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## A STUDY ON CONSUMER PREFERENCE TOWARDS TOUCH SCREEN MOBILE IN COIMBATORE CITY

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**Abstract:-**Mobile phone requirement is not ignore in the human life. Today there are number of mobile phones available in the market and recently touch screen mobile plays vital role. Touch screen phones are becoming a part of our lives more and more each day. This is due to the fact that the touch screen control method allows a device to be navigated much more easily, quickly and intuitively, since you can activate given applications by touch, rather than having to press a button multiple times (e.g. the D-pad). There are a few different types of technology that can be used to achieve this control method, each of them having its pros and cons. Now a day particularly Mobile phones are having en number of variety. So the researcher has studied about the customer preference towards the Touch screen mobile in Coimbatore. Henceforth the data is fully based on Primary & Secondary data collection. Four objectives are framed for this analysis. The statistical tools applied for this study are Garrett's ranking technique, chi square test. Through this study It is suggested about the customer preference among the touch screen mobile phones based on the study result.

**Keywords:** Applications, Customer preference, Different types of technology, Mobile phone, Touch screen phones,

### 1. INTRODUCTION

The term market is derived from Latin Word 'Mercatus', meaning "to trade" .It is also means merchandise,wares,traffic,or a place of business.

According to Philip kotler, "marketing is specifically concerned with how transactions are created,stimulated,facilitated and valued".

### CONSUMER

An individual who buys products or services for personal use and not for manufacture or resale. A consumer is someone who can make the decision whether or not to purchase an item at the store and someone who can be influenced by marketing and advertisement any time someone goes to a store and purchase a toy,shirt,beverage or anything else,they are making that decision as a consumer.

### CONSUMER BEHAVIOR

The study of consumer behavior is concerned not only with what customers buy, but also with why they buy it , when ,where and now they buy it and how often they buy it.Consumer behavior research takes place at every phase of the consumption process.

**S. Mekala<sup>1</sup> and P. Sathya<sup>2</sup> , " A STUDY ON CONSUMER PREFERENCE TOWARDS TOUCH SCREEN MOBILE IN COIMBATORE CITY, Golden Research Thoughts | Volume 4 | Issue 7 | Jan 2015 | Online & Print**

### **BRAND PREFERENCE**

Brand preference means the brand is accepted and preferred over others under the same product this usually occur as after satisfying trial purchase. Preference depends upon the satisfaction and goodwill of the producer the satisfaction of the customers relative too many factors like price, quality, advertisement, attractiveness satisfaction and goodwill of the producer.

### **SCOPE OF THE STUDY**

This study confined to consumer preference towards touch screen mobile in Coimbatore city. The study reflects the consumer profile and identified the factor influencing the purchase of touchscreen mobile through that to find the brand preference and service aspects among various groups. This report is more helpful to researchers for their further study.

### **STATEMENT OF THE PROBLEM**

What are the factors influencing the purchasing decision.  
What are impact of advertisement in purchasing the touchscreen mobile.  
What are the consumer satisfaction towards touchscreen mobile.  
What are the suggestion provided by the consumer.  
The above problems are found in this study.

### **OBJECTIVES OF THE STUDY**

To study the socio economic factors of the consumer.  
To study the factors influenced the purchase of touchscreen mobile phone.  
To study the impact of advertisement in purchasing the touchscreen mobile.  
To find the consumer satisfaction towards touchscreen mobile.  
To study the suggestion based on the result of the study.

### **LIMITATION OF THE STUDY**

- ❖ The research is applicable to Coimbatore city only and therefore the findings of this research study may not be expected to other area.
- ❖ Sample size has been restricted only to limited respondents due to time constraints.
- ❖ Findings of the present study are based on statistical tools have their own limitation.

### **METHODOLOGY OF THE STUDY**

#### **SAMPLING DESIGN**

Convenient random sampling technique has been adopted for the purpose of selecting sample from the population.

#### **SAMPLE SIZE**

The sample size of the study consists of 100 respondents selected on random basis.

#### **AREA OF THE STUDY**

The study was conducted in Coimbatore city.

#### **COLLECTION OF THE DATA**

The study is based on the primary data and secondary data. The primary data has been collected by using a structured questionnaire containing the required information for the study. The secondary data has been collected from journals, magazines, subject books and websites.

