Customer Preferences and Satisfaction Levels for Smartphone Brands Rayalaseema Region Andhra Pradesh – A Study

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Abstract-This research study investigates customer preferences and satisfaction levels for smartphone brands in the Rayalaseema region of Andhra Pradesh, India. Using a structured survey, we collected data from a diverse demographic to identify the factors influencing smartphone brand choice and overall satisfaction. The analysis reveals key determinants such as price, brand reputation, feature set, and after-sales service, which significantly impact consumer preferences and satisfaction. The findings offer valuable insights into the regional market dynamics, highlighting the dominant brands and the attributes most valued by customers. These insights can help smartphone manufacturers and marketers devise strategies that better cater to the specific needs and expectations of consumers in the Rayalaseema region.

Index Terms-Smartphone brands, customer satisfaction, consumer preferences, Rayalaseema, Andhra Pradesh, market analysis.

1. INTRODUCTION

The word "telecommunication" originated from the Greek word "tele" (Distance) and the Latin word "communicare" (sharing). In the ancient days, communication had a different dimension, like in the form of smoke signals, drums, flags, or pigeons. The modern means of communication have now evolved to include wireless communication, undersea cables, and geostationary satellites. With the rising popularity of wireless transmission, the speed and data transmission capacity also improved. Researchers at Karlsruhe Institute of Technology, Germany have developed a technique through which 26 terabytes per second of data can be sent (Karlsruhe Institute of Technology, 2011). The smartphone industry has emerged as one of the most dynamic and competitive sectors globally, with manufacturers continually innovating to meet the evolving needs and preferences of consumers. In the Indian context, the market for smartphones has experienced rapid expansion, driven by factors such as technological advancements, declining prices, and increasing internet penetration. As consumers in regions like Rayalaseema in Andhra Pradesh embrace smartphones as indispensable tools for communication, entertainment, and productivity, understanding their preferences and satisfaction levels towards different brands becomes imperative for market players.

2. LITERATURE REVIEW

Prior research on consumer preferences and satisfaction in the smartphone industry has highlighted several key factors influencing purchase decisions. These include brand reputation, product features, pricing, design aesthetics, after-sales service, and peer influence. Studies have also emphasized the role of demographics such as age, income, education, and occupation in shaping consumer preferences towards smartphone brands. Chowdhury & Rahman[2], 2013, studied the relationship between demographic variables on the brand preference and identified the attributes that affect the choice behavior of mobile handsets as well as why the young consumers give special emphasis to some particular factors in the Chittagong metropolitan city. young respondents emphasize less importance on durability, price, other's advice and opinion because of their swift switching attitude. As a whole, Samsung is competing with industry leaders Nokia, Symphony, Sony Erricson, and other brands to grab a share of the youth market.

Gopal & Anjali & Aakanksha[3], 2013, studied showed that in today's market medium screen phones is quite popular, followed by large screen phones while the only minority of buyers go for the small screen models as evident from the survey conducted on consumers. As far as the size and weight of handsets are considered, slim handsets are leading the consumer market, followed by medium and as for weight, light weighted phones are more popular while heavy weighted are the least while medium weighted phones still hold the ground in the market as observed from the study conducted.

Marumbwa and Thakur[4], 2013, conducted a study to identify whether brand image positively influences consumer brand preference and increase in customer satisfaction levels would yield positive consumer brand preferences.

3. OBJECTIVES OF THE STUDY

The following are the objectives of the study:

1. To study the history, and evolution of Mobile phones and Smartphones and the growth of the industry.
2. To identify the awareness levels of customers towards various Smartphone brands.
3. To know the preferences of customers towards Smartphone brands.
4. To analyze the perception and satisfaction level of customers towards Smartphone brands and

To offer suitable suggestions for the development of Smartphone services and for the growth and development of the industry.

4. RESEARCH METHODOLOGY

This study employs a mixed-methods approach, combining qualitative and quantitative techniques to capture a comprehensive understanding of customer preferences and satisfaction levels towards smartphone brands in the Rayalaseema region.

Sampling: A stratified random sampling technique is used to ensure representation across various demographic segments, including age, gender, income, and occupation.

Data Collection: Primary data is collected through structured surveys, focus group discussions, and in-depth interviews conducted with smartphone users.

The present study is mainly based on primary data and is behavioral in nature. However, the secondary data is also made use of at some places of the study wherever it became necessary. The primary data is collected through a structured questionnaire.

The relevant secondary data are gathered from the Books, Journals, Magazines, Telecom Regulatory Authority of India (TRAI) Publications, Cellular Operators Association of India (COAI) Publications, Published and Unpublished reports etc. The data and the information collected with the help of questionnaire are processed and analyzed using SPSS software.

Table No. 2.1: Details of Sample Distribution

S. No	Name of the District	Area wise sample distribution			
		Urban	Sub Urban	Rural	Total
1	Ananthapur	40	40	40	120
2	Chithoor	40	40	40	120
3	Kurnool	40	40	40	120
4	YSR Kadapa	40	40	40	120
	Total	160	160	160	480

Source: Field Survey

For the purpose of the study, smart phone users located in Rayalaseema Region are considered as population. As the universe of the study is entire Rayalaseema Region, an attempt is made to stratify the region into strata. Rayalaseema Region consists of four districts namely, Ananthapur, Chithoor, Kurnool and YSR Kadapa. The stratification is done on the basis of location such as Rural, Sub Urban and Urban.

