

A STUDY ON CONSUMER BEHAVIOUR TOWARDS SMARTPHONE INDUSTRY IN INDIAN MARKET

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ABSTRACT

India is one of the fastest growing economies in the globe and the smartphone industry in India is also growing very fast. In India, we have more than 900 million smart phone users but still smart phone is used by 40 million customers approximately. The increasing trend in Smartphone among the people is the main reason that has amplified the interest to research on the topic. The behavior of consumers towards smartphones is increasingly a focus of marketing research. People's obsession about the Smartphone has been increasing rapidly. Customer has different views on smartphone services provided by their service providers. The research is trying to find out that why do people desire to purchase a Smartphone, what influence people in purchasing a Smartphone and what motivate them in making the purchase decision.

Keywords: Smartphone, Customer Behaviour, Technology, Quality, Service

I INTRODUCTION

A Smartphone is a mobile phone that is accomplished of doing much more than what you would conventionally expect from a phone. The best way to think of it is that it's like having a small computer in your pocket so you can do things like download applications, receive and send emails and browse the Internet. The behavior of human being during the purchase is being termed as "Consumer Behavior".

Consumer behaviour is the study of how individual customers, group or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions. Different consumers have different characteristics in their life that also influences their buying behavior. Social factors such as family, groups, roles and status) and personal factors (such as age, occupation, lifestyle, personality and self-concept) are those characteristics that could influence the buyer behaviour in making the final decision. Nowadays cheaper smart phones are also available in the market. But why people buy expensive smart phones? Price, quality, brand, country of origin, marketing, sales, word of mouth etc., could be several factors that a consumer may think before buying a Smartphone.

Smartphone's are advancing at a very quick pace and some have the ability to talk to you, answer questions, turn off your lights when you are not there, open doors, and even watch

movies. Smartphone's capability does not end at the Internet access, or at document editing. Smartphone's also having the ability to interpret and read information like that from a quick response code that may be on a product's packaging. The study of consumer behaviour assumes that the consumers are actors in the marketplace. The perspective of role philosophy assumes that consumers perform several roles in the marketplace. Starting from the information provider, from the user to the payer and to the disposer, consumers play these roles in the decision process and Best Smartphone Brands taken are Apple, Samsung, Sony, Nokia, LG, Blackberry, Micromax, Motorola, Lava, Intex.

II REVIEW OF LITERATURE

Muhammad Sarwar (2013), this study investigated how Smartphone's are impacting the society and also how Smartphone's transform the culture, social life, technology landscape and other diverse aspects of modern society. It is true that Smartphone has a sizeable impact on society and other aspects of life. It was apparent from the study that the benefits of Smartphone are tremendous and negative impacts are minor.

Shoba.G (2016), study aims to analyze the customer buying behavior of various mobile brands of Akshay Agencies. The objective was to find out the factors which influence the consumers to buy mobile phones. The study stated that customers also make their purchasing decisions based on brand name and value of the product. The result shows that product features, operating facilities, quality, price and goodwill of the product have influence on customer's buying behavior decisions.

Manvin Kaur Kuldip Singh (2018), stated that Students use their smartphones to accomplish their various daily tasks. Most of the students utilize smartphones for entertainment, social and education purposes. The purpose of this review was to identify the motive of students in utilizing their smartphones; positive and negative effect of smartphone use on student's life in term of their education, socialization and psychological health.

III OBJECTIVES OF THE STUDY

- To know the consumer behaviour towards Smart phones in Indian industry.
- To find the demographic features of the mobile phone consumers.
- To offer suggestions to improve the quality of smart phones.

IV SCOPE OF THE STUDY

- The present study is conducted in Erode city and it is decided to consider different Smart phones' like Nokia, Sony, Samsung, HTC and Micromax, Apple, Lava, moto.

- This study helps to know the factors which influencing the consumer to purchase Mobile Phones.
- This study helps to know the buying behaviour of the consumer while choosing Mobile Phones.
- This study also helps to know the consumer behaviour level towards different branded Smart phones.

V IMPORTANCE OF THE STUDY

As the Smartphone market is growing rapidly, an understanding of the consumer behaviour regarding the characteristics of consumers in influencing their buying behaviour is crucial. By understanding the consumer behaviour of Smartphone consumers, this study is very significant to a wide spectrum of many industries related to the Smartphone to bring a real life changes in the marketing mix and marketing strategy as per the characteristics of consumers to enhance their sales. Besides, this research will be useful for the researcher and future researchers intending to make further study in the same field.

VI LIMITATIONS OF THE STUDY

- The sample size was restricted to 100 due to time constraints.
- The study has been restricted to the users of Smartphone only.
- The sample size is supposed to representative of the views of the consumers.
- The study is based upon primary data, if any wrong information given by the respondents that may mislead the findings.

VII STATEMENT OF THE PROBLEM

This research is pertaining to find out the present customer behaviour of smart phones in the study area. The study on customer behaviour helps to know who the customers are, what they want, how they use and react to the mobile. The customers were carefully studied by conducting survey on customer satisfaction. This study will help to gain knowledge about the market factors influencing the customer to prefer a particular brand and problems faced by on using such brands and so on.

VIII RESEARCH METHODOLOGY

This chapter identifies how the research was done, and its aim is to describe the research strategy and methods applied in this study, and to discuss their suitability within the context of various research philosophies, models and methodological approaches. This includes a general overview of the overall research philosophy employed in carrying out the research and a discussion of the data collection and analysis methods.

Period of Study

The study covers a period of 6 months.

