A STUDY ON CONSUMER EXPECTATION AND SATISFACTION ON MOBILE PHONE BRANDS IN THE ERA OF 5G WITH SPECIAL REFERENCE TO TIRUPUR CITY.

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ABSTRACT

The study aims to investigate consumer's expectation and satisfaction on mobile phone brands in the era of 5G in Tirupur city. The advent of 5G technology has revolutionized the mobile phone industry, offering unparalleled speed, connectivity, and innovation. As consumers increasingly adopt 5G-enabled devices, their expectations and satisfaction levels have become crucial determinants of brand loyalty and market competitiveness. This study investigates consumer expectations and satisfaction with mobile phone brands in the era of 5G, with a special focus on Tirupur city. A survey-based approach was employed to collect data from 100 respondents, and the results were analyzed using statistical techniques. The findings reveal significant insights into consumer preferences, expectations, and satisfaction levels with mobile phone brands in Tirupur city. Furthermore, the study identifies key factors influencing consumer purchasing decisions in the 5G era, providing valuable implications for mobile phone brands seeking to enhance customer satisfaction, loyalty, and retention. Moreover, brands that prioritize consumer needs and preferences will be better positioned to capitalize on the growing demand for 5G-enabled devices and services. As the 5G landscape continues to evolve, mobile phone brands must remain agile and responsive to changing consumer expectations. By doing so, they can foster long-term relationships with their customers, drive business growth, and maintain a competitive edge in the market. Ultimately, the key to success in the 5G era lies in delivering exceptional customer experiences that meet the evolving needs and expectations of mobile phone users.

Keywords: 5G, Mobile Phone Brands, Consumer Expectation, Satisfaction, Tirupur City.

INTRODUCTION

The mobile phone industry in India has emerged as a leading sector, with top manufacturers and big giants diversifying their business into the telecom sector. Mobile phones have transformed from a luxury item to a necessity for every adult and teenager, serving as a lifeline for many. With the advent of smart phones, mobile phones now store vital data, including contacts, pictures, messages, and more. The fifth generation of wireless technology, 5G, has revolutionized the mobile phone industry, offering faster data speeds, lower latency, and greater connectivity. 5G mobile phones support various applications and services, including enhanced mobile broadband, massive machine-type communications, and ultra-reliable low-latency communications. As a result, numerous brands compete to offer the fastest, most feature-rich, and affordable 5G-enabled smart phones. With a wide range of 5G mobile phone brands available, consumers are spoilt for choice, leading to a highly competitive market. Brand image and consumer satisfaction play crucial roles in determining the success of a mobile brand. Understanding consumer expectations, preferences, and pain points is essential for mobile brands to develop effective strategies.

According to Counterpoint Research, 5G smart phones are gaining traction in India, with the country becoming the world's second-largest market for 5G devices. India's strong performance in 5G smart phone shipments is driven by robust shipments from Xiaomi, Vivo, and Samsung. Apple and Samsung dominate the global 5G handset market, with Apple leading over 25% and Samsung holding over 21%. The shift towards 5G is evident, with 5G-enabled devices making up over 54% of the total handset market. In India, where mobile phone penetration is rapidly increasing, understanding consumer expectations and satisfaction is crucial for 5G mobile phone brands. Tirupur, a city in Tamil Nadu, is an important market for mobile phone brands, with a growing population of tech-savvy

consumers. Despite its significance, there is a dearth of research on consumer expectation and satisfaction with 5G mobile phone brands. This study aims to bridge this knowledge gap, exploring consumer expectations and satisfaction levels in Tirupur. By examining the complex relationship between consumer expectations, satisfaction, and loyalty, this research seeks to contribute to the existing body of knowledge on consumer behavior and mobile phone marketing.

STATEMENT OF THE PROBLEM

Consumers expect 5G phones to be fast, reliable, and innovative. They demand seamless connectivity, ultra-high speeds, and endless possibilities. However, many consumers are not getting what they expected. They experience slow speeds, dropped calls, and poor battery life. This gap between consumer expectations and actual experiences is a problem. Consumers are frustrated with the lack of consistency in 5G network coverage. They are disappointed with the limited battery life and high cost of 5G devices. The lack of standardization in 5G technology has created a fragmented market. Consumers expect more innovative features and services from 5G phones. There is a significant disconnect between consumer expectations and actual experiences. As a result, mobile phone brands must prioritize consumer needs and preferences to bridge this gap. By doing so, they can enhance customer satisfaction, loyalty, and retention in the competitive 5G market.

OBJECTIVES OF THE STUDY

- To investigate key factors influencing consumer satisfaction with mobile phone brands in the 5G era.
- Analyzing demographic difference in consumer satisfaction with mobile phone brands.
- Examining the impact of brand reputation design and aesthetics on consumer satisfaction.
- To investigate the impact of 5G features on consumers.

SCOPE OF THE STUDY

- The study will target consumers who have purchased and used 5G mobile phone brands.
- The study will focus on the current market scenario and consumer expectations and satisfaction levels at the time of the study.
- The study will examine the impact of 5G technology on consumer expectations and satisfaction levels, including features such as faster speeds, lower latency, and greater connectivity.
- The study will investigate consumer satisfaction and expectation on the consumer support provided by 5G mobile phone brands, including service quality, responsiveness, and issue resolution.

