

# A study on consumer behavior towards smartphones with respect to karur

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**Abstract**— The term consumer behavior refers to the behavior that consumer display in searching, for purchasing, using, evaluating and disposing of product. The study is attempted to identify consumer's behavior in rural market with reference to Karur villages. Consumers are the real king of the business world. A business concern which obtains the affectionate relations of the consumers can successfully run its business for ever. The satisfaction level of respondents on smartphones has been moderately high and it may be increased. The sales promotion strategies followed by smartphone companies are in the satisfactory level.

**Keywords**- consumer, business, behavior, satisfaction

## 1.1 INTRODUCTION

The term consumer behavior refers to the behavior that consumer display in searching, for purchasing, using, evaluating and disposing of product and service that they expect will satisfy their needs. It includes the study what they buy, why they buy, when they buy, where they buy, how often they buy and how often they use it. One of the most important constants among all of us, despite the difference is that the consumer use or consume on regular basis food, clothing, shelter, transportation, Education, equipment, vacation, necessities luxuries service. Similarities of a simple phone. This study analyses about the consumer satisfaction and preferences towards smartphones in Karur.

## 1.2 NEED FOR THE STUDY

- The Indian Fast Moving Consumer Goods (FMCG) industry began to take shape during the last five decades.
- The FMCG sector is a keystone of the Indian economy as it touches every aspect of human life.
- The need of the present study is to know the behavior of shoppers towards FMCG products in rural market of Karur villages.

## 1.3 SCOPE OF THE STUDY

- The study is attempted to identify consumer's behavior in rural market with reference to Karur villages.
- The main scope of the study is to find out the factors for preferring rural market products by the shoppers and also to get their suggestions to improve it.
- The present study is descriptive in nature. Both primary and secondary data were used.

## 1.4 OBJECTIVES OF THE STUDY

### PRIMARY OBJECTIVES:

- To study the consumer behavior towards smartphones with respect to Karur.

### SECONDARY OBJECTIVES:

- To know the level of satisfaction towards quality of product in rural market.
- To know the price & varieties of the smartphones available in rural market.
- To analyze consumer opinion that influence the buying process in rural market.
- To analyze the shopper's awareness on consumer rights with respect to sales of smartphones in the rural market.

## 1.5 LIMITATIONS OF THE STUDY

- The study restricts itself within Karur.
- The study assumes that the information was given by the customer without any bias.
- The study is done based on the opinions of the sample taken at random, the size of which is 110.

## 2.1 REVIEW OF LITERATURE

**Nagaraja B (2004)**, presented that rural consumer is totally different to the other market consumer, in the rural market scenario being it is influence by rationality, personal experience. The level of utility that is derives from the consumption which is being influence by the changing taste and preference of the younger generation. Their buying behavior is very much influence by experience of their own and of neighbor consumer and his own family and involvement of his own members are exerting maximum influence of his purchases.

**Turner and Krizek (2006)**, mentioned that the organization, individual behavioral decision can be made by depending on those satisfaction or dissatisfaction, positive or negative experience or better treatment offer by the doctor can be affected not only the level of satisfactions also longer connectivity with customer. An individual ability to achieve satisfaction was mitigated by those service dimensions that created dissatisfaction as well as the order in which the individual service dimension.

### 3.1 RESEARCH METHODOLOGY

We have used descriptive research design. Our population in this study is infinite. And the convenience sampling technique is used. We have used primary and secondary data method for collecting data. Questionnaire tool is used. Sample size is 110

### 4.1 ANALYSIS AND INTERPRETATION

**Table no 4.1.1**  
**Favorite brand in smartphones**

| FAVOURITE BRAND IN SMARTPHONES | NO. OF RESPONDANTS | PERCENTAGE |
|--------------------------------|--------------------|------------|
| Samsung                        | 31                 | 28         |
| Vivo                           | 13                 | 12         |
| Redmi                          | 26                 | 24         |
| Oppo                           | 7                  | 6          |
| One plus                       | 33                 | 30         |
| <b>TOTAL</b>                   | <b>110</b>         | <b>100</b> |

*SOURCE: Primary Data*

#### INTERPRETATION:

From the above table, it shows that 28% of respondents favorite brand is Samsung, 12% of the respondent's favorite brand is vivo, 24% of the respondent's favorite brand is Redmi, 6% of the respondent's favorite brand is oppo and 30% of the respondent's favorite brand is one plus. Maximum number of respondent's, 33 out of 110 respondents are. (i.e., 30%) favorite smartphone brand is one plus.

