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CONSUMER SATISFACTION TOWARDS MOBILE PHONE BRANDS: AN INNOVATIVE STUDY WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT

Customer satisfaction is the feelings of pleasure and disappointments resulting from the comparison of products, perceived performance or outcomes in relation to the person's prior expectations. The satisfaction is the level of a person's felt state resulting from comparing a products perceived performance in relation to the person's expectation. Mobile phone is a boon to the society in technology development. Mobile phones are a part of human life in the present scenario. This study is conducted upon the way by which the consumers are satisfied towards various mobile phone brands and the factors that influence them to prefer a particular brand of mobile phone in the market. Sampling method applied in the study is Convenient Sampling technique with 250 respondents by providing structured questionnaire. The study analysis about the age group and the opinion on the satisfaction of the users. The entire data is collected among the ultimate consumers in the area of Coimbatore city. Statistical tools used in the study are Percentage Analysis and Chi Square Analysis.

1. INTRODUCTION

Mobile phone is the thing considered as status symbol not So long ago in India is now afforded by a rickshaw puller to a laborer. In its recent statement issued, Telecom Regulatory Authority of India (TRAI) has revealed that The country's mobile subscriber base has increased from893.84 million in December 2011 to 903.73 million in January 2012. The mobile users 'demands are on high these days. They want their mobiles to be loaded with top end features but at affordable costs. With this huge market, the companies soon realized the importance of timely tapping it with appropriate products and marketing strategies. The adoption of mobile phones has been exceptionally raised in many parts of the country for the last few years. Consumer satisfaction is a meaningful key to open the paths of marketing and marketers success that relates to the profitability, brand promotion, creation of consumer value and customer involvement as well. Customer satisfaction is the feelings of pleasure and disappointments resulting from the comparison of products, perceived performance or outcomes in relation to the person's prior expectations. Consumers analyzed that there is relative importance of service quality attributes and showed that responsiveness is the most importance dimension followed by reliability, customer perceived network quality, assurance, convenience, empathy and tangibles. Technology allowed the transmission of several conversations simultaneously over a single channel, which greatly reduced the price in the contract of lines, and promoted their integration into the business world **(Ajay K Mishra, 2004).** The choice of a cellular phone is characterized by two attitudes: attitude towards the mobile phone brand on one hand and attitude towards the network on the other.

A study examines that evolution of mobile Wireless Communication Networks along with their significance and advantage of one over the other **(Sumit Kumar, 2015)**. Nevertheless of the fact that this competition has provided the consumer a wide variety of mobile phones to choose from at the same time there is also confusion prevailing in the minds of consumer about which of particular mobile phone suits their requirements the most. This problem of choice is known as brand preference. It was revealed that various factors influence the brand selection behaviour among youth especially like: the mobile phones brand names, the handset's colour, theme of the product in a specific time period, product model and feature like: safety, design of the product and the security features **(Malasi, J.M, 2012)**.

2. STATEMENT OF THE PROBLEM

With the advent and rapid growth of the technological era, the demand for mobile phones has increased. Mobile phones are useful for communication, and are convenient for the consumers. Due to rapid developments in technology, modernization and new innovations, there is a short mobile phone lifecycle, which has a tremendous impact on the manufacturers and retailers of such products. The rapid introduction of cheaper versions of mobile phones has increased the rate of competition between companies in the mobile industry. It is worth noting that many studies have been conducted in the area of brand preference and mobile phones across the world. The previous studies conducted by different researchers do not provide a common answer regarding the factors that influence brand preferences and the performance of the brand used by the respondents. It made the researcher to study, what factor influences the buyer to prefer the mobile phone? And whether the performance of the mobile phone is satisfying the consumers expectations?

3. OBJECTIVES OF THE STUDY

- To study the factor that influences the consumer in selecting the mobile brand.
- To analyze about the performance of mobile phone preferred by the respondents.
- To examine the level of satisfaction of the users towards mobile phone brand.

4. SIGNIFICANCE OF THE STUDY

This study may provide useful information about Mobile Phone products and its brand preference. It may motivate the manufacturers to consider about the supply of the instrument as to the expectation of the consumer in the market. The consumers' can also make a decision in selecting the brand that provides a useful service in future.

5. RESEARCH METHODOLOGY

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

5.1. Source of Data

Primary data is collected from the respondents with a well prepared questionnaire. Secondary data are collected from various journals, magazines and websites.

