the rate of neutral users is the highest, numerically it is 90% (shown in Figure 9) which consists of 44% Xiaomi and 46% Samsung users. Samsung has 1% dissatisfied rate but Xiaomi has 3%. Here the users of Samsung are more neutral about the Security System than that of Xiaomi.

Table 10: Comparison of user's attitudes on Audio Quality

SL.	Attitudes level	Xiaomi Phone	Samsung Phone	Total
1	Highly Satisfied	8	3	11
2	Satisfied	50	52	102
3	Neutral	2	5	7
4	Dissatisfied	0	1	1
5	Highly Dissatisfied	0	0	0
Total		60	60	120

Source: Field survey, 2021

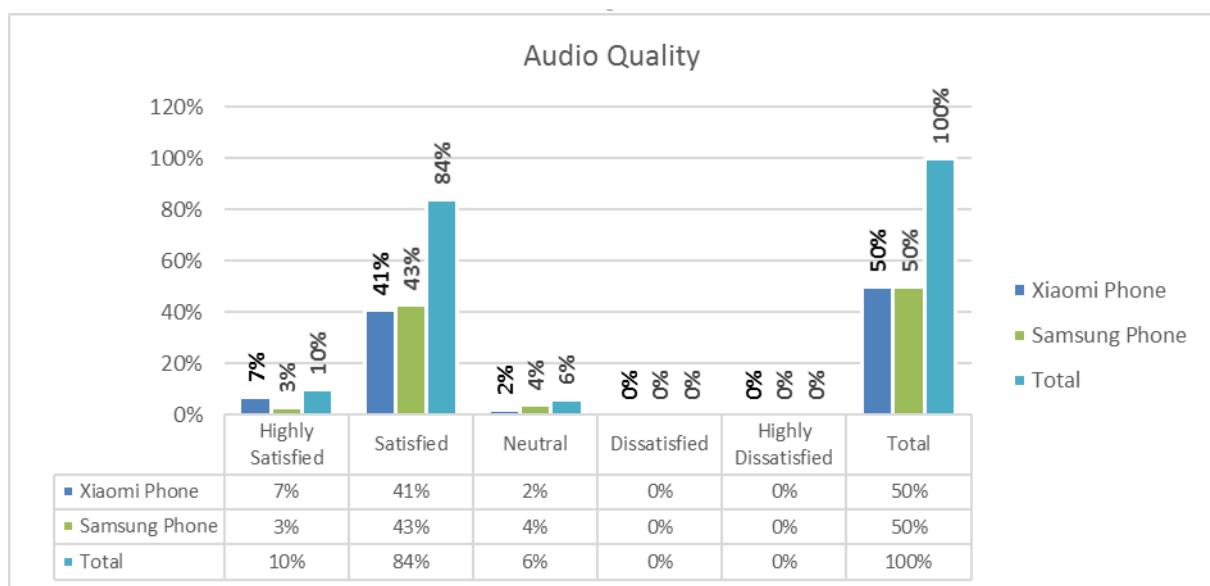


Figure 10: Comparison of user's attitudes on Audio Quality

Table 10 shows that highly satisfied of Xiaomi Phone is more by 5 users which is 3% of Samsung and 7% of Xiaomi (shown in Figure 10) in regards of audio quality. The users of Samsung phone are slightly more satisfied than that of Xiaomi Phone. There are 2 users of Samsung who mark neutral but Xiaomi has been marked by 2 dissatisfied users. However the rate of satisfied users is the highest, numerically it is 79% which consist of 38% Xiaomi and 41% Samsung users. Samsung has no dissatisfied rate but Xiaomi has 2%. Here the users of Xiaomi are more neutral about the audio quality than that of Samsung.

Table 11: Comparison of user's attitudes on Network Quality

SL.	Attitudes level	Xiaomi Phone	Samsung Phone	Total
1	Highly Satisfied	0	0	0
2	Satisfied	38	33	71
3	Neutral	22	26	48
4	Dissatisfied	0	1	1
5	Highly Dissatisfied	0	0	0
Total		60	60	120

