

A Study of Consumer Preference and Satisfaction Towards Various Mobile Phone Handsets with Special Reference to Ramanathapuram Economy

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ABSTRACTS - The mobile phones are the electronic devices which help to communicate across the world. In the communication era mobile phones is one of the dependable and successful ways to communicate by different modes of communication. The mobile phone is very vital part of daily routine of human life and it is the one of fastest growing product in the global market. In order to achieve the objectives of the study, a sample of 300 respondents were taken by using convenience sampling method. The main objective of the study is factors influencing and factors affecting purchase of mobile phone handset in Ramanathapuram Economy. The study reveals that out of 300 sample respondents, 140 respondents show that family members is the highly influencing factor which motivated them to purchase of specific mobile phone handset. The result indicates that that the higher rates of factor have affect to purchase of mobile phone handset is identified in varieties of brand with mean score of 5.8626, easy damage of handset with men score of 5.5538, price of handset with mean score of 4.9341 and outdated technology with mean score of 4.6786.

Keywords: Consumer Preference, Handset and Mobile Phone

I. INTRODUCTION

The growth of mobile phones has been phenomenon in the 21st Century. Almost everyone possesses a mobile phone. The mobile phones have come of an age. The mobile phone is an electronic handheld device which was originally introduced for the sole purpose of calling other people in wireless surroundings. Many mobile phones support not only the features of calling and texting but some other features including camera, music player and web browsers to mention a few. The mobile phones have become a daily part and parcel of life and one simple cannot live without it. The consumer purchase decision is influence by different factors throughout the world. This factor can be traits of customers and features associated with mobile phone handset. The customer preference of mobile phone attributes such as design, price, internet connection, battery life, gaming, e-mail, photo shooting, SMS, video quality, apps downloading, operating system and social networking etc. is very much popular. Its significance is increasing further when customer participates in large number. The product attributes help to select the product when customer confused between varieties of products. This study has done with intention to find out the attributes which help to choose the mobile phone. It is focus on customer preference of product attribute of mobile phone handset.

II. OBJECTIVES

The important objectives of the study are as follows

- ❖ To analyse the factors affecting mobile phone purchase decision in Ramanathapuram economy.
- ❖ To find out the awareness of new product launched by mobile phone company.
- ❖ To analyse the factors that may contribute to the success of the mobile phone continuous usage.

III. METHODOLOGY

The study is mainly based both on primary data. The primary data was collected from the selected mobile phone handset user through the personal interview method. The secondary data were obtained from journal, magazines newspapers and books have also been used. Convenience sampling method was used to select the sample. The total sample size was fixed at 300. The 't' test is applied to find out the significant difference between two means of any variables in the study.

IV. DATA ANALYSIS

4.1 FACTORS INFLUENCING THE PURCHASE OF MOBILE PHONE:

Table.1 Factors influencing the Purchase of Particular mobile phone

Service Provider	No. of Respondents						Total
	Family Members	Relatives	Neighbours	Friends	Ads.	Dealers	
Nokia	18	7	1	18	8	1	53
LG	41	10	2	25	14	2	94
Reliance	14	4	2	5	9	1	35
Samsung	60	6	3	17	10	3	99
Others	7	1	1	4	4	2	19
Total	140	28	9	69	45	9	300

Source: Primary data

Table.1 clearly reveals that out of 300 sample respondents, 140 respondents show that family members is the highly influencing factor which stimulated them to purchase of specific mobile phone handset. Out of total responses received from respondents, friends at the second place are the most influencing factor and advertisements at the third place are the factor which induced them to purchase a specific mobile phone handset. Dealers and neighbours are the least influencing factors to purchase the mobile phone handset.

4.2 FACTORS AFFECTING PURCHASE OF MOBILE PHONE:

Table.2 Factors Affecting Purchase of Mobile Phone Handset

Sl.No	Factors	Mean Score	t-value
1	Price of Phone	4.9341	3499*
2	Varieties of Brand	5.8626	4871*
3	No EMI Facilities	2.8364	-.645
4	Resale Value	3.6837	.891
5	Outdated Technology	4.6786	-1.463
6	Poor after Sales service	3.9567	-.649
7	Easily Damage	5.5538	2905*
8	Poor Quality	3.5690	-612

Source: Primary data, * Significant at 5% level.

