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### **A study on customer attitude towards smartphones with reference to Erode**

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#### **ABSTRACT**

Recent developments in the mobile technologies have produced a kind of device, a programmable mobile phone, the smart phone. Generally, smart phone users can program any application which is customised for needs. Furthermore, they can share these applications in online market Therefore, smart phone and its application are now most popular key words in the mobile technology. Today's smart phone applications market host an ever increasing the number of applications the share number of applications makes the review daunting task apps playground integrates multiple components comprising different detection and an automatic explorations technique for the purpose our evaluations shows that apps playground is a white effective at automatically detecting privacy leads and malicious functionality in applications.

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#### **INTRODUCTION**

Most of the mobile phones now a days are addressing as smartphones", as they offer more advanced computing power and connectivity than contemporary mobile phones. Literately, a smart phone is a handheld computer, as it is powerful enough to deliver various functionalities comparable to a computer The releases of dual core processors smart phone recently have further reaffirmed this assertion. Along with the smart phone fundamental capabilities' to make voices call video call SMS and MMS smarts phones have been repositioned as a "New information medium ". In other words, smarts phones have a extended as a functionalities such as managing personal time schedule, accessing internet contents, editing documents, utilizing locations –awareness function, and many other exciting applications. All these functionalities are delivered through the software installed on the smart phone. It is stressing that the ever increasing importance of the mobile software and other mobile contents are solicited by the prevalent of smart phone

#### **STATEMENT OF THE PROBLEM**

We are so dependent on our smartphones that we often joke about being addicted. However, what many people still fail to realise is that smartphone addiction is actually a very real problem affecting thousands across the globe.. The same figures even show that half of people use in while driving. It's already an enormous problem, but smartphone addiction is likely to grow even more common due to the rising demand for and access to the handsets. That is not to mention the rapid advances in the technology that allow them to perform more duties at even faster speeds.

#### **OBJECTIVES OF THE STUDY**

- To identify the demographic Profile of Respondents.
- To identify the attitude of respondents towards Smartphones usage.

#### **SCOPE OF THE STUDY**

- The study helps to know about the student attitude towards smart phones.

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- To analyse the factors influencing to buy a particular product
- The study will fund customer's opinion about smart phone.

## LIMITATIONS OF THE STUDY

- The study is limited to Erode.
- Many Respondents neglected to respond to the Survey in their Busy Schedule.
- Many Respondents found it difficult to Rank the Problems faced by them, as they are equally facing all the problems.
- They are struggled to respondent

## LITERATURE REVIEW

1. **Kumar and Shesh in this article**, "A Study of strategic Decision Making in the Indian industry" published in *Vikalpa, Vol.19, No.4, October- December 1994* attempted to study 144 strategic decisions from 94 business organizations in the Indian industry with a view to understand the strategic decision-making process<sup>30</sup>. The decisions are analyzed to structure the processes of strategy making and a model of strategic decision making process developed. It can be observed that strategic decision – making process is organizationally oriented with prominent information.
2. In fact, the number of mobile phone subscriptions in Africa jumped from 16 illion in 2000 to 376 million in 2008 (International Telecommunications Union, 2009)<sup>43</sup>. The adoption of the cell phone has been important in improving agricultural labor market efficiency and increasing producer and consumer welfare. Moreover, mobile phones reduce information asymmetry by allowing better access to and use of information, by reducing search costs, and by improving coordination among agents Cell phones aided firms in managing their supply chains and streamlining production processes by improving communication
3. Bhatt, in his article "A study of mobile Phone Usage Among the Post Graduate Students"

released in Indian Journal of Marketing, April 2008 has studied mobile phone usage, duration of use, necessity, the spending on mobile phones, influencing factor for purchasing the mobile phone, awareness of medical side effects of the mobile phone usage amongst the post graduate student on the basis of primary data; which was collected at Sardar Patel University from 700 post graduate students<sup>9</sup>. The results indicate that the usage and satisfaction level of mobile phone users differ from company to company firm and supplier

## RESEARCH METHODOLOGY

### Research Design

A Master plan that specifies the method and procedures for collecting and analysing needed information.

