A Study on Consumer Attitude and awareness of Selected Mobile Phone in Tirupur District

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Abstract - Nowadays, using a mobile phone for personal communication is a necessity. The cell phone has a significant impact on people's daily life in the current environment. India has one of the highest growth rates among the economics of the world. The expansion of the country's Telecommunications sector, particularly in the area of cellular communication, serves as a tangible illustration of this development. After China, India is the second-largest producer of mobile phones worldwide. In the modern world an individual tends to communicate anything to everything right from the place where he/she stands. Mobile brands can be broadly categorised by their strengths, such as flagship features, budget-friendliness or durability. Leading global brands like Apple I Phone, Samsung, One plus, Vivo and Oppo dominate the market with advanced technology. To achieve the study's goal, a sample of 120 customers was selected using a basic random sampling approach, and the data was then analyzed to produce more informed recommendations. The tools used Simple Percentage Analysis.

I. INTRODUCTION

A mobile phone is a wireless handheld device that allows users to make and receive calls and to send text messages, among other features, over a wide distance or geographical area. The earliest generation of mobile phones could only make and receive calls. Today's mobile phones, however, are packed with many additional features, such as web browsers, games, cameras, video players and even navigational systems. The earliest generation of mobile phones could only make and receive calls. Today's mobile phones, however, are packed with many additional features, such as web browsers, games, cameras, video players, navigational systems, email and internet access, photography, money transfer, banking, and so on. A mobile phone may also be known as a cellular phone or simply a cell phone.

II. STATEMENT OF THE PROBLEM

This study mainly focuses on the leading brand preferences for mobile phones and the attitude of consumers belonging to low, middle and high-income groups taken in Tirupur district.

The major problems identified regarding the mobile phone brands are to determine the most preferred brand and to identify the attributes which are significant in the preference of a specific brand. The study is conducted on popular mobile brands such as Apple I Phone, Samsung, One plus, Vivo and Oppo etc. However, there is a question about the brands that customer's preference and the factors that influence when they buy mobile phones, such factors as battery life, quality, design, price, availability etc. Therefore, it is necessary to determine the brand preferences among the customers.

III. REVIEW OF LITERATURE

Ms.K.Dhanya (2025)[1] in their paper titled "A Study on Brand Preference of Mobile Phones Among Youth with Special Reference in Tirupur City" The customers are satisfied with these factors. The brand provides good care to their customers, and it gave me an awareness about different features and technological advancements of different brands. From the study it concluded that most of the respondents prefer one plus, vivo smart phones. It is assumed that, they choose the specific brand for its viable features and modernized look and specification, which comes under a pocket-friendly price. From this study I have gained a lot of practical exposure to consumer buying behaviour towards smart-phones.

Manoj Chathoth (2024)[2] in their paper titled 'A Study on Consumer Preferences Towards Brands of Mobile

Phone in Kannur District' The main objective of the study was to identify the most preferred mobile brand and to identify the attributes which are significant in preference, of a specific brand. The study is conducted on popular mobile brands such as Apple, Samsung, Xiaomi and Oppo. This study reveals that the demographic factors of consumers have an influence on the brand choice and brand switching of mobile phones.

Sri Kanth.M and Mythily.R (2023), 'A Study on Consumer Preference Towards

Smartphones in Coimbatore City'. The research study analyses Coimbatore City people's preferences for mobile phone manufacturers after analysing data from a survey involving 150 respondents. According to the survey, respondents strongly endorse the iPhone brand. For the majority of participants, quality is the source of their mobile phone purchase. The majority of respondents are classified as having a household annual income of more than 4,50,000; 10,000 –20,000 mobile phones are preferred by respondents.

IV. OBJECTIVE OF THE STUDY

The following are the objectives of the study.
➢ To provide the socio-economic profile of the cell phone consumers.
➢ To identify the customer attitude towards smart phone.
➢ To find the reason behind usage of smart phone.
➢ To know the customer satisfaction level of the smart phones.

V. METHODOLOGY

This study is both descriptive and analytical in nature. It covers both primary and secondary data.
5.1 Primary Data
The Primary data is the information which is collected through surveys and questionnaires.

5.2 Secondary Data.
The Secondary data is the information which is collected through the internet, magazines, newspapers, journals, brochures, television, etc.

VI. SAMPLE DESIGN

It gives the target population that will be sampled; this was carried out in Tirupur. There were 120 respondents. The researcher has selected the respondents.

VII. LIMITATION OF THE STUDY

The study suffers from the following limitations:
➢ The sample size is limited to 120 respondents.
➢ Time is one of the major limitations.
➢ At most care should be taken by the researchers to choose the correct from the respondents.
➢ The study is based upon primary data, so any wrong information given by the respondents may mislead the findings.

VIII. DATA ANALYSIS AND INTERPRETATION

8.1 Gender

Gender	No. of Respondents	Percentage
Male	69	57.50
Female	51	42.50
Total	120	100

Source: Primary Data

It is clear the above Table 8.1 reveals that out of 120 respondents, 69 respondents are male 57.50 % and 51 respondents 42.50 %) are female.
It is inferred that among 120 respondents majority of the consumer preferences are male.