RESEARCH METHODOLOGY DATA COLLECTION PRIMARY DATA

Primary data was collected through a structured questionnaire distributed to respondents, which included questions related to demographic information, consumer expectations, and satisfaction with 5G mobile phone brands.

SECONDARY DATA

Secondary data was obtained through a comprehensive review of existing literature, incorporating academic journals, research papers, and industry reports.

RESEARCH DESIGN

The research design for this study will employ a descriptive and comparative approach, utilizing both qualitative and quantitative methods to examine consumer satisfaction and expectation across various mobile phone brands.

SAMPLING STRATEGY

This study employed a non-probability convenience sampling method, collecting 100 responses from mobile phone users aged 18 and above through an online survey. The sample size was considered sufficient for this exploratory study, providing a suitable framework for analyzing consumer satisfaction and expectation.

TOOLS FOR ANALYSIS

- Chi-square test
- Ranking method

REVIEWS OF LITERATURE

Luke Baker (2024)[1]: In their article they states that Consumer satisfaction towards 5G technology has increased. A study found that the Oppo Reno 12 pro offers a unique design, excellent display, and handy AI features, but its camera performance is inconsistent and gaming capabilities are lacking, making it a great value option for those prioritizing AI-powered productivity.

Chris Martin (2023)[2]: A significant outcome of their study is that mobile phone with advanced features and the Iphone 15 offers a solid balance of hardware, software and performance. The phone's battery life is good, but charging speeds are mediocre. The Iphone

15 is a good value option, especially with its lower price point. Overall, it's a well- rounded phone, but not significantly different from its predecessor.

Andy Samson (2023)[3]: Their study highlights the importance of understanding consumer needs and preference for mobile phone brands and the study found that Oneplus Nord CE 3 lite 5G impresses with its budget – friendly price. It boasts a high quality camera, perfect for capturing life moments.

Lewis Painter (2022)[4]: Their study examines the impact of brand loyalty programs and our study found that Vivo V25 pro is a solid mid – range smart phone with impressive performance and camera capabilities. However, the lack of water and dust resistance and no software update commitment are major drawbacks. Overall, the Vivo V25 pro is a good option for those seeking a budget- friendly smart phone with impressive specs.

LIMITATIONS OF THE STUDY

- The study uses a survey methodology, which may not capture the full range of consumer expectations and satisfaction over time.
- The findings of the study may not be generalizable to other cities, countries, or region.
- The study only focuses on a limited number of 5G mobile phone brands, which may not represent the entire market.

DATA ANALYSIS AND INTERPRETATION CHI-SQUARE TEST

H0– There is a no relation between gender of the respondents and their preference towards the currently using mobile device.

H1-There is a relation between genders of the respondents is their preference towards currently using mobile device.

S.NO	Gender	Very satisfied	Satisfied	neutral	dissatisfied	Total	Percentage
1	Male	21	31	6	1	59	59
2	Female	15	20	6	-	41	41
	TOTAL	**36**	**51**	**12**	**1**	**100**	**100%**

Calculated chi- square value	Table value	Degree of freedom	Result
1.17047	7.815	3	Accepted

The calculated chi square value (1.17047) is lesser than the table value (7.815), Hence the null hypothesis is accepted ad 5% level significance. It can be concluding that there is no relationship between gender of respondents and the preference towards currently using mobile phone.

RANKING ANALYSIS

RANKING THE MOBILE BRANDS FROM 1-8

S.NO	FACTORS	1	2	3	4	5	6	7	8	TOTAL	RANK
1	APPLE	0	18	20	13	6	4	1	3	352	III
2	SAMSUNG	0	0	18	20	13	6	4	1	729	I
3	OPPO	0	0	0	18	10	2	0	5	507	II
4	VIVO	0	1	0	0	8	7	2	4	114	IV
5	ONEPLUS	0	0	0	0	0	4	3	4	50	V
6	REALME	1	1	1	2	0	0	6	5	38	VI

7	REDMI	0	0	1	0	2	0	0	7	36	VII

INTERPRETATION

From the above table, it shows the clear picture of respondents Samsung got first place with a score of 729 points and Redmi got second place with score of 36.

Majority of respondents ranked Samsung as first with a score of 729 points.

SUGGESSIONS

- High-quality products with AI-powered features and customized designs are essential to meet consumer expectations.
- Providing reliable network connectivity, convenient screen replacement services, and regular software updates is crucial for customer satisfaction.

- Mobile brands should leverage social media marketing, online reviews, and targeted advertising to maximize their reach and reputation.

CONCLUSION

In conclusion, the study on consumer expectations and satisfaction with 5G mobile phone brands offers valuable insights into the complexities of consumer behavior and preferences. The findings reveal that consumers have high expectations regarding network speed, battery performance, camera quality, and innovative features when considering a 5G mobile phone. Brand reputation, pricing, and after-sales services also play a significant role in shaping consumer satisfaction. Furthermore, the study highlights the need for 5G mobile phone brands to focus on technological advancements, affordability, and customer- centric services to meet evolving consumer demands. Additionally, brands that prioritize data security and provide regular software updates will be better positioned to build trust with their customer.