

A STUDY ON USER'S PERCEPTION TOWARDS THE ADVANTAGES OF CELL PHONE USAGE IN CUDDALORE DISTRICT”

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Business Administration

By

HEMAMALINI S

(382800002)



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND
TECHNOLOGY(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHISALAI, CHENNAI-600119**

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by AICTE JEPPIAAR NAGAR, RAJIVGANDHI SALAI,
CHENNAI - 600 119. www.sathyabamauniversity.ac.in

SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **HEMAMALINI.S (38280002)** who have done the Project work entitled "**A STUDY ON USER'S PERCEPTION TOWARDS THE ADVANTAGES OF CELL PHONE USAGE IN CUDDALORE DISTRICT**" under my supervision from January 2020 to March 2021.

DR. THINESH KUMAR.M ,
Internal Guide

Dr.BHUVANESWARI G.
Dean–School of Management Studies

Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I **HEMAMALINI.S(38280002)** hereby declare that the Project Report entitled "**A STUDY ON USER'S PERCEPTION TOWARDS THE ADVANTAGES OF CELL PHONE USAGE IN CUDDALORE DISTRICT**" done by me under the guidance of **DR. THINESH KUMAR.M**, submitted in partial fulfillment of the requirements for the award "Bachelor of Business Administration".

DATE:

PLACE:CHENNAI

HEMAMALINI.S

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HEMAMALINI.S

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ABSTRACT

In a competitive and Brand conscious market, building Brand Image of Mobile Phones is challenging task. In this context, this study aims to examine the relationship between Brand Image and Customer Satisfaction in Mobile Phone Market among Customers in Erode District in Tamandu. Based on reviewed literature, it was found that the Brand Image was strongly related to Customer Satisfaction. Accordingly, four independent variables were identified as major dimensions of the Brand Image; Perceived Quality (PQ), Brand Loyalty (BL), Brand Awareness (BW) and Brand Association (BAs). This study was deductive, an exploratory type. The population of the study consisted in Mobile Phone users of Erode District. 150 respondents were selected as the sample representing four main cities in the Erode District using the convenience sampling method. Questionnaire method was administrated to collect primary data. Descriptive statistics and inferential statistics techniques were applied to analyse the data. The hypotheses have been tested using Pearson correlation, regression and multiple regression analysis. It was indicated that Brand Awareness as the most significant factor related to Customer Satisfaction. Results showed that there is a significant impact of all independent variables (PQ, BL, BW, BA) on customer satisfaction in Mobile Phone Market. Recommendations were provided to marketers and managers in mobile phone industry to achieve high Customer Satisfaction through building the Image.

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CHAPTER 1

1.1 INTRODUCTION

The cell is a long range portable electronic device used for cell communication. This project is to review the customer satisfaction, customer perception, branding. the main goal is to collect the data from public regarding the cell so that use identify the customer perception. the cell phone manufacturing companies are growing rapidly and introducing new models with latest technologies to the society. consumers are aware of the recent facilities available in the cell phone business are vital to its success. Brand awareness is the key for the success of every business. Brand is a name, term, design, symbol or other features that distinguishes one seller is a product from other. In order to attract new customer and retain the existing customer for any organization the brand image is very important because of the fact that the customer always seek for branded in this current competitive environment. In a competitive and dynamic business environment, the brand image of a product is very important to determine its market position. Brand image is the consumer's impression about the brand's physical characteristics, its performance, the functional benefits, the kind of people who use the product, the emotions and developing a good image in their mind. Customer loyalty and customer satisfaction are also widely accepted phenomena for all the companies, which is applied as a marketing benchmark for the performance of the company. In order to attract new customers and retain the existing customers for any organization, the brand image is very important because of the fact that the customers always seek for branded products in this current competitive environment. Thus, companies are facing intense challenges in enhancing customer satisfaction and brand image. cell phone providers also as a growing industry must be given higher attention to the customer satisfaction since cell phone users" preferences are frequently changing. cell phone customers in are frequently switching their brand preference to other competitive brands aiming to get high value and satisfaction. Today, numerous brands are offered in the cell market and therefore it has created broad space to choose variety brands to fulfil the customer satisfaction. With this situation, evaluating customer's satisfaction is crucial for cell phone providers to facilitate the best offering to the target market. Therefore, brand image plays a

strategic role in the cell phone market and also managers can gain competitive advantages. So, this study aims to evaluate the impact of Brand Image on determining the Customer position in this market. The cell phone manufacturing companies are growing rapidly and introducing new model with latest technologies to the society. Consumers aware of the recent facilities available in the cell phone in different companies and also the price if cell phone.

1.2 INDUSTRY PROFILE

The cell phone industry is based on advanced technology and many of the manufactures are operating in different industries, where they use their technology skills, distribution network, market knowledge and brand name. four large manufactures of cell phones are today dominating the global cell industry Nokia, apple iPhone, Samsung, vivo and oppo. In addition to these companies there are many Manufactures that operate globally and locally.

1.3 NEED FOR THE STUDY

Cell is the latest advanced technology to communicate with society. Different people might have different opinion among phone features. This is helpful to consolidate the customer satisfaction. There are many top brands in cell phone people would to the best brant among the all.

1.4 SCOPE OF THE STUDY

The research measures the experiences of customers.

Defines and analyses the experiences based on key deliverables.

Gains insights into customer expectations.

Customer experience is how customer engage with company and brand through the entire are of being a customer.

1.5 OBJECTIVE OF THE STUDY

1.1.1 Primary objective:

The primary objective of the study was to analyse the brand image on customer satisfaction in the cell phone.

