# A STUDY ON CONSUMER SATISFACTION AND PREFERENCES TOWARDS SMARTPHONES, AT SARAVANAMPATTI, IN COIMBATORE

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## ABSTRACT

*Smartphones are a class of mobile phones and of multi-purpose mobile computing devices. They are distinguished from feature phones by their stronger hardware capabilities and extensive mobile operating systems, which facilitate wider software, internet (including web browsing over mobile broadband), and multimedia functionality (including music, video, cameras, and gaming), alongside core phone functions such as voice calls and text messaging. This article studies the consumer satisfaction and preferences towards smartphones in saravanampatti area, Coimbatore. In this study the survey method is used as a research technique. For the purpose of proper survey, there is need of perfect research instruments like percentage analysis, ANOVA tests had been used. The sample size is 150 respondents. From this study it is concluded that there is no significant difference between opinion about the provided service of the smartphone company and opinion about the price of smartphones The satisfaction level of respondents on the usage of smartphones in saravanampatti area is high and it may be increased. The sales promotion strategies followed by smart phone companies are at satisfactory level. To make it more popularize, the companies has to introduce more innovative features to attract the customers.*

**KEYWORDS**: *Promotion, Innovative features*

## 1. INTRODUCTION

Modern day smart phones have made one of the largest impacts on human lives. There are so many outstanding features that have us wondering what we would do without them. Our whole life is at the touch of our fingertip. Smartphones have made lives of people easier and much more comfortable. Smartphones have everything from texting to checking the weather, reminders, music, surfing the web and, entertainment. Smart phone is a mobile phone which offers advanced technologies with functionality similar as a personal computer. While offering a standardized platform for application developers a smart phone performs as complete operating system software. Secondly, there are also very advanced features in smart phones such as

internet, instant messenger and e-mail and also built-in keyboard are very typical. Because of these reasons we can say a smart phone a miniature computer with the similarities of a simple phone. This study analyses about the consumer satisfaction and preferences towards smartphones in saravanampatti area at Coimbatore.

### 1.1 OBJECTIVES OF THE STUDY
- ➢ To know Consumers' opinion about the services provided by the smart phone company.
- ➢ To know the Consumers' satisfaction level on the usage of smart phones at saravanampatti.
- ➢ To know the demographic variables of consumer affect the preference of the smart phones in a particular region.

## 1.2. SCOPE OF THE STUDY

➢ This study specially deals to know about the consumer satisfaction and preferences towards smartphone usage and their satisfaction level in a particular saravanampatti region in Coimbatore.

## 1.3. RESEARCH METHODOLOGY

**Types of Research**

In this study the survey method is used as a research technique. This method helps to obtain right information from respondents.

**Sampling plan**

Sampling is a process of obtaining the information about the entire population by examine a part of it .The effectiveness of the research depends on the sample size selected for the survey purpose.

**Sample size**

For the purpose of proper survey, the sample was collected among the size of 150 respondents.

**Research Instrument**

In this study the research instrument is Questionnaire. It consists of set of question presented to respondents. The questionnaire is structured & combinations of various close and open ended questions. Close ended question already have the possible answers and the open ended question allow the respondents to answer in their own word.

**Sampling Techniques**

Convenience sampling technique was used in this research. The population being large and the project time being limited, it was decided to choose this particular technique. In convenience sampling, the sample is selected according to the convenience of the investigator.

**Tools for Data Analysis**

Data collected through questionnaire was presented as a master table. The statistical techniques like percentage analysis and ANOVA test have been applied to this study.

## 1.4. LIMITATIONS OF THE STUDY

➢ The study restricts itself within Coimbatore.
➢ The study assumes that the information was given by the customer without any bias.
➢ The study is done based on the opinions of the sample taken at random, the size of which is 150.
➢ The researcher found it difficult to collect the questionnaire, since some of the respondents did not give proper response in the sales point.

## 2. LITERATURE REVIEW

**2.1. Mirsath Begum. M and Maheswari .R (2017)** in their study attempts to know about the consumers' choice in the selection of mobile phones and SIM cards and to estimate the customer satisfaction on the various cell phone services. For this study questionnaire has been collected among carried out among 62 males and 38 females, totaling the sample size to be 100 were collected from various countries like Russia, China, India, Korea, Malaysia, Indonesia, Philippines and Taiwan has been used for the study.The results of the survey show that economy is the most influencing factor for the mobile subscribers. The manufacturers of mobile phones should consider this when designing mobile phones to attract all segments of the economy.

