A STUDY ON FAST MOVING MOBILE PHONES IN COIMBATORE CITY

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ABSTRACT

Telecommunication sector in India can be divided into two segments: Fixed Service Provider (FSPs), and Cellular Services. Fixed line services consist of basic services, national or domestic long distance and international longdistance services. The state operators (BSNL and MTNL), account for almost 90 per cent of revenues from basic services. Private sector services are presently available in selective urban areas, and collectively account for less than 5 per cent of subscriptions. However, private services focus on the business/corporate sector, and offer reliable, high- end services, such as leased lines, ISDN, closed user group and videoconferencing.

KEYWORDS: Communication, mobile phones, fast moving

INTRODUCTION

Communications (GSM) and Code Division Multiple Access (CDMA). The GSM sector is dominated by Airtel, Vodfone-Essar, and Idea Cellular, while the CDMA sector is dominated by Reliance and Tata Indicom. Opening up of international and domestic long distance telephony services are the major growth drivers for cellular industry. Cellular operators get substantial revenue from these services, and compensate them for reduction in tariffs on airtime, which along with rental was the main source of revenue. The reduction in tariffs for airtime, national long distance, international long distance, and handset prices has driven demand.

Now days, Most of the peoples are using Mobile phones. In this, 60 percent of peoples are Youngsters. They have various types of wants in mobile phones. Different people need different types of wants in features of mobile phones. So, there are many companies are introducing their products (mobile phones) to satisfy the consumer's wants. But the consumers are wish to buy te mobile phones according to their wants.

OBJECTIVE OF THE STUDY

- To understand the level of fast selling mobile phones in Coimbatore city
- To identify consumer's buying behavior towards mobile phones in Coimbatore city
- To study about their sales promotion and advertisement to improve their sales

REVIEW OF LITERATURE

Analysis & Consumer Research Organization (2004), "A Study of Mobile phone usage among the Teenagers and youth in Mumbai"**,** said that the major teenagers and youths were using mobiles in day to day life. But the age of 12-29 years of people were highly using their mobiles. This may impact our youngsters to make their life more efficiently.

Mrs.S.Bhuvaneswari (2016),"A Study on mobile phone usage among College Students in Palakkad", said that the main objective of this project is to identify the usage of mobile phones, service providers and respective brand among college students and identify their Satisfactory level of their mobile phones. Cell phone usage is so strongly integrated into young people's behavior that symptoms of behavioral addiction, such as cell phone usage interrupting their day –to-day activities.

Dr.T.S.R. Murthy and D. Siva Rama Krishna (2011),

"Analysis of cell phone usage using correlation techniques", said that the present paper is a sample survey analysis, examined based on correlation techniques. The usage of mobile phones is clearly almost un-avoidable these days and as such the authors have made a systematic survey through a well prepared questionnaire on making use of mobile phones to the maximum extent.The study of correlation is of immense use in practical life. Correlation measures the degree or strength of the linear relationship between the variables.

Parveen Kumari and Satinder Kumar, "Consumer Brand Preference towards Mobile Phone: Effect of Mobile Phone Attributes on Purchase Decision", said that the mobile phones dominate most of modern human in every movement of life. The development of mobile communication technology e. g. wireless internet, mobile phone, MP3 player, GPS navigation system has been a long journey of innovation, which is constantly evolving and updating as a result of consumers changing needs and preferences (Mokhlis, S. &Yaakop, A.Y.In total, it is found that Technical Features are most considered attributes of mobile phone followed by Looks, Image & Resource, Entertainment, Basic Attributes, Storage, Display, Way Entertainment, User Friendly and Weight. Technical attributes includes Internet/GPRS, Huge Memory,

Sending & receiving e-mail, Strong battery back-up, Operating System, Video-calling Facility and Multi-Window. Looks encompasses Shape, Size, Colour, Touch-Screen, Screen size and Social Media Application. Image with Resource involves Dual Sim, Wi-fi and Brand Image. Entertainment attributes incorporates Bluetooth, MP 3 Player and Playing Games. Basic Attributes includes Communication and Design & Appearance. Storage & Display attributes contains Video-recorder, Sophisticated and Good audiovideo quality. Way Entertainment attributes embraces Camera and FM-Radio.