1.1.2 Secondary objective:

1. To identify the brand image factors which influences to the cell phone customer satisfaction.
2. To study on perception towards the after sales and services.
3. To analyse the customer satisfaction and problem.
4. To find out influential factor for selecting a particular cell service provider.

1.5 LIMITATIONS OF THE STUDY

The analysis of the present study has been carried out based on the information has collected from the brand image and cell phone.

The study is an opinion survey, caution may have to be exercised while extending the result to other areas Due to time constrict only `150 number of respondents were considered.

CHAPTER 2

REVIEW OF LITERATURE

Bianchi and Phillips (2005) studied the relationship of extraversion, neuroticism, self-esteem, gender, and age and cell phone use in the age group from 18 to 85 years and found that extraversion and self-esteem appeared to be important factors. Young people, in particular, appeared to be susceptible high cell phone use. They were also greater users of SMS function and other features on cell phones. However, the neuroticism could not predict high use of cell phone. It was stated that the technical applications like MP3 players attract more male users while females used cell phones for mixing with friends and relatives.

Casey (2012) conducted to examine the relationship between psychological attributes to smart phone addiction, face-to-face communication, present absence and social capital involving 414 university students aged below 30, it was found that the level of the loneliness, shyness and present absence was positively related to excessive smart phone use. The greater smart phone use predicted lower level of face to face communication.

Lane and Manner (2011) studied the impact of personality traits on smart phone ownership and use with 312 participants (60% females, 40% males) ranging from age 18 to 77 years, it was revealed that extroverts reported greater importance on the texting function whereas the agreeable individuals placed greater importance on making calls and less importance on texting. Neuroticism was positively associated with the e-mail function. The study also found that the age was negatively associated with texting, browsing the internet and playing music. High education was positively related to using smart phone for calling but negatively to gaming function. The extraverted individuals were more likely to own a smart phone. Females placed great importance on texting function.

Lu, Watanabe, Liu, Uji, Shono, & Kitamura (2011) conducted the study on internet and cell phone text messaging dependency in which 92 men and 54 women participated. Ages ranged between 22 to 59 years. The study suggested that psychological dependency on internet and cell phone text messaging in Japan was not limited to students but also affects adults. The study showed that 34% of men and 25% of women showed mild internet addiction and 6.1% of men and 1.8% of women showed pathological use of internet. The study found no gender difference in internet use and cell phone text messaging. The depression was associated with both internet dependency and cell phone text messaging dependency whereas anxiety was

associated negatively with text messaging dependency.

Krithika M. and Dr. S. Vasantha (2013), in their study of the cell phone usage among teens and young adults- impact of invading technology, found that the cell phone usage is so strongly integrated into young people's behaviour that it was showing the symptoms of behavioural addiction. In another study on severity of cell phone and internet use among B.Sc. nursing students, it was revealed that 84.2% of the young persons in the age group of 19-20 years owned cell phone. There was no severe or moderate addiction to cell phone. The mild addiction was observed in 1.84% people (Arpita Kumari, D'Souza, Dhar, Savita, & Alex S., 2013).

Atul Patel and Dr. Harishchandra Sing Rathod (2011) studied the cell phone use habits of students coming from rural area to the town and found that the most used feature of cell phone use was SMS because it was cheaper and the students with limited financial resources could communicate effectively. The study also showed that the male students sent more SMS than female students.

MACRO (2004) conducted a market analysis and revealed that the choice of pre-paid or post-paid was related to the actual consumption, whether it is low or high. The 56% people in the age group of 15-19 years used pre-paid services whereas majority of the people in the 25-29 year age group used post-paid services. It was found that females had inclination to use pre-paid services. The security concern was one of the factors that influenced the cell phone use by females. The 60% respondents reported calling as the primary usage and 10.84% used cell phone while driving. The addiction was found in 58% and it was equal across the age or gender. The Marathi Daily "Maharashtra Times" on 13th Aug, 2014 reported the findings of the survey done by Mantra Research in Pune which stated that 27.16% people used cell while driving.

Ko, Yen, J., Chen, C., Chen, S., Wu, & Yen, C. (2006) conducted a study on the personality of cell phone users and identified tridimensional personality of adolescents with internet addiction and substance use experience having 3662 students including 2328 boys and 1334 girls from high school. It was revealed that adolescents with internet addiction were more likely to have substance use experience. High novelty seeking, high harm avoidance, and low reward dependence predicted a higher proportion of adolescents with internet addiction. High novelty seeking, low harm avoidance, and low reward dependence predicted a higher proportion of adolescents with substance use experience. With regard to personality factors,

extraversion affected the perception of excessive use, whereas neuroticism contributed to increasing relationship maintenance and emotion alreaction (Igarashi, Motoyoshi, Takai,&Yoshida, 2008).

Toda, Maden, Kubo, & Morimoto (2006).in a study conducted on cell phone dependence and health related life style of university students in Japan in which 271 respondents including 117 males and 154 females participated, it was revealed that there was significant gender difference in cell phone dependence. Higher male scores tended to be related to voice phone services, while higher female scores tended to related to internet services. The females use internet services more than cell voice phone services as compared to males. The sefindings might suggest that females tend, more than males, to prefer indirect communication.

