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ISSN (Online) : 2455 - 3662

SJIF Impact Factor :5.614

ISI I.F. Value : 1.188

# EPRA International Journal of Multidisciplinary Research

Monthly Peer Reviewed & Indexed  
International Online Journal

Volume: 5 Issue: 8 August 2019

Indexed By:



 Published By :EPRA Publishing

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## **USAGE OF SMART PHONE AMONG MIDDLE AGED GROUP PEOPLE IN ERNAKULAM DISTRICT**

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### **ABSTRACT**

*Social media is abuzz after Yahoo! published a story about how an old lady was taking in all the excitement of a movie premiere as the rest of her younger counterparts were reaching for their smartphones to take a picture. The article sparked a lot of discussion about our addiction to smartphones. But it also asked the question: how come we don't live in the moment anymore. Smart phone have now become an essential part of life. It provides many services like internet, whatsapp, etc but sometimes it affect your life when it is used wrongly. The objective of this study was to explore factors which affect most and how smart phone usage differs between genders.*

**KEY WORDS:** *usage, smart phones, knowledge, middle aged, problems, advertisement*

### **INTRODUCTION**

India has become the second biggest Smartphone market in terms of active unique Smartphone users, crossing 220 million users, it surpassing the US market, according to report of counterpoint research. A Smartphone is a mobile phone which combines various features of personal computers with an advanced operating system. In April 2014, Samsung produced the first Smartphone that Samsung Z1 runs Tizen; it was released in India market on January 14, 2015. Smartphone give us ability to connect with our relatives, to news and to websites with just tap a touch screen. Smartphone become crucial part of everyday life. Smartphone provides many benefits for users as well as rapidly provides detriment. The researcher inspires the growth of Smartphone users to investigate the Smartphone over usage among youngsters at age group between 15 to 29. The consumer buying preferences are rapidly changing and this result to change in the customer behaviour for a product. Products that were previously considered luxury items have become a necessity because of the changing lifestyle and rising income levels. Use of smartphone does not remain restricted to higher class but it has become an integral part of lower and

below poverty line class. Study of consumer behaviour in the smartphone industry has emerged as an interesting area for researchers.

### **STATEMENT OF THE PROBLEM**

This study focus on the usage of smart phone among middle aged group of people. Nowadays smartphone becomes so popular in our society. it makes communication between people easier. there are different types of smartphones like Apple, Samsung, Oppo, Redmi, Huawei etc are available. consumers have different characteristics in their life, which influences their buying behaviour.

### **REVIEW OF LITERATURE**

Revathy Rajasekaran, (2014) in her article entitled with "Consumers Perception And Preference Towards Smartphone" has stated 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. Further, the reason behind the usage of smart phone is found and

to identify the customer attitude towards smart phone and finally to know the customer's satisfaction level towards smart phones. This study is more essential for Smartphone companies as their sales and profit will be depend upon on customer perception. Overall this study will facilitate the improvement of Smartphone industry in the view of customer perception and their attitude. **Harwinder Kaur Research (2015)** in his study "Consumer purchase behaviour towards Mobile phones" states that, The craze for mobile services in India is increasing substantially. Information technology has brought tremendous change in day-to-day activities of the common man to entrepreneurs. Mobile as a medium is growing fast with its easy accessibility and reach. It is not just telecom centric. From a communication tool, it has emerged as a device for all purposes. With most adults and many children now owning mobile phones. **K.Abirami (2017)**the study entitled with "A Study On Consumer Buying Behaviour Towards Smart Phones With Reference To Kumbakonam" state that Smartphone means the phone perform many functions like a computer with internet access and have a unique operating system. The basic objective of this paper is to identify the consumer buying behaviour of smartphones. A total of 50 respondents were selected for the survey. Simple random technique was used. Statistical tools & techniques were used to find the factors in excel spread sheet. This study analyses the factors influencing the consumer buying behaviour and price consciousness of consumers towards smart phones.

