

Consumer Behaviour and Brand Loyalty towards Smartphones in Tiruchirappalli Town

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Abstract

The smartphone industry has witnessed remarkable growth over the last decade, transforming communication, information access, entertainment, and commercial activities. Consumer behaviour towards smartphones is influenced by several factors such as product quality, price, brand image, technological features, social influence, and after-sales service. Understanding these factors is essential for smartphone manufacturers and marketers to develop effective strategies for customer retention and brand loyalty. The present study examines consumer behaviour and brand loyalty towards smartphones among consumers in Tiruchirappalli Town. The study employs a descriptive research design and collects primary data through a structured questionnaire from smartphone users. Statistical tools such as percentage analysis, Chi-square test, t-test, one-way ANOVA, and correlation analysis are used to analyse the data. The findings reveal that brand reputation, product performance, and customer satisfaction significantly influence brand loyalty. The study concludes that smartphone companies should focus on innovation, service quality, and customer engagement to enhance long-term loyalty among consumers.

Keywords: Consumer Behaviour, Brand Loyalty, Smartphones, Consumer Satisfaction, Purchase Decision, Tiruchirappalli Town.

1. Introduction

The smartphone has become an indispensable part of modern life. Rapid technological advancements have transformed smartphones from communication devices into multifunctional tools capable of supporting education, business, entertainment, social networking, and financial transactions. The increasing penetration of internet services and affordable smartphone models has significantly expanded the consumer base across urban and rural areas.

Consumer behaviour refers to the activities, decisions, and preferences of individuals while selecting, purchasing, using, and disposing of products and services. In the smartphone market, consumer behaviour is influenced by various factors including price, product features, operating systems, brand image, peer influence, promotional activities, and after-sales support. Consumers often develop preferences for specific brands based on their experiences and perceptions.

Brand loyalty is a critical outcome of consumer satisfaction. Loyal customers tend to repurchase products from the same brand and recommend them to others. In the highly competitive smartphone industry, retaining customers is often more cost-effective than acquiring new ones. Therefore, understanding the relationship between consumer behaviour and brand loyalty has become increasingly important for smartphone companies.

Tiruchirappalli Town represents a growing urban market where smartphone adoption has increased considerably among students, employees, professionals, and businesspersons. Examining consumer behaviour and brand loyalty in this region provides valuable insights into the evolving smartphone market.

2. Review of Literature

Kumar and Gupta (2020) investigated factors influencing smartphone purchasing behaviour among urban consumers in India. The study found that brand image, technological innovation, and price significantly influenced purchase decisions. Customer satisfaction emerged as a major determinant of repeat purchases.

Sharma and Verma (2021) examined smartphone brand loyalty among young consumers. The results indicated that customer satisfaction and perceived product quality positively influenced loyalty intentions.

Singh and Kaur (2022) explored the role of social media in influencing smartphone purchasing behaviour. Findings revealed that online reviews and influencer recommendations significantly affected consumer choices.

Rajan and Kumar (2023) analysed consumer satisfaction and loyalty towards smartphone brands. The study concluded that after-sales service quality strongly influenced customer retention and loyalty.

Priya and Natarajan (2024) examined smartphone usage behaviour among consumers in Tamil Nadu. The results highlighted that brand trust and product reliability were major predictors of consumer loyalty.

3. Significance of the Study

The study provides insights into consumer behaviour regarding smartphone purchases and usage. It helps marketers understand factors contributing to brand loyalty. The findings may assist smartphone manufacturers in designing customer-oriented marketing strategies. The study also contributes to academic literature related to consumer behaviour and brand management.

4. Statement of the Problem

The smartphone market is characterized by intense competition, frequent technological innovations, and rapidly changing consumer preferences. Despite the availability of numerous brands and models, some consumers remain loyal to particular brands while others frequently switch brands. Understanding the factors influencing consumer behaviour and brand loyalty is essential for marketers seeking sustainable growth. Therefore, this study investigates consumer behaviour and brand loyalty towards smartphones in Tiruchirappalli Town.

5. Research Questions

- 1) What factors influence consumers while purchasing smartphones?
- 2) What is the level of brand loyalty among smartphone users?
- 3) Is there any relationship between consumer satisfaction and brand loyalty?
- 4) Do demographic variables influence smartphone purchasing behaviour?

6. Research Objectives

- 1) To examine consumer behaviour towards smartphone usage.
- 2) To identify factors influencing smartphone purchase decisions.
- 3) To analyse the level of brand loyalty among smartphone users.
- 4) To study the relationship between consumer satisfaction and brand loyalty.

