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A STUDY ON DIMENSION OF SMARTPHONE AND ITS INFLUENCE ON CONSUMER PREFERENCE

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ABSTRACT

A Smartphone is a cell phone that allows you to do more than just make phone calls and send text messages. Smartphone's can browse the Internet and run basic software programs like a computer and the user often interacts with the Smartphone by using their finger on the touch screen. The principal objective of the study is to ascertain the dimension of smart phone influencing Sales of Smartphone. The other objectives are to study the type of sim preferred by the smart phone users and to determine the gender factor and its influence in smart phone purchase decision. This statement has been detailed through collection of primary and secondary resource. Primary source is mostly based on questionnaire. The target populations are smart phone users and the sample size is 325. Secondary source was obtained from data bases through net. The present study concludes that Male smart phone users are more opinion regarding utilitarian and technological perspective generally male customers are highly influenced by the technology and utility factor due to their technical back ground and there is no significant difference between male and female with respect to dimension of smart phone. Based on mean score people who are interested in technological and utilitarian are more opinion toward single sim smart phone with regard Marketing Perspective, Utilitarian Behavior, Hedonic Behavior and Customer Choice of Smartphone.

KEYWORDS

smartphone, consumer preferences, marketing.

INTRODUCTION

Smartphone is a cell phone that allows you to do more than just make phone calls and send text messages. Smartphone's can browse the Internet and run basic software programs like a computer and the user often interacts with the Smartphone by using their finger on the touch screen. There are thousands of Smartphone apps (software programs), including games, personal-use programs, and business-use programs that can all be ran from the phone. In the picture to the right, is an example of the Apple iPhone, one of the most popular Smartphone available today.

REVIEW OF LITERATURE

Ding Hooi Ting and Suet Fong Lim, et al., (2011)¹, The use of mobile phones has triggered consumer market demand as it forms a new dimension of virtual mobility to a continuing trend for geographically extended, faster and more personalized social interaction (Wei and Lo, 2006). In recent years, the mobile phone has evolved from essentially an interpersonal communication device to a multimedia machine known as Smartphone. The term Smartphone refers to a programmable mobile phone that offers advanced capabilities and features that help individuals in their daily work and personal life (Euro monitor, 2010a). It contains functions such as instant messaging, downloading applications, utilizing information services such as Wi-Fi and global positioning system (GPS) and entertainment (Euro monitor, 2010a). With the popularity and functions offered in the phone, Smartphone have seen an increase in terms of demand (Park and Chen, 2007). Research by Ni et al. (2009) found that in the third quarter of 2008, Canalis reported that global shipments of Smartphone had hit a new peak of just under 40 million units despite the gloomy economic picture and Smartphone represented around 13 percent of the total mobile phone market. In meeting these demands, several companies such as Apple, Microsoft, Nokia and Google have developed various Smartphone operating systems (OS) such as Symbian OS, iPhone OS, Windows Mobile and Android, respectively (Sharma, 2008) for the convenience of their users by providing different supports, features and applications.

Wooyang Kim and C. Anthony Di Benedetto, (2011)², in their study about "the effects of country and gender differences on consumer innovativeness and decision processes in a highly globalized high-tech product market. According to Zeithaml (1985), one must consider the effect of changing demographics through time, which can lead to changing customer purchasing behaviors and attitudes. That is, demographic variables can be of substantial help in customer segmentation and targeting the most innovative market condition. Nevertheless, demographic factors are often overlooked in consumer innovativeness studies (Tellis et al., 2009). Among demographic variables, gender and country (or culture/nationality) have broadly used as important moderators between cause and effect relationship in psychology and business research studies of human behavior.

Ewan Sutherland, (2009)³, in their article, "Counting customers, subscribers and mobile phone numbers", the possible reasons for an individual having more than one SIM card, telephone number or cell phone include: overcoming patchy or poor network coverage, avoiding network congestion, saving money by making on-net calls, benefiting from discounted or bundled tariffs, receiving calls or voicemail to an older number; and having separate voice and data network operators. In countries where the perceived quality of the networks is not good, either where the coverage of individual operators is poor and uncertain or where congestion is considered likely, some customers will carry more than one SIM card so that they can switch to a network which is available and on which they can make a call.

IMPORTANCE OF THE STUDY

Smartphone provides a total and advanced operating system, and provides customer an opportunity to use features, like e-mail, e-book, and USB functions. The best depiction is that Smartphone is a small computer, which also works as a phone. Today, with the emergence of many smart phone brands and the Demand for these 'computer alike' telephones are growing each day. Smart phone marketers are faces more knowledgeable and demanding consumers and since business exists to satisfy the needs of consumer they often change their product offering. Despite the fact that bearing in mind the noteworthy development of Smart phone sales in India, it was established that the smart phone sales is influenced by dimensions of smart phone and the demographic factors influence in purchase decision of smart phone. But concerning the earlier research, we saw most of researches are focusing on online purchase through smart phone. Hence the present study is undertaken to find out the answers for following questions:

1. Which type of sim is preferred in Smartphone?
3. How for the gender factor influence the Smartphone purchase?

OBJECTIVE OF THE STUDY

The principal objective of the study is to ascertain the dimension of smart phone influencing Sales of Smartphone. The other objectives are as follows:

- To study the type of sim preferred by the smart phone users.
- To determine the gender factor and its influence in smart phone purchase decision.

