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## A STUDY ON DISSATISFIED CONSUMERS OF SMARTPHONE OVER ONLINE PURCHASE IN MADURAI DISTRICT

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### ABSTRACT

Recent research has shown an interest in investigating the factors which influence the customer's online shopping decision and the consumers' dissatisfaction over it. The objective of this study is to provide an overview of dissatisfied consumers of smart phones over online purchase. The study was conducted in Madurai district, in Tamilnadu. This article helps to know the reason for the dissatisfaction of the consumer. Similarly this paper has brought out some facts about the reasons why consumers are enduring dissatisfaction, many a time consumers are not reporting their dissatisfaction and not lodging complaints, instead of that they start to move on. The products, poor services, warranty and time factor are the reasons due to which consumers are enduring dissatisfaction. From this study I have gained lot of practical exposure about consumer buying behaviour towards mobile phones.

### KEYWORDS

online shopping, consumer motivations, communication process, buying behaviour, consumers' dissatisfaction.

### INTRODUCTION

Consumer buying is not mere transfer of item from seller to buyer. Consumer wants buying to become a happy affair. They would like to see, touch and feel the commodities that they buy. Understanding this psychology, today many organizations have started moving towards providing a happy affair to their customers.

The study of consumer behaviour is important for both marketing management and social welfare perspective and consumer complaints constitute an important feedback mechanism for marketing management to monitor consumer satisfaction with their products and services where as non complaint by dissatisfied consumers block off this feedback may decide not to buy the product again or warn family and friends to avoid the product, which can be costly to the marketer. Without knowledge of the sources of dissatisfaction, management will be unable to change its procedures. In other words, for any given purchase, consumers may be satisfied or dissatisfied to varying degrees in connection with each of the separate activities of acquiring the product, using or consuming its benefits, and disposing of it. Oliver (1980) according to this paradigm, consumers are believed to form expectations about a product prior to purchasing the product. Besides several study on consumer dissatisfaction and complaining behaviour the topic is still very much relevant in marketing discipline today and encouraging the marketing professors to explore further. Fornell and Werner felt (1987) argued that the study of consumer dissatisfaction is fundamental to a sound defensive marketing strategy therefore the objectives of studies for research in this paper is to identify the factors that causing consumer dissatisfaction and the reasons why consumers are enduring dissatisfaction.

### OBJECTIVES OF STUDIES

#### PRIMARY OBJECTIVE

- To know the consumer buying behavior towards mobile phones in Madurai district.

#### SECONDARY OBJECTIVE

- To find out the factors that influences the consumers to buy mobile phones.

### SCOPE OF THE STUDY

- The present study is conducted in Madurai district and it is decided to consider dissatisfied consumers on purchase of smart phones over online purchase
- This study helps to know the factors which influencing the customer to purchase Mobile Phones
- This research study also helps to know the reason for the dissatisfaction of the consumer

### LIMITATIONS OF THE STUDY

- This study was carried out only among the consumers purchasing mobile phones over online in Madurai city.
- The sample was taken on the basis of convenience; therefore the shortcomings of the convenience sampling may also be present in this study.

### RESEARCH METHODOLOGY

The primary methods of data collection that is questionnaire technique was used to collect the data required. Number of Respondents includes both male and female. Convenience sampling method has been adopted under the non-probability sampling technique and about 100 samples have been collected for the study.

#### RESEARCH DESIGN

"A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure"

#### DESCRIPTIVE RESEARCH

Descriptive research is designed to describe something, such as demographical characteristics of consumers who use the products. It deals with determining frequency with which something occurs or how two variables vary together. This study is also guided by and initial hypothesis.

#### SAMPLING METHOD

Convenience sampling was adopted in the research work under non-probability sample method.