



A Study on Customer Satisfaction Towards Smartphone with Special Reference to Coimbatore City

KEYWORDS

Smart Phones, communication, technology

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ABSTRACT We 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, you can easily get any information according to your needs and choice. Recent developments in mobile technologies have produced a new kind of device, a programmable mobile phone, the smart phone. Generally, smart phone users can program any application which is customized for needs. Furthermore, they can share these applications in online market. Therefore, smart phone and its application are now most popular keywords in mobile technology.

Introduction

The integration of the world economy has been made possible with a strong and efficient channel of communication. The nature of communication has gone a significant change during the last decades. Now the economic power lies in the hands of the countries having very sound information technology network. Different consumers have different characteristics in their life that also influences their buying behavior. Social factors such as family, groups, roles and status and personal factor such as age occupation, life style, personality, and self concept are those characteristics that could influence the buyer behavior in making final decision. The research is also on the marketing strategy of the Smartphone companies to influence the buying behavior of customer. These strategies include promotional campaigns, tie ups with network carrier etc.,

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 reflect the customer choice, purchase of particular brand, performance, style and satisfaction of the customer. Along with the smart phone fundamental capabilities to make voice call, video call, and SMS, and MMS, smart phones have been repositioned as a "new information medium". In other words, smart phones have extended list of information processing functionalities such as managing personal time schedule, accessing Internet contents, editing documents, utilizing location- awareness function, and many other exciting applications. All these functionalities are delivered through the software installed on the smart phone. It is stressing that the ever increasing importance of mobile software and other mobile contents are solicited by the prevalent of smart phone

Objectives of the study

1. To find the growth and development of the Smartphone.
2. To identify the factors influencing the consumer to purchase the Smartphone.
3. To find out the level of satisfaction while using the Smartphone.

Research methodology

Sample consisting of 200 respondents was selected for the study. Convenient sampling has been adopted for the study. The data was collected from 200 respondents in Coimbatore city

Tools used for analysis

1. Simple percentage analysis
2. Ranking method
3. Weighted average analysis

Limitation of the study

- The study has been restricted to 200 respondents due to the limited span of time.
- It is limited to the data collected through the questionnaire.
- The respondent's views and opinion may hold good for the time being and may vary in the future.

Review of literature

Fe and ikova (2004) added that the perception of the word "satisfaction" influences the activities, which a customer conduct to achieve it. Researchers have also identified customer satisfaction as a multi dimensional in nature and viewed overall satisfaction as a function of satisfaction with multiple experiences with the service provider.

Reddy (2005) states that are not enough if the product meets the fictional requirements of the customer; it should meet certain other customer expectations like behavior of the person who provides service. Customer satisfaction is the combination of both technical features and human behavioral aspects.

Kennedy & Schneider (2000) states, that in the changing economy, know ledges is as important as product/ service which is becoming globally standardized. Companies gain competitive advantage through constant innovation; better targeting customers and additional service. Customer satisfaction has been an important aspect for every organization due to constant innovation in components or service.

Webbrook and oliver (1991) described customer satisfaction is a post choice evaluative judgment concerning a specific purchased selection.

Data analysis and interpretation

Table: 1 Respondents based on awareness

Source of awareness	Frequency	Percentage
Advertisement	29	14.5
Friends	32	16.0
Magazines	45	22.5
Internet	24	12.0

Relations	38	19.0
Others	32	16.0
Total	200	100

(Source: primary data)

The above table shows that 14.5% of the respondents came to know about the product through advertisement, 16.0% through friends, 22% through magazines, 12% through internet, 19% through relations, 16% of the respondents came to know about the product through the other sources.

