Evaluation of Customer Perception through Review Comments Analysis: A study on Walton Smartphone

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This internship report is submitted to School of Businesses & Economics, United International University as a partial requirement for the fulfillment of Bachelor of Business Administration Degree requirement

Evaluation of Customer Perception through Review Comments Analysis: A Study on Walton Smartphone

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# **Letter of Transmittal**

Kawsar Ahmmed, PhD

Professor & Deputy Director,

School of Business

United International University

Subject: Submission of report on “Walton Group”.

Dear Sir,

I am composing this report on Walton Group under your indication.

In preparing this report I have tried my level best to accumulate relevant information from all the available sources. My three months of internship and extensive research on Walton Group is effective for gathering information about Walton to a great extent. I have made sincere efforts to study related materials along with the annual report. I tried my best to make this report as comprehensive and informative as possible.

I hope that, this report will meet the standards of your judgment. Any limitations in this report will subject to your kind of full consideration.

Thank You

Yours Sincerely

……………………….

Sayed Rafsun Jany

ID: 111 153 086

# **Executive summary**

Perception is the process by which people organize the patter of any stimulus (here Walton Smartphone) and develop a meaningful picture of that stimulus. The aim of this study is to find out the inner aspects of reviewers’ comments with regard to Walton Smartphone. The findings disclose that in a rapidly growing market, Walton has come-up with a reliable name for consumers. Strong network, turning towards quality and devoted employees are the main causes of its prevalence. Walton is dedicated to gratifying the need by proposing new products. Walton aims to double the overall market share in the upcoming 5 years. It has proudly positioned itself favorable and eco-friendly for their customer. Walton is providing excellent after sales service that has contributed in such a manner to build this image in customers’ heart. Since its motive to serve middle-income people, their product price is relatively lower than their competitors’. This pricing strategy helps Walton especially in a price sensitive market. Recently Walton has tumid their promotional operation by organizing many national sports events. Another finding stated that for achieving the position of market leader, Walton would face challenge from exotic brands. Moreover, also the rapidly growing customers demand for electronic products may put arc on Walton. The company has adopted the strategy of market penetration, product development and market development strategy for further enhancement.

Important findings from this study highlight that for a Smartphone, buyers give more emphasize on Product quality, Product availability, Product distribution, Customer suggestion, Customer service, Product price, and Product attributes/benefit. Based on the findings several recommendations are suggested whose application may increase the efficiency of Walton operations.

**Keywords**: customer perception, Product quality, distribution, Customer service, Product attributes/benefit

Table of Contents

[Letter of Transmittal 3](#_Toc62688487)

[Executive summary 4](#_Toc62688488)

[Chapter: 1 7](#_Toc62688489)

[Introduction 7](#_Toc62688490)

[Background of the Report 8](#_Toc62688491)

[Purpose of the Report 8](#_Toc62688492)

[Methodology of the Report 8](#_Toc62688493)

[Restriction of the Report 8](#_Toc62688494)

[Introduction 10](#_Toc62688495)

[Vision 10](#_Toc62688496)

[Mission 11](#_Toc62688497)

[Core Values 11](#_Toc62688498)

[Corporate Culture 11](#_Toc62688499)

[Core Strength 11](#_Toc62688500)

[Commitment to Client 12](#_Toc62688501)

[Core Competencies 12](#_Toc62688502)

[Products and Services 12](#_Toc62688503)

[Board of Directors 15](#_Toc62688504)

[Management Team 16](#_Toc62688505)

[Board Committees 18](#_Toc62688506)

[Audit Committee (AC) 18](#_Toc62688507)

[Nomination & Remuneration Committee (NRC) 18](#_Toc62688508)

[Corporate Social Responsibility 19](#_Toc62688509)

[Chapter: 2 21](#_Toc62688510)

[Literature Review on Customer Perception 21](#_Toc62688511)

[Perception 22](#_Toc62688512)

[Definition of customer perception 22](#_Toc62688513)

[Importance of Customer Perception 23](#_Toc62688514)

[Usage of customer perception 24](#_Toc62688515)

[Customer perception enriches the brand value and brings more possibilities for business: 24](#_Toc62688516)

[Use of customer perception to increase sales: 24](#_Toc62688517)

[Motivate your audience to engage with your company: 24](#_Toc62688518)

[Impact on satisfaction: 25](#_Toc62688519)

[What Factors Influence Customer Perception 25](#_Toc62688520)

[**Tangible factors that has an impact on customer’s perceptions:** 25](#_Toc62688521)

[**Factors that are less tangible have an impact on customer’s perceptions:** 26](#_Toc62688522)

[Chapter: 3 28](#_Toc62688523)

[Customers’ Review on Walton Smartphone 28](#_Toc62688524)

[Chapter – 4 49](#_Toc62688525)

[Recommendations and Conclusions 49](#_Toc62688526)

[Recommendation 50](#_Toc62688527)

[Conclusion 50](#_Toc62688528)

[References 52](#_Toc62688529)

#

# **Chapter: 1**

# **Introduction**

## Background of the Report

This internship report is an obligation from the School of Business and Economics of UIU as a partial fulfillment of the BBA Degree. The internship report was placed in Walton Corporate Office for gaining applied experience to have a practical touch over the marketing operation of the organization. Internship is a part of BBA program which is designed to reduce the gap between the theoretical and practical knowing. I am pleased to get this scope for attaining practical experience at Walton.

