

## **A STUDY ON FAST MOVING MOBILE PHONES THROUGH DESIGN THINKING IN NAMAKKAL CITY**

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### **ABSTRACT**

This study explores the dynamics of the mobile phone market in Namakkal City, with a specific focus on the category of "fast-moving" mobile phones. With the rapid evolution of technology and consumer preferences, the mobile phone industry is witnessing frequent product releases and market changes. Our research aims to identify the factors that contribute to the rapid turnover of mobile phone models and brands in Namakkal City, including consumer demand, pricing, and technological advancements. Through a combination of surveys, market data analysis, and consumer behavior studies, we seek to provide insights into the trends and drivers that define the mobile phone market in the Namakkal city. Understanding the dynamics of fast-moving mobilephones in Namakkal City will be valuable for manufacturers, retailers, and consumers alike,

enabling them to make informed decisions in this ever-evolving market. Telecommunication sector in India can be divided into two segments: Fixed Service Provider (FSPs), and Cellular Services. Fixed line services consist of basic services, national or domestic long distance and international long distance services. The state operators (BSNL and MTNL), account for almost 90 per cent of revenues from basic services. Private sector services are presently available in selective urban areas, and collectively account for less than 5 percent of subscriptions. However, private services focus on the business/corporate sector, and offer reliable, high- end services, such as leased lines, ISDN, closed user group and videoconferencing.

### **KEYWORDS**

Communication, Mobile phones, Fast moving, Services, Buying behaviour.

### **INTRODUCTION**

Telecommunication sector in India can be divided into two segments: Fixed Service Provider (FSPs), and Cellular Services. Fixed line services consist of basic services, national or domestic long distance and international long distance services. The state operators (BSNL and MTNL), account for almost 90 per cent of revenues from basic services. Private sector services are presently available in selective urban areas, and collectively account for less than 5 percent of subscriptions. However, private services focus on the business/corporate sector, and offer reliable, high- end services, such as leased lines, ISDN, closed user group and videoconferencing. Communications (GSM) and Code Division Multiple Access (CDMA). The

GSM sector is dominated by Airtel, Vodafone-Essar, and Idea Cellular, while the CDMA sector is dominated by Reliance and Tata Indicom. Opening up of international and domestic long distance telephony services are the major growth drivers for cellular industry. Cellular operators get substantial revenue from these services, and compensate them for reduction in tariffs on airtime, which along with rental was the main source of revenue. The reduction in tariffs for airtime, national long distance, international long distance, and handset prices has driven demand. Nowadays, Most of the peoples are using Mobile phones. In this, 60 percent of people are Youngsters. They have various types of wants in mobile phones.

Different people need different types of wants in the features of mobile phones. So, there are many companies that are introducing their products (mobile phones) to satisfy the consumer's wants. But the consumers wish to

buy the mobile phones according to their wants. Let us see my article title "A **STUDY ON FAST MOVING MOBILES PHONES IN NAMAKKAL CITY**".

## **EMPATHY**

<b>Design thinking stage</b>	<b>Potential questions</b>
Empathy	How do you come to know about smartphones? Which type of smartphone did you like to use? Which was the fastest moving mobile phone?

## **STATEMENT OF THE PROBLEM**

We all know that there are many varieties of mobile phones which are available in the market and also the number of users increases day to day. In this marketing world, most of the mobile companies are introducing innovative

mobile phones every year. Likewise, many stores were opened to sell all types of mobile phones all over the world. In Particular, youngsters and students are playing a vital role in purchasing and consuming the mobile phones. As we know, the taste and preference of the consumers also will change.

## **DEFINE PROBLEM STATEMENT**

<b>Design thinking stage</b>	<b>Interferences</b>
Define	1. What are the Problems faced by the customers in smartphones? 2. What are the solutions to the problems of smartphones?

## OBJECTIVES OF THE STUDY

- To identify the level of fast selling mobile phones in Namakkal City.
- To identify consumer's buying behavior towards mobile phones in

Namakkal City.