Source: Field survey, 2021

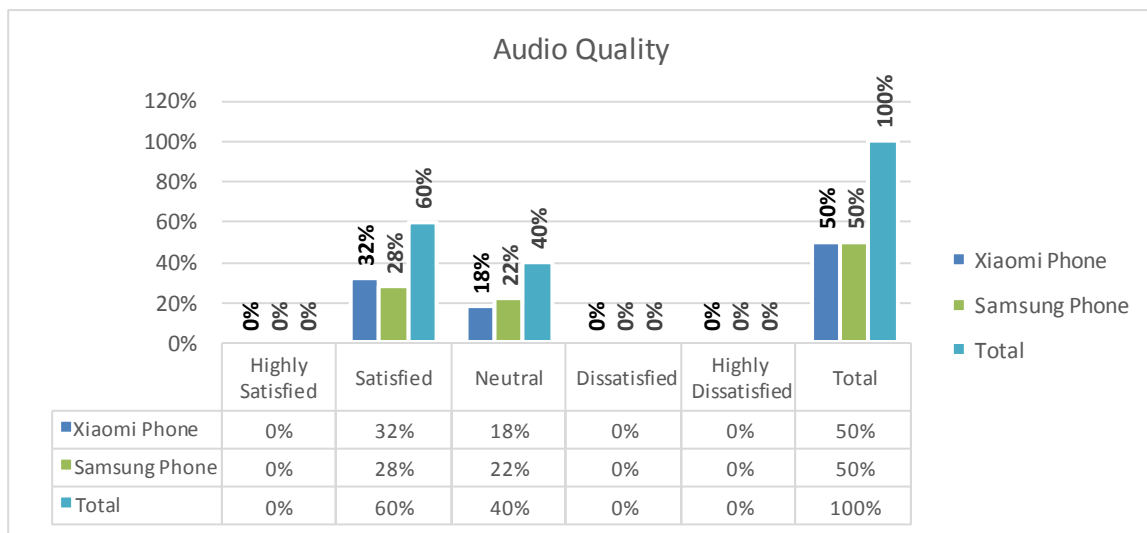


Figure 11: Comparison of user's attitudes on Network Quality

Table 11 shows that highly satisfied of both phone is zero in regards of network quality. The users of Xiaomi phone are more satisfied than that of Samsung Phone. There are 26 users of Samsung who mark neutral but Xiaomi has been marked by 22. Here the users of Xiaomi are more neutral about the network quality. However the rate of satisfied users is the highest, numerically it is 60% (shown in Figure 10) which consist of 32% Xiaomi and 28% Samsung users. Both phone has no dissatisfied and highly dissatisfied rate.

Table 12: Comparison of user's attitudes on quality of touch screen

SL.	Attitudes level	Xiaomi Phone	Samsung Phone	Total
1	Highly Satisfied	14	8	22
2	Satisfied	39	46	85
3	Neutral	6	6	12
4	Dissatisfied	1	0	1
5	Highly Dissatisfied	0	0	0
Total		60	60	120

