

Factors Affecting Consumer Satisfaction among the Indian Young Youth Using Smart Phones: A Study

Stuti Jain¹, Shiv Singh Sarangdevot^{2*}

^{1,2}XXJRN Rajasthan Vidyapeeth Univeristy (Deemed to be), Udaipur, Rajasthan, India

*Corresponding Author: prof_sssarangdevot@gmail.com

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Abstract. The smartphone industry is the fastest-growing sector in India. The smartphone industry has taken a long journey of 25 years from 1992 to 2018. During this 25 years of journey, mobile phones were transformed into personal computers. . It is growing at a very rapid pace and has a significant contribution to the Gross Domestic Product of India every year. . There is a great evolution of varied smartphones by different brands depending upon customer awareness and customer satisfaction. The new smartphones are featured with artificial intelligence, HD display, virtual assistant features like SIRI, Google assistant, etc., high-powered cameras, HD quality photos, Cloud storage feature, and better battery life. As per the study conducted by the mobile ecosystem forum, the highest penetration rate of smartphone users was in the age group of 16-35 years of old. The study of customer satisfaction is relevant for organizations to maintain long-term and healthy relationships with customers. In the presented thesis an effort has been made to understand the significant relationship between smartphone features and customers among Indian youth customers. An effort was also made to understand the significant relationship between the age, gender, income, and educational qualification of customers and awareness for the smartphone industry. It was finally concluded that smartphone features such as display, main camera, and touch battery life were the major contributing features in customer satisfaction (Indian young youth).

Keywords: Word of Mouth, Customer Satisfaction, Smart Phones, Smart phone Features, Awareness, Perceived Image

I. INTRODUCTION

Smart phones in the present day are at the center stages of the life of every human being. There is a high development rate in the industry of smartphones. . There is a great evolution of varied smartphones by different brands depending upon customer awareness and customer satisfaction. During this 25 year journey, mobile phones were transformed into personal computers. The smartphone industry has developed in three eras. The smartphone industry has taken a long journey of 25 years from 1992 to 2018. It has come with great evolution in such a long period. The first smartphone was Simon Personal Communicator created by IBM in 1992. The first smartphone was manufactured in 1992 and was made available to consumers in 1994. After this launch of the mobile phones, within a period of six months, 50,000 units were sold [1]. In 1994, the cost of this mobile was around \$ 11, 00 [1]. The mobile was equipped with a monochrome touch display and with a battery backup of 1-hour. That was the time when consumers had an access to such a source of entertainment. The top smartphone companies in the market are Apple I phone X, Samsung Galaxy S8, and S8+, Google Pixel 2, One Plus 5, Huawei Mate 10 Pro and HTC U 11.

The graph of the growth of different smartphone makers keeps on changing every year. It is a very known fact that if services offered by any product exceed the benchmark perceived by a customer who is using it, then it makes the customer satisfied.

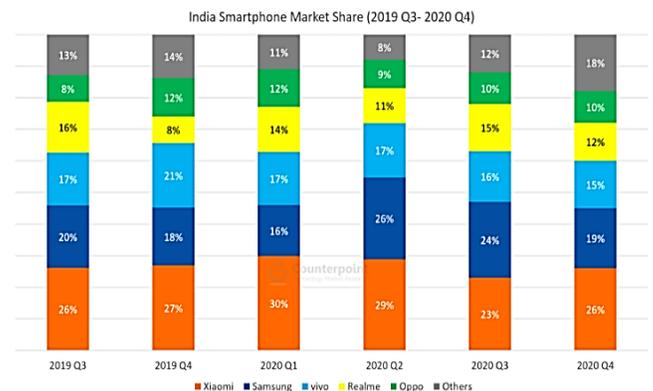


Fig. 1. Smart phone market share in India [2]

The study of customer satisfaction is relevant for organizations to maintain long-term and healthy relationships with customers. Customer satisfaction is

dependent upon the type of service provided by the seller. Customers are the assets of any organization. Customers have varied needs, wants, demands, tastes and preferences. When the performance of the product or service exceeds their expectations, they are said to be delighted customers. When the performance of the product and service is equal to their expectations, they are said to be satisfied customers. When the performance of the product and service falls below their expectations, they are said, dissatisfied customers. When the performance of the product and service falls below their expectations, they are said, dissatisfied customers. High customer satisfaction indicates high customer loyalty, customer retention, customer trust, and long-term relationship. Consumer loyalty refers to the faith that customers have in a particular product or service. They can be loyal to any brand. They can be hardcore loyal, shifting loyal, split loyalties, or switchers. Key contributions of the presented paper are:

- Discussed different approaches available in literature along with their mentioned strengths
- Analysis and interpretations over data collected
- Future scope

The presented paper was structured as follows. Introduction section highlights the need of customer satisfaction. In background details and related work section talk through the proposed approaches which were recommended in literature in order to understand the customer satisfaction. Data interpretation and analysis section highlights the key findings of proposed approaches and performance on different parameters. Conclusion section finally concludes the presented paper.

