

Empowering Smart Phone Usage

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ABSTRACT

Digitalization has revolutionized every business. Nowadays, Smartphone has dramatically become a part of life tool for people around the world. Especially for young adult, they use their phone to communicate with people, reminding themselves for urgent cases, download songs and games, texting message and so on. Smartphone also provided the benefits that integrated with PDA, which have the capabilities of integrating wireless connections and mobile devices. Brands evolve to keep up with changing demographics, changing spending habits, consumer lifestyles, and various ethnicities becoming more prevalent.. New consumer preferences may influence the existing customer to generate preferences for new products forcing the marketer position the present brand to other market segment. In light of the facts , present study focuses on brand preference of smart phone users in Kollam district.

KEYWORDS

Brands ,Digitalization, Preferences, Smartphone, Wireless Connection

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INTRODUCTION

Digitalization has revolutionized every business. Nowadays, Smartphone has dramatically become a part of life tool for people around the world. Especially for young adult, they use their phone to communicate with people, reminding themselves for urgent cases, download songs and games, texting message and so on. Smartphone has the ability to provides, obtain, and shares personal and social information. Through these benefits, young adults can create visual form of communication method, update their status in time, and interacted with each other in anytime and anywhere. Smartphone also provided the benefits that integrated with PDA, which have the capabilities of integrating wireless connections and mobile devices.

Mobile phones are becoming increasingly intelligent. Previously they were only designed to provide telephony services in mobile condition but now it evolves into smart phones which has capability as essentially as mini-computers that can store and process information. Furthermore, smart phones can provide advanced capabilities to its user whether it is for business application, information gathering or for entertainment and communication. The physical form of Smartphone also varies depend on user type. It may come with modern design which targeting young / hi-tech users including touch screen, bigger size of screen, keyboard

integrated or designed especially for elder people with larger visual keypad, SOS button, volume set that can help the hearing impaired problem and many more.

STATEMENT OF THE PROBLEM

Brands evolve to keep up with changing demographics, changing spending habits, consumer lifestyles, and various ethnicities becoming more prevalent. Companies need to assess the current brand equities, the market place and stat of the business. They need to retain existing consumers to allow the brand to re-emerge with a unique presence, a riveting promise and a fresh approach. New consumer preferences may influence the existing customer to generate preferences for new products forcing the marketer position the present brand to other market segment. In light of the facts , present study focuses on brand preference of smart phone users in Kollam district.

OBJECTIVES OF THE STUDY

The present study focuses on following specific objectives:

- To find out the mostly preferred brand of smart phone
- To analyze the factors behind the preference of their selected brand

- To analyze the satisfaction level of their usage of smart phone

RESEARCH METHODOLOGY

Research design

The study was designed as descriptive in nature based on the survey method. Both primary and secondary data was used for the study.

Sampling design

Since it is difficult to contact the entire population, sampling technique was adopted. There respondents were interviewed using convenience sampling techniques.

Area of study

This study was conducted in Kollam district.

Sample size

Sample was around 80 smart phone consumers selected on convenience basis.

Sampling techniques

Convenience sampling technique was used to collect information.

Sources of data

The study was based on both primary and secondary data.

Primary data

The primary data were collected through structured questionnaire.

Secondary data

The required secondary was collected from books, magazines and web-sites.

Questionnaire design

Questionnaire was designed in such a manner that it would facilitate the respondents to reveal maximum information. The primary data was collected by using questionnaires.

SCOPE OF THE STUDY

The present study is restricted to the factors influencing the preference of Smartphone's among rural respondents of Kollam District in Kerala. The buying behavior of the rural consumers is influenced by several factors, such as socio-economic conditions, cultural environment, literacy level, occupation, geographical location, efforts on the part of sellers, exposure to the media, features of smart handset etc. Social norms, tradition, cast, social customs have greater influence on consumer behavior in rural areas than urban areas.

RESULTS AND DISCUSSION

The study was carried out to explore the factors affecting purchase intention of Smartphone and to know the consumer perception about it. On the basis of analysis, following are the major findings.