Source: Field survey, 2021

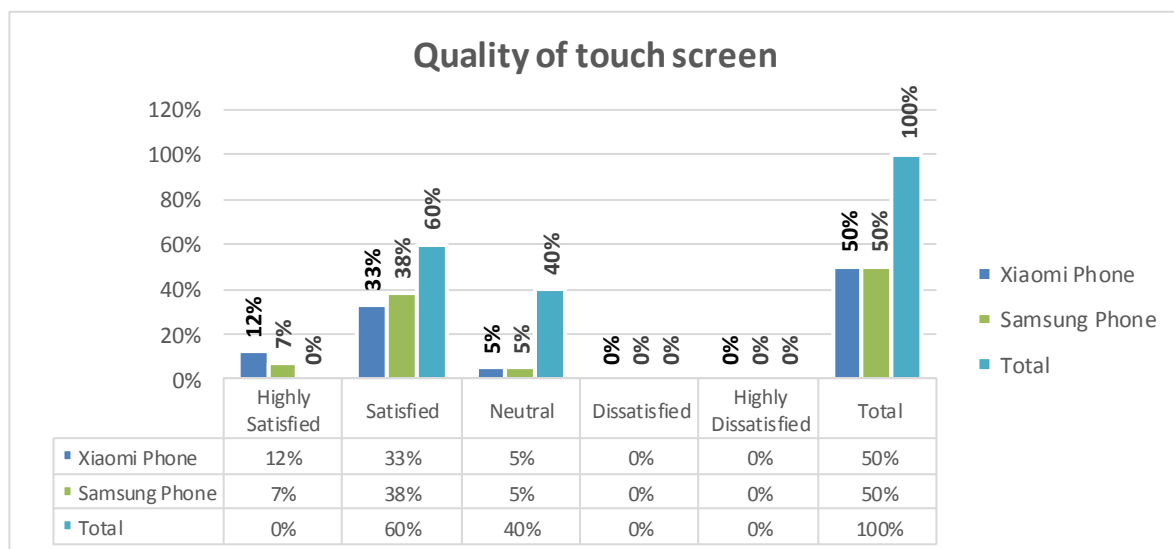


Figure 12: Comparison of user's attitudes on quality of touch screen

Table 12 shows that the users of Xiaomi phone are less satisfied compared with Samsung and both company are marked as neutral by 6 users. But there is 1 dissatisfied user of Samsung phone. The satisfied users of Xiaomi phone are 39 which is not more than that of Samsung phone. The rate of users who are satisfied is the highest, numerically it is 60% (shown in Figure 12) which consist of 33% Xiaomi and 38% Samsung users. That means the users of Samsung are more satisfied than that of Xiaomi. This table also shows that the users who are satisfied with Samsung phone are 46 and 6 respondents mark neutral and there is no dissatisfied user for Samsung. Highly satisfied users of Samsung are 7% and Xiaomi 12% in regards of touch screen quality. But the number of highly satisfied users is very low compared to the total number of users. However, Neutral rate of Samsung phone is 5%. Dissatisfaction rate both phone is 0%.

Table 13: Comparison of user's attitudes on Headphone provided

SL.	Attitudes level	Xiaomi Phone	Samsung Phone	Total
1	Highly Satisfied	0	0	0
2	Satisfied	3	1	4
3	Neutral	8	11	19
4	Dissatisfied	49	48	97
5	Highly Dissatisfied	0	0	0
Total		60	60	120

Source: Field survey, 2021

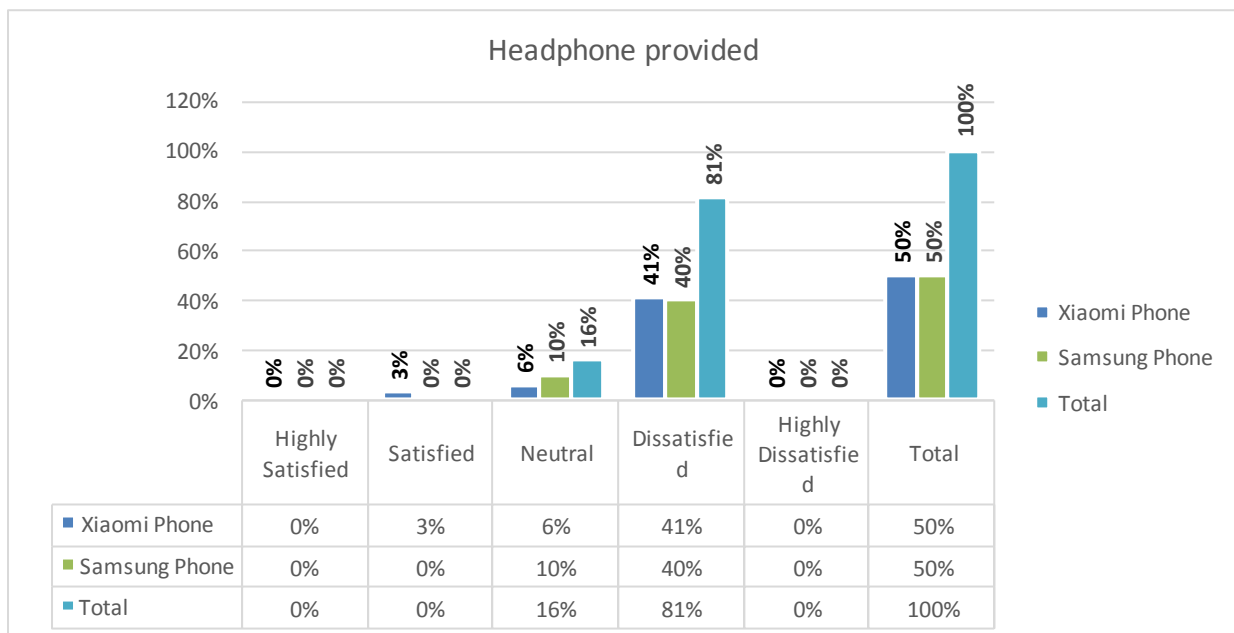


Figure 13: Comparison of user's attitudes on Headphone provided

Table 13 shows that the users of Xiaomi phone are less satisfied compared with Samsung and there are 8 users who mark neutral. There are 48 dissatisfied user of Samsung phone. The satisfied users of Xiaomi phone are 3 which is more than that of Samsung phone. That means the users of Samsung are more satisfied than the Xiaomi Phone. But the rate of users who are dissatisfied of is the highest, numerically it is 81% (shown in Figure 13) which consist of 41% Xiaomi and 40% Samsung users. Neutral rate of Samsung phone is 10% and Xiaomi is 6%. This table also shows that the users who are satisfied with Samsung phone are only 1 and 11 respondents mark neutral but there is 48 dissatisfied user for Samsung. Highly satisfied user of both phone is 0% in regards of providing headphone.