II. BACKGROUND DETAILS & RELATED WORK

As per study [3] findings self-efficacy has a positive impact on mobile phone service customization. In the study [4], the authors reported that EU and PI hardly affect the IU factor. As per the authors, their carrier out a study will help the marketing researchers. Sometimes [5] Taiwanese people can compromise between price and processor while purchasing the smartphone. In their [6] findings, they reported that three features i.e., screen, browsing, and voice-activated dialing can predict user satisfaction level. Sony [7] smartphones were ranked as first in satisfaction followed by blackberry's phone. They also reported that battery life was the main feature that was considered by the African people while purchasing the mobile phone [8]. The article [9] agrees with the findings of the study [10], i.e. Oppo brand succeeds Samsung in sales after service factor. As per the report of India times, OnePlus users were 100% satisfied (in reference to Indian users) [9]. The study published in India times was conducted by CMR (Cyber Media Research).

In study [11], the authors clearly mentioned the need for customer satisfaction in all the dimensions. Their study was

based on Maharashtra, India users. In a study [12], authors reported that Turkey residents were satisfied with the Nokia smartphone features followed by LG Company. They also reported that Motorola smartphones were considered the least preferred brand by the Turkey people.

Study [13], investigated the study of customer satisfaction with postpaid mobile services in the Indian context. The author examined the relationship among customer expectation, quality, value, satisfaction, and loyalty. He used the American Customer Satisfaction Index (ACSI) model to examine customer satisfaction. The author conducts his analysis with the help of a questionnaire and a Likert scale ranging from '1' (very low) to '7' (very high) was used to collect responses. He explained that quality is the most important factor that affects customer satisfaction positively which ultimately builds the customer trust in the product and customer loyalty. Moreover, customer loyalty is measured with two dimensions- repurchase likelihood and price tolerance. He also observed that an increase in customer satisfaction helps improve the company's image and goodwill in the market. After the analysis he found that there is a need to replicate or extend the study considering different service industries in India or any other country.

From the study [13] it was observed that correlation of communication, price, convenience, customer service and value-added service with customer loyalty is positive. Even there is no significant relation between sales promotion and customer loyalty. The increase in customer loyalty helps the company to increase the market share in Bangladesh. The paper analyzed that mobile provider should make improvement in their strategies to grab the customers attention and increase profit.

III. DATA ANALYSIS & INTERPRETATION

With the help of questionnaire, a total 175 response from Indian citizens having different qualifications were recorded. Out of these total responses majority of population falls in the category of 15-35 age group. It is evident from the figure 3 that majority of respondents belongs to student category (64.6%). 32.6% respondents belongs to category of employed group. 2.8 % belongs to category of unemployed respondents. It is evident from the figure 4 that majority of respondents belongs to income group of less than 1, 00,000 (student category). 21.1% respondents belongs to category of 1, 00,000 – 5, 00,000 income group. It is evident from the above figure 5 that majority of respondents were satisfied with the phone which they were using. The satisfaction percentage was more than 85.1%. Only 14.9% respondents were not satisfied with their smart phones.

Age
175 responses

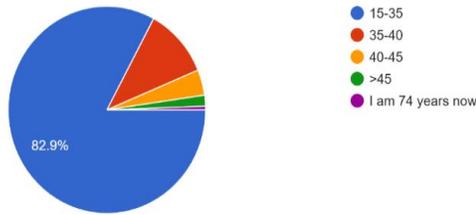


Fig. 2. Shows the person percentage belonging to different age groups

Profession
175 responses

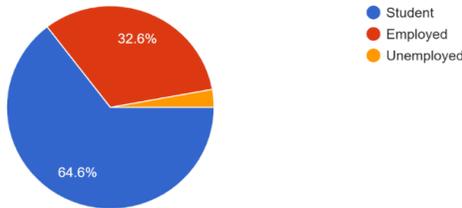


Fig. 3. Shows the person percentage belonging to different profession

Income Group (in case if employed or working as part time)
128 responses

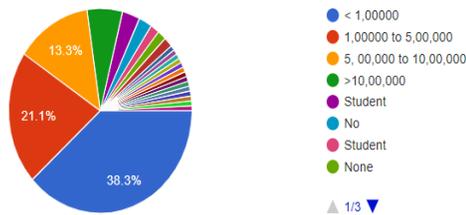


Fig. 4. Shows the person percentage belonging to different income groups

Are you satisfied with your mobile phone?
175 responses

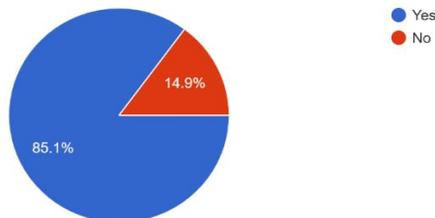


Fig. 5. Shows the satisfaction percentage.
Table 1. Shows smart phone brand names