Lu, Watanabe, et al., (2011).studied the relationship communication providing a channel of human support to reduce stress. For males, there was a significant relationship between smoking habits and cell phone dependence. The intensity of cell phone use may be related to health lifestyle There is no gender difference in internet use and cell phone text messaging. The gender difference may be due to different measures used, different age groups, or cultural differences

Takao, Takahashi, & Kitamura (2009) conducted a study on addictive personality and problematic cell phone use involving 444 subjects including 324 males and 124 females in the age group of 18 to 39. It was found that the problem cell phone use was a function of gender, self-monitoring and approval motivation but not of loneliness. However, loneliness could predict overall use in respect of time spent during the week, number of people called regularly, time spent per week on writing and reading text messages and, the number of people with whom text messages were exchanged. The gender appeared to be the week predictor of problematic cell phone use. the cultural and ethnical back ground might influence the problem cell phone use in females. In western countries, the gender differentiation is not as severe as in Asian countries. In Japan, females are expected to be have modestly. Such social pressure might actuate the problematic use of cell phone. Depression is also reported to be important characteristic in excessive cell phone use. However, further studies are needed to demon strager relationship.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

The research design undertaken for the study is descriptive one. The method of involving this design is mostly qualitative. It includes surveys through questionnaire.

3.2 SOURCE OF DATA COLLECTION

3.2.1 PRIMARY DATA

Primary data plays an important role where research is being carried out for the first time. This is the data, which is collected after interacting with people through the use of interviews and questionnaire forms. Primary data is inferred by statistical analysis and has a clear and precise structure.

The primary data will be collected using survey as a mode of data collection. To conduct surveys separate sets of structured questionnaire would be prepared for the consumer. Primary data was collected from 115 consumer.

3.2.2 SECONDARY DATA

As the name suggests, this data is collected from the existing sources of information such as archive papers, company records, research material, periodicals, and books on the particular topic, among others. It also involves using the available sources such as academic journals, newspapers, articles, and the Internet.

3.3 SAMPLE SIZE

Sample size -115 employees

3.4 SAMPLING TECHNIQUE

The Sampling technique used for the research is convenient sampling is perhaps the easiest method of sample, because participants are selected based on availability and willingness to take part. Useful results can be obtained, but the results are prone to significant bias, because those who volunteer to take part may be different from those who choose not to (volunteer bias), and the sample may not be representative of other characteristics, such as age or sex.

3.5 STRUCTURE OF QUESTIONNAIRE

A questionnaire consists of a number of questions printed or typed in a definite order on a form or set of forms. The respondents have to answer the questions

on their own. Questionnaire should be comparatively short and simple i.e. the size of the question should be kept to the minimum. Questions may be rankings call method.

3.6 ANALYTICAL TOOLS

The data collected from the cell users during the survey are analysed using various tools. Some of the statistical tools applied in the study Percentage analysis

3.7 PERCENTAGE ANALYSIS

It refers to a special kind of ratio. It is used in making comparison between two or more series of data. Percentage analysis is used to determine relationships between the series of data. Finding relative difference becomes easier through percentage analysis $\text{Percentage} = (\text{No of respondents} \times 100) / (\text{Total No of respondents})$.

CHAPTER 4

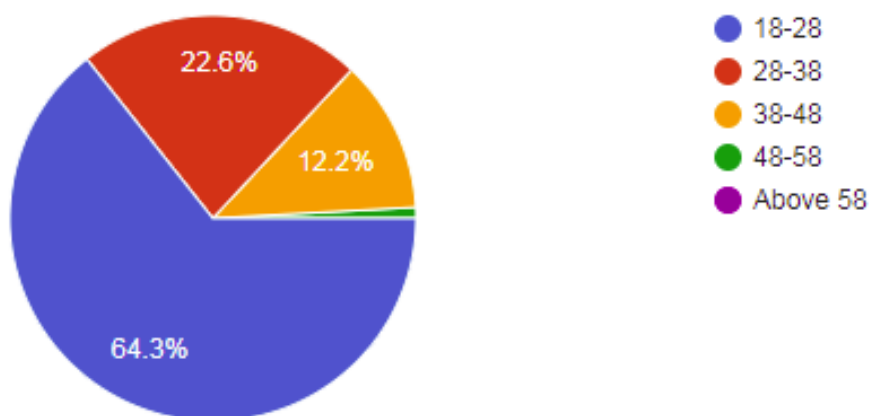
DATA ANALYSIS AND INTERPRETATION

TABLE 4.1.1- AGE OF RESPONDENTS

AGE	NO. OF RESPONDENTS	PERCENTAGE
18-28	73	64.3
28-38	26	22.6
38-48	14	12.2
48-58	1	0.9
Above 58	0	0.0
TOTAL	115	100

A

115 responses



Interpretation

From the above table it is interpreted that the number of respondents says 64.3% in excellent, 22.6% in good, 12.3% average

Inference

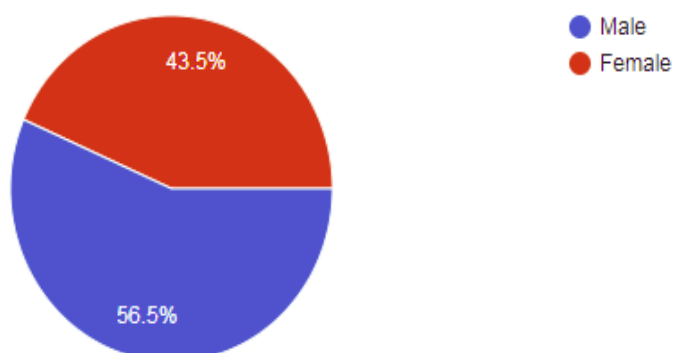
Majority (64.3%) of the respondents says excellent of rate.

TABLE 4.1.2- GENDER OF RESPONDENTS

GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	65	43.5
Female	50	56.5
TOTAL	115	100

GENDER

115 responses



Interpretation

From the above table it is interpreted that the number of respondents male 43.5%,female56.5%.

