A STUDY ON CUSTOMER SATISFACTION TOWARDS MOBILE PHONE IN COIMBATORE CITY

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ABSTRACT
Mobile phones are getting smarter each day. In view of the rapid development, multi-functionality, ubiquity and connectivity of mobile devices, it offers a new and potentially powerful market for the mobile phone users. The objective of the study is to identify the mobile phone preferred by the respondents, to analyses the satisfaction of the consumers towards mobile phone usage and to compare the satisfaction score among selected demographic variables. The sample size was 120 respondents. The statistical tools used in this study are Simple percentage, likert scale analysis, Rank analysis. The concept of customer satisfaction has attached much attention in recent years. Organizations that try to analyze this concept should begin with an understanding of various customer satisfaction models. They are living in world which is totally networked with the communication. With the advent of fast technology, the world has become a global village. With the click of small buttons on a computer one can easily get any information according to user needs and choice. Recent developments in mobile technologies have produced a new kind of device, a programmable mobile phone. Generally, smart phone users can program any application which is customized for needs. Further more, they can share these applications in online market. Therefore, mobile phone and its application are now most popular keywords in mobile technology. Hence, it is vital to analyses the customer satisfaction among mobile phone users and make necessary changes in the technology in order to with stand in the competitive market. The findings state that the consumers are more satisfied with the social media facility but not satisfied with the gaming technologies of current brand of Smartphone has an influence over satisfaction. Samsung brand is mostly preferred by the respondents.

INTRODUCTION

Customer usage and buying behaviour of any product largely depend upon their perception about their product. Perception develops through how effectively product has been marked. These day's firms are putting their best effort in marketing in order to get customer attention and positive impression on customer's mind, customer perception is also identified by the colour, shape, taste and preference of the product.

Perception is how human recognize and interpret stimuli customer satisfaction of quality is measured an essential determinant of the product choice. In other words, satisfaction is the first impression that individual draw and on the basis of its select, and interpret information to form a meaningful picture of the world. That's why it is believed that customer satisfaction influence customer level of satisfaction and so their buying and usage and decision.

The topic customer perception basically come from consumer behaviour. The purpose of this

study is to provide an overall perception of mobile phone users about their behaviour or attitude, preference and satisfaction towards mobile phones.

Customer behaviour is the study of individuals, groups, or organisation and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and impact that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology and economics. It attempt to understand the decision making processes of buyers, both individuals and in groups. It studies characteristics of individual's consumers such as demographics and behaviour variables in an attempt to understand people's wants.

STATEMENT OF THE PROBLEM

Mobile phone's has now become the basic nee of every person in their life. As number of manufactures has entered the Smartphone market, the competition in the Smartphone market becomes more and more fierce. Nokia a Smartphone manufacture used to dominate the phone market, but recently it appears to be losing ground in the Smartphone market. People now are living in the highly developed and technologically advanced society. For Smartphone manufactures, uncovering customer preferences and predicting customer behaviour is the key to conquer the mobile phone market. This study is conducted to know the level of satisfaction of the customers with selected respondents.

SCOPE OF THE STUDY
- ➢ The main scope of this study is to analyse the customer satisfaction towards mobile phones.
- ➢ This study helps to know the factors which influencing the consumer to purchase of mobile phone.
- ➢ This study helps to analyse the customer satisfaction level of mobile phone usage.

OBJECTIVES OF THE STUDY
- ➢ To analyse the preference level of consumers towards mobile phones among various brands of mobile phones.
- ➢ To find the satisfaction level of mobile phone users of different brands.
- ➢ To analyse the factors influencing buying behaviour of customers towards mobile phones.

RESEARCH METHODOLOGY
RESEARCH DESIGN
- ➢ **Research design**
  Survey research was conducted in this study.
- ➢ **Sampling technique**
  Convenient sampling technique was used.
- ➢ **Sample size**
  Sample size taken study was 220 respondents.
- ➢ **Tools for analysis.**
  - • Simple percentage analysis
  - • Liker scale analysis
  - • Rank analysis

REVIEW OF LITERATURE
Dr. L. Venkatesan, "Buyer preference towards Mobile phones in selected areas inChennai – A study" RRDM Vol-3 Issue II November 2018. ISSN 2455 3085. The Scope of this studies the customers using Mobile Phones to find the level of their first choice, perception and satisfaction. It was collected with the aid of formal structured interview schedule, with personal face-to-face interaction. The schedule covers personal data, economic conditions, and satisfaction towards charges and services suggestions from the consumers.

Dr Sukhvir Singh and Mr Inderpreet Singh, " A study on consumer perception about smart phones" AIIRJ Vol-I January 2018 ISSN 2349 638xThe mobile phone has made our life easily. We can perform different task of our daily life on mobile phones in few seconds. We can transfer money, pay utility bills by using mobile phones in few seconds for which we have to go to banks that takes a lot of time. The aim of the study is to cover entire research about judging the customer reactions while making purchase of smartphone

RevathyRajasekaran, S. Cindhana and C. AnandhaPriya, "consumers perception and preference towards smartphone" ICTACT journal on Management studies Vol-04 Issue 3 August 2018 ISSN 2095 1664.Smartphone usage has proliferated in recent years. Nowadays people seem to become dependent towards Smartphone due to its convenience, great camera features, easy applications installations, and more importantly, it can do most of the computer functions on the go. In this technology and competitive era, this study aims to explore the key factors which motivate consumers to purchase and use Smart Phones.

