



**ORIGINAL RESEARCH PAPER**

**Commerce**

**A STUDY ON CONSUMER AWARENESS IN USAGE OF SMARTPHONE WITH REFERENCE TO TIRUPUR CITY**

**KEY WORDS:** mobile phone, hand phone, MMS, Internet

**Dr. K. Raja Rajeswari**

Associate Professor Department of Corporate Secretaryship Hindusthan College of Arts and Science Coimbatore

**Introduction**

The Cellular telephone (commonly "mobile phone" or "cell phone" or "hand phone") is a long-range, portable electronic device used for mobile communication. In addition to the standard voice function of a telephone, current mobile phones can support many additional services such as SMS for text messaging, email, packet switching for access to the Internet, and MMS for sending and receiving photos and video. Most current mobile phones connect to a cellular network of base stations (cell sites), which is in turn interconnected to the public switched telephone network (PSTN) the exception are satellite phones

Cellular telephone is also defined as a type of short-wave analog or digital telecommunication in which a subscriber has a wireless connection from a mobile telephone to a relatively nearby transmitter. The transmitter's span of coverage is called a cell. Generally, cellular telephone service is available in urban areas and along major highways. As the cellular telephone user moves from one cell or area of coverage to another, the telephone is effectively passed on to the local cell transmitter. A cellular telephone is not to be confused with a cordless telephone (which is simply a phone with a very short wireless connection to a local phone outlet). A newer service similar to cellular is personal communications services (PCS).

**Area of Study**

Tirupur is the "Knitwear Capital" of India. Tirupur contributes to a huge amount of foreign exchange in India. It has spurred up the textile industry in India for the past three decades. Its economic boom boosts the morale of Indian industrialists. Great thing about Tirupur economy is that its ever growing. It was estimated that the export worth of Rs.12,000crores achieved by Tirupur in the last year. The city is known for its hosiery exports and provides employment about 3,00,000 people.

**History of Smart phone**

Devices that combined telephony and computing were first conceptualized by Theodore Paraskevacos in 1971 and patented in 1974, and were offered for sale beginning in 1993. He was the first to introduce the concepts of intelligence, data processing and visual display screens into telephones which gave rise to the "smartphone." In 1971, Paraskevacos, working with Boeing in Huntsville, Alabama, demonstrated a transmitter and receiver that provided additional ways to communicate with remote equipment, however it did not yet have general purpose PDA applications in a wireless device typical of smartphones. They were installed at Peoples' Telephone Company in Leesburg, Alabama and were demonstrated to several telephone companies. The original and historic working models are still in the possession of Paraskevacos.

**OBJECTIVES OF THE STUDY**

- To know the factors in fluently the customers to purchase smartphone.
- To find the customer satisfaction towards the features and the usage of smartphone.
- To know the various uses and applications of smartphone.
- To know the inconvenience faced by the respondents while using Smartphone.

**WHAT ARE SMARTPHONES?**

Smartphones are digital wireless phones that can send and receive voice, data and video as well as storing information and running software. Features vary from phone to phone, but all can connect to the internet for e-mail and web access. A smartphone consolidates mobile phone technology with that of the Personal Digital Assistant (PDA) to create a powerful mobile communication tool.

Most of the latest smartphones can also incorporate 3G capabilities. 3G stands for third generation and is a collective term for the new communication procedures, standards, and devices that will improve the speed and quality of services available on the move.

**Android and i OS**

In 2007, Apple Inc. introduced the iPhone, one of the first smartphones to use a multi-touch interface. The iPhone was notable for its use of a large touchscreen for direct finger input as its main means of interaction, instead of a stylus, keyboard, or keypad typical for smartphones at the time.

2008 saw the release of the first phone to use Android called the HTC Dream (also known as the T-Mobile G1). Android is an open-source platform founded by Andy Rubin and now owned by Google. Although Android's adoption was relatively slow at first, it started to gain widespread popularity in 2010, and now dominates the market.

These new platforms led to the decline of earlier ones. Microsoft, for instance, started a new OS from scratch, called Windows Phone. Nokia abandoned Symbian and partnered with MS to use Windows Phone on its smartphones. Windows Phone then became the third-most-popular OS. Palm's webOS was bought by Hewlett-Packard and later sold to LG Electronics for use on LG smart TVs. BlackBerry Limited, formerly known as Research In Motion, also made a new platform from scratch, BlackBerry 10.

The capacitive touchscreen also had a knock-on effect on smartphone form factors. Before 2007 it was common for devices to have a physical numeric keypad or physical QWERTY keyboard in either a candybar or sliding form factor. However, by 2010, there were no top-selling smartphones with physical keypads.

**Blackberry SDK:**

Supplied by RIM, the company behind the Blackberry. The operating system used by RIM is a proprietary multitasking environment and Blackberry relies on JavaME for applications. The developed applications need to be packaged to keep the security of the RIM operating system. All applications must be digitally signed in order to associate them with a developer account.