STATEMENT OF PROBLEM

We all know that there are many variety of mobile phones which are available in the market and also number of users increases day to day. In this marketing world, most of the mobile companies are introducing innovative mobile phones in every year. Likewise, there are many stores were opened to sale all types of mobile phones in all over the world. Especially, youngsters and students are playing a vital role in purchasing and consuming the mobile phones. As we know, the taste and preference of the consumers also will change.

RESEARCH METHODOLOGY

A research methodology is the specification of methods and procedures for acquiring the information needed to structure or to solve problems. It is the overall operational pattern or framework of the project that stipulates what information is to be collected from which sources, and by what procedures. Although research design may be classified by many criteria, the most useful one concerns the major purpose of the investigation. Research methodology is a way to systematically solve the research problem. Information can be collected from only a part of population.

TOOLS USED:

In this study, I have used Simple Average Method to analyze my data and information. The formula for Simple Average Method is given below: Simple Average Method = n/N*100 n = no. of respondents N = Total no. of respondents

ANALYSIS AND INTERPRETATION

DO ALL THE PEOPLE USE SMART PHONES

YES OR NO	NO OF RESPONSES	PERCENTAGE
YES	23	92
NO	02	08
TOTAL	25	100

INTERPRETATION:

The data shows that 92% of the people use smart phones

CHI-SQUARE ANALYSIS

	OBSERVED N	EXPECTED N	RESIDUAL
20-30	1	1.0	.0
30-40	1	1.0	.0
40-50	1	1.0	.0
Above 50	1	1.0	.0
Total	4		

TEST STATISTICS

	NO OF PEOPLE USING SMART PHONE
Chi square	000a
Df	3
Asymp. Sig	1.000

4 cells (100%) have expected frequencies less than 5. The minimum expected cell frequency 1.0.

FINDINGS

- The age composition of the respondents indicates most of the respondents are 36% in the age group of 21-30 years.

- The majority of the respondent is 70% are male. And the other 30% is female.

- The majority of the respondents 64% are Unmarried people. However, 36% of the total sample belongs to married category.

- In our total respondents, 44% of them are college students. This shows, most of the college students are using smart phones.

- In our survey, most of the respondent's monthly income is Rs.10001 to Rs.15000. This shows, the respondent's monthly income indicates their buying behaviour of the products.

- 36% of the respondents are working as a private employees. This indicates, in our total samples most of the them are working as a private employees.

- The majority of the respondents were living as a nuclear family is 66%. This shows our family nature of the respondents.

SUGGESTIONS

- By way of analyzing these informations, smart phones are in high cost for ordinary people. So, they need to give quality products with comfortable price.

- All the smart phones have some defects. So, all the companies must correct all the defects and bring back as a quality products. It makes the major change in sales.

- All the branded smart phones wants to make their products in advanced level. Because, the consumer's expectations never ends. In future, all the smart phones have to satisfy their consumer's wants.

- Some smart phones have lagging/ hanging problems because of software issues. If the smart phone companies want to, not to reduce their sales, they have to control and sort out these issues.

- Some mobile phones have to improve their battery life and heat temperatures. Because, all of them are using their mobiles throughout a day. So, they have to concentrate these issues immediately.

CONCLUSION

With the help of the simple average method and the questionnaire the research comes out with the following findings

- VIVO smart phones are doing their best in battery life, camera quality, cost efficient according to all kinds of people

- Most of the consumers are buying VIVO smartphones

- Oppo, Redmi and Samsung. Others are like substitutes. Their buying behavior in mobile phones are decided according to their enquiring factors like browsing facilities, applications, performance, etc…

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