## Purpose of the Report

The specific objective of the study is as follows:

1. To analyze the overview of Walton High Tech Ltd and its different products
2. To realize the marketing strategies and operation of the organization
3. To suggest some recommendations based on the analysis

## Methodology of the Report

A blue print has been designed to gather information balanced with the formulation of the report to conduct the learning. This is the reason for which primary and secondary data were investigated in detail and in an organized manner. This learning focused on secondary data which is collected from Walton corporate office. Newspapers and other related materials were used for gathering relevant information.

## Restriction of the Report

Various restrictions remain concerning the comparison of data.

1. It was not so easy to collect the data within limited period of time.
2. In some areas, reliable data are highly infrequent
3. Data collected from one source contrast with another and real findings arise confusion.

**Chapter Two**

**Overview of the Company**

## **Introduction**

Walton is the leading electronics manufacturing company in our racial market. Walton products are basically a Bangladeshi brand with a racial likeness. In local market it is targeting the niche market for their home appliance products introducing their marketing deftness as their great quality and feasible price. Walton’s marketing strategy is not for any particular group of people, they do marketing for people who have the capability to purchase their product. Since our country peoples’ living standard is going up, everybody is very much conscious about a brand of a product and demands to purchase a quality product for a longest time period. In this way, customer perception and brand awareness for electronic product becomes an important aspect when buying an electronic product.

The Electrical & Electronics industry of Bangladesh has been depending on the imported products until the local companies started investing in manufacturing plants for producing E&E products in the country. The market is growing at a rapid rate of 20%, which is the ultimate reason for the local companies to go for capital investment in the sector. As the Bangladesh economy is taking advances in GDP growth and improved living standard of people, the E&E sector is also making rapid progress and contributed BDT 10,000 Core in the country’s GDP. This sector has created employment for 1 million people.

## **Vision**

To become an Influential global brand within 2021 & Working to reach as one of the world’s top 5 brands within 2030 in the sector of electrical & electronics.

****

## Mission

* Through Innovation
* New Technology
* Competitive Price & Superior Quality
* Ensuring Consumer Satisfaction

## Core Values

* Teamwork & Innovation
* Research & Development
* Integrity & Consumer Focus

## Corporate Culture

* Let us Work Together.
* Do not Say “No”
* Apply Your Creativity

##

## Core Strength

* Manufacturing Cost Advantage
* Adequate Supply of Affordable Labor
* Low-Cost Utility Supply
* Industrialization Policy by the Government

## Commitment to Client

Walton’s products have already won the hearts of the millions of people in Bangladesh for their outstanding designs, uncompromising quality, and affordable prices. It has now become a trusted brand name in every household of Bangladesh.

Walton always focuses on highest precedence to customers’ gratification by delivering world-class electrical and electronics products with standard designs, fascinating models, and superb quality.

## Core Competencies

* Strong & Modern R&D Facilities
* Strong Marketing & Distribution Network
* Reliable & Efficient After Sales Services
* Competent Technical Know-how
* High Capital-Intensive setup

## Products and Services

Walton’s main products are electrical and electronics. Walton has warehouses in different countries. Steel & textile products basically assist in the main product’s planning.



1. **Refrigerator & Freezer:**
* Direct Cool Refrigerator
* Non-Frost Refrigerator
* Freezer
* Beverage Cooler
1. **Television:**
* 4K Ultra HD TV
* Smart LED TV
* Basic LED TV
1. **Mobile:**
* Smart Phone
* Feature Phone
* Accessories

1. **Computer:**
* Laptop
* Desktop PC
* Monitor
* Memory Devices
* Keyboard
* Mouse
* Power Supply Unit
* UPS
* Projector
* Pendrive
* HUB
* Card Reader
* Speaker
* Earphone
* Wi-Fi Router
1. **Air Conditioner:**
* Split AC
* Cassette / Ceiling
* Industrial HVAC (Upcoming)
1. **Washing Machine**
2. **Home Appliances:**
* Air Purifier
* Air Cooler
* Air Fryer
* Blender and Juicer
* Cloth Dryer
* Coffee Maker
* Dish Dryer
* Dish Washer
* Gas Stove
* Hair Dryer & Straightener
* Induction, Infrared & Hot Plate Cooker
* Iron
* Kettle (Electric)
* Kitchen Cookware
* Kitchen Hood
* Lunch Box (Electric)
* Microwave and Electric Oven
* Mixer & Beater
* Multi Cooker (Electric)
* Pressure Cooker (Electric&Manual)
* Rechargeable Lamp & Torch
* Rice Cooker (Electric) etc.
1. **Fan:**
* Ceiling Fan
* Rechargeable Fan
* Rechargeable Wall Fan
* Pedestal Fan
* Wall Fan
* Table Fan
* Exhaust Fan
* Net Fan
1. **Electrical Appliances:**
* Led Light
* Switch &Socket
* Hardware & Accessories
* Electric Motor
* Solar Street Lamp
1. **Cables:**
* Building Wire
1. **Elevator:**
* Passenger Elevator
* Cargo Elevator
1. **Compressor:**
* Walpha Series
1. **Generator, Battery & Water pump:**
* Generator
* Battery
* Water Pump
1. **Industrial Solution:**
* Compressor
* PCB
* Plastic & Chemical Components
* Electric Component
* Guide & Diffuser Plate
* Mechanical Component
* Hot Melt Adhesive
* Masterbatches
* Mould& Die
1. **Hardware Items:**
* Fasteners

