

A Study On Customer Preference Towards Android In Coimbatore City

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ABSTRACT

Customer preference plays a major role in the development of technology. Technological development is not only the development in inventing devices but also include the Operating systems such as Android. In the past few years majority of the customers prefers android. The study of customer preference towards android includes the age, region, capability and the way in which the Operating system is being implemented in such a way that it attracts the customer. One of the major factors for selecting a smart phone is the operating system. After introducing android, it captured more than half of the market share of OS market which was earlier held by Symbian,Chisquare,Friedman chest and Kendalls-testthe study found that android and IOS are the most preferred OS. Samsung is the highest preferred brand to be selected for an android platform.It tries to understand the buyer decision processes or buyer decision making process,both individually and in groups.

INTRODUCTION:

Android was founded in PALO ALTO, CALIFORNIA in October 2003 by ANDY RUBIN, “smarter mobile device they are more aware of its owner location and preferences”. The early intentions of the company were to develop an operating system for digital cameras. Smart phone users can program any application which is customized for needs. Furthermore, they can share these applications in

online market. Therefore, smart phone and its application are now most popular keywords in mobile technology.

History of Android:

The version history of the Android mobile operating system began with the public release of the Android beta in November 5, 2007. The first commercial version, Android 1.0, was released in September 2008. Android is continually developed by Google and the Open Handset Alliance, and it has seen a number of updates to its base operating system since the initial release. Versions 1.0 and 1.1 were not released under specific code names. Android code names are confectionery-themed and have been in alphabetical order since 2009's Android 1.5 Cupcake, with the most recent major version being Android 8.1 Oreo, released in December 2017.

Objectives of Study:

- To Identify the customers awareness towards android mobile phones
- To find out the factors which influence them to purchase android mobile phones.
- To know the awareness level towards smart phones in terms of features, applications and services etc.
- To study the factors considered while buying the Android phones.
- To know the satisfaction level of customers towards Android phones.

Scope of Study:

- In this study, the performance and problems of the customer has been analyzed. To find out factors that influences.
- Customers to buy the android mobiles. To identify the necessary change in product features and customers feeling about the android.
- Mobile phones. This study will be useful for the company to make necessary changes in price, designs, apps and etc.

Limitation of Study

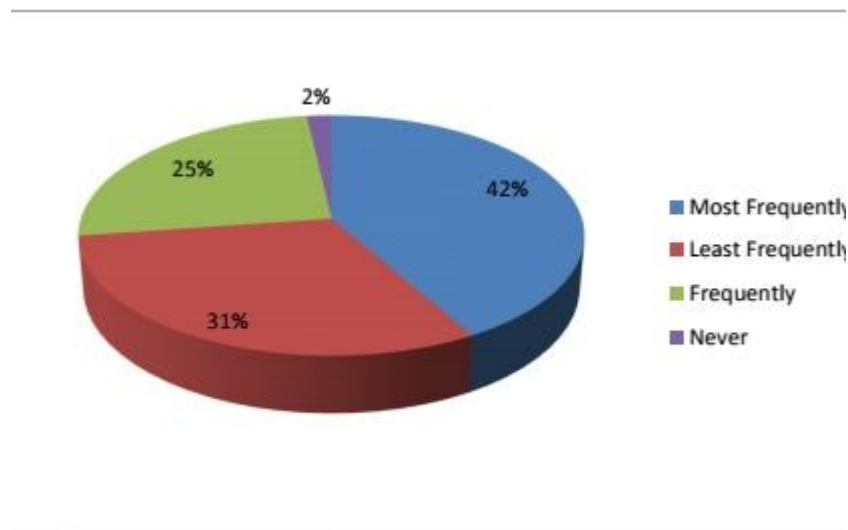
- The study is limited to Coimbatore.
- Its only study about the customer's attitude towards Android phone.
- The data collected from the samples may not be completely appropriate.

