



A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION TOWARDS ANDROID MOBILES WITH SPECIAL REFERENCE TO BENGALURU

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ABSTRACT:

Smart phones have become a vital element of public life because of satisfaction and dependency on these smart phones is really very high. This article studies the customer satisfaction on usage of various smartphones. The sample of 50 has been collected from various colleges between the age of 16-25 years in Bangalore. The research is based on descriptive method under which, Questionnaire method is being used. From this study it is concluded that the customers are more interested in product features like outer appearance (design), camera and battery life. So, the manufacturers can concentrate more on these factors while manufacturing the product and also that the customers prefer to buy a cell phone through company showroom and majority of the respondents who are using Samsung mobile phones responded that they prefer to buy Redmi.

Keywords: *Smartphone, Customer Satisfaction, Mobile Phone users*

INTRODUCTION:

Customer satisfaction is the measure of how the needs and responses are collaborated and delivered to excel customer expectation. In other words customer satisfaction is defined as a key determinant in a customer's decision making. It helps in building long term relationships as well as brand equity. According to Steve jobs-“Get closer than ever to your customers. So, close in fact, that you tell them what they need well before they realize it themselves”. The above report is to analyse and interpret the research of customer satisfaction on usage of various smartphones. The sample of 50 has been collected from various colleges between the age of 16-25 years.

Methods used to analyse: The research is based on descriptive method under which, Questionnaire method is being used

RESEARCH PROBLEM:

In the modern era smart phones have become a vital element of public life because of satisfaction and dependency on these smart phones is really very high. Park and lee (2011) analysed the phone stress and enjoyment and the characteristics of smart phones which satisfies the customers and also the effects of smart phone experiences. Ling et al (2006) explored the preference levels of smart phone use on the basis of five features i.e., colour, screen, camera, internet, wireless connectivity and voice control. The research concluded that the satisfaction levels are different between models with colour screen and internet and those without. Kavitha and Mohana Sundaram (2014) study entitled ‘A study on customer satisfaction towards Samsung mobile phone in Erode city’. The objective of the paper is to know the customer satisfaction and preferences. This paper has focused only on one brand and its price, quality, colour and satisfaction level.

OBJECTIVES:

- To explore the level of satisfaction of customers towards smart phones.
- To analyse the problems faced by the customers while purchasing mobile phones.
- To recommend the best quality of products based on the customer's experience.

TOOLS AND TECHNIQUES:

Descriptive research method has been used for the purpose of study. The researchers prepared a questionnaire and applied random Sampling method. The size of sample is 50. The statistical tools used are percentage analysis.

LIMITATIONS OF THE STUDY:

- This study is limited to only for Bangalore district.
- This study is targeted only the students of the age group between 16-25

REVIEW OF LITERATURE:

Azmeri Khan (2015): The research is on satisfaction level of customers using mobile phone. The data has been collected through online. The sample size was 53. The research is based on independent variables like importance of smart phones in our life, purpose of using smart phones, problems while using smart phones etc. In this research they have concluded by recommending to provide better endurance of batteries and to stop making big screened and to give more speed and precision.

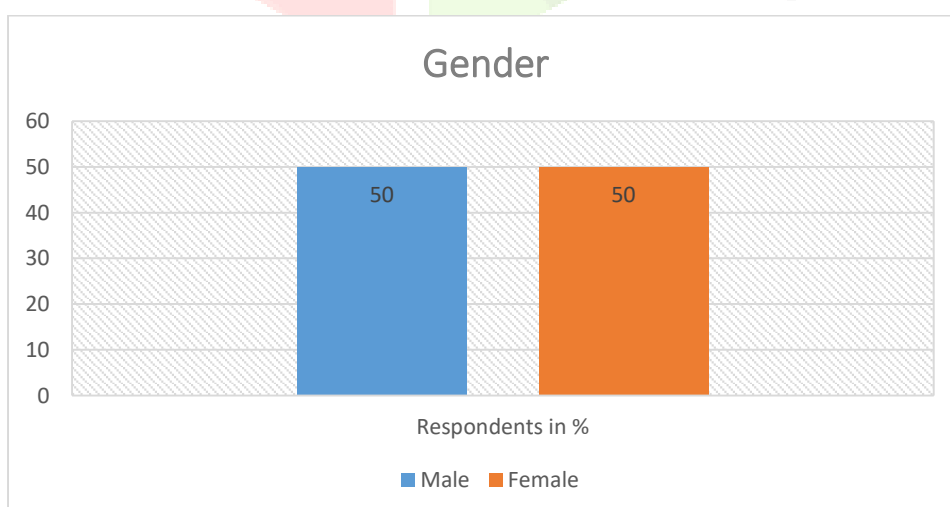
Vipan Bansal and Bindu Bansal (2013): The research is based on “customer satisfaction of mobile phone service users operating in Malwa Punjab.” The reason for collecting data is to know the reason for which consumers buy mobile phones and usage of mobile phone applications. The research implies that the SMS is widely used by customers.