A sample of 120 customers/respondents was selected from each district (40 from Urban areas, 40 from Sub-Urban areas and 40 from Rural areas). On this basis, the total respondents of the study is 480. But, some of the respondents have not responded to the items of the questionnaire. Hence, they were eliminated from the study and the final resultant sample size is 432.

Convenient Sampling method has been employed.

While selecting the elements of the population, efforts were made to approach the respondents by taking into consideration various factors such as social background, economic status, professional background and educational qualifications.

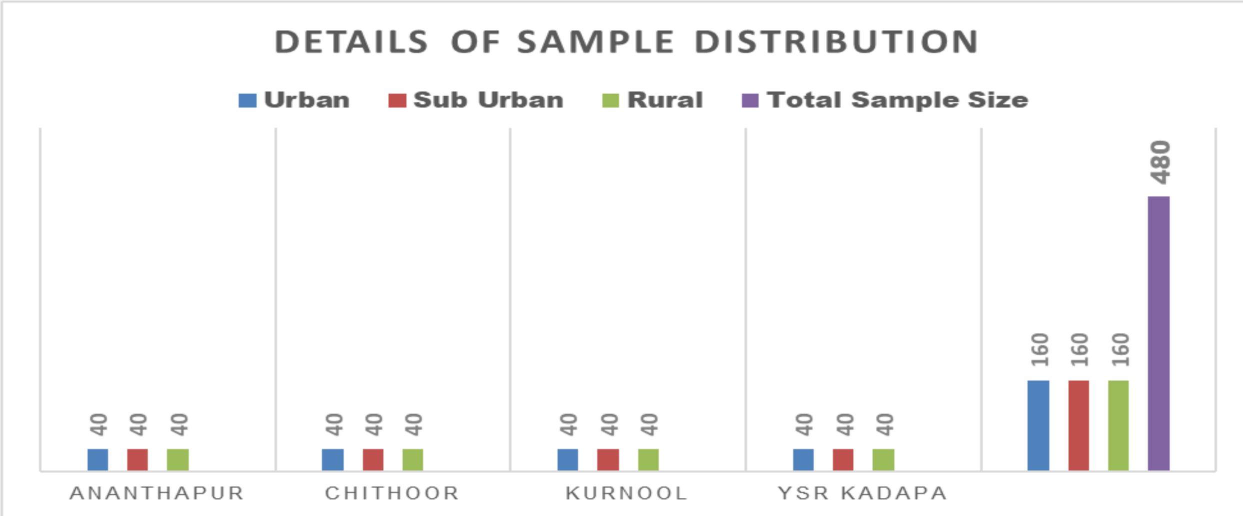

Chart No. 2.1

5. DATA ANALYSIS AND INTERPRETATION

The primary and secondary data collected from different sources have been tabulated and interpreted meaningfully. Hypotheses were formulated and statistical analysis has been done to test the reliability of the data. The data have been analyzed thoroughly and various inferences and conclusions have been drawn from the data. The information has been represented in graphical method also.

HYPOTHESIS

The following hypotheses have been formulated and tested.

HYPOTHESIS - 1

Null hypothesis: Customer awareness towards smart phone brands doesn't differ with Socio-Economic factors.

Alternative hypothesis: Customer awareness towards smart phone brands differs with Socio-Economic factors.

HYPOTHESIS - 2

Null hypothesis: Customer preferences towards smart phone brands don't differ with Socio-Economic factors.

Alternative hypothesis: Customer preferences towards smart phone brands differ with Socio-Economic factors.

HYPOTHESIS - 3

Null hypothesis: Customer satisfaction levels towards smart phone brands do not differ with Socio-Economic factors

Alternative hypothesis: Customer satisfaction levels towards smart phone brands differ with Socio-Economic factors.

Data Analysis: Quantitative data is analyzed using statistical techniques such as descriptive analysis, correlation analysis, and regression analysis. Qualitative data is analyzed thematically to identify recurring patterns and themes.

AWARENESS LEVELS

Table No. 3.1 : Details of smart phone usage

Smart Phone Usage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	417	100.0	100.0	100.0

Source: Field Survey

It can be analysed from the table no. 3.1 that, the entire sample of 417, i.e. 100% respondents are using smart phones. The researcher has used convenience sampling and has selected the respondents who are using the smart phones. As the title of the study is to find out the preferences and satisfaction levels of smart phone users, it is obvious that the target group is smart phone users.