## Board of Directors

|  |  |  |
| --- | --- | --- |
| Sl. | Board of Directors | Designation |
| 1. | S M Nurul AlamRezvi | Chairman |
| 2. | S M Shamsul Alam | Vice-Chairman |
| 3. | S M Ashraful Alam | Managing Director |
| 4. | S M MahbubulAlam | Director |
| 5. | S M RezaulAlam | Director |
| 6. | S M MonjurulAlamOvee | Director |
| 7. | TahminaAfroseTanna | Director |
| 8. | Raisa Sigma Hima | Director |
| 9. | Dr. Ahsan Habib Mansur | Independent Director |
| 10. | Md. Farhad Hussain FCA | Independent Director |

## Management Team

In the company’s hierarchy, Board of Directors is followed by executive level, officer level and office assistant level. The Executive level is composed of Asst. Director to Executive Directors whereas the Officer’s level consists of Jr. Officer to Sr. Assistant General Manager and others. Short profile of top-executive and senior management of the company is presented below:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Sl. | Name | Designation  | Education  | Functional Department | Job Duration With Walton |
| 1 | Abul Bashar Howlader | Executive Director &CFO | M.Com | Finance &Accounts | 14 Years |
| 2 | Md. Yaqub Ali FCA | Company Secretary | CA & BBA | SecretarialDivision | 3 Years |
| 3 | Md. Abu Nafiz, FCA | Additional Operative Director & Head of Audit | CA &B.Com | Internal Audit | 3 Years |
| 4 | Kwi Chun Kim | Executive Director | MA | InternationalBusiness Unit | Newly Appointed |
| 5 | Eva RezwanaNilu | Executive Director | BBA | Sales &Marketing | 8Years |
| 6 | Md. Amdadul Hoque Sarker | Executive Director | MBA | Sales &Marketing | 26 Years |
| 7 | Md. Humayun Kabir | Executive Director | MSc | Marketing(PR, Media &Branding) | 15 Years |
| 8 | Nazrul Islam Sarker | Executive Director | MSc | Foreign Trade | 13 Years |
| 9 | S M Zahid Hasan | Executive Director | MSS | HRM | 8 Years |
| 10 | Ashraful Ambia | Executive Director | BScEngineering | Supply ChainManagement | 12 Years |
| 11 | Mohammad Alamgir AlamSarker | Executive Director | MSc | Admin | 13 Years |
| 12 | Md. Rayhan | Executive Director | MBS | Sales &Marketing | 13 Years |
| 13 | TapashKumerMojumder | Executive Director | BScEngineering | RefrigeratorR&D | 10 Years |
| 14 | Mohammad Yusuf Ali | Executive Director | Diploma inEngineering | Production | 13 Years |
| 15 | Md. Nizam Uddin Mazumder | Executive Director | BScEngineering | Maintenance | 12 Years |
| 16 | Col. S M Shahadat Alam | Executive Director | MBA | HRM | 5 Years |
| 17 | Mohammod Sirajul Islam | Executive Director | MBA | CorporateSales | 3 Years |
| 18 | Md. Tanvir Rahman | Executive Director | M.Com | Shipping &Logistics | 12 Years |
| 19 | Uday Hakim | Deputy Executive Director | MA | Creative &Publication | 9 Years |
| 20 | ArifulAmbia | Deputy Executive Director | BSc Hons | MIS | 6 Years |
| 21 | Md. Kamruzzaman | Operative Director & CHRO | MBA | HRM &Admin | Newly Appointed |
| 22 | Md. Habibur Rahman ACA | Additional Operative Director | CA &M.Com | Finance &Accounts | 3 Years |
| 23 | Masud Hossain Chowdhury | Additional Operative Director | LLM | Legal Affairs | Newly Appointed |

## Board Committees

In order to ensure proper accountability and transparency to highest ethical standard Walton has in place two board committees. In broad terms the duties of these committees involve overseeing and directing the operations, performance, and strategic direction of the company.

### Audit Committee (AC)

The audit committee of Walton Hi-Tech Industries Limited is formed with 04 members and is headed by Md. Farhad Hussain FCA. The role of the committee is set according to its charter and is bestowed with a wide range of responsibilities ranging from overseeing the company’s internal audit, ensuring sound internal control, analyzing, and assisting external auditors and make sure that the company is complaint with the policies set by the regulatory bodies.

|  |  |  |  |
| --- | --- | --- | --- |
| Sl. | Name of the Members  | Designation | Position in the Committee |
| 01. | Md. Farhad Hussain FCA | Independent Director | Chairman |
| 02. | S M MonjurulAlamOvee | Director | Member |
| 03. | TahminaAfroseTanna | Director | Member |
| 04. | Dr. Ahsan Habib Mansur | Independent Director | Member |

###

### Nomination & Remuneration Committee (NRC)

The Nomination & remuneration Committee of Walton Hi-Tech Industries Limited is formed with 04 members and is headed by Dr. Ahsan Habib Mansur. The role of the committee is to set the formulation of the nomination criteria or policy for determining qualification, positive attitudes, experiences and independence of directors and key managerial personnel and senior management as well as a policy for formal process of considering remuneration of directors, key managerial personnel, and other employees of the company.

|  |  |  |  |
| --- | --- | --- | --- |
| Sl. | Name of the Members  | Designation  | Position in the Committee  |
| 01. | Dr. Ahsan Habib Mansur | Independent Director | Chairman |
| 02. | S M MonjurulAlamOvee | Director | Member |
| 03. | TahminaAfroseTanna | Director | Member |
| 04. | Md. Farhad Hussain FCA | Independent Director | Member |

## Corporate Social Responsibility

Walton strategic philanthropy and corporate social responsibility efforts are aligned to its key businesses and focus mainly on sports and culture, technology, and the environment with a particular emphasis on innovation in each of those areas. As a global leader in the consumer electronic industries, Walton is fully committed to responsible corporate citizenship and environmental stewardship through its products, its programs, its practices, and its people.

