



SMART PHONE USERS BRAND AWARENESS TOWARDS 4G MOBILE PHONE SERVICES (A STUDY WITH SPECIAL REFERENCE TO COIMBATORE CITY)

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ABSTRACT Mobile phone has become an integral part of human in everyday life. Unlike other technologies, mobile phones are being used without any training in every place and in every situation, even on move. This makes it essential that mobile phone interface be built to be intuitive and usable to users. This has been seen as an effective tool in growing and developing economies.

KEYWORDS

INTRODUCTION

Mobile communications systems are uniquely identified by its "generation" designations. First generation (1G) was introduced in the early 1980's and second generation (2G) wireless communications systems was introduced in late 1980's, both the technologies were used mainly for voice transmission and reception. General Packet Radio Services (GPRS) technology fuelled 2.5 and 3G technology in 2002. This technology was predominantly used for voice and paging services, as well as for teleconferencing, internet access, and other services. The 3G wireless systems provide only WAN coverage ranging from 144 kbps (for vehicle mobility applications) to 2 Mbps (for indoor static applications).

The 4G wireless uses Orthogonal Frequency Division Multiplexing (OFDM), Ultra Wide Radio Band (UWB), ranging speed from 21mbps to 42 mbps. This higher speed allows the users to experience high speed internet browsing, hassle free online video streaming & gaming experience etc. 4G technologies are significant because users joining the network add mobile routers because the users carries much of the network with them, network capacity and coverage which can be dynamically shifted/shared to accommodate more number of users to access the data.

REVIEW OF LITERATURE

1. Mohan and Aranganathan (2011) in their study "Conceptual framework of Mobile Marketing: Spamming the consumer around the world" found that, Mobile phones can also be an extremely cost effective communication channel as well as an efficient way of delivering a marketing message. The mobile service provider has also concentrate the promotion strategies as an integral part of any brand's marketing campaign due to competitive scenario. It has become an important tool for engagement of new brands and aims to fulfill the gap of expectation and actually perceived. The popularity of the Mobile Internet has attractive from the youth as well as business needs to achieve a significant attachment in the mobile service provider. The study has pointed out the success of mobile advertising will directly depend upon the market penetration and the success of Mobile Internet users.

2. Evalueserve (2012) study expected that the momentum to continue and the mobile subscriber base in India to grow at a Compound Annual Growth Rate (CAGR)-Compound Annual Growth Rate of 10per cent between 2012 and 2016, reaching 1.5 billion by 2016. India launched 3G enabled mobile and 3G services in 2008. 3G Mobile phone penetration is relatively low in India; it is contrasted to huge population within the country. People still lack of knowledge in adoption to use 3G mobile phones due to its high technologies, advanced features, applications and lack of adoption of 3G services in India.

3. Jena (2012) explored the customer satisfaction and brand

loyalty in cellular services. This study has taken eighteen variables and that to one each under five factors are significantly responsible for consumer satisfaction. 'Brand loyalty', among all the factors, plays a significant role in determination of customer satisfaction. It is found that higher the brand loyalty more is the level of consumer satisfaction.

4. Rahman (2012) examined the determinants that are significantly influencing telecom customer's perception in Bangladesh. The study surveyed 450 telecom customers in Bangladesh from Dhaka city to determine the key influential factors that significantly influence on their perception. The study revealed that most of the consumers are very concern about the service delivery and corporate image on the other hand the satisfaction is not very important concern for them. It also observed that the competition among the mobile phone service providers in Bangladesh is more intense now than ever before. They compete not only for network quality by a large amount of investment in network quality, network extension and upgrading, but also for the acquisition of new customers and retention of old customers by direct and indirect price reduction. Network quality is one of the important factors of overall service quality. Study suggested that the mobile phone operators in Bangladesh must put their attention on service quality, corporate image to influence the current and potential customers.

STATEMENT OF THE PROBLEM

Smartphone has created new dimensions for business in Indian market. It is not only the Smartphone sellers enjoying the business but it also created a new area for mobile application developing companies in India, Internet services provider and other sectors of life to utilize the Smartphone to gain competitive advantages. There has been an extreme growth in broadband and Internet service providers business in past few years and one of the main reasons for this drastic increase in their business is the ever increasing use of Smartphone and growth of Smartphone and mobile applications. In its simplest form, a Smartphone is a mobile phone with built-in, add-on applications and Internet access.

OBJECTIVES OF THE STUDY

- To study the demographic and socio-economic status of the smart phone users in the study area.
- To findout the Smart phone users mobile services in India.
- To analyse the smart phone users level of awareness towards 4G services offered by various service providers.

RESEARCH METHODOLOGY

1.Area of the Study

The study is conducted in the Coimbatore city. Coimbatore city is the largest industrial center next to Chennai. Growing income level, habitat of more migrant population, increase in middle class earning, increasing dual income families and rapid economic

changes among the households in predominate in this district.

2.Sampling Framework

Multi-stage sampling techniques have been adopted for the effective conduct to the study. In the first stage of study the number of 4G service providers in the city were counted and listed. At present there are four service providers are functioning in the city who offer value 4G services: Airtel, Vodafone, Idea and Jio. All the four service providers were considered as the sample. In the second stage of research, the study adopted convenience sampling technique. The study was restricted to 100 respondents.

3.Data Source

The structured questionnaire was used to collect the primary data. Secondary data were collected by referring related books, journals, websites and magazines.

STATISTICAL TOOLS APPLIED

The data were analysed with help of simple Percentage analysis, paired 't' test, and rotation factor analysis.

LIMITATIONS OF THE STUDY

- The study has the basic limitations inherent for primary data and it could have been influenced by psychological feelings of the respondents, this may influences the findings and conclusion drawn by the study.
- The sample size of the study was very small. The data was collected from 100 customers from different parts of Coimbatore using convenient sampling technique. The small sample size may again affect the study findings and conclusion.
- This study differs from demographic and socio-economic status of its citizens, whose usage of mobile phones various from a developed state to an underdeveloped state (Geographical Division).

FINDINGS OF THE STUDY

I. Demographic and Socio Economic Status of the Smart Phone Users

- The study found that 53.04 per cent of smart phone users are male and 52.17 per cent of the smart phone consumers' surveyed belongs to the age group of 21-40 years.
- The study confirmed that 54.35 per cent sample respondents are unmarried, 45.22 per cent of sample populations are cleared UG/Diploma and 57.83 per cent of sample respondents have engaged in employers'.
- Further, it was observed that 49.13 per cent of smart phone users' monthly earnings ranges below Rs.10000 and majority of 76.09 per cent of sample populations have engaged in nuclear family.
- The study found that 35.22 per cent of smart phone users have said that their family size constitutes of four members and 49.57 per cent of sample populations have two members earning in their family.

II. Brand awareness and sources of information of the Smart Phone Users

- The study observed that 85.65 per cent of sample respondents have gathered information about 4G services from their mobile phone service provider.
- The study observed majority of the smart phone users' are well aware of the Wi-Fi Connection offered through 4G networks of Airtel, Vodafone, idea mobile and Jio.
- The study concluded that customer level of awareness towards 4G services features various according gender, age, education qualification, occupation and marital status.

CONCLUSION

It has been concluded that as the cellular market has become increasingly competitive, customer retention and loyalty have become major challenges as a result of which the service providers have to resort to aggressive marketing by way of attractive promotions and better services offerings in order to lure customers. It is very essential for the service providers to take quick

decisions and actions in order to achieve customer satisfaction.

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