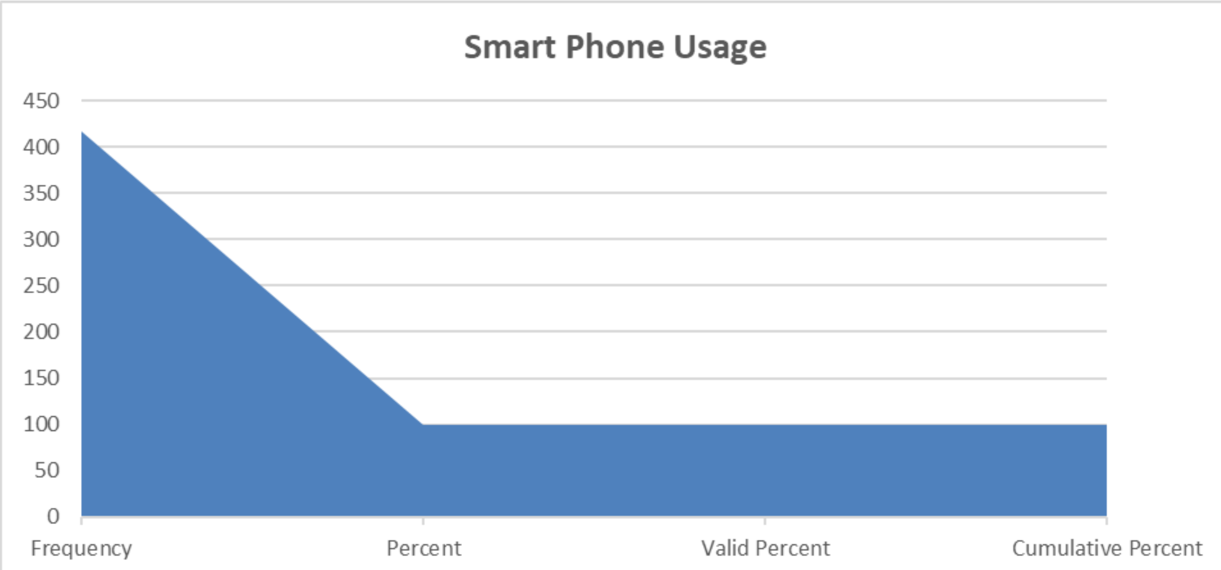

Chart No. 3.1

Table No. 3.2 : Details of brand names of smart phones

Brand Name of Smart Phone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Samsung	75	18.0	18.0	18.0
	Redmi	78	18.7	18.7	36.7
	Apple I Phone	3	0.7	0.7	37.4
	Real me	81	19.4	19.4	56.8
	Vivo	72	17.3	17.3	74.1
	Oppo	45	10.8	10.8	84.9
	Moto	6	1.4	1.4	86.3
	Oneplus	24	5.8	5.8	92.1
	HTC	3	0.7	0.7	92.8
	Any other, Specify	30	7.2	7.2	100.0
	Total	417	100.0	100.0	

Source: Field Survey

It can be concluded from the table no. 3.2 that, 18.0% of the respondents are using Samsung, 18.7% of the respondents are using Redmi, 0.7% of the respondents are using Apple I Phone, 19.4% of the respondents are using Realme, 17.3% of the respondents are using Vivo, 10.8% of the respondents are using Oppo, 1.4% of the respondents are using Moto, 5.8% of the respondents are using Oneplus, 0.7% of the respondents are using HTC and 7.2% of the respondents are using other brands. It can be concluded from the above analysis that, Realme is having a highest share of 19.4% and Apple I Phone and HTC are having lowest share of 0.7% each. As a budget phone Realme has captured the market to a considerable extent.

Table No. 3.3 : Awareness levels towards smart phone brands – Samsung

Awareness Level Towards Samsung

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Well Aware	267	64.0	64.0	64.0
	Somewhat Aware	114	27.3	27.3	91.4
	Not Aware	36	8.6	8.6	100.0
	Total	417	100.0	100.0	

Source: Field Survey

It can be described from the table no. 3.3 that, with regard to awareness levels towards smart phone brands and specifically towards Samsung brand, 64.0% of the respondents rated that they are well aware of the brand, 27.3% of the respondents rated that they are somewhat aware about the brand and 8.6% of the respondents rated that they are not aware of the brand. It can be concluded from the above analysis that, majority of 64.0% of the respondents are well aware of the brand and more than 90% of the respondents are having awareness about the brand which shows the strength of Samsung brand.

Table No. 3.4 : Awareness levels towards smart phone brands – Redmi

Awareness Level Towards Redmi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Well Aware	267	64.0	64.0	64.0
	Somewhat Aware	84	20.1	20.1	84.2
	Not Aware	66	15.8	15.8	100.0
	Total	417	100.0	100.0	

Source: Field Survey

It can be explained from the table no. 3.4 that, with regard to awareness levels towards smart phone brands and specifically towards Redmi brand, 64.0% of the respondents rated that they are well aware of the brand, 20.1% of the respondents rated that they are somewhat aware about the brand and 15.8% of the respondents rated that they are not aware of the brand. It can be concluded from the above analysis that, majority of 64.0% of the respondents are well aware of the brand and around 85% of the respondents are having awareness about the brand which shows the popularity of Redmi brand.

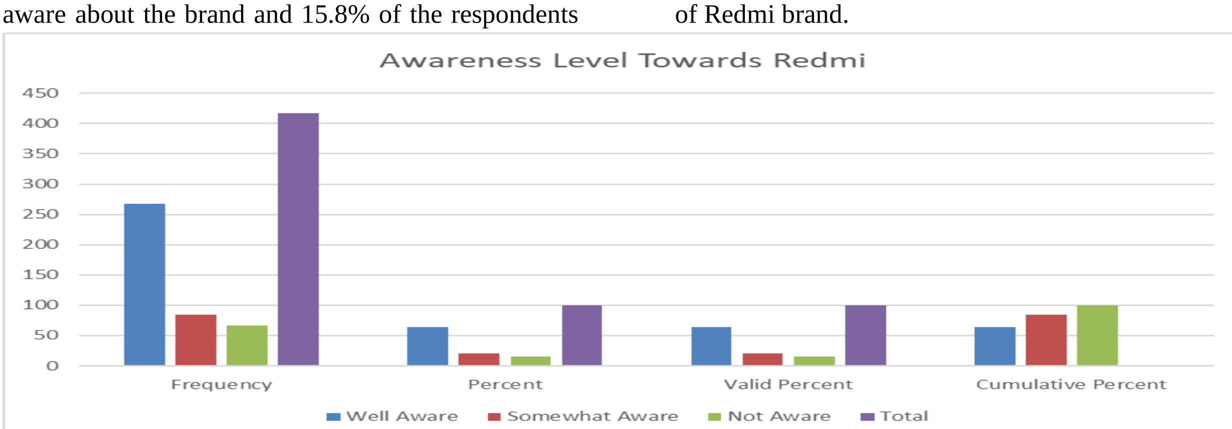

Chart No. 3.4

Table No. 3.5 : Awareness levels towards smart phone brands – Apple I Phone

Awareness Level Towards Apple I Phone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Well Aware	114	27.3	27.3	27.3
	Somewhat Aware	42	10.1	10.1	37.4
	Not Aware	261	62.6	62.6	100.0
	Total	417	100.0	100.0	