Table 14: Comparison of user's attitudes on Price regards of performance

SL.	Attitudes level	Xiaomi Phone	Samsung Phone	Total
1	Highly Satisfied	19	11	30
2	Satisfied	33	44	77
3	Neutral	2	3	5
4	Dissatisfied	6	2	8
5	Highly Dissatisfied	0	0	0
Total		60	60	120

Source: Field survey, 2021

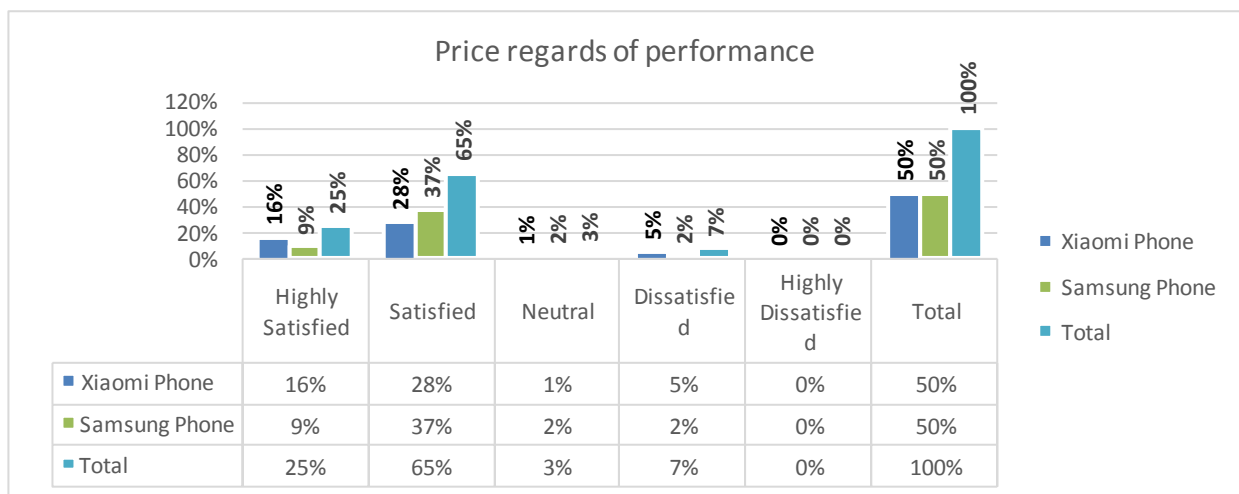


Figure 14: Comparison of user's attitudes on Price regards of performance

Table 14 shows that the users of Xiaomi phone are less satisfied compared with Samsung and there are 2 users who mark neutral. There are 44 dissatisfied user of Samsung phone. The satisfied users of Xiaomi phone are 33 which is less than that of Samsung phone. That means the users of Samsung are more satisfied than the Xiaomi Phone. However, the rate of satisfied users is the highest, numerically it is 65% (shown in Figure 13) which consist of 28% Xiaomi and 37% Samsung users. This table also shows that the users who are satisfied with Samsung phone are 40 and 3 respondents mark neutral but there is 2 dissatisfied user for Samsung. Highly satisfied users of Samsung are 9% and Xiaomi 16% in regards of price of phone. But the number of highly satisfied users is very low compared to the total number of users. Neutral rate of Samsung phone is 2%. Dissatisfaction rate Samsung phone is 7% whereas Xiaomi phone is 5%.

