

CONSUMERS PERCEPTION AND PREFERENCE TOWARDS SMARTPHONE

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ABSTRACT

Smartphone industry has been booming since 1983. Since then, there have been many large mobile phone companies stepping their foot into the industry. Nowadays people seem to become dependent towards smart phone due to its convenience, great camera features, easy applications installations, and more importantly, it can do most of the computer functions on the go. This research is carried to understand the various factors which influence the purchase intention of the consumer and also helps to understand the mindset of different consumer while buying a smart phone. Mobile handsets are primary essentials for people across the world. The main aim of customer buying behavior is to meet and satisfy the needs and the wants of the target customers. Both primary and secondary data were explored. In the current highly competitive mobile phone market, manufacturers constantly fight to find additional competitive edge and differentiating elements to persuade consumers to select their brand instead of a competitor's.

Key words: *Smartphone, Brand, consumer perception*

Introduction

The behavior of consumers towards smart phones is increasingly a focus of marketing research. In particular, consumer behavior in the smart phone industry, from adoption motivation to post-usage behavior has become a major focus of research in the field of marketing. The results of the research confirm that the regulatory focus has an influence on consumer behavior towards smart phone purchase decision by affecting their perception, motivation, and lifestyle. India is one of the fastest growing economies in the world and the smart phone industry in India is also growing very fast. For consumers' smart phones have become essential parts of personal and business life. There is a continuous increase in disposable income; there has been a major shift in the attitude and aspirations of the consumers. This research is to analyze the external and internal factors which influence a consumer's decision in purchasing a smart phone. The research also focuses on consumer attitude for smart phones and the influence brand name has on consumer buying decisions. The recent growth of smart phone usage is an observable

fact that crosses all age and gender boundaries. Hence, this research explores through quantitative analysis some of the key factors believed to affect consumer's attitudes and behaviors towards smart phone purchase.

Review of Literature

Khomh et al. According to them many software companies prefer to reuse existing grown-up software deliver a high quality system in short period. One of the best examples is of Google who used Linux operating system into android OS for the mobiles. This study author has conducted an experiential study to understand how Android adapts the Linux kernel. Using software repositories from Linux and Android, author assessed the effort needed to reuse and adapt the Linux kernel into Android.

Sharma et al. According to them now a day's advancement in mobile technology has become a big challenge in the mobile market this study discusses different technologies used with different mobiles in the market. 0G was the first generation with only analog feature i.e., only voice call was allowed and no data feature

presents different generation of mobile. The 1G was little advance that allowed limited data feature with voice call. 3G was little more advance than the previous one with voice call, sms and cellular network features. The 4G brought more advance features like streaming data, broadband and voice. The 5G added advances features in the previous generation like highspeed broadband and high data rate. Along with advancement in mobile technology, different operating systems were designed to support these technologies.

Nagarkoti found that customers pay huge money in smart phones for latest technology and for brands.

Liao concluded that when buying a smartphone, a consumer sees the brand image more than other factor such as design, integration of hardware and software, file transfer and display, price of additional, purchase, price of the phone and camera.

Malviya et al. found that people in Indore are buying Smartphones irrespective of its prices. He also added that features like brand, social image, technology and durability are playing major role in buying decisions of consumers in Indore.

Mohan conducted a survey and his findings were Smartphone is just not only the want of customer but a need. Moreover, consumer perceives brand image while purchasing smartphone and few consumers in India market are brand loyal.

Objectives of the study

1. How the customers use the product?
2. What is the role of the customer in his family?
3. To explore the key factors which motivate consumers to purchase and use Smart phones
4. To find the reason behind usage of smart phone.
5. To know the customer satisfaction level of the smart phones.

Research Methodology

Research design: Survey research

Sampling frame: Smartphone users of different age group and different profession in Ramanathapuram Dist.

Sampling Method: convenience sampling

Sampling size: 102 respondents

Nature of Data: Primary data as well as secondary data were collected from journals, websites, book, and magazine and from previous research related to smart phone.

Method of primary – data collection: Questionnaire.

Types of Questionnaire: Structured questionnaire with suitable scaling.

Types of Questions: Closed ended, Likert scale, Ranking questions and Multiple - choice question.

Statistical tools used: Factor analysis, Correlations, Garrett's ranking analysis.

Software used: IBM SPSS statistics 20 package.

Period of study: December 2020 to January 2021.

Area of study: Ramanathapuram dist.

Significance of the study

Significance of the Mobile Phone is very important to everyone, not even in India but it is a worldwide phenomenon. This study has been conducted to check consumer behavior and their purchase decision towards mobile phones. This research is intended to describe and analyze consumers' preference between Samsung, Apple and Oppo brands of Smartphone.

Results and Discussion

The results obtain from the analysis of the data by using the various statistical tools are discussed below.

Preference towards Smartphone feature

Table -1

Weighted average on preference smart phone feature

Feature	Mean square	Rank
Operating system	1.53	4
Storage capacity (memory)	1.54	3
HD Display	1.46	7
Generation (3G/4G/5G)	1.57	6
Battery life	1.51	2
Camera resolution	1.52	5
Colour and design	1.38	8
Processing speed	.58	1

From table -1, It is understood that processing speed, battery life, storage capacity, camera resolution and operating system are consider most important feature in choosing the smart phone. Generation, HD display and color and design are considered less important while purchasing smart phone.

