



## Study Of Mobile Phone Users Among the Annamalai University Students

Dr. V. Maheswari

Assistant professor in commerce Govt. college for women(Autonomous) kumbakonam-612001

### ABSTRACT

*Today's technology is essential tools of the teaching trade. Many using mobile phone uses among the students in particular make effective of the technology to acquire, create and display the knowledge that they are gaining. The study determined personal & family factors related to the mobile phone users. It finds the students see technical criteria (durability, reliability and performance), economic, social, and personal on making choice of branded mobile phones. The study investigate mobile phone users among the Annamalai University students the brand preference. A part from affordable pricing and assured quality of the mobile phone, the mobile company's target audience should be more towards students.*

### KEYWORDS :

### Introduction

Mobile phone market is a typical technology push driver market where products are created ahead of the recognition of existed recognized mobile phone users among the students needs, mobile phone development is based on consumers possible future needs. Mobile phone markets are one of the turbulent market environments today due to increased competition and change. This it is of Mobile phone users among the students choices between different mobile phone brands. The study aims to address the above questions by analyzing the following research questions.

Which brand is preferred most by mobile phone users among the students while purchasing mobile phones?

What in the status and impact of the technical economical, social and personal criterion by mobile phone users among the Annamalai University students to take the decision for choosing and purchasing the branded mobile product?

What is the current satisfaction level on the particular brand owned?

### Objectives of the study

- To high light the key players in mobile phone market
- To study the criterion on brand preference of mobile phone users among the students.
- To study the level of satisfaction on mobile phone users among the students in the study area.

### Methodology

This study is mainly based on primary data. The primary data was collected from mobile phone users among the students through questionnaire. The secondary data was collected through journal, company publication, news paper and websites.

### Scope of the study

The study covers the aspects pertaining to the opinion of the mobile phone users among the Annamalai University students and those who are going to replace the particular brand of mobile phone in Chidambaram town towards brand awareness, preference and their level of satisfaction.

### Sample plan

The total sample consists of 250 respondents. The respondents have been selected from Annamalai University. Simple random sampling has been adopted.

### Statistical tool

The collected data were properly classified, arranged, coded, segregated, tabulated and summarized into a master table from the master table, the values were taken into the concerned tables. The entire collected data were analysed by using simple percentage analysis and by chi square test.

### Mobile Phone of Respondents

| S. No | Brand name   | No. of respondents | % of respondents |
|-------|--------------|--------------------|------------------|
| 1     | Samsung      | 131                | 52.40            |
| 2     | Nokia        | 49                 | 19.60            |
| 3     | LG           | 06                 | 2.40             |
| 4     | Sony Ericson | 12                 | 4.80             |
| 5     | Micromax     | 23                 | 9.20             |
| 6     | Others       | 29                 | 11.60            |
|       | Total        | 250                | 100.00           |

### Hypothesis of the study

The following null hypothesis has been framed by the researcher and it has been tested with Chi-square test.

H1: There is a significant relationship between income and amount spend for purchase of mobile phone.

H2: There is a significant relationship between gender and frequency of changing of mobile phone.

H3: There is a significant relationship between gender and period of usage of mobile phone by the respondents.

### Limitation of the study

Tele communication net works like BSNL, idea, Aircel, Airtel and so on has not been considered in their study.

There is no classification has been given by the researcher for smart phones & other variety of mobile phones in this research work.

**Table 4.1**  
**Relationship between Income and Spending on Mobile Phones**

| Income/ spending amount | Less than 10,000 | 10,000-20,000 | 20,000-40,000 | 40,000 above | Total |
|-------------------------|------------------|---------------|---------------|--------------|-------|
| Less than 15000         | 85               | 24            | 2             | -            | 111   |
| 15000-25000             | 34               | 25            | 3             | -            | 62    |
| 25000-35000             | 25               | 20            | 1             | 2            | 48    |
| 35000 and above         | 8                | 15            | 5             | 1            | 29    |
| Total                   | 152              | 84            | 11            | 3            | 250   |

**Table 4.2**  
**Chi-square analysis on the Relationship between Income and Mobile Phones**

| O  | E     | (O-E) <sup>2</sup> | (O-E) <sup>2</sup> /E |
|----|-------|--------------------|-----------------------|
| 85 | 67.49 | 306.60             | 4.54                  |
| 34 | 37.7  | 13.69              | 0.36                  |
| 25 | 29.18 | 1.47               | 0.6                   |
| 8  | 17.63 | 92.74              | 5.26                  |

|    |       |                       |       |
|----|-------|-----------------------|-------|
| 24 | 37.3  | 176.89                | 4.74  |
| 25 | 20.83 | 17.39                 | 0.83  |
| 20 | 16.13 | 14.98                 | 0.93  |
| 15 | 9.74  | 27.67                 | 2.84  |
| 2  | 4.88  | 8.29                  | 1.7   |
| 3  | 2.73  | 0.07                  | 0.03  |
| 1  | 2.11  | 1.23                  | 0.57  |
| 5  | 1.28  | 13.84                 | 10.85 |
| -  | 1.33  | 1.77                  | 1.33  |
| -  | 0.74  | 0.55                  | 0.74  |
| 2  | 0.58  | 2.02                  | 3.5   |
| 1  | 0.35  | 0.42                  | 1.21  |
|    |       | (O-E) <sup>2</sup> /E | 40.04 |

$$\chi^2 = \sum(O - E)^2 / E = 40.04$$

Degree of freedom = (4-1) (4-1) = 9

The table values of c<sup>2</sup> at 5% level of significant = 16.92

**Result of tested hypothesis**

The calculated value (40.04) is greater than the table value (16.92). hence, the null hypothesis is rejected. Therefore, there is a significant relationship between income and amount spent for purchase of mobile handset by the students.