- To study about their Sales Promotion and Advertisement to improve their sales.

## SCOPE OF THE STUDY

- The present study helps to analyze the competitions among existing in the present mobilephone industry.
- In this study, we can identify how

much mobile phones are influenced by the consumers in a particular location.

- It will be able to identify which is the popular brand.

## SIGNIFICANCE OF THE STUDY

- Fast-moving mobile phones in Namakkal, like in many other cities, hold significance for several reasons.
- Mobile phones are essential for communication, enabling residents to stay connected with family,

friends, and colleagues.

- Fast-moving mobile technology in Namakkal plays a vital role in the daily lives of its residents, contributing to various aspects of work, lifestyle, and connectivity.

## LIMITATION OF THE STUDY

- This study is confined only in Namakkal City.
- Due to time constraints, 50 showrooms were selected for the

purpose of the study.

- There is a chance for biased showrooms, which may affect the result of the study.

## RESEARCH METHODOLOGY

A research methodology is the specification of methods and procedures for acquiring the information needed to structure or to solve problems. It is the overall operational pattern or framework of the project that stipulates what information is to be collected from which sources, and by what procedures.

classified by many criteria, the most useful one concerns the major purpose of the investigation. Research methodology is a way to systematically solve the research problem. Information can be collected from only a part of the population.

Although research design may be

## TOOLS USED

- Percentage analysis
- Chi-square
- ANOVA

## REVIEW OF LITERATURE

**Analysis & Consumer Research Organization (2004)**, “A Study of Mobile phone usage among the Teenagers and youth in Mumbai”, said that the major teenagers and youths were using mobiles in day to day life. But the age of 12-29 years of people were highly using their mobiles. This may impact our youngsters to make their life more efficient.

**Dr.T.S.R. Murthy and D. Siva Rama Krishna (2011)**, “Analysis of cell phone usage using correlation techniques” said that the present paper is a sample survey analysis, examined based on correlation techniques. The usage of mobile phones is clearly almost unavoidable these days and as such the authors have made a systematic survey through a well prepared questionnaire on making use of mobile phones to the maximum extent. The study of correlation is of immense use in practical life.

**Androulidakis, etal (2011)**, in their entitled “Mobile phone brand categorization versus user’s security practices” correlated the brand of mobile phone to user’s security practices. Users show different behavior in an array of characteristics, according to the brand of

mobile phones they are using. As such there is a categorization of areas, different for each brand, where users are clearly lacking security in mind, possibly due to lack of awareness.

**Ajax Persaud, etal (2011)**, in their study entitled “Innovative mobile marketing via smartphones” concludes that consumers’ shopping style, brand trust, and value are key motivations for engaging in mobile marketing through their smartphones. Further research should focus on specific tactics marketers use to engage customers beyond marketing messages, that is how they engage customers.

**Mrs.S.Bhuvaneshwari (2016)**, “A Study on mobile phone usage among College Students in Palakkad”, said that the main objective of this project is to identify the usage of mobile phones, service providers and respective brand among college students and identify their Satisfactory level of their mobile phones. Cell phone usage is so strongly integrated into young people’s behavior that symptoms of behavioral addiction, such as cell phone usage interrupting their day –to-day activities.

