

Available online at <http://www.ijims.com>

ISSN: 2348 – 0343

A study on customers' preference and satisfaction towards android mobiles with reference to Coimbatore city of India

J.Sathya and.K.Varunapriya*

Dept of Commerce, Dr.N.G.P Arts and Science College, Coimbatore, India

Corresponding author: K.Varunapriya

Abstract

A study on customers' preference enables marketer to predict a customers' preference in the market; it also understanding of the role of that consumption has in the lives of individuals. Customers' research takes place at every phase of the consumption process, before the purchase, during the purchase and after purchase. It attempts to understand the buyer decision processes/buyer decision making process, both individually and in groups. It also tries to assess influences on the customers from groups such as family, friends, reference groups, and society in general. What we buy, how we buy, where we buy, in how much quantity we buy depends on our perception, self-concept, social and cultural background and our age and family cycle, our attitudes, personality, many other factors that are both internal and external to us.

Key words: Customers preference , satisfaction , android mobiles

INTRODUCTION

Android was founded in PALO ALTO, CALIFORNIA in October 2003 by ANDY RUBIN, "smarter mobile device they are more aware of its owners location and preferences". The early intentions of the company were to develop an operating system for digital cameras. Though when it was realizes that the market for the device was not large enough, the company diverted its effects towards producing a smart phone operating system that would rival SYMBIAN and Microsoft WINDOWS MOBILE.

Android is a mobile operating system(OS) based on the LINUX KERNEL and currently developed by GOOGLE with a user interface based on direct manipulation, Android is designed primarily for touch screen mobile device such as smartphones and tablets computers with specializes uses interface for

SCOPE OF THE STUDY

In this study, the performance and problems of the customer has been analyzed. To find out factors that influences the customers to buy the android mobiles. To identify the necessary change in product features and customers feeling about the android mobile phones. This study will be useful for the company to make necessary changes in price, designs, apps and etc.,

OBJECTIVE OF THE STUDY

To identify the customers awareness towards android mobile phones.

To find out the factors which influence them to purchase android mobile phones.

RESEARCH METHODOLOGY

Research comprise defining and redefining, formation hypothesis or suggested solution, collection, organizing and evaluating data, making deduction and reaching conclusion and at last carefully testing the conclusion to determine either they fit the formatted hypothesis.

AREA OF STUDY

The study was conducted in Coimbatore city.

PERIOD OF STUDY

The study covers a period of 4 months

METHOD OF DATA COLLECION

To accomplish the objective of the study, both primary and secondary data's were collected.

Primary Data

Primary data is that data which is collected for the first time. It is original in nature in the shape of raw material. For the purpose of collection of primary data, a well-structured questionnaire was filled by the respondents. The questionnaire comprises of close ended as well as ended questions...

Secondary data

Secondary data is the data which is already collected by someone. They are secondary nature and area in shape of finished products. Secondary data was collected so as to have accurate results. Required data was collected from various books, magazines, journals and internet.

SAMPLING METHOD

The sampling used for the study is convenient sampling. This sampling is selected by the research for the purpose of convenience to access.

SAMPLE SIZE

For the study, sample sizes of 120 respondents were selected.

STATISTICAL TOOLS USED

The following statistical tools were used in the study:

a) Simple percentage analysis

b) Chi-square

LIMITATIONS OF THE STUDY

Survey was limited to Coimbatore city only, so it cannot be generalizes to all the centers.

The sample size is limited to 120 customers only some of the respondents are non-co-operations.

Time is one of the major limitations. At most care should be taken by the researchers to choose the correct from the respondents.

The study is based upon primary data, so any wrong information given by the respondents may mislead the findings

REVIEW OF LITERATURE

Uddin, MohammedBelal; Akhter, Bilkis May 2012 his study seeks to explore customer satisfaction and its influencing factors of the mobile phone operation industry in Bangladesh. Data were collected through a questionnaire survey from a diversified representative sample. An iterated factor analysis with principal component analysis (PCA) and structural equation modeling (SEM) including measurement model and structural model were applied to analyze data.

Sakthivalrani, S. Kannan, S. April 2013 the study aims to understand the customer satisfaction and behavioral intention towards the mobile phone network service providers. Assessing the satisfaction level of the service provider. Such evaluation helps the service provider to assess the performance of their marketing strategy. Behavioral intention is the attitude and the manner he customer is willing to behave towards the service provider.

