



CUSTOMER SATISFACTION DRIVERS WITH REFERENCE TO SMARTPHONES IN THE YOUTH MARKET SEGMENT

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Abstract

Indian youth has a strong inclination towards the gadgets with preference for latest software. The factor of success for smartphones over the years has been not only in their ability to run well, but also to give access to extended capabilities via third-party apps. This research is mainly focused on examining the satisfaction level of the smartphone customers who belong to youth segment. For this purpose of the research, by using convenience sampling technique, around 800 youths have been selected in Erode district. The collected data were analyzed and subdued into tables by using frequency analysis, correlation analysis and chi-square test. The study found that the youths are satisfied with the internal memory, durability, audio music, speed and book reading facility of the smartphone.

Keywords: Smartphone, Youth Segment, Satisfaction, Internal Memory, Speed.

Introduction

The Smartphone has been in the market since 1993 but Apple introduced the smartphone since last six years. Early Smartphones were too much expensive for general consumers therefore predominantly meant for corporate users and used as enterprise devices. The Smartphone era started with the phase purely meant for enterprises. During this phase all the companies designed the Smartphone as per the corporate requirements and targeting to the corporations. In 1993 the era began with the advent of smartphone 'Simon' which was the first smartphone. Blackberry as the revolutionary device of this era had introduced many features like email, internet, fax, web browsing, camera etc. This phase was mostly focused on targeting enterprises. The second phase was the iPhone Smartphone era started with a major breakthrough Smartphone market in 2007 which was first time ever industry introduced the Smartphone for general consumers. Google introduced Android Operating System smartphone with the intention to approach the consumer market at the end of 2007. Google emphasized more on features like email, social website, audio, video and internet access that mostly liked by general consumers at a very low cost. Third phase of Smartphone was mainly targeted to reduce the gap between enterprise customer and general consumer requirements by improving the display quality, technology, stable the mobile operating system, more powerful batteries and enhance the user friendly operating system etc.

The smartphone market today is very much challenging as very few manufacturers experiment with new technologies and are giving importance to packing phones with ever-impressive specifications and trying to improve the individual components to make a unique one. Smartphone displays are enhanced to 1080p resolution, digital cameras on higher megapixel density, higher storage capacity and higher processing power is approaching towards the technology of personal computers.

Need For The Study

In view of the rapid development, multi-functionality, ubiquity and connectivity of mobile devices, smartphone offers a new and potentially powerful market for smart phone users. So, the satisfaction towards the features of the smartphone of the smartphone users also varied. More number of factors drives the satisfaction of the youths while using smartphone. This study aims to exploring the factors that influencing the satisfaction of the youth segments' towards using smartphone.

Objective of The Study: To examine the factors influencing the satisfaction towards smartphones among youth in Erode district.

Research Methodology

Descriptive research design has been used in this research. In Erode, by using convenience sampling method 800 youths were selected. The study is based on primary data as well as secondary data. Simple Percentage analysis, Correlation analysis and Chi square analysis has been used in this research study.

Results And Discussion: In this section, the researcher gives a detailed report of customer satisfaction drivers among the youth market segment in Erode district.

Frequency Analysis

Table No. 1: Price

Opinion	Frequency	Percent	Valid Percent	Cumulative Percent
Highly Satisfied	282	35.3	35.3	35.3
Satisfied	381	47.6	47.6	82.9
Neither satisfied nor dissatisfied	84	10.5	10.5	93.4
Dissatisfied	36	4.5	4.5	97.9
Highly dissatisfied	17	2.1	2.1	100.0
Total	800	100.0	100.0	

It is observed from the above table that majority (82.9%) of the respondents are satisfied with the price of the smartphone.

Table No. 2: Quality

Opinion	Frequency	Percent	Valid Percent	Cumulative Percent
Highly Satisfied	306	38.3	38.3	38.3
Satisfied	384	48.0	48.0	86.3
Neither satisfied nor dissatisfied	66	8.3	8.3	94.5
Dissatisfied	32	4.0	4.0	98.5
Highly dissatisfied	12	1.5	1.5	100.0
Total	800	100.0	100.0	

It is inferred from the above table that majority (86.3%) of the respondents are satisfied with the quality of the smartphone.

Table No. 3: Size of The Smartphone

	Frequency	Percent	Valid Percent	Cumulative Percent
Highly Satisfied	287	35.9	35.9	35.9
Satisfied	374	46.8	46.8	82.6
Neither satisfied nor dissatisfied	106	13.3	13.3	95.9
Dissatisfied	26	3.3	3.3	99.1
Highly dissatisfied	7	.9	.9	100.0
Total	800	100.0	100.0	

From the above table, it is evaluated that majority (82.6%) of the respondents are satisfied with the size of the smartphone.

Table No. 4: Battery Life

	Frequency	Percent	Valid Percent	Cumulative Percent
Highly Satisfied	314	39.3	39.3	39.3
Satisfied	274	34.3	34.3	73.5
Neither satisfied nor dissatisfied	101	12.6	12.6	86.1
Dissatisfied	71	8.9	8.9	95.0
Highly dissatisfied	40	5.0	5.0	100.0
Total	800	100.0	100.0	

From the above table, it is determined that majority (73.5%) of the respondents are highly satisfied with the battery life of the smartphone.

