



CONSUMER'S ATTITUDE TOWARDS SMARTPHONES OF SELECT OS VERSION IN COIMBATORE CITY

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ABSTRACT The study is to research the distinctive components influencing purchasing intentions of clients towards advanced mobile phones. A theoretical model is produced that extraneously and characteristically influence the buy choices of the clients. A broad utilization of writing audit is considered for better diagnostic research. The exploration expects to defeat the hole of understanding the idea of purchasing intentions for Smartphones which spurs consumers in settling on the buy choice. This investigation gives important knowledge into customer conduct with respect to Smartphones request by looking at the factors that impact consumer interest for utilizing and owning them. The discoveries of the investigation distinguish Product Feature, Price, Social impact, Brand Name and Convenience factors which influences the purchasing thought processes in Smartphone.

KEYWORDS : Smartphones, Factor influencing, Social impact.

INTRODUCTION:

Smartphone innovation is developing quickly and it is impacting shoppers' practices, their day by day way of life, promoting, and business exercises. Smartphones were presented in the year 1993, the IBM Simon was the main ever Smartphone to include programming application with touchscreen. Smartphone is stashing PCs running with a portable working framework and furthermore a phone organize association for voice call, SMS and for web offices.

Smartphones runs a product part called applications, which brings world into your pocket. Current Smartphones have a touch screen shading show with a graphical UI that covers the front surface and empowers the client to utilize a virtual console to sort and press onscreen symbols to actuate "application" highlights. In this day and age Smartphone satisfies people groups require as it very well may be utilized to speak with others like phone, we can take pictures and record recordings like a computerized camera and different uses like GPS guide, clock, mini-computer, schedule, compass, burn light, daily paper, and so forth. Since 2010, Smartphones received coordinated virtual associates, for example, Apple Siri, Amazon Alexa, Google Assistant, Microsoft Cortana, BlackBerry Assistant and Samsung Bixby. Most Smartphones created from 2012 forward have fast versatile broadband 4G LTE ability.

Ericsson was the principal brand to really beget the expression "phone", with the arrival of its GS88 in 1997. iPhone made a leap forward by acquainting Smartphone with the shoppers, which was the first run through an organization creating Smartphone for general buyers. India has 12 Smartphone creators they are, CREO, Celkon, iball, Intex Technologies, Karbonn Mobiles, Lava International, LYF, Micromax Informatics, Onida Electronics, Spice Digital, Videocon, Xolo.

Smartphone innovation has been created with man-made reasoning, it conveys human race to a next level. Man-made brainpower is as of now being developed process. Android and IOS are the real versatile working frameworks being used. Windows working frameworks was stopped toward the finish of 2017.

OBJECTIVES:

Keeping in perspective of the above discussion the present examination has made an endeavor to consider the key highlights and service attributes which are in charge of the perceptual difference in Indian consumers.

1. To identify the Smartphone brand preference among the consumers.
2. To analyze the factors responsible for selection of Smartphone on basis of Android, Windows or IOS version.

RESEARCH METHODS:

Primary data was collected from the respondents with the help of questionnaire and the Secondary data are collected from different sources like articles, journals, magazines and through Internet. The sample size of the research was 50 respondents. Tools used are Simple percentage analysis, Rank analysis and Chi-Square test.

LITERATURE REVIEW:

Marking techniques assumes an enormous job in the customer obtaining choice. Brands like iPhone, Samsung, and so on., are more acquainted with the customers and there are different variables that influence shoppers purchasing choice.

- **Androulidakis and Kandus** corresponded the brand of Smartphone to consumers' security hones and clarified consumers demonstrate diverse conduct in a variety of qualities of the cell phone mark utilized by them.
- **Jonathan, Lee** examined the Smartphone benefit advertise demonstrates bolster for the directing job of exchanging costs.
- **Nasr Azad** expressed that consumers select their items in light of brand on buying expect for mobile phones.
- **Arvind Sahay and Nivedita Sharma**, concentrated on peer impact, family impact, and brand connections influence the exchanging expectations among youthful purchasers from one brand to other

LIMITATIONS:

- The findings are applicable only to the Coimbatore city and it is not applicable to other parts of the country.

STATEMENT OF THE PROBLEM:

Smartphone's are for the most part utilized by all gatherings of individuals. Understudies are attached to Smartphone's a direct result of its different offices and highlights. Every individual uses cell phone for different reason. Along these lines, the predetermined basic role of utilizing cell phones isn't yet characterized. The levels of use of PDAs fluctuate from individual to individual. Thus, there is no standard characterized level. This investigation is made,

1. To identify various factors that affect the consumer buying decision.
2. And to determine the attitude of customers towards Smartphone of Android, IOS and Windows version.

ANALYSIS AND INTERPRETATION:

TABLE 1: DEMOGRAPHIC VARIABLES

DEMOGRAPHIC VARIABLES		NO. OF RESPONDENTS	PERCENTAGE (%)
GENDER	Male	36	72
	Female	14	28
	TOTAL	50	100
AGE	20 - 30	30	60
	31 - 40	16	32
	Above 40	4	8
	TOTAL	50	100
EDUCATIONAL QUALIFICATION	Undergraduate	32	64
	Postgraduate	14	28
	Others	4	8
	TOTAL	50	100
OCCUPATION	Student	14	28
	Private	25	50

	Government	5	10
	Others	6	12
	TOTAL	50	100

Source: Primary data

INTERPRETATION:

The above table shows that majority of the respondents are male (72%) and major age group of respondents lies between 20 – 30(60%) and most of them are students.

TABLE 2: SMARTPHONE OS VERSION OF CONSUMERS

SMARTPHONE OS VERSION	NO. OF RESPONDENTS	PERCENTAGE
Android	37	74
Windows	2	4
IOS	5	10
Others	6	12

Source: Primary data

INTERPRETATION:

The above table shows that Android is the most used mobile OS version among the respondents with 74% and followed by IOS with 10%, Windows is the least used version with 4%.

TABLE 3: RANK ANALYSIS FOR CONSUMER ATTITUDE ON PRODUCT FEATURES

PRODUCT FEATURES	FREQUENCY	RANK
BRAND	14	1
CAMERA	8	4
PRICE	10	2
USAGE	9	3
TECHNOLOGY	6	5
SERVICE	3	6

Source: Primary Data

INTERPRETATION:

The above table shows that most of the respondents choose their Smartphone based on the brand names (28%), and followed by price factor (20%), the least factor on consumers buying decision is service (6%). Brand names and price plays a huge role on the consumers purchasing decision.

HYPOTHESIS:

Ho: There is no relationship between the Gender and Factors influenced.

Hi: There is relationship between the Gender and Factors influenced.

TABLE 4: CHI-SQUARE TEST

	Value	df	Asymp. Sig. (2- sided)
Pearson Chi-Square	1.839a	4	.765
Likelihood Ratio	1.878	4	.758
Linear-by-Linear Association	.274	1	.601
N of Valid Cases	50		

Significance Level= 5%

Since the calculated value of Chi-Square is less than the critical value of Chi-Square null hypothesis is accepted (Ho: There is no relationship between the Gender and Factors motivated.)

CONCLUSION:

The reason for this examination is to break down customers mark inclinations towards advanced Smartphone phone in Coimbatore city by finding the variables which impact them to buy Smartphone. The outcome in this investigation demonstrates that brand name, toughness, camera, and cost have the effect on customer's image inclinations

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