Source: Field Survey

It can be inferred from the table no. 3.5 that, with regard to awareness levels towards smart phone brands and specifically towards Apple I Phone brand, 27.3% of the respondents rated that they are well aware of the brand, 10.1% of the respondents rated that they are somewhat aware about the brand and 62.6% of the respondents rated that they are not aware of the brand. It can be concluded from the above analysis that, majority of 62.6% of the respondents are not aware of the brand. This is because of the high price the middle and lower middle segment consumers could not only offered but also don't have much awareness about Apple I Phone.

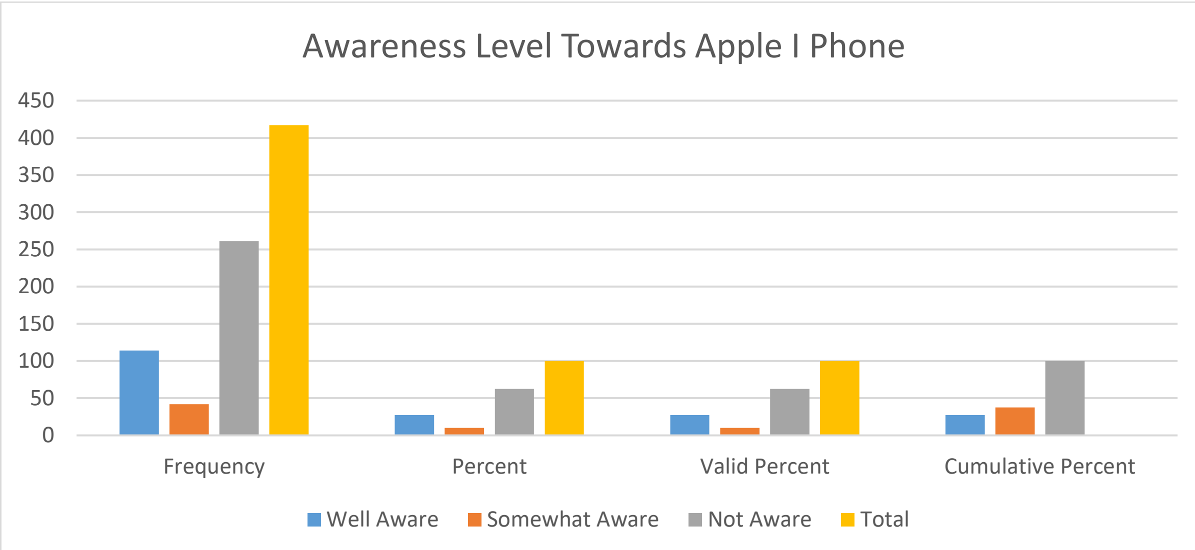

Table No. 3.5

BRAND PREFERENCES

Table No. 4.1 : Details of period of usage of smart phone

Period of usage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 1 Year	63	15.1	15.1	15.1
	1 to 2 Years	141	33.8	33.8	48.9
	2 to 3 Years	102	24.5	24.5	73.4
	Above 3 Years	111	26.6	26.6	100.0
	Total	417	100.0	100.0	

Source: Field Survey

It can be analysed from the table no. 4.1 that, with regard to period of usage of the brand of smart phone, 15.1% of the respondents stated it as less than one year, 33.8% of the respondents stated it as one to two years, 24.5% of the respondents stated it as two to three years and 26.6% of the respondents stated it as above three years. It can be concluded from the above analysis that, major segment of respondents are in the category of one to two years. It also shows that majority of the consumers use their smart phone for more than one or two years.

Table No. 4.2 : Details of first brand of smart phone

Is this your first brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	60	14.4	14.4	14.4
	No	357	85.6	85.6	100.0
	Total	417	100.0	100.0	

Source: Field Survey

It can be concluded from the table no. 4.2 that, with regard to the status of present smart phone like whether it is the first smart phone that the respondent is using, 14.4% of the respondents stated that it is their first brand of smart phone and 85.6% of the respondents stated that it is not their first brand of smart phone. It can be concluded from the above analysis that, majority of 85.6% of the respondents stated that it is not their first brand of smart phone, which indicates that they have changed smart phone brand. It can be understood that, majority of the consumers have been using smart phone since long back and have changed smart phone brand.

