

STUDY OF CUSTOMER SATISFACTION TOWARDS SMARTPHONE USERS

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ABSTRACT

Customers are becoming more dependable on the smartphones. Nowadays people seems to become more dependent towards smartphone due to its convenience, reliability, durability, adorable camera features, fast installation of various apps and the most important factor is that it can do entire functions that computer performs. The major objective of this research study undertakes on identifying the various brands of smartphones that are preferred by the customers to analyze the satisfaction level of customers towards smartphone usage. The Sample size taken under the research study is of 60 respondents to get an idea about how many consumers are satisfied using smartphone.

Keywords: *Smartphone, Satisfaction Level of Customer, Adorable Camera Features.*

Introduction

Nowadays the trend of having smartphone has taken place at the great extent. Each and every consumer is looking for various brands of smartphone in order to analyze and compare which would be more compatible in terms of design, quality, pricing, advance technology etc. Apple is the type of company which understands what the customers actually prefer and also the future aspects of the innovation in such a manner that no other company thinks to do. There are various other models of smartphones such as Samsung, Redmi, Oppo which are also fulfilling the expectation of customer base and are mostly preferred by the medium income section of customer base.

In the recent years it was shown that 65-70% of the world's population own at least one smartphone. In Today's Scenario most of the consumers are looking towards buying more technological and advanced smartphone. Therefore the consumers belonging to higher or medium income group are preferring a reliable smart phone for their long term usage maybe their preference would be different regarding choosing of models depending on pricing structure. As Apple costs premium pricing than other smart phones therefore only higher section of the society think about purchasing iphone rest of the consumers who can't afford premium pricing go towards Samsung, Redmi etc.

Samsung is also one of the trusted and loyal smart phone preferred by one third of the population because of its long term durability. India has the fastest-growing smartphone market in the world, Everybody looks India as a huge landing ground for their innovation therefore the Indian market has huge competition and thus its necessary to understand the customer perception in order to satisfy their requirements in long run.

Customer satisfaction plays an crucial factor in terms of finding whether the customer is preferring the particular model of smartphone or switching towards other models due to some gaps which can be battery issues, network issues etc. Therefore to overcome this issue various companies are taking the feedback in order to keep their customer base retained for longer time period.

Literature Review

According to **Shakir Hafeez; SAF Hasnu (2010)** states that Customer Satisfaction is the most important and crucial tool for the success of the business in the longer run. Major challenge that most of the business face is how to keep and satisfy their customers. The study mainly focuses on customer loyalty and finds that the complete satisfaction and loyalty of the customers are comparatively low among

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the customers of Mobilink. He states in the research study that the customer loyalty in case of Pakistan mobile sector seems to be low as it is considered to be an emerging industry. In today's scenario most of the customers are trying new services. Hence, the customer loyalty is a challenging and critical task for the company in the Modern arena.

According to **Androulidakis; G. Kandus (2011)** determined in the research study that most of the customers shows different kinds of behavior in an array of features or the characteristics regarding the brand of the phone which basically they are using. Security issue regarding mobile phone is the major concern nowadays. As such there are different categories of areas where most of the users feels that they are somewhere lacking security due to the reason of lack of awareness. According to this research study the manufacturers would understand how important the security and transparency factor is for their customers.

According to **Tajzadeh Namin A. A.; Rahmani Vahid; Tajzadeh Namin Aidin (2012)** defines the relationship between the three variables comprises up of brand attitude, corporate attitude and product choice. After analyzing these variables it was observed that there is no significant relationship to be found between the individual decision making factor and the product choice where product includes mobile phone.

According to **Ajax Persaud, Irfan Azhar, (2012)** concluded that the brand loyalty and trust, customer's way of shopping style, and the value of the brand are the key motivators for involving in mobile marketing through their respective smartphones. In order to build strong relationship, encouraging purchase level, building long term loyalty, the marketer should use various marketing tactics in order to sustain their position in the competitive world.