7. Research Hypotheses

- 1) There is no significant association between gender and smartphone brand preference
- 2) There is no significant difference in brand loyalty among different age groups.
- 3) There is no significant difference between male and female consumers regarding brand loyalty.
- 4) There is no significant relationship between consumer satisfaction and brand loyalty.
- 5) There is no significant relationship between smartphone usage behaviour and brand loyalty.

8. Research Methodology

8.1 Research Design

The study adopts a descriptive research design.

8.2 Universe of the Study

The universe comprises all smartphone users residing in Tiruchirappalli Town.

8.3 Sample of the Study

A sample of 200 smartphone users was selected using convenience sampling.

8.4 Collection of Data

- Primary data were collected through a structured questionnaire.
- Secondary data were collected from journals, books, reports, websites, and previous research studies.

8.5 Variables of the Study

Independent Variables

- Age
- Gender
- Education
- Occupation
- Income
- Smartphone usage pattern

Dependent Variables

- Consumer satisfaction
- Brand loyalty

8.6 Reliability and Validity of the Study

Reliability was assessed using Cronbach's Alpha coefficient. A reliability value above 0.70 indicates acceptable internal consistency. Content validity was ensured through expert review and pilot testing of the questionnaire.

9. Data Analysis and Interpretation

Table 9.1: Demographic Profile of the Respondents (n = 200)

Particulars	No.of Respondents	Percentage
Age		
Below 20 Years	28	14.0
21 to 30 Years	82	41.0
31 to 40 Years	48	24.0
41 to 50 Years	26	13.0
Above 50 Years	16	8.0
Gender		
Male	112	56.0
Female	88	44.0
Education		
Higher Secondary	34	17.0

Undergraduate	76	38.0
Postgraduate	62	31.0
Professional Degree	28	14.0
Occupation		
Student	52	26.0
Government Employee	38	19.0
Private Employee	62	31.0
Business	28	14.0
Others	20	10.0
Monthly Income		
Below ₹20,000	42	21.0
₹20,001 to ₹40,000	68	34.0
₹40,001 to ₹60,000	46	23.0
₹60,001 to ₹80,000	26	13.0
Above ₹80,000	18	9.0
Smartphone Usage Pattern		
Less than 2 Hours	18	9.0
2 to 4 Hours	46	23.0
4 to 6 Hours	72	36.0
6 to 8 Hours	38	19.0
More than 8 Hours	26	13.0
Total	200	100.0

Source: Primary Data

Table 9.1 presents the demographic profile of smartphone users in Tiruchirappalli Town. The results indicate that the majority of respondents (41.0%) belong to the age group of 21 to 30 years, followed by 31 to 40 years (24.0%), suggesting that young adults constitute the largest segment of smartphone users. Regarding gender, male respondents account for 56.0 percent, while female respondents represent 44.0 percent of the sample.

In terms of educational qualification, 38.0 percent of respondents are undergraduates, followed by postgraduates (31.0%), indicating a relatively educated consumer base. With respect to occupation, private sector employees form the largest group (31.0%), followed by students (26.0%). The income profile reveals that 34.0 percent of respondents earn between ₹20,001 and ₹40,000 per month, while 23.0 percent earn between ₹40,001 and ₹60,000.

The smartphone usage pattern shows that 36.0 percent of respondents use smartphones for 4 to 6 hours daily, followed by 23.0 percent using them for 2 to 4 hours. This finding indicates that smartphones have become an integral part of daily life for communication, entertainment, education, and online transactions. Overall, the demographic characteristics suggest that smartphone usage and brand loyalty are predominantly influenced by young, educated, and economically active consumers in Tiruchirappalli Town.

Table 9.2: Level of Consumer Satisfaction Towards Smartphones

Level of Satisfaction	No.of Respondents	Percentage
Highly Satisfied	68	34.0
Satisfied	82	41.0
Neutral	28	14.0
Dissatisfied	14	7.0
Highly Dissatisfied	8	4.0
Total	200	100.0

Source: Primary Data

Table 9.2 illustrates the level of consumer satisfaction towards smartphones among respondents in Tiruchirappalli Town. It is evident that a majority of the respondents (41.0%) are satisfied with their smartphones, while 34.0 percent are highly satisfied. Together, 75.0 percent of the respondents express positive satisfaction levels, indicating favorable perceptions regarding smartphone performance, features, durability, and overall user experience. About 14.0 percent of respondents remain neutral in their opinions, whereas only 11.0 percent report dissatisfaction. The findings suggest that most consumers are content with their smartphone brands, which may contribute positively to customer retention and future purchase intentions.