PROFILE OF THE COMPANY**SAMSUNG**

The group is a multinational conglomerates corporation headquartered in Samsung town, Seoul, South Korea. It is the world's largest conglomerate by revenue with annual revenue of US\$173.4 billion in 2008 and is South Korea's largest chaebol.

SONY

Sony mobile communication is a multinational mobile phone manufacturing company jointly headquartered in Tokyo, Japan and Lund, Sweden and is a wholly owned subsidiary of Sony Corporation. it was founded on October 1, 2001 as join venture between, Sony and the Swedish telecommunication equipment company Ericson, under the name Sony Ericson.

HTC

HTCCorporation formerly high-Tech Computer Corporation is a Taiwanese manufacture of smartphones and tablets headquartered in new Taipei city, Taiwan. Founded in 1997, HTC began as original design manufacture, and original design manufacturers device such as mobile phones, touchscreen phones and PDAs based on window mobile OS and brew to market to mobile network's operators who were willing to pay a contract manufacture for customized products.

MOTOROLA

Motorola was a multinational telecommunication company based in Schaumburg, Ilion's, and (U.S) after having lost \$43 billion from 2007 to 2009. the company was divided into two independent public companies, Motorola mobility and Motorola solution's on January 4, 2011 Motorola solution is generally considered to be he direct successor to Motorola, Inc.,

MICROMAX

Micromax is an Indian consumer Electronics Company headquartered in Gurgaon, Haryana India. Micromax started as an IT software company on 2000 and worked on emended platform. It entered the mobile handset business, and become one of the largest Indian domestic mobile handsets company operating in low cost feature phone segments by 2010 as of Q3 2014, Micromax is the tenth largest smart phone vendor in the world's.

ANALYSIS AND INTERPRETATIONS**1. PERCENTAGE ANALYSIS****Table showing educational qualifications of the respondents**

S.NO	LEVEL OF EDUCATION	NO OF RESPONDENTS	PERCENTAGE (%)
1.	School level	21	17.5
2.	Under graduate	51	42.5
3.	Post graduate	33	27.5
4.	Professionals	11	9.16
5.	Others	4	3.33
	Total	120	100

Interpretation:

From the above table it is clear that out of 120 sample respondents 21(17.5%) are school level respondents, 51(42.5) are under graduate level respondents, 33(27.5) are post graduate level respondents, 11(9.16) are professionals respondents, and 4(3.33) are others respondents. Hence, it is concluded that the respondents whose level of education is under graduate 42.5% of the sample using android mobiles.

2. CHI-SQUARE ANALYSIS**Relationship between the age of the respondents and satisfaction level of Android mobiles**

Age group	Highly Satisfied	Moderate	Dis- satisfied	Highly dis-	Total
Below 25 years	37	28	2	1	93
26-35 years	10	2	0	0	17
36-45 years	4	1	0	0	8
Above 45 years	1	0	0	0	2
Total	52	31	2	1	120

To find out the association between age and satisfaction level of the respondents, chi-square is used and result is given below.

Hypothesis: There is no significant between age of respondents and satisfaction level of Android mobiles

Chi-square test

Calculated value	Degree of freedom	Table value	Result
9.58	12	10.29	Accepted

Interpretation:

The calculated value of chi-square at 5% level of significant is lower than the table value. Hence hypothesis is accepted there is no relationship between age and satisfaction level of Android mobiles.

FINDINGS:

Majority of the respondents are (42.5) of them preferring android mobiles.

There is no significant relationship between age of the respondents and level of satisfaction towards android mobiles.

SUGGESTION:

They should get the feedback report from the customer in order to fulfill the customers need and wants.

They should reduce the price in order to gain more customers and to beat their competitors.

They should increase the battery backup and improve the after sale service.

CONCLUSION:

This study conducted from Coimbatore city, Android mobiles is highly moving phones when compared to other ordinary phones and it shows the handling convenience, the brand name and price of android mobiles. It helps to make identification over its strength and weakness of Android mobiles.

REFERENCES :

Web sites: www.google.com, www.wikipedia.com