



Short Communication

Effect of Occupation Status on Customer's Perception for Smart Phone Mobile Services

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Abstract

Indian mobile market is one of the fastest growing markets with total subscriber base of 996.49 millions (wireless & wire line) and overall tele density of 79.38. The growth of subscribers has witnessed intense competition among service providers and many innovations in service and price offerings. It is not exaggerating to say that the telecommunications sector has become dynamic and vital to the economic development of the nations. This is a result of the tremendous technical progress, as well as the emergence of many network operators and the ensuing intense competition among the service providers. The present study is based on extended TAM model in which the Occupation status effect on customers' perception for Smart Phone mobile services has been studied. The findings of this research are very informative for Smart Phone service providers. The findings of the study revealed that irrespective of Occupation status respondents found the Smart Phone services useful, easy to use, willing to use and recommend to use Smart Phone services to their friends and relatives. However, some degree of differences in opinion of respondents was also observed. Private employees were agreed that usage of Smart Phone services provides an opportunity for relaxing to them and its use for multiple activities. Student respondents were agreed that it is interesting and enjoyable to use Smart Phone services. They were delighted with Smart Phone services. Thus, findings of the study can be incorporated in marketing plan and marketing strategy by the service providers by designing multipurpose usage that can target to a broad spectrum of customers need.

Keywords: Smart Phone Mobile, Services, TAM, Occupation Status.

Introduction

Indian mobile market is one of the fastest growing markets with total subscriber base of 996.49 millions (wireless and wire line) and overall tele-density of 79.38¹. The growth of subscribers has witnessed intense competition among service providers and many innovations in service and price offerings.

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Newer technology innovation like Smart Phone services are expected to drive the next phase of growth in the wireless segment with enhanced focus on providing data services and Internet. A smart phone is a mobile phone with an advanced mobile operating system which combines features of a personal computer operating system with other features useful for mobile or handheld use.

Smart phones, which are usually pocket-sized, typically combine the features of a cell phone, such as the ability to

receive and make phone calls, with those of other popular digital mobile devices. Other features typically include a personal digital assistant (PDA) for making appointments in a calendar, media player, video games, GPS navigation unit, digital camera and digital video camera. Most smart phones can access the Internet and can run third-party software applications ("Apps"). So, further penetration of Smart Phone depends on the integration of telecommunications and multimedia services.

Brief Literature Review: The Perceived usefulness, ease of use, price, and speed of use are the most important determinants of adoption of Smart Phone multimedia mobile services.

Simple in operation to use smart phones largely depends on Input, output mechanics and available software. User should perceived that it is simple and easy to use. However, users intention to use is also greatly influenced by price and pleasure derived from use of smart phones services. Usefulness is also affected by service offerings and its perceived value to the users².

Multifunctional services adopted in smart phones, for example Camera, audio, video, multimedia applications etc. has increases its usability. A large number of people have become customer of smart phone mobile services, irrespective of their cultural

norms, level of education, income. However, the process of diffusion and adoption of smart phone services varies across country, culture, level of income, education etc³.

Technology Acceptance Model (TAM) has been used in greater extent by a large number of researchers to explore its dimensions in adoption of varied innovative technology services by users. It has been found in majority of cases that users attitude was greatly influenced by perceived ease of use and usefulness of innovative technology services⁴.

The prospective user's subjective probability that using a specific application system will increase his or her job performance within an organizational concept is known as Perceived Usefulness, whereas "the degree to which the prospective user expects the target system to be free of effort" is Perceived Ease of Use⁵.

Ajzen has developed a new model known as Theory of Planned Behavior (TPB). He extended TAM and included behavioral issues in dimensions of TAM. It has provided comprehensive subjective as well as objective analysis for users' intention, usefulness and usage of innovative technology services⁶.

