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A study on impact of mobile advertisement in consumer purchase decision Erode city.

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ABSTRACT

Customer Satisfaction should be the main aim of a business. It is essential for businesses to effectively manage customer satisfaction. To be able to do this, firms need reliable and representative measures of satisfaction. The importance of customer satisfaction diminishes when a firm has increased bargaining power. The researcher has conducted this study to find out the level of customer satisfaction towards Samsung smart phones. The target respondent includes those customers who are using the Samsung smart phones. The collected data was edited, coded and tabulated by using some statistical tools.

I.INTRODUCTION

Smart phone is a term for distinguishing mobile phones with advanced features from basic feature phones. Early smart phones typically combined the features of a mobile phone with those of another popular consumer device, such as a Personal Digital Assistant (PDA), a media player, a digit a camera, and GPS navigation unit. Modern smart phones include all of those features plus the features of a laptop, including web browsing, Wi-Fi, and 3rd-party apps and accessories. Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as “the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals.” In a survey of nearly 200 senior marketing managers.

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exceeds specified satisfaction goals.” In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managed.

The most modern technologies are Global System for Mobile Communication (GSM), Code Division Multiple Access (CDMA), and Voice over Internet Protocol (VOIP), Direct Internet Access Service (DIAS), Managed Leased Line Network (MLLN), Multiprotocol Label Switching – Virtual Path Network (MPLS-VPN), etc. These technologies had given many qualities of communication namely best quality, speed, clarity, low tariff, etc. After this revolution the communication tools had been improved to mail coach, telegram, telemeter, and telephone. India has advanced in communication technology. This system is connected with satellites and provides much number of online services, namely cellular phone, E-mail services, voicemail services, Internet facilities, etc...

II.REVIEW OF LITERATURE :

This chapter reviews all the literature which is relevant for this research. Some of the terms related to consumer attitude towards social networking sites are discussed. The chapter starts with defining consumer attitude. After defining this, spending on study variables are discussed. In addition the concept of social networks attitudes, advertising attitudes, attitudes, Brand attitudes, impulse buying intention, shopping attitudes, post purchase behavior, intention and social media loyalty on social networking site's are discussed.

III.OBJECTIVES OF THE STUDY:

To know customers thinking over mobile advertisement

IV.STATEMENT OF THE PROBLEM

This research is pertaining to find out the present customer satisfaction of smart phones in the study area with special of Samsung mobiles. The study on customer satisfaction helps to know who the customers were, what they want, how they use react to the mobile. The customers were carefully studied by conducting survey on customer satisfaction. This study will help to gain knowledge about the market factors influencing the customer to prefer a particular brand and problems faced by on using such brands and soon.

V.RESEARCH METHODOLOGY

Research Design:

The research design indicates the type of research methodology under taken to collect the information for the study. The researcher used both descriptive and analytical type of research design for his research study. The main objective of using descriptive research is to describe the state of affairs as it exists at present. It mainly involves surveys and fact finding enquiries of different kinds. The researcher used descriptive research to discover the characteristics of consumer's.

Descriptive research also includes demography characteristic of various consumer's preference and satisfaction level all over Erode district.

income level of the respondent * Mobile Advertisement New Cross tabulation

Count		Mobile Advertisement New		Total
		1.00	2.00	
income level of the respondent	below 10000	47	38	85
	10000-20000	97	53	150
	above 25000	23	29	52
Total		167	120	287

VI.STATISTICAL TOOLS AND TECHNIQUES:

Chi-Square Test

Chi-square techniques at different places are made on the basis of data available and requirements of analysis chi-square test at 5% level of significant.

Chi-square value has been obtained by applying the following formula.

$$X^2 = \frac{(O-E)^2}{E}$$

Where,

O = observed frequency.

E = expected frequency.

Expected frequency is calculated as follows:

$E = \frac{\text{row total} \times \text{column total}}{\text{Net total}}$

Net total

Degree of freedom = (R-1) x (C-1)

Where,

R = number of rows.

C = number of column.

Chi square

- 42% of the respondents consider Handling Convenience to buy Samsung smart phones.
- 42% of the respondents have positioned that the

Chi-Square Tests

Count	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.044 ^a	2	.030
Likelihood Ratio	7.015	2	.030
Linear-by-Linear Association	.708	1	.400
N of Valid Cases	287		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 21.74.

Case Processing Summary

Count	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
income leevel of the respondent * Mobile Advertisement New	287	95.3%	14	4.7%	301	100.0%

FINDINGS

- The majority 80% of the respondents are enquiring about the product.
- The majority 60% of the respondents are aware about the Samsung smart phones by advertisement.
- The majority 60% of the respondents are through TV advertisement. 32% of the respondents are using the Samsung smart phones for more than 3 years.
- The majority 88% of the respondent's mode of purchases cash basis.
- The majority 77% of respondents are aware about the availability of service.

current market is in boom.

- 36% of the respondents change their smart phones due to Quality.
- Majority of the respondents are satisfied with regards to the Quality, Features and Price.

SUGGESTIONS:

There is a wide scope for further development of Samsung smart phones. The world of mobile field is not static; it is always subject to change according to technology. To keep abstracted of the technological improvement the Samsung smart phones need refinement.

- They should get the feedback report from the customer in order to fulfil the customer needs and wants.
- As far as the battery backup is concerned, 38.67% of the respondents are in neutral level. Therefore it can be suggested that they should increase the battery backup.
- They should reduce the price in order to gain more customers and to beat their competitors.
- They should provide lot of new models to beat their competitors.
- 32% of the sample respondents have mentioned that same applications and features in the entire smart phones, hence it is suggested that they can

change the applications and features of Samsung smart phones.

- 36% of the sample respondents have mentioned “quality” as the reason for changing the smart phones. Hence, it is recommended that the company should try to improve the quality in order to satisfy their customers.
- Among the various models, the model “Samsung galaxy Y duos” has been ranked as last”. Hence, it is suggested that some extra features can be added. So that, it can have the highest rank.
- With regard to advertisement of the Samsung smart phone is concerned, 64.67% of the respondents 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.

VII.CONCLUSION

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

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