RESEARCH DESIGN AND METHODS

This statement has been detailed through collection of primary and secondary resource. Primary source is mostly based on questionnaire. The target populations are smart phone users and the sample size is 325. The purposive sampling techniques are used in this study. Secondary source was obtained from data bases through net.

RESULTS AND DISCUSSION**HYPOTHESIS I**

Null Hypothesis: There is no significant difference between male and female with respect to Dimension of smart Phone choice

TABLE 1.1: t TEST FOR SIGNIFICANT DIFFERENCE BETWEEN MALE AND FEMALE WITH RESPECT TO DIMENSION OF SMART PHONE CHOICE

Dimension of smart phone choice	Gender				t value	P value
	Male		Female			
	Mean	SD	Mean	SD		
Marketing Perspective	21.66	4.32	24.52	4.11	5.303	0.000 **
Utilitarian Behaviour	19.68	3.76	17.48	3.78	4.631	0.000**
Hedonic Behaviour	11.57	2.86	13.57	2.85	5.540	0.000**
Customer Choice of Smartphone	24.95	5.07	26.10	4.60	1.831	0.068
Technological Perspective	32.14	6.81	29.37	5.74	3.339	0.001**

Note ** denote significance at 1% level

Since P value is less than 0.01, the null hypothesis is rejected at 1% level of significance with regard to all the factor smart phone users except customer choice of smart phone users. Hence there is a significance difference between male and female with respect to Marketing Perspective, Utilitarian Behavior, Hedonic Behavior and Technological Perspective. Based on mean score female are more opinion regarding marketing and hedonic behavior than male .The Male smart phone users are more opinion regarding utilitarian and technological perspective generally male customers are highly influenced by the technology and utility factor due to their technical back ground.

There is no significance difference between male and female with respect to customer choice of smart phone, since P value is higher than 0.05. Hence null hypothesis is accepted with regard to customer choice of smart phone.

HYPOTHESIS II

Null Hypothesis: There is no significant difference between single and Dual Sim with respect to dimension of smart Phone choice.

TABLE 1.2: t TESTS FOR SIGNIFICANT DIFFERENCE BETWEEN SINGLE AND DUAL SIM WITH RESPECT TO DIMENSION OF SMART PHONE CHOICE

Smart Phone choice	Preference of Smartphone				t value	P value
	Single Sim		Dual Sim			
	Mean	SD	Mean	SD		
Marketing Perspective	22.25	4.39	22.67	4.55	0.804	0.422
Utilitarian Behavior	19.25	3.82	18.87	3.99	0.838	0.403
Hedonic Behavior	12.09	3.11	12.08	2.74	0.032	0.975
Customer Choice of Smartphone	25.46	4.85	24.83	5.19	1.092	0.276
Technological Perspective	32.04	6.59	30.29	6.64	2.275	0.024*

Note: * denote significance at 5% level

Since P value is less than 0.05, the null hypothesis is rejected at 5% level of significance with regard to technological perspective of single and dual sim smart phone. Hence there is a significance difference between single and dual sim with respect to technological perspective. The P value is greater than 0.05 the null hypothesis is accepted at the 5% level of significance with regard to marketing perspective, utilitarian behavior, hedonic behavior, and customer choice of smart phone. Hence there is no significant difference between single and dual sim with regard to smart phone choice with regard Marketing Perspective, Utilitarian Behavior, Hedonic Behavior and Customer Choice of Smartphone.

FINDINGS

1. t test for significant difference if any between male and female with respect to dimension of smart Phone choice was analyzed and it is found that there is a significance difference between male and female with respect to Marketing Perspective, Utilitarian Behavior, Hedonic Behavior and Technological Perspective. Based on mean score female are more opinion regarding marketing and hedonic behavior than male reason .Male smart phone users are more opinion regarding utilitarian and technological perspective generally male customers are highly influenced by the technology and utility factor due to their technical back ground and there is no significant difference between male and female with respect to customer's choice of smart phone.

2. t tests for significant difference between single and Dual Sim With respect to dimension of smart Phone was studied and found that there is a significance difference between single and dual sim with regard to technological perspective . Based on mean score people who are interested in technological and utilitarian are more opinion toward single sim smart phone with regard Marketing Perspective, Utilitarian Behavior, Hedonic Behavior and Customer Choice of Smartphone.

CONCLUSION

The present study concludes that Male smart phone users are more opinion regarding utilitarian and technological perspective generally male customers are highly influenced by the technology and utility factor due to their technical back ground and there is no significant difference between male and female with respect to dimension of smart phone. Based on mean score people who are interested in technological and utilitarian are more opinion toward single sim smart phone with regard Marketing Perspective, Utilitarian Behavior, Hedonic Behavior and Customer Choice of Smartphone.

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