



Marketing Management

Elixir Marketing Mgmt. 109 (2017) 48049-48052

Elixir
ISSN: 2229-712X

A Study on usage behavior of Smartphone users with special reference to Pollachi

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ARTICLE INFO

Article history:

Received: 7 June 2017;

Received in revised form:

10 August 2017;

Accepted: 21 August 2017;

Keywords

Usage behavior,
Smart phone.

ABSTRACT

The major purpose of this study is to analyze consumer's usage behavior towards smart phone in Indian market by finding the factors which influence consumer of smart phone purchase. The result in this study showed that branding, product design, product performance and price have the influence on people's buying decision process. The consumers are buying a variety of mobile phones which satisfy their wants. Consumers are always influenced by their purchasing activities by some considerations for selecting a particular brand.

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Introduction

The usage behaviour of consumers towards smart phone is increasingly as a focus of marketing research. In particular, consumer's usage behaviour in smart phone industry, from adoption motivation to post-usage behaviour it has become a major focus of research in the field of marketing, especially within consumer usage behavior. The research focuses on consumer usage behaviour of smart phone and influence of brand on consumers in 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 usage behaviour towards smart phone purchase. The increasing trend in Smartphone among the people is the main reason that has amplified the interest to research on the topic.

Statement of the Problem

A lot of brands of Mobile Phone are available in the market. But the consumers prefer a particular brand of Mobile Phone. In the modern business world, due to the development of science and technology, many new brands have been introduced in the market every year. As numbers of manufacturers have entered into the Smartphone market, the competition in the smartphone market becomes more and more fierce. Nokia, a Smartphone manufacture used to dominant the mobile market. But recently, it appears to be losing ground in the Smartphone market. On the other hand, the sale of Apple's iPhone is growing in an incredible speed. Why is it happening? Did people's preference on Smartphone change? People now are living in the highly developed and technologically advanced society and have a great deal of choices and options to decide. For Smartphone manufacturers, uncovering consumers preferences and predicting consumer usage behaviour is the key to conquer the Smartphone market.

Despite the sheer size of mobile software market, the existing body of knowledge is still less and far between for the adequate understanding of the consumers' usage behaviour toward the use of various mobile software + Corresponding author.

Thus the purpose of this paper is to examine the usage behaviour of consumers toward different kinds of mobile software ranging from email, games, applications, ringtones, and others. This paper provides an overview of the mobile software market and consumer usage in smart phone. In which this information is particularly valuable for mobile software developers and marketers in shaping their marketing strategies in a more effective manner. Additionally, this study provides the fundamental information which future works be built on to derive at specific problems.

- How is Smartphone usage changing mobile user habits?
- To what extent do users find themselves being dependent on their smart phones?
- How can Smartphone usage cause new social grounds for behaviour and interaction?
- What are the consequences of Smartphone usage on co-presence?
- What new social norms are apparent?

Significance of the study

This research was initiated with the intention to find out usage behaviour of consumer and factors influencing to buy the smart phones and preference of models and brand by the customers with regards to financial/ functional reasons.

How far are the people of Pollachi Taluk selecting the particular brand smart phones and expected features in the mobile phones? The study helps to know the factors that influence the customer to buy the product. This study helps to know the necessary change in product features and customer feeling about the smart phone. The study will be useful for the company to make necessary changes in price, designs, apps, and etc..

Objectives of the study

The objective of the study is usage behaviour in selecting Smartphone in Pollachi region: To study the factors to be considered while buying the smart phones and to analyse what are the factors which influence and eventually motivate the customer to buy smart phone.

- To examine the profile of the smart phones communication facilities in the study area.
- To know the usage behaviour of consumer towards smart phones.
- To offer suggestions to improve the quality of smart phones.

Research design

The Research design used in this study is descriptive research design.

Sampling method

The sampling used for the study was convenience sampling.

Sampling size

A sample of 150 respondents from the different locations from in and around of Pollachi. Samples for the purpose of the study are selected systematically.