**Nokia SDK**

In the past, you needed a Symbian SDK to develop Nokia applications. Now Nokia uses the Web Runtime (WRT) platform, which is more accessible to developers.

**THE IMPORTANCE OF SMARTPHONE**

As the number of channels that retailers use to reach their customers increases, ecommerce continues to dominate this growth, but the ways that consumers are accessing their favorite online retailers is also evolving. The days of internet access being fixed to a static location via a PC are gone and increasingly we are

using mobile devices such as Apple's iPhone and other smartphone devices to go online wherever we happen to be.

To own a device that can serve as a phone, laptop, TV, mp3 player and camera and that can also fit in your back pocket is appealing to many people. Now retailers have multiple ways in which to interact with their customers through a device they carry everywhere with them.

The Top 5 ecommerce features requested by smart phone users are:

- Alerts for sales and offers
- Easy and fast checkout
- Alerts when new stock is available
- Ability to purchase through an apps
- Ability to browse entire range

**COMMON USES FOR THE SMARTPHONE**

- AUDIO
- VIDEO
- PERSONAL ORGANIZING
- INTERNET
- GPS/3G/4G
- GAMES
- SOCIAL MEDIA AND COMMUNICATION
- ENTERTAINMENT AND INTERNET

**WHICH PHONES ARE SMARTPHONES?**

**PROCESSING POWER**

Smartphones are driven by powerful processors that enable them to run computationally intensive applications, render complete Web pages and run several processes at once. They typically have considerable amounts of RAM to improve performance. High-end smartphones may have enough processing power to rival notebook computers. Smartphone processing power is constantly increasing as faster and more energy-efficient processors are developed.

**CONNECTIVITY OPTIONS**

Smartphones integrate with other devices and data services through a variety of connections. Many smartphones have Wi-Fi connections to allow the phone to access data over a Wi-Fi network instead of a 3G data connection. Smartphones also have Bluetooth radios to wirelessly share data with other devices. Some also support stereo Bluetooth for wireless headphones.

**DATA SERVICES**

Smartphones use wireless data services in a number of ways. They automatically synchronize your email accounts with their internal email client. They also keep your contact and calendar information synchronized with online calendar services or your computer-based calendar. Smartphones feature Web browsers that can display complete websites on your phone's screen.

**DISPLAY**

Smartphones have large high-resolution displays for Web browsing, video playback and video gaming. Many smartphones use touch-screen displays as their primary input due to ease of use and to maximize screen space. Smartphones that do not have a physical QWERTY keyboard use an on-screen keyboard for text input. Many smartphones use an internal sensor to determine how you are holding your phone. This allows the display to switch from portrait to landscape view when you turn the phone.

**OPERATING SYSTEM**

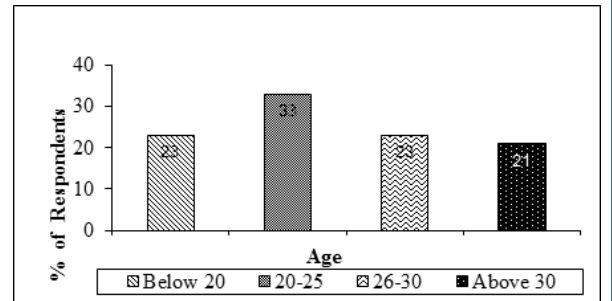
Smartphones run custom operating systems. Apple's iPhones run iOS, BlackBerry run BlackBerry OS, Android-powered phones run the Android OS, and Windows smartphones run Windows Mobile or Windows Phone. Typically, applications that are developed for one operating system work on any smartphone running that operating system. This allows developers to spend more time creating quality applications and less time customizing their applications for individual phones. Each operating system has its own application store where you can purchase and download applications for your smartphone.

**AGE GROUP OF THE MOBILE USERS**

S.no	Age Group	No. of MOBILE USERS	Percentage (%)
1.	Below 20 years	46	23
2.	20-25 years	66	33
3.	26-30 years	46	23
4.	Above 30 years	42	21
	<b>Total</b>	<b>200</b>	<b>100</b>

Sources: Primary

**AGE GROUP OF THE MOBILE USERS**



**CONCLUSION**

Smartphones have a positive effect on all aspects of society. It makes the work easier for the business people to carry out multiple office functions. Smartphones also improve the social life of people to interact and communicate with each other via social network, e mails etc. Smartphones are certainly smart but the extent of how far the boundaries of the social and technological worlds are amalgamated together is reliant upon the consumers. It is consumer's responsibility to be smart with such technology in order to benefit our sociological needs. It is human nature to use tools to assist and advance the lives and smartphone will continues to become better and more useful to consumers.

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