### STATISTICAL ANALYSIS

The statistical tools used for the purpose of study are:-

- Percentage analysis.
- Chi-square analysis.
- Garrett ranking technique.

### REVIEW OF LITERATURE

Venkateshwarlu(2004)<sup>3</sup> revealed that age and education could explain the variation in perception of preference functions in terms of price, quality, service, status and style significantly in relation with order land sizes with an exception of perception of preference towards the style. The lower the land size greater is the sensitivity in terms of perception of preference towards parameters like price, quality, service, status and style and as the land size increased lesser the degree of said sensitivity. The varimax rotation factor analysis identified the major determinant of rural customers preference are land size and education and age of the respondents.

S.FazimNisha(2007)<sup>4</sup> "In this study clearly hoe for the customer are satisfied with using their mobile phone and thus study also reverts what are the major problem and difficulties are faced by the consumer, with the help of this study the researcher has understood the in-depth market conditions of Nokia mobile phone is preferred by the middle income people due to the moderate pricing so Nokia mobile has greater demand in the market".

### ANALYSIS AND INTERPRETATION

#### AGE CLASSIFICATION OF THE RESPONDENTS

| S.No | Age            | No.of Respondents | Percentage |
|------|----------------|-------------------|------------|
| 1    | Below 21 years | 49                | 49         |
| 2    | 21-30 years    | 39                | 39         |
| 3    | 31-40 years    | 11                | 11         |
| 4    | Above 40 years | 1                 | 1          |
|      | <b>Total</b>   | <b>100</b>        | <b>100</b> |

#### INTERPRETATION

It is concluded that majority of 49 percent of the respondents are belonging to the age group of below 21 years.

#### RELATIONSHIP BETWEEN AGE AND SIZE OF HANDSET

##### NULL HYPOTHESIS:

**HO :** There is no significant relationship between age and size of handset.

##### CHI SQUARE TEST

| Calculate value | Table value | Degree of freedom | Level of significant | Remarks     |
|-----------------|-------------|-------------------|----------------------|-------------|
| 18.9849         | 12.592      | 6                 | 5%                   | significant |

The calculated value is greater than the table value at 5% level of significance. So the null hypothesis is rejected. Hence there is a significant relationship between age and size of hand set.

#### RANK THE REASON FOR PURCHASING A TOUCH SCREEN MOBILE

| S.NO | Reason             | Mean square | Rank |
|------|--------------------|-------------|------|
| 1.   | Internet facility  | 61.04       | I    |
| 2.   | Blue tooth         | 45.76       | VII  |
| 3.   | Memory capacity    | 46.43       | V    |
| 4.   | Camera             | 47.89       | III  |
| 5.   | Application stores | 47.58       | IV   |
| 6.   | Price              | 46.33       | VI   |
| 7.   | Look feel          | 52.39       | II   |

#### INTERPRETATION

It can be concluded that internet facility factor was ranked as first.

#### FINDINGS

- ❖ Majority of 49 percent of the respondents are below 21 years.
- ❖ Majority of 54 percent of the respondents are female.
- ❖ Majority of 63 percent of the respondents are single.
- ❖ Majority of 36 percent of the respondents are monthly income up to 10000.
- ❖ Majority of 44 percent of the respondents are know the advertisement through television.
- ❖ Majority of 36 percent of the respondents are smart phone.
- ❖ Majority of 35 percent of the respondents are look feel of touch Screen.
- ❖ Majority of 47 percent of the respondents are prefer mediumsize.
- ❖ Majority of 63 percent of the respondents are prefer medium screen size(2.5to3.5).
- ❖ Majority of 51 percent of the respondents are brand.
- ❖ Majority of 43 percent of the respondents are Samsung.
- ❖ Majority of 52 percent of the respondents are interaction of touchscreen.
- ❖ Majority of 36 percent of the respondents are prefer black panel color.

#### CHI-SQUARE TEST

The chi-square test is relationship between age and size of hand set.

#### GARRETT RANKING TECHNIQUE

Internet facility factor was ranked as first.

#### SUGGESTION

- The new technology adopted to increase the purchase of touchscreen mobile phones.
- The features of touchscreen mobile phones can be improved.
- The price can be reduced for touchscreen mobile phone.

#### CONCLUSION

Today there are number of mobile phones available in the market and recently touchscreen mobile plays vital role. The present study reveals that the majority of respondents prefer Samsung touchscreen mobile, because as the brand image is high among the consumer.

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