Table 15: Comparison of user's attitudes on Outlook

SL.	Attitudes level	Xiaomi Phone	Samsung Phone	Total
t	Highly Satisfied	43	50	93
2	Satisfied	12	9	21
3	Neutral	2	1	3
4	Dissatisfied	3	0	3
5	Highly Dissatisfied	0	0	0
Total		60	60	120

Source: Field survey, 2021

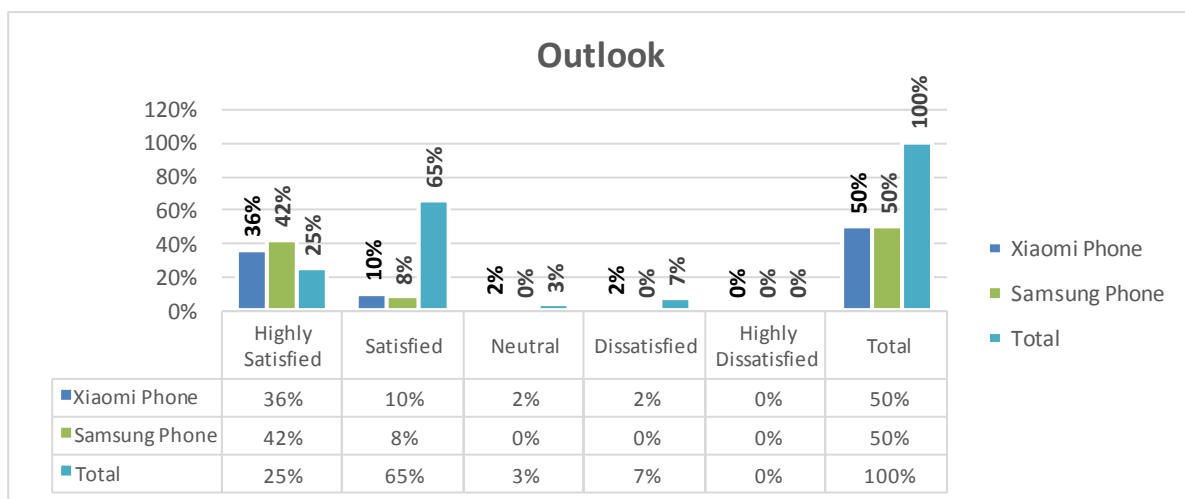


Figure 15: Comparison of user's attitudes on Outlook

Table 15 shows that the users of Xiaomi phone are more satisfied compared with Samsung and there are 2 users who mark neutral. There are 3 dissatisfied user of Samsung phone. The satisfied users of Xiaomi phone are 12 which is more than that of Samsung phone. Thus, the rate of satisfied users is the highest, numerically it is 65% (shown in Figure 15) which consist of 28% Xiaomi and 37% Samsung users. That means the users of Samsung are less satisfied than the Xiaomi Phone. This table also shows that the users who are satisfied with Samsung phone are 9 and 1 respondents mark neutral but there is no dissatisfied user for Samsung. Highly satisfied users of Samsung are 42% and Xiaomi 16% in regards of price of phone. But the number of highly satisfied users is very low compared to the total number of users. Neutral rate of Samsung phone is 2%. Dissatisfaction rate Samsung phone is 7% whereas Xiaomi phone is 5%.

Table 16: Comparison of user's attitudes on Video Quality

SL.	Attitudes level	Xiaomi Phone	Samsung Phone	Total
1	Highly Satisfied	44	40	84
2	Satisfied	12	14	26
3	Neutral	3	1	4
4	Dissatisfied	1	5	6
5	Highly Dissatisfied	0	0	0
Total		60	60	120

