

# **A Study on Customer Satisfaction Towards Smart Phone Users in Dharmapuri Town**

**D. Venkatasaravanan**  
Assistant Professor,  
Don Bosco College  
**P.Rajeshwari**  
Dharmapuri.  
M.Phil., Research scholar  
Dept. of Commerce  
Don Bosco College  
Adhiyaman Bye-pass Road  
Dharmapuri-636 809

## **ABSTRACT**

Today, communication is one of the gifts of man. It acts a sari positron of wisdom, a propeller for the advancement of knowledge and the telescope to view the vision of the future. Therefore Communication is linchpin research focuses on customers' satisfaction towards smart phone users particularly college students. Descriptive research method has been used for this study. The Data related to Smart phone users were collected through Questionnaire method. Convenience sampling method was used by the researcher to collect the data. The sources of data were primary as well as Secondary .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. There is significant difference between the satisfaction level o f Smart phone users and gender of the respondents.

## **Introduction**

Alexander Graham Bell is the inventor often phones .In 1878 hem a de the first phone call. Telephone shave not only come a long way, but may one day be complete obsolete. Motor introduced some of the first Cell phones to the public during the 1980s. These cell phones were completely unlike the cell phones of today since they were not at all compact nor by any means cost effective.

Some of these Cell phones cost as much as \$4,000, and weigh over 2 pounds! The first smart

phone was developed by IBM and BellSouth, which came out to the public in 1993. Although basic compared to today's standards "Simon" had a touch screen that was capable of accessing email and sending faxes. Smart phones share major extension on normal cell phones.

Cell phones can make phone calls and even some have video recording capabilities but they do not have Global System for Mobile Communications (GSM) Capabilities along with a whole array of other applications.

Text messaging is one of the biggest forms of communication today, especially among the younger folks. Smart phones capability does not end at the internet access, oral document editing. Smart phones also have the ability to interpret and decipher information like that forma quick response code that may be on a product's packaging.

Smart phone users can download Quick Response (Q R) code scanners as well as other applications so they have the ability to read the information embedded in the Quick Response (QR) code that may take them to a website, a coupon, or even a social media site. Phone is a term for distinguish in mobile phones with advanced features from basic feature phones. Early smart phones typically combined the feature so mobile phone with those of another popular consumer device, such as a Personal Digital Assistant (PDA), a media player, a digital camera, and GPS navigation unit. Modern smart phones include all of those features plus the features of a laptop, including web browsing, Wi-Fi and 3rd-party apps and accessories. Customer satisfaction is a term Smart frequently used in marketing.

It is a measure of how products and services supplied by a company meet or surpass customer expectation. 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."In the survey of meaning marketing managers, 71percent responded that they found a customer satisfaction metric very useful in man and monitoring their business...

### **Objective of the study**

- To analyze the customer satisfaction level towards smart phone usage.
- To study the factors of mobile phone problems by the college students.
- To know the socio-economic status of respondents.
- To know the awareness level towards Samsung smart phone sin terms of features, applications and Services etc.,
- To study the factors to be considered while buying the Samsung smart phones.
- To study the major competitors &market position of the Samsung smart phones.
- To know the satisfaction level of customers' towards Samsung smart phones
- To offer suggestions to improve the quality of Samsung smart phones.
- The primary objective is to determine the consumer preference towards the use of different services offered by mobile phone service provider and the preferred payment mode of the availed services by the consumer.
- The second objective is to find out the relevance of five dimensions of the SERVQUAL model developed by Zeithaml, Parasuraman and Berry within the mobile phone service providers in Kerala
- To know about the awareness level of consumers regarding their mobile phone service provider.
- To ascertain the attributes that consumer prefers in selecting a particular mobile phone service provided.
- To study the consumers' satisfaction level towards various services offered by mobile phone service providers.
- To assess the problems faced by the mobile phone users regarding their respective mobile phone service providers.

- To understand and offer valuable suggestions to improve the services of mobile phone service

## SCOPE OF THE STUDY

From this study, the performance and problems of the customer can be analyzed. The study helps to know the factors that influence the customer to buy the product. This study helps to know the necessary change in product features and customer feeling about the Samsungs smart phone.

The study will be useful for the company to make necessary changes in price, designs, apps, and etc., 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., The present study is confined to erode district and considers only various models of Nokia Handset.

Though the main objective of the study is to analyze customer preference in Nokia Handset and the factors influencing them to purchase a particular model, the scope of the study extends to the following related aspects viz., the socio economic characteristics of the respondents, the awareness of Nokia handset users, level of satisfaction towards Nokia mobile and the problems faced by the customer.

## Limitation of the Study

- The survey was limited to Dharmapuri region only, cannot be generalized to all the cities.
- The samples size is limited to 150 customers online Time is one of the major constraints.
- At most care taken by the researches chooses the correct information from the respondents.
- The study is based upon primary data, so any information given by the respondents may lead the findings
- Due to time and cost constraints, the study is confined to a sample of only 100 respondents
- Some of the respondents were reluctant to reveal complete information.
- The area of study was restricted to Srinagar only; hence the results may not necessarily be true for other geographical regions.
- The respondents consisted of people from varying levels of education and classes and hence during the interview process the language was suitably modified.
- Although great care was taken while doing so, but can be a chance that the respondents might have interpreted the question in a different way.

## Statement of the Problem

This research is pertaining to find out the present customer satisfaction of smart phones in the study area with special of Samsung mobiles. The study on customer satisfaction helps to know who the customers were, what they want, how they use react to the mobile.

The customers were carefully studied by conducting survey on customer satisfaction.