Table No. 4.3 : Details of brand name of earlier smart phone

Brand Name of Earlier Smart Phone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Samsung	72	17.3	19.7	19.7
	Redmi	90	21.6	24.6	44.3
	Apple I Phone	15	3.6	4.1	48.4
	Real me	42	10.1	11.5	59.8
	Vivo	51	12.2	13.9	73.8
	Oppo	15	3.6	4.1	77.9
	Moto	15	3.6	4.1	82.0
	Xiaomi	12	2.9	3.3	85.2
	Oneplus	6	1.4	1.6	86.9
	Nokia	18	4.3	4.9	91.8
	Sony	3	0.7	0.8	92.6
	Any other, Specify	27	6.5	7.4	100.0
	Total	366	87.8	100.0	
Missing	System	51	12.2		
Total		417	100.0		

Source: Field Survey

It can be described from the table no. 4.3 that, with regard to the brand name of their earlier smart phone, 17.3% of the respondents stated it as Samsung, 21.6% of the respondents stated it as Redmi, 3.6% of the respondents stated it as Apple I Phone, 10.1% of the respondents stated it as Realme, 12.2% of the respondents stated it as Vivo, 3.6% of the respondents stated it as Oppo, 3.6% of the respondents stated it as Moto, 2.9% of the respondents stated it as Xiaomi, 1.4% of the respondents stated it as Oneplus, 4.3% of the respondents stated it as Nokia, 0.7% of the respondents stated it as Sony and 6.5% of the respondents stated it as other brands. It can be concluded from the above analysis that, Brand shifting is a common phenomenon that too with regard to smart phones, which have become part and parcel of human life in both personal and professional life.

HYPOTHESIS - 2

Null hypothesis: Customer preferences towards smart phone brands don’t differ with Socio-Economic factors.

Alternative hypothesis: Customer preferences towards smart phone brands differ with Socio-Economic factors.

		Preferences - Technological Factors - RAM											Total	Chisquare	P value
		One	Two	Three	Four	Five	Six	Seven	Eight	Nine	Ten	Eleven			
Age group	Up to 30 Years	27	24	24	21	24	18	21	24	27	21	27	258	63.61*	0.00032
	31 to 45 Years	9	15	3	9	9	6	6	9	12	15	9	102		
	46 to 60 Years	6	0	12	6	3	6	6	6	0	3	3	51		
	Above 60 Years	3	0	0	3	0	0	0	0	0	0	0	6		
Gender	Male	33	36	33	33	21	24	21	24	27	24	27	303	24.406*	0.00659
	Female	12	3	6	6	15	6	12	15	12	15	12	114		
	Up to SSC	3	3	3	0	0	0	0	0	3	0	0	12		

Educational Qualification	+2	0	3	0	0	9	0	6	0	0	6	0	24	192.303*	0.00001
	Graduation	18	12	24	15	15	18	12	21	21	15	33	204		
	Post Graduation	24	15	12	12	12	12	15	18	15	18	6	159		
	Any other	0	6	0	12	0	0	0	0	0	0	0	18		
Occupation	Student	18	12	24	15	15	18	12	21	15	15	24	189	252.169*	0.00001
	Employee	24	15	12	12	12	12	15	18	15	18	6	159		
	Business	3	3	3	0	0	0	0	0	3	0	0	12		
	Agriculture	0	3	0	0	9	0	6	0	0	6	0	24		
	Home Makers	0	6	0	12	0	0	0	0	0	0	0	18		
	Any other	0	0	0	0	0	0	0	0	6	0	9	15		
Monthly Family Income	Up to Rs. 75,000/-	33	30	36	30	27	21	30	36	36	33	36	348	73.384*	0.00001
	Rs. 75,001/- to Rs. 1,50,000/-	3	3	3	0	6	6	3	3	3	6	3	39		
	Rs.1,50,001/- to Rs. 2,25,000/-	6	3	0	3	0	3	0	0	0	0	0	15		
	Above Rs. 2,25,000/-	3	3	0	6	3	0	0	0	0	0	0	15		
Number of Members in the Family	Up to 3 Members	9	18	21	12	15	6	6	15	12	12	12	138	48.507*	0.00036
	4 to 6 Members	30	12	18	24	18	24	24	21	24	27	21	243		
	7 Members and Above	6	9	0	3	3	0	3	3	3	0	6	36		
Total		45	39	39	39	36	30	33	39	39	39	39	417		

* Significant @ α = 0.05

		Preferences - Technological Factors - Storage Capacity											Total	Chisquare	P value
		One	Two	Three	Four	Five	Six	Seven	Eight	Nine	Ten	Eleven			
Age group	Up to 30 Years	27	27	24	24	21	24	18	21	24	27	21	258	63.61*	0.00032
	31 to 45 Years	9	9	15	3	9	9	6	6	9	12	15	102		
	46 to 60 Years	3	6	0	12	6	3	6	6	6	0	3	51		
	Above 60 Years	0	3	0	0	3	0	0	0	0	0	0	6		
Gender	Male	27	33	36	33	33	21	24	21	24	27	24	303	24.406*	0.00659
	Female	12	12	3	6	6	15	6	12	15	12	15	114		
Educational Qualification	Up to SSC	0	3	3	3	0	0	0	0	0	3	0	12	192.303*	0.0001
	+2	0	0	3	0	0	9	0	6	0	0	6	24		
	Graduation	33	18	12	24	15	15	18	12	21	21	15	204		
	Post Graduation	6	24	15	12	12	12	12	15	18	15	18	159		
	Any other, specify	0	0	6	0	12	0	0	0	0	0	0	18		
Occupation	Student	24	18	12	24	15	15	18	12	21	15	15	189	252.169*	0.0001
	Employee	6	24	15	12	12	12	12	15	18	15	18	159		
	Business	0	3	3	3	0	0	0	0	0	3	0	12		
	Agriculture	0	0	3	0	0	9	0	6	0	0	6	24		
	Home Makers	0	0	6	0	12	0	0	0	0	0	0	18		
	Any other, specify	9	0	0	0	0	0	0	0	0	6	0	15		
Monthly Family Income	Up to Rs. 75,000/-	36	33	30	36	30	27	21	30	36	36	33	348	73.384*	0.0001
	Rs. 75,001/- to Rs. 1,50,000/-	3	3	3	3	0	6	6	3	3	3	6	39		

