

USER SATISFACTION TOWARDS SMARTPHONE – A STUDY

Authors

JOSHUA BENAIAS

Ph.D Research Scholar, Bharathidasan University, Tiruchirappalli.

Assistant Professor,

Department of Management Studies,

Dhanalakshmi Srinivasan Engineering College (Autonomous), Perambalur, Tamilnadu.

(Affiliated to Bharathidasan University, Tiruchirappalli)

&

Dr.M.CHANDRASEKARAN,

Director, Department of Management Studies,

Research Advisor in Management,

*Dhanalakshmi Srinivasan College of Arts and Science for Women (Autonomous), Perambalur,
TamilNadu.*

(Affiliated to Bharathidasan University, Thiruchirappalli)

Abstract

Smart phones are getting smarter each day. In view of the rapid development, multi-functionality, ubiquity and connectivity of mobile devices, it offers a new and potentially powerful market for the Smartphone users. The objective of the study is to identify the brand of Smartphone preferred by the respondents, to analyse the satisfaction of the consumers towards Smartphone usage and to compare the satisfaction score among selected demographic variables. The sample size is 50 respondents. The statistical tools used in this study are Simple percentage, Descriptive analysis, Rank analysis, ANOVA and t-test. The concept of customer satisfaction has attached much attention in recent years. Organizations that try to analyze this concept should begin with an understanding of various customer satisfaction models. They are living in world which is totally networked with the communication. With the advent of fast technology, the world has become a global village. With the click of small buttons on a computer one can easily get any information according to user needs and choice. 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. Hence, it is vital to analyse the customer satisfaction among Smartphone users and make necessary changes in the technology in order to with stand in the competitive market. The findings state that the consumers are more satisfied with user friendliness, picture and sound quality of smartphones but not satisfied with after sales service price of current brand of Smartphone has an influence over satisfaction. Samsung brand is mostly preferred by the respondents.

Keywords: *Smartphone, Technology, Satisfaction, Customer*

Introduction

A few years ago, people only sent (received) calls and messages using cellular phones. However, with the application of new technology to cell-phones, people can see movies, listen to music and Watch TV programs anywhere anytime. In addition, as Wi-Fi (Wireless Fidelity) functions embedded in smartphones are introduced, users can use the Internet on the move. Using such phones, people can connect to the Internet free at Wi-Fi zones, check their emails and manage social networking sites. As many functions and new features are embedded, users derive enjoyment from using them. However, these Smart phones also cause users stress because they are difficult to use and users do not know how to deal with phone-related problems. As a Smartphone's power and capability enhance, these problems are expected to increase. In addition, this stress decreases a Smartphone user's satisfaction. The consumer buying a variety of smartphones 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 Smart phones.

Reviews of literature

Ching-chow Yang (2003) stated that customer satisfy action measurement highlights the strength and the area of improvement in the quality of product. Continuous improvement is considered one of the important quality activities for a firm to pursue the best quality for its products. Through the continuous improvement actions, the enterprise can increase customer satisfaction and raise profits.

Butt and Run (2008) determined the factors that contributed towards consumer satisfaction in Pakistani mobile cellular services. Customer satisfaction of cellular phone users in Pakistan consisted of four factors including price, transmission quality, usage ease and service support.

Shakir Hafeez and S.A.F. Hasnu (2010) in their article titled, “Customer satisfaction for cellular Phones in Pakistan: A Case Study of Mobilink” have studied that Customer satisfaction is a crucial element for the success of all businesses. One of the biggest challenges for a market is how to satisfy and retain the customers. Overall customer satisfaction and customer loyalty is comparatively low among the consumers. The customer loyalty in mobile sector is relatively low because it is an emerging industry. New players are entering in this market and customers are more fascinated to try the new service providers.

Jamuna S and Jegadesh Kannan (2010) “Conducted a Study on Customer Satisfaction towards BSNL in Madurai City”. The study mainly concentrates on General Price level, quality and Overall satisfaction about BSNL services, general awareness and consumer preferences of BSNL. The study is to find the BSNL consumer problems and their perceptions about services of the company. In majority of the cases consumers are adverse about the services offered by the BSNL.

Singh (2011) conducted a mobile phone satisfaction survey in Punjab with a sample of size of 100 respondents. The seven major parameters Viz. convenience, responsiveness, reliability, tangible, assurance, network quality and economy were studied. Findings of the study are availability of modern equipment, timely delivery of bills, fulfilling the needs of the customer, ease of understanding of schemes and offering.

Objectives of the study

- To identify the brand of Smartphone preferred by the respondents
- To analyse the satisfaction of the consumers towards Smartphone usage
- To compare the satisfaction score among selected demographic variables

Methods and materials

Sample size is 50 respondents drawn on random sampling basis. The data collected is tabulated, analyzed and interpreted by applying the following statistical tools; Simple percentage, Descriptive analysis, Rank analysis, ANOVA and ‘t’ test.

