

Customer Satisfaction Towards Using of Smartphone in Salem District

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Abstract

Advances in the technology of wireless communication and shrinking VLSI technology has allowed for the production of small handheld devices with impressive communication bandwidth and ability to run complex applications. These applications include but are not limited to: audio, web browsing, video gaming, texting, and video streaming. The industry is keen on producing lighter devices with an ever increasing data rates and computing demands, and the race to satisfy consumers appetite will no doubt continue to escalate. The study covers customer satisfaction towards smartphone. This survey is conducted in Salem City. The study based on primary data. Some of the respondents feel that there is less number of service centers. Hence, the company can increase the service centers for smartphones in Salem. The majority of the customers expect more designs.

Key words: Smartphone, Users and satisfaction levels.

Introduction

The customer is a person who buys goods or services for some price. The success of an Enterprise heavily depends on customer satisfaction. It is the period of customer era. Every customer knows his right and responsibilities. All business firms have realized that marketing is an element of management philosophy and key of its successes lies in focusing more on the customers. That is it will be the customer before the marketer is to ensure that they satisfy customer. Advances in the technology of wireless communication and shrinking Very large Scale Integration (VLSI) technology has allowed for the production of small handheld devices with impressive communication bandwidth and ability to run complex applications. These applications include but are not limited to: audio, web browsing, video gaming, texting, and video streaming.

The industry is keen on producing lighter devices with an ever increasing data rates and computing demands, and the race to satisfy consumers appetite will no doubt continue to escalate. The smartphone sale, which was 1.3 billion in total in 2014, increased with a rate of 10 percent in 2015 reaching 1.43 billion (IDC, 2015). Since these devices depend on batteries for their operation, a major concern in the design of these devices is, therefore, their energy consumption. In addition, phones are now used as a multi-functional device, an indispensable accessory, a way of respect, style and image, personal identity and as a tool for entertainment (Polat and Maksudunov, 2012).

Issue

A mobile phone that performs many of the functions of a computer especially it has touch screen, interface, internet access, and an operating system capable of running downloaded apps. Most of the people use to recently the smartphones. Today, smartphones not only act as a verbal communication tool but also do various jobs of the computer such as transferring data, accessing the Internet, delivering e-mail and instant messages, viewing the digital content and transferring data via the systems within the corporate (Ada and Tatl, 2013). Short message Service (SMS) is the most widely used Valued Added Service (VAS). The study revealed that most of the respondents were satisfied with their current service provider show maximum willingness for shifting to Airtel (Vipan Bansal and Bindu Bansal, 2013). Peslak, Shannon and Ceccucci (2011) investigated the variables and activities regarding university students' use of smartphones and mobile phones in USA and tried to learn about use of mobile devices in general. Kang and Jung (2014), in their study conducted to compare smartphone use in USA and Korea, reported that the two user populations believed smartphones help them meet their reliability and self-doing needs predicting their smartphone use and life satisfaction.

Consumers nowadays not only consider the device itself, but also take many other diverse elements, such as the image of the brand, into consideration when choosing a device (Jin and Park, 2008). There is a need to find answers to what, who, where, why, and how questions to know the present response of the customer towards smartphone. The wants of the customer are carefully studied by conducting survey on consumer satisfaction. The study also helps to know various smartphone like prices, product features, advertising effectiveness, consumer satisfaction, usages, preferences, likes, dislikes etc. This study will help to gain knowledge about the factors influencing the customer to prefer smartphones and to know the satisfaction of the respondents towards their smartphones.

Methods

The study covers customer satisfaction towards smartphone. This survey is conducted in Salem City. The study based on primary data. The primary data were collected directly from the consumers with the help of questionnaire.

Analysis and Discussion

The table 1 shows the gender of the respondents. 64 percent of the respondents are male and rests 36 percent are female. Majority of smartphone using smartphone are male because the most of the features of smartphone attract male respondents. The above table shows the age of the respondents. 60 percent of the respondents belong to 'Above 35 years' of age, followed by 24 percent of the respondents belong to 26-30 years of age. Smartphones are used for many purposes. Respondents 'Above 35 years' of are highly in need of smartphones for their daily business, employment, recreation purposes, etc. Seventy two percent of the respondents are married and rest 28 percent of the respondents are unmarried.

The study shows that majority of the respondents using smartphones are married, because married people use smartphone for their various purposes. Both husband and wife need more

information for their personal life, Smartphones provides all information. It is concluded that majority of the respondents using smartphones are 'Married'. The above table shows the educational status of the respondents. Sixty four percent of the respondents are having 'Degree level' education and 24 percent of the respondents are 'professionals'. The following table shows that the socioeconomics background of the respondents in the study area. Generally degree holders having employment in various sectors use smartphone for their daily use. Also professionals use equally with degree holders. Thirty four percent respondents using smartphone are working in 'private sectors' and 29 percent of the respondents are in various 'profession'. Smartphone is a device which is used every day by all walks of life for their day to day business.

Table- 1: Table Socioeconomic Background of the Respondents

Gender	No. of Respondents (150)	Percentage
Male	96	64
Female	54	36
Age		
Less than 25	9	6
26-30	36	24
31-35	15	10
Above 35	90	60
Marital Status		
Married	108	72
Unmarried	42	28
Educational Qualification		
School level	3	2
Degree level	96	64
Diploma	15	10
Professional	36	24
Occupation		
Govt. employee	6	4
Private employee	51	34
Profession	43	29
Student	26	17
Others	24	16
Monthly Income		
Less than Rs.10000	14	9
Rs.10001-Rs.15000	05	5
Rs.15001-Rs.20000	30	24
Rs.20001-Rs.25000	35	28
Above Rs.25000	66	44

Source: Primary Data.

