

A STUDY ON CONSUMER BEHAVIOUR TOWARDS SMART PHONES IN TRIVANDRAM

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Abstract

Consumer behaviour is the study of how, why, what, where and how often do consumers buy and consume different products and services, knowledge of consumer. Behaviour is helpful to the marketing manager in understanding the needs of his different consumer segments and developing appropriate marketing strategies for each. A consumer's decision to buy a smart phone is influenced by number of factors as Cost, Advertisement, features, Promotional Offers and Loyalty. Consumers differ from one another in terms of their Sex, Age, and Income Level, Educational background or Occupation and Personal characteristics which influence their buying behaviour. The needs of elderly consumers are different from those of young consumers. Consumers in urban areas have needs which are totally or to some extent different from the semi-urban area consumers. To successfully market to consumers with different personal characteristics, the marketer must accordingly modify his marketing strategies.

The study is conducted to ascertain customer satisfaction on using smart phones in Trivandrum. Smart phones are becoming very essential in daily life. Companies introduce new models to satisfy their customers' needs. New technology and new products are introduced in the

Keywords

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market every month. Hence it is very necessary to identify customer's satisfaction from these phones. Hence here the study is to understand "Customer's satisfaction and consumer behaviour on using smart phones in Trivandrum".

1. Introduction

Customer satisfaction is a marketing term that measures how products or services supplied by a company meet or surpass a customer's expectation. Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses. In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses. The study of consumer behaviour also provides an insight into how consumer arrives at the purchase decision and variable which influences this decision. It is very crucial and significant to analyse the level of satisfaction of the customers.

A mass revolution in telecommunication sector happened when smart phones are introduced in the market. It serves the functions of a phone, year planner, alarm clock and so many. Lots of companies are there with a wide variety and models of their smart phones. Hence it is very essential to analyse the customer satisfaction and behavior towards smart phones.

2. Objectives of the study

- To analyse consumer behaviour towards smart phones
- To identify the preference of smart phones
- To list out the problems faced by smart phone companies

3. Research Method

This paper is based on primary data collected through questionnaires from 50 users of smart phones within Tivandrum District. A questionnaire has been developed to analyse the customer preferences and satisfaction from various smart phones. Journals, internet, articles were used for collecting information. Clustered sampling method was used for collecting the data. For analyzing the data and providing the relative of the research outcome suitable statistical techniques were applied.

4. Data Analysis

Table 1 -Factors consider before purchasing a smart phone

Sl no.	Factors	Respondents number	%
1	Price	20	40
2	Operating system	4	8
3	Brand	17	34
4	Ram & processor	5	10
5	Others	4	8
	Total	50	100

(Source: survey data)

Study reveals that 40% of respondents consider price before purchasing a smartphone and only 8% consider operating system.

Table 2-Brand conscious

Sl no.	Brand conscious	Respondents Number	%
1	Yes	33	66
2	No	17	34
	Total	50	100

(Source: survey data)

Out of the total respondents 66 % respondents are brand conscious and 34 % respondents are not brand conscious.

Table 3.-Brand of smart phone prefer

Sl no.	Brand	Respondents Number	%
1	Apple	10	20
2	Blackberry	3	6
3	Samsung	19	38
4	Microsoft	5	10
5	Others	13	26
	Total	50	100

(Source: survey data)

From the survey it is inferred that 38 % of respondents prefer Samsung and only 6% of respondents prefer blackberry.

Table 4-Operating system preferred

Sl no.	Operating system	Respondents Number	%
1	I os	8	16
2	Android	35	70
3	Windows	4	8
4	Blackberry o s	3	6
	Total	50	100

(Source: survey data)

It is inferred that 70 % of respondents prefer android operating system (os) and only 6 % of respondents prefer Blackberry operating system.

Table 5- Primary reason for particular smart phone

Sl no.	Reasons	Respondents Number	%
1	Camera quality	7	14

2	Internet	12	24
3	Gaming	4	8
4	Applications	27	54
	Total	50	100

(Source: survey data)

The study reveals that 54 % of respondents use the smart phone for using applications while only 8 % of respondents use the smart phone for using gaming.

Table 6- Source of knowledge about the product

Sl no.	Source of knowledge	Respondents Number	%
1.	Word of mouth	16	32
2.	Television	20	40
3.	Internet	12	24
4.	Posters	2	4
	Total	50	100

(Source: survey data)

It is inferred that 40 % of respondents get to know about smart phone from television and only 4 % of respondents get to know about smart phone from posters.

Table 7- Reaction during Non availability of your brand

Sl no.	Reaction during Non availability	Respondents Number	%
1	Purchase another brand	15	30
2	Go for a substitute	10	20
3	Buy what is offered by the retailer	3	6
4	Wait for it to be available	22	44
	Total	50	100

(Source: survey data)

Study reveals that;44 % of respondents said that they will wait for their brand to be available and 6 % of respondents will buy what is offered by the retailer in case of non availability of their brand.

Table 8- Problems faced while using smart phones

Sl no.	Problems faced while using smart phones	Respondents Number	%
1	Data sharing	3	6
2	Battery life	20	40
3	Resale value	3	6
4	Heating & hanging problem	24	48
	Total	50	100

(Source: survey data)

Out of the total respondents, 48% of respondents face heating and hanging problem while using smart phones and 6 % of respondents face both resale & data sharing problems by using smart phones.

5. Conclusion

This study is conducted on Trivandrum; the study was about the various aspects of consumer buying behaviour towards smart phones. The survey conducted from Trivandrum helps to make identification over its strength and weakness of smart phones. From the analysis, it can be concluded that 40% consider price before purchasing a smart phone.

Majority of respondents (66%) are brand conscious. From the survey it is inferred that 38% of respondents prefer Samsung. 70% of respondents prefer Android operating system. Majority of (8%) respondents spend more than 8 hours in smart phones daily. Majority (94%) of respondents said that smart phone is useful to them. It shows 46% of respondents use smart phones other than Samsung, Apple, Microsoft and Blackberry. Majority of respondents rate their smart phone in scale 3. 54% of respondents consider application as the primary reason for purchasing a particular smart phone. 40% of respondents get to know about the smart phone from television. From the survey it is understood that only a majority (44%) of respondents will wait for their brand to be

available. Majority of respondents will change their preference when there arise a change in price. 72% of respondents are satisfied with the service provided by the smart phone companies. It is inferred that 66% of respondents face problems in using smart phones. Majority of respondents face heating and hanging face battery problems.

Samsung smart phones are a highly moving smart phone, when compared to other smart phone. The result was same; Apple, Samsung, Microsoft, and Blackberry were the most desired brands in both segments. More than half of the present users of Apple, Samsung, Microsoft and Blackberry have shown interest in retaining their current brands as their future brands. Samsung has been chosen as the future brands by a large chunk of Apple, Microsoft and Blackberry users. Samsung has been chosen as future brand by Microsoft, HTC, Blackberry, Sony, MicroMax, and a part of Apple Users as well. A small segment of Apple, Blackberry, Micromax, and Samsung has shown interest in both Sony and Blackberry. The new users to purchase a Smartphone for first time in coming future, around half of them have shown interest to purchase a Samsung Smartphone, one-third showed interest in purchasing Apple, the remaining was inclined towards Sony and Blackberry. This study was mainly conducted to analyse the consumer buying behaviour towards smart phones. Study reveals that most of the customers prefer smart phones and majority of them prefer android. Results shows that Samsung is the most preferred brand among the respondents and most of them are experiencing problems while using smart phones. The study shows that customers are not particularly sticking to a particular brand, their preference change accordingly.

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