Inference

Majority (56.5%) of the respondents says excellent of rate the service

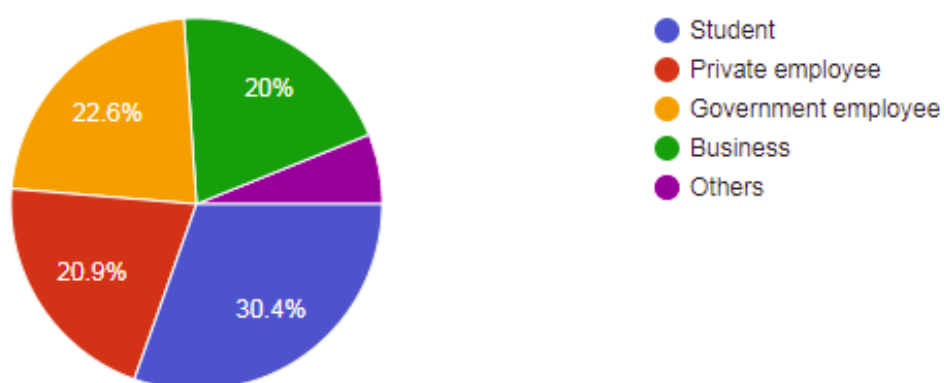
TABLE 4.1.3- OCCUPATION OF RESPONDENT'S

OCCUPATION	NO. OF	PERCENTAGE
------------	--------	------------

	RESPONDENTS	
Student	35	20
Private employee	24	20.9
Government employee	26	22.5
Business	23	20
Others	7	6.1
TOTAL	115	100

OCCUPATION

115 responses



From the above table it is interpreted that the number of respondents students 30.4%,employ 20%,government employ 22.6%,business 20%.

Inference

Majority (30.4%) of the respondents says excellent of rate the service

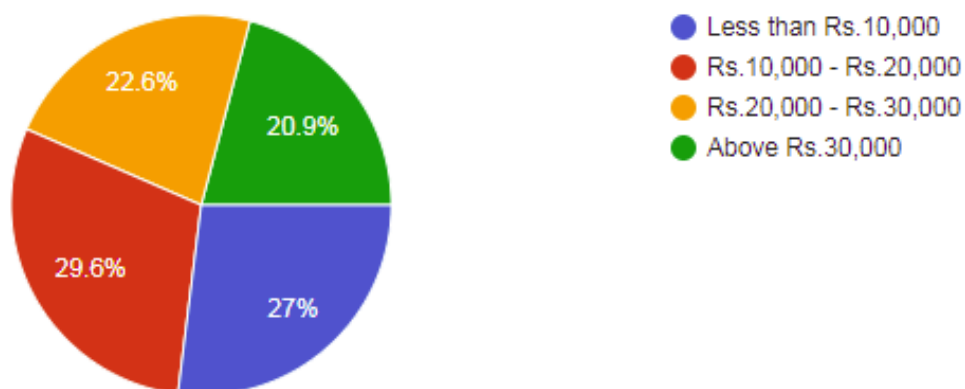
TABLE 4.1.4- INCOME OF RESPONDENT'S

INCOME	NO. OF	PERCENTAGE
--------	--------	------------

	RESPONDENTS	
Less than Rs.10,000	30	27
Rs.10,000 - Rs.20,000	33	29.6
Rs.20,000 - Rs.30,000	26	32.6
Above Rs.30,000	24	20.9
Less than Rs.10,000	32	0
TOTAL	115	100

Monthly income

115 responses



Interpretation

From the above table it is interpreted that the number of respondents less than 10,000, 10,000-20,000, 20,000-30,000.

Inference

Majority (29.6%) of the respondents says excellent of rate the service

TABLE 4.1.5- CELL PHONE MODEL USED BY RESPONDENTS

MOBILE	NO. OF	PERCENTAGE
--------	--------	------------

BRAND USED	RESPONDENTS	
Iphone	17	14.8
One plus	16	13.9
Samsung	25	22.6
Mi	13	12.2
Lenova	9	7.8
Motorola	6	0.0
Sony	4	0.0
Oppu	15	13.0
Others	10	7.0
TOTAL	115	100