Walton as group is also involved in the awareness to control road accidents with the slogan “NIRAPAD SARAK CHAI”. It is a non-trading mechanical driving and training institute and social awareness build up center to control road accident with the slogan “NIRAPAD SARAK CHAI (we demand safe road)” in the country. More than 500 qualified drivers have come out successfully and working in the organization with fame. Various programs of NISCHA including rally, press conference, awareness, programs, seminars, etc. are sponsored by Walton. Every year is observed as National Road Safety Day, where Walton provides all out supports with Posters, Festoons, Leaflets, Rally T-Shirt, Banners backdrops and placards etc.

In addition, Walton also involved in many awareness programs such as “Fresh Food for All” – awareness build up events in school in the country. Other than that, Walton works for the conversion of Environment of the country.

#

# **Chapter: 2**

# **Literature Review on Customer Perception**

## Perception

Perception is the sensory experience of the world. It involves both recognizing environmental stimuli and actions in response to these stimuli. Through the perceptual process, we gain information about the properties and elements of the environment that are critical to our survival.

Perception not only creates our experience of the world around us. It allows us to act within our environment. In some cases, our perception is influenced by word-of-mouth recommendations from friends, online reviews, tweets, and Facebook rants. In other cases, it is our own experiences both online and off that shape the way we think about a brand.

## Definition of customer perception

Perception can have various meanings but in marketing, it is often described as a process by which a customer identifies, organizes, and interprets information to create meaning. A customer will selectively perceive what they will ultimately classify as their needs and wants.

Customer perception is a marketing idea that encloses customer’s cachet, and consciousness about a company and its offerings. Perceptions are always considered relative to expectations because expectations are dynamic, evaluations may also shift over time from person to person and from culture to culture. What is considered quality service or the things that satisfy customers today may be different tomorrow?

Simply, customer perception is your customer’s thinking of your organization. This perception directly influences the traction of modern customers and the ability to sustain strong relationships with customers. It shortens how customers think about your brand including each direct or indirect expertise they have with your organization.

The whole process of customer perception begins with where a customer takes a look at or gets information about a certain product. This procedure sustain until the customer begins to develop a thought about a product. The entire thing that an organization does has an effect on customer perception. The way in which a product is set in a retail store, its colors, shapes in your logo, the promotion that you make, the discounts offer, everything affects the customer perception. As an Example, Avon has used a pink color with white and black accents. This color mainly attracts women while men think isolated by pink color.

## Importance of Customer Perception

In this modern age, everything is a Google search away. This way consumer can easily find your goods and services but the tradeoff is also making the competition easy to find. It means that it’s easier for hapless and dissatisfied customers to leave. Customers desire good quality, however they also want to know that they are getting greater value. This value is not only judged by the product or service they are buying, but by the presence and usability of the customer service that clinch it.

It is not enough anymore to have brand acknowledgement, customers want to experience good about a brand. They want to do business with corporation who are civic-minded with definitive world views. A customer feels pleased when he is satisfied with the experience that he has with a product. Customer perception has built around the experience that a customer have with a particular product or services.

Customer perception can build or break a brand. When customers get a good experience of getting products delivered in time, they form a perception. Get a product that was as described in the product description also creates a good customer perception. When customers experience good after sale service it’s also develop a positive perception about the brand. However when the customers make a bad experience such as broken products, no product return service, no after sales service, etc. When companies work unto strengthening the relationship between customers and the company, customer perception develops, and this gives way for a greater competitive advantage.

In other words, we are not far from a world where your customers' perception of both your brand and quality of service could take precedence over traditional competitive advantages like pricing, features, or usability. And if you are not currently investing in improving your customers' experience and perception, you are at risk of falling behind.

For example, when a retail clothing shop owner displayed clothes in overcrowded rack using bad quality hangers, and then customers make a negative perception that it must be a poor quality brand. But when the same clothing shop owner displays the product nicely with neatly arranged, attractive hangers the customers build a positive perception.

Customer perception plays an important role in customers purchasing behavior. Therefore companies can create a happy customer experience. Many companies are prepared to spend money and endeavor to make positive customer perception and raise lucrative consumer behavior.

## Usage of customer perception

## **Customer perception enriches the brand value and brings more possibilities for business:**

In this process customer perception developed on several levels, their emotional expectation grew as well, leading to a point where we rely on brand to develop fun, engaging customer experiences to create and deliver content to come up with new technologies that make our lives better and even get involved in social matters and in shaping our environment.

## **Use of customer perception to increase sales:**

When marketers know how to increase sales through customer perception, they will be less tempted to lower their price instead, they focus on increasing their perceived value with customers who are more likely to lead to sales and long-term relationships.

##

## **Motivate your audience to engage with your company:**

Customer perception theory takes a closer look at what motivates your audience to engage with your company and act. Examining that motivation can help small business owners determine how to approach their policies concerning advertising, customer feedback, public relations, social media, and marketing.

