



## A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS SMARTPHONES WITH SPECIAL REFERENCE TO TIRUPUR CITY

<sup>1</sup>Mr. S. MURUGANANTHAM, <sup>2</sup>Mr. S. NAVEEN

<sup>1</sup>Assistant Professor, Department of Commerce with Professional Accounting,  
Dr.N.G.P. Arts and Science College, Coimbatore

<sup>2</sup>181PA036, Department of Commerce with Professional Accounting,  
Dr.N.G.P. Arts and Science College, Coimbatore

### ABSTRACT

*As a result, the market of smartphones has been escalating every year with increasing innovation. In third quarter of 2012 the number of smartphones use totaled 1.03 billion, a 47% increase from third quarter 2011. India is one of the fastest growing economies all over the world. It is true that hi tech technology has played a vital role in attracting the people towards smartphones. There are variety of smartphones with different names and brands available in the market such as apples, one plus, vivo, Samsung, etc. Brand is another factor that drives people to buy smartphones. The Tools like Percentage Analysis and Rank analysis were used for the study. The major purpose of this study is to analyze consumer behavior towards smartphones in the Tirupur city by finding the factors which influence consumer in their smartphones purchases*

**KEYWORDS:** Consumer behaviour, Smartphones, hi tech technology

### 1. INTRODUCTION

The rapidly growing of demand of smartphones has created a buzz around the world. Now a day's most of the consumers opt to have a smartphones. The increasing innovation in mobile phones industries has brought this craze among the people on Smartphones. Smartphones is configured by an operating system with advanced computing capability and connectivity. Generally, Smartphones has high sensor big touch screens and high pixel cameras with lots of features and applications. Mostly listening Music, Reading news, games, finance, health and fitness, taking notes, calendar, weather forecast and lots of other things. These features and application in smartphones somehow have made people's life easier either in daily life, at work or for entertainment purposes

### 2. STATEMENT OF THE PROBLEM

Mobile phone has now become the basic need of every person in their life. Understanding of brand preference is essential aspects as it reflects the

customer choice, purchase of particular brand, performance, style and satisfaction of the customer. Along with the smartphones fundamental capabilities to make voice call, video call, and SMS and MMS, smartphones have been repositioned as new information medium.

As number of manufacturer has entered the smartphones market the competition in smartphones market becomes more and more fierce Nokia a smartphone manufacturer used to dominant the phone market but recently it appears to be losing ground in smartphones market. People now are living in the highly developed and technologically advance society. The Tiruppur city has tremendous potential for all the products and services because people of various religion, language, cultural, background and demographic and socio-economic characteristic live in this area.



### 3. OBJECTIVE OF THE STUDY

- To study the socio-economic characteristics of smartphones in Tirupur city.
- To identify the factors to be considered while purchasing smartphones in Tirupur city.

- To analyze the awareness level towards the smartphones in Tirupur city.
- To study the consumer buying behaviour of a branded smartphones in Tirupur city.

### 4. RESEARCH METHODOLOGY

Sampling technique	Convenient Sampling technique
Area of the Study	Tirupur City
Sampling size	88 Respondents

### 5. STATISTICAL TOOLS

The following statistical tools were applied to analyse the statistical data

- Percentage Analysis.
- Rank Analysis.

### 6. REVIEW OF LITERATURE

**Dr.Abdul Ghafoor Awan and Ms. Arooj Fatima(2014)** This study included both male and female respondents to show that how marketing strategies used by marketers in terms of service quality, pricing, value offered, trust and switching cost affects the purchasing behaviour. Youth is considered as the largest and important segment of customers which cannot be ignored by cellular companies if they want to increase their profits.

**S. Namasivayam, M. Prakash and M. Krishnakumar (2014)**, "A Study on Customer Satisfaction Towards Samsung Smart Phones With Reference to Coimbatore City", Customer

Satisfaction should be the main aim of a business. It is essential for businesses to effectively manage customer satisfaction. The researcher has conducted this study to find out the level of customer satisfaction towards Samsung smart phones. The target respondent includes those customers who are using the Samsung smart phones. The collected data was edited, coded and tabulated by using some statistical tools.

**Mesay Sata( 2013)** This study suggested that the mobile phone sellers should consider the above mentioned factors to equate the opportunity. The objective of this research was to investigate the underlying factors that determine the decision to purchase mobile phone devices. According to the study, majority of the consumers own Nokia mobile phones. Moreover, most of Nokia mobile phone users have a plan to shift to other brands such as Samsung, Apple and BlackBerry.

### 7. TABLE

PERCENTAGE ANALYSIS  
 HOW OFTEN CHANGE YOUR SMARTPHONES

S.NO	USING SMARTPHONE	NO OF RESPONDENTS	PERCENTAGE(%)
1	Less than 1 year	20	23
2	1 year – 2 Year	23	26
3	2 year – 4 Year	32	36
4	More than 4 years	13	15
	<b>Total</b>	<b>88</b>	<b>100</b>

Source: primary data

### INTERPRETATION

The above table indicates that out of the total respondents taken for the study, 23% of the respondents are often change the smartphones Less than one year, 26% of the respondents are often change the smartphones Between One year to Two year, 36% of the respondents are often change the

smartphones between two year to four year and 15% of the respondents are often change the smartphones More than four year .

### INFERENCE

**Most (36%) of the respondents are Often change the smartphone between two year to four year**



**RANK ANALYSIS  
 LEVEL OF AWARENESS TOWARDS MOBILE BRANDS**

BRANDS	Value	5	4	3	2	1	TOTAL	RANK
Samsung	No	10	35	12	10	16	262	4
	Score	50	140	36	20	16		
Apple	No	22	30	14	10	12	304	3
	Score	110	120	42	20	12		
Vivo	No	35	12	33	04	04	334	2
	Score	175	48	99	08	04		
Redmi	No	45	10	20	10	03	348	1
	Score	225	40	60	20	03		
Oneplus	No	12	29	28	12	07	291	5
	Score	60	116	84	24	07		

Source: primary data

**INTERPRETATION**

The above table indicates that, out of those respondents taken for the study, the respondents have given top priority to the Redmi Smart phone Brand, followed by Brand like to Samsung, Apple, Vivo and One plus

**INFERENCE**

**It is concluded that the respondents have given top priority to the Redmi Smart phone.**

**8. SUGGESTIONS**

- To explore the market, mobile industry have to concentrate more on youth segment by giving more advanced features.
- The mobile sellers should take necessary measures to increase the number of service center in rural areas and try to offer free service for rural people.
- More offers and discounts should be used as a weapon to attract customers
- As consumer wants more and more features so smart phone manufacturers should increase of the number of features.

**9. CONCLUSION**

Since then, there has been many large mobile phone companies ‘stepping their foot’ into the industry. Due to the large entry of mobile phone

companies, many smartphone brand has introduced to the market in India, namely Apple, Samsung, Sony, Lenovo, HTC, Huawei, LG, Motorola, Asus, Nokia, Blackberry, Oppo, Ninethology, and Xioami. Usually, they use it in home, school, work, bus, train, coffee shop, restaurants, cinema, supermarket, shopping malls, waiting time, café, walking, gym and parks. Obviously, Smartphone have changed the ways that we used to live, communicate and connect with people all over the world. The major purpose of this study is to analyze consumer behavior towards smartphones in the Tirupur city by finding the factors which influence consumer in their smartphones purchases

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