

Consumers' Satisfaction towards Smartphones with Special Reference to Tiruchirappalli City

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Abstract

Smartphones have become an essential part of modern life, influencing communication, business, entertainment, and daily tasks. This study explores consumer satisfaction levels among smartphone users in Tiruchirappalli, focusing on key factors such as price, performance, brand loyalty, battery life, and after-sales service. A survey-based analysis was conducted to gather responses from 100 users across different demographics. The findings highlight the most preferred brands, major satisfaction drivers, and areas requiring improvement.

Keywords: smartphone, Brand Loyalty, Economic Growth

I.INTRODUCTION

Tiruchirappalli, one of Tamil Nadu's major cities, has a growing smartphone market driven by increasing digital adoption and economic growth. Consumers have diverse preferences shaped by brand reputation, pricing strategies, technological advancements, and service quality. Understanding these factors is crucial for manufacturers and retailers to enhance customer satisfaction and brand loyalty. Consumers' satisfaction

is a Smart term frequently used in marketing. It is a measure of how products and services supplied by a company to meet or fulfilling the needs of customer expectation. The consumers' satisfaction plays an important role for successful survival of business. So before producing a product every manufacturer may clearly to do careful market research. Customer satisfaction is defined as "the number of customers or percentages of total customers, whose reported experience with a firm, its products, or its services (ratings), exceed specified satisfaction goals." Smartphone is a term for distinguishing mobile phones with advanced features from basic featured phones. Cell phones provide up-to-date information about business and economy through SMS, MMS and WhatsApp. currently the world of human includes within android phones, in addition, the greatest advantage derived in the use of cell phone is that it saves a lot of time and energy of man. Today communication is inevitable in everyone life and in every business.

Review of Literature

M Ragupathi, G Prabu (2015) Most of the college students are using mobile phones to access the web, download apps, especially as Smartphone ownership grows. The size of sample is 50. The data collected were edited, coded and processed with the help of (SPSS) software. The statistical tools are used for T-Test, F-Test, and Factor analysis. And they would expect to get information quickly via mobile. The technology of mobile phone has developed so much which brings the world to our fingers. This study has given an overall analysis of the customer satisfaction towards using of Smart phones.

Prasad S (2016) The factor "service" comprises of service centres, brand name, network technology, WIFI ranges and customization in services. The second factor which is equally responsible for change in attitude is "physical appearance" which comprises of durability and reliability, screen size, weight, size in terms thick and thin of the smartphone. The third factor "value" which comprises of hardware design and features, cost associated with features, camera quality in terms of pixel. SEM has given the idea about the exclusiveness of each factor in terms of low correlation values among the factors and high correlation of each variable with its respective factors. This exploratory study signifies that the highest customers' preferences are towards the android Smartphone because of its user friendly attributes accepted by customers with comparison to windows one.

Scope of the Study

The present study helps to analyses the level of satisfaction among the customers' in the present market. This study is able to give the name of popular brand among customers' also the effectiveness of the advanced technologies and opinion about to improve the mobile phones. This study conducted within Tiruchirappalli city.

Statement of the Problem

Smart phones play major role in today's technological world. Many of the smart phone manufactures are every day they bring new entry with new models with advanced features. At present many of the customers are expecting day to day changes so it increases demand. Hence every manufacturing company wants to know the level of satisfaction. The word satisfaction is cannot really measured because it customers' psychology oriented. However, based on customers' given opinion this study was conducted.

Objectives of the Study

1. To assess the level of consumer satisfaction regarding smartphones in Tiruchirappalli.
2. To identify key factors influencing smartphone purchase decisions.
3. To analyse the impact of brand reputation and after-sales service on consumer loyalty.
4. To provide recommendations for manufacturers and retailers based on consumer insights.

Methodology

In this present study Descriptive research method has been used. Primary data as well as secondary data were used for this study. The primary data were collected through questionnaire and secondary data are collected from websites, newspapers and magazines. Simple random sampling method was undertaken for this study. Data were collected from 50 respondents belongs to Tiruchirappalli city. Percentage analysis and chi square test are used for the purpose of analysis.