With the help of mobile technology, operators can provide Smart Phone services associated with a variety of functions and utilities, e.g. entertaining, banking, APP based applications etc. Thus, the present study is based on extended TAM model by proposing the addition of PE to the use of Smart Phone services, and to know the occupation effect on customers' perception towards influence of these factors on usage of Smart Phone mobile services.

Objectives of the Study: i. To know the effect of Occupation status on customers perception towards Usefulness of Smart Phone Mobile services. ii. To study the effect of Occupation status on customers perception towards Ease of use of Smart Phone Mobile services. iii. To know the effect of Occupation status on customers perception towards Enjoyment in using Smart Phone Mobile services. iv. To analyze the effect of Occupation status on customers Behavioral Intention towards adaptation of Smart Phone Mobile services.

Hypotheses: Following hypotheses developed for the study and checked at 5% level of significant: i. H₁: Occupation status - wise there is significant difference in customer's perception towards perceived ease of Smart Phone services. ii. H₂: Occupation status-wise there is significant difference in customer's perception towards usefulness of Smart Phone services. iii. H₃: Occupation status -wise there is significant difference in customer's perception towards attractiveness of using Smart Phone services. iv. H₄: Occupation status -wise there is significant difference in customer's perception towards attitude for using Smart Phone services. v. H₅:- Occupation status -wise there is significant difference in customer's behavior intention towards using Smart Phone services.

Research Methodology

Type of Research: Descriptive in nature.

Sampling Type: Non-probabilistic Convenience sampling

Sample Size: Data collected from 120 respondents.

Sampling Unit: Smart Phone users

Data Collection: Primary data for the study collected through self structured questionnaire. Items of the questionnaire were extracted through extensive literature review and were based on extended TAM model. Customers perception were gauged with the help of five point Likert scale ranging from Strongly agree (5) to strongly disagree (1).

Tools for data analysis: Mean, Standard Deviation, T test

Results and Discussion

It is exhibited in Table-1 that Occupation status wise there was no significant difference observed in customers' perception towards ease of use, usefulness, attractiveness, attitude for using and behavioural intention to use of smart phone services. And all the stated hypotheses were rejected at 5% level of significance.

However, some degree of differences in opinion among respondents of different occupation groups were observed for the stated dimensions of Smart Phone services. Student respondents were relatively found to be more ease with the usage of Smart Phone services than the other occupant respondents. However, private employees found smart phones more useful in their daily work-life.

The study also revealed that the readiness to use Smart Phone services have scored relatively higher in favour of students and private employee respondents than other occupant group of respondents. The reason could be that the students and private employees found to be more opportunity to use newer technology like Smart Phone services due to their technology savvy and experimenting attitude towards new things than the other group of respondents.

They also found it easy to use and easy to access their multi needed application easily on Smart Phone services, as they were agreed that they have learned to use Smart Phone services quickly. They were delighted with Smart Phone services, found use of smart phone services as interesting and enjoyable and agreed that usage of Smart Phone services provides an opportunity for relaxing to them and its use for multiple activities. The study also revealed that irrespective of Occupation status the respondents were willing to use Smart Phone services and were agreed to recommend someone to use Smart Phone services (Table-2).

Table-1
Occupation Status-Wise Analysis of Variance for Customer Perception towards Smart Phone Services

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Ease of use	Between Groups	2.256	4	.564	.683	.605
	Within Groups	94.989	115	.826	-	
	Total	97.245	119	-	-	
Usefulness	Between Groups	1.389	4	.347	.401	.808
	Within Groups	99.702	115	.867	-	
	Total	101.092	119	-	-	
Attractiveness	Between Groups	4.279	4	1.070	1.321	.266
	Within Groups	93.095	115	.810	-	
	Total	97.374	119	-	-	
Attitude for using	Between Groups	2.944	4	.736	.926	.451
	Within Groups	91.381	115	.795	-	
	Total	94.325	119	-	-	
Behavior intention	Between Groups	2.724	4	.681	1.122	.350
	Within Groups	69.807	115	.607	-	
	Total	72.531	119	-	-	

Conclusion

This paper has