

Factors Influencing Consumer Satisfaction in Smart Phone Commerce - A Study In Coimbatore City, Tamil Nadu

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ABSTRACT - This paper seeks to clarify mobile consumer's perceptions regarding smartphone commerce in Coimbatore city in Tamil Nadu. It provides a description on whether these consumers are satisfied with m-commerce. In addition, features and challenges of m-commerce are recognized, as well as the factors influencing consumer satisfaction in m-commerce presented. To achieve these objectives, the research was carried out with quantitative methodology with primary data collected from mobile customers in many regions in Coimbatore City. Empirical analysis is done through a questionnaire targeting actual mobile users. The findings of this study reveal that the quality of the service, trust and mobile technology are the main factors that affect consumer satisfaction in smart phone-commerce.

KEYWORDS: Mobile commerce, mobile users, consumer satisfaction, service quality, mobile technology, trustworthiness.

I. INTRODUCTION

Marketing as a functional discipline of business may be understood as a dynamic process of society through which business enterprise is integrated productively with society's purposes and human values. It is in marketing, as we now understand it, that we satisfy individual and social values, needs and wants – be it through production of goods, supplying of services, fostering innovation, or creating satisfaction. The term 'customer' is typically used to refer to someone who regularly purchases from a particular store or company. The term 'consumer' more generally refers to anyone engaging in any of the activities of evaluating, acquiring, using or disposing of goods and services. Therefore, a customer is defined in terms of a specific firm while a consumer is not.

Consumer satisfaction indicates the fulfilment that customers derive from doing business with a firm. In other words, it's how happy the customers are with their transactions and overall experience with the company. Customer derive satisfaction from a product or a service based on whether their need is met effortlessly, in a convenient way that makes them loyal to the firm. Hence, customer satisfaction is an important step to gain customer loyalty.

A Smartphone is a mobile phone with an advanced operating system. Smartphone typically include the features

of a phone with those of other popular mobile devices, such as personal digital assistant, media player and GPS navigation unit. Most have a touch screen interface and can run third-party apps, and are camera phones. Later Smartphone add broadband -internet web browsing, Wi-Fi, motion sensors and mobile payment mechanisms.

II. SMART PHONES – AN OVERVIEW

A hand-held mobile radiotelephone is an old dream for global positioning so that "no one need ever again be lost." Later, in Profiles of the Future, he predicted the advent of such a device taking place in the mid-1980s.

Early predecessors of cellular phones included analog radio communications from ships and trains. The race to create truly portable telephone devices began after World War II, with developments taking place in many countries. The advances in mobile telephony have been traced in successive generations from the early "0G" (zeroth generation) services like the Bell System's Mobile Telephone Service and its successor, Improved Mobile Telephone Service. These "0G" systems were not cellular, supported few simultaneous calls, and were very expensive.

The first handheld mobile cell phone was demonstrated by Motorola in 1973. The first commercial automated cellular network was launched in Japan by NTT in 1979. In 1981, this was followed by the simultaneous launch of the Nordic

Mobile Telephone (NMT) system in Denmark, Finland, Norway and Sweden. Several other countries then followed in the early to mid-1980s. These first generation ("1G") systems could support far more simultaneous calls, but still used analog technology.

In 1991, the second generation (2G) digital cellular technology was launched in Finland by Radiolinja on the GSM standard, which sparked competition in the sector, as the new operators challenged the incumbent 1G network operators. Ten years later, in 2001, the third generation (3G) was launched in Japan by NTT DoCoMo on the WCDMA standard. This was followed by 3.5G, 3G+ or turbo 3G enhancements based on the high-speed packet access (HSPA) family, allowing UMTS networks to have higher data transfer speeds and capacity. By 2009, it had become clear that, at some point, 3G networks would be overwhelmed by the growth of bandwidth-intensive applications like streaming media. Consequently, the industry began looking to data-optimized 4th-generation technologies, with the promise of speed improvements up to 10-fold over existing 3G technologies. The first two commercially available technologies billed as 4G were the WiMAX standard (offered in the U.S. by Sprint) and the LTE standard, first offered in Scandinavia by TeliaSonera.