SOURCES OF DATA:

Internet:

The Internet (contraction of interconnected network) is the global system of interconnected computer networks that use the Internet protocol suite (TCP/IP) to link devices worldwide. It is a network of networks that consists of private, public, academic, business, and government networks of local to global scope, linked by a broad array of electronic, wireless, and optical networking technologies. The Internet carries a vast range of information resources and services, such as the interlinked hypertext documents and applications of the World Wide Web (WWW), electronic mail, telephony, and file sharing.

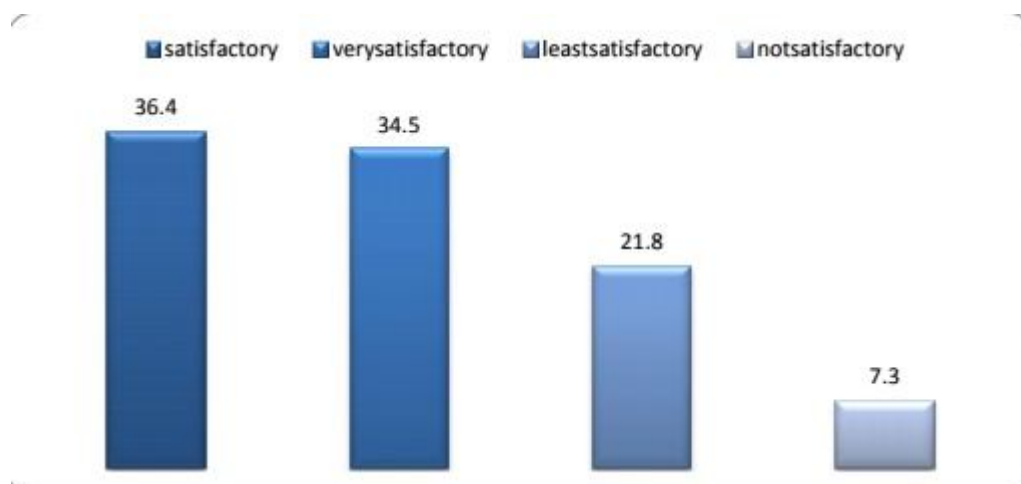
Usage towards android:



Inference

Majority 42% of the responds most frequently using android mobiles.

Transferability of information in Android apps:



Inference:

The majority of the respondent 36.4% of the people finds satisfactory.

Findings

1. Android is more common among the respondents. 72% of the respondent's mobile operating system was Android.
2. More people were satisfied with the performance of android 71% respondents rated excellent for android performance.
3. iOS Operating System has a better user interface than Android. 56% respondents rated excellent for iOS in terms of user interface.
4. When compared on the basis of stores, Google Play 39% respondents rated Google Play Store excellent.
5. Customization was better in Android with 19% respondents rating customization as excellent in Android.
6. Both the operating systems are similar in terms of regular updates.
7. Connectivity features were better in Android. 36% respondents rated connectivity as excellent in Android.
8. When compared on the basis of battery life both the operating systems are similar.

Suggestions:

- According to my findings iOS has better performance because their operating system has a better hardware- software integration, Google should also improve their hardware- software integration to improve Android's performance.
- People do not usually like the interface of Android because mobile manufacturers like Samsung modify Android and put their customizations on top of it. This should be avoided and Android should be offered as it is.
- The Google Play Store is better than the iOS's App Store. Play store offers more apps. Also Play store has more free apps as compared to App Store. Apple can increase the number of apps and also increase free apps in order to come at par with Play Store
- To improve the multitasking experience in Android, Google needs to improve their software as their hardware is insufficient to handle multitasking.

- Custom Launchers, icons, themes etc. cannot be installed on android to customize the interface. These things can be introduced in android so that people can customize their devices according to their needs.
- Both the Operating Systems need to improve their Update Process. Updates are usually slow and come after a long time.
- Connectivity features like Bluetooth file sharing are still absent

CONCLUSION:

This study conducted from Coimbatore city, Android mobiles is highly moving phones when compared to other ordinary phones and it shows the handling convenience, the brand name and price of android mobiles. It helps to make identification over its strength and weakness of Android mobiles.

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