Source: Field survey, 2021

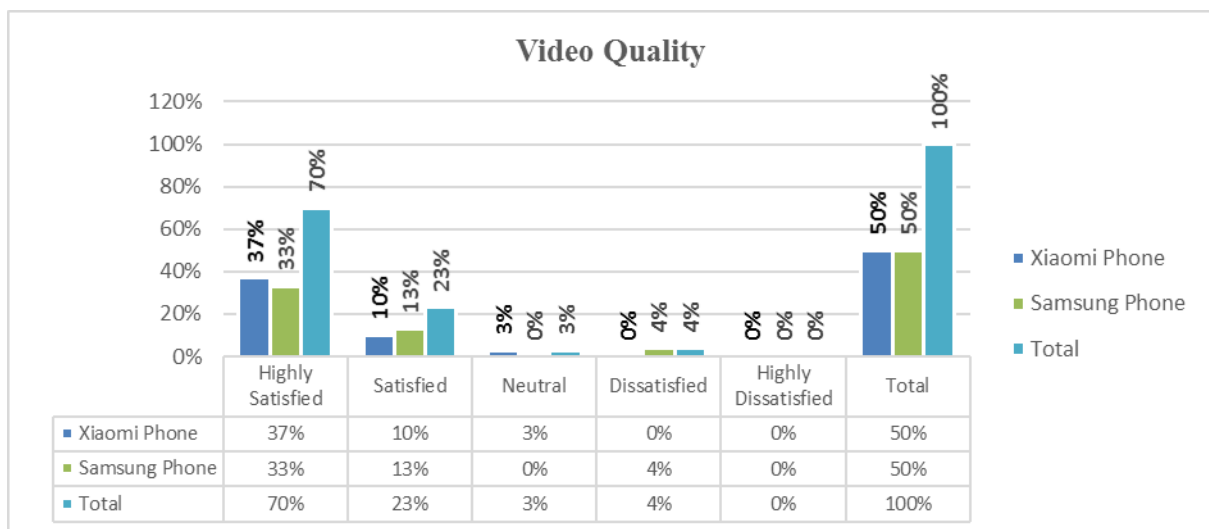


Figure 16: Comparison of user's attitudes on Video Quality

Table 16 shows that the users of Xiaomi phone are more satisfied compared with Samsung and there are 2 users who mark neutral. There are 3 dissatisfied user of Samsung phone. The satisfied users of Xiaomi phone are 12 which is more than that of Samsung phone. And the rate of users who are satisfied is the highest, numerically it is 65% (shown in Figure 16) which consist of 28% Xiaomi and 37% Samsung users. That means the users of Samsung are less satisfied than the Xiaomi Phone. This table also shows that the users who are satisfied with Samsung phone are 9 and 1 respondents mark neutral but there is no dissatisfied user for Samsung. Highly satisfied users of Samsung are 42% and Xiaomi 16% in regards of price of phone. But the number of highly satisfied users is very low compared to the total number of users. Neutral rate of Samsung phone is 2%. Dissatisfaction rate Samsung phone is 7% whereas Xiaomi phone is 5%.

Table 17: Comparison of user's attitudes on Social Messaging

SL.	Attitudes level	Xiaomi Phone	Samsung Phone	Total
1	Highly Satisfied	5	8	13
2	Satisfied	48	51	99
3	Neutral	6	1	7
4	Dissatisfied	1	0	1
5	Highly Dissatisfied	0	0	0
Total		60	60	120

Source: Field survey, 2021

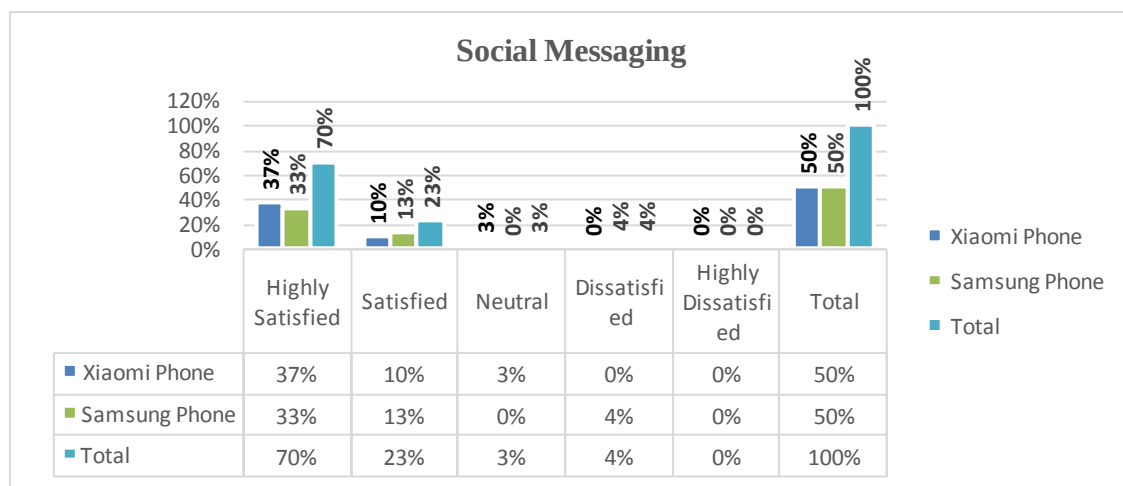


Figure 17: Comparison of user's attitudes on Social Messaging

Table 17 shows that the users of Xiaomi phone are more satisfied compared with Samsung and there are 2 users who mark neutral. There are 3 dissatisfied user of Samsung phone. The satisfied users of Xiaomi phone are 12 which is more than that of Samsung phone. However, the rate of satisfied users is the highest, numerically it is 65% which consist of 28% Xiaomi and 37% Samsung users. That means the users of Samsung are less satisfied than the Xiaomi Phone. This table also shows that the users who are satisfied with Samsung phone are 9 and 1 respondents mark neutral but there is no dissatisfied user for Samsung. Highly satisfied users of Samsung are 42% and Xiaomi 16% in regards of social messaging. But the number of highly satisfied users is very low compared to the total number of users. Neutral rate of Samsung phone is 2%. Dissatisfaction rate Samsung phone is 7% whereas Xiaomi phone is 5%.