III. OBJECTIVES OF THE STUDY

1. To study about the consumer awareness and satisfaction towards multi brand smart phone.
2. To evaluate the performance of the multi smart phone brand based on the view of consumers.
3. To know about the factors influencing the buying decision of the customers.

IV. RESEARCH METHODOLOGY

This study has co-ordinated combination of quantitative and qualitative research methodology. Earlier is used for collection of the reviews related to the study i.e., theories, concepts, methodology, sample and statistical tools need for the conduct of the study. While the lateral was assessment of primary data collected from the study area in the form of data analysis and interpretation. Descriptive research method has been used for this study. The data collected are entirely related to Smartphone users. The bases of data were primary as well as secondary. The primary data were collected through questionnaire method. Secondary data are those have been collected from company profile, product profile, newspapers, magazines and general discussion with company personnel. Convenience Sampling is used to collect data from hundred samples. The data collected were edited, coded and processed with help of (SPSS) software. The statistical tools which are used to analyse the data are Simple Percentage Analysis, T-Test, F-Test and Factor analysis.

Coimbatore is considered as an important hub for smart phone commerce. Thus the findings of this study will be

helpful for the prediction of consumer behaviour towards smart phones in Coimbatore city in the following aspects of smartphones operating system, web Browsing, applications, camera quality, style, technical specifications, availability of applications, additional facility (Mail, voice Mail) , easy to handle, direct menu, wide screen blue tooth, and GPRS.

V. LITERATURE REVIEW

Kavitha examined that attitude of the respondents using cell phones was not influenced by either education or occupation and income. It is found that the choice of a cellular phone is characterized by two attitudes: attitude towards the mobile phone brand on one hand and attitude towards the network on the other.

Samuvel (2002) observed that most of the respondents consider size, quality, price, instrument servicing are an important factors for selecting the handset while majority of the respondents are satisfied over the payment system, quality of services, coverage area and the process of attending the complaints regarding their mobile service provider.

Jatin Sharma found that advertisement play a dominant role in influencing the customers but most of the customers are of opinion that promotional strategies of cellular companies are more sale oriented rather than customer oriented. Haque et al (2007) suggested that price, service quality, product quality & availability, and promotional offer play a main role during the time to choose telecommunication service provider.

Mayank Vinodbhai Bhatt, (2008) GSM, the Global System for Mobile Communications, fundamentally differs from the 1G system because of its use of cellular network architecture, which will be explained in subsequent sections. GSM, also known as second generation networker 2G, was first developed in the 1980's through a pan-European initiative, involving the European Commission, telecommunications operators and equipment manufacturers. GSM is an open non-proprietary and interoperable digital standard for cellular mobile systems operating in the 900 and 1800 MHZ band. In 1986, a number of different prototype systems put forward by companies and consortia from different European countries were trailed and led to the agreement of the main characteristics of the new system.

B.B.S. Parihar (2008), The mobile phone is key technology in an increasingly mobile and connected world. Growing technological convergence and ubiquitous networking leave behind a continuous and lasting trail revealing information about those involved in the communication. Picking up on this electronic trail makes it possible to identify the location of communication devices and individuals are indirectly locatable by carrying their mobile phone. In some cases, the location information supplied by a mobile phone can be very specific, depending in cell size and cell shape, which

will be explained later in this section. Location-based services (LBS) for mobile phones are predicted to grow in the near future (see Lyon, 2005). A market research firm predicts that LBS revenues will reach €622m by 2010.

Selvaraj, V.M. and Ganesan Malathi,(2005)analyzed that there is relative importance of service quality attributes and showed that responsiveness is the most importance dimension followed by reliability, customer perceived network quality, assurance, convenience, empathy and tangibles.