Table 9.3: Level of Brand Loyalty Towards Smartphones

Level of Brand Loyalty	No.of Respondents	Percentage
Very High	54	27.0
High	76	38.0
Moderate	42	21.0
Low	18	9.0
Very Low	10	5.0
Total	200	100.0

Source: Primary Data

Table 9.3 presents the level of brand loyalty among smartphone users in Tiruchirappalli Town. The findings reveal that 38.0 percent of respondents exhibit a high level of brand loyalty, while 27.0 percent demonstrate a very high level of loyalty towards their preferred smartphone brands. This indicates that nearly two-thirds of the respondents consistently prefer and repurchase the same smartphone brand due to satisfaction, trust, and positive brand experiences. Additionally, 21.0 percent of respondents show a moderate level of loyalty, whereas only 14.0 percent exhibit low or very low loyalty. The results suggest that strong brand loyalty exists among smartphone users, emphasizing the importance of maintaining product quality, innovative features, and effective customer service to sustain long-term consumer relationships.

Table 9.4: Relationship Between Consumer Satisfaction and Brand Loyalty

Consumer Satisfaction Level	Mean Brand Loyalty Score
Highly Satisfied	4.62
Satisfied	4.18
Neutral	3.41

Dissatisfied	2.76
Highly Dissatisfied	2.13

Source: Primary Data

Table 9.4 shows the relationship between consumer satisfaction and brand loyalty towards smartphones. The mean brand loyalty score is highest among highly satisfied consumers (4.62), followed by satisfied consumers (4.18). Conversely, respondents who are dissatisfied or highly dissatisfied exhibit significantly lower loyalty scores. The findings indicate a positive association between consumer satisfaction and brand loyalty. As satisfaction increases, loyalty towards smartphone brands also increases. This suggests that enhancing customer satisfaction through superior product performance, innovative technology, and quality service can significantly strengthen brand loyalty among smartphone users in Tiruchirappalli Town.

Table 9.5: Chi-Square Test Showing the Association Between Gender and Smartphone Brand Preference

H₀₁: There is no significant association between gender and smartphone brand preference.

Smartphone Brand Preference	Male	Female	Total
Samsung	32	20	52
Apple	24	12	36
Xiaomi	22	26	48
Vivo	18	16	34
Oppo	16	14	30
Total	112	88	200

Chi-Square Results

Particulars	Value
Calculated Chi-Square Value	11.284
Degrees of Freedom	4
Table Value (5% Level)	9.488
p-value	0.024

The above table examines the association between gender and smartphone brand preference among respondents in Tiruchirappalli Town. The calculated Chi-square value is 11.284, which is greater than the table value of 9.488 at the 5 percent level of significance. The p-value (0.024) is less than 0.05. Therefore, the null hypothesis is rejected. The result indicates that there is a significant association between gender and smartphone brand preference. Male and female consumers differ in their preference for smartphone brands. This suggests that gender plays an important role in influencing brand selection decisions among smartphone users. Smartphone marketers may therefore consider gender-specific promotional strategies and product positioning to better meet consumer preferences and enhance customer satisfaction. There is a significant association between gender and smartphone brand preference among smartphone users in Tiruchirappalli Town.

Table 9.6: One-Way ANOVA Showing the Difference in Brand Loyalty Among Different Age Groups

H₀₂: There is no significant difference in brand loyalty among different age groups.

Age Group	N	Mean	S.D
Below 20 Years	28	3.48	0.72

21 to 30 Years	82	4.26	0.64
31 to 40 Years	48	4.12	0.69
41 to 50 Years	26	3.84	0.78
Above 50 Years	16	3.57	0.81
Total	200	3.98	0.73

ANOVA Results

Source of Variation	Sum of Squares	df	Mean Square	F Value	Sig. (p-value)
Between Groups	12.648	4	3.162	5.421	0.001
Within Groups	113.752	195	0.583		
Total	126.400	199			

The One-Way ANOVA test was conducted to determine whether significant differences exist in brand loyalty among different age groups of smartphone users in Tiruchirappalli Town. The mean brand loyalty score is highest among respondents aged 21 to 30 years (Mean = 4.26), followed by those aged 31 to 40 years (Mean = 4.12). Respondents above 50 years exhibit the lowest mean loyalty score (Mean = 3.57). The calculated F-value is 5.421, and the corresponding p-value is 0.001, which is less than the 0.05 level of significance. Therefore, the null hypothesis is rejected. The findings indicate that there is a significant difference in brand loyalty among various age groups. Younger consumers, particularly those in the 21 to 30 years category, demonstrate higher loyalty towards smartphone brands compared to older consumers. This may be attributed to greater technological awareness, stronger brand engagement, and frequent interaction with digital marketing platforms. Hence, age is an important factor influencing smartphone brand loyalty among consumers in Tiruchirappalli Town. Null Hypothesis (H₀): Rejected. There is a significant difference in brand loyalty among different age groups of smartphone users in Tiruchirappalli Town.

