



CUSTOMER SATISFACTION TOWARDS SMARTPHONE WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

The smartphone industry has witnessed rapid growth and transformation, becoming an essential part

of modern life. With a wide array of brands and models available, customer satisfaction has become a critical factor for manufacturers and service providers. This study aims to explore the level of customer satisfaction among smartphone users in Coimbatore city. It focuses on key factors such as brand preference, features, pricing, user experience, and after-sales service.

Primary data was collected through structured questionnaires from a diverse group of respondents within Coimbatore. The findings indicate that brand image, performance, battery life, and camera quality significantly influence customer satisfaction. The study also reveals that while premium brands enjoy high satisfaction, cost-effective brands are preferred by a majority due to value for money. The insights gathered from this study can assist smartphone companies in identifying customer needs and formulating strategies to enhance user satisfaction and loyalty.

Keywords: Customer Satisfaction Smartphones Consumer Behavior Brand Preference Mobile Technology After-Sales Service Pricing Strategy

INTRODUCTION

Smartphones have evolved significantly since the launch of IBM's Simon in 1993, the first smartphone designed for enterprise use. Early smartphones were costly and mainly targeted corporate users. The market transformed in 2007 with the launch of Apple's iPhone, followed by Google's Android OS, which made smartphones more accessible to general consumers.

This shift led to the development of user-friendly devices with enhanced features like high-quality displays, better cameras, and improved operating systems. Over time, smartphones became essential tools, offering internet access, social media, and multimedia functions. In India, the growth of wireless users and affordable, feature-rich smartphones has driven widespread adoption, even in semi-urban and rural areas.

OBJECTIVES OF THE STUDY

To assess consumer awareness of smartphone services in Coimbatore.

To analyze buying behavior and preference for online vs. offline purchases.

To identify key factors influencing smartphone purchases (price, brand, camera, battery, performance).

To study the impact of demographic factors like age, income, and education on smartphone choices.

To understand brand loyalty and reasons for switching brands.

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY:

It refers to the procedures and techniques used to identify, collect, and analyze information related to the research problem.

Sampling Technique:

Convenience sampling was used, with a total of 120 respondents selected from Coimbatore.

Data Collection:

Primary Data: Collected directly through surveys and questionnaires from respondents.

Secondary Data: Collected from books, journals, websites, newspapers, and government records

Area of Study:

The study was conducted among visitors in malls across Coimbatore city.

Period of Study:

The research was carried out over four months, from August 2024 to March 2025.

Tools for Analysis:

1. Simple Percentage Analysis
2. Weighted Average Method
3. Rank Analysis

REVIEW OF LITERATURE

Dr.L.Venkatesan(2018): Studied buyer preference toward mobile phones, focusing on first- choice selection, perception, and satisfaction using structured interviews.

Mohan(2019): Found that smart phones are a necessity for consumers, with brand image playing a key role in purchase decisions; some consumers in India are brand loyal.

Khomh et al. (2019): Explored how software companies, like Google, reuse existing software (Linux OS) for Android, highlighting the effort required to adapt the Linux kernel.

RESULTS AND DISCUSSION:**CUSTOMER SATISFACTION TOWARD SMARTPHONE WITH SPECIAL REFERENCE TO COIMBATORE CITY**

	NO OF RESPONDENTS	PERCENTAGE
EXCELLENT	34	28.33
VERY GOOD	40	33.33
GOOD	19	15.83
AVERAGE	24	20
POOR	3	2.5
TOTAL	120	100

INTERPRETATION:

above table shows 28.33% of respondents gave excellent as an overall opinion, 33.33% of the respondents gave very good as an overall opinion, 15.83% of the respondents gave good as an overall opinion and 20% of respondents gave average as an overall opinion.

Most 33.33% of the respondents very good.

FINDINGS

- 52.5% of the respondents are between 20-40 ages
- 60% of the respondents are female
- 79.16% of the respondents are unmarried
- 53.3% of respondents having family members of 4-5

- 55% of the respondents choose their occupation as other type
- 45.83% of the respondents get salary less than 150000
- 28.5% of the respondents are aware of smartphones for more than 2 years
- 22.5% of the respondents choose known brand as Samsung
- 31% of the respondents prefer Samsung brand
- 47.5% of the respondent's source is family to buy the smartphone brand
- 56.66% of the respondent's advertisement source for the brand is online advertisement
- 55.83% of the respondents choose the brand by their own decision

SUGGESTION

From the study it is found that the four key factors which influence the usage and purchase decision of smartphone are product Quality, features, price and brand image. From the study it is found that customers are more interested in product features like battery, camera, Ease of use and Memory. So, the manufacturers can concentrate more on it while designing a smartphone. Smartphone companies can concentrate more on battery issues as this is a major problem faced by respondents in smartphones. As peer group is an important factor in purchase decision of smartphone, advertisement is a best way to promote a smartphone. Also, most of the smartphone users get reference through friends and family. As price of the smartphone plays a vital role in purchase decision, smartphone marketers can increase the brand loyalty among smartphone users by Price Offer if they buy their brand second time. The manufacturers can offer different kinds of smartphones for different groups of target consumers such as youth, business professionals and students. The company's target more on the youth population as they are the one who uses a smartphone the most. 70

CONCLUSION

The study highlights that smartphone consumers in Coimbatore prioritize quality, features, and affordability when purchasing a device. Samsung, Redmi, and Vivo are the most preferred brands, with a significant percentage of customers relying on family and online sources for information. The findings indicate a growing digital awareness among consumers, with an increasing preference for high-performance smartphones. However, affordability remains a key factor, emphasizing the need for budget-friendly yet feature-rich smartphones. To sustain market growth, brands must focus on quality, pricing, and after-sales service while leveraging digital marketing to attract younger customers. Future studies can explore emerging smartphone technologies and consumer behaviour shifts due to 5G and AI advancements. This research serves as a valuable insight for smartphone manufacturers, retailers, and marketers to refine their strategies and enhance customer satisfaction in Coimbatore's growing smartphone market.

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