Naman shahs (2008)with the help of the questionnaire 100 respondents were surveyed by using single random sampling. The research shows in the world largest telecom network India also plays one of the vital role by grown mobile subscribers form 1 million to 100 million. The effective growth of mobile subscribers in numbers increased by sharp turn down in the cost of mobile handset and dropping the network tariff from Rs 14 to Re 1 brought the lower middle class people within reach. The government by making innovative policy can carry it to the remaining 90 % of the population and the issues in cellular signal clarity, this issue can be solved by utilizing over 70 billion universal service obligation funds by permitting spectrum operators by positive investment policy to set up equipment manufacturing in India.

Yeonbaekirn. Jeong-Dong Lee and DeayoungK.oh (2005)found following determinants – performance expectancy, effort expectancy, social influence, perceived playfulness, and self-management of learning, are collectively significant. Among these, performance expectancy, which refers to users’ perceived benefit of learning with mobile for themselves, was the strongest determinant of behavioural intention to use smart phones for learning. Effort expectancy means the degree of easiness using smart phones for learning as perceived by users. Social influence refers to the extent to which a person thinks other people believe that person should adopt learning with mobile. Perceived playfulness refers to how much of playfulness a person can get out of using mobile smart phone for learning. “Self-management of learning is defined as the extent to which an individual feels he or she is self-disciplined and can engage in autonomous learning”

VI. DEMOGARAPHC PROFILE

Table. 1.0 Demographic Profile of the Respondents

S.No	Characteristics	Categories	Percentage
1	Gender	Male	79
		Female	21
2	Age	17-20 years	10
		21-25 years	56
		26-30 years	21
		Above 30 year	13
3	Education	Below H.Sc	25.5
		Graduate	51.9
		Post Graduate	16.9
		Others	5.7
4	Occupation of Parents	Private	47
		Government	15
		Business	28
		Others	10
5	Marital status	Married	14
		Unmarried	86
6	Annual Income	Up to 5,00,000	24.1
		5,00,001 – 10,00,000	29.2
		10,00,001 – 15,00,000	38.1
		Above 15,00,000	8.6

Source: Primary data

Inference

It is determined from the above table 56 percent of respondents felt in the category of below 21-25 years, It is also ascertained that 21 percent of the respondents belong to the age group of 26 – 30, 13 percent of the respondents belong to the age group of Above 30 years a minimum of 10 percent of respondents are in the age group of 17-20 years. It is inferred from the above table that maximum of 79 percent of the respondents are Male and minimum of 21 percent of the respondents are female. It indicates that the male respondents are more than the female respondents. Regarding educational qualification, it is found that 51.9 percent of the respondents are graduates, 25.5 percent of the respondents are below Higher Secondary, 16.9 percent of the respondents are post graduates. It is ascertained from the above table that 47 percent of the respondents are working in private sector, 28 percent of the respondents are doing business, 10 percent of the respondents are working government sector. The above table shows that 36.0% of the respondents’ parents’ monthly income in above 25,000. And the 24.0% of the respondents’ parents’ monthly income in above 20,000- 25,000. The 16.0% of the respondents’ parents’ monthly income in below 10,000, and the 14.0% of the respondents’ parents’ monthly income in 15,001-20,000, finally the 10.0% of the respondents’ parents’ monthly income in 10,001- 15,000. The above table shows that 38.1 percent of the respondent’s annual income is 10,00,001 – 15,00,000 and minimum of 8.6 percent respondents’ annual income is above 15,00,000.

VII. ANALYSIS OF PREFERENCE TOWARDS MULTIBRAND SMART PHONE

Table. 2.0 The preference of the Multi brand Smart phone

S.NO	Particulars	No. of Respondents	Percentage (%)
1	It is accessible every where	28	28
2	I can search for information	32	32
3	It is a way to pass my time	24	24
4	Use online utilities Whenever I want	16	16
	Total	100	100

Source: Primary Data

The above table shows that 32% of the respondents prefer searching for information, 28% of the respondents are preferring accessibility, 24% of the respondents are preferring for the reason of time pass, 16% of the respondents are preferring online utilities and 32% of the respondents prefer searching for information.

