

# A STUDY OF CUSTOMER PREFERENCE TOWARDS SMART PHONES IN COIMBATORE

**Dr. M. RAJARAJESWARI**

Assistant Professor & Head of the Department

Department of B.Com(Accounting & Finance) and B.Com(Business Analytics)  
PSGR Krishnammal College for Women, Peelamedu, Coimbatore, Tamilnadu, India  
Email: rajim@psgrkc.ac.in

**Abstract:** *Mobile phone markets are one of the most turbulent market environments today due to increased competition and change. The increasing trend in Smartphone among the people is the main reason that has amplified the interest to research on the topic. People's obsession about the Smartphone has been increasing rapidly. The present study was done to investigate the preference towards the technical mobile phones by the people with reference to the Coimbatore city. A questionnaire was designed to evaluate customer preference towards the modern mobile phones through which the data has been collected from 200 respondents, in order to get the needed information a structured questionnaire was issued to mobile phone user.*

**Key Words :** *mobile phone, smart phone, customer preference*

## 1. INTRODUCTION:

A Smartphone is actually a mobile phone, based on an Operating System, which possess all the major functions of a Computer, like web browsing, emailing, video and voice chatting, audio-video playback, and others. Strong brand names can have positive effects on consumer perception and preferences. Mobile phones have become an inevitable part of personal communication today. Majority of the people, irrespective of their age, income and geographic location, have accepted it as a necessary aspect of their day to day lives. Mobile phone industry all over the globe is currently passing through a turbulent business environment due to heightening competition as well as the continuous changes in the tastes, preferences and requirements of the customers. Due to this, the players in the industry constantly engage in innovation and differentiation to meet and satisfy consumer preferences.

## 2. STATEMENT OF THE PROBLEM:

Technology plays a vital role in this modern world. As far as mobile is concerned the technology is growing very rapidly we are coming across lot of new types and models of handsets from each company. This makes the mobile market very competitive and the sellers are making their brand to be attractive in the market and they give concessions and various gifts for the purchaser. So to trace the preference of the people towards the modern technical mobiles the study was undertaken.

## 3. SCOPE OF THE STUDY:

The study aims at finding out the preference of purchasing the mobile phones and the influence of the people in mobile technologies. This study enables to know how far mobiles are useful for the customer of Coimbatore in their daily life. It enables to know the awareness that is created among the customers with regards to technical mobiles (smart phones).

## 4. REVIEW OF LITERATURE:

Nandhini (2001) examined that attitude of the respondents using cell phones was not influenced by either education or occupation and income.

Samuvel (2002) observed that most of the respondents consider size, quality, price, instrument servicing are an important factors for selecting the handset while majority of the respondents are satisfied over the payment system, quality of services, coverage area and the process of attending the complaints regarding their mobile service provider.

Kalpna and Chinnadurai (2006) found that advertisement play a dominant role in influencing the customers but most of the customers are of opinion that promotional strategies of cellular companies are more sale oriented rather than customer oriented.

According to Cassavoy (2012), Smartphone can be defined to be a device that enables the user to make telephone calls and at the same time has some features that allow the user to do some activities that in the past was not possible unless using a computer or a personal digital assistant (PDA), such as sending and receiving e-mails, amending an office document etc. The concept of brand encompasses much more than a trademark. Based on the

various journals, researches and articles; several dominant factors influencing a consumer purchase decision towards Smartphone can be drafted out. The variables under investigation in this study include product features, brand name, price and social influences.

**5. OBJECTIVES OF THE STUDY:**

- To identify the needs of consumers towards mobile
- To study the preferences to the different types of mobiles available in the market
- To analyze the reasons involved for opting technical mobiles
- To know the technological improvements needed to satisfy the customers

**6. RESEARCH METHODOLOGY:**

The primary data was collected from the respondents through questionnaire. The sample sizes consists of 200 smart phone users of Coimbatore are selected using Convenience sampling technique.

**7. TOOLS USED:**

- Simple percentage, Ranking analysis, Chi-square, ANOVA, T-test and Friedman test

**8. ANALYSIS AND INTERPRETATION:**

**TABLE 1.1 AGE AND FEATURES IN CHOOSING MOBILE**

H<sub>0</sub> - There is no significant relationship between the age and features which they consider in choosing a mobile.

Particulars	Sum of squares	df	Mean square	F	Sig.
Between groups	467.543	3	155.848	7.545	.000
Within groups	404.542	196	20.655		
<b>Total</b>	<b>4515.995</b>	<b>199</b>			

With the significant value of .000, it is clear that there is significant relationship between the age group of the respondents and their level of importance on the features which they consider in choosing a mobile at 5% level of significance. Hence the hypothesis is rejected.

**TABLE 1.2 EDUCATIONAL QUALIFICATION AND FEATURES IN CHOOSING MOBILE**

H<sub>0</sub> - There is no significant relationship between the educational qualification and features which they consider in choosing a mobile.