NushratNahidaAfroz,"Students Brand preference towards smartphone" IOSR-JBM. Vol-19 Issue-2 Feb 2017 ISSN 2278 487x.Brand preferences are usually

studied by attempting to profile and understand loyal consumers. It is the indicator of the strength of a brand in the hearts and minds of customers. Brand preference represents which brands are preferred under assumptions of equality in price, battery durability, camera resolution and so on. In recent times smart phone plays a significant role among the users to meet up their numerous objectives by operating their desired smart phone

DATA ANALYSIS AND INTERPRETATION
In this chapter the analysis and interpretation of the study on "customer satisfaction towards mobile phones" is based on the opinion of sample of 230 respondents selected from Coimbatore city through a questionnaire containing 20 questions were analysed through

- Percentage analysis
- Likert scale analysis
- Rank analysis

LIKERT SCALE ANALYSIS
TABLE SHOWING THAT MOBILE PHONES ARE MORE COMFORTABLE THAN OTHER DEVICES

S.NO	SATISFACTION LEVEL	NO.OF RESPONDENTS	LIKERT VALUE (X)	TOTAL (fx)
1	Strongly agree	76	5	380
2	Agree	82	4	328
3	Neutral	51	3	153
4	Disagree	8	2	16
5	Strongly Disagree	3	1	3
	TOTAL	220		880

(Source primary data)

$$\text{Likert scale} = \frac{\pounds fx}{\text{Total number of respondents}}$$

= 880/220
= 4

INTERPRETATION

Likert scale value **4** is greater than the mid value 3, thus the satisfaction level of the customer is in the agree state.

TABLE SHOWING THE EXPRERIENCE OF THE MOBILE PHONE

S.NO	SATISFACTION LEVEL	NO.OF RESPONDENTS	LIKERT SCALE (x)	TOTAL (fx)
1	Highly satisfied	87	5	435
2	Satisfied	86	4	344
3	Neutral	41	3	123
4	Dissatisfied	3	2	6
5	Highly Dissatisfied	3	1	3
	TOTAL	220		911

(Source primary data)

$$\text{Likert scale} = \frac{\pounds fx}{\text{Total number of respondents}}$$

= 911/220
= 4.140

Likert scale value is **4.140** which is greater than the mid value (3) thus the satisfaction level of the customer is in the agree state.

RANK ANALYSIS

TABLE SHOWING THE FEATURES OF MOBILE PHONES ACCORDING TO THEIR SATISFACTION LEVEL

S.NO	PARTICULARS	1	2	3	4	5	TOTAL	RANK
1	CAMERA	78(5)	36(4)	46(3)	39(2)	27(1)	777	1
2	STORAGE	27(5)	81(4)	59(3)	43(2)	16(1)	738	4
3	BATTERY	50(5)	43(4)	78(3)	39(2)	14(1)	748	2
4	BRAND	55(5)	43(4)	47(3)	66(2)	19(1)	739	3
5	DESIGN	49(5)	37(4)	33(3)	38(2)	67(1)	635	5

(Source primary data)

INTERPRETATION
In the above table it is understood that camera is ranked **1**, Battery is ranked **2**, Brand is ranked **3**, Storage is ranked **4**, Design is ranked **5**.

In this study the majority of the respondents ranked 1 for camera and thus the influence of the camera is more in the customer behaviour.

FINDINGS
SIMPLE PERCENTAGE ANALYSIS
- Majority (51.4%) of the respondents are male.
- Majority 40.5% of the respondents are in the range of 21-30 years.
- Majority (52.7%) of the respondents are graduates.
- Majority (64.5%) of the respondents are unmarried.
- Majority (39.5%) of the respondents are students.
- Majority (33.6%) of the respondents are Rs. 2,00,000-Rs.3,00,000.
- Majority (32.7%) of the respondents use their mobile phone for 2-3 years.
- Majority (31.8%) of the respondents are using Samsung mobile.
- Majority (30.9%) of the respondents use the mobile phone for social media.
- Majority (50.9%) of the respondents buy their mobile phones through showrooms.

LIKERT SCALE ANALYSIS
- Likert scale value 4 is greater than the mid value 3, thus the satisfaction level of the customer is in the agree state.
- Likert scale value is 4.140 which is greater than the mid value (3) thus the satisfaction level of the customer is in the agree state.

RANK ANALYSIS
- In this study the majority of the respondents ranked 1 for camera and thus the influence of the camera is more in the customer behaviour.

SUGGESTIONS
- This study suggested about the customer satisfaction towards mobile phones.
- This study suggested that the mobile companies should concentrate more on facilities and innovation expected by members at the age group of 21-30
- Mostly students to prefer to buy their mobile often so the companies should improve more features regarding the students.
- Mostly the respondents are favourable to Samsung mobile, so the other brand mobile should improve to increase their scales.

- Most of the respondents records that brightness is the major factor which affects the health.

CONCLUTION

This study concluded that in this modern business economy, it is very important to analyse the satisfaction level of the customer. This study shows the majority of the customer is satisfied with the mobile phone but also there are some dissatisfaction because of various reasons if the necessary steps are taken to resolve the problem retention of customers will be high. The steps will satisfy the most of the customer and will increase in the value of sale of mobile phone. The mobile phone companies should focus on promotions, Branding and Pricing and they should give a clear picture of the product going to sell so that the customer can decide and select mobile phones. If the mobile phone companies understand and the preference and overall satisfaction of the customer and can give mobile in the price range preferred the customer with a good quality, it will bring the mobile phone industry to the next level.

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