## **Impact on satisfaction:**

In the case of very new service or a service not previously experienced, customer expectations may be barely forming at the point of initial purchase. These expectations will solidify as the process unfolds and the customer begins to form his or her perceptions. Through the service cycle the customer may have a variety of experiences, some good, some not good and each will ultimately impact satisfaction.

## What Factors Influence Customer Perception

### **Tangible factors that has an impact on customer’s perceptions:**

#### **Price**

Price should always be part of a comprehensive marketing plan. However, marketers must understand that context impacts customers’ perception of its value lower is not always better, as often seen in luxury markets where it is reflective of the product’s true worth.

#### **Quality**

Quality can apply to multiple attributes in a product attributes whose importance will differ from customer to customer. Marketers should understand what feature most distinguishes their products or services, and which are most desirable in target markets.

#### **Branding**

 Logos, artwork, and even packaging all deliver a message about your company and your brand. Marketers should ensure these elements meet and exceed customers’ expectations, helping your brand to stand above others.

#### **Service**

Service quality will make or break customer perception, where even companies with superior products miss out if their service is poor. Customers are more likely to write online reviews after highly positive or highly negative service experiences, which can improve or exacerbate brand awareness.

### **Factors that are less tangible have an impact on customer’s perceptions:**

#### **Personal Feeling**

This is the biggest of all factors that consider into customer perception. When someone has experienced the quality of a product or service or the effectiveness of a customer service system, it will impact on their perception positively or negatively.

Customer perception is highly influenced by the personal feeling that a customer experienced while purchasing or using a particular product. If the product quality, customer service, price of the product, its logo, discounts offer, were able to make a good impression on the customers mind, they would build a positive perception about the brand. Sometimes the customers did not enjoy the feeling with a brand because it will leave an eternal impression.

#### **Advertising**

The exploration your company runs offer implicit perceptions about your product or service. Customers get to know the products first through advertisements. So advertisement plays an important role in influencing customer perception. All the advertisement and explorations that an organization runs will always help to develop a positive perception in customers’ mind.

#### **Influencers**

People usually purchase products when other person tested it. Influencers are those who buy a product for the first time. When people informed about a good product that the influencer has used, it influence another person to purchase the product, as the reference has come from a known person whom they can trust.

#### **Customer reviews**

Before purchasing a product many people look into the customer reviews. It seems that customer reviews plays an important role in defining customer perception. When customers see that a product has fewer stars, it means that the product does not have good customer reviews. It creates negative impression in the customers mind.

#### **Social media**

Social media has become a stiff medium to handle customer perception. By getting compatible communication concerning a product, the users create an image of the product. Social media is also used to post many content which assist to build the perception intended by the organization.

Customer perception is basically the feeling of a customer. From the beginning to last, the whole company engaged in this perception that can contribute in a positive way. The customers are not only desires to feel good about a brand, they also need to be treated well and the products or the services need to perform well as advertised. If any problem arises, the company should communicate with the customers effectively and try to fix the issue while confirming you, make you feel valued and honored. It will easy and cost effective for making positive customer perception from the starting than fixing a problem later on.

# **Chapter: 3**

# **Customers’ Review on Walton Smartphone**

**Introduction of this section and a brief description of this table**

Walton brings a wide range of new smart phones with attractive design and latest android operating system to satisfy customer’s modern demand. In our country, Walton is now a premium brand that recognized by almost every customer. Walton smart phones are stunningly performed in our local market. Users are consistently giving important feedbacks about smart phones which inspire Walton to move forward and help bringing latest smart phones with more innovative technology.

The table below represents customer’s reviews about Walton smart phone. I collect these comments from Walton’s official facebook page. After analyzing all the comments I have found that many customers have given different types of reviews and feedback about Walton smart phones. Among them most of the customers give positive reviews. There are some customers who want to know about product price, specification, the availability of specified model, longevity, delivery system, discount offer, EMI facilities etc. There are very less number of customers who write negative comments about Walton smart phone.

As we know the fact that the competition among smart phone companies in south Asian region is very tough. In this tough competition the performance of Walton smart phones is incredible. Most of the customers are happy with their phone and they praise Walton for bring some good phones with latest technology at a reasonable and affordable price.