	Rs. 1,50,001/- to Rs. 2,25,000/-	0	6	3	0	3	0	3	0	0	0	0	15		
	Above Rs. 2,25,000/-	0	3	3	0	6	3	0	0	0	0	0	15		
Number of Members in the Family	Up to 3 Members	12	9	18	21	12	15	6	6	15	12	12	138	48.507*	0.000 36
	4 to 6 Members	21	30	12	18	24	18	24	24	21	24	27	243		
	7 Members and Above	6	6	9	0	3	3	0	3	3	3	0	36		
Total		39	45	39	39	39	36	30	33	39	39	39	417		

* Significant @ $\alpha = 0.05$

SATISFACTION LEVELS

Table No. 5.1: Details about time frequency of changing smart phone

Frequency of changing Smart Phone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 1 Year	39	9.4	9.4	9.4
	1 to 2 Years	96	23.0	23.0	32.4
	2 to 3 Years	135	32.4	32.4	64.7
	Above 3 Years	147	35.3	35.3	100.0
	Total	417	100.0	100.0	

Source: Field Survey

It can be analysed from the table no. 5.1 that, with regard to time frequency of changing smart phone, 9.4% of the respondents have stated it as less than one year, 23.0% of the respondents have stated it as one to two years, 32.4% of the respondents have stated it as two to three years and 35.3% of the respondents have stated it as above three years. It can be concluded from the above analysis that, majority of the respondents are taking two or three years of time to change their smart phone.

Table No. 5.2: Reasons for changing the smart phone

Reason for changing the Smart Phone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Technological Upgradation	135	32.4	32.4	32.4
	Additional Features	123	29.5	29.5	61.9
	Market Offers	45	10.8	10.8	72.7
	Damage of existing one	75	18.0	18.0	90.6
	Theft / Loss	15	3.6	3.6	94.2
	Any other, specify	24	5.8	5.8	100.0
	Total	417	100.0	100.0	

Source: Field Survey

It can be concluded from the table no. 5.2 that, with regard to reasons for changing the smart phone, 32.4% of the respondents have stated it as technological upgradation, 29.5% of the respondents have stated it as additional features, 10.8% of the respondents have stated it as market offers, 18.0% of the respondents have stated it as damage of existing one, 3.6% of the respondents have stated it as theft / loss and 5.8% of the respondents have stated it as other factors. It can be concluded from the above analysis that, majority of the respondents are changing the smart phone for two major reasons such as technological upgradation and for additional features.

Table No. 5.3: Details about purchase of same brand of smart phone

Purchased Same Brand

	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Yes	243	58.3	58.3	58.3
	No	174	41.7	41.7	100.0
	Total	417	100.0	100.0	

Source: Field Survey

It can be described from the table no. 5.3 that, with regard to purchase of same brand of smart phone, 58.3% of the respondents have stated that, they purchase same brand of smart phone and 41.7% of the respondents have stated that, they purchase different brand of smart phone. It can be concluded from the above analysis that, majority of the respondents are brand loyals towards their smart phone brands.

