

Buyers Behaviour Towards Smart Phone With Special Reference In Coimbatore City

Dr. B. Gunasekaran¹, K. Hari Priya²

^{1, 2}Assistant Professor, Dept of COMMERCE

^{1, 2}Sri Krishna Adithya College Of Arts And Science- Coimbatore

Abstract- This abstract explores the dynamic landscape of smartphone marketing, focusing on the evolution and impact of the next generation of smartphones. In an era where connectivity is paramount, smartphones serve as the nexus of our digital lives, bridging communication, entertainment, and productivity.

I. INTRODUCTION

The term "market" originated from the Latin word "macatus" having a verb "marcari" implying "merchandise" "ware" "traffic "or" a place where is conducted". In the broader sense. It is the whole of any region in which buyers and sellers are brought into contact with one another and by means of which the prices of the goods tend to be equalized easily and quickly.

II. STATEMENT OF THE PROBLEM

In today's highly competitive smartphone market, understanding and addressing factors that influence buyer satisfaction is crucial for smartphone manufacturers to maintain market share and profitability. However, despite the abundance of options available to consumers, there remains a gap in understanding which specific features and aspects of smartphones contribute most significantly to buyer satisfaction.

OBJECTIVE OF THE STUDY

- To know the level of satisfaction of customers towards smartphones.
- To Analyze the awareness level towards smartphones in terms of features, applications services etc...

III. REVIEW OF THE LITERATURE

Uchin Lee, et al. (2010) have studied the negative aspects of smartphone overuse on young adults, such as sleep deprivation and attention deficits, are being increasingly recognized recently. This emerging issue motivated us to analyze the usage pattern related to smartphone overuse. The paper also analyzed the usage data to identify between group

usage differences. which range from the overall usage patterns to app-specific usage patterns.

IV. RESEARCH METHODOLOGY

The information required for the preparation of report is collected through two sources.

- Primary data
- Secondary data

PRIMARY DATA:

The data is collected through questionnaire which from the major part.

SECONDARY DATA:

The secondary data has been collected mainly through review of literature which includes magazines, journals and websites.

ANALYSIS AND INTERPRETATIONS:

THERESPONDENTSWHATTYPEOFPHONE

PARTICULARS	RESPONDEN T	PERCENTAGE
Smart phones	42	44.7%
Basic phones	27	28.7%
Features phones	22	23.4%
Others	3	3.2%
Total	94	100%

V. INTERPRETATION

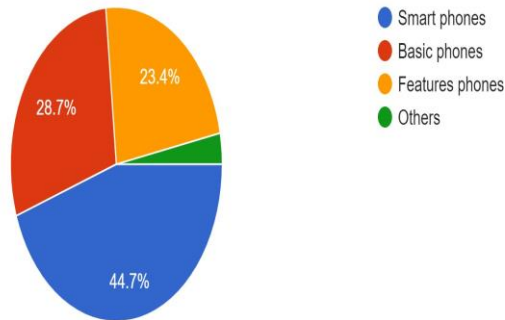
The above table explains that out of 94 respondents 44.7% of respondents belong to smartphones, 28.7% of the respondents belong to basic phones, 23.4% of the respondents

belong to feature phones, 3.2% of the respondents belong to others.

The study reveals that the majority (44.7%) of respondents is in the smartphone.

10) what type of phone do you have

94 responses



VI. FINDINGS

The study reveals that the majority (44.7%) of respondents is in the smartphone.

VII. SUGGESTIONS

- Among the various models, the model Samsung "has been ranked as last". Hence, it's suggested that some extra features can be added. So that, it can have the highest rank.
- With regard to the advertisement of the smartphone, there are highly satisfied. Hence, it can be suggested that the company should maintain its advertisement in the same level or even more in order to maintain its customer.

VIII. CONCLUSION

This study conducted from Coimbatore city, smart phones is highly moving, when compared too the phones. The study about the various aspects of customer satisfaction on smart phones in Coimbatore city satisfied the following objectives is handling convenience in smart phones and the quality of service provider in smart phones. The survey conducted from Coimbatore city helps to make identification over its strength and weakness of smart phones.