

A Study on Customer Satisfaction Towards Smart Phone With Special Reference Kumbakonam

¹K.Preethi, ²T.Priyanka, ³Mrs. B. Logeswari

^{1,2}First year Mba, ³Asst. Professor, Department of Management, Idhaya College for women
Kumbakonam, India. ¹preehiguru24@gmail.com, ²priya09698@gmail.com

Abstract - This paper is based on the "Customer satisfaction towards the smart phone". Now a days the smart phone become most important think to each and every one. We want to know reason behind the usage of smart phone, as well as the satisfaction level of the customer. Not only for that and also to know about the brand which is mostly preferred by the customer and to the factor which influence and motivate the customer to buy it. We are going to collect the data by questionnaire method and sample size is 50. By using percentage analysis and Chi-square test is to use for analysis a data.

Key word - Smart phone, Consumer satisfaction level, Brand, Usage, Factors.

I. INTRODUCTION

Most of the mobile phones used in 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.

II. REVIEW OF LITRATURE

1. Vipan Bansal and Bindu Bansul(2013) "Have studied the customer satisfaction of mobile phone service uses operating in malwa Punjab". This paper is used to trace the reason for purchasing mobile phones and usages of mobile phone application this study revealed that sms is most widely used valued added service. This result revealed that most of the repondance where satisfied with their current service provider show maximum willingness for shift in to airtel.

2. Dr.T.N.R kavitha and mr.R. mohana Sundaram (2014) their study entitled " A study on customer satisfaction

towards Samsung mobile phone in erode city" This paper carried out with an objective to determine the consumer preference and satisfaction this paper concentrated on one particular. mobile phone brand called Samsung and its price. Quality color and satisfaction level.

III. RESEARCH METHODOLOGY

3.1 OBJECTIVE OF THE STUDY

- To analyze factor which influence and motivate the customer to buy a smart phone.
- To identify the reason behind usage of smart phone.
- To know the level of customer satisfaction of smart phone.
- To identify the brand which is mostly preferred.

3.2 RESEARCH DESIGN

3.2.1 SAMPLING TECHNIQUES

Simple random sampling technique is used for this study

3.2.2 SAMPLE SIZE

50 sample were chosen randomly for this study

3.2.3 METHODS OF DATA COLLECTION

In this research the primary data was collected by means of structured questionnaire.

3.2.4 TOOLS FOR ANALYSIS

- Simple Percentage analysis
- Chi-square

3.2.5 LIMITATION OF THE STUDY

- Respondents were also engaged in their own person work, so we was not to approach them directly.

- Some respondent did not having sufficient time to fill the questionnaire.

DATA ANALYSIS

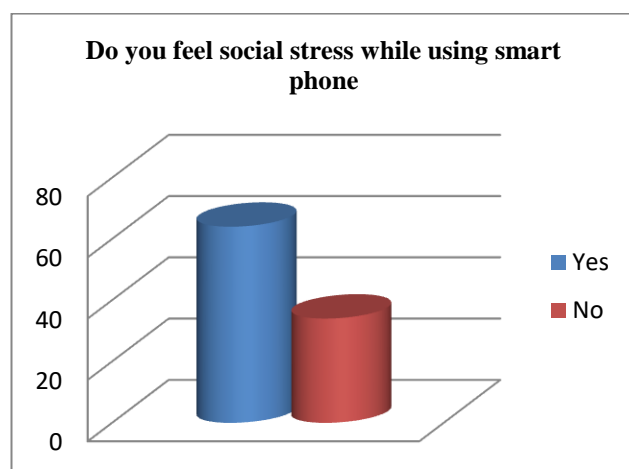
4.1 Do you feel social stress while using smart phone

S.NO	Particular	No.of.Respondence	Percentage
1	Yes	32	64
2	No	18	34
	Total	50	100

Interpretation

From the above table it is clearly shows 64 percentage of the respondence felt social stress with using smart phone, 34 percentage of them not feel so.