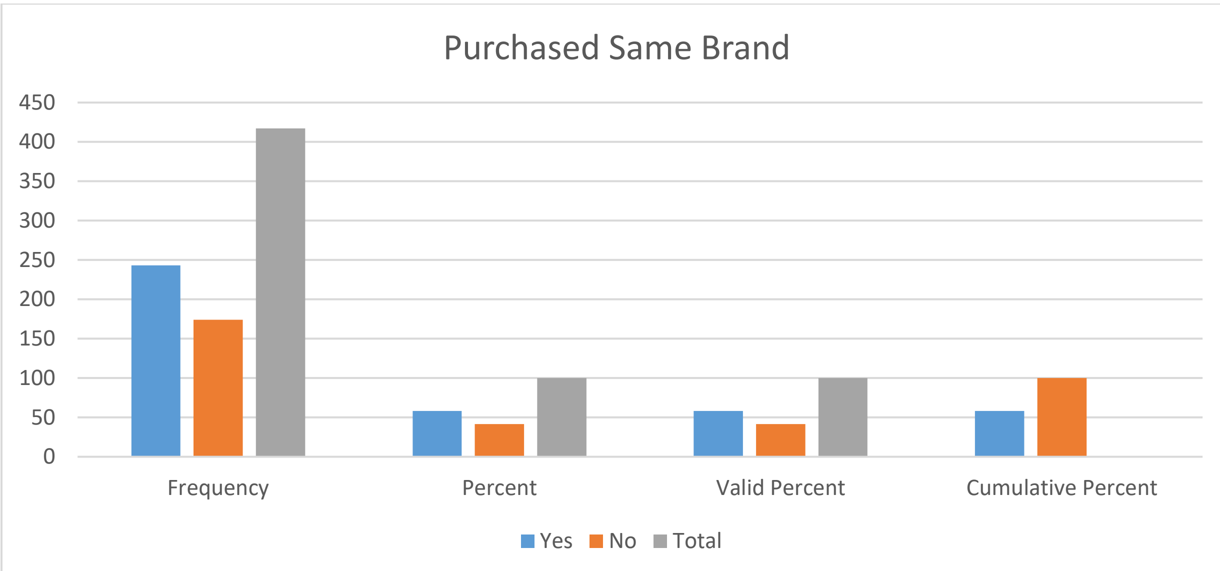

Chart No. 5.3

Table No. 5.4: Reasons for not purchasing the same brand of smart phone

Reason for not purchasing Same Brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Market / Brand Image	33	7.9	7.9	7.9
	Price	72	17.3	17.3	25.2
	Durability	27	6.5	6.5	31.7
	Features	117	28.1	28.1	59.7
	Service Centre / Facility	6	1.4	1.4	61.2
	Warranty	12	2.9	2.9	64.0
	Battery Life	33	7.9	7.9	71.9
	Camera Quality	33	7.9	7.9	79.9
	Shape / Slim	39	9.4	9.4	89.2
	Memory / Storage	24	5.8	5.8	95.0
	Any other, specify	21	5.0	5.0	100.0
	Total	417	100.0	100.0	

Source: Field Survey

It can be explained from the table no. 5.4 that, with regard to reasons for not purchasing same brand of smart phone, 7.9% of the respondents stated it as for market / brand image, 17.3% of the respondents stated it as for price, 6.5% of the respondents stated it as for durability, 28.1% of the respondents stated it as for features, 1.4% of the respondents stated it as for service centre / facility, 2.9% of the respondents stated it as for warranty, 7.9% of the respondents stated it as for battery life, 7.9% of the respondents stated it as for camera quality, 9.4% of the respondents stated it as for shape / slim, 5.8% of the respondents stated it as for memory / storage and 5.0% of the respondents stated it as for other reasons. It can be concluded from the above analysis that, major segment of respondents stated the reason for brand shifting as new features. It is a common thing that people wish to have new features in their phone and hence may opt for brand shift.

6. FINDINGS AND DISCUSSION

The findings of the study reveal diverse preferences and satisfaction levels among consumers towards different smartphone brands in the Rayalaseema region. Factors such as brand reputation, perceived value for money, camera quality, battery life, and user interface emerge as significant determinants of consumer choices. Additionally, after-sales service and availability of accessories are identified as crucial factors influencing overall satisfaction levels among smartphone users.

FINDINGS FROM : AWARENESS LEVELS

- It can be analysed from the table no. 3.1 that, the entire sample of 417, i.e. 100% respondents are using smart phones. The researcher has used convenience sampling and has selected the respondents who are using the smart phones. As the title of the study is to find out the preferences and satisfaction levels of smart phone users, it is obvious that the target group is smart phone users.
- It can be concluded from the table no. 3.2 that, 18.0% of the respondents are using Samsung, 18.7% of the respondents are using Redmi, 0.7% of the respondents are using Apple I Phone, 19.4% of the respondents are using Realme, 17.3% of the respondents are using Vivo, 10.8% of the respondents are using Oppo, 1.4% of the respondents are using Moto, 5.8% of the respondents are using Oneplus, 0.7% of the respondents are using HTC and 7.2% of the respondents are using other brands. It can be concluded from the above analysis that, Realme is having a highest share of 19.4% and Apple I Phone and HTC are having lowest share of 0.7% each. As a budget phone Realme has captured the market to a considerable extent.

FINDINGS FROM : BRAND PREFERENCES

- It can be analysed from the table no. 4.1 that, with regard to period of usage of the brand of smart phone, 15.1% of the respondents stated it as less than one year, 33.8% of the respondents stated it as one to two years, 24.5% of the respondents stated it as two to three years and 26.6% of the respondents stated it as above three years. It can be concluded from the above analysis that, major segment of respondents are in the category of one to two years. It also shows that majority of the consumers use their smart phone for more than one or two years.
- It can be concluded from the table no. 4.2 that, with regard to the status of present smart phone like whether it is the first smart phone that the respondent is using, 14.4% of the respondents stated that it is their first brand of smart phone and 85.6% of the respondents stated that it is not their first brand of smart phone. It can be concluded from the above analysis that, majority of 85.6% of the respondents stated that it is not their first brand of smart phone, which indicates that they have changed smart phone brand. It can be understood that, majority of the consumers have been using smart phone since long back and have changed smart phone brand.

FINDINGS FROM : SATISFACTION LEVELS

- It can be analysed from the table no. 5.1 that, with regard to time frequency of changing smart phone, 9.4% of the respondents have stated it as less than one year, 23.0% of the respondents have stated it as one to two years, 32.4% of the respondents have stated it as two to three years and 35.3% of the respondents have stated it as above three years. It can be concluded from the above analysis that, majority of the respondents are taking two or three years of time to change their smart phone.
- It can be concluded from the table no. 5.2 that, with regard to reasons for changing the smart phone, 32.4% of the respondents have stated it as technological upgradation, 29.5% of the respondents have stated it as additional features, 10.8% of the respondents have stated it as market offers, 18.0% of the respondents have stated it as damage of existing one, 3.6% of the respondents have stated it as theft / loss and 5.8% of the respondents have stated it as other factors. It can be concluded from the above analysis that, majority of the respondents are changing the smart phone for two major reasons such as

technological upgradation and for additional features.

- It can be described from the table no. 5.3 that, with regard to purchase of same brand of smart phone, 58.3% of the respondents have stated that, they purchase same brand of smart phone and 41.7% of the respondents have stated that, they purchase different brand of smart phone. It can be concluded from the above analysis that, majority of the respondents are brand loyals towards their smart phone brands.

