

# **A Study of Brand Identity of Vivo in Pune City**

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**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

## **I. INTRODUCTION**

In today's competitive smartphone market, brand identity plays a pivotal role in shaping consumer perceptions and driving purchase decisions. Among the myriad of smartphone brands vying for consumer attention, Vivo has emerged as a prominent player, known for its innovative features, sleek design, and competitive pricing. Pune city, with its vibrant and tech-savvy population, provides a fertile ground for studying the brand identity awareness of Vivo smartphones. This study aims to delve into the intricacies of Vivo's brand identity in Pune city, exploring how residents perceive, interact with, and engage with the Vivo brand. By examining the effectiveness of Vivo's marketing strategies, understanding demographic variations in brand awareness, and comparing consumer perceptions with competing brands, this research seeks to provide valuable insights for Vivo's marketing and branding efforts in Pune city. Through a combination of surveys, interviews, and brand association analysis, we endeavor to unravel the nuances of Vivo's brand identity and its impact on consumer behavior in Pune city's dynamic smartphone market. This study not only contributes to the existing body of knowledge on brand identity but also offers practical implications for Vivo's strategic positioning and market expansion endeavors in Pune city and beyond.

### **Objectives of the study :**

1. To assess the level of brand identity in Pune city regarding Vivo smartphones.
2. To explore the factors influencing perceptions and preferences towards Vivo's brand identity in Pune city.

### **Scope of the study:**

This study focuses on examining the brand identity of Vivo smartphones specifically within Pune city, India. It encompasses an analysis of perceptions, preferences, and behaviours related to Vivo's brand identity. The study explores various dimensions of brand identity, including product features, design aesthetics, pricing strategies, and marketing initiatives. It includes residents from diverse demographic backgrounds and geographical locations within Pune city. The research employs a combination of surveys, interviews, and brand association analysis to gather insights. However, the study does not extend to a comparative analysis with other smartphone brands or include broader geographical regions beyond Pune city. It aims to provide actionable recommendations for Vivo to enhance its brand identity and market presence in Pune city's smartphone market. The scope also encompasses the evaluation of the effectiveness of Vivo's marketing strategies and the identification of potential areas for improvement. Additionally, the

study considers cultural and regional nuances specific to Pune city that may influence consumer perceptions of Vivo's brand identity.

## II. LITERATURE REVIEW

Author: Kevin Lane Keller

Findings: Keller introduced the concept of brand identity as a key driver of brand equity. He emphasized the importance of brand elements, brand awareness, and brand image in shaping consumer perceptions and preferences.

Author: Aaker, David A.

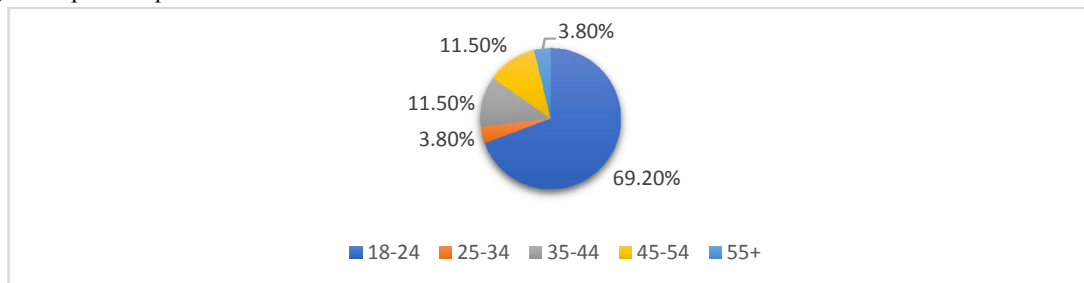
Findings: Aaker proposed the Brand Identity Model, which consists of brand as product, brand as organization, brand as person, and brand as symbol. He highlighted the importance of managing these dimensions cohesively to build a strong brand identity.

## III. RESEARCH METHODOLOGY

The study utilizes a mixed-methods approach, comprising a structured questionnaire for quantitative data on brand identity awareness and consumer preferences, supplemented by in-depth interviews to explore attitudes and motivations. Additionally, qualitative analysis of brand associations will uncover unique attributes associated with the Vivo brand. Statistical and thematic analyses will be conducted to validate findings, ensuring reliability. Ethical considerations will be prioritized throughout the research process. Ultimately, the aim is to comprehensively understand Vivo's brand identity in Pune city, informing marketing strategy and brand management decisions.

## IV. DATA INTERPRETATION AND ANALYSIS

### 1. Age Group of Respondents



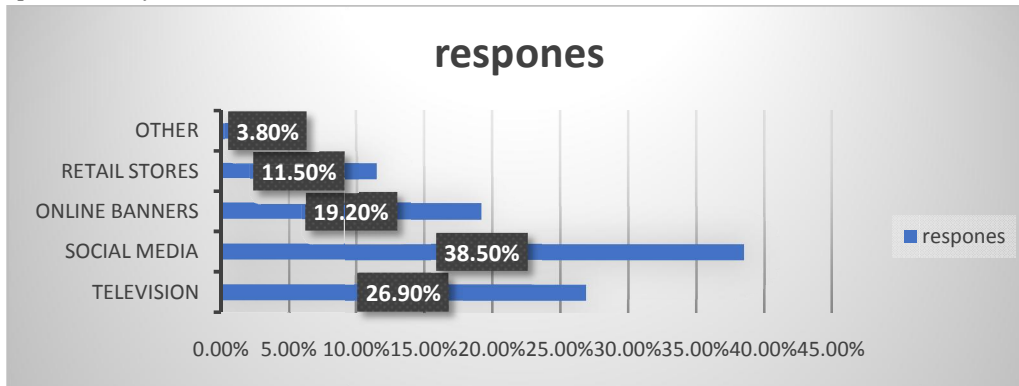
The survey data reveals that the largest age group represented is 18-24 years old, comprising 69.2% of respondents. Other age groups are more evenly distributed, with 25-34 and 35-44 each constituting approximately 3.8%, and 45-54 and 55+ each accounting for around 11.5% and 3.8%, respectively.