- Based on the analysis out of 80 respondents, there are 58 male and remaining 22 are female.
- The ratio of male consumers is more using Smartphone (73%) and they belong to the age group of 18-35.
- Majority of respondents are come from students group (39%) followed by salaried class (29%) and profession (16%)
- Classification of respondent on the basis of monthly income shows that majority(49%)respondents come under the category below Rs. 20000, 36 % belongs to income class Rs.20000-40000 ,14% comes under the category Rs. 40000-60000. There is only 1 % belongs to the category above60000.
- Majority of the respondents (47%) states that Internet connectivity and (33%) opined that various application are the main reason for using Smartphone.
- Classification on the basis of brands known in smart phone market shows that 56% of respondents know more than 3 brands in market.
- Samsung is the mostly preferred brand in Smartphone market (64%). Samsung ,16 % are using Nokia 6% of respondents are using both Sony Ericsson and apple , 5 % use other smart phone ,only 3 % are using LG.
- Performance (29%), quality (19%), brand (21%) are the reasons for selecting this particular brand.
- Most of respondents (76%) are using android as current operating platform.
- Classification on the basis of expectation from an operating system of Smartphone shows that majority of respondents (42%) expect fast and easy application,4% expect operating system to provide rich user navigation and easy to upgrade and 6% expect OS to provide rich user interface.
- Maximum number of respondents (59%) is satisfied with their current operating system. 32 %are highly satisfied, 6 % are fair and less than 3 % are

- dissatisfied with this. None are highly dissatisfied with the operating system.
- On the basis of desired camera resolution range 41% respondents are using 5mp-8mp camera,.31% are using 8mp-12mp camera ,25% using 2mp-4mp camera and only 3% have no idea about the camera resolution range.
 - 56% of respondent are using 960*640 graphic resolution, 29% of respondent are using 800*400range of graphic resolution and only 15 % have no idea.
 - On the basis of desired video resolution clarity of smart phones, 47%have high definition 1080p graphic, 24% have 4.3 inches big screen resolution, 19% have normal video recording with 960*540 quality resolution and 10% have no idea about this.
 - on the basis of screen size of smart phones 46% respondents are using 3-4 inch screen ,41% have 4-5 inch screen ,9 %have phablet and only 4%have greater than 3 inches screen.
 - 78% of respondents are using Smartphone for playing games.
 - 88% respondents use Smartphone for downloading various application, 12 % does not download any applications.
 - 45% of respondents use smart phone for video calls and 55 % of respondents are not using smart phone for video calling.
 - 90 % are using social networking sites using Smartphone .Only 10 % does not avail this service.
 - 39 % of respondents are using online shopping facility and 61% does not avail this service using Smartphone.
 - 69 % of respondents used smart phone as e – reader and 31% of respondents does not use smart phone as e-reader.
 - Majority (51 %) of respondents used 8-16 GB memory storage, 25 % of people used 2-8 GB memory, 14% of respondents used 32 GB and above and only 10 %peoples used 16-32 GB.
 - Most of the respondents (84%) used 3G facility and 16 % were not used 3G facility.
 - 94% of respondents have Wi-Fi facility in their Smartphone.

SUGGESTIONS

At present, there are 4 major operating systems that are used to run smart phones: Android, Symbian, Windows and Apple's OS. The main function of the OS is to allow the phones to be used to connect to the Internet. Each OS comes with its own apps and little programs, so if they differ on one thing, it is probably functionality. Among these, Android is the OS that is available for many phone brands and models, providing new and exciting functions.

Choosing Brand is crucial because it will play an important role in deciding whether handset will get upgrades, services and good trade in options or not. Bigger the brand, more is the reach-ability to their customers providing better services, more are the chances that the handset will keep getting system updates for the next couple of years or months.

One of the vital factors in Smartphone is the battery life. Most of the users get disappointed with the pathetic battery life on their Smartphone. So insist on having better battery life.

Make sure the handset has latest connectivity features like Bluetooth 4.0 (latest version), Wi-Fi facility, 3G and 4G. Phone Ram Memory & Processor, Storage, Display Size., Screen Resolution, camera resolution, video resolution etc should be kept in mind before buying Smartphone.

When something goes wrong with our handset, we look for customer care and service centers, availability of service centers must be a deciding factor.

One should check the current price of a particular Smartphone model online through various web portals before buying one. Always insist on buying genuine products with original manufacturer warranty.

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