Method of data collection

The data for this study are of two types: -

- Primary data
- Secondary data

Statistical tools

The following statistical tools are used in the study

- Percentage Analysis
- Chi – square test

Area of the study

The sample area chosen for conducting this study is in Pollachi region only

Limitations of the study

- The survey was limited to Pollachi Taluk only, so it cannot be generalized to all the location.
- Due to time construction population cannot be taken for this study.
- The sample size is not big so there is a chance that the result which is not reliable.
- The respondents don't show their interest while they are filling a questionnaire.
- Due to primary data any wrong information given by the respondents may mislead the findings.

Review of related literature

Dr. Ritesh K. Patel (2014) in his research paper on “A Study on Consumer Behaviour and Opportunities for Nokia Smart-Phones in India”¹ revealed that the aim of this study therefore was to assess the current smart-phone market in India and identify opportunities for Lumia. The study focused on customer buying behaviour, their needs, what offerings they perceived as useful and finally what contributed to their satisfaction. The study also focused on the existing Lumia customers, their assessment of its performance and suggested areas for improvement. The study was done by means of qualitative and quantitative research through focus group discussions, expert interviews, online surveys, etc. Nokia is performing better than its competitors in most metrics but lags behind in the application support and functionality metrics.

Sudha Rani and Neeta Sharma (2014) in their research paper on “Consumer Behaviour towards Usage of Smartphone”² explained that the despite the rapidly growing competition, the study of consumer behaviour is very

¹ Dr. Ritesh K. Patel (2014) in his research paper on “A Study on Consumer Behaviour And Opportunities For Nokia Smart-Phones In India”, vol15issued, feb-2013,pp135-137

² Sudha Rani and Neeta Sharma (2014) in their research paper on “Consumer Behaviour towards Usage of Smartphone”, Vol-22,july2009, pp345-346

important. The aim of this paper is to analyze the consumer preference for brand of Smartphone (in Rohtak city) and second, to determine whether there is a significant difference between preferences for features of smart phones on the basis of gender (special reference to Blackberry, Samsung, Apple and Nokia).The Sample size of the study is 200. The study measure findings revealed that maximum Smartphone users are female respondent who are students and have income level 5000-30000 P.M and reason of selection of current Smartphone are features that gives those many facilities like internet and many apps. It is also a status symbol.

Dr.S.Namasivayam and Mr.M.Prakash (2014) in their research paper on “A Study on Customer Satisfaction Towards Samsung Smart Phones With Reference to Coimbatore City”³ Analysed to know the awareness level towards Samsung smart phones in terms of features, applications and services etc. The sampling used for the study is convenient sampling. This sampling is selected by the researcher for the purpose of convenience to access. For this study Simple percentage method and Raking are used. This study conducted from Coimbatore city, Samsung smart phones is a highly moving smart phones, the study about the various aspects of customer satisfaction on Samsung smart phones in Coimbatore city satisfied the following objectives. The survey conducted from Coimbatore city helps to make identification over its strength and weakness of Samsung smart phones. **Amrit Mohan (2014) in his research paper on “Consumer Behaviour towards Smartphone Industry in Indian Market”⁴** analysed to identify to what extent evaluation of outcomes and beliefs affect consumer's attitudes and intention to purchase in the smartphone market in India. Primary data are the data that are collected for the specific research problem in hand, using procedures that fit the research objective best. For this research, to analyze the consumer behaviour toward smartphone in Indian market primary data is collected through surveys. The survey was done with 260 people living in India. The data collected in excel was exported to SPSS for data analysis. Then descriptive statistics like graph, pie chart and cross tabulation tables were prepared according to the data collected. The results of the statistical analysis helped in the testing of the hypotheses of this research and also in answering the research questions and meets the research objectives of this study.

NusratZahanLopa and Md. Oheduzzaman (2014) in their research paper on “Factors Affecting Customers' Buying Decisions of Mobile Phone”⁵ Analysed Mobile phones has diverse usages to different users in accordance with their necessities. With dramatic increase in mobile phone usage in recent years, people take into account various factors while they decide purchasing a mobile phone. Data were collected from those people live in Khulna city maintaining equal ratios of various groups like male, female, businessmen,

³ Dr.S.Namasivayam and Mr.M.Prakash (2014) in their research paper on “A Study on Customer Satisfaction Towards Samsung Smart Phones With Reference to Coimbatore City”, vol-45,may 2009,pp456-460

⁴ Amrit Mohan (2014) in his research paper on “Consumer Behaviour towards Smartphone Industry in Indian Market”,vol-xxz,issued, 09nov2009,pp256-272.