Table.2 reveals that the higher rates of factor have affect to purchase of mobile phone handset is identified in varieties of brand with mean score of 5.8626, easy damage of handset with men score of 5.5538, price of handset with mean score of 4.9341 and outdated technology with mean score of 4.6786. Regarding the factor have affect the purchase of mobile phone the significance difference among the respondents is identified in necessary since the respective 't' statistics are significant at 5 per cent level. Maximum number of respondents became affect the purchase of mobile phone due to varieties of brands in the market it will highly confuses the purchasing pattern and minimum number of the respondents become affect the

purchasing the mobile phone handset due to poor quality of the products.

4.3 FACTORS SUCCESS FOR CONTINUOUS USAGE OF MOBILE PHONE:

The success for continuous usage of mobile phone handset depends upon 13 variables. The respondents used five-point Likert scale to express their opinion on importance of each variable for continuous usage of mobile phone handset. The mean and standard deviation of each success variable are presented in Table.3.

Table.3 Mean score and SD for variables contributing to success for continuous usage of the mobile phone

Sl.No	Success Variables	Mean	Std. Dev
1	Good Customer Service	5.23	0.996
2	Resale Value	3.29	0.891
3	Low Maintenance Cost	4.60	1.373
4	Operating Knowledge	4.90	1.235
5	Long Life	1.64	0.523
6	Quality Product	2.63	0.846
7	Necessary Item	4.83	1.112
8	Network	3.98	0.836
9	Transfer Message	5.51	1.168
10	Demand for Handset	5.09	0.961
11	Entertainment	6.89	1.643
12	Collect Information	6.05	1.216
13	Get Daily News	5.18	1.236

Source: Primary data

Table.3 shows that the most important variable contributing to success for continuous usage of mobile phone handset is Entertainment and the second ranked variable is Collect Information. It is further expresses that Transfer Message with mean score of 5.51 contributed third rank, Good Customer Service with mean score of 5.23 contributed fourth rank, Get Daily News with mean score of 5.18 contributed fifth rank, Demand for Handset with mean score of 5.09 contributed sixth rank, Operating Knowledge with mean score of 4.90 contributed seventh rank, Low Maintenance Cost with mean score of 4.60 contributed eighth rank, Necessary Item with mean score of 4.83 contributed ninth rank, Network with mean score of 3.98 contributed tenth rank, Resale Value with mean score of 3.29 contributed eleventh rank, Quality Product with mean score of 2.63 contributed twelfth rank and Long Life with mean score of 1.64 contributed thirteen rank.

V. FINDINGS

- ❖ The study expresses that out of 300 sample respondents, 140 respondents show that family members is the highly influencing factor which motivated them to purchase of specific mobile phone handset.
- ❖ The study reveals that the higher rates of factor have affect to purchase of mobile phone handset is identified in varieties of brand with mean score of 5.8626, easy damage of handset with men score of

5.5538, price of handset with mean score of 4.9341 and outdated technology with mean score of 4.6786.

- ❖ The study shows that the most important variable contributing to success for continuous usage of mobile phone handset is Entertainment and the second ranked variable is Collect Information and Long Life with mean score of 1.64 contributed thirteen rank.

VI. SUGGESTIONS

- ❖ Mobile phone companies should carry out periodic survey to help in identifying these new technology features and decide which ones to add to its product.
- ❖ Product design is also very important in the success of the brand. Manufacturers of different mobile brands are improving on the durability and quality of the brand, they should also consider the price of selling it so as to make it affordable to all persons.

VII. CONCLUSIONS

In the present scenario, the fierce competition in the market has made the mobile phone markets very insecure. In India a number of cellular manufacturing companies to provide advance technological handset to their customers. The private companies are competing at close margin and are trying to provide multiple value added handset to people. Hence the cellular operators should strive to provide cost effective quality equipments to their consumers. The study reveals that the consumers are highly influenced by their family members, friends and advertisement while selecting or buying a mobile phone. It is concluded that consumers are satisfied with the different mobile handset in the study area.

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