Which brand of mobile do you own

115 responses

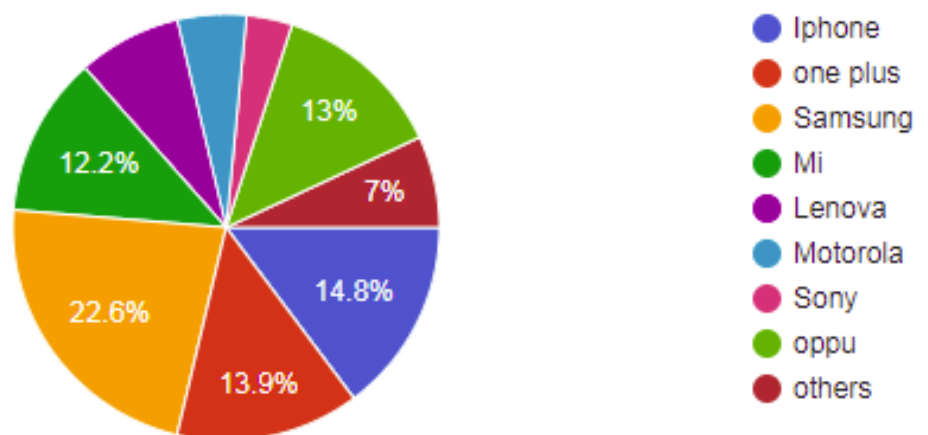


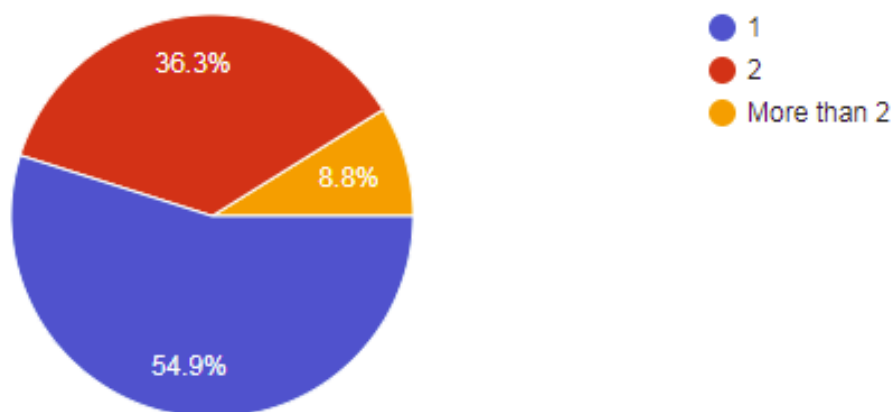
TABLE 4.1.6- NO. OF CELL PHONES USED BY RESPONDENTS

NO. OF	NO. OF	PERCENTAGE
--------	--------	------------

CELL PHONES USED	RESPONDENTS	
1	61	54.9
2	40	36.3
More than 2	12	8.8
TOTAL	115	100

How many mobile phone do you use

113 responses



Interpretation

From the above table it is interpreted that the number of respondents 1 phone 54.9%, 2 phone 36.8%, more than 2.

Inference

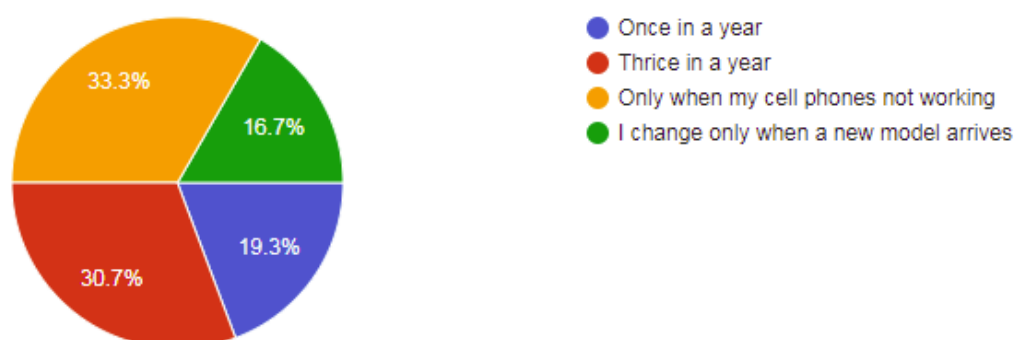
Majority (54.9%) of the respondents says excellent of rate the service.

TABLE 4.1.7- FREQUENCY OF CELL PHONE BOUGHT BY RESPONDENTS

FREQUENCY OF CHANGIN CELL PHONE	NO. OF RESPONDENTS	PECENTAGE
Once in a year	22	19.3
Thrice in a year	33	30.7
Only when my cell phones not working	38	33.3
I change only when a new model arrives	21	16.7
TOTAL	115	100

How often do you change cell phones

114 responses



Interpretation

From the above table it is interpreted that the number of respondents ones in year 19.3%, thrice in year 30.7%, only when my cell not working 33.3%.

Inference

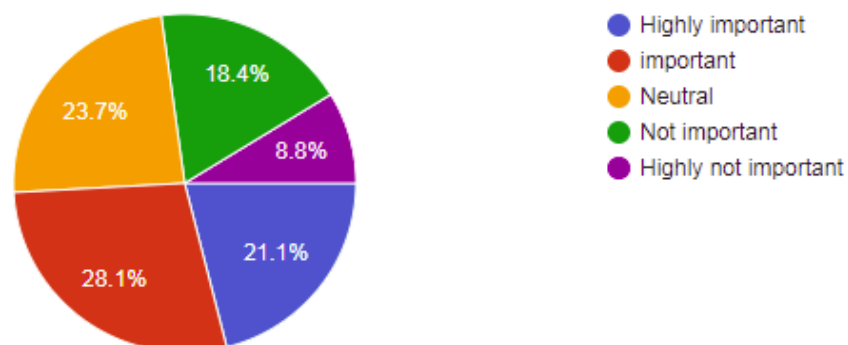
Majority (30.7%) of the respondents says excellent of rate the service.

TABLE 4.1.8-IS THE DESIGN OF THE CELL PHONE IMPORTANT

DESIGN OF THE CELL PHONE	NO. OF RESPONDENTS	PERCENTAGE
Highly important	23	21.7
Important	31	28.7
Neutral	27	23.7
Not important	21	18.4
Highly not important	10	8.8
TOTAL	113	100

Is the design of the cell phone important

114 responses



Interpretation

From the above table it is interpreted that the number of respondents highly import 21.3%,import 28.1%,newtral23.3%,not import21.1%.