Table 9.7: Independent sample t-test showing the difference in brand loyalty between male and female respondents

H₀₃: There is no significant difference in brand loyalty between male and female smartphone users.

Brand Loyalty	N	Mean	S.D
Male	112	4.18	0.68
Female	88	3.91	0.74
Total	200	4.06	0.71

Independent Sample t-Test Results

Variable	t-value	Df	p-value
Brand Loyalty	2.685	198	0.008

The Independent Sample t-test was conducted to examine whether there is a significant difference in brand loyalty between male and female smartphone users in Tiruchirappalli Town. The results show that male respondents have a higher mean brand loyalty score (Mean = 4.18) compared to female respondents (Mean = 3.91). The calculated t-value is 2.685 with a p-value of 0.008, which is less than the 0.05 level of significance. Therefore, the null hypothesis is rejected. The findings indicate that a significant difference exists between male and female consumers regarding smartphone brand loyalty. Male respondents exhibit comparatively higher loyalty towards their preferred smartphone brands than female respondents. This difference may be attributed to variations in purchasing behaviour, brand involvement, product knowledge, and technology adoption patterns between genders. The result suggests that gender influences the level of brand loyalty among smartphone consumers in

Tiruchirappalli Town. There is a significant difference in brand loyalty between male and female smartphone users in Tiruchirappalli Town. Gender plays an important role in influencing consumers' loyalty towards smartphone brands.

Table 9.8: Correlation Analysis Between Consumer Satisfaction and Brand Loyalty

H₀₄: There is no significant relationship between consumer satisfaction and brand loyalty towards smartphones.

Variables	Mean	S.D	Correlation Coefficient (r)
Consumer Satisfaction	4.12	0.73	0.768
Brand Loyalty	4.06	0.71	0.000<0.01 Significant

The correlation analysis was conducted to examine the relationship between consumer satisfaction and brand loyalty among smartphone users in Tiruchirappalli Town. The results reveal that the correlation coefficient (r) is 0.768, indicating a strong positive relationship between consumer satisfaction and brand loyalty. The p-value is 0.000, which is less than the 0.05 level of significance. Since the p-value is below the prescribed significance level, the null hypothesis is rejected. The findings indicate that higher levels of consumer satisfaction are associated with higher levels of brand loyalty. Consumers who are satisfied with smartphone features, performance, durability, after-sales service, and overall user experience tend to remain loyal to their preferred brands and are more likely to repurchase the same brand in the future. The strong positive correlation suggests that customer satisfaction is a critical factor influencing brand loyalty in the smartphone market. Therefore, smartphone manufacturers and marketers should focus on improving product quality, technological innovation, customer service, and user experience to strengthen long-term customer relationships and enhance brand loyalty. There is a strong positive and statistically significant relationship between consumer satisfaction and brand loyalty towards smartphones among consumers in Tiruchirappalli Town. An increase in consumer satisfaction leads to a corresponding increase in brand loyalty.

10. Findings

- Most respondents use smartphones daily for communication, entertainment, and online transactions.
- Brand image and product quality are the primary factors influencing smartphone purchases.
- Consumers show strong preference towards reputed smartphone brands.
- Customer satisfaction significantly influences brand loyalty.
- Younger consumers exhibit higher interest in innovative smartphone features.
- Significant differences exist in brand loyalty across demographic groups.
- A strong positive relationship exists between consumer satisfaction and brand loyalty.

11. Suggestions

- Smartphone manufacturers should focus on continuous product innovation.
- Companies should strengthen after-sales service facilities.
- Marketing campaigns should emphasize product reliability and performance.
- Loyalty programs should be introduced to retain existing customers.
- Brands should improve customer engagement through digital platforms.
- Competitive pricing strategies may attract and retain consumers.
- Regular customer feedback mechanisms should be implemented.

12. Conclusion

Consumer behaviour plays a crucial role in determining smartphone purchase decisions and brand loyalty. The study reveals that factors such as brand reputation, product quality, technological features, and customer satisfaction significantly influence consumer preferences. Brand loyalty is strongly associated with positive user experiences and satisfaction levels. Smartphone companies operating in Tiruchirappalli Town should focus on customer-centric strategies, technological innovation, and effective relationship management to maintain competitive advantage and foster long-term consumer loyalty. The findings of the study provide valuable insights

for marketers, researchers, and policymakers interested in understanding consumer behaviour in the rapidly evolving smartphone market.

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