Smart phone brand names used by respondents

Valid	Frequency	Percent	Cumulative Percent
REDMI	66	33.7	33.7
Realme	21	12	45.7
Samsung	37	21.1	66.8
LG	0	0	66.8
Sony	0	0	66.8
Apple	19	10.9	77.7
Oppo	10	5.7	83.4
Motorola	4	2.3	85.7
Asus	4	2.3	88
OnePlus	11	6.3	94.3
Micromax	2	4.1	98.4
Lava	1	1.6	100
Total	175	100	100

Table-1 Interpretation

It is evident from the above table 1 that majority of Indian youth respondents using or used Redmi smart phones (recorded respondents percentage were = 37.7%). Samsung smart phones were the second most used or using smart phones amongst Indian young youth followed by Realme and Apple.

Price Range
175 responses

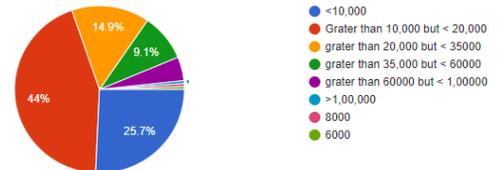


Fig. 6. Price range of smart phones using or used by the respondents

It is evident from the figure 6 that majority of Indian youth respondents using phones whose cost lies in the range of ₹10,000 to ₹20,000 (recorded respondents percentage were = 44%).

Tick the parameters which satisfies you most while using your mobile phone.
175 responses

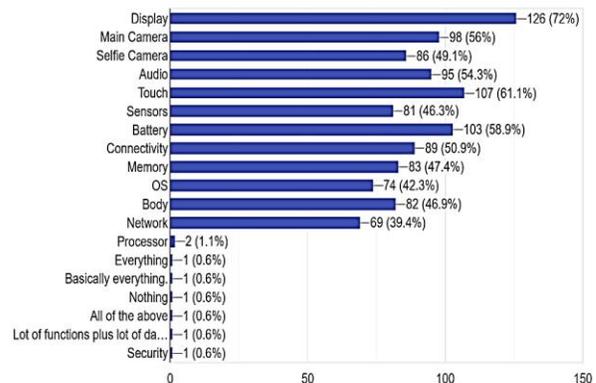


Fig. 7. Shows the parameters percentage contributed in CS

Figure-7 Interpretation

It is evident from the figure 7 that display was the major contributing smart phone feature in satisfaction amongst Indian young youth (recorded respondents percentage were = 72.0%) followed by touch, battery, main camera, audio, connectivity respectively.

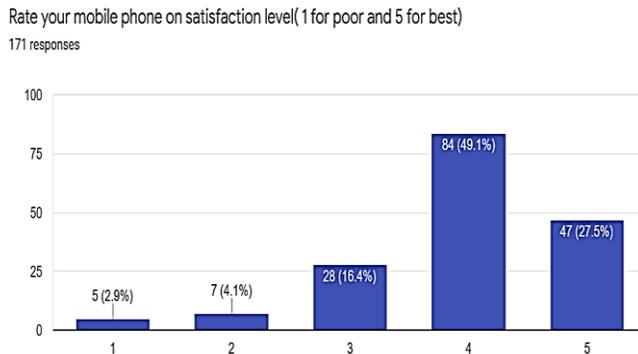


Fig. 8. Shows the parameters percentage contributed in CS

It was evident from the above figure 8 and table 10 that most of the Indian smart phones users were satisfied with their smart phones (rating = 4 by 84 respondents out of 175).

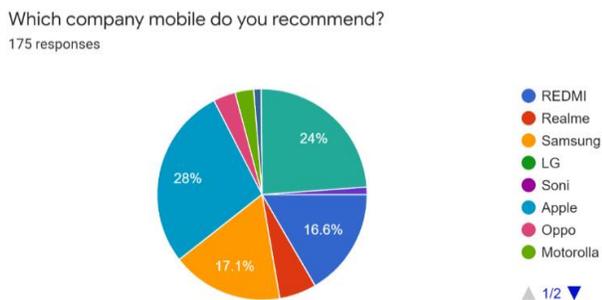


Fig. 9. Showing smart phone recommendation from respondents

IV. CONCLUSIONS

From the carried out study, it was concluded that Readmi smartphones were the most popular smartphones among young youth. The price range which was preferred by the young youth lies in the range of ₹10, 000 to ₹ 20, 000. This price range was popular the reason that most of the respondents belong to the student category and were earning zero amount of money. So there is a significant relationship between income and smartphone users. However, the conclusion cannot be made while considering gender. There is no significant relationship between satisfaction and risk and security-related practices, service and product-related practices, availability of product-related practices, offer-

related practices, and experiences of customers for the smartphone industry. Most of the young respondents hardly worried about security-related practices. Security was recorded as the least recommended feature

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