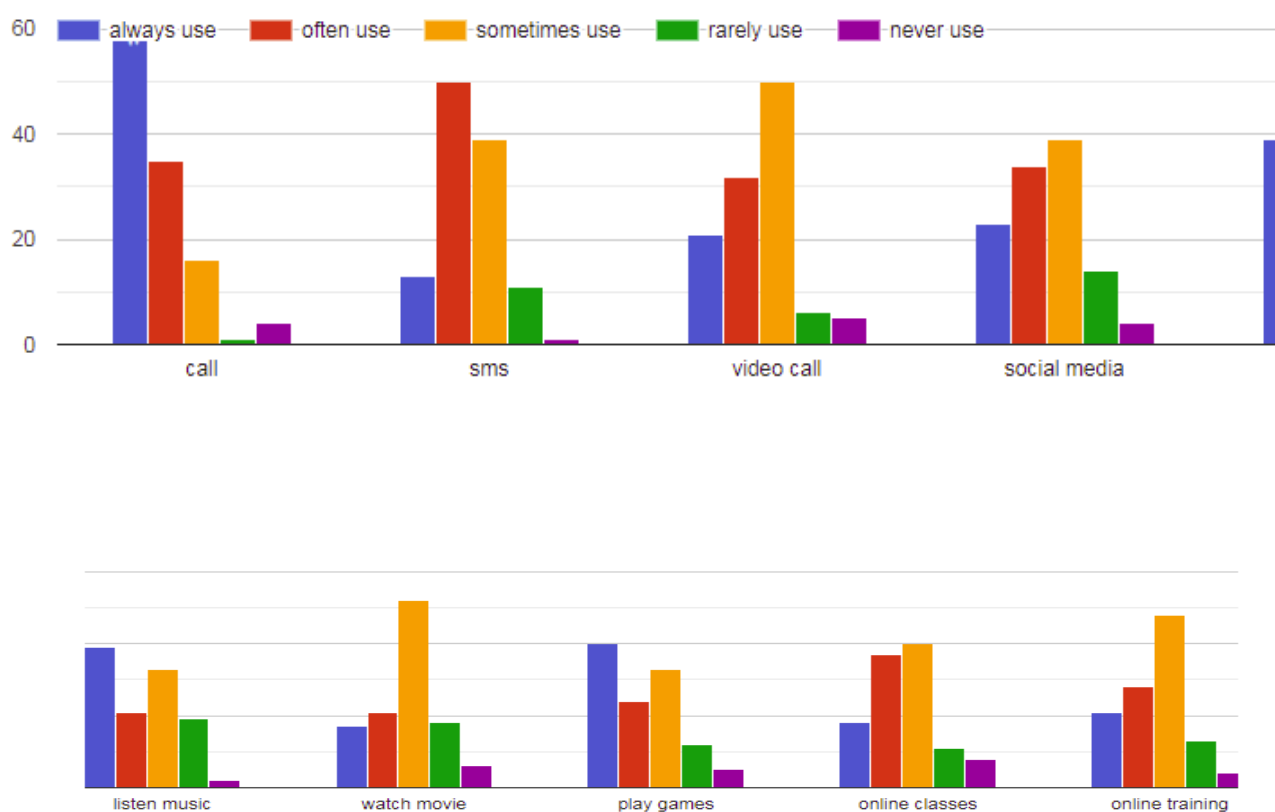
Inference

Majority (28.1%) of the respondents says excellent of rate the service.

TABLE 4.1.9- YOU OFTEN USE YOUR CELL PHONE

Usage of cell phone	Always Use	%	Often Use	Sometimes Use	Rarely Use	Never Use
Sms	12		49		39	11
Video call	21		32		48	6
Social media	23		33		38	14
Listen music	38		21		32	19
Watch movie	17		21		50	18
Play games	38		24		33	12
Online classes	18		36		40	10
Online training	21		26		48	13
Online seminars	19		22		49	17

You often use your cell phone to



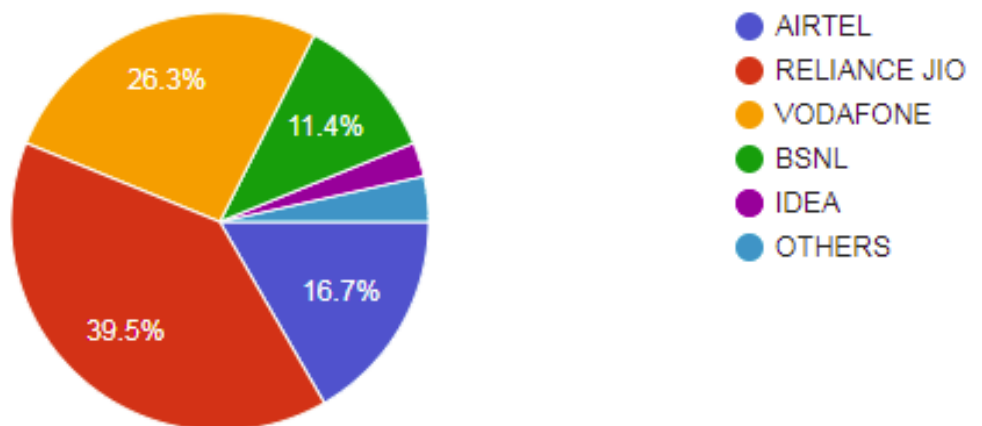
WHICH SERVICE PROVIDER DO YOU USE?

TABLE4.1.10- WHICH SERVICE PROVIDER DO YOU USE

Service providers	No. Of Respondents	Percentage
AIRTEL	27	23.7
RELIANCE JIO	37	34.2
VODAFONE	15	13.2
BSNL	14	12.3
IDEA	15	13.2
OTHERS	5	0
TOTAL	114	100

Which service provider do you use (tick all applicable)

114 responses



Interpretation

From the above table it is interpreted that the number of respondents ones in year 19.3%, thrice in year 30.7%, only when my cell not working 33.3%.

Inference

Majority (30.7%) of the respondents says excellent of rate the service.