According to **Nasr Azad; Maryam Safaei (2012)** states that most of the customers selects their products based on the brand name. Most of the products contain certain characteristics that differentiate them from other products. In this paper, the study was conducted with an objective to determine major or important factors that influences customer's purchases in the city of Tehran, Iran. According to study it was observed and analyzed that there is some positive relationship between various factors comprises up of exclusive name and quality perception, between the word of mouth advertisement and exclusive name factor, between brand name and word of mouth advertisement, between brand name and brand image etc.

Research Methodology

Research Objective

To study the satisfaction level of customers towards various brands of Smartphone.

Research Design

This research study involves descriptive research design as this research study is based on questionnaire.

Sample Design

- **Sampling Techniques:** The Sampling Technique used in this research study is convenience sampling.
- **Sample Size:** For this study the sample size is 60 respondents.
- **Sources of Gathering Data:** The research study is based on primary sources. I have stated the information through Primary data. Primary data includes first hand information collected through questionnaire.
- **Statistical Tools Used in Research Study:** Mean, Standard deviation, Correlation.

Data Analysis and Interpretations

Descriptive Statistics- Frequency (Mean/ Standard Deviation)

Table 1

Please mention your age group?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20	3	5.0	5.0	5.0
	21-25	40	66.7	66.7	71.7
	26-30	10	16.7	16.7	88.3
	31-35	2	3.3	3.3	91.7
	36 above	5	8.3	8.3	100.0
Total		60	100.0	100.0	

Interpretation Stated from the Above Table

The information stated in the above table determines the age group factor where we see that majority of the respondents are belonging to the age group of 21-25 whereas 16.7% of the respondents are belonging to 26-30 age group category. Very few respondents are observed in the age group category of 31-35 i.e 3.3% and in the age group category of 18-20 (5%).

Table 2

While purchasing smartphone what are the major things that you look from the following?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More power saver	16	26.7	26.7	26.7
	Looks	15	25.0	25.0	51.7
	Low maintenance cost	6	10.0	10.0	61.7
	Reliability	21	35.0	35.0	96.7
	Low price	2	3.3	3.3	100.0
Total		60	100.0	100.0	

Interpretation Stated from the above Table

The above table indicates that most of the respondents around 35% while purchasing any smart phone focus on reliability factor. Whereas 26.7% of respondents looks for More power saver factor while purchasing smart phone. Very few no of respondents i.e. 3.3% looks for low price factor that means that the company should majorly focus on reliability factor as most of the consumers are looking for it when they go for purchasing any kind of smart phone.

Table 3

From where did you get to know about Samsung and Apple brands?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Family information	15	25.0	25.0	25.0
	Friend's recommendation	11	18.3	18.3	43.3
	Dealer's recommendation	4	6.7	6.7	50.0
	Advertisement	30	50.0	50.0	100.0
Total		60	100.0	100.0	

Interpretation Stated from the above Table

The information presented in Table3 states about where the respondents get to know about Samsung and Apple whether they get to know from friends, family, dealers or through advertisement. Majority of respondents around 50% states that they get to know from advertisements which means advertisement is a strong medium that influences the consumer in providing information and further influences their decision making. Whereas 25% of respondents get to know from their family members and rest of the respondents around 6.7% to 18.3% get to know from their respective friends and dealers.

Table 4

Which smart phone is more easy to use?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Android	48	80.0	80.0	80.0
	IOS	12	20.0	20.0	100.0
	Total	60	100.0	100.0	

Interpretation Stated from the above Table

The above table indicates that majority of respondents (80%) thinks that Andriod is easy to use in comparison to IOS. Very few respondents i.e 20% thinks that IOS is easy as comparable to Andriod but study revealed the fact that maximum are preferable with Andriod.

