

A Study of Brand Identity of Vivo in Pune City

Dr. Kiran Nagare, Nishant Repale, Aditya Bhosale

MAEER'S MIT Arts, Commerce, and Science College, Alandi, Pune, Maharashtra, India

Abstract: *This study explores the brand identity of Vivo smartphones in Pune city, India, aiming to understand its impact on consumer perceptions, preferences, and purchase behavior. Through a combination of surveys, interviews, and brand association analysis, the research investigates various dimensions of Vivo's brand identity awareness among residents of Pune city. The study formulates hypotheses to examine the relationship between Vivo's brand identity and consumer preferences, demographic variations in brand identity awareness, the influence of marketing efforts on brand perception, and differences in consumer perceptions between Vivo and competing smartphone brands. Findings reveal the significant influence of Vivo's brand identity on consumer preferences, the effectiveness of marketing efforts in enhancing brand awareness, and distinct consumer perceptions of Vivo compared to competitors. The study underscores the importance of brand identity in driving consumer behavior and highlights opportunities for Vivo to strengthen its market position in Pune city's dynamic smartphone landscape.*

Keywords: Vivo smartphones

REFERENCES

- [1]. <https://www.vivo.com/in>
- [2]. <https://www.statista.com/topics/4716/smartphone-market-in-india/>
- [3]. <https://www.pewresearch.org/internet/2023/06/03/mobile-technology-and-home-broadband-2023/>