TABLE 4.1.11-HOW WILL YOU RATE YOUR SERVICE PROVIDER

Usage of cell phone	Highly satisfied	Satisfied	%	Neutral	%	Not satisfied	Highly not satisfied
AIRTEL	77	26		4		5	0
RELIANCE JIO	16	65		19		9	3
VODAFONE	30	40		21		13	8
BSNL	19	47		25		12	9
IDEA	19	44		23		14	12
OTHERS	16	45		24		18	9

WHICH SERVICE PROVIDER DO YOU USE?

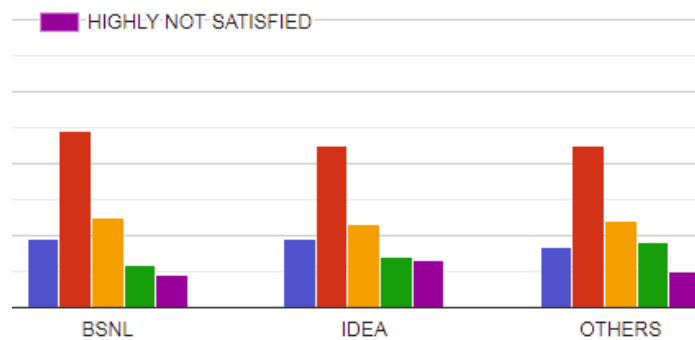
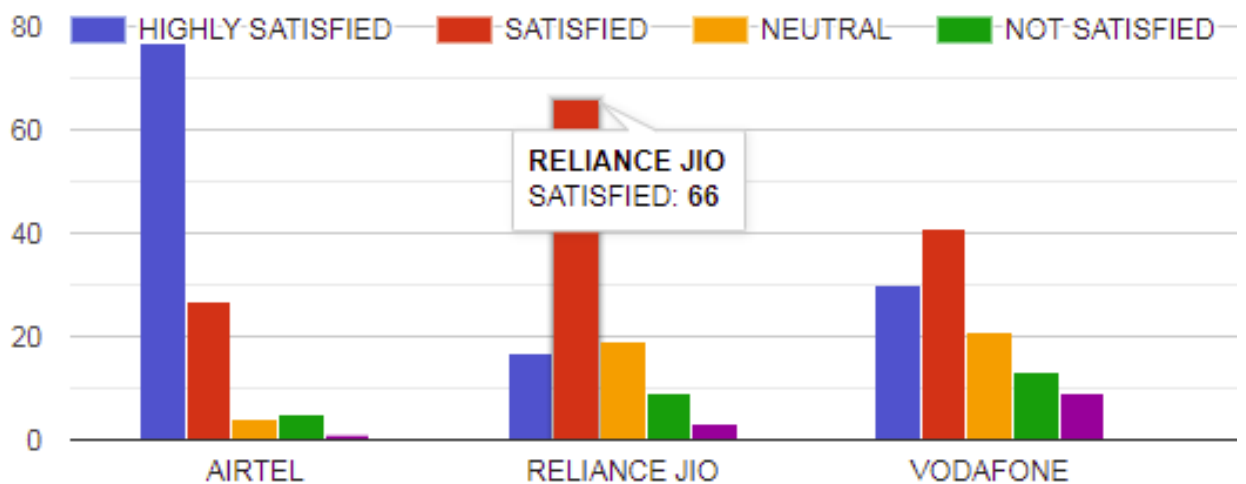
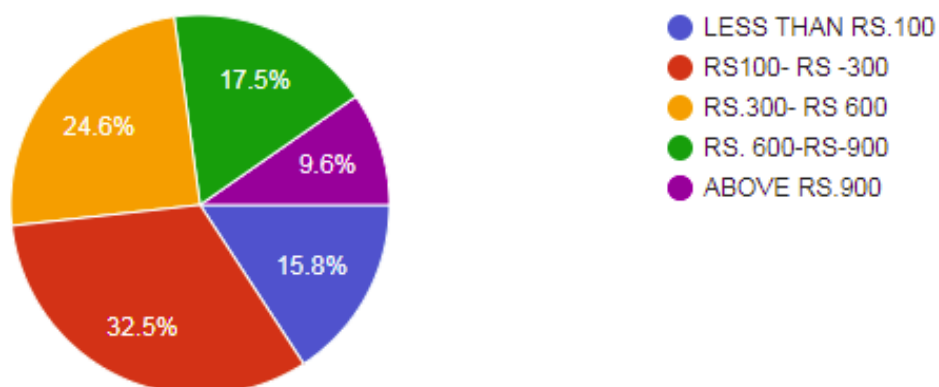


TABLE 4.1.12-HOW MUCH DO YOU PAY PER MONTH FOR CELLPHONE BILLS

Service providers	No. Of Respondents	Percentage
LESS THAN RS.100	18	15.8
RS100- RS -300	35	32.5
RS.300- RS 600	28	24.6
RS. 600-RS-900	20	17.5
ABOVE RS.900	12	9.6
TOTAL	114	100

HOW MUCH DO YOU PAY PER MONTH FOR CELLPHONE BILLS

114 responses



Interpretation

From the above table it is interpreted that the number of respondents less than rs 100%,Rs100-300%,rs.300-600%.

Inference

(32.5%) of the Majority respondents says excellent of rate the service.