Analysis and Discussion**Table No 1 Demographic Variable**

Particulars	No. of Respondents	Percentage (%)
Gender		
Male	29	58
Female	21	42
Occupation		
Students	26	52
Employed	12	24
Business man	6	12
Farmer	6	12
Income		
Below Rs 20,000	36	72
Rs.20001– 40000	12	24
Rs.40001 – 60000	1	2
Above Rs.60001	1	2

It is known from the above table that out of total respondents taken for study, 57 percentage of the respondents are male and 43 percentage of the respondents are female. Majority of the respondents are male. It is clear from the above table that 52 percentages of them are students they are using parent's income to buy and 12 percentages are businessman, 24 percentage belongs to the employed category, 12 percentages of them are belongs to farmer. Majority of the respondents belongs to students' category. It is understood from the above table 36 respondents belongs to the income level below Rs.20000, 24 percentages of the respondent's income level between Rs.20000 – 40000, 2 of the respondents' income level Rs.40000 and above. Majority for the respondents have their monthly income level belongs to below Rs. 20000 categories.

Table No 2 Brand Name

S.No.	Brand using	No. of Respondents	Percentage (%)
1	Vivo	24	48
2	Samsung	10	20
3	One plus	9	18
4	Others	7	14
	Total	50	100

It shows that out of total respondents taken for study, 48percentage of the respondents using vivo mobile phone, 20percentage of the respondents using Samsung, 18 respondents are using one plus and 14percentage of the respondents using the others (Redmi, Nokia, micromax, lenova).

Table No 3 Level of Satisfaction

S.No	Factors	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
1	Price	17	20	12	1	0
2	Brand	12	22	9	6	1
3	Colour	9	20	16	4	1
4	Size	12	14	19	3	2
5	Model	14	19	11	3	3
6	Quality	20	12	11	4	3
7	Feature	13	14	15	6	2
8	Usage	13	18	9	7	3

From the above table, it is conferred that, 17 respondents feel that the price is highly satisfied, 12 respondents feel that the brand is highly satisfied, 18 percentage of the respondents feel that colour is highly satisfied, respondents feel that the size is highly satisfied, 28 percentage of the respondents feel that the model is highly satisfied, 40 percentage of the respondents feel that the quality is highly satisfied, 13of the respondents feel that the features are highly satisfied, 13 of the respondents feel that usage is highly satisfied.

Null Hypothesis: Ho

There is no significant relationship between Income and Price.

Alternative Hypothesis: H1

There is a significant relationship between Income and Price.

Table No 4 Chi-Square Table for Income and Price

Factors	Level of Significance	Degrees of Freedom	Table Value	Calculated Value	Result
Income & Price	5%	12	21.026	15.39	Accepted

Since the calculated value (15.39) is less than the table value (21.026), the null hypothesis is accepted. Therefore, income is not influenced by price of the product.

Null Hypothesis: Ho

There is no significant relationship between occupation and usage.

Alternative Hypothesis: H1

There is a significant relationship between occupation and usage.

Table No 5 Chi-Square Table for Occupation and Usage

Factors	Level of Significance	Degrees of Freedom	Table Value	Calculated Value	Result
Occupation and Usage	5%	12	21.026	24.96	Rejected

Since the calculated value (24.96) is more than the table value (21.026), the null hypothesis is rejected. Therefore, Occupation is influenced by the usage of respondents.

Findings

- The majority 57percentage of the respondents were male.
- The majority 52percentage of the respondents were students.
- The majority 72percentage of the respondents were below 20,000.
- The majority 48percentage of the respondents are using Vivo.
- Most of the respondents are satisfied about the features which is available in their smart phone.
- Income is not influenced by price of the product –Chi square analysis.
- Occupation is influenced by the usage of respondents –Chi square analysis.

II. CONCLUSION

The study reveals that consumer satisfaction in Tiruchirappalli is driven by performance, brand trust, and battery life. Vivo and Samsung lead the market, while Redmi and OnePlus cater to price-sensitive consumers. However, after-sales service remains a key area of concern. Smartphone brands must focus on improving customer support, optimizing software updates, and offering innovative features to stay competitive in this growing market.

III. REFERENCES

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