A STUDY ON: “OPINION OF INDIAN CUSTOMERS TOWARDS SMARTPHONES OF ANDROID AND WINDOWS VERSION”

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Abstract

Indian youth has a strong inclination towards the gadgets with preference for latest software. The factor of success for smartphones over the years has been not only in their ability to run well, but also to give access to extended capabilities via third-party apps. A customer attitude model is being developed through the variable taken as service quality, service value and service involvement is being designed and validated through the empirical method of factor analysis by using the questionnaire of sample size 200 technical and non-technical students and executives in India. The SEM of customer preferences has developed through the factor analysis of 20 statements about the different smartphone companies.

Keyword: Smartphones, Customer Attitude Model, Third-Party apps.

I. INTRODUCTION

The Smartphone has been in the market since 1993 but Apple introduced the smartphone since last few years. Early Smartphone's were too much expensive for general consumers therefore predominantly meant for corporate users and used as an enterprise devices [1].

The Smartphone era started with the phase purely meant for enterprises. During this phase all the companies were designed the Smartphone as per the corporate requirements and targeting to the corporations. In 1993 the era began with the advent of smartphone ‘Simon’ which was the first smartphone. Blackberry as the revolutionary device of this era had introduced many features like email, internet, fax, web browsing, camera etc. This phase was mostly focused on targeting enterprises. The second phase was the IPhone Smartphone era started with a major breakthrough Smartphone market in 2007 which was first time ever industry introduced the Smartphone for general consumers. Google introduced Android Operating System smartphone with the intention to approach the consumer market at the end of 2007. Google emphasised more on features like email, social website, audio, video and internet access that mostly liked by general consumers at a very low cost and which is customer friendly. Third phase of Smartphone was mainly targeted to reduce the gap between enterprise customer and general consumer requirements by improving the display quality, technology, stable the mobile operating system, more powerful batteries and enhance the user friendly operating system etc. The smartphone market today is very much challenging as very few manufacturers experiment with new technologies and are giving importance to packing phones with ever-impressive specifications and trying to improve the individual components to make a unique one. Smartphone displays are enhanced to 1080p resolution, digital
cameras on higher megapixel density, higher storage capacity and higher processing power is approaching towards the technology of personal computers.

During the initial years of wireless telephony in India, customers had a limited choice in terms of handsets. The majority of handsets were imported by a handful of global handset players present in the market. The cost of both the handsets and wireless services were beyond the reach of low–income users. Handsets then were fairly basic, which enabled users to primarily access voice services and limited data services such as short messaging service (SMS). Over the years, this scenario has changed dramatically with a wide variety of handset choices for customers. The growth in the number of handset players accorded mainly due to a rapidly expanding telecom market combined with low production and marketing costs. Customized low-cost, feature-rich smartphone has become more mobility and useful than ever before. Smartphone works together with the application software of social networking tools hence, new technology tethering is the process of connecting secondary devices to the internet via a shared connection of a smart phone, either by setting up a personal Wi-Fi hotspot or by using a USB cable to connect (or tether) the devices. Tethering has been a complex and pressing issue for many operators not in India but globally due to an inherent lack of understanding of its impact on usage behavior and the undetermined potential impact on the profitability. Clearly, the ability to connect multiple devices to a single cellular plan could significantly raise the ceiling of the potential usage demand of any given customer. During the period 2012-2017, the number of wireless subscribers in India is expected to increase at a CAGR of 11.2% to reach 1.2 billion subscribers by 2015. A majority of the new subscriber additions is expected to be from the semi-urban and rural areas, driving down the average selling price (ASP) of handsets [2].

Scenario of smartphone in international and national market

With the contraction of market share of industry, Samsung Electronics Co. Ltd continued to be the market leader in the Asia-Pacific region with a 24% market share in the Smartphone segment, even though its shipment growth was lower than the industry average. According to the industry analysts the company has been trying to maintain its first position in the Indian market as it faces a “real possibility” of losing its position to home-grown brands.

Vivo Ltd, came second in the smart phone market, Micromax Informatics Ltd, has acquired third place in the smartphone market competing with Lava International Ltd. which was the fastest-growing handset vendors remained with the third spot with its two variants Lava and Xolo. Motorola Inc. was trying to retain its position among the top five vendors with its fresh line-up of second generation handsets of the company.