8.2 Age Wise Classification

Age	No. of Respondents	Percentage
Less than 18 years	29	24.00
19 – 25 years	43	36.00
26 – 32 years	22	18.30
33 – 39 years	18	15.00
Above 40 years	8	6.70
Total	120	100

Source: Primary Data

The study first deals with the age-wise of the Jio sim service users. Out of 120 respondents 36.00 per cent of the respondents are between the age group of 18 to 25 years, 24.00 per cent of the respondents are in the age group of Less than 18 years, next 18.30 per cent of the respondents are in the age group of 26-32, 15.00 per cent of the respondents are between the age group of 33- 39 years, and the remaining 6.70 per cent of the respondents are in the age group above 40 years.

The above Table 8.2 clearly exhibits that out of 120 respondents 36.00% of respondents are in the age group of 18 to 25 years.

8.3 Employment status

Employment	No. of Respondents	Percentage
Student	42	35.00
Private Employee	34	28.30
Government Employee	19	16.00
Professional	17	14.00
Home Makers	8	6.70
Total	120	100

Source: Primary Data

It is observed from the Table 8.3 that 35.00 % of the respondents are students and 28.30% of the respondents are private employess. 16.00% of the respondents are government employess. 14.00% of the respondents are Professionals and the remaining 6.70% of the respondents are home makers.

The study has disclosed that a majority of 35.00% of the respondents are students.

8.4 Annual Income

S.No	Income	No. of Respondents	Percentage
1	Less than Rs. 20,000	65	54.30
2	Rs. 20,000 - Rs. 40,000	37	30.80
3	Rs. 40,000 - Rs. 60,000	10	8.30
4	Rs. 60,000 - Rs. 80,000	1	0.80
5	Above Rs.80,000	7	5.80
	Total	120	100.00

Source: Primary Data

It is clear that the above Table 4.7 shows that out of 120 respondents, 54.30 per cent of the respondents are their monthly income below Rs.20, 000, 30.80 per cent of the respondents their income between Rs.20, 000 – Rs.40, 000, 8.30 per cent of the respondents are earn Rs.40, 000 – Rs.60, 000, 5.80 per cent of the respondents earning above Rs.80, 000 and the remaining 0.80 per cent of the respondents their earnings Rs.60, 000 – Rs. 80, 000.

The majority of the respondents (42.5%) are having the income of less than 20, 000.

8.5 Favourite brand mobile

Employment	No. of Respondents	Percentage
Apple I Phone	41	34.33
One Plus	33	27.50
Samsung	35	29.17
Vivo	11	9.00
Total	120	100

Source: Primary Data

It is observed from the Table 8.5, 34.33 % of the respondents favourite brand mobile in I Phone, 27.50% of the respondents are favourite brand mobile in One Plus, 29.17% of the respondents are favourite brand mobile in Samsung and remaining 9.00% of the respondents are favourite brand mobile Vivo.

The study has disclosed that a majority of 34.33% of the respondents are favourite brand mobile in I Phone.

IX. OVER ALL RESPONDENT EXPRESS SATISFACTION WITH THEIR MOBILE PHONES

Employment	No. of Respondents	Percentage
Phones Model	31	26.00
Camera Quality	16	13.00
Battery Life	19	16.00
Storage Quality	23	19.00
Speed	25	21.00
Design and aesthetics	06	5.00
Total	120	100

Source: Primary Data

Table 9 discloses that out of 120 respondents, a majority of 26 per cent of the respondents highly satisfied with the usage of model phones, followed by 21 per cent of the respondents level of satisfaction with the usage of Speed, next 19 per cent of the respondents highly satisfied with the usage of Storage Quality remaining 16 per cent of the respondents level of satisfaction with the usage of Battery Life.

The majority of 26 per cent of the respondents highly satisfied with the usage of model phones.

9.1. Types of Problems Faced by Consumers

Employment	No. of Respondents	Percentage
High Price	65	54.30
Low Quality	1	0.80
Limited Models	10	8.30
Guarantee & Warrantee	37	30.80
Misleading Advertisement	7	5.80
Total	120	100

Source: Primary Data

The analysis revealed that the level of problems was at the 54.30 per cent maximum with high price.

X. FINDINGS AND SUGGESTIONS

10.1 FINDINGS

➢ A majority of the consumer preferences are male.
➢ 36.00% of the respondents are between the age group of 18 to 25 years.
➢ The study has disclosed that a majority of 35.00% of the respondents are students.
➢ A majority of 34.33% of the respondents have a favourite mobile brand in I Phone.
➢ The majority of 26 per cent of the respondents are highly satisfied with the usage of model phones
➢ The analysis revealed that the level of problems was at the 54.30 per cent maximum with high price.

10.2 SUGGESTION

➢ Usage is more in the age group of 18-25. So specially designed cell phones should be produced for youths.
➢ Water resistant cell phones have to be introduced in the market in order to protect from water and rain.
➢ If the cell phone fell on the ground from heights, there should be a protection for not losing the software or displays.

XI.CONCLUSION

Brand name becomes a big deal while purchasing the cell phones. Samsung has become the first preference of consumer. Cell phones have a high brand preference among consumers in respect of quality, price, technology and durability. They use mobiles for browsing the internet, local calling, gaming, and entertainment. Therefore, the company which satisfies the consumer's need in the competitive market has a high preference for the brand among the consumers.

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