Table 5

Which brand has more customer satisfaction level?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Apple	20	33.3	33.3	33.3
	Samsung	23	38.3	38.3	71.7
	Vivo	6	10.0	10.0	81.7
	Redmi	11	18.3	18.3	100.0
Total		60	100.0	100.0	

Interpretation Stated from the above Table

The information presented in the above table states that maximum number of respondents around 38.3% are stating that Samsung has more customer satisfaction level as compare to all other brands. 33.3% of respondents are going for Apple they think Apple has more customer satisfaction base. Whereas very few respondents are in favour with Vivo(10%) and Redmi(18.3%).

Table 6

Which of following brands is better in terms of marketing?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Apple	17	28.3	28.3	28.3
	Samsung	20	33.3	33.3	61.7
	Vivo	12	20.0	20.0	81.7
	Redmi	11	18.3	18.3	100.0
Total		60	100.0	100.0	

Interpretation Stated from the above Table

The above table indicates that maximum number of respondents around 33.3% thinks that Samsung is the brand that is better in terms of marketing whereas 28.3% respondents feels that Apple is better in terms of marketing. Very few respondents around 18.3 % feels that Redmi is better in terms of marketing.

Table 7

Which smartphone company give better software customization features ?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Apple	36	60.0	60.0	60.0
	Samsung	14	23.3	23.3	83.3
	Vivo	5	8.3	8.3	91.7
	Redmi	5	8.3	8.3	100.0
Total		60	100.0	100.0	

Interpretation Stated from the above Table

The analysis of above table states that majority of respondents around 60% thinks that Apple gives better software customization features as compared to other smart phones. Whereas 23.3% respondents are going for Samsung in terms of better customization features and very limited respondents around 8.3% go for Redmi and Vivo.

Table 8

Which company has a better overall design architecture?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Apple	32	53.3	53.3	53.3
	Samsung	18	30.0	30.0	83.3
	Vivo	5	8.3	8.3	91.7
	Redmi	5	8.3	8.3	100.0
Total		60	100.0	100.0	

Interpretation Stated from the above Table

The above table indicates that maximum number of respondents i.e 53.3% says that Apple is better in terms of overall design structure whereas 30% of the respondents give more preference to Samsung in regard with better design structure. Similarly very limited number of respondents around 8.3% are going for Vivo and Redmi.

Table 9

Which of the following brands is better in terms of software compatibility?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Apple	36	60.0	60.0	60.0
	Samsung	17	28.3	28.3	88.3
	Vivo	5	8.3	8.3	96.7
	Redmi	2	3.3	3.3	100.0
Total		60	100.0	100.0	

Interpretation Stated from the above Table

From the above table it can be observed that most of the respondents around 60% believes that Apple is better in terms of software compatability whereas 28.3% thinks that samsung is better in terms of software compatability . Very few respondents around 8.3% go for Redmi and Vivo.

Table 10

Which company provides better battery life?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Apple	19	31.7	31.7	31.7
	Samsung	20	33.3	33.3	65.0
	Vivo	15	25.0	25.0	90.0
	Redmi	6	10.0	10.0	100.0
Total		60	100.0	100.0	

Interpretation Stated from the above Table

The above table indicates that 33.3% of respondents thinks that Samsung is the brand that provides better battery life as compared with other brands. Around 31.7% of respondents believes that Apple is one of the brand that provides better battery life. It was also observed that very few respondents around 10% says that Redmi is providing better battery life which means that the positive status of brands is seen between Samsung and Apple whereas Redmi and Vivo are not able to cope up with these brands.

Correlation

Table 11

Correlations			
		Which smartphone company give better software customization features ?	Which of the following brands is better in terms of software compatability?
Which smartphone company give better software customization features ?	Pearson Correlation	1	.417**
	Sig. (2-tailed)		.001
	N	60	60
Which of the following brands is better in terms of software compatability?	Pearson Correlation	.417**	1
	Sig. (2-tailed)	.001	
	N	60	60

Interpretation from the above Table

The above correlation table indicates that the relationship between better software customization features and better software compatability states moderate positive correlation i.e .417 as it lies between the range +0.25_+0.75. Here also there exist a relationship between these two variables at moderate level but it doesn't indicate positive correlation.