5.2. Sample Design and Size

The study is based on Convenient Sampling Method. A total of 300 consumers were approached for the study purpose, of those only 273 users have accepted to participate. The data collected from them were scrutinized and it was found that only 250 respondents' information had qualified for the inclusion in the study for analysis.

5.3. Area of Study

This study is conducted in the Coimbatore city the third largest city in the State of Tamilnadu in India.

5.4. Tools for Analysis

The study was conducted by adopting Percentage Analysis and Chi-Square Analysis.

5.5. Limitations of the Study
The study was restricted to Coimbatore city only and the information provided by them may be based on the experience of the approached mobile phone users only so it cannot be generalized.

7. ANALYSIS AND INTERPRETATION
7.1. Percentage Analysis
Table No.1 Demographic Profile of the Respondents

GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	145	58
Female	105	42
AGE GROUP	**NO. OF RESPONDENTS**	**PERCENTAGE#**
20-30 years	125	50
31-40 years	75	30
41-50 years	33	13
50 years and above	17	07
EDUCATIONAL QUALIFICATION	**NO. OF RESPONDENTS**	**PERCENTAGE#**
School	07	03
Graduation	80	32
Post graduation	160	64
Professionals	03	01
OCCUPATION	**NO. OF RESPONDENTS**	**PERCENTAGE#**
Business	52	21
Employee	65	26
Professional	05	02
Others	128	51
FAMILY INCOME	**NO. OF RESPONDENTS**	**PERCENTAGE#**
Below Rs.20000	0	0
Rs.20000-Rs.30000	100	40
Rs.30001-Rs.50000	90	36
Rs.50000 and above	60	24

The above table no.1 indicates that the majority 58% of the respondents are male; about 50% of the respondents are in the age group of 20-30 years. It reveals that post graduates respondents were 64%, it was 26% of the respondents were employee and 40% of the respondent's family monthly income level is between Rs.20000 - Rs.30000 of those approached

7.2 Chi-Square Analysis
Chi-Square test is a non-parametric test. It can be used to determine in categorized data show dependency or the classification are independent. It can also to make comparison between theoretical populations and actual data when categories are used. This test was first used by Karl Pearson in the year 1900. For all the chi-square test the table value has taken @ 5% level of significance and Degrees of Freedom = DF= (R-1)(C-1). Chi-square test $(X^2) = \sum (O-E)^2/E$

Were   'O' = Observed Frequency
       'E' = Expected Frequency
       'R' = Number of Rows
       'C' = Number of Columns

Alternate Hypothesis
There is a significant relationship between the age of the respondents and their opinion towards satisfaction of mobile phone brand.

Null Hypothesis
There is no significant relationship between the age of the respondents and their opinion towards satisfaction of mobile phone brand.

Table No. 2: Comparison between the Age Group of the Respondents and their Opinion on Satisfaction towards Mobile Phone Brands

Observed Frequency (O)	Expected Frequency (E) E = (RT*CT) / GT	$(O-E)^2$	$(O-E)^2/E$
23	34.5	132.3	3.83
41	41.0	00.0	0.00
61	49.5	132.3	2.67
27	20.7	39.7	1.92
20	24.6	21.2	0.86
28	29.7	02.9	0.10
12	9.1	08.4	0.92
15	10.8	17.4	1.61
6	13.1	50.0	3.82
7	04.7	05.3	1.14
6	05.6	00.2	0.03
4	06.7	07.5	1.11
$X^2 = \sum(O-E)^2/E$			**18.01**

(O= Observed Frequency, E= Expected Frequency, X2= Chi Square)

From the above table no.2 calculation the Calculated Chi Square value X2= 18.01, the table value at 5% level of significance and degree of freedom at 6 is 12.59. Since the calculated value is greater than table value 12.59, we are accepting the alternate hypothesis and hence rejecting null hypothesis. Hence there is a significance relationship between the age of respondents and their preference towards mobile brands.

8. RESULT
Majority 58% of the respondents are male; most of the respondents are in the age group of 20-30 years; the study reveals that post graduates respondents were maximum of those approached. Most of the respondents are employee and majority of the respondent's family monthly income level is Rs.20000-Rs.30000. It was found that the calculated value chi square value (18.01) is greater than table value 12.59, and the alternate hypothesis was accepted, so there is a significance relationship between the age of respondents and their opinion on satisfaction towards mobile brands the consumers use.

9. DISCUSSION
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.

10. 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 phone technology in a wide manner. It was also concluded that, the future researchers shall make an attempt to study about the consumer satisfaction with others aspects in which the mobile phone brands are preferred by the consumers.

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