## RESEARCH GAP

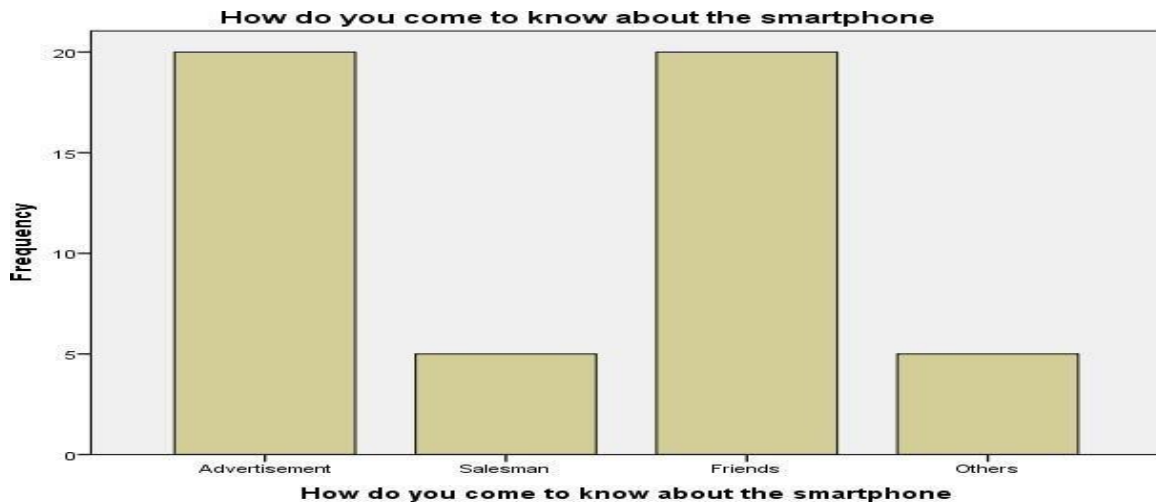
A potential research gap in the study on fast-moving mobile phones in Namakkal city could be the limited understanding of the factors influencing consumer preferences and purchasing decisions in this specific urban market. While there may be existing research on mobile phone trends and consumer behavior, a city-specific analysis focusing on Namakkal may reveal unique socio-economic, cultural, and technological dynamics that have not been

thoroughly explored. Investigating how factors such as local retail strategies, brand loyalty, and the role of emerging technologies impact the rapidly changing mobile phone market in Namakkal would contribute to filling this research gap.

## DATA ANALYSIS & INTERPRETATION

**TABLE 1.1 HOW DO YOU COME TO KNOW ABOUT SMARTPHONE ?**

How know about the smartphone	Frequency	Valid Percent
Advertisement	20	40.0
Salesman	5	10.0
Friends	20	40.0
Others	5	10.0
Total	50	100.0



### INTERPRETATION:

The above table shows how the respondent came to know about the smartphone, 40% of the respondents knew about the smartphone from advertisements and their friends too, 10% of the respondents know about the smartphone from salesmen and other sources.

**TABLE 1.2 WHAT KIND OF SMARTPHONE DO YOU LIKE TO USE ?**

	Observed N	Expected N	Residual
Vivo smartphones	14	8.3	5.7
Oppo	13	8.3	4.7
Redmi	8	8.3	-.3
Nokia	6	8.3	-2.3
Motorola	5	8.3	-3.3
Samsung	4	8.3	-4.3
Total	50		

**Test Statistics**

	Kind of Smartphone
Chi-Square	10.720 <sup>a</sup>
df	5
Asymp. Sig.	.057

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected frequency is 8.3.

**INTERPRETATION:**

The above table shows what kind of smartphones that the respondents like to use, 14% of the respondents like to use VIVO smart phones, 13% of the respondents like to use Oppo, 8% of the respondents like to use Redmi, 6% of the respondents like to use Nokia, 5% of the respondents like to use Motorola, 4% of the respondents like to use Samsung.

**TABLE 1.3 HOW LONG HAVE YOU BEEN USING SMARTPHONES ?**

	Observed N	Expected N	Residual
Less than 1 year	10	12.5	-2.5
One year	17	12.5	4.5
Two years	17	12.5	4.5
Three years	6	12.5	-6.5
Total	50		

**Test Statistics**

	Years
Chi-Square	7.120 <sup>a</sup>
df	3
Asymp. Sig.	.068

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 12.5.

**INTERPRETATION:**

The above table shows how long the respondents are using their smartphones, 17% of the respondents are using their smartphone for 1 year and 2 years, 10% of the respondents have been using their smartphone for less than 1 year, 6% of the respondents have been using their smartphone for 3 years.

