

A Study of Consumer Perception about Smart Phones

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Abstract :

The mobile phone has made our life easily. We can perform different task of our daily life on mobile phones in few seconds. We can transfer money, pay utility bills by using mobile phones in few seconds for which we have to go to banks that takes a lot of time. The aim of the study is to cover entire research about judging the customer reactions while making purchase of smartphones. A sample of 100 customers of mobile phone users is taken. Questionnaire has been analysed with the help of pie diagram & bar chart and different interpretations have been made to study the impact. The study concluded that Mostly consumer wants to opt for different smart phone brands instead of looking for same brand. So consumer is not brand loyal in case of smart phone. Mostly consumers collect information about brand, their features and make comparisons before purchasing a smart phone. Brand name is an important factor while purchasing a smart phone.

Key Words: Smartphones, Brand, Apple, Samsung

Introduction

With the use of mobile, the mobile technology is also developing day by day. The mobile phone has made our life easily. We can perform different task of our daily life on mobile phones in few seconds. We can transfer money, pay utility bills by using mobile phones in few seconds for which we have to go to banks that takes a lot of time. When a customer goes to market to buy a cell phone he gets confused when he see number of cell phones developed by different companies. Each cell phone has different features and use different operating system. There are number of operating systems that are used by different companies. These operating systems are listed below: Symbian OS: Nokia uses the Symbian OS in their cell phones. Android OS: Google developed android OS and it was based on Linux kernel. Samsung and HTC use the Android OS. iOS (iPhone OS): Apple developed the iOS. It is used in iPhone, iPod. BlackBerry OS: BlackBerry uses the BlackBerry OS in their cell phones. Windows phone: Nokia and HTC use Windows Mobile Operating System in their Windows Phones. The OS listed above have different features. All OS differ from one another. This study will give you review of different comparative studies on mobile operating systems and difference between these operating system.

Consumer Behaviour

Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's

wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

Customer behaviour study is based on consumer buying behaviour, with the customer playing the three distinct roles of user, payer and buyer. Research has shown that consumer behaviour is difficult to predict, even for experts in the field. Relationship marketing is an influential asset for customer behaviour analysis as it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. A greater importance is also placed on consumer retention, customer relationship management, personalisation, customisation and one-to-one marketing. Social functions can be categorized into social choice and welfare functions. Consumer behaviour, also called as Consumer Psychology, is a branch of applied Psychology, marketing and Organizational Behaviour. It examines consumers' decision making processes and ways in which they gather and analyze information from the environment.

Consumer behaviour is a multidisciplinary field which is integral to Industrial Psychology and aspects of household economy studied in microeconomics. Consumer behaviour also means the actions shown by consumers while making decision to select household and consumer items.

Management is the youngest of sciences and oldest of arts and consumer behaviour in management is a very young discipline. Various scholars and academicians concentrated on it at a much later stage. It was during the 1950s, that marketing concept developed, and thus the need to study the behaviour of consumers was recognised. Marketing starts with the needs of the customer and ends with his satisfaction. When every thing revolves round the customer, then the study of consumer behaviour becomes a necessity. It starts with the buying of goods. Goods can be bought individually, or in groups. Goods can be bought under stress (to satisfy an immediate need), for comfort and luxury in small quantities or in bulk. For all this, exchange is required. This exchange is usually between the seller and the buyer. It can also be between consumers.

To understand the likes and dislikes of the consumer, extensive consumer research studies are being conducted. These researches try to find out:

- What the consumer thinks of the company's products and those of its competitors?
- How can the product be improved in their opinion?
- How the customers use the product?
- What is the customer's attitude towards the product and its advertising?
- What is the role of the customer in his family

Mobile Phones

A mobile phone (also known as a cellular phone, cell phone, and a hand phone) is a device that can make and receive telephone calls over a radio link while moving around a wide geographic area. It does so by connecting to a cellular network provided by a mobile phone operator, allowing access to the public telephone network. By contrast, a cordless telephone is used only within the short range of a single, private base station.

In addition to telephony, modern mobile phones also support a wide variety of other services such as text messaging, MMS, email, Internet access, short-range wireless communications (infrared, Bluetooth), business applications, gaming and photography. Mobile phones that offer these and more general computing capabilities are referred to as smartphones.

The first hand-held mobile phone was demonstrated by John F. Mitchell and Dr Martin Cooper of Motorola in 1973, using a handset weighing around 2.2 pounds (1 kg). In 1983, the Dyna TAC 8000x was the first to be commercially available. From 1990 to 2011, worldwide mobile phone

subscriptions grew from 12.4 million to over 6 billion, penetrating about 87% of the global population and reaching the bottom of the economic pyramid.