#### **Table no: 1**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sl.** | **Review Comments** | **Positive/ Negative/Other** | **Aspect of Product** |
| **1** | I want to buy Walton Primo RM4 through online, do I get Emi facilities? | **Other** | **Product EMI facility** |
| **2** | Is Primo N4 available at Walton Show room Khulna? | **Other** | **Product availability** |
| **3** | I want to buy Walton S7 Pro. | **Other** | **Product availability** |
| **4** | What is capacity of ram of Primo N4? | **Other** | **Product specification** |
| **5** | How long this phone (Primo N4) will perform well? | **Other** | **Product longevity** |
| **6** | If I want to purchase it in online, then how long it will take to deliver after placing the order? | **Other** | **Product delivery** |
| **7** | Does Walton Primo HM5 has any discount offer? | **Other** | **Product discount offer** |
| **8** | Is there any discount on Walton Primo RM4? | **Other** | **Product discount offer** |
| **9** | How many Walton Smartphone Showroom located in Chittagong? | **Other** | **Product availability** |
| **10** | In case of online purchase shall I get the EMI facility? | **Other** | **Product EMI facility** |
| **11** | What is the price of Primo S7 Pro? | **Other** | **Product price** |
| **12** | I want to get the information about Ram, Rom, & Processor of Primo S7 Pro? | **Other** | **Product specification** |
| **13** | I want to buy Primo HM5 on installment from Gazipur, Is it possible? | **Other** | **Availability of installment** |
| **14** | Where can I find this model (Primo GH9) of Walton Smartphone at Bhola? | **Other** | **Product availability** |
| **15** | Is there any Walton Showroom available in Palli-biddutSavar? | **Other** | **Product availability** |
| **16** | Walton Primo HM5 is a nice phone | **Positive** | **Competitive product quality** |
| **17** | Walton should release an improved fota version for their H8 pro. | **Other** | **Suggestion for product development** |
| **18** | Walton Primo HM5 is an excellent phone. | **Positive** | **Competitive product quality** |
| **19** | Primo HM5 4/64 is an amazing phone but the price should be less by 1000 taka. | **Positive** | **Good product quality** |
| **20** | Do I find any Walton Smartphone in Saudi Arab? If I order through online how long it will take to deliver? | **Other** | **Product availability & delivery** |
| **21** | What is the current market price of Primo H9? | **Other** | **Product price** |
| **22** | Why don’t I find the face look option in Primo RM4? I do not get any reply yet! | **Negative** | **Poor product quality** |
| **23** | Very happy to see Walton is moving into gaming sector. It’s a huge market out there on gaming and it will help to improve the overall platform of Walton Smartphone. | **Positive** | **Competitive product quality** |
| **24** | A customer suggested his friend to buy Walton Primo RM4 and mention that he can play free fire in Primo RM4. | **Positive** | **Good product quality** |
| **25** | Is there any notification light option in Primo GH9? | **Other** | **Product specification** |
| **26** | I feel amazing after seeing the specification of Walton Primo H9 Pro. | **Positive** | **Competitive product quality** |
| **27** | Thank you, Walton for launching a good phone (Primo H9 Pro) at an accessible price. | **Positive** | **Good product quality** |
| **28** | What is the price of Primo GH9? | **Other** | **Product price** |
| **29** | Is there any smartphone belongs to Walton that contains 6 GB Ram? | **Other** | **Product specification** |
| **30** | I love Walton Smartphones. | **Positive** | **Competitive product quality** |
| **31** | Please give me a link for uploading verse in Primo H9 Pro. | **Other** | **Availability of service** |
| **32** | Does Walton Smartphone have first charging facility? | **Other** | **Product specification** |
| **33** | Why Primo Rm4 is not available at Walton E-plaza? | **Other** | **Product unavailability** |
| **34** | Thank you, Walton. | **Positive** | **Competitive product quality** |
| **35** | I used Primo RM before, the phone was too good, I hope this phone (Primo RM4) is also a good phone. | **Positive** | **Competitive product quality** |
| **36** | Does Primo RM4 have USB system type c? | **Other** | **Product specification** |
| **37** | Is it Possible to buy Primo RM4 on installment? | **Other** | **Availability of installment** |
| **38** | Does Primo Rm4 have first charging option? | **Other** | **Product specification** |
| **39** | Currently I am using this phone (Primo RM4) and I love this phone because of its long-time battery backup. | **Positive** | **Competitive product quality** |
| **40** | Walton’s Smartphones are performing very good in market. Proud of you Walton. | **Positive** | **Competitive product quality** |
| **41** | Is 20% discount offer still available Primo RM4? | **Other** | **Product discount offer** |
| **42** | I have ordered Primo R6 Max at evaly campaign, if you (Walton Page admin) give me any assurance that I will get the product from evaly then, I will make the payment. | **Other** | **Product delivery assurance** |
| **43** | S7 pro is a good phone. | **Positive** | **Good product quality** |
| **44** | Primo GH9 has a dashing look. | **Positive** | **Good product quality** |
| **45** | Primo GH9 is a good phone for playing games. I want to buy this phone. | **Positive** | **Good product quality** |
| **46** | If the capacity of Ram of Primo GH9 would be 3GB then it will make more fun for us. | **Other** | **Suggestion for product development** |
| **47** | Primo HM5 is a good phone at a low price. | **Positive** | **Good product quality** |
| **48** | Is there Any exchange offer for Primo RX7 mini? | **Other** | **Product exchange offer** |
| **49** | Walton products are quite good. I am a user of Primo GH9 and I recommended this phone for people who want to get a phone of so many features at a low price. | **Positive** | **Competitive product quality** |
| **50** | I have used 3 Walton Smartphones, and still, I am using Primo H9 pro. I have no doubt that it is a great phone. | **Positive** | **Competitive product quality** |