### 2. Identifying Vivo Products: Key Characteristics and Features"



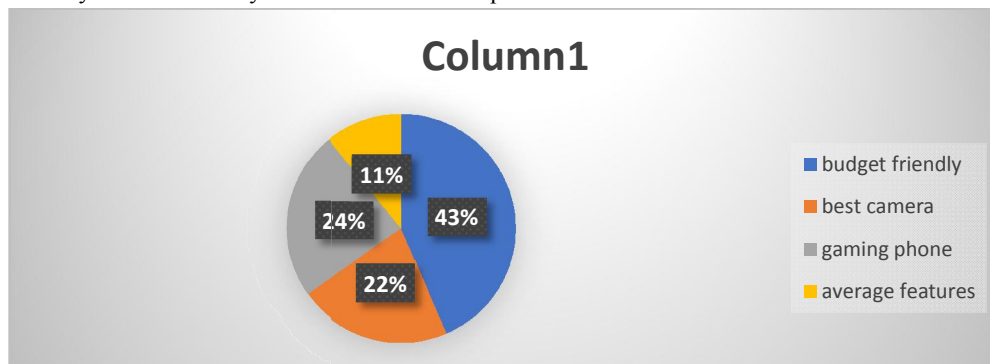
In the survey data, most people identify Vivo products with the logo (41.7%), followed by packaging design (33.3%), product name (12%), and physical appearance/design aesthetics (12%).

3. Which platform on you find most effective for Vivo advertisements



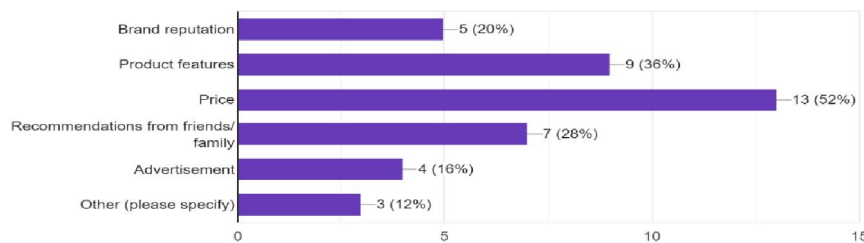
According to the survey, social media is the most effective platform for Vivo advertisements (38.50%), followed by television (26.90%). Online banners, retail stores, and other sources are also noted, with varying percentages.

4. What comes to your mind when you think of Vivo smartphones



According to the data, most respondents perceive Vivo as budget-friendly (43%), followed by considerations for best camera (22%) and gaming capabilities (24%), with a smaller percentage viewing it as an average-featured phone (11%).

5. what influenced your decision to purchase a Vivo smartphone



According to the data, the primary factors influencing the purchase of Vivo smartphones are price (52%), product features (36%), family recommendation (28%), and brand reputation (20%), with advertisement and other factors also contributing (18% and 12%, respectively).

### V. FINDINGS

The survey findings indicate that the largest age group of respondents is 18-24 years old, comprising 69.2% of the sample, while other age groups are relatively evenly distributed. Regarding product identification, most respondents (41.7%) associate Vivo products with the brand's logo, followed by packaging design (33.2%). Social media emerges as

the most effective advertising platform for Vivo, with 38.50% of respondents acknowledging its impact, followed by television (26.90%). In terms of consumer perception, the majority (43%) view Vivo as budget-friendly, while others prioritize features like camera performance (22%) and gaming capabilities (24%). Primary factors influencing Vivo smartphone purchases include price (52%), product features (36%), and family recommendations (28%), highlighting key drivers in consumer decision-making.

## VI. CONCLUSION

The survey findings provide valuable insights into perceptions and preferences regarding Vivo brand identity. The data indicates a significant presence of young adults aged 18-24 in the respondent group, highlighting Vivo's popularity among this demographic. The association of Vivo products predominantly with the brand's logo and packaging design suggests strong brand recognition among consumers. Social media emerges as the most effective advertising platform, emphasizing the importance of digital marketing in reaching target audiences. The perception of Vivo as budget-friendly resonates with a majority of respondents, while considerations for camera performance and gaming capabilities also hold significance. Price, product features, and family recommendations are identified as primary influencers in Vivo smartphone purchases, underscoring the importance of these factors in consumer decision-making. Overall, these findings provide valuable insights for Vivo's marketing strategies and brand positioning efforts to effectively engage with consumers in Pune city.

### Suggestions:

- Enhance digital marketing efforts.
- Focus on product design and branding.
- Strengthen retail presence.
- Brand Visibility Enhancement.

## REFERENCES

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