Table: 2 Respondents based on Brand preference

Type of brand	Frequency	Percentage
Samsung	28	14.0
Sony	47	23.5
Motorola	43	21.5
Gionee	38	19.0
I phone	22	11.0
Others	22	11.0
Total	200	100.0

(Source: primary data)

Table: 4 Classification of the respondents based on the specification of smart phone (RANK ANALYSIS)

Factor	1 st rank	2 nd rank	3 rd rank	4 th rank	5 th rank	6 th rank	7 th rank	8 th rank	9 th rank	10 th rank	11 th rank	12 th rank
Dual sim	5	12	19	39	17	4	5	25	6	20	31	17
Camera	21	6	5	2	18	14	8	23	38	16	16	33
Sound effects	3	3	5	11	6	12	29	5	17	53	38	18
Wifi	9	4	5	9	5	21	9	58	12	23	36	9
Battery life	3	5	12	7	13	9	9	49	23	29	32	9
4g	76	1	2	3	19	18	13	1	17	26	11	13
Memory storage	29	49	19	5	13	18	4	22	15	5	2	19
Operating system	17	37	28	5	7	31	13	12	6	5	28	11
Finger print	17	31	27	35	6	5	41	6	2	2	23	5
Reality	6	8	29	43	33	32	13	7	2	8	18	1
Processor	2	18	11	18	61	33	3	24	1	8	4	17
Style	33	22	27	44	16	10	23	1	8	2	4	10

(Source: primary data)

The respondents felt that avail more storage is the important facility, so this factor is most important wi-fi thus it ranks number 1 Apart from finger print the respondents prefer factor ranks number 2. Nowadays peoples prefer dual sim, thus it ranks number3, apart from these the respondents also prefer wi -fi and it ranks number 4. The factor which have moderate importance are listed one after the other camera resolution rank number5, applications rank number 6, battery life ranks number 7 and style is also given certain importance so it ranks number 8. Apart from these the respondents have sort out some factor as least important they are sound effects ranks number9, display size ranks number 10, facility rank number 11 and accessories ranks number 12.

Table: 5 Classification of the respondents based on the level of satisfaction

Factors	Weighted average score	Rank
Price	704	7
Style	837	1
Brand	792	2
Dual sim	706	6

The above table shows that 14% of respondents preferred Samsung, 23.5% of respondents preferred sony, 21% of respondents preferred Motorola, 19% of respondents preferred Gionee, 11% of respondents preferred I phone, 11% of respondents preferred other products..

Table: 3 Influencing factors of the respondents

Factor	Frequency	Percentage
Camera	35	17.5
High inbuilt memory	50	25.0
New apps	36	18.0
Wi-fi	26	13.0
Messaging	27	13.5
Others	26	13.0
Total	200	100.0

(Source: primary data)

The above table shows that 17.5% of the respondents prefer camera as the essential feature, 25% for high in-built memory 18% for New applications 13% for WI-FI 13.5% for messaging 13% for others specify.

Battery life	745	5
4g	768	3
Memory storage	760	4
Operating system	663	8
Display size	698	9
Reality	613	11
Processor	640	10
Accessories	509	12

- From the above table it is inferred that easy availability has obtained 1st rank with weighted average score of 837, priority of branded price has obtained 2nd rank with weighted average score of 792, usage of variety of brands has obtained 3rd rank with weighted average score of 768, 4g has obtained 4th rank with weighted average score of 760, memory storage has obtained 5th rank with weighted average score of 745, battery life has obtained 6th rank with weighted average score of 706, dualism has obtained has 7th rank with weighted average score of 704, customer price has obtained has 8th rank with weighted average score of 663, operating system has obtained has 9th rank with weighted average score of 698. Priority of display size has obtained 10th rank with weighted average score of 640. variety of processors has obtained.

Findings

- It is inferred that the 22% of the respondents came to know about the product through magazines.
- It is inferred that the 23.5% of the respondents prefer Sony
- It is inferred that the 25% of the respondents prefer high inbuilt memory as the essential feature,
- Finger print was given the first rank; operating system was given second rank and accessories facility given by rank number 12.
- Majority of the respondents are satisfied with the style of the smart phones.

Suggestions

- Smartphone may increase the efficiency and endurance of the battery.
- It is suggested that they can change the application and features of the Smartphone.
- Most of the people suggest reducing the price of the mobile.

Conclusion

As the competition is increasing among the companies, especially in the mobile market today, this market has become extremely competitive and the smart phone and the Smartphone makers are moving aggressively to attract customers by offering attractive promotions and services. Therefore, the smart phone companies should take the necessary action for them to know the effects that will make customers satisfied in order to be able to retain customer loyalty.

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