Literature Review

Jindal and Jain (2012), according to them with ongoing competition in mobile market, the motive of every mobile company is to provide the best features and ease to use interface to the users. However, perfection needs time. This study analyzes different OS bases on features, lacking advantages. Authors also provide the new ideas to make add new features in different OS based on his comparison. In mobile world, the complex OS contain user interface. Therefore, the OS is hidden from the user. Operating system is a key element in performing the task the choice of OS is important as it shows that what functions does that OS support. The OS provides a software platform on top of which other application programs can run. The applications are written for OS so the choice of an OS matters a lot.

Tiwaskar et al. (2012), according to them now a day's smart phones are a vital part of our life and working like a laptop. This study describes the architecture of mobile computing and comparison of various software factors of various mobile operating systems. New features of android OS are also introduced.

Khomh et al. (2012), according to them many software companies prefer to reuse existing grown-up software to deliver a high quality system in a short period. One of the best examples is of Google who used Linux operating system into android OS for the mobiles. This study author has conducted an experiential study to understand how Android adapts the Linux kernel. Using software repositories from Linux and Android, author assessed the effort needed to reuse and adapt the Linux kernel into Android.

Sharma et al. (2013), according to them now a day's advancement in mobile technology has become a big challenge in the mobile market this study discusses different technologies used with different mobiles in the market. 0G was the first generation with only analog feature i.e., only voice call was allowed and no data feature presents different generation of mobile. The 1G was little advance that allowed limited data feature with voice call. The 2G was little more advance than the previous one with voice call, sms and cellular network features. The 3G brought more advance features like streaming data, broadband and voice. The 4G added advance features in the previous generation like highspeed broadband and high data rate. Along with advancement in mobile technology, different operating systems were designed to support these technologies.

Significance of The Study

Significance of the Mobile Phone is very important to everyone, not even in India but it is a worldwide phenomenon. This study has been conducted to check consumer behaviour and their purchase decision towards mobile phones. This research is intended to describe and analyze consumers preference between Apple and Samsung brands of Smartphone.

Objectives of The Study:

The present study has explore the following objectives on the basis of past related studies

1. To make the comparison of different brands of smartphones.
2. To study the decision making of customers while choosing a particular brand.

Research Methodology

Data type:

Primary Data

Primary data is that data which is collected for the first time. For the purpose of collection of primary data, a well-structured questionnaire was framed which was filled by the respondents.

Size:Active consumers of Smart Phones: 100

Analytical tool:Charts, pie charts. Diagrams.

Analysis and Interpretation

1. Brand Name customers are aware of

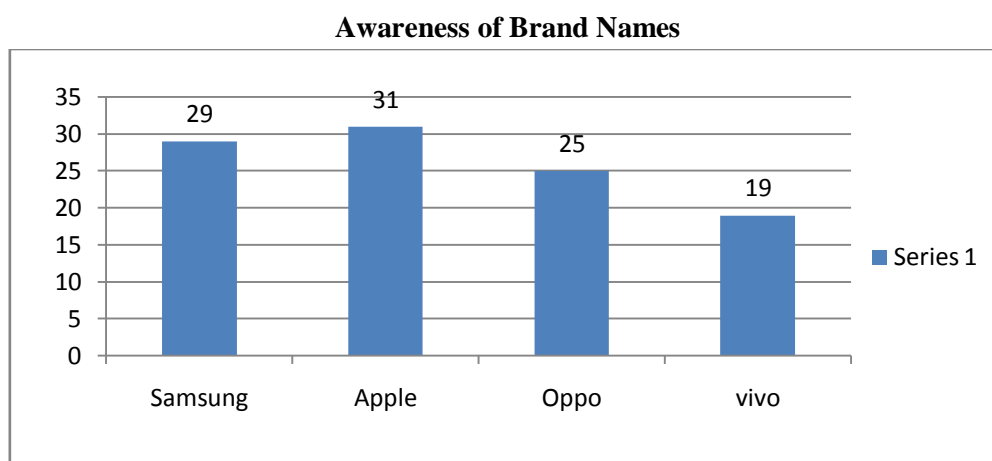


Figure 1

Source: Primary Data

Interpretation

Brand name is of great importance. Consumers buy product, taking in brand name in mind. Here we analysis that 38% of consumers are using Samsung and 62% of consumers are having apple.