### Sample Design

Sampling is the process of selecting a sufficient number of elements from the population. A Sample Design is a definite plan for obtaining a sample from the sampling frame. It refers to the technique or the procedure the researcher would adopt in selecting some sampling units from which inferences about the population is drawn.

### Non-Probability Sampling

Non-Probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected.

### Convenience Sampling

Convenience sampling (also known as Availability Sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study.

### Size of The Sample

The Sample size is **50**.

## DATA COLLECTION METHOD

### Primary Data

These are data which are collected for the first time directly by the Researcher for the Specific study undertaken by him. In this research primary data are collected directly from the Respondent by using Questionnaire cum Enumeration Method.

### Secondary Data

These are data which are already collected and used by someone preciously. The data's are collected from journals, magazines and websites.

## STATISTICAL TOOLS USED

To analyse and interpret collected data the following simple percentage and ranking were used.

## SIMPLE PERCENTAGE ANALYSIS

To analyse and interpret collected data the following simple percentage and ranking were used.

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

## CHI-SQUARE ANALYSIS

Chi-square test is one of the important non-parametric tests that is used to compare more than two variables for a randomly selected data. The expected frequencies are calculated based on the conditions of null hypothesis. The rejection of null

hypothesis is based on the differences of actual values and expected value.

(Ho) there is no significant relationship between gender and brand preference

(Ha) there is a significant relationship between gender and brand preference

## CHI-SQUARE TEST

Gender of the respondent			
	Observed N	Expected N	Residual
male	40	25.0	15.0
female	10	25.0	-15.0
Total	50		

## FREQUENCIES

Brand of the respondent			
Name	Observed N	Expected N	Residual
nokia	5	7.1	-2.1
samsung	9	7.1	1.9
moto	6	7.1	-1.1
sony	3	7.1	-4.1
redmi	15	7.1	7.9
micromax	1	7.1	-6.1
others	11	7.1	3.9
Total	50		

<b>Test Statistics</b>		
	Gender of the respondent	Brand of the respondent
Chi-Square	18.000 <sup>a</sup>	19.720 <sup>b</sup>
df	1	6
Asymp. Sig.	.000	.003

5% level table value calculated 3.84<18

5% level table value calculated 12.59<19

Null hypothesis is rejected

Alternative hypothesis is accepted.

## DATA ANALYSIS

The Respondents participated in the research are from diversified background with gender, age group, marital status and educational qualification.

**Table No 1: Demographic Profile of The Respondents**

<b>Details of the Respondents</b>		<b>No. of. Respondents</b>	<b>Percentage</b>
<b>Age</b>	Below 20 Years	19	38
	Between 20-30 Years	15	30
	Between 30-40 Years	5	10
	Between 40-50 Years	4	08
	Above 50	7	14
	<b>Total</b>	<b>50</b>	<b>100</b>
<b>Gender</b>	Male	40	80
	Female	10	20
	<b>Total</b>	<b>50</b>	<b>100</b>

## INTERPRETATION

From this study it is evident that age group of the below 20years 38% ,below 20-30 years 30%, below30-40years10%,below40-50years4%, Above 50 years 14%. Among the 50 respondent of the gender male 80%, female20.

## FINDINGS

- 38% of respondents are age from 20years,
- 2)80% of respondents of gender are Male,
- REDMI is the most commonly use of brand of the respondent 70%

## SUGGESTIONS

- The smart phone is only for education and improve knowledge .
- Try to smart phones only for good things don't misuse smart phone.

- 3). To improve kids programme healthy one.
- 4). Reduce the usage of mobile phones to avoid health issues.

## CONCLUSION

Each and every technology has its own advantage and disadvantages for student and mobile is one of them. Student, passed in the first class, must be gained some extra knowledge and surely which is from the internet. Before the library helps the student to gain some extra knowledge and now the whole library is in the student pocket as a mobile phone. In the study data both description of the phone usage habit such as browsing frequency. Information sourced. Sides visited and ect. Were collected and found that there is no significant relationship affecting the academic performance of student in using smart phones.

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