**Table 4.3**

Relationship between Gender and Frequency of Changing Mobile Phone

| Gender | Less than 1 year | 1-2 years | 2-4 years | Above 4 years | Above |
|--------|------------------|-----------|-----------|---------------|-------|
| Male   | 13               | 35        | 58        | 55            | 161   |
| Female | 7                | 17        | 40        | 252           | 89    |
| Total  | 20               | 52        | 98        | 80            | 250   |

**Table 4.4**

Chi-square analysis on the Relationship between Gender and frequency of changing Mobile Phone

| O  | E     | (O-E) <sup>2</sup>    | (O-E) <sup>2</sup> /E |
|----|-------|-----------------------|-----------------------|
| 13 | 12.88 | 0.014                 | 0.0011                |
| 35 | 33.49 | 0.280                 | 0.0681                |
| 58 | 63.11 | 26.112                | 0.4138                |
| 55 | 52.52 | 12.110                | 0.2351                |
| 7  | 7.12  | 0.014                 | 0.0020                |
| 17 | 18.51 | 2.280                 | 0.1232                |
| 40 | 34.89 | 26.112                | 0.7484                |
| 25 | 28.48 | 12.110                | 0.4252                |
|    |       | (O-E) <sup>2</sup> /E | 2.0169                |

$$\chi^2 = \sum(O - E)^2 / E = 2.0169$$

Degree of freedom = (2-1) (4-1) = 3

The table values of c<sup>2</sup> at 5% level of significant = 7.815

Result: H<sub>0</sub> is accepted since the calculated value of c<sup>2</sup> (2.0169) less than the table value of c<sup>2</sup> (7.815). Hence there is no significant relationship between gender and frequency of changing the mobile handset by the students.

**Table 4.5**

Relationship between Gender and time Period of Usage the Mobile

| Gender | Less than 1 year | 1-2 years | 2-4 years | Above 4 years | Total |
|--------|------------------|-----------|-----------|---------------|-------|
| Male   | 9                | 20        | 69        | 52            | 150   |
| Female | 3                | 06        | 45        | 46            | 100   |
| Total  | 12               | 26        | 114       | 98            | 250   |

**Table 4.6**

Chi-square analysis on the Relationship between Gender and frequency of changing Mobile Phone

| O  | E    | (O-E) <sup>2</sup>    | (O-E) <sup>2</sup> /E |
|----|------|-----------------------|-----------------------|
| 9  | 7.2  | 3.24                  | 0.45                  |
| 20 | 15.6 | 19.36                 | 1.24                  |
| 69 | 68.4 | 0.36                  | 0.01                  |
| 52 | 58.8 | 46.24                 | 0.79                  |
| 3  | 4.8  | 3.24                  | 0.68                  |
| 6  | 10.4 | 19.36                 | 1.86                  |
| 45 | 45.6 | 0.36                  | 0.01                  |
| 46 | 39.2 | 46.24                 | 1.18                  |
|    |      | (O-E) <sup>2</sup> /E | 6.21                  |

$$\chi^2 = \sum(O - E)^2 / E = 6.21$$

Degree of freedom = (2-1) (4-1) = 3

The table values of c<sup>2</sup> at 5% level of significant = 7.82

Result: Thus calculated value of (6.21) is less than the table value of (7.82). Hence null hypothesis accepted. Therefore, there is no significant relationship between gender and time period of using the mobile phone hand set by the students.

**Findings of the study**

Majority of the students (131/250) have owned Samsung mobile handset firstly Samsung has to strong brand preference over brand. The strongest brand is he ones with extremely high quality, will have a large number of committed customer.

Samsung have 52.40% uses which is more than Nokia and the rest of the respondents that is 11.60% have owned other brands such as Motorola, lava, g five, G seven, Karbonn, Lemon, Spice, Videocon etc.,

Most favourite brand among the college students is Samsung from the study it was found that following factors were advertisement, appearance, price, mobile features, quality, brand image, service availability of friend recommendation are the important factors for the students while purchasing mobile phones.

55% students are ready to pay for a mobile phone less than 10,000 and they spend according to their family income. 30% students are using the mobile phones since last 1to 2 years

From this study it was found that majority of the students use the mobile phones for talking, SMS and for using the GPRS function. Mostly students have hands free, blue booth and memory card.

Out of 38 students those who were in the mindset to replace from their existing mobile brand to other mobile brand. 85% students preferred the brand Samsung, two of them preferred the brand 'Apple' are preferred the brand HTC and blackberry. All students are aware about GPRS, Bluetooth and MMS service and 4G function.

**Suggestion**

In the study area, most of the students have opined that they had dissatisfied with wi-fi connectivity and Bluetooth opinion, hence the manufacturers should pay attention to redress the problem on wi-fi connectivity and Bluetooth features.

Most of the students have opined to prefer small players like Motoro-

la, karbonn, Videocon and a like at their repurchase. In order to retain the customers these mobile phone companies may extend the guarantee & warranty period with free of cost.

### Conclusion

It is arrived at a conclusion from the present study. It is analysed that the students do not prefer branded mobile for creating self image however they choose it because they believe branded mobile reduce the unexpected kinds of risk that may occurs. Students do not prefer branded mobile in order to maintain social status while taking decision of purchase. Apart from affordable pricing and assumed quality of the mobile phones, the mobile company's target audience should be more towards students.

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