Table No. 5: Availability of The Applications

	Frequency	Percent	Valid Percent	Cumulative Percent
Highly Satisfied	304	38.0	38.0	38.0
Satisfied	330	41.3	41.3	79.3
Neither satisfied nor dissatisfied	120	15.0	15.0	94.3
Dissatisfied	29	3.6	3.6	97.9
Highly dissatisfied	17	2.1	2.1	100.0
Total	800	100.0	100.0	

It is noted from the above table that majority (79.3%) of the respondents are satisfied on the availability of the applications in the smartphone.

Table No. 6: Back Camera

	Frequency	Percent	Valid Percent	Cumulative Percent
Highly Satisfied	355	44.4	44.4	44.4
Satisfied	278	34.8	34.8	79.1
Neither satisfied nor dissatisfied	112	14.0	14.0	93.1
Dissatisfied	38	4.8	4.8	97.9
Highly dissatisfied	17	2.1	2.1	100.0
Total	800	100.0	100.0	

It is examined from the above table that majority (79.1%) of the respondents are highly satisfied with the facility of back camera of the smartphone.

Table No. 7: Internet

	Frequency	Percent	Valid Percent	Cumulative Percent
Highly Satisfied	333	41.6	41.6	41.6
Satisfied	289	36.1	36.1	77.8
Neither satisfied nor dissatisfied	116	14.5	14.5	92.3
Dissatisfied	50	6.3	6.3	98.5
Highly dissatisfied	12	1.5	1.5	100.0
Total	800	100.0	100.0	

It is identified from the above table that majority (77.8%) of the respondents are highly satisfied with the usage of internet in the smartphone.

Table No.8: Internal Memory

	Frequency	Percent	Valid Percent	Cumulative Percent
Highly Satisfied	265	33.1	33.1	33.1
Satisfied	291	36.4	36.4	69.5
Neither satisfied nor dissatisfied	151	18.9	18.9	88.4
Dissatisfied	68	8.5	8.5	96.9
Highly dissatisfied	25	3.1	3.1	100.0
Total	800	100.0	100.0	

From the above table, it is obtained that majority (69.5%) of the respondents are satisfied on internal memory of the smartphone.

Table No. 9: Durability

	Frequency	Percent	Valid Percent	Cumulative Percent
Highly Satisfied	234	29.3	29.3	29.3
Satisfied	333	41.6	41.6	70.9
Neither satisfied nor dissatisfied	165	20.6	20.6	91.5
Dissatisfied	49	6.1	6.1	97.6
Highly dissatisfied	19	2.4	2.4	100.0
Total	800	100.0	100.0	

It is stated from the above table that majority (70.9%) of the respondents are satisfied on durability of the smartphone.

Table No. 10: Audio Music Clearance

	Frequency	Percent	Valid Percent	Cumulative Percent
Highly Satisfied	329	41.1	41.1	41.1
Satisfied	273	34.1	34.1	75.3
Neither satisfied nor dissatisfied	119	14.9	14.9	90.1
Dissatisfied	58	7.3	7.3	97.4
Highly dissatisfied	21	2.6	2.6	100.0
Total	800	100.0	100.0	

From the above table, it is explored that majority (75.3%) of the respondents are highly satisfied on hearing the audio music clearance in the smartphone.

Table No. 11: Speed

	Frequency	Percent	Valid Percent	Cumulative Percent
Highly Satisfied	318	39.8	39.8	39.8
Satisfied	276	34.5	34.5	74.3
Neither satisfied nor dissatisfied	135	16.9	16.9	91.1
Dissatisfied	50	6.3	6.3	97.4
Highly dissatisfied	21	2.6	2.6	100.0
Total	800	100.0	100.0	

From the above table, it is discussed that majority (74.3%) of the respondents are highly satisfied on speed of the smartphone.

Table No. 12: Brand Name

	Frequency	Percent	Valid Percent	Cumulative Percent
Highly Satisfied	347	43.4	43.4	43.4
Satisfied	290	36.3	36.3	79.6
Neither satisfied nor dissatisfied	89	11.1	11.1	90.8
Dissatisfied	45	5.6	5.6	96.4
Highly dissatisfied	29	3.6	3.6	100.0
Total	800	100.0	100.0	

It is observed from the above table that (79.6%) of the respondents are highly satisfied on brand name of the smartphone.

Table No. 13: Games Utilization

	Frequency	Percent	Valid Percent	Cumulative Percent
Highly Satisfied	285	35.6	35.6	35.6
Satisfied	293	36.6	36.6	72.3
Neither satisfied nor dissatisfied	144	18.0	18.0	90.3
Dissatisfied	53	6.6	6.6	96.9
Highly dissatisfied	25	3.1	3.1	100.0
Total	800	100.0	100.0	

It is determined from the above table that majority (72.3%) of the respondents are satisfied with games utilization of the smartphone.