2. Brand name influence decision making

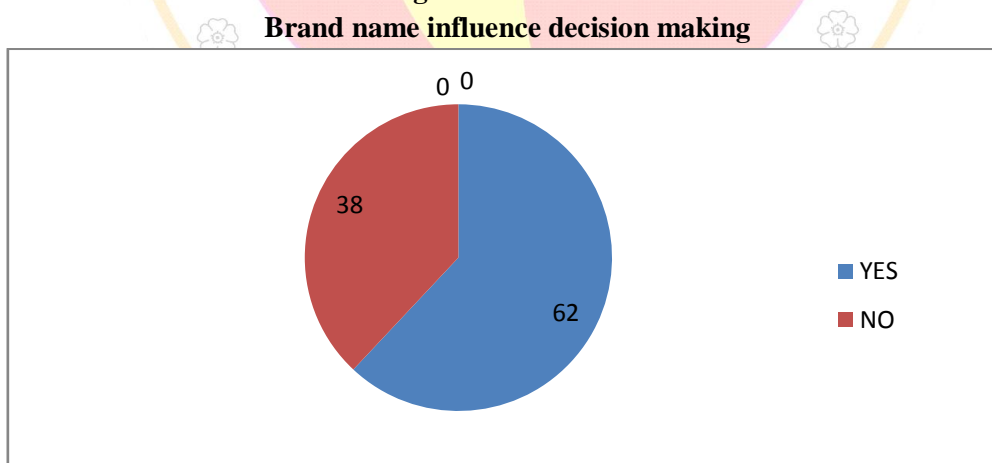


Figure 2

Source: Primary Data

Interpretation

In today's life brand name influences the buyer decision while purchasing mobile phones. Through this analysis we interpret that 62% of consumers agree with this statement while 38% of them disagree with this statement.

3. Information Before Purchase

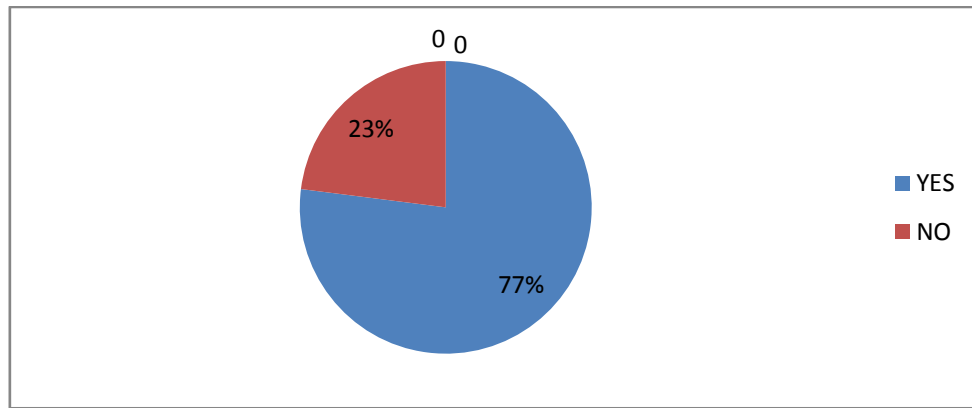


Figure 3

Source: Primary Data

Interpretation

Here we analysis that 77% of consumers collect information before the purchase of any product, while only 23% of consumers do not collect any information regarding the product and purchase it.

4.Satisfaction graph

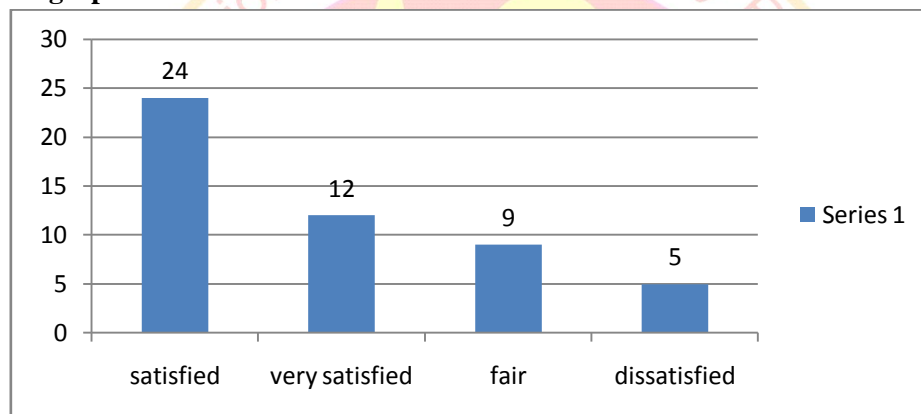


Figure 4

Source: Primary Data

Interpretation

48% of consumers are satisfied with their mobile phones. While only 10% of consumers are dissatisfied with their current mobile phones.

