

COLLEGE STUDENTS' PREFERENCE ON SMART PHONES AT SALEM CITY, INDIA.

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ABSTRACT

Smart phones are popular among young generation especially college students. Majority of the students have smart phones in their hand. This study aims to find out the preference of smart phones among college students in Salem city. The main objective of the study is to concentrate deeply on the various features that affect the students to prefer a particular smart phone. The population for this research was college students in the Salem city and according to the convenience of the researcher to reach the students convenience sampling method was adopted. A constructive questionnaire was framed and variables such as demographic, technical attributes, features in the smart phones were included. This was used to collect the primary data from the respondents and secondary data were also used for this study. Statistical tools such as descriptive analysis and chi-square test were used.

Key words: Brand preference, College students, Features, Satisfaction.

INTRODUCTION

In this busy world, each and every one owns a mobile phone. Mobile phone becomes the necessity and basic element in every one's life. Due to the introduction of new techniques and technologies in the mobile phones the customer preferences changes day to day. When mobile phone was introduced it was used to communicate with one another. Smart phones satisfy the needs and wants of the customers. Those who own basic mobile phones are switched over to smart phones. But there is a small group of people who prefer basic mobile phones. Smart phone plays a key role in every one's life. It caters the needs and wants of the customers. Smart phones reduce the work load and it saves time of the users. With the advancement in the operating systems used in smart phones such as Android OS, Blackberry OS for Blackberry mobiles, IOS for Apple iphones, Windows for Microsoft mobiles etc,

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user friendly applications are developed to satisfy the users. Some of the applications are in-built and there are applications on all the genre and category and it occupies the time of the users. There are many choices and features available in the market for smart phones. Consumers' preferences and choices changes every day based on their needs and wants. They use for fashion, pride, prestige, influenced by others etc.

LITERATURE REVIEW

Hajra Arif, Shahbaz Ahmed and Muhammad Farrukh (2015) in their article "Factors Affecting Customer's Preferences to Buy Cellular Phone for Local versus International Brands: (A Case Study in Pakistan)" targeted to find out the variables affecting customer preferences to buy mobile phones between local and international brands. They concluded that customers prefer international brands due to the availability of features in the mobile phones.

Sameer Sinha and Sunil Mishra (2016) in their paper "A Study on Consumers Perception towards Mobile Handset" stated that brand preference was highly influenced by income level. Consumers who belong to upper middle income level and upper income level group prefer premium brands than consumers earning low income.

A.Mohankumar and U. Dineshkumar, in their article "A Study on Customer Purchase Behavior towards Mobile Phone with Special Reference to Erode City." Consumers purchase mobile phones which satisfy their wants and needs. They are mostly influenced by others and same stores where they prefer to purchase regularly.

OBJECTIVES OF THE STUDY

1. To analyze the brand preferences of smart phones among college students at Salem.
2. To examine the satisfaction level towards various smart phone features.

SAMPLING METHOD

The study area for this article is Salem city in Tamil Nadu. The study is descriptive in nature and since it is unknown population the sampling design is convenience sampling method which comes under Non-probability sampling. The sample size is 100 respondents who are college students. A structured questionnaire is used in this study. The data collected is both primary and secondary data. Descriptive analysis and chi-square test used for this study.

FINDINGS

55% of the respondents are male and remaining 45% of the respondents are female. 35% of the respondents are from Arts & science colleges, 30% of the respondents are from engineering colleges, 25% of the respondents are from Diploma/polytechnic colleges and 10% of the respondents are from medical colleges. Most of the students are using smart phones for more than three years and they are ready to spend the amount based on their family income level. 77% of the students are using smart phones with android operating systems. 65% of the students change their smart phones every two years. Majority of the students use latest applications such as Whatsapp, Facebook, Twitter, LinkedIn, Youtube, Hike, entertainment applications such as sports, games etc. Majority of the students prefer to choose the smart phones based on the brand, price, color, design, battery backup, operating system, features and in-built applications, wi-fi, dual sim, touch screen, internet/GPRS. Majority of the students wish to use 4G services. 45% of the students are using Redmi, 30% of the students are using Oppo and 25% of the students are using Vivo smart phones. There is a relationship between the gender and the applications in the smart phone. There is a relationship between the family income level and frequent mobile purchase.

CONCLUSION

This study concentrated to assess the brand preferences of smart phones among college students. College students use smart phones for their studies, ping with their friends, inculcate new knowledge from the world, relaxing while in stress or boredom etc. Thus each and every student chose their smart phones on the basis of their color, apps, style, price, wi-fi, technical features, dual sim, touch screen, 3G/4G and multi- windows.

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