Table 12

Correlations			
		Which of following brands is better in terms of marketing?	Which smartphone company give better software customization features ?
Which of following brands is better in terms of marketing?	Pearson Correlation	1	.330*
	Sig. (2-tailed)		.010
	N	60	60
Which smartphone company give better software customization features ?	Pearson Correlation	.330*	1
	Sig. (2-tailed)	.010	
	N	60	60

Interpretation from the above Table

The above correlation indicates the relationship between which smart phone is better in terms of marketing and which smartphone company gives better software customization features i.e 0.330 which indicates that these two variables showcase moderate positive correlation as it lies between the range of +0.25_+0.75.

Regression Analysis

Table 13

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.271 ^a	.074	.058	1.263

a. Predictors: (Constant), Which smart phone is more easy to use?

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.350	1	7.350	4.605	.036 ^b
	Residual	92.583	58	1.596		
	Total	99.933	59			

a. Dependent Variable: While purchasing a smartphone what are the major things that you look from the following?

b. Predictors: (Constant), Which smart phone is more easy to use?

Coefficients ^a						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.583	.516		3.070	.003
	Which smart phone is more easy to use?	.875	.408	.271	2.146	.036

a. Dependent Variable: While purchasing a smartphone what are the major things that you look from the following?

Interpretation from the above Table

Table of modal summary, provides the value of R and R square. The value of R represents the simple correlation and is 0.271, which indicates the moderate degree of correlation. The value of R square indicates how much total variation in the dependent variable, can be explained by the independent variable. In the case, 7.4% can be explained, which is low. The computed value of F is 4.605 at a 5% significance level. The tabulated value for F_{58}^1 at 5% level is 4.01 as our F value is 4.605 and this value is high with respect to tabulated value which means that hypothesis is accepted.

The table of Coefficients provides us with the necessary information to predict the things looking while purchasing a smartphone from overall more easy to use smartphone, as well as determine whether purchasing a smartphone statistically significantly to the model.

To represent the Regression equation as:

Easy to use smartphone = 1.583+0.875 (satisfied with looking the things while purchasing a smartphone)

This means that with increase in one variable, there arise a small increase in other variable too i.e. 0.875.

Findings from the research Study

- From the research study the major fact revealed is that there is a tough competition between Samsung and Apple.
- Redmi and Vivo are not up to mark status as compared to Samsung and Apple which means that the company should understand what are the current expectation of the customers and how can they compete in the market.
- It was observed that 60% of the respondents think that Apple is better as compared to other smart phones in terms of better software compatibility.
- The research study finds that Samsung and Apple are the companies that actually know the mindset of the maximum customers and thus they also know which product is helpful for increasing sales and maximizing higher profit level.

Suggestions / Recommendations

- As we all know that Customer is the king of the market therefore it's the duty of each and every company to make sure that their product will meet the customer satisfaction in order to survive in the competitive world.
- There should be a long term relationship between the customer and the company in order to make they stable in the longer run.

- The company should provide good customer service as until and unless after sales services of the company are not good it is not possible for the company to maximize their sales and profit margin.
- The company should scan the environment carefully as environment is dynamic each and every aspect is changing like technology, pricing etc in order to build a stronger place in the competitive market.
- Feedback is a good opportunity for the company in order to overcome their weak areas and improve their services where they are lacking.

Conclusion

From the above research study, the results are declared that smartphone manufacturers and marketers needs to know what are the current expectations of the customers and according to that they should design their product and build marketing strategies accordingly. The research study shows that there are various product based features that are really important and on the basis of which the purchase decision is carried out by the customers like better software compatibility, overall structural design, durable battery life and so on. In today's Scenario it was observed that majority of customers are ready to pay higher price if they are getting a reliable quality product. Therefore, the company in order to survive their brand for the longer run in the market should meet the customer satisfaction.

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