⁵ NusratZahanLopa and Md. Oheduzzaman (2014)) in their research paper on “Factors Affecting Customers' Buying Decisions Of Mobile Phone”,vol-09, pp247-248.

employees, students and others (mostly housewives). Factor analysis was applied to extract the underlying factors affect mobile phone purchasing decision. The results show that the most important factor is physical attributes. Some other factors are pricing, charging and operating facilities, size and weight, friends and colleague's recommendations, neighbors' recommendations and advertising.

Impact of Smartphones on Indian Market

Smartphone has created new dimensions for business in Indian market. It is not only the Smartphone sellers enjoying the business but it also created a new area for mobile application developing companies in India, Internet services provider and other sectors of life to utilize the Smartphone to gain competitive advantages. As it is easy to change settings and make customizations on Smartphone, therefore there are several programs for Smartphone's from different sellers including Blackberry, Android, iPhone and Microsoft etc.

From the above able it is interpreted that the majority 62% of the respondents are male. The majority 67% of the respondents are Unmarried. Majority 67% of the respondents are in the age group of 21-30 years. The majority 106(71%) of the respondents number of family members are fall under the category of 3-5members. The majority 42% of the respondents are graduate in educational qualification.

It is inferred from the study that majority of the respondents are professionals. The majority 71% of the respondents are attracted by television advertisement. The study reveals that most of the 60% of the respondents have knowledge about smart phone through Advertisement. The respondents feel about advertisement for smart phone is good. The majority 47% of the respondents are spending amount for Rs.100 to 500 per month.

Chi – Square

Table No 2. Chi-Square Analysis.

S.NO	VARIABLE	D.F	SIGNIFICANCE
1	Age and Mode of Advertisement Attracted	9	Significant**
2	Educational Qualification and Best Aspect in Smartphone	12	Not Significant ^{ns}
3	Occupation and Amount spend for Smartphone	12	Not Significant ^{ns}
4	Source of information about Smartphone and Type of Smartphone manufacturer	4	Significant **

Source: Primary data ** - 5% level of freedom ns – not significant

Table No 1. Socio-Economic Profile of the Repondents.

S.NO	VARIABLES	NO.OF RESPONDENTS	PER CENT
1	Gender	Male	93
		Female	57
2	Age	Below 20	23
		21-30	101
		31-40	17
		41 and above	9
3	Marital Status	Married	49
		Unmarried	101
4	No. of family members	Less than 3members	24
		3-5 members	106
		6-8 members	11
		More than 8members	9
5	Educational qualification	Up to HSC	10
		Diploma	17
		Graduate	63
		Post graduate	59
6	Occupation	Self employed	20
		Business	32
		Professional	36
		Employee	35
		Home maker	27
		Self employed	20
7	Mode of advertisement	TV	106
		News paper	29
		Magazine	8
		Other	7
		TV	106
8	Source of information	Dealers	11
		Advertisement	90
		Friends and Relatives	45
		Others	4
		Dealers	11
9	Best aspects in mobile phone	Brand name	50
		Sound quality	34
		Price	16
		Video	15
		Special features	32
		Brand name	50
10.	Amount spend for smart phone	Up to Rs.100	37
		Rs.100 to 500	70
		Rs.500-1000	16
		More than 1000	26

Source: Primary Data

Suggestions

- Smart phone companies should focus more on advertisements on internet websites.
- Smart phone manufacturers should increase the number of innovative features in smart phones.
- smart phone users should create awareness among the all people
- Smart phone manufacturers have to concentrate on educational related applications.
- Smart phone providers should enhance customer services.

Conclusion

Consumers are always influenced by their purchasing activities by some considerations for selecting a particular brand. According to consumer behaviour model it implies that brand name has the effect on certain level to the product quality. In this study brand image of a smart phone affects people's purchase decision.

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