Osman et al: In this research they have concluded that the selling price is not only the prime factor that influence purchasing decision but also the other factors such as design, connectivity and performance.

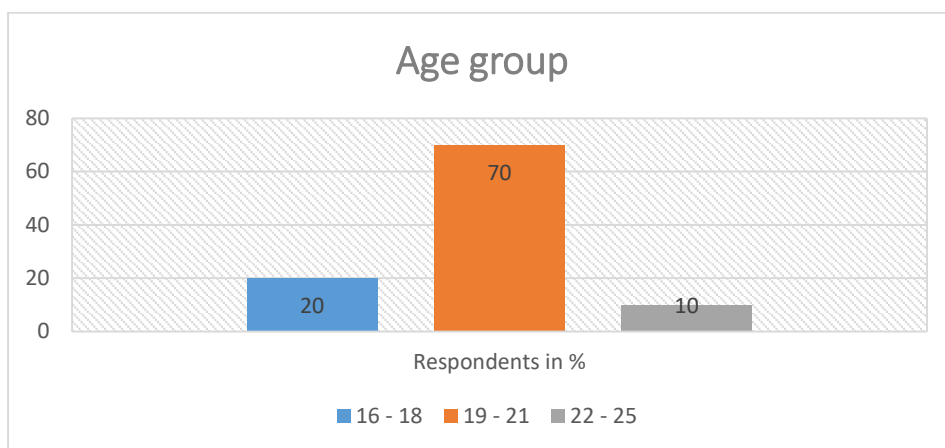
Revathi Rajasekaran, S.Cindhana and C.AnandhaPriya (2018): The research is based on “Consumers perception and preferences towards smartphone.” The data is collected from 307 respondents in convenience sampling method to know the customer satisfaction level of the smart phones and to find the reasons for usage of mobile phones and to understand the customer attitude towards smart phone. They have concluded that the price, peer groups, product features, and brand image influence the purchase decision of customers and also recommended to focus more on youth population to increase sales. Park and Lee (2011): analysed the phone stress and enjoyment and the characteristics of smart phones which satisfies the customers and also the effects of smart phone experiences.

Analysis and interpretation

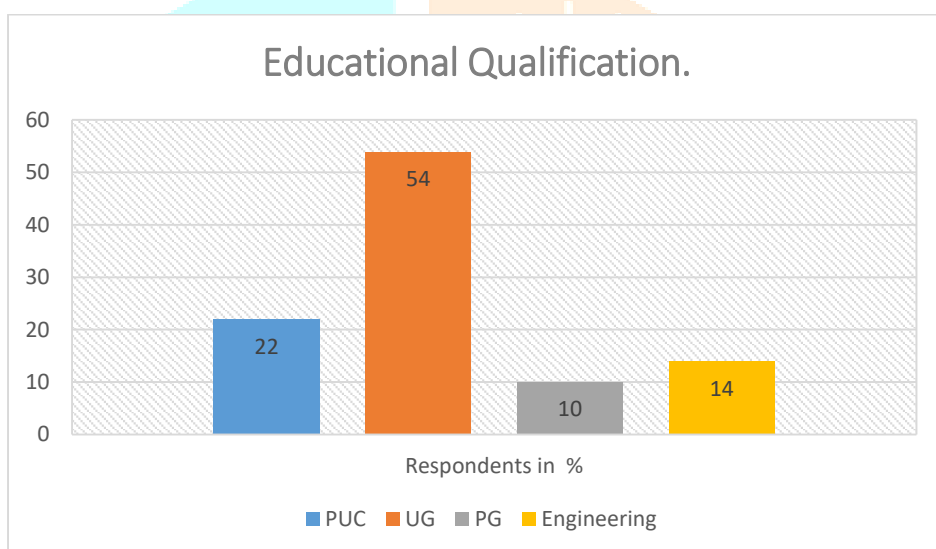
Graph 1:



It is ascertained from the above graph that 50% (25) of the respondents are male and 50% (25) of the respondents are female. It indicates that there is equal number of respondents.