| **51** | In Primo GF7, I played Modern Combat 5, Asphalt 8, Brother in arms 3, nova legacy with high graphics. I did not imagine before that Walton’s phone can provide this type of super service. Thank you, Walton. | **Positive** | **Competitive product quality** |
| **52** | We avoid Walton phone by thinking that it’s a local product and for this it may not perform well. But people who actually uses the Walton phones only they know the quality of Walton products. | **Positive** | **Competitive product quality** |
| **53** | Primo N4 is a super phone. | **Positive** | **Competitive product quality** |
| **54** | Primo H9 phone is not bad. I used this phone. | **Positive** | **Good product quality** |
| **55** | Primo H9 battery life is not long lasting, it should be 5000 mAh. | **Negative** | **Poor product quality** |
| **56** | There is a large demand for smartphones in Bangladesh. Demand for Walton smartphones are increasing as well. So, Walton should give more focus on processor improvement. | **Other** | **Suggestion for product development** |
| **57** | Best phone at a least price. (Primo GH9) | **Positive** | **Competitive product quality** |
| **58** | There are still many people in our country who can’t afford to buy a smartphone by spending taka 5000 or more, I suggest that Walton Should introduce a featured phone that contains android facilities. | **Other** | **Suggestion for product development** |
| **59** | I want to buy Primo RM4 form Sreemongol. Is it possible? | **Other** | **Product availability** |
| **60** | Primo S7 Pro is a nice phone but it will be more affordable to us if its price would be 15000 taka. | **Positive** | **Good Product quality** |
| **61** | Primo R6 Max is an amazing phone. | **Positive** | **Competitive product quality** |
| **62** | Shall I get android 10 update in Primo R6 Max? | **Other** | **Availability of service** |
| **63** | Primo RM4 is an excellent phone | **Positive** | **Competitive product quality** |
| **64** | I want to buy Primo H9 from eidgaon Cox’s bazar is it possible? | **Other** | **Product availability** |
| **65** | Battery back-up of Primo H9 is excellent. | **Positive** | **Competitive product quality** |
| **66** | I used Primo RM4 for 8 months now I want to replace my phone with Primo GH9. Is there any option for smartphone replacement in your company (Walton)? | **Other** | **Product replacement facility** |
| **67** | 7399 is the best price for Primo H9. I feel glad to see this. All the best Walton. | **Positive** | **Good product quality** |
| **68** | The service of Walton Smartphone is very good. | **Positive** | **Competitive product quality** |
| **69** | Walton is my first smartphone, and It is too good. | **Positive** | **Competitive product quality** |
| **70** | I like this online installment system of Walton smartphone. | **Positive** | **Good product quality** |
| **71** | Premium phone at a less price. (Primo H9) | **Positive** | **Competitive product quality** |
| **72** | The fingerprint scanner of Primo H9 Pro is very slow and sometimes it doesn’t work properly. | **Negative** | **Poor product quality** |
| **73** | I want to buy Primo S7 Pro, which of the bank cards do you accept? | **Other** | **Product EMI facility** |
| **74** | Why the battery backup of Primo G9 is very low? | **Negative** | **Poor product quality** |
| **75** | We are eagerly waiting for Primo H10. | **Positive** | **Competitive product quality** |
| **76** | Battery backup Primo H9 is low. | **Negative** | **Poor product quality** |
| **77** | Primo S7 Pro is the best phone for taking selfies.  | **Positive** | **Competitive product quality** |
| **78** | I bought Primo G9 today, it is a great phone. Thank you for giving us a phone in an affordable price. | **Positive** | **Good product quality** |
| **79** | Great quality (Primo GH9) | **Positive** | **Competitive product quality** |
| **80** | Such a nice phone (Primo GH9) | **Positive** | **Competitive product quality** |
| **81** | Is it possible to get Primo RM4 through EMI using City bank debit card? | **Other** | **Product EMI facility** |
| **82** | Walton is our product. Go ahead! | **Positive** | **Good product quality** |
| **83** | Please fix the battery draining issue of Primo H9 Pro | **Negative** | **Poor product quality** |
| **84** | W1 series is a great creation of Walton smartphone. | **Positive** | **Competitive product quality** |
| **85** | Please send update for Primo H8 pro, it is now a crying need. | **Other** | **Availability of service** |
| **86** | I am a seller of Walton smartphone. These phones are very good. | **Positive** | **Competitive product quality** |
| **87** | What Is the price of Primo R5 plus’s screen display? | **Other** | **Availability of spare parts** |
| **88** | I am using this phone (Primo GH9) since last 1 month. This phone is very good. | **Positive** | **Competitive product quality** |
| **89** | How long is the warranty of Primo GH9? | **Other** | **Duration of product warranty** |
| **90** | Using Primo GH9 for last two weeks, I am very satisfied with the product. | **Positive** | **Competitive product quality** |
| **91** | I can play PUBG and Free fire in Primo GH9. Nice phone. | **Positive** | **Competitive product quality** |
| **92** | Walton smartphone provides very good service for first 1 year. After that, its performance becomes poor. | **Positive & Negative** | **Average product quality** |
| **93** | I am blessed to see all the Walton smartphones. Good wishes for Walton. | **Positive** | **Good product quality** |
| **94** | “Monster Battery” I like it. | **Positive** | **Competitive product quality** |
| **95** | I bought Primo RM4 today. Good phone. | **Positive** | **Good product quality** |
| **96** | I am a user of Primo H9 Pro. I recommend this phone to my friends. It is an excellent device. | **Positive** | **Competitive product quality** |
| **97** | I think Primo S7 Pro is a best phone for a middle range price variant. | **Positive** | **Good product quality** |
| **98** | Wireless charger will be with the phone or do I have to buy it separately? | **Other** | **Product specification** |
| **99** | I do not like the processor of Primo S7 Pro. | **Negative** | **Poor product quality** |
| **100** | I am using Primo GH9 for last 2 months, great performance. | **Positive** | **Competitive product quality** |