**TABLE 1.4 WHAT IS YOUR MODE OF PAYMENT WHILE PURCHASING THE SMARTPHONE ?**

**Descriptives**

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Cash	37	3.5676	.98715	.16229	3.2384	3.8967	1.00	4.00
EMI	13	3.6154	.96077	.26647	3.0348	4.1960	1.00	4.00
Total	50	3.5800	.97080	.13729	3.3041	3.8559	1.00	4.00

**ANOVA**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.022	1	.022	.023	.880
Within Groups	46.158	48	.962		
Total	46.180	49			

**INTERPRETATION:**

The above table shows that the respondents make their payment while purchasing the smartphone, 37% of the respondents made their payment while purchasing their smart phone through cash, 13% of the respondents made their payment while purchasing their smart phone through EMI.

**TABLE 1.5 MENTION THE FACTORS TO BE CONSIDERED WHILE PURCHASING SMARTPHONES ?**

**Descriptives**

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Mobile features	5	1.2000	.44721	.20000	.6447	1.7553	1.00	2.00
Browsing facilities	2	1.5000	.70711	.50000	-4.8531	7.8531	1.00	2.00
Application	2	1.0000	.00000	.00000	1.0000	1.0000	1.00	1.00
All the above	41	1.2683	.44857	.07006	1.1267	1.4099	1.00	2.00
Total	50	1.2600	.44309	.06266	1.1341	1.3859	1.00	2.00

**ANOVA**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.271	3	.090	.445	.722
Within Groups	9.349	46	.203		
Total	9.620	49			

**INTERPRETATION:**

The above table shows that 5% of the respondents considered mobile features while purchasing smartphones, 2% of the respondents considered browsing facilities while purchasing smartphones, 2% of the

respondents considered applications while purchasing smartphones and 41% of the respondents all of the above while purchasing smartphones.

**FINDINGS**

- The majority of 40% of the respondents come to know about smartphones through advertisements and friends.
- The majority of 14% of the respondents liked to use vivo smartphones.
- The majority of 17% of the respondents are using smartphones of one year and two years.
- The majority of 37% of the respondents are using cash payment while purchasing smartphones.
- The majority of 41% of the respondents said all of the above factors should be considered while purchasing smartphones.

## SUGGESTIONS

- All smartphones have some defects. So, all the companies must correct all the defects and bring them back as a quality product. It makes a major change in sales.
- All the branded smartphones want to make their products at an advanced level. Because, the consumer's expectations never end. In the future, all smartphones have to

## CONCLUSION

### The study entitled “A STUDY ON FAST MOVING MOBILES PHONES IN NAMAKKAL

CITY” was conducted with the following major objectives:

- To identify the level of fast selling mobile phones in Namakkal City.
- To identify consumer's buying behavior towards mobile phones in

## REFERENCE

- “A Study of Mobile phone usage among the Teenagers and youth in Mumbai” done by Market Analysis & Consumer Research Organization in April May 2004.
- “A Study on Mobile Phone Usage among College Students in Palakkad”, was done by Mrs.S .Bhuvanewari, Assistant Professor PG & Research Development of Commerce, Vol-2 Issue-5, 2016.
- Dr.T.S.R. Murthy and D. Siva Rama Krishna[4], “Analysis of cell phone usage using correlation techniques' ' done by, International Journal of Wireless & Mobile Networks (IJWMN) Vol. 3, No. 2, April 2011.

satisfy their consumer's wants.

- Some smartphones have lagging/hanging problems because of software issues. If the smartphone companies want to, not to reduce their sales, they have to control and sort out these issues.
- Some mobile phones have to improve their battery life and heat temperatures.

Namakkal City.

- VIVO smart phones are doing their best in battery performance, camera clarity, cost efficiency according to all kinds of people.

Their buying behaviour in mobile phones are decided according to their enquiring factors like browsing facilities, applications, battery performance, etc.,

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