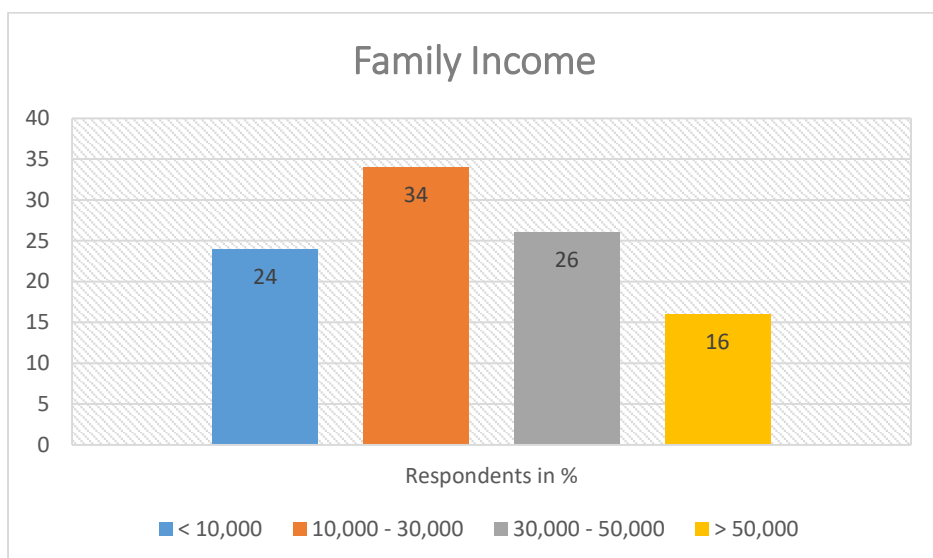
Graph 2:

It is ascertained from the above graph 20% of respondents fell in the category of 16–18 years, 70% of the respondents are in the age group of 19-21 years, and 10% of the respondents are under the age group of 22-25 years. It indicates that majority of the respondents 70% (35) are under the age group of 19-21 years.

Graph 3:

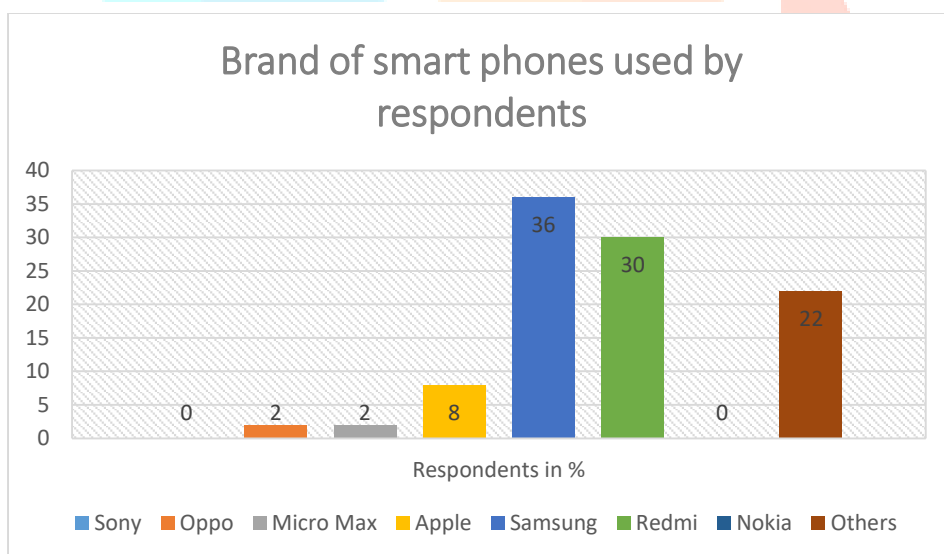
From the above Graph it is inferred that 22% of the respondents belong to PUC, 54% of the respondents belong to Under Graduation, 10% of the respondents belong to Post Graduation, and 14% of the respondents belong to Engineering. Majority of the respondents 54% (27) belongs to Under Graduation and the minority of the respondents 10% (5) belongs to Post Graduation.

Graph 4:



From the above graph it has inferred that 24% of the respondents family income is below 10,000, 34% of the respondents family income lies between 10,000 to 30,000, 26% of the respondents family income lies between 30,000 to 50,000, and 16% of the respondents family income lies above 50,000. Majority of the respondents 34%(17) family income is between 10,000 to 30,000 and minority of the respondents 16%(8) family income is above 50,000.