Table. 3.0 Satisfaction with the Price of Smart phone

S.No	Particulars	No. of respondents	Percentage (%)
1	highly satisfied	26	26
2	satisfied	72	72
3	dissatisfied	2	2
4	highly dissatisfied	0	0
	total	100	100

Source: primary data

The above table discuss that 72% of the respondents are satisfied price of a the smart phone, 26% of the respondents are highly satisfied price of a the smart phone, 2% of the respondents are dissatisfied price of a the smart phone, none of the respondents are highly dissatisfied price of a the smart phone .Majority (72%) of the respondent are satisfied with the price of the smart phone.

7.0. Classification of the Respondents Based on Gender and Satisfaction Level of Smartphone Users

Table. 4.0 Classification of the Respondents Based on Gender and Satisfaction Level of Smartphone Users Independent Sample T-test Table

Gender	N	Mean	S.D	T.Value	p-value
Male	79	66.8	17.6	0.293	0.043
Female	21	58	9.5		

Hypothesis H0: There is no significant difference between the satisfaction level of Smartphone users and gender of the respondents

Inference

Since P value is more than 0.05 (0.043), the null hypothesis is accepted and the alternative hypothesis is rejected at 5% level of significance. Hence, it could be concluded that there is no significant difference between the satisfaction level of Smartphone users and gender of the respondents.

8.0. Classification of the Respondents Based on Education Qualification and Satisfaction Level of Smartphone Users

Table 5.0 Classification of the Respondents Based on Education Qualification and Satisfaction Level of Smartphone Users One-Way (ANOVA)

Educational Qualification	Mean	S.D	F.Value	p-value
Below H.SC	60.54	3.8	1.9	0.139
Graduates	60.67	10.4		
Post Graduates	60.00	8.5		
Others	51	6.3		

Hypothesis H0:

There is no significant difference between the satisfaction level of Smartphone users and educational qualification of the respondents.

Inference

Since p value is more than 0.05 (0.139), the null hypothesis is accepted and the alternative hypothesis is rejected at 5% level of significance. Hence, it is concluded that there is no significant difference between the satisfaction level of Smartphone users and educational qualification of the respondents.

VIII. RESULTS AND DISCUSSION

The analysis of the data provide the findings that majority of the respondents are in the age group of 21 to 30 Years and Under Graduate Students. Majority (74%) of the respondents are in Nuclear family. Majority (54%) of the

respondents get Income below Rs.20,000. Majority (56%) of the respondents are known about the smart phone through the advertisement. 49% of the respondents are very highly Aware of the multibrand smart phone. Majority (74%) of the respondents are buying based on necessity. Majority (44%) of the respondents are using the smart phone for 2 to 4 Years. Majority (70%) of the respondents are using the smart phone personal.

Majority (32%) of the respondents prefer searching for information. Majority (72%) of the respondent are satisfied price of a the smart phone. The results show that out of total eight independent factors, only compatibility, social influence and dependency have statistically significant in influencing consumer's satisfaction towards Smart Phone. The results also reveal that the response of male and female consumers is statistically in similar manner.

From the analysis using t-test, it is found that P value is more than 0.05 (0.043), the null hypothesis is accepted and the alternative hypothesis is rejected at 5% level of significance. Hence, it could be concluded that there is no significant difference between the satisfaction level of Smartphone users and gender of the respondents.

From the analysis using ANOVA, it is found that p value is more than 0.05 (0.139), the null hypothesis is accepted and the alternative hypothesis is rejected at 5% level of significance. Hence, it is concluded that there is no significant difference between the satisfaction level of Smartphone users and educational qualification of the respondents

IX. CONCLUSION

As the technology is changing rapidly, mobile phone is not just a device which is used for transferring information. It is now termed as Smart phone because of its increasing use in day today life. It has become very difficult to imagine life without Smartphone. The present study has discovered that there are eight major factors price, product features, relative advantage, convenience, compatibility, social influence, dependency and brand name which influence consumer intension to purchase Smart phone. However only social influence, compatibility and dependency were found to be significantly influencing purchase intension of the Smart Phone consumers.

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