# **Factor Identification**

#### Based on the evaluation of the reviewers’ comments total seven variables have been identified which have impact on customer perception relating to Walton Smartphone. These variables are given in the following table that follows a brief description.

#### **Table no: 2**

Evaluation of Review Comments and factor identification

|  |  |
| --- | --- |
| **Variables** | **Aspect of Product** |
| 1. **Product quality**
 | Competitive service qualityGood service qualityAverage service qualityPoor service quality |
| 1. **Product availability**
 | Product Availability/ unavailability |
|  |  |
| 1. **Product distribution**
 | Product deliveryProduct delivery assurance |
| 1. **Customer suggestion**
 | Suggestion for product development |
| 1. **Customer service**
 | Availability of serviceDuration of product warranty |
| 1. **Product price**
 | Product price |
| 1. **Product attributes/benefit**
 | Product SpecificationProduct longevity Product EMI facilitiesProduct discount offerAvailability of installmentProduct replacement facilityProduct exchange offer |

# **Relationship between identified variables and perception**

Because of Walton’s uncompromising product quality, they are quite successful to create positive perception in their buyer’s mind. Buyer perception is highly affected by his or her feeling that a he or she experienced by purchasing or using a particular product. Here are some variables that has a significant impact on buyer’s perception:

## **Product quality:**

The quality of a product affects greatly on buyer perception. Product quality refers the customer’s judgement of overall excellence of the product. When a buyer perceived greater value from a product it creates positive perception in buyer’s mind. In contrast, when a buyer perceived low or bad quality from a product it creates negative buyer perception.

The quality of Walton smart phone is very good. Buyers praise Walton for bring some good quality phones with latest technology at a reasonable price. It creates positive perception in buyer’s mind.

## **Product availability**

When a product is available, or buyers can easily get a product from their location it makes the buyer comfortable in purchasing the product, it creates positive perception in buyers’ mind. On the other hand, when a product is not available or if it is difficult for a buyer to find a product then it can impact negatively on buyer perception.

Walton smart phones are available in our country. Buyers can easily find Walton smartphone from almost every corner of our country. They can also buy it from online and it creates positive buyer perception.

## **Product distribution**

Product distribution system has a significant impact on buyer perception. When the seller has strong product delivery system, it facilitates to create positive buyer perception. When the seller safely delivers the product in its buyer’s place within the promised time, it also impact positively in buyer’s perception. In other case, when a seller does not have any product delivery system or if the seller fails to deliver the product within promised time it impacts negatively in buyer perception.

Because of Walton’s strong distribution channels buyers can easily get Walton smartphone from their location. It also creates positive perception.

## **Customer suggestion**

Customer suggestions are the key element to understand current customer need. Every company should carefully observe their customer suggestion. Because, by listing the customer suggestion they can improve their current product or develop the new one, which satisfy their customer and help making positive buyer perception.

Walton always gives priority on customer suggestions and try to improve or modify their product. It creates positive buyer perception.

## **Customer service**

When a company provides consistent customer service it creates positive perception in their buyers mind. On the other hand, if a company fails to communicate with their customer properly or fail to deliver a good customer service, it affects negatively on buyer’s perception.

Walton’s superior customer service and after sale service helps create positive perceptions in their customer’s mind.

## **Product price**

Product prices have a major impact on buyers perceived value. All the buyers are not same. Some buyers think that high price of a product reflects greater quality. High price of a product creates positive perception for these types of buyers who always think about product quality.

In contrast, some buyers think that good product at a less price means the greater quality. These types of buyer are price sensitive. They always concern about product price. High price of product creates negative buyer perception for this type of price sensitive buyer.

Price of Walton smart phone is lower than other competitor brands it creates positive buyer perception.

## **Product attributes/benefit**

Product attributes and benefits are also very important to make positive or negative buyer perception. When a single product has many features and benefits it creates positive buyer perception. When a product is less featured and its attributes are very less, it can create negative buyer perception.

Walton gives their customer greater quality smart phone with many features at a reasonable price and it creates positive buyer perception.

#

# **Chapter –4**

# **Recommendations and Conclusions**

## Recommendation

For any organization, positive criticism will help to find out vital gaps and guide them to recover. After analyzing and considering many issues I want recommend some important factors that will Walton to perform better.

* Some area in our country is still not served. Walton must take some actions to cover those areas for making more profit.
* For any brand a good image is very important, and Walton’s brand image is clean. It has to build sophisticated technology pillar by greater product quality to capture more market share.
* Accurate diversity management and more sleek research and development department and will play an effective role in its development.
* Walton should increase the number of their showrooms, and installation should be rightly mobilized for better access to the information of customers.
* Walton should sponsor more educational and sporting event.
* Their information database should be up to date and chronologically synchronized.
* Walton should take actions to find out important information about other competitors.

Here is some recommendation **for managers**:

* For building positive identities managers should help the employees.
* They should cut off the negative portion and take positive ideas to build greater commitment
* If they find any odds, they should decode the situation or the problem.

## Conclusion

 Walton is a reputed brand in Bangladesh is a milestone in the path of success. In the export arena Walton has become a company to be elated of. For its home appliances products Walton has truly redefined Bangladesh from a consumer to producer country. In our country Walton Hi-Tech is the first company which introduce the leading research technologies for household and commercial Refrigerator, Air conditioner, motorcycle,etc.

The novelty of Walton is always devoted since the starting of their business and till now it is developing with greater dedication. The experimental technology of has redefined a way for local competitors. Walton’s product design reflects current lifestyle attached with local ancientness. The ability of creatinginnovative products and consistentlymeeting customer satisfaction, as well as keeping an eye on tomorrow was not so easy for any company,But we can say it proudly that one of our local company can do it. Due to lack of their proper promotional effort Walton was not much known company to the customers only some years before but now their promotional exertion is very attractive. All the departments areintegrated and the workforce increases continuously. Walton provides the greatest after sale services among local competitors.

##

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