Graph 5:



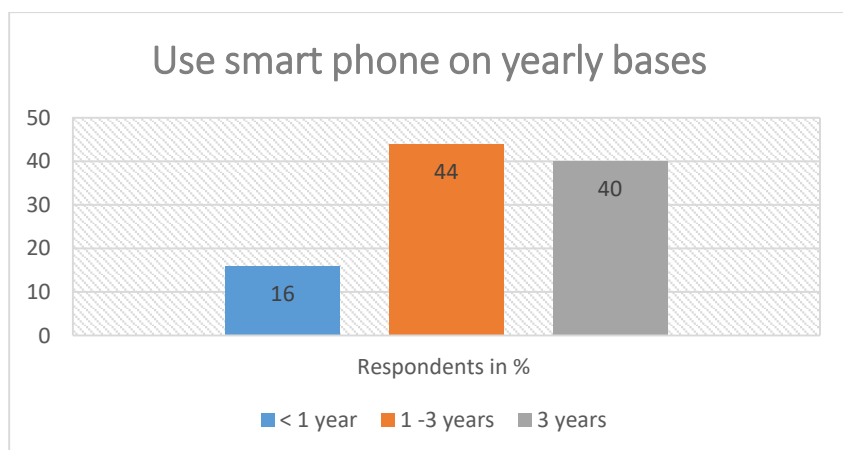
From the above graph it shows that no one own Sony smart phone and Nokia, and only 2% of the respondents use OPPO and Micro Max. 8% of the respondents own Apple, 36% of the respondents own Samsung, 30% of the respondents own Redmi and 21% of respondents own others smart phones. Majority of the respondents 36% (18) own Samsung Mobile Phone and none of them own Sony and Nokia mobile phone.

46% (23) respondents give most important to the advertisement in order to like a particular brand of mobile phone. Appearance does not influence the customers to like the particular brand of mobile phone. Here 34% (17) respondents give moderate importance for the appearance of the particular brand in order to like that brand. On the other hand 32% (16) of the respondents like the brand because of the appearance of the particular brand. The price does not influence the customers to like the particular brand of mobile phone. Here 36% (18) respondents give moderately high importance for price of the particular brand in order to like that brand.

On the other hand 30% (15) of the respondents like the brand because of the price of the particular brand. The graphs shows that function of the mobile phone does not influence the customers to like a particular brand. So, 30% (15) of the respondents have a moderately high importance to the function of the mobile phone in order to like a particular brand of mobile phone. Here majority 36% (18) of the respondents does not give much importance for the quality of the mobile phone in order to like a particular brand of mobile phone. 30% (15) respondents have given most important to the quality of the mobile phone in order to like a particular brand of mobile phone.

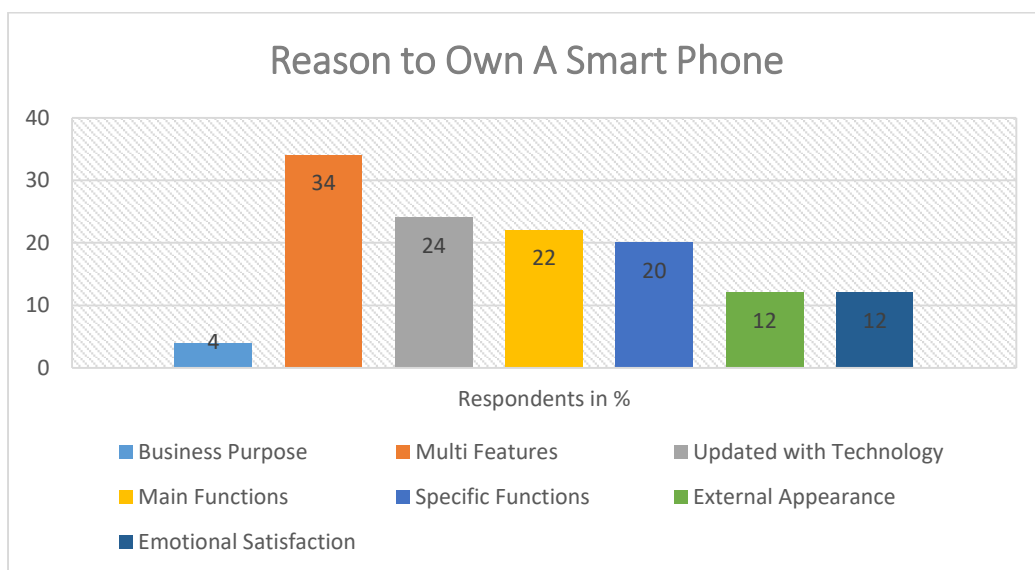
Even here the graph depicts that respondents won't give much importance for the brand image. It shows that in 5 point scale 40% (20) respondents give moderate importance for the brand image in order to like a particular brand. Almost 30% of the respondents like the brand because of the service provided. In 5 point scale 30% (15) respondents give more importance to the service and like the brand accordingly. From the above graph it has clearly depicted that respondents usually don't like the brand only because it is recommended by their friends. The respondents don't give most importance for the friends recommendations neither they don't give least importance for their friends recommendations in order to like a particular brand of mobile phone. In 5 point scale 38% (19) of the respondents give moderate importance for the friends recommendations. In the overall respondents like the particular brand only because of advertisement and service rendered. On the other hand respondents shift their liking behaviour in future base on the appearance, price and quality.