4.3 Overall comparison between Xiaomi phone and Samsung phone:

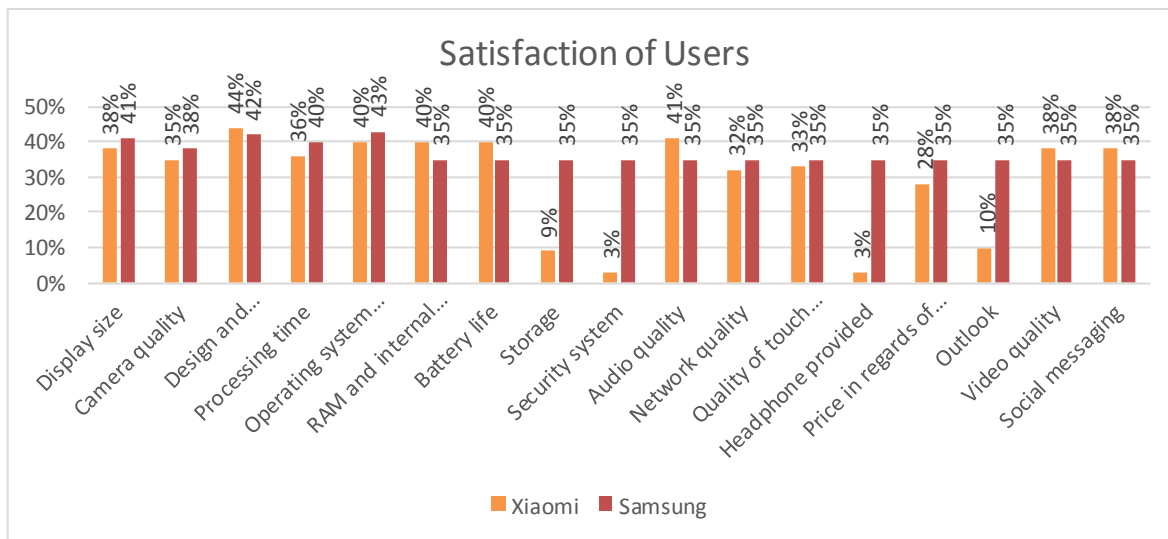


Table 18: Overall comparison of attitudes level between Xiaomi and Samsung Phone

Table 18 shows the overall rate of Xiaomi phone and Samsung phone. Here the users of both phones are satisfied and the users of Samsung phone are more satisfied than Xiaomi phone. In regards of design and functionality, processor, RAM and internal memory and operating system, battery life, audio quality, video quality the users of Xiaomi phone are more satisfied than Samsung phone, through the users are satisfied for both phones. In case of display size, processing time, operating system, storage, security system and network quality, quality of touch screen, headphone provided, price in regards of performance, outlook the user's of Samsung phone are more satisfied than that of the Xiaomi phone. The rate of network technology of Xiaomi phone is 32 and Samsung phone is 35 and that means this attribute is also better in Samsung phone than Xiaomi phone. Video quality of Xiaomi phone is slightly better than the Samsung phone. In case quality of touch screen, headphone provided the users of Samsung phone are more satisfied than the Xiaomi phone. Especially the outlook of Samsung phone is comparatively good than other attributes. Price of Xiaomi phone is 28 and Samsung phone is 35 and that means this attribute is also better in Samsung phone than Xiaomi phone. Here the maximum users of Samsung phone are satisfied than Xiaomi phone in various features.