**2.2. Prasad S (2016)** in their study attempts to study about the role of customers using smartphones and factors responsible to select the smartphones on the basis of android or windows. For this study questionnaire had been collected among sample size 400 technical and non-technical students and executives in India and the solution were found. The SEM of customer preferences has developed through the factor analysis of 20 statements on the different smartphone companies and used for the study to find that the consumer buying a variety of smart phones which satisfy his wants and they are always influenced by his purchasing activities by some considerations which led him to select a particular brand or a particular operating systems in preferred to others.

**2.3. J.Sathya and K.Varunapriya (2015)** in their study had attempted to identify the customer's awareness towards android mobile phones. To find out the factors which influence them to purchase android mobile phones. For this study questionnaire has been collected among sample sizes of 120 respondents. Simple percentage analysis, Chi-square analysis have been used for the study. They should get the feedback report from the customer in order to fulfil the customers need and wants. They should reduce the price in order to gain more customers and to beat their competitors.

**2.4. Deepa Guleria (2015)** in their study attempts to identify the factors affecting consumer preference for Smartphone and To study the relationship of consumer preference with demographic variables in regard to usability of Smartphone. For this study questionnaire has been collected among 80 respondents on the basis of convenience sampling from Solan town of Himachal Pradesh were collected to find the solution. Percentage method, total weightage method and also Chi-square test and F test for analyzing had been used for the study. Thus, Smartphone companies must focus mainly on usage ease, processing speed, applications and technological needs so as to build strong preference for Smartphone and give an edge to a particular brand.

**2.5. Dr. T.N.R. Kavitha, K.Yogeswari (2014)** in their study attempts to identify the customer's attitude towards smart phone .and to analyze the usage of features, software, and applications of smart phone. For this study questionnaire has been collected among the size of the population is 50 and the survey was conducted in erode city were collected to find the solution. Simple percentage Analysis, Chi square analysis has been used for the study. The consumer buying a variety of smart phones which satisfy his wants and they are always influenced by his purchasing activities by some considerations which led him to select a particular brand or a particular operating systems in preferred to others.

## 3. ANALYSIS AND INTERPRETRATION    3.1 PERCENTAGE ANALYSIS

### TABLE NO: 3.1.1
### GENDER OF THE RESPONDENTS

| Gender | No. of respondents | Percent |
|---|---|---|
| Male | 90 | 60.0 |
| Female | 60 | 40.0 |
| Total | 150 | 100.0 |

*Source: Primary Data*

**INTERFERENCE:**

From the analysis, it shows that 60% of the respondents are male and 40% of the respondents are female. Thus the majority of the respondents are male.

### TABLE NO: 3.1.2
### AGE OF THE RESPONDENTS

| Age | No. of respondents | Percent |
|---|---|---|
| Below 20 years | 34 | 22.7 |
| 21 – 30 years | 48 | 32.0 |
| 31 -40 years | 40 | 26.7 |
| Above 40 years | 28 | 18.7 |
| Total | 150 | 100.0 |

*Source: Primary Data*

**INTERFERENCE:**

From the analysis, it shows that 22.7% of the respondents are in the age group of below 20yrs, 32% of the respondents are in the age group of 21-30 years, 26.7% of the respondents are in the age group of 31-40 years and 18.7% of the respondents are in the age group of above 40 years. Thus the majority of the respondents are in the age group of 21-30 years.

### TABLE NO: 3.1.3
### OPINION ABOUT QUALITY OF THE PROVIDED SERVICES OF SMARTPHONE COMPARE TO BASIC PHONES

| Particulars | No. of respondents | Percent |
|---|---|---|
| Very much satisfied | 51 | 34.0 |
| Satisfied | 26 | 17.3 |
| Neutral | 28 | 18.7 |
| Dissatisfied | 23 | 15.3 |
| Very much dissatisfied | 22 | 14.7 |
| Total | 150 | 100.0 |

**INTERFERENCE**

From the analysis, it shows that 34% of the respondents are very much satisfied, 17.3% of the respondents are satisfied, 18.7% of the respondents are neutral , 15.3% of the respondents are dissatisfied, and 14.7% of the respondents are very much dissatisfied towards the quality of the provided services of smartphone compare to basic phones.

Thus the majority of the respondents are very much satisfied towards the quality of the provided services of smartphone compare to basic phones.