**OBJECTIVES OF THE STUDY**

1. To identify the problems facing while using smartphone among middle-aged consumers with special reference to Ernakulam District.
2. To know which advertising media puts more impact on the buying decision of middle-aged consumer with special reference to Ernakulam District.

**RESEARCH METHODOLOGY**

Both primary and secondary data are used for the study. The primary data are collected from the respondents using a questionnaire. Here the respondents are 100 middle aged customers. Secondary data are collected from various sources including books, journals, articles, websites etc.The collected data are analyzed using various statistical tools. The tables are used to represent the data.

**DATA ANALYSIS AND INTERPRETATION**

**Problems of smartphone**

The problem of the smartphone of sample respondents was analysed on the basis of opinion regarding the options when the brand is out of stock and the problems of the smartphone.The descriptive analysis of complaints of the smartphone of sample respondents shows that the important problems are heating issue, battery complaint and poor storage facility. The other problems are related with connecting to WiFi network and connecting personal computer.

**Table no 1 Problems of smartphone**

Attributes	Mean
Battery complaint	3.94
Poor storage capacity	3.49
Heating issue	4.2
Wi-Fi not connecting	3.01
Device not able to connect pc	3.36
Device not able to connect with Google sync	2.77

(Source: primary data)

**Effectiveness of the Advertisement**

The study reveals that 34 percentages of sample respondents are influenced by the internet,

28 percentage of sample respondents are influenced by television and only 6 percentages of respondents are influenced by magazine advertisement.

**Table no 2 Effectiveness of advertisement**

Attributes	Frequency	Percentage
Television	28	28
Newspaper	21	21
Magazine	6	6
Internet	34	34
Word of mouth	11	11
<b>Total</b>	<b>100</b>	<b>100</b>

(source: primary data)

**Gender of customers and influence of technical aspect while purchasing smartphone**

**H0: There is significant association between gender of customers and influence of technical aspect while purchasing smart phone.**

H1: There is no significant association between gender of customers and influence of technical aspect while purchasing smart phone.

**Table no 4.4**  
**Gender of customers and influence of technical aspect**

O	E	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
16	22.04	6.04	36.48	1.65
20	16.24	3.76	14.14	.87
12	10.44	1.56	2.43	.23
10	9.28	.72	.52	.06
22	15.96	6.04	36.48	2.28
8	11.76	3.76	14.14	1.20
6	7.56	1.56	2.43	.32
6	6.72	.72	.52	.08
<b>Calculated value</b>				<b>Σ=6.69</b>

Degree of freedom = (r-1) (c-1) at 5% significance level

$$(2-1) (5-1)$$

$$1*4= 4$$

Table value =9.488

Calculated value = 6.69

Calculated value between gender of customers and influence of technical aspect while purchasing smartphone is 6.69. So it is less than the table value, therefore accept the null hypothesis.

**FINDINGS**

- From the study it revealed that most of the middle-aged consumers are influenced by advertisement on the internet while purchasing smartphone .only few of them are influenced by magazine advertisement.
- The prominent factor influenced the purchase decision of the smartphone by the middle-aged person is the popularity of the brand. The other important factors are quality of the product, technical aspect, and advertisement.
- The prominent problem by middle-aged consumers while using smartphone is a heating issue and the other problems considering while usage is battery complaints, poor storage capacity, device not able to connect PC, Wi-Fi not connecting and device not able to connect Google sync.
- The study statistically tested and validated the association between gender and influence of technical accepts while purchasing smartphone

**CONCLUSION**

In the present study, the more number of respondents using their smart phone helps improve the knowledge but it also having some factors which affecting most of youngsters such that using their smart phone frequently, spend too much of money for recharges and having less interact with people due The study revealed that favorite feature in smartphone for middle-aged consumers is internet browsing. .it is found that middle-aged consumers are influenced by advertisement on the

internet while purchasing smartphone. The prominent factor influenced the purchase decision of smartphone by the middleaged person is the popularity of brand .the most preferred brand among middle-aged person is Redmi. The prominent problem by middle-aged consumers while using smartphone is a heating issue so it is suggested that tries reducing and controlling the heating.

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