It is concluded that majority of the respondents are 'Private Employees'. Forty four percent of the respondents are having an income of Above Rs.25000, followed by 28 percent of the respondents are having an income level of Rs.20001-Rs.25000. The cost of smartphone starts from Rs.10000 and above. People with high income can only buy smartphones.

Table -2: Various Sources of Knowledge about Smartphone

Sources	No. of respondents	Percentage
Friends	69	46
Family members	27	18
Neighbors	12	8
Media	24	16
Others	18	12
Total	150	100

Source: Primary Data.

The above table shows the various sources of knowledge about smartphones. 46 percent of the respondents have come to know about smartphones from 'Friends', followed by 18 percent of the respondents have come to know about 'Family members'. 'Friends and Family members' are very first sources of knowledge about products. When purchasing smartphones the advice from friends and family members play a significance role in deciding the brands of smartphone. It is concluded that the majority of the respondents have come to know about smartphones from 'Friends'.

Table -3: Effective Media for Advertisement

Media	No. of respondents	Percentage
News paper	21	14
Television	45	30
Magazines	16	04
Internet	66	44
Others	12	08
Total	150	100

Source: Primary Data.

The above table shows the effective media for advertising smartphones 44 percent of the respondents feel that 'internet' is the effective media for advertising smartphones and 30 percent of the respondents feel that 'television' is the effective media for advertising smartphones' Advertisement is necessary for advertising products and services. Advertisement is the only media which connect manufacture and target customer together, selecting the best media of advertising is the responsibility of the manufacturers. It is concluded that the, majority of the respondents feel that 'Internet' is the effective media for advertising smartphones.

Table -4: Reasons for Preferring Smartphones

Reasons	No. Of respondents	Percentage
Features	78	52
Brand Image	21	14
Price	9	06
Service	18	12
Design	24	16
Total	150	100

Source: Primary Data.

The above table shows the reasons for preferring smartphones. 52 percent of the respondents feel that the 'Features' of the smartphone are the reason for buying smartphones and

16 percent of the respondents feel that 'Design' is the reason for buying smartphones. Smartphones have various features. Each and every brand has own unique features. Buyers are very much attracted with the features of the smartphones. Majority of the respondents feel that the 'Features' of the Smartphones is the reason for buying Smartphones.

Table -5: Brands of Smartphones

Brand	No. of the Respondents	Percentage
Apple	18	12
Sony	30	20
Samsung	48	32
LG	15	10
HCL	12	08
Blackberry	18	12
Others	09	06
Total	150	100

Source: Primary Data.

Thirty two percent of the respondents are having 'Samsung' smartphones, followed by 20 percent of the respondents are having 'Sony' brand of smartphone. There are many brands of smartphones are available in the market. The leaders are Samsung, Sony, Apple, Blackberry, LG, etc.. Selecting the best smartphone requires knowledge; expect advice, experience, etc for buyers. It is concluded that the majority of the respondents are having 'Samsung' smartphones.

Table -6: Price of the Smartphones

Price	No. of Respondents	Percentage
Less than 10000	12	8.0
Rs.10001-Rs.15000	36	25.0
Rs.15001-Rs.20000	15	10.0
Rs.20001-Rs.25000	06	3.0
Rs.25001-Rs.30000	39	26.0
Above Rs.30000	42	28.0
Total	150	100

Source: Primary Data.

The above table shows buying price the smartphones. 28 percent of the respondents buy smartphones for 'Above Rs 30000, followed by 26 percent of the respondents prefer to buy smartphones between Rs 25001-30000. It is concluded that majority of the respondents buy Smartphones for 'Above Rs 30000'.

Table -7: Table Shows Opinions on Design of the Smartphones

Opinions	No. of Respondents	Percentage
Excellent	57	38
Better	27	18
Good	63	42
Poor	0	00
Very poor	03	02
Total	150	100

Source: Primary Data.

The above table shows opinion on design of smartphones 42 percent of the respondents feel that the design of phones is 'Good'. 38 percent of the respondents feel that the design of the

smartphone is Excellent and 18 percent of the respondents feel that the design of the smartphone is 'Better'. It is concluded that the majority of the respondents feel that the design of the smartphone is 'Good'.

Table – 8: Opinions about the Operating System of the Smartphones

Opinions	No. of Respondents	Percentage
Best	69	46
Good	54	36
Bad	21	14
Very Bad	6	4
No Idea	0	0
Total	150	100

Source: Primary Data.

The above table shows the opinion about the operating system of smartphones. 46 percent of the respondents are feeling the 'Best', 36 percent of the respondents are feeling 'Good', 14 percent of the respondents are feeling 'Bad', 4 percent of the respondents are feeling 'Very Bad' and no respondent is having feeling 'No idea'. The researcher concludes that majority of the respondents feel that the operating system of smartphone is 'Best'.

Conclusion

In the modern world the mobile phone is important equipment for us. Smartphones have become an indispensable mobile communication tool which not only includes a number of mobile applications but also acts as a navigation device, entertainment tool, camera and a pocket computer. Consumers prefer the attractive design, availability of spares, battery backup, etc. So the manufacturers should introduce more variety of designs in the market. This will attract the more consumers in future. The researchers in future may conduct a research such as a comparative study between to smartphones and may also conduct a research on comparative study between service provides this types research will clear the minds buyers in future to select best smartphones.

Suggestions

Some of the respondents feel that there is less number of service centers. Hence, the company can increase the service centers for smartphones in Salem. The majority of the customers expect more designs. Hence more designs may be introduced. The company may increase advertisement, because the majority of the respondents feel that the advertisement is less.

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