Graph 7:



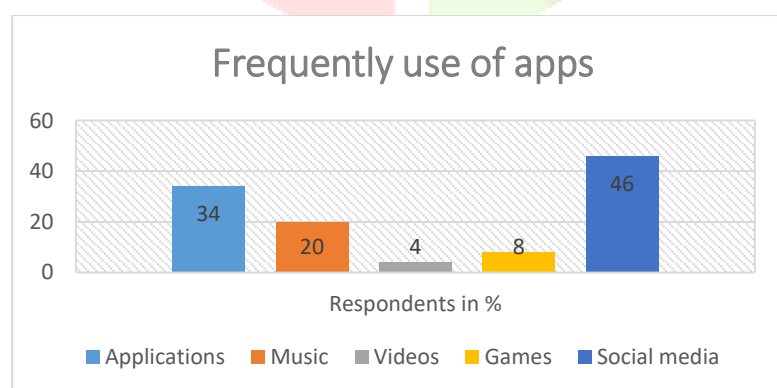
The graph depicts that 16% of the respondents use their smart phones for less than a year, 44% of the respondents use their smart phones for 1 to 3 years and 40% of the respondents use their smart phones for more than 3 years. Majority of 44% (21) respondents use their smart phone for 1 to 3 years.

Graph 8:

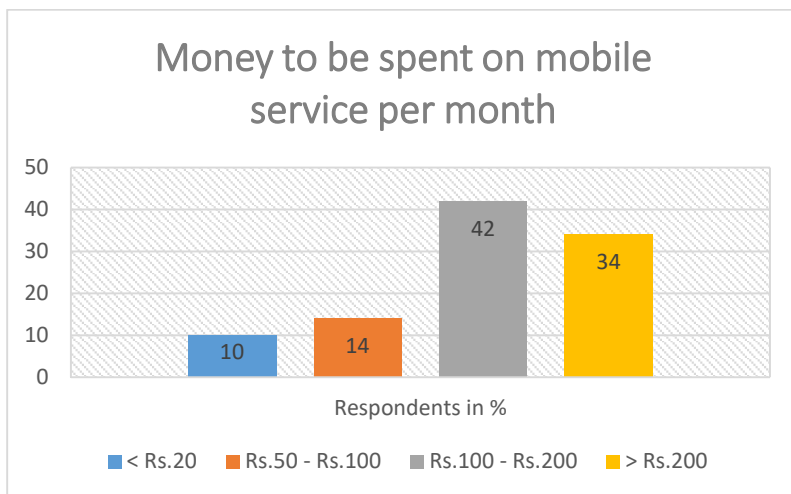


The graph shows that 4% of the respondents use mobile phones for business purpose, 34% of the respondents use mobile phones because of its multi features, 24% of the respondents use mobile phones to keep updated with technology, 22% of the respondents use phone for the purpose of the main function, 20% of the respondents use phones because of specific function of the respective phone. 12% of the respondents use phones because of external appearance of the respective phone. 12% of the respondents use phones because of emotional satisfaction of the respondents. Majority of 34% (17) of the respondents use mobile phones because of the multi features of the mobile phones.

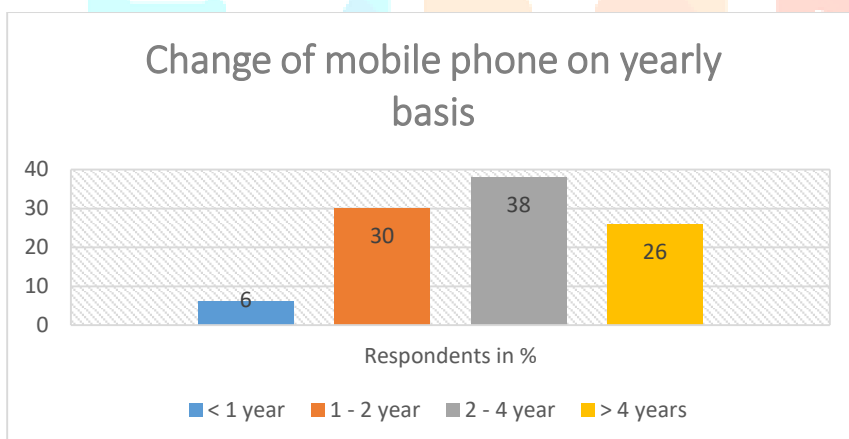
Graph 9:



The graph shows that 34% of the respondents use applications more frequently, 20% of the respondents play music more frequently, 4% of the respondents watch videos more frequently, 8% of the respondents play games more frequently, 46% of the respondents use social Medias more frequently. Majority of 46% (23) of the respondents use social Medias more frequently.