**TABLE NO: 3.1.4**
**PRICE OF SMARTPHONES**

| Particulars | No. of respondents | Percent |
|---|---|---|
| Very high | 39 | 26.0 |
| High | 37 | 24.7 |
| Average | 29 | 19.3 |
| Low | 20 | 13.3 |
| Very low | 25 | 16.7 |
| Total | 150 | 100.0 |

**INTERFERENCE:**

From the analysis, it shows that 26% of the respondents said that very high, 24.7% of the respondents said that high, 19.3% of the respondents said that average, 13.3% of the respondents said that low and 16.7% of the respondents said that very low towards the price of smart phones.

Thus the majority of the respondents said that very high towards the price of the smart phones.

**TABLE NO: 3.1.5**
**SATISFACTION WITH USAGE EXPERIENCE OF SMARTPHONES**

| Particulars | No. of respondents | Percent |
|---|---|---|
| Highly satisfied | 40 | 26.7 |
| Satisfied | 39 | 26.0 |
| Neutral | 27 | 18.0 |
| Highly dissatisfied | 20 | 13.3 |
| Dissatisfied | 24 | 16.0 |
| Total | 150 | 100.0 |

*Source: Primary Data*

**INTERFERENCE:**

From the analysis, it shows that 26.7% of the respondents are highly satisfied, 26% of the respondents are satisfied, 18% of the respondents are neutral, 13.3% of the respondents are highly dissatisfied, and 16% of the respondents are dissatisfied towards the with usage experience of Smart phones. Thus the majority of the respondents are highly satisfied towards the with usage experience of Smart Phones.

**3.2.1 ONE WAY ANNOVA ANALYSIS OPINION ABOUT THE PROVIDED SERVICES OF THE SMARTPHONE COMPANY AND OPINION ABOUT THE PRICE OF SMARTPHONE**

**H0:**

There is no significant difference between opinion about the provided service of the smartphone company and opinion about the price of the smartphones.

**H1:**

There is significant difference between opinion about the provided service of the smartphone company and opinion about the price of the smart phones.

**ANOVA**
**OPINION ABOUT THE PROVIDED SERVICE OF THE SMARTPHONE COMPANY AND OPINIONABOUT THE PRICE OF THE SMARTPHONE**

| | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Between Groups | 2.123 | 4 | .531 | .199 | .939 |
| Within Groups | 387.637 | 145 | 2.673 | | |
| Total | 389.760 | 149 | | | |

**Result:**

Since the significant difference is greater than 0.05 we accept null hypothesis and reject alternate hypothesis which says, there is no significant difference between opinion about the provided service of the smartphone company and opinion about the price of smartphones.

**3.2.2 ONE WAY ANNOVA ANALYSIS AGE OF THE RESPONDENTS AND SATISFACTION WITH USAGE EXPERIENCE OF SMARTPHONES**

**H0:**

There is no significant difference between age of the respondents and satisfaction with usage experience of smartphones.

**H1:**

There is significant difference between age of the respondents and satisfaction with usage experience of smartphones.

**ANOVA**

**SATISFACTION WITH USAGE EXPERIENCE OF SMARTPHONES AND AGE OF THE RESPONDENTS**

|  | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| **Between Groups** | 11.500 | 3 | 3.833 | 1.956 | .123 |
| **Within Groups** | 286.160 | 146 | 1.960 |  |  |
| **Total** | 297.660 | 149 |  |  |  |

**Result:**

Since the significant difference is greater than 0.05 accept null hypothesis and reject alternate hypothesis which says, there is no significant difference between age of the respondents and satisfaction with usage experience of smartphones.

## 4. FINDINGS AND CONCLUSION
### FINDINGS:

➢ 60% of the respondents are male.
➢ 32% of the respondents are in the age group of 21-30 years.
➢ The majority of the respondents are very much satisfied towards the quality of the provided services of smartphone compare to basic phones (34%).
➢ The majority of the respondents said that very high towards the price of the smart phones (26%).
➢ The majority of the respondents are highly satisfied towards the with usage experience of Smart Phones (26.7%).

### CONCLUSION

Consumers are the real king of the business world. A business concern which obtains the affectionate relations of the consumers can successfully run its business for ever. From this study it is concluded that there is no significant difference between opinion about the provided service of the smartphone company and opinion about the price of smartphones and there is no significant difference between age of the respondents and satisfaction with usage experience of smartphones.The satisfaction level of respondents on smartphones has been moderately high and it may be increased. The sales promotion strategies followed by smartphone companies are in the satisfactory level.

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