Method of Data Collection

To accomplish the objectives of the study, both primary and secondary data's were collected.

Primary Data

Primary data is that data which is collected for the first time. It is original in nature in the shape of raw material for the purpose of collection of primary data a well structured questionnaire was filled by the respondents.

Secondary Data

Secondary data is the data which is already collected by someone. They are secondary in nature and area in shape of finished product. Secondary data was collected so as to have accurate results. Required data was collected from various books, magazines, journals and internet.

Sampling Method

The sampling used for the study is convenient sampling. This sampling is selected by the researcher for the purpose of convenience to access.

Simple Percentage Analysis

Percentage refers to a special kind of ratio. Percentages are used in making comparison between two or more variables to find the efficacy of each variable.

$$\text{Percentage} = \frac{\text{No. of Respondents}}{\text{Total Number of Respondents}} \times 100$$

Sample Size

For the study, sample sizes of 100 respondents were selected.

IX ANALYSIS AND INTREPRETATION

Table 1- Gender

Gender	No. of Respondents	Percentage %
Male	56	56.0
Female	44	44.0
Total	100	100.0

Source: primary data

Interpretation

The above table indicates about the Gender of the respondents. It shows that 56% of the respondents are male and 44% of the respondents are female.

Table 2- Age

Age	No. of Respondents	Percentage %
Up to 20 years	23	23.0
21 to 30 years	48	48.0
31 to 40 years	15	15.0
Above 40 years	14	14.0
Total	100	100.0

Source: primary data

Interpretation

The above table indicates about the Age group of the respondents. It shows that 23% of the respondents are up to 20 years, 48% of respondents are 21 to 30 years, 15% of the respondents are 31 to 40 years and 14% of the respondents are above 40 years.

Table 3-Monthly income

Income	No. of Respondents	Percentage %
Below Rs 10000	34	34.0
Rs 10001 to Rs 15000	16	16.0
Rs 15001 to 20000	12	12.0
Rs 20001 to 25000	18	18.0
Rs 25001 to 30000	10	10.0
Above 30000	10	10.0
Total	100	100.0

Source: primary data

Interpretation

The above table indicates about the Monthly income of the respondents. It shows that 34% of the respondents are Below Rs.10000, 16% of the respondents are Rs.10001 to Rs.15000, 12% of the respondents are Rs.15001 to 20000, 18% of the respondents are Rs.20001 to 25000, 10% of the respondents are 25001 to 30000 and 10% of the respondents are above 30000.

Table 4 -Brand of smartphone

Brand of Smartphone	No. of Respondents	Percentage
Sony	15	15.0
Samsung	38	38.0
HTC	10	10.0
Apple	10	10.0
Micro max	12	12.0
Others	15	15.0
Total	100	100.0

Source: primary data

Interpretation

The above table indicates about the Brand of Smart phone of the respondents. It shows that 15% of the respondents are Sony, 38% of the respondents are Samsung, 10% of the respondents are HTC, 10% of the respondents are Apple, 12% of the respondents are Micro max and 15% of the respondents are others.

Table 5 -Service

Service	No. of Respondents	Percentage
Highly Satisfied	27	27.0
Satisfied	40	40.0
Moderate	20	20.0
Dissatisfied	8	8.0
Highly Dissatisfied	5	5.0
Total	100	100.0

Source: primary data

Interpretation

The above table indicates about the Service of the respondents. It shows that 27% of the respondents are Highly Satisfied and 40% of the respondents are satisfied, 20% of the respondents are Moderate, 8% of the respondents are dissatisfied, 5% of the respondents are Highly Dissatisfied.

X FINDINGS

- Hence the Maximum 56% of the respondents are male and the Minimum 44% of respondents are Female of the Gender.
- Hence the Maximum 48% of the respondents are 21 to 30 years and the Minimum 14% of the respondents are Above 40 years of the Age Group.
- Hence the Maximum 34% of the respondents are Below Rs. 10000 and Minimum 10% of the respondents are Above 30000 of the Monthly Income.
- Hence the Maximum 38% of the respondents are Highly Satisfied and Minimum of 10% of the respondents is Highly Dissatisfied of the Brand.
- Hence the Maximum 40% of the respondents are Highly Satisfied and the Minimum 5% of the respondents are Highly Dissatisfied of the Service

XI SUGGESTIONS

- ❖ In order to attract the customers, steps should be taken to enhance speed in accessing the network and establish easy availability of Smartphone everywhere
- ❖ Necessary measures should be taken to increase the number of service centre in rural areas and try to offer free service for rural people.

- ❖ More Advanced technology and new model hand set can be introduced exclusively for females to attract large customers
- ❖ More advance features with high quality should be launched by concentrating more on youth segment
- ❖ Steps should be taken to reduce the price of Smartphone as price has significant positive impact on consumer perception choice in selecting mobile phones
- ❖ All companies should increase their distribution channel
- ❖ To give proper attention towards the customers problems and should solve the issues

XII CONCLUSIONS

Internet websites & television is an important source of information to consumer. The main reason for smart phone purchase is its features. The consumer buying a variety of mobile phones which satisfy his wants and they are always influenced by his purchasing activities by some considerations which lead him/her to select a particular brand or from a particular store. In this study various brands of smartphones are taken and given the suggestions according to the criteria like pricing, advertisement, look, feel, functionability and easy friendly. The marketers should assess the awareness of users for eco-friendly and health issues of the smartphone so that the marketing strategies could be designed as per the target market and healthy way of using smartphone could be created.

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