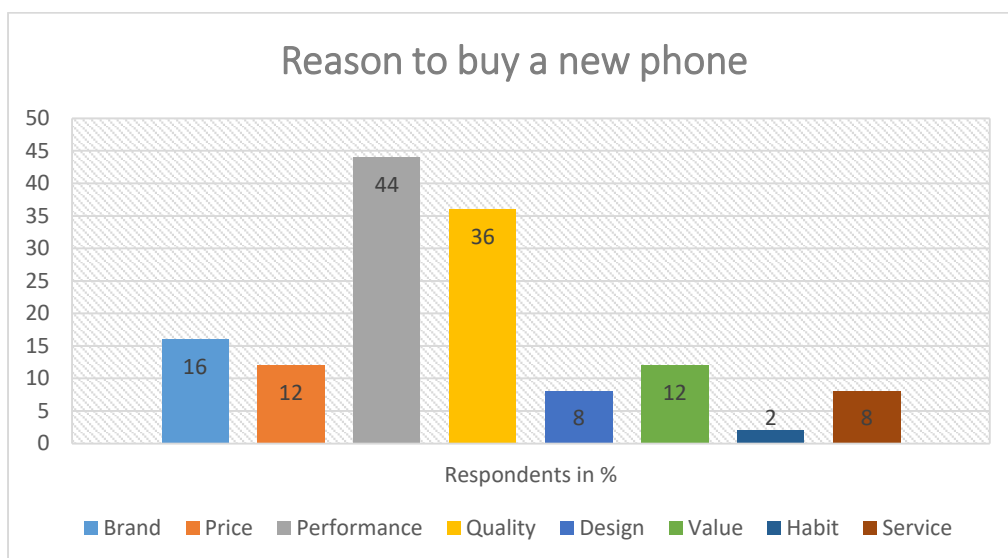
Graph 10:

From the above graph it is inferred that 10% of the respondents spend less than Rs.20 for mobile service per month, 14% of the respondents spend Rs.50 – Rs.100 for mobile service per month, 42% of the respondents spend Rs.100 – Rs.200 for mobile service per month, 34% of the respondents spend more than Rs.200 for mobile service per month. Majority of 42% (21) of the respondents spend Rs.100 – Rs.200 per month for mobile service per month.

Graph 11:

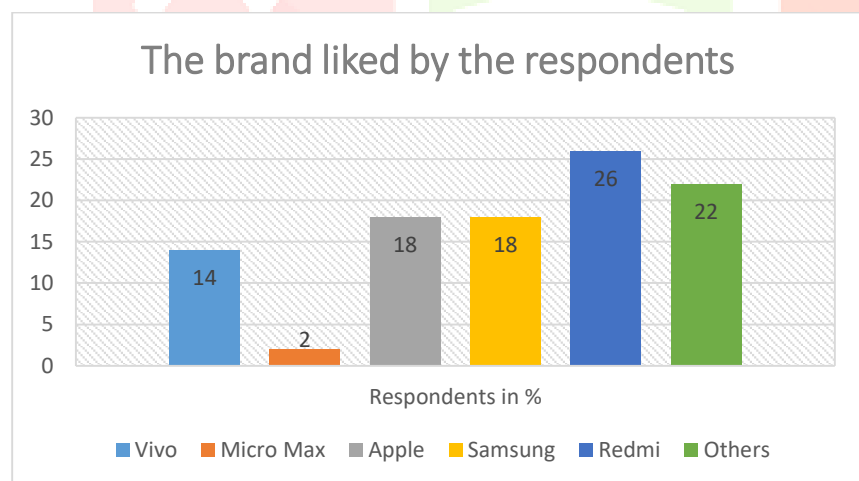
From the above graph it is inferred that 6% of the respondents change their mobile phone within 1 year, 30% of the respondents change their mobile phone between 1 to 2 years, 38% of the respondents change their mobile phone between 2 to 4 years, 26% of the respondents change their mobile phone for more than 4 years. Majority of 38% (19) of the respondents change their mobile phone between 2 to 4 years.

Graph 12:



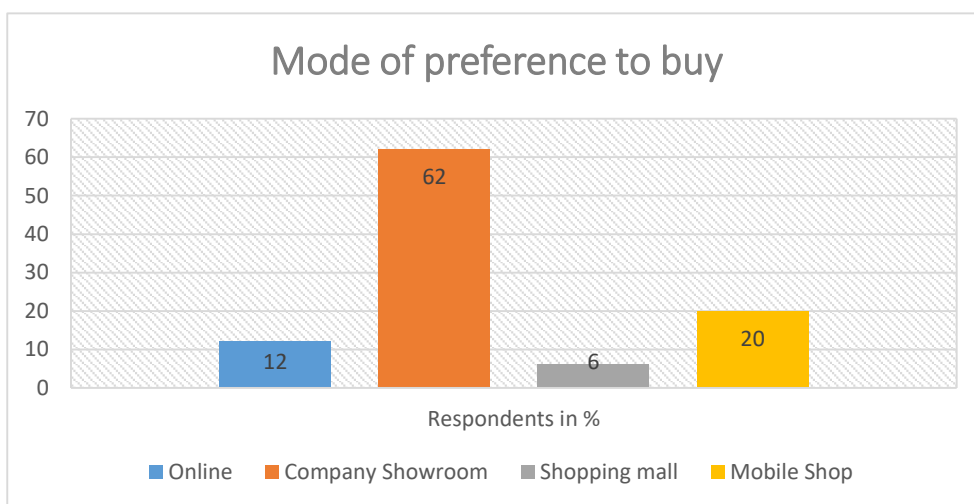
The graph depicts the reason why the customers buy a new phone. 16% of the respondents buy a new phone because of brand, 12% of the respondents buy a new phone because of price, 44% of the respondents buy a new phone because of performance, 36% of the respondents buy a new phone because of quality, 8% of the respondents buy a new phone because of design, 12% of the respondents buy a new phone because of value, 2% of the respondents buy a new phone because of habit, 8% of the respondents buy a new phone because of service. Majority of 44% (22) respondent's reason to buy a new mobile phone is the performance of the mobile phone.

Graph 13:



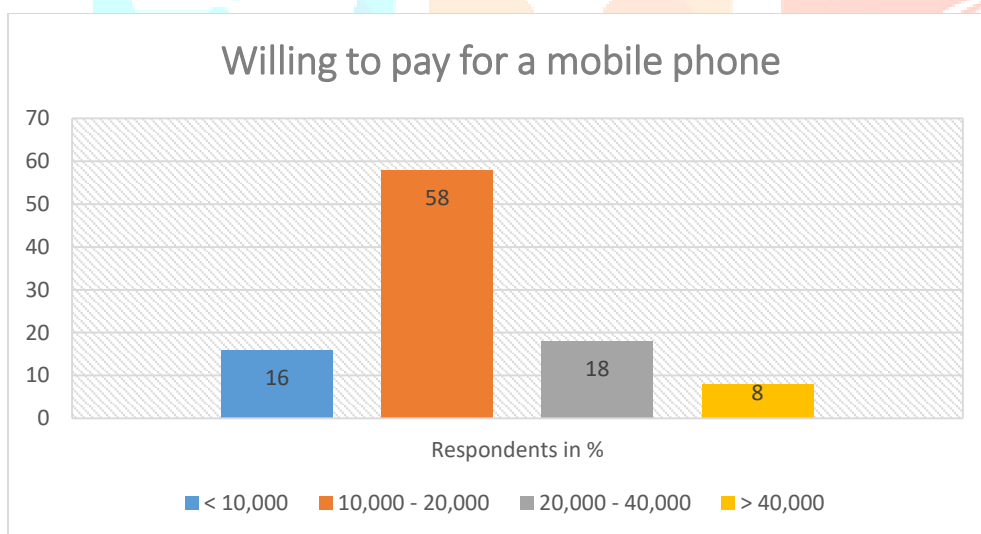
The graph depicts that 14% (7) of the respondents like to buy Vivo mobile phone, 2% (1) of the respondents like to buy Micro Max, 18% (9) of the respondents like to buy Apple phone, 18% (9) of the respondents like to buy Samsung, 26% (13) of the respondents like to buy Redmi, 22% (11) of the respondents like to buy other smart phone. Majority of the 26% (13) respondents are willing to buy Redmi.

Graph 14:

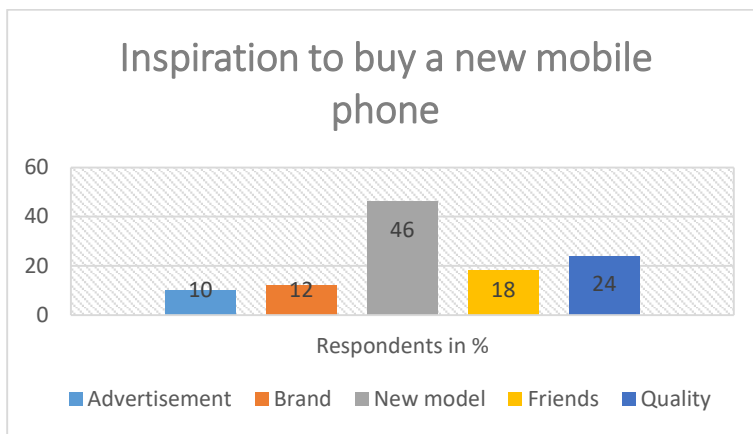


The graph depicts that 12% (6) of the respondents willing to buy through online mode, 62% (31) of the respondents willing to buy through company showroom, 6% (3) of the respondents willing to buy through shopping mall, 20% (10) of the respondents willing to buy through mobile shop. Majority of the respondents 62% (31) will to buy through Company Show room.