Particulars	Sum of squares	df	Mean square	F	Sig.
Between groups	93.708	2	46.584	2.087	.127
Within groups	4422.287	197	22.448		
<b>Total</b>	<b>4515.995</b>	<b>199</b>			

With the significant value of .127, it is clear that there is no significant relationship between the educational qualification of the respondents and their level of importance on the features which they consider in choosing a mobile at 5% level of significance. Hence the hypothesis is accepted.

**TABLE 1.3 OCCUPATION AND FEATURES IN CHOOSING MOBILE**

H<sub>0</sub> - There is no significant relationship between the occupation and features which they consider in choosing a mobile.

Particulars	Sum of square	df	Mean square	f	Sig.
Between groups	26.226	3	8.742	.382	.776
Within groups	4489.769	196	22.907		
<b>Total</b>	<b>4515.995</b>	<b>199</b>			

With the significant value of .776, it is clear that there is no significant relationship between the occupation of the respondents and their level of importance on the features which they consider in choosing a mobile at 5% level of significance. Hence the hypothesis is accepted.

**TABLE 1.4 MONTHLY INCOME AND FEATURES IN CHOOSING MOBILE**

H<sub>0</sub> - There is no significant relationship between the monthly income and features which they consider in choosing a mobile.

Particulars	Sum of squares	df	Mean square	f	Sig.
Between groups	106.654	3	35.551	1.580	.195
Within groups	4409.341	196	22.497		
Total	4515.995	199			

With the significant value of .195, it is clear that there is no significant relationship between the monthly income of the family of the respondents and their level of importance on the features which they consider in choosing a mobile at 5% level of significance. Hence the hypothesis is accepted.

**TABLE 1.5 GENDER AND FEATURES IN CHOOSING MOBILE**

H<sub>0</sub> - There is no significant relationship between the gender and features which they consider in choosing a mobile.

T	df	Sig.(2-tailed)
1.12508	198	0.261919

With the significant value of .261, it is clear that there is no significant relationship between the gender of the respondents and their level of importance on the features which they consider in choosing a mobile at 5% level of significance. Hence the hypothesis is accepted.

**FRIEDMAN TEST**

The Friedman test, frequently called as two-way analysis on ranks was carried out at 1% level of significance to determine whether there are any significant differences between rankings.

H<sub>0</sub>. The rankings of the respondents regarding the specifications of their mobile phone does not differ.

**TABLE 1.6 RANKING ACCORDING TO THEIR SPECIFICATION**

Features	Mean rank
Price	3.60
Style & model	4.04
Storage	4.46
Facilities available	4.39
Battery life	4.24
Brand name	5.86
User friendly	7.07
Picture quality	7.58
Display	7.14
Sound clarity	6.64

Lowest mean rank of 3.60 is given to price, which shows that this factor is considered to be the most significant of their mobile phone; 4.04 is given to style and model, 4.24 is given to batter life, 4.39 is given to facilities available, 4.46 is given to storage, 5.86 is given to brand name, 6.64 is given to sound clarity, 7.07 is given to user friendly, 7.14 is given to display, 7.58 is given to picture quality which shows that this factor is to be considered to be the most important influencing factor while choosing the mobile phone.

**TABLE 1.7 TEST STATISTICS**

N	200
Chi-square	448.992
df	9
Asymp.sig.	.000

With the significant value of .000, it is clear that ranking of the respondents regarding the specifications of their mobile phone differs at 1% level of significance. Hence the hypothesis is rejected.

**8. SUGGESTIONS:**

- The customers can be given the option to download latest ringtones from company's outlet rather than providing in-built ringtones.

- The keyboard functions, especially at entry level mobiles for first time subscribers should be easy and user friendly.
- The companies have to consider the issues of battery backup while they are providing performance features like camera, internet and music.
- New models handsets may be introduced exclusively for female users, to suit their dressing pattern.

## **9. CONCLUSION:**

In present era of immense competition and changing customer preference, it becomes eminent for the organization to gain competitive advantage over the other firms to become market leader. This can be achieved by continuous innovations in the product by perfectly understanding the customer's requirements which could lead to higher customer satisfaction. Since Telecom industry is a booming industry in India and the mobile handset business is extremely dynamic in nature with the changing consumer preferences, easiness and readiness of customer to shift between different brands, it becomes pertinent for the firms to know exactly customers want according to their needs and disposable income.

## **REFERENCES:**

1. Revathy,(2005). "Preference in cellular service providers in the post liberalization Era" 21(4) 5-8.
2. Selvaraj, V.M. and Ganesan Malathi,(2005) "A study on consumer behaviour towards cell phone users in Thuthookudi city: Indian journal of marketing may, 35(5), 23-28.
3. Mayank Vinodbhai Bhatt, (2008) "Study of Mobile Phone Usage Among the post Graduate Students". Indian Journals of Marketing, 38(4). 9-12.
4. Yeonbae kim. Jeong-Dong Lee and Deayoung K.oh (2005) "Effects of consumer Preferences on the Convergence of Mobile Telecommunications Devices". Applied Economics 37(7) 817-826.