Data analysis and interpretation

Particulars	No.of respondents (n=50)	Percentage (100%)
Age		
Below 25yrs	19	38
26 to 30yrs	16	32
31 to 35yrs	05	10
36 to 40yrs	10	20
Gender		
Male	29	58
Female	21	42
Occupation		
Not working	37	74
Working	13	26
Family monthly Income		
Below Rs.10000	11	38
Above Rs.10000	39	62
Level of satisfaction		
Low	18	36
High	32	64

Source: Primary data

Percentage analysis indicates that more than one third (38 per cent) of customers have age of below 25yrs, 32 per cent were 26 to 30yrs, 20 per cent were 36 to 40yrs and the remaining 10 per cent were 31 to 35yrs. More than half (58 per cent) of the respondents were male and remaining 42 per cent were

female. Majority (74 per cent) of customers were not working and remaining 26 per cent were working. Majority (62 per cent) of family monthly income above Rs.10000 and remaining 38 per cent were below Rs.10000. Majority (64 per cent) of customers have high level of satisfaction and remaining 36 per cent were low level.

Difference between gender of the respondents and their level of satisfaction

Customer satisfaction	N	Mean	S.D	Statistical inference
Male	29	23.01	1.048	t=11.213 Df=48
Female	21	28.64	0.974	0.006<0.05 Significant

From the ‘t’ test analysis indicates that male customers (23.01±1.048) and female customers (28.64±0.974). Therefore, there is significant difference between gender of the respondents and their overall satisfaction. The calculated value is less than table value (0.006<0.05).

Conclusion

Today life is so busy and everyone is trying to complete his own needs. No-one has such time to look around him and think for a while to what he/she wants. The economies are becoming stable and unstable sometimes. To overcome the needs of consumers of bigger digital devices, smart phones are solving the issues. One can use smart phones for a lot of purposes of routine life and because of this it don't have to carry heavy weight laptops and digital dairies; one can save anything in smart phone so one can get benefits of this anywhere any time. This advancement of technology shows that smart phones will take over the other digital devices easily. Similarly, with the passage of time everyone is getting busier in their routine life and no one has such time to visit physical markets for shopping. So this online shopping made life so easier to explore new adventures and find out the exact need. The customers are more satisfied with the user friendliness of smart phones and with the quality of picture and sound. They are not very much satisfied with the after sales service and promotional offers. The manufacturers, wholesalers and retailers have to offer better promotional strategies and provide with better after sales service to satisfy the customers.

References

Abdalla Nayef Al-Refai and Nor Azila Bt Mohd Noor “The Influence of the Trust on Customer Satisfaction in Mobile Phone Market: An Empirical Investigation of the mobile phone Market”, *International Journal of Management Research and Review*, ISSN: 2249-7196, Vol.4 Issue.9, No.2, September 2014, pp.847-860.

Butt,M.Mohsin and Run,E.Cyril (2008) “Measuring Pakistani Mobile Cellular Customer satisfaction”, *Icfaian Journal of Management Research*, Vol.6, No.1, pp.40-50.

Jamuna S and Jegadesh Kannan M, “A Study on Consumer Satisfaction towards BSNL in Madurai City”, *IOSR Journal of Business and Management (IOSR-JBM)*, ISSN:2319-7668, pp.33-35.

Kavipriya T and Renugarajan P (2012) “ User’s Level of Satisfaction with mobile phone service providers- with special reference to Tirupur District, Tamil Nadu”, *Journal of Research in Commerce and Management*, Vol.1, Issue.9, ISSN:2277-1166, September, p.35.

Nidhi P. Shah (2013) “Customer Satisfaction of Samsung Mobile Handset Users”, *Voice of Research*, Vol.2, Issue 3, ISSN: 2277-7733, December, pp.76-79.

Oliver, Richard L, “An Investigation of the Inter relationship between Customer (dis) Satisfaction and Complaint Reports”, *ISRJ*, 1987, Vol.14, issue.1, pp.218-222.

Shakir Hafeez and S.A.F. Hasnu (2010), “Customer satisfaction for cellular Phones in Pakistan: A Case Study of Mobilink”, *Business and Economic Research Journal*, Vol.1, No.3, 2010, pp.35-44.

Singh, L (2011) “A Study on Customer Satisfaction Level of Mobile Phone Users; A Case Study on Punjab Subscribers”, *GNDEC*, Ludhiana

Terblanche, N.S; Boshoff, C, “Measuring Customer Satisfaction with some of the controllable elements of the total retail experiences”; An exploratory study, *South African Journal of Business Management*, June 2001, Vol.32, Issue.2, p.35.

Vipani Bansal, Bindu Bansal. *ABAC Journal*. 20-31; 33(3) :Pp.30-40.

Yang, Ching-Chow, “Improvement actions based on the Customers’ satisfaction survey, TQM and Business Excellence”, October 2003, Vol.14, Issue 8, pp.919-930.