Graph 15:



The graph depicts that 16% (8) of the respondents willing to pay less than 10,000 for a mobile phone, 58% (29) of the respondents willing to pay between 10,000 – 20,000 for a mobile phone, 18% (9) of the respondents willing to pay between 20,000 – 40,000 for a mobile phone, 8% (4) of the respondents willing to pay greater than than 40,000 for a mobile phone, Majority of the 58% (29) respondents are willing to pay for a mobile phone is between 10,000 to 20,000.

Graph 16:

The graph depicts that the most of the 46% (23) respondents inspired to buy a new mobile phone only because of new model available in the market. The next inspiration to buy a new phone is that quality of a new mobile phone i.e., 24% (12) of the respondents inspired to buy a new mobile phone because of quality. 10% of the respondents inspired to buy a new mobile phone because of advertisement, 10% of the respondents inspired to buy a new mobile phone because of advertisement, 12% of the respondents inspired to buy a new mobile phone because of brand.

75% (38) respondents expect that the design should be high, 18% (9) of the respondents expect the design to be moderate and only 6% (3) of the respondents expect the design to be low from the new mobile phone. 70% (35) respondents expect that the networking should be high, 28% (14) of the respondents expect the networking should be moderate and only 2% (1) of the respondents expect the networking should be low from the new mobile phone. 72% (36) respondents expect that the internet connection should be high, 18% (9) of the respondents expect that the internet connection should be moderate and only 10% (5) of the respondents expect that the internet connection should be low from the new mobile phone.

66% (33) respondents expect that the compact should be high, 30% (15) of the respondents expect that the internet connection should be moderate and only 4% (2) of the respondents expect that the internet connection should be low from the new mobile phone. 56% (28) respondents expect that the durability should be high, 34% (17) of the respondents expect that the internet connection should be moderate and only 10% (5) of the respondents expect that the internet connection should be low from the new mobile phone.

52% (26) respondents expect that the quality should be high, 42% (21) of the respondents expect that the internet connection should be moderate and only 6% (3) of the respondents expect that the internet connection should be low from the new mobile phone. 62% (32) respondents expect that the updates should be high, 26% (13) of the respondents expect that the internet connection should be moderate and only 12% (6) of the respondents expect that the internet connection should be low from the new mobile phone. 50% (25) respondents expect that the after sales service should be high, 42% (21) of the respondents expect that the internet connection should be moderate and only 8% (4) of the respondents expect that the internet connection should be low from the new mobile phone.

62% (31) respondents expect that the features should be high, 32% (16) of the respondents expect that the internet connection should be moderate and only 6% (3) of the respondents expect that the internet connection should be low from the new mobile phone. 62% (31) respondents expect that the battery should be high, 32% (16) of the respondents expect that the internet connection should be moderate and only 6% (3) of the respondents expect that the internet connection should be low from the new mobile phone. 64% (32) respondents expect that the memory should be high, 24% (12) of the respondents expect that the internet connection should be moderate and only 12% (6) of the respondents expect that the internet connection should be low from the new mobile phone.

50% (25) respondents expect that the size should be high, 46% (23) of the respondents expect that the internet connection should be moderate and only 4% (2) of the respondents expect that the internet connection should be low from the new mobile phone. 66% (33) respondents expect that the brand should be high, 26% (13) of the respondents expect that the internet connection should be moderate and only 8% (4) of the respondents expect that the internet connection should be low from the new mobile phone.

RECOMMENDATIONS:

1. From the above study it is found that the factors which influence the usage and purchase decision of smart phone are their performance, appearance, price, quality, advertisements and services. So the manufacturers can focus on these factors when they promote their product.
2. From the study it is also found that the customers are more interested in product features like outer appearance (design), camera and battery life. So, the manufacturers can concentrate more on these factors while manufacturing the product.
3. As the customers are mostly reliable on a smart phone for various purposes like internet and social media, the manufacturers has to focus on multi features and updated technology.
4. From the study it is also found that the customers prefer to buy a cell phone through company showroom and majority of the respondents who are using Samsung mobile phones responded that they prefer to buy Redmi.

CONCLUSION:

Most of the college students are using mobile phones to access the web, download apps, especially as Smartphone ownership grows and they would expect to get information quickly via mobile phone. The technology of mobile phone has developed so much which brings the world to our fingers. This study has given an overall analysis of the customer satisfaction towards using of smart phones.

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