7. IMPLICATIONS AND RECOMMENDATION

The insights derived from this study hold several implications for smartphone manufacturers, marketers, and policymakers. Understanding the unique preferences and satisfaction drivers of consumers in the Rayalaseema region can help companies tailor their product offerings, marketing strategies, and service provisions to better cater to local demand. Additionally, investing in customer-centric initiatives such as improving after-sales support and enhancing product reliability can contribute to fostering long-term customer loyalty and brand advocacy.

8. SUGGESTION

It has been observed that satisfaction level is different among subscribers of different mobile service providers. Majority subscribers of one particular mobile telecom company can be unhappy about tariff rates while for others, subscriber dissatisfaction can be because of poor network quality.
Suggestions for mobile service providers:
• With multiple mobile service providers operating in the same telecom circle and with government policy on number portability retaining subscribers have become extremely crucial for a service providers survival and profitability. The sector itself is attractive, even with low average revenue per user (ARPU) and increased operational cost in the form of license fees etc, solely because of an ever increasing huge subscriber base, second only to that of China globally. Service providers should remain aware and responsive to the dynamic market forces. Continuous monitoring of subscriber feedback has become important and service providers should implement proactive strategies in this regard. • Data speed and connectivity experience have become extremely important with the proliferation of data enabled smart phones and the rising popularity of “Apps” or mobile applications. Mobile service providers should try to increase the net browsing experience of subscribers at the same time keep the price competitive. • As mobile experience varies company wise among the different factors, mobile service operators should develop individualised preferences to customise service experience. • For operators which are perceived by their subscribers’ as charging higher tariff or delivering lower network signal strength should look into those matters. • Lastly, mobile service providers should identify the factor or combination of factors for developing loyalty strategies.

Suggestions for the Government and Regulatory Authority:
• Mobile telecommunication is a fast growing industry capable of direct and indirect employment generation. Government should introduce policy changes which will benefit the industry in attracting better talent as well as encourage the industry to expand. • Regulatory agencies are required to play more pro-active role in establishing the statutory standards, regarding creation of better rural infrastructure, as it was observed from the survey that network quality reduces in rural locations. • It is also recommended that the government can adopt different strategies to encourage foreign direct investments in the industry so as to create development of other related industry like handset manufacturing, mobile application/software, content development, education, m-wallet etc. • Policy and role of different government agencies like DoT, TRAI, Telecom Disputes Settlement and Appellate Tribunal (TDSAT) etc should be simple and non competitive.

Suggestions to subscribers:
• Mobile subscribers can play very crucial role in setting their own ethical standards regarding how to react during low service quality. Mobile service providers maintain and monitor several touch points and feedback system to check if subscribers are satisfied. Without switching mobile service provider a subscriber should take recourse of such ways to solve individual problems. The government also has several such mechanisms in place which can be utilised. •

Unlike tangible goods where every single piece can be identical, in case of service product such is not the case. At times subscribers need to be tolerant and review the physical environment, time or location of the mobile usage. • As mobile telecommunication is a high technology industry, which is forever in the R&D mode, service blackouts or rather grey-outs can occur. Most of these events may not be intentional or attributed to the mobile service operators lack of nonperformance. • As the demand for bandwidth continuously fluctuate throughout the day/night cycle, subscribers can shift some of their mobile activities specially related to data or internet to non peak hours like between 8 PM to 9AM.

Implications:
There may be the implications of the research findings at different levels like the government and regulatory authorities, subscribers or consumers and mobile service providers for their respective role improvement for the overall betterment of the industry.

Implications for government and regulatory authorities:
The observations from the current study may provide some specific inputs about the possible interventions for establishing stability and growth for the industry, employment and improved connectivity across India.

Implications on subscribers:
The current research findings may also provide a highly reliable guideline to the subscribers or opinion leaders of the industry to understand the present scenario of the industry regarding loyalty and brand switching orientation.

Implications for mobile service providers:
Moreover, the research observations may have the implications for mobile service providers to prepare their strategic roadmaps for establishing their greater control and understanding over brand switching by subscribers. Mobile service providers may also modify their tactical plans to maximise their reach among subscribers of different categories by adopting segment wise action plans and to develop their key agenda to become more responsible in delivering subscriber satisfaction.

Scope for Further Research:
Finally, the research report can be further referred for future research to analyse several questions, which may remain answered due to certain practical limitations of the current research such as analysis of the different socioeconomic and psychological priorities of different categories of subscribers in influencing loyalty behaviour. Moreover, any further research in extension of current research findings will surely be a valuable addition to the existing domain of knowledge on changing trends and scenario of the mobile telecommunication industry.
Therefore, the current research can open many new aspects of dynamic thinking, intellectual pursuit and collective action, not only for the betterment of subscriber's mobile service experience, but also for the industry and society in general.

9. CONCLUSION

In conclusion, this research paper provides valuable insights into customer preferences and satisfaction levels towards smartphone brands in the Rayalaseema region of Andhra Pradesh. By elucidating the key factors influencing consumer choices and satisfaction, this study contributes to the body of knowledge in the field of consumer behavior and marketing within the smartphone industry. The findings underscore the importance of continuous market research and consumer engagement in enabling companies to stay competitive and responsive to evolving consumer needs. This research paper aims to shed light on the nuanced dynamics of consumer preferences and satisfaction levels towards smartphone brands in the Rayalaseema region of Andhra Pradesh, offering valuable insights for stakeholders in the smartphone industry and academia alike.

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