Majority of the Smartphone users change their phones within 12-24 months. Phablets, the Smartphones with 5.5-6.99 inches screen size, contributed 6% to the overall Smartphone market. On the other hand, Smartphones with screen sizes between 4.5 and 5.5 inches are seen as the sweet spot for consumer preference [3].

Consumer behavioral shift on the basis of version

Indian mindset was not positive towards windows smartphones. Windows Phone with operating system 7.5 and 7.8 lacked basic features in smartphones. Many features of windows 8 are not available in with the operating system but available with the android operating system which created problems in India. People diverted from Windows Phone towards low-cost Android for more user friendly OS. Android users account to about more than 90% of the total smartphone users in India which is still growing for it. Android users are too
possessive towards their operating system and always talk about the merits of the device which take Windows Phone out of the picture. They try to rule out all the other platforms because of the limitations forced by Microsoft. Indians are pretty budget orientated people and very much inclined towards buying a smartphone of low-price. Local companies like Micromax and Karbonn tried to get over to capture the market but were unsuccessful because of limitations of after sales services [4].

In 2008 with the upgrades in the mobile operating system in Apple iOS, Android and Blackberry OS were concentrating to bring features both in operating systems and devices which will provide exciting feature to enterprise and general consumers. The market of Android has been captured most area during this time period and provided a greater opportunity to build devices using Android technology [5].

II. OBJECTIVES

Keeping in view of the above discussion the present study has made an attempt to study the key features and service attributes which are responsible for the perceptual change of Indian customers. Also to study the innovative features of different brands of smartphones are responsible for the change in perception of Indian customer. The objectives are mostly a) to study the profile of customers using smartphones b) to study the factors responsible to select the smartphones on the basis of android or windows and c) to know the relationship of demographic profile with android or windows smartphones.

Research Methods

Sampling procedure used for this research is mostly convenient one. Secondary data are collected from the different sources like electronic and print medium respectively and articles are mostly from published journal. Primary data are collected from the respondents of technical and non-technical students and executives who are mostly young through questionnaire method of sample size 200 during the period of 2017. Twenty statements are taken in Likert scale by considering the different variables responsible for decision making through pilot survey. Factor analysis and Structural Equation Modeling are being used for the data analysis through SPSS and AMOS package respectively.

III. LITERATURE REVIEW

Consumer buying decisions are mostly affected by the branding strategies of the companies. Consumers always feel comfortable with familiar brand and several dominant factors in the market influence a consumer purchase decision. This research aims at identifying factors which have a dominating effect on the consumer decision making process for a purchase of smartphone. In this perspective less research work has conducted in India with comparison to other developed countries. Smartphone market is in the growth stage in India where people have started to move from conventional mobile phones to smartphones. This study today can be able to provide fruitful information to the marketers regarding the consumer perception towards the smartphones.

The changing scenario of global marketing is shifting global marketers their focus from transaction based marketing which aim at aggressive selling to more interactive relation by strengthening marketing to build and nurture close associations with customers. Gronroos gave the most comprehensive definition of relationship marketing is to create, preserve and improve relations with customers and other partners by mutual exchange and fulfillment of promises. The major objective of relationship marketing is to promote customer loyalty which according to Oliver is the strong commitment of customers to re-buy products in spite of wide product differentiations in the market. Few characteristics as suggested by Blomqvist.
Limitations and Directions for Future Research

Limitations and Directions for Future Research The sample which has taken may not be the replica of the population of India. It is a convenience sample of young minds both students and executives of Kurnool, District capital (State of Andhra Pradesh) and prediction is on the basis of this territory only. The dimensions considered here for the factor analysis are limited to the pilot survey conducted in Kurnool only. The research mostly highlighted the quantitative part of the survey not the qualitative one. A study with a bigger sample from different parts of India can be recommended for further research. Other research applications can be applied to know the consumers’ importance for each variable related android and windows platform.

Purpose

The purpose of the research is to know the attitude and acceptability of windows and android versions of smartphones.

Design/Methodology/approach

A customer attitude model is being developed through the variable taken as service quality, service value and service involvement is being designed and validated through the empirical method of factor analysis by using the questionnaire of sample size 200 technical and non-technical students and executives in India.

IV. Reference