5.Consideration Of Mobile Phone As

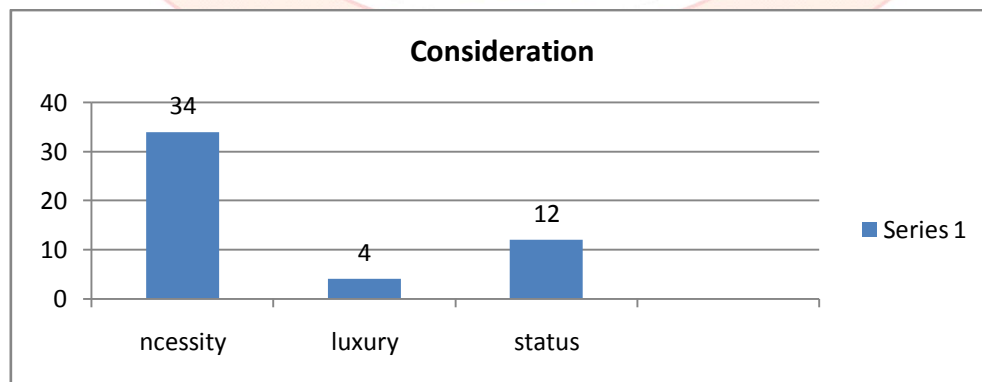


Figure 5

Source: Primary Data

Interpretation

68% of consumers consider their mobile phones as a necessity while only 8% of consumers consider mobile phones for luxury purpose. And 24% of consumers consider mobile phones as a status.

6. Information Before Purchase

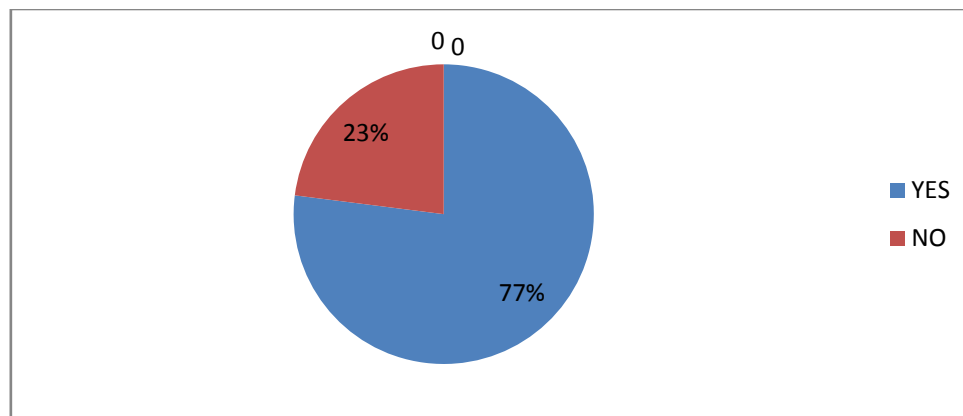


Figure 6

Source: Primary Data

Interpretation

Here we analysis that 77% of consumers collect information before the purchase of any product, while only 23% of consumers do not collect any information regarding the product and purchase it.

7. Is Brand Name Important?

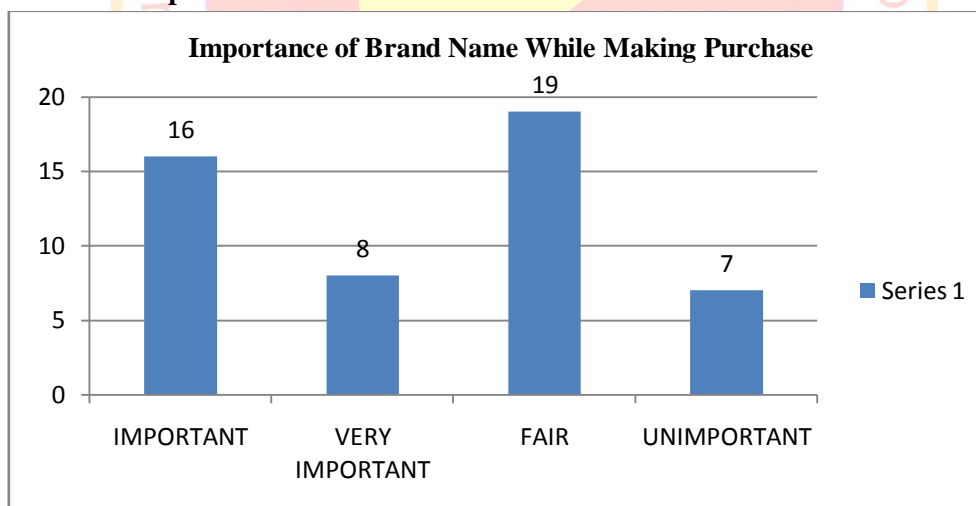


Figure 7

Source: Primary Data

Interpretation

We analyse that for 32% of consumers brand name is important while for only 14% of consumers brand name is not that important. Consumers do think for the brand name first while making purchase of mobile. Brand name influences their decision making.

Conclusion of The Study:

Mostly consumer wants to opt for different smart phone brands instead of looking for same brand. So consumer is not brand loyal in case of smart phone. The most effective medium of advertisement of smart phone is internet. Smart phones have become necessity of every consumer. Mostly consumers collect information about brand, their features and make comparisons before purchasing a smart phone. Brand name is an important factor while purchasing a smart phone.

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