Figure 4.1



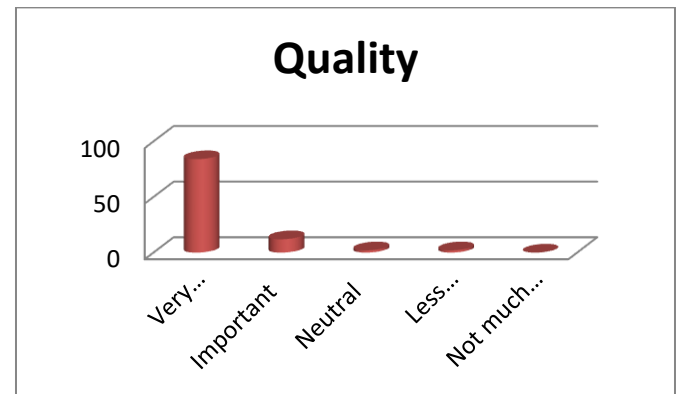
4.2 Quality

S.NO	Particulars	No. Of respondents	Percentage
1	Very Important	42	84
2	Important	6	12
3	Neutral	1	2
4	Less Important	1	2
5	Not much Important	0	0
	Total	50	100

Interpretation

From the above table it is clearly show 84 percentage of response felt the quality of smart phone was very important, 12 percentage felt important and 2 percentage each feel neutral and less important.

Figure 4.2



4.3 Time spent in smart phone

S.N O	Particulars	No.Of. Respondants	Percentage
1	Less than 1 hour	13	26
2	1-2 hour	22	44
3	3-4hour	8	16
4	More than 4 hour	7	14
5	Total	50	100

Interpretation

From the above table it is clearly show 44 percentage response used their smart phone for 1-2 hour, 26 percentage used it for less than one hour, 16 percentage used it for 3-4 hour, and 4 percentage used it for more than 4 hour.

Figure4.3

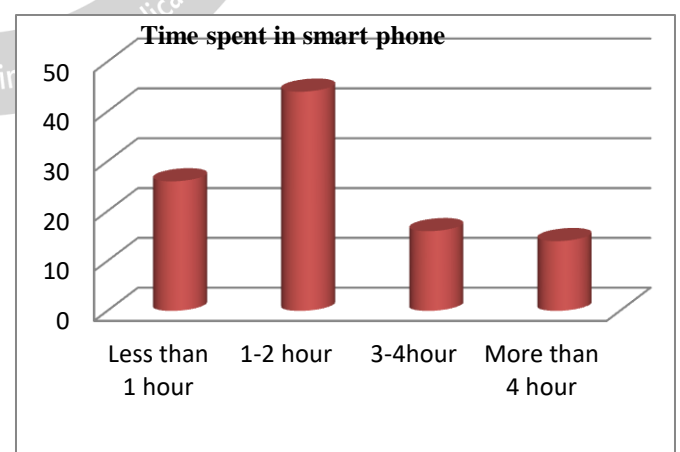


Table:4.4 Associated between Age and the influence of advertisement in purchasing smart phone

Null Hypothesis (HO): There is no significant relationship between age and the influence of advertisement in purchasing smart phone

Alternative Hypothesis(HA) : There is significant relationship between age and the influence of advertisement in purchasing smart phone.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.781 ^a	1	.377		
Continuity Correction ^b	.239	1	.625		
Likelihood Ratio	.750	1	.387		
Fisher's Exact Test				.442	.305
Linear-by-Linear Association	.766	1	.382		
N of Valid Cases	50				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 2.88.

b. Computed only for a 2x2 table

Calculated value = .781^a

Degree of freedom = 1

Therefore, the table value 5 percentage level significant .377 as, calculate value < tabulation value, null hypothesis is accepted.

Therefore null hypothesis is accepted

IV. CONCLUSION

This study reveals that most of the student have been using smart phone. And it has become a part of their lifestyle. It has been helpful for their daily reference.

Social media is one of the major purpose of using smart phone among students. Redmi is identified as the most preferable brand by the student trough this study

REFERENCE

- [1] Vipin Bansal, Bindu Bansal. ABAC Journal. 2031; 33(3):30-40.
- [2] Dr. Kavitha TNR, Mr. Mohana Sundaram R. IOSR Journal of Business and Management (IOSR-JBM) eISSN: 2278-487X : 2319-7668. 01-03.
- [3] IOSR Journal of Business and Management (IOSR-JBM) e-ISSN : 2278-487X, p-ISSN : 2319-7668, PP 33-36 www.iosrjournals.org