TABLE 4.1.13-DO YOU FEEL THAT YOU CANNOT DO YOUR DAY TO DAY ACTIVITIES WITHOUT A MOBILE

Service providers	No. Of Respondents	Percentage
Strongly agree	28	24.6
Agree	31	28.9
Neutral	26	22.8
Disagree	19	16.7
Strongly disagree	9	7
TOTAL	114	100

Do you feel that you cannot do your day to day activities without a mobile

114 responses

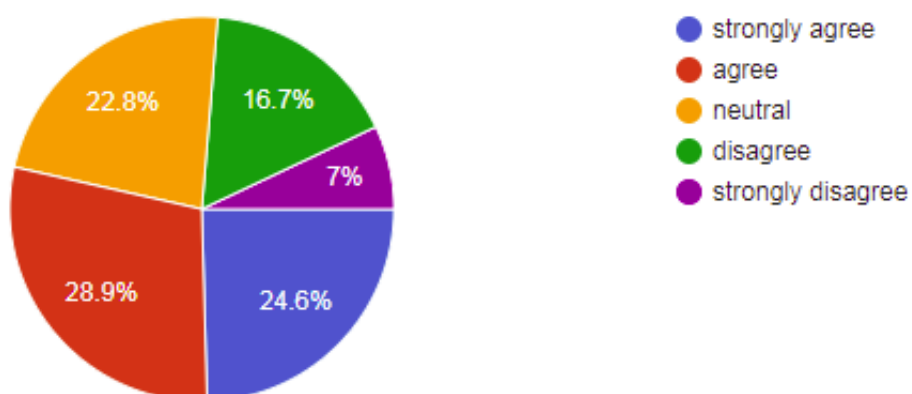
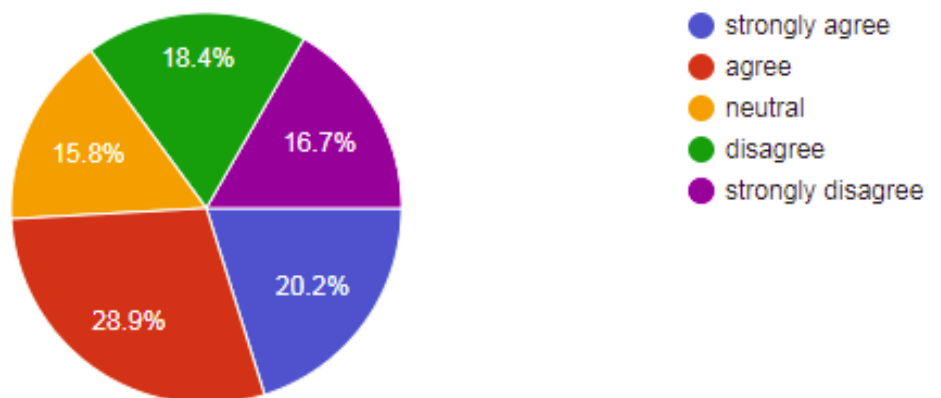


TABLE 4.1.14-DO YOU AGREE THAT REGULAR USAGE OF CELL PHONE ARE HARMFUL TO HEALTH

Service providers	No. Of Respondents	Percentage
Strongly agree	28	20.2
Agree	31	28.9
Neutral	26	15.8
Disagree	19	18.4
Strongly disagree	9	16.7
TOTAL	114	100

Do you agree that regular usage of cell phone are harmful to health?

114 responses



CHAPTER-5

5.1 FINDINGS

1. Majority (52%) of the respondents are male.
2. Majority (86%) of the respondents are female.
3. Majority (58%) of the respondents are age between 18 to 20 years. Majority (66%) of the respondents are UG.
4. Majority (68%) of the respondents are student.
5. Majority (22%) of the respondents are says oppo.
6. Majority (50%) of the respondents are 1-2 years.
7. Majority (64.7%) of the respondents says use phone regularly.
8. Majority (23.3%) of the respondents are jio,airtel.
9. Majority (76.7%) of the respondents says 4G.
10. Majority (74.7%) of the respondents says 10000-20000 pay for a mobile phone.
11. Majority (52.7%) of the respondents says brand.
12. majority (34%) of the respondents says calls,using netback.
13. Majority (49.3%) of the respondents says excellent for mobile phone. 14. Majority (28.7%) of the respondents are says Apple iPhone.
15. Majority (64.7%) of the respondents says very responsive for cell phone.
16. Majority (43.3%) of the respondents says very satisfied for the cell phone.
17. Majority (42%) of the respondents says high is mobile phone rate is reasonable.
18. Majority (28.7%) of the respondents says free gifts. 19. Majority (42%) of the respondents says excellent of rate the

5.2 SUGGESTION

- There is a wide scope for further development of cell phone.
 - They should get the feedback report from the customer in order to fulfil the customer needs and wants.
- Calling clarity is low so it should be improve as well.
- Most of the people suggest to introduce more features. Expect cost reduce.

5.3 CONCLUSION

Main objectives of this study were to find out the level of customer satisfaction of mobile phones in analyse its relationship with the factors of brand image. As per the results, it shown the level of customer satisfaction is in the moderate level. Perceived quality, brand loyalty, brand awareness, and brand association are also positively related to customer satisfaction. There was a strong positive relationship between brand and customer satisfaction. This means that the brand loyalty and customer satisfaction are precisely related. brand loyalty has the power to impact on customer decision to purchase the same product or brand and decline to shift to competitors' brands. Brand awareness and customer satisfaction were two variables that had strong positive relationship. This means that the two variables are precisely related and that, as value of one variable was increased. There is positive relationship between perceived quality and customer satisfaction in mobile phones. Strong positive relationship existed between Brand Association and customer satisfaction. This conclusion is also supported by previous literature as Kumar found positive relationship between brand association and customer satisfaction. This research is limited to one city of Lanka and could not be demonstrative of all citizens also it limited small sample size. This study mainly focused on the brand image in the mobile market with customer satisfaction. Therefore, other researchers can apply these variables to various consumer products in the market.

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