**Table No 4.1.2**  
**Amount willing to pay for smartphones**

| AMOUNT WILLING TO PAY FOR SMARTPHONES | NO. OF RESPONDANTS | PERCENTAGE |
|---------------------------------------|--------------------|------------|
| Rs.5000-10000                         | 15                 | 14         |
| Rs.10001-15000                        | 47                 | 43         |
| Rs.15001-20000                        | 25                 | 23         |
| Above Rs.20000                        | 23                 | 20         |
| <b>TOTAL</b>                          | <b>110</b>         | <b>100</b> |

*SOURCE: Primary Data*

#### INTERPRETATION:

From the above table, it shows that, 14% of the respondents are willing to pay Rs.5000-10000, 43% of the respondents are willing to pay Rs.10001-15000, 23% of the respondents are willing to pay Rs.15001-20000, 20% of the respondents are willing pay above Rs.20000. Maximum number of respondents, 47 out of 110 respondents. (i.e., 43%) willing to pay between Rs.10001-15000.

**Table No 4.1.3**  
**Price of the smartphones**

| <b>PRICE OF THE SMARTPHONES</b> | <b>NO. OF RESPONDANTS</b> | <b>PERCENTAGE</b> |
|---------------------------------|---------------------------|-------------------|
| Very high                       | 6                         | 6                 |
| High                            | 43                        | 39                |
| Moderate                        | 61                        | 55                |
| <b>TOTAL</b>                    | <b>110</b>                | <b>100</b>        |

*SOURCE: Primary Data*

**INTERPRETATION:**

From the above table, it shows that 6% of the respondents feels the price of the smartphones are very high, 39% of the respondents feels that price is high and 55% of the respondents feels that price of the smartphones is moderate. Majority of the respondents, 61 out of 110 respondents. (i.e., 55%) feels that the price of the smartphones is moderate.

**Table No 4.1.4**  
**Preferring a smartphone manufactured by**

| <b>S.NO</b> | <b>PREFERING A SMARTPHONE MANUFACTURED BY</b> | <b>NO. OF RESPONDANTS</b> | <b>PERCENTAGE</b> |
|-------------|---|---------------------------|-------------------|
| 1           | Multinational company                         | 15                        | 14                |
| 2           | Indian company                                | 38                        | 34                |
| 3           | Both  | 57                        | 52                |
|             | <b>TOTAL</b>                                  | <b>110</b>                | <b>100</b>        |

*SOURCE: Primary Data*

**INTERPRETATION:**

From the above table, it shows that 14% of the respondents prefer multinational company, 34% of the respondents prefer Indian company and 52% of the respondents prefer a smartphone manufactured by either both the company. Majority of the respondents, 57 out of 110 respondents. (i.e., 52%) prefer smartphones manufactured by either both the company.

**Table No 4.1.5**  
**Rating of respondent's satisfaction with the brand of smartphones**

| <b>RATING OF RESPONDANTS SATISFACTION WITH THE BRAND OF SMARTPHONES</b> | <b>NO. OF RESPONDANTS</b> | <b>PERCENTAGE</b> |
|---|---------------------------|-------------------|
| Highly satisfied  | 17                        | 15                |
| Satisfied   | 65                        | 59                |
| Neutral   | 27                        | 25                |
| Dissatisfied  | 0                         | 0                 |
| Highly dissatisfied   | 1                         | 1                 |
| <b>TOTAL</b>  | <b>110</b>                | <b>100</b>        |

*SOURCE: Primary Data*

**INTERPRETATION:**

From the above table, it shows that 15% of the respondents are highly satisfied, 59% of the respondents are satisfied, 25% of the respondents are neutral, no respondents are dissatisfied and 1% of the respondent is highly dissatisfied with the brand of smartphones. Majority of the respondents, 65 out of 110 respondents. (i.e., 59%) are satisfied with the brand of smartphones.

**FINDINGS:**

- 30% of the respondent's favorite brand is one plus.
- 43% of the respondents willing to pay between Rs.10001-15000.
- 55% of the respondents feel that price of the smartphones is moderate.
- 52% of the respondents prefer smartphones manufactured by both multinational and Indian company.
- 59% of the respondents are satisfied with the brand of smartphones.

**CONCLUSION:**

From this study it is concluded that there is no significant difference between opinion about the provided service of the smartphone company and opinion about the price of smartphones and there is no significant difference between age of the respondents and satisfaction with usage experience of smartphones. The satisfaction level of respondents on smartphones has been moderately high and it may be increased. The sales promotion strategies followed by smartphone companies are in the satisfactory level.