Table No. 14: Book Reading

	Frequency	Percent	Valid Percent	Cumulative Percent
Highly Satisfied	268	33.5	33.5	33.5
Satisfied	313	39.1	39.1	72.6
Neither satisfied nor dissatisfied	125	15.6	15.6	88.3
Dissatisfied	72	9.0	9.0	97.3
Highly dissatisfied	22	2.8	2.8	100.0
Total	800	100.0	100.0	

From the above table, it is identified that majority (72.6%) of the respondents are satisfied with the facility of book reading in the smartphone.

Table No. 15: Social Influence

	Frequency	Percent	Valid Percent	Cumulative Percent
Highly Satisfied	246	30.8	30.8	30.8
Satisfied	318	39.8	39.8	70.5
Neither satisfied nor dissatisfied	160	20.0	20.0	90.5
Dissatisfied	50	6.3	6.3	96.8
Highly dissatisfied	26	3.3	3.3	100.0
Total	800	100.0	100.0	

It is examined from the above table that majority (70.5%) of the respondents are satisfied on social influence of the smartphone.

Correlation Analysis

Table 16: Degree of Relationship between Variables (Correlation Analysis)

No.	Variables	Sig. Level
1	satisfaction of screen size and size of the smartphone	0.490**
2	satisfaction of battery life and screen size of the smartphone	0.476**
3	satisfaction of battery backup time and battery life of the smartphone	0.580**
4	satisfaction of front camera and 3G facility of the smartphone	0.400**
5	satisfaction of back camera and front camera of the smartphone	0.419**

1. The variable “screen size” is positively correlating with the “size of the smartphone” (0.490**).
2. The satisfaction of battery life of the smartphone is positively associated with its screen size of the smartphone. So, the smartphone companies have focused the battery life while increasing the screen size of the smartphone.
3. The satisfaction of the battery backup time is highly associated with the battery life of the smartphone. Increase of battery backup time supports to increase of battery life.
4. Because of the speedy online services, the 3G technology supports to using the front camera facility. The satisfaction of front camera is significantly associated with the 3G facility of the smartphone.
5. The satisfaction of the youths towards back camera and front camera also positively associated.

Chi-Square Analysis

Null Hypothesis : There is no significant relationship between “Spending time–daily” of the respondents and availability of the “Applications in the smartphone”

Table 17: Relationship Between “Spending Time – Daily” of The Respondents And Availability of The “Applications In The Smartphone”

Spending Time Daily	Availability of The Applications In The Smartphone					Total
	Highly Satisfied	Satisfied	Neither Satisfied Nor Dissatisfied	Dissatisfied	Highly Dissatisfied	
Below 1 year	42	28	14	3	3	90
1 to 2 years	81	110	35	9	2	237
2 to 4 years	58	59	17	3	2	139
Above 4 years	123	133	54	14	10	334
Total	304	330	120	29	17	800

Table 20: Spending Time Daily of The Respondents And Availability of The Applications In The Smartphone (Chi-Square Test)

	Value	DF	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.454	12	0.337 ^{NS}
Likelihood Ratio	14.030	12	0.299
N of Valid Cases	800		

Note : NS – Not Significant

From the above table, it is noted that the calculated chi-square value is 13.454 which is lesser than the table value 21.026 for 12 degree of freedom. So, the null hypothesis is accepted. Hence, there is no significant relationship between daily spending time for using the smartphone of the respondents and availability of the applications in the smartphones.

Findings

1. It is found from the analysis that majority of the respondents are using smartphone 2 to 4 years, spending above 6 hours daily for use smartphone, satisfied with the price of the smartphone, satisfied with the quality of the smartphone, satisfied with the size of the smartphone, highly satisfied with the battery life of the smartphone, satisfied on the availability of the applications in the smartphone, highly satisfied with the facility of back camera of the smartphone, highly satisfied with the usage of internet in the smartphone.
2. It is noted from the analysis that majority of the respondents are satisfied on internal memory of the smartphone, satisfied on durability of the smartphone, highly satisfied on hearing the audio music clearance in the smartphone, highly satisfied on speed of the smartphone, highly satisfied on brand name of the smartphone, satisfied with games utilization of the smartphone, satisfied with the facility of book reading in the smartphone and satisfied on social



influence of the smartphone.

3. It is found from the correlation analysis, the variable screen size is closely associated with size of the smartphone, the variable battery life is closely associated with screen size of the smartphone, the variable battery backup time is closely associated with battery life of the smartphone, the variable front camera is closely associated with 3G facility of the smartphone and the variable back camera is closely related with front camera of the smartphone.
4. It could be observed from the chi-square analysis that that there is no significant relationship between spending-time-daily of the respondents and availability of the applications in the smartphone. It indicated that youths are used their smartphone not focused on searching the various applications, but they used their smartphone for chatting, hearing music, watching videos, etc.

Conclusion

The study mainly focused on examining the factors that influence the satisfaction of the customers regarding the smartphones with reference to the youths in Erode. The introduction of third party apps has led to bit confusion regarding the utilization in the youth segment and thus the study is not able to measure the degree of satisfaction, in this regard. The researcher found that most of the youths are satisfied with the internal memory, durability, audio music, speed and book reading facility of the smartphone.

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