ORIGINAL RESEARCH PAPER

Commerce

CONSUMER SATISFACTION TOWARDS MOBILE PHONE HANDSET IN COIMBATORE CITY

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ABSTRACT

There will be more mobile phones then the people in India by the year 2020. The inflow of many mobile manufacturers offering mobile phones at considerable lower prices has made it possible in India to afford a mobile phone virtually by anybody. In recent years, the demand for mobile phones is increasing. There are many players in the mobile phone industry. Though cell phone industry has its origin in the recent past, the growth has been excellent. To market their services, every company is adding many new features. Day by day, many new competitors enter the market with new attractive schemes, provide additional facilities, add new features to existing ones, reduce the charges her incoming and outgoing calls, introduce varieties of handsets, models a healthy competition that benefits the users. The researcher has concentrated on the consumer level of satisfaction of mobile phone handsets and their prior usage by the consumers in and around Coimbatore city. The purpose of the research is to benefit the ultimate consumers to reach the desired preferred handsets. The sample number is 100 respondents and statistical tools applied are percentage analysis and average score analysis.

INTRODUCTION AND DESIGN OF THE STUDY

According to Philip Kotler," satisfaction is a person's feelings of pressure or disappointment resulting from products perceived performance (outcome) in relation to his or her expectations. Customer satisfaction is the level of persons felt state resulting from comparing a products perceived performance (outcome) in relation to the person's expectation." This satisfaction level is a function of difference perceived performance and expectation. If the products performance, exceed expectations the customer is satisfied. If the products performance fall shorts of expectations the customer is dissatisfied.

Many companies are aiming for high satisfaction because customers who are just satisfied still find easy to switch when a better offer comes along. High satisfaction or delight creates an emotional affinity with brand. Varieties of factors that affect customer satisfaction are such as product quality, product availability and after sales support such as warranties and services. Customer satisfaction is seen as a proof of delivering a quality product or service. It is believed that customer satisfaction brings sales growth, and market share. A company can always increase customer satisfaction by lowering its price or increasing its service but this may results in low profits. Thus the purpose of marketing is to generate customer value profitability.

India is on the threshold of a new millennium. India chose for global economy, exposing her to winds of change in the market place, which has expended vastly and become fiercely competitive. In the changed environment, decision makes view the marketing concept as the key to success. Marketing in practice has to manage products, pricing, promotion and distribution. A successful product can be developed by exploding these opportunities. While delivering the value of the customer we make use of marketing support. This support is based on the knowledge of customers and distributors, marketing support both at the introduction of products and maturing is considered.

STATEMENT OF THE PROBLEM

As a moderation of telecommunication service mobile phone system was developed and brought into use. The responses of consumers were only less this may be due to the fact that found costly. Later on, almost all the companies are coming out with handsets in mobile service and that is considered to be affordable if not cheaper. This system introduced mainly to attract large number of consumers so as to ensure the larger user of mobile phone services. There are many companies offering various services, for this purpose we are in need of handsets. The previous researcher has concentrated with certain aspects and still there exists some expectation wit h the facilities accepted by the consumers as well as with regard to manufactures to fulfill the consumers' requirements.

SCOPE OF THE STUDY

The researcher enumerates the usage patterns of the mobile phones and arrives at peculiarities, gender-wise and age-wise, and to examine the way young people relate to the functionality of mobile phones as well. This study detail and document their triggers for purchase and influencers at the time of the point of purchase. It investigates the consumer awareness with regards to the recent launches of brand and model of mobile handsets in the market and to understand their perceptions for issues like medical side effects and privacy implications.

SIGNIFICANCE OF THE STUDY
- This study may help the manufacturers and marketers to make certain modification in the product they deal as to the expectation of the consumer.

- The study focuses on the customer satisfaction of mobile phone usage and to understand the most related factors of handset among consumers while making decisions.

- It also helps to analyze the important information that can be made out for customers in need for a purchase of mobile phone.

OBJECTIVES OF THE STUDY
- To understand the consumer level of awareness towards mobile phone handset.

- To identify the factors that influences the brand preference among the consumers.

- To assess the mobile phone usage pattern by the consumers.

- To measure the consumer level of satisfaction of mobile phone handset usage.

- To identify the problem faced by the consumers while using the mobile phone handset and to offer suggestions to overcome the prevailing issues.

LIMITATIONS OF THE STUDY
- The study was depending on the sampling and due to the limited period, the entire population is not taken into account.

- The study is conducted within Coimbatore city so full data is not accurate compared to global scenario.

RESEARCH METHODOLOGY
Methodology is a way to systematically solving the research problem by applying the various research techniques along with the logic behind the problem.

RESEARCH DESIGN
Research design is the conceptual structure within which the

research is conducted. The research design for this study is descriptive and analytical in nature.

SAMPLE SIZE

Totally 100 users were selected as respondents.

SAMPLE DESIGN

The study is based on Random Sampling Method.

NATURE OF DATA

Data is primary and secondary in nature. The data are collected from the mobile phone users.

SOURCE OF DATA

Primary data is collected from 100 respondents by a well prepared questionnaire. Secondary data are collected from various websites, journals and books.

AREA OF STUDY

This study is conducted in the Coimbatore city.

TOOLS FOR ANALYSIS

1. Percentage Analysis
2. Average score Analysis

LIMITATIONS OF THE STUDY

1. The study is restricted to Coimbatore city only,
2. The suggestions and recommendations given are based on the respondents' opinion and it cannot be generalized.

ANALYSIS AND INTERPRETATION
PERCENTAGE ANALYSIS
PERSONAL FACTORS IN THE RESPONDENTS

AGE	FREQUENCY	PERCENTAGE
Below 25 years	38	38
26-35 years	19	19
36-45 years	23	23
46-55 years	15	15
Above 55 years	5	5
TOTAL	100	100
GENDER		
Male	41	41
Female	59	59
TOTAL	100	100
MARITAL STATUS	FREQUENCY	PERCENTAGE
Single	40	40
Married	60	60
TOTAL	100	100
EDUCATIONAL QUALIFICATION	FREQUENCY	PERCENTAGE
School Level	14	14
Graduate Level	38	38
Post Graduate Level	37	37
No Formal Education	11	11
TOTAL	100	100
OCCUPATION	FREQUENCY	PERCENTAGE
Agriculture	14	14
Business	29	29
Employee	32	32
Student	15	15
Others	10	10
TOTAL	100	100
AREA	FREQUENCY	PERCENTAGE

Urban	59	59
Rural	41	41
TOTAL	100	100
FAMILY MEMBERS	FREQUENCY	PERCENTAGE
2 Members	5	5
3 Members	23	23
4 Members	39	39
More than 4 Members	33	33
TOTAL	100	100
INCOME LEVEL	FREQUENCY	PERCENTAGE
Below 20,000	10	10
21,000-40,000	45	45
41,000-60,000	37	37
Above 60,000	8	8
TOTAL	100	100
MEMBERS USING MOBILE PHONE	FREQUENCY	PERCENTAGE
2 members	19	19
3 members	29	29
4 members	32	32
More than 4	20	20
TOTAL	100	100

TABLE 2 AVERAGE SCORE ANALYSIS

PARTICULARS	VERY HIGHLY SATISFIED	HIGHLY SATISFIED	SATISFIED	LOW SATISFIED	VERY LOW SATISFIED	TOTAL	AVERAGE SACORE
customer service	31	27	29	10	03	100	3.73
quality/ performance	51	30	11	07	01	100	4.23
network	31	19	37	11	02	100	3.66
cost	38	37	16	07	02	100	4.02
offers	23	34	27	13	03	100	3.61
plans	20	34	24	14	08	100	3.44

From the above data collected, average scores have been calculated to know the consumer level of satisfaction towards mobile handsets From the above analysis, it is clearly stated the respondents are highly satisfied with the quality and performance of mobile handsets (4.23) followed by cost (4.02), customer service (3.73), network (3.66), offers (3.61), and plans (3.44)

From the average score analysis, it is understood that, respondents are highly satisfied with the quality and performance of mobile handsets.

FINDINGS, RECOMANDATIONS AND CONCLUSION

Most [38%] of the respondents are in the age group of below 25 years. Majority [59%] of the respondents are Female Majority [60%] of the respondents are married Most [38%] of the respondents are having Graduate level of education. Most [32%] of the respondents are Employees Majority [59%] of the respondents are from urban area. Most [39%] of the respondents are having 4 Members in their family. Most [45%] of the respondents' monthly income is Rs.21, 000-40,000.Most [32%] of the respondents family, four members are using mobile phone.

RECOMANDATIONS

From the study it is understood that most of the respondents are aware about the features of the mobile brand through their friends & relatives. Consumer satisfaction plays a major role in deciding the ultimate choice among the consumers. So the manufactures

can use the other media like Television, Newspaper, Magazines, Website, etc. for advertising the branded mobile phones. Most of the respondents opined that they are battery weakness problem, hence it is recommended to the manufactures to use a standard quality battery in the mobile phones. Most of the respondents are not loyal to the brand which they use, because the people always look forward for new features and new brand. The manufactures have to take necessary steps to built brand loyalty among the people and consumers are to be satisfied with particular mobile handsets.

CONCLUSION

As the cost of mobile phone technology have fallen and as the technology have been adapted to support financial services, mobile banking innovations have begun to spread across and with in poor countries. The low cost and the wide spread unmet demand for financial services are captured by low rates of bank access means that mobile banking has the potential to reach remote corners of socio-economic as well as geographic spectrum. This potential can be realized, by increasing the services of mobile technology in a wide manner.

WEBSITE
- www.samsung.com
- www.apple.com/in/iphone
- www.karbonnmobiles.com
- www.micromaxinfo.com
- https://en.wikipedia.org/wiki/Nokia
- https://en.wikipedia.org/wiki/BlackBerry
- https://en.wikipedia.org/wiki/HTC
- https://en.wikipedia.org/wiki/History_of_mobile_phones
- www.knowyourmobile.com/.../history-mobile-phones-1973-2008
- https://en.wikipedia.org/wiki/Brand
- https://en.wikipedia.org/wiki/Brand_loyalty

BOOKS
- Principles of Marketing- Philip Kotler
- The Indian Journal of Marketing
- Marketing management – V.S. Ramaswamy& S. Namakumari
- Research methodology – C.R. Kothri
- Operation Research – Vittal

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