

A Study On Customer Attitude Towards Smartphones With Special References To Chithode, Erode District.

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ABSTRACT:

Recent developments in mobile technologies have produced a new kind of device, a programmable mobile phone, the smart phone. Generally, smart phone users can program any application which is customized for needs. Furthermore, they can share these applications in online market. Therefore, smart phone and its application are now most popular keywords in mobile technology. Today's smart phone application markets host an ever increasing number of applications. The sheer number of applications makes their review a daunting task. Apps Playground integrates multiple components comprising different detection and an automatic exploration technique for this purpose. Our evaluation shows that Apps Playground is quite effective at automatically detecting privacy leaks and malicious functionality in applications. The purpose of this paper is to present the result of a survey on the attitude and behavior of consumers toward the various types of smart phone usages such as application software, e-mail, Internet browsing, ringtones, and other mobile contents. The data were collected through survey questionnaires filled by 50 individual users across the city in Erode.

Keywords: Smart phone, Consumer behaviors, Consumer usage survey, Exploratory Study.

INTRODUCTION:

Most of the mobile phones nowadays are addressed as „smart phone“, as they offer more advanced computing power and connectivity than a contemporary mobile phone. Literately, a smart phone is a handheld computer, as it is powerful enough to deliver various functionalities comparable to a computer. The releases of dual-core processors smart phone recently have further reaffirmed this assertion. Along with the smart phone fundamental capabilities to make voice call, video call, SMS, and MMS, smart phones have been repositioned as a “new information medium”. In other words, smart phones have extended list of information processing functionalities such as managing personal time schedule, accessing Internet contents, editing documents, utilizing location- awareness function, and many other exciting applications. All these functionalities are delivered through the software installed on the smart phone. It is stressing that the ever increasing importance of mobile software and other mobile contents are solicited by the prevalent of smart phone.

OBJECTIVES:

- To identify the customer attitude towards smart phone.
- To analyze the usage of features, software, and applications of Smart phone.
- To know the customer satisfaction of the smart phones.

SCOPE OF THE STUDY:

- The study helps us to know about the student's attitude towards smart phones.
- The study will find customers opinion about smart phone.

LIMITATION OF STUDY:

- The study is limited to Erode.
- It's only study about the customer's attitude towards smart phone.
- The data collected from the samples may not be completely appropriate.

MEANING:

RESEARCH METHODOLOGY

Research is composed of two syllables, a prefix re and a verb search. Re means again, a new, over again. Search means to examine closely and carefully, to test and try, to probe. The two words form a noun to describe a careful and systematic study in some field of knowledge, undertaken to establish facts or principles. Research is an organized and systematic way of finding answers to questions. Basic Research and Applied Research Basic research is geared toward advancing our knowledge about human behavior with little concern for any immediate practical benefits that might result. Applied research is designed with a practical outcome in mind and with the assumption that some.

RESEARCH DESIGN:

A detailed outline of how an investigation will take place. A research design will typically include how data is to be collected, what instruments will be employed, how the instruments will be used and the intended means for analyzing data collected. The main features of the study design and methods you select follow the question that has been posed. For example, you may be using a survey by questionnaire or interview.

SAMPLE SIZE:

The study was conducted consumer attitude towards **SMART PHONE**. The size of the population is 50 and the survey was conducted in Erode city.

RESEARCH TOOLS FOR THE STUDY:

The statistical tools used for the analysis are

- Simple percentage Analysis
- Chi square analysis

REVIEW OF LITERATURE:

Review of the Smartphone, we know that Smartphone has become more mobility and useful than ever before. It developed into a multi-purpose phone and also assists in the working environment. Smartphone works together with the application software of social networking tools like Face book. As a result, it has created a demand for Smartphone and the growing interest of population using Smartphone. Hence, organization should associate together with the climate whereby everyone will be depending on new technology into their lifestyle. Tethering is the process of connecting secondary devices (e.g., laptops, tablets, e-readers) to the Internet via a shared connection that is established by a smart phone, either by setting up a personal Wi-Fi hotspot or by using a USB cable to connect (or tether) the devices. Tethering has been a complex and pressing issue for many operators globally due to an inherent lack of understanding of its impact on usage behavior and, ultimately, the undetermined potential impact on the profitability of carefully nurtured large-screen Internet access revenue streams. Indeed, such has been the fear of cannibalization of these revenue lines that operators have introduced a number of defensive policies designed to shape customer behavior around tethering. These policies have also been influenced by the threat of abuse by users on unlimited data plans. Clearly, the ability to connect multiple devices to a single cellular plan could significantly raise the ceiling of the potential usage demand of any given customer.

DATA ANALYSIS AND INTERPRETATION

CHI – SQUARE TEST

Hypothesis:

Ho: There is no relationship between the Gender and Factors motivated. H1: There is relationship between the Gender and Factors motivated.

GENDER OF RESPONENT * SATISFICATION LEVEL OF RESPONENT CROSSTABULATION

COUNT

		satisfaction level of respondent					Total
		strongly disagree	disagree	neutral	agree	strongly agree	
gender of respondent	female	3	4	7	4	3	21
	male	5	5	6	5	8	29
Total		8	9	13	9	11	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2- sided)
Pearson Chi-Square	1.839 ^a	4	.765
Likelihood Ratio	1.878	4	.758
Linear-by-Linear Association	.274	1	.601
N of Valid Cases	50		

a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is 3.36.

INTERPRETATION:

Since $1.883 < 9.488$ we accept the Ho (Null Hypothesis). There is no relationship between the Gender and Factors motivated.

SATISFICATION LEVEL OF RESPONENT

PARTICULARS	FREQUENCY	PERCENTAGE
STRONGLY AGREE	24	48
AGREE	32	64

NEUTRAL	36	72
DISAGREE	18	36
STRONGLY DISAGREE	14	28
TOTAL	100	200
AVERAGE	50	100

Source: Primary Data

Interpretation:

The above table shows that, from the respondents of 100 that 48% of the Respondents are preferred Strongly Agree, 64% of the Respondents are preferred agree,72% of the Respondents are preferred neutral, 36% of the Respondents are preferred disagree, and 28% of the Respondents are preferred strongly disagree.

SUGGESTIONS

From the result inferred by the data collected and little secondary information the following suggestions are given to improve consumer buying behavior.

- To explore the market, mobile industry have to concentrate more on youth segment by giving more advanced features.
- Compared to urban and suburban the mobile phone usage in rural is low so the mobile companies have to go for campaigns to create awareness among the rural people.

FINDING:

- Majority of the respondents (29%) are male
- Majority of the respondents (25%) are having satisfaction (neutral)

CONCLUSION

The consumer buying a variety of smart phones which satisfy his wants and they are always influenced by his purchasing activities by some considerations which lead him to select a particular brand or a particular operating systems in preferred to others. Consumers mostly preferred Samsung smart phones. From this study I have gained lot of practical exposure about consumer buying behavior towards smart phones.

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