The most used mobile application

The table-2 shows the Garrett's ranking for most used mobile application by customers. Social application is the most used application by respondent follow by education app. The third, fourth, fifth most used application is shopping app, entertainment application and banking application respectively. The least used apps are travel application and government app.

Garrett's ranking for most used application by customers

Apps	Total score	Average score	Rank
Shopping app	5337	17.50	3
Government app	4310	14.04	7
Educational app	5375	17.51	2
Travel app	4563	14.86	6
Social app	6151	20.03	1

Banking app	4654	15.16	5
Entertainment app	5114	16.66	4

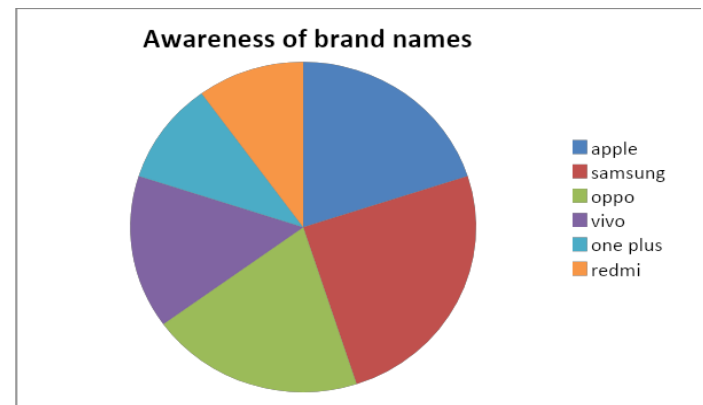


Figure 1

Source: Primary Data

Interpretation

Brand name is of great importance. Consumers buys product, taking in brand name in mind. Here we analysis that 25% of consumers are using Samsung and 20% of consumers are having apple and oppo.

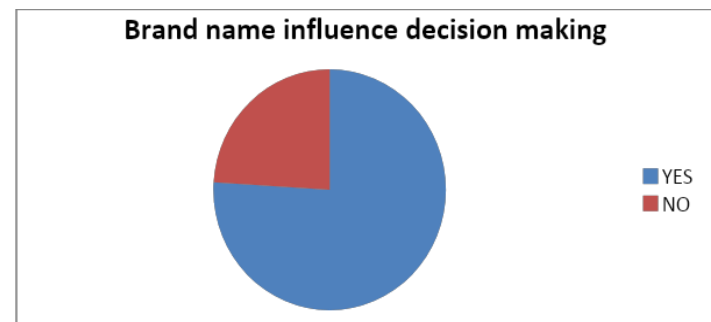


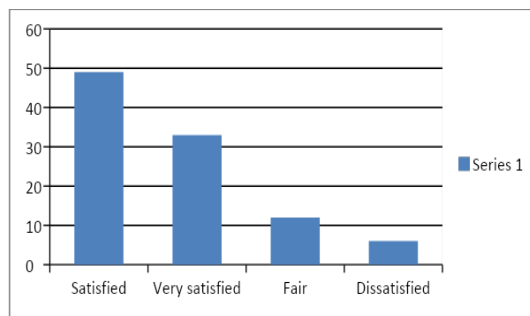
Figure - 2

Source: Primary Data

Interpretation

In today's life brand name influences the buyer decision while purchasing mobile phones. Through this analysis we interpret that 76% of consumers agree with this statement while 24% of them disagree with this statement.

Satisfaction Graph



Interpretation

81% of consumers are satisfied with their mobile phones. While only 10% of consumers are dissatisfied with their current mobile phones.

Recommendations

Based on the findings of the study, the following recommendations are given to manufactures and marketers of Smartphone.

➤ From the study it is found that the four key factors which influence the usage and purchase decision of Smartphone are product, price, peer groups and brand image. So the manufacturers and marketers can focus on these factors when they design and promote the products.

- From the study it is found that customers are more interested in product features like processing speed, camera and battery life so the manufactures can concentrate more on it while designing Smartphone.

- The period of warranty and guaranty of Smartphone can be increased

- As peer group is an important factor in purchase decision of smart phone, 'word of mouth' is a best way to promote Smartphone

- The Smartphone manufactures can reduce the build in application storage space because the customers are interested more to have a personalized app

- Smartphone marketers can increase the brand loyalty among Smartphone users by offering discounts if they buy their brand second time

➤ The companies can target more on the youth population as they are the one who uses smartphone the most

Conclusions

The overall results proved that the respondents have perceived Smartphone in a positive manner. The study shows that the product features like camera, battery life, processing speed are the most important factors in purchase decision. Further product feature, price, peer group and brand image are the key influencing factors to buy the Smartphone. Though the price of Smartphone is high the customers are ready to pay and afford it for their social need. From this study it is clear that the Smartphone has become an essential part of life and it made life easier.

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