CHAPTER 5

FINDINGS AND SUGGESTIONS

5.1 Findings

It was not easy to collect ideas and views from the users. Even though, some users showed their interest in my study and provide their important recommendations for both Xiaomi and Samsung phone. After the study between Xiaomi and Samsung phone. I also want to provide some recommendations for these two brands. Which are listed as follows:

- The users of Samsung phone are more satisfied than Xiaomi phone. So the Xiaomi brand need to consider the price more.
- Users of Xiaomi phone are more satisfied than Samsung phone. So the Samsung brand need to improve the battery more.
- Users of Samsung are slightly satisfied on network technology.
- The users of both phones are not so satisfy on wireless charging support. Especially the Samsung brand need to improve more than Xiaomi.
- In terms of operating system, the users of Xiaomi phone are more satisfied than the Samsung phone.
- Headphone jack of both phone need to improve. The users of Samsung phone are more satisfied with the headphone jack than Xiaomi phone.
- The users of Samsung phone are more satisfied than Xiaomi.
- Users of Samsung phone are less satisfied than user's phone of Xiaomi phone.
- They should focus on improving the security system and processor of their phone to keep the users more satisfied. Especially the Samsung brand as the customers are less satisfied than users of Xiaomi phone.
- Users of both company are satisfied with the audio quality. But the users of Xiaomi phone are more satisfied than the users of Samsung phone. So the Samsungbrand need to improve more the audio quality.
- Quality of touch is very important. Users of both phones are satisfied with the attribute of quality of touch. But the Users of Samsung phone are less satisfied than users of Xiaomi phone. So the Samsung brand need to improve more the quality of touch.
- Both companies should place more emphasis on their mobile phone features ensuring through adopting new technology to manufacturer and expending the market base.

- The companies should think of launching their products according to the needs of users in order to satisfy them.
- Both have to take care about their quality and quantity.
- Xiaomi and Samsung both should increase the number of their user's care center so that users can easily solve their problem.

5.2 Suggestions

Both company may consider this issues to meet up the demand of consumers and to compete successfully with others –

- It is recommended that both the companies should decrease the price in order to gain more users and to meet competition in the market place.
- They should increase the battery backup and improve the after sales service.
- Both companies should work more to improve their network technology.
- They should also work to improve the wireless charging support.
- They may focus on upgrading the operating system of their phone.
- To meet user's expectation they should increase storage, RAM and internal memory.
- Headphone jack of both phone need to improve. But the headphone jack of Xiaomi phone should be improved more.
- The users of both companies are satisfied with the outlook but further they should improve the outlook especially the Xiaomi phone.
- User's expectations are increased day by day. So both companies should provide more design and function to meet user's expectations.
- The companies can target more on the youth population as they are the one who uses Smartphone the most.
- The period of warranty and guaranty of smartphone can be increased to make the customer to trust the smartphone.

CHAPTER 6

CONCLUSION

6.1 Conclusion

Xiaomi and Samsung are most popular brands in Bangladesh. It is a great opportunity to study on big organization like Xiaomi and Samsung. I have learnt a lot of things from this study. To assess how much satisfied the users are with different aspect of the companies' product a successful study is required. The company should try to give desire service to their users. Both the Xiaomi and Samsung brands should analyze the market and trying their best to hold their current market position. They must identify what will make their user's satisfy. They need to strive to maximize user's attitudes which in turn can influence the extent of loyalty and retention. They are offering their products with attractive features. Build quality, display size, camera, design and function, audio quality demonstrated a strong influence on user's choice of a phone. But in some cases they do not capable of fulfilling the desired expectation of users. Network technology and price have a great impact on users while they decide to purchase a phone. The users of both Xiaomi and Samsung phone are not so satisfied on network technology and price of their using phone. This study help these two brands to find out the area where the users have the objections and which attribute have to be developed. I hope that Xiaomi and Samsung brand will be able to identify their strength and weakness and will become successful to attract the users. They should work to provide powerful technology, network, IT solution, smart devices according to the attitudes of the users.

6.2 Policy Implication

This study would be useful to carry out the actual purpose of mobile phone companies. Mobile brands can use this paper to improve their level of performance and it will help them to understand which changes they need to make to meet up the consumer's needs. By paying attention, they will easily understand their focusing point and be able to compare between their expectation and actual achievement. .It will help mobile companies to realize what kind of measures will be more appropriate for them.

6.3 Future work

In future, the present work can be extended by applying the following:

- It should be focused on the examination of study with specific service such as SMS, MMS, internet service and customized services.
- Given availability of data, additional research is also needed to find out other factors are relevant or should be included in some sectors such as calling cost and the price of the cell phone.
- This study is calculated seventy variables. It is recommended for future studies that, more variables should be included in the survey questionnaire to allow more variation of data for the individual customers.

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