



**ORIGINAL RESEARCH PAPER**

**Commerce**

**INFLUENCE OF THE YOUTH EXPERIENCE ON SATISFACTION WITH SMARTPHONE IN SALEM**

**KEY WORDS:** Smartphones, Youth Customers, Satisfaction, Customer Behavior

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**ABSTRACT**

Global usage of smartphones among youth segment, initiated a large number of researchers to devote their attention to researching the field of youth satisfaction and implementing postulates of behavior of the youths in the industry. As there are not many relevant studies conducted in Salem, in this study we examine the influence of the youth experience on satisfaction with smart phones. Convenience sampling method was used as a method of collecting data from 140 randomly chosen respondents. The findings confirm that experience is in a fact a significant determinant of satisfaction and that there are differences according to types of smartphones using by the youths and the frequency of their usage. Furthermore, high levels of satisfaction are seen in youths familiar with current models of smart phones and those following mobile trends.

**1.INTRODUCTION**

Since the launch of smartphones, there has been a remarkable development both in their product sophistication and their fast and global adoption. Nowadays, customers are continuously facing the dilemma: which phone to buy. After the smart phones have been released, the choice seemed to be even harder, since the opportunities and offers that producers are providing are endless.

Over the past decade, the smart phone industry has increasingly recognized the meaning of customer satisfaction and experience. In rapidly changing business environment today, customer satisfaction is a critical factor for smart phone industry to maintain and improve their profitability. Prior studies have found that customer satisfaction contributes to company's profitability and customer loyalty and several authors claim that higher customer satisfaction can lead to higher market share. Consumer satisfaction is central to customer behavior concept and it is now common to find customer satisfaction as one of important goals in company politics.

Customer satisfaction is generally assumed to be a significant determinant of repeat sales, positive word-of-mouth, and customer loyalty. Satisfied customers return and buy more, and they tell other people about their experiences, both positive and negative (Fornell et al., 1996). Many other researchers have recognized the need for investigating the customers' satisfaction, experience, and loyalty in the past.

Customers engage in a constant process of evaluating the things they buy as they integrate these products into their daily activities. Customer satisfaction as "the summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumer's prior feelings about the consumption experience". Customer satisfaction or dissatisfaction is determined by the overall feelings, or attitude, a person has about a product after it has been purchased.

The concept of customer satisfaction is a function of customer expectations. A customer whose experience falls below expectations will be dissatisfied. Customers whose experiences match expectations will be satisfied. And customers whose expectations are exceeded will be very satisfied or delighted. Therefore, we can define customer satisfaction as the individual's perception of the performance of the product or service in relation to his or her expectations. Customers will have drastically different expectations of a new expensive smart phone and a five year old model.

Creating satisfied customers, and thus future sales, requires that customers continue to believe that the brand meets their needs

and offer superior value when they use it. Companies must deliver as much value as customers initially expected, and it must be enough to satisfy their needs. It is generally more profitable to maintain existing customers than to replace them with new ones. Retaining current customers requires that they be satisfied with their purchase and use of the product.

**2.REVIEW OF LITERATURE**

According to Joshua Ebere Chukwuere, et al., (2017), the financial implications of smartphone usage on student's finance, especially the case of South Africa. This entailed that students' financial base was mostly limited and the cost of a good smartphone was very high in developing countries like South Africa. A sample size of 376 students in the North-West University Mafikeng Campus was selected through a convenient sampling method in the period of 2017. The Statistical techniques such as Chi-square test of independence and test of correlations were applied by using SPSS. It was found from the study that students using smartphones had a positive and negative bearing on them financial in a way that the bigger the household or family income, the more stipend they received and time spent on the smartphone. It was also found that household income defined the kind of smartphone brand to purchase and used by participants and much more. The study found that university students spent a lot in buying airtime and data bundle to recharge their smartphones. Another research analysed in the research to understand the students brand preferences towards smart phone. The purpose of this study was to analyze students brand preferences towards smart phone of Mawlana Bhashani Science and Technology University by finding the factors which influenced them to purchase smart phone. A sample size of 200 was selected. Chi-square test and Cross tabulation had been applied by using Statistical Package for Social Science (SPSS) 20. The results suggested that, brand name variable had statistically significant relationships with consumer preferences variable. The findings of the study indicated positive correlations among the variables i.e. battery backup, camera resolution, durability, and price had significant impact on the overall preferences of the consumers. The result derived from Cross tabulation and Likelihood ratio entailed that these above factors were influenced the customer brand preference and there existed a strong relationship between these factors and brand preference which conducted by Nushrat Nahida Afroz, (2017). Further, the authors Palak Gadhiya and Nilam Panchal (2017) will review what kind of work has been done by the scholars in the area of new technology adoption, specifically related to the mobile or smartphones usage by women in the last few decades. The study examined that the state of current research on the topic and points out gaps in existing literature. This research was based on the secondary data analysis which investigated different literatures available on the EBSCO related to the mobile phone and women behaviour. 25 research papers were selected for this study. Qualitative and quantitative studies were done in this research. It is

found from the study that there were 15 research papers which had studied only women’s behaviour with technology, while 10 papers had studied both gender. These studies were diverse in nature as they were conducted in the different regions of the world starting from North America to Asia to Africa to Europe. They found that there were four studies, made in India by the India and Foreign instigators.

**3.HYPOTHESES OF THE STUDY**

The focus of this research is on evaluating the youth customer satisfaction by analyzing the influence of previous customer experiences while using different smart phone brands in Salem. The general hypothesis of this research is:

- There is a difference in customer satisfaction with smart phones according to the characteristics of smart phones.
- There is a difference in customer satisfaction with smart phones, according to the customer experience.

**4. METHODOLOGY**

The study was conducted in Salem, using the questionnaire survey. The survey was anonymous. It was conducted using convenience sampling methodology. Collected sample consisted of 140 respondents. A Cronbach’s alpha coefficient for internal consistency of the scale was 0.865, pointing out on a good internal consistency

**5.RESULTS AND DISCUSSION**

Respondents were mostly aged from 20 to 25 (65%), and 25 to 29 (24%). Regarding the education, 48% were graduates, while 24% have finished high school, 17% were bachelors and 11% have finished postgraduate studies. The percentage of males was 41, and females 59. Respondents were mostly employed (59%), while 13% were unemployed, and there were 26% of students. There were 10% of customers, who use a phone for business purpose, while 46% use it for private and 44% for both private and business purpose. Information on customers’ foreknowledge and experience with mobile OS and phones, collected in the survey, is presented in Table 1.

**Table 1: Customer experience on smart phones**

Groups	Customers' Experience (%)		
	Rarely	Medium	Often
How often do youth customers follow trends related to the smart phones?	27	21	52
Are youth customers familiar with current models of smart phones?	Not at all	Partly	Completely
	7	68	25
How frequently do youth customers use smart phones?	Rarely	Medium	Very often
	5	21	74

In order to establish the accuracy of our assumptions appropriate parametric tests were performed. We used parametric independent samples t-test in order to establish the difference between two groups, and accordingly the ANOVA test (Lilliefors, 1967), to establish the difference among three or more observed independent groups. To track statistically significant differences, we used Tukey multiple comparisons test. The means were calculated in order to locate the differences (among which groups do the differences occur).

**Table 2: The results of the ANOVA data analysis**

Hypothesis	'F' value
The difference in customer satisfaction with smart phones, according to different types of smart phones they use, is statistically significant.	2.680*
The difference in customer satisfaction with smart phones, according to the frequency of phone usage, is statistically significant.	10.826**
The difference in customer satisfaction with smart phones, according to their familiarity with current models of smart phones, is statistically significant.	15.248**
The difference in customer satisfaction with smart phones, according to how often they follow smart trends, is statistically significant.	28.133**

\* p < 0.05, \*\* p < 0.01

The first hypothesis presumes that difference in customer satisfaction with smart phones, according to different types of smart phones they use, is statistically significant. Youth customers were divided into the groups according to their smart phone type. The results of parametric ANOVA test showed that the difference in satisfaction among the specified groups is statistically significant at 0.05 significance level. The value of F statistics was 2.680, p=0.022, which proves that these groups are not equally satisfied with smart phones.

Second assumption was that the difference in customer satisfaction with smart phones, according to the frequency of phone usage, is statistically significant. The groups of customers according to this criterion are customers that use phone: rarely, medium, and very often. The results of ANOVA test show that there is a statistically significant difference in satisfaction among these groups at 0.01 significance level. The value of F statistics was 10.826, p<0.001, proving that these groups are not equally satisfied with mobile OS.

The results of parametric ANOVA test for third assumption showed that the difference in satisfaction among the specified groups is statistically significant at 0.01 significance level. The value of F statistics was 15.248, p<0.001, which proves that these groups are not equally satisfied with smart phones. Youth customers that are partly familiar are more satisfied and customers that are completely familiar with current state of the market are most satisfied with their choice of smart phone.

Finally, we assumed that the difference in youth customer satisfaction with smart phones, according to how often they follow mobile trends, is statistically significant. Youth customers were divided in three groups, according to the answer to the question on how often they follow new trends: rarely, medium, and often. The results of parametric ANOVA test showed that the difference in satisfaction among the specified groups is statistically significant at 0.01 significance level. The value of F statistics was 28.133, p<0.001.

**6.RECOMMENDATIONS AND CONCLUSION**

This research explores aspects of youth customers’ experience and market perception, and analyses its influence to the youth satisfaction with smart phones. Introducing hypotheses gives the overall picture of the customer satisfaction with smart phones, presenting the current issue on the mobile market. Research results strongly endorse the general hypothesis and the main idea of our paper. In conclusion, we can say that youth experience builds their loyalty, which will have the positive impact on their satisfaction with smart phones. Therefore, the key point in managing youth satisfaction is to discover satisfaction determinants from the user’s perspective and then to assess the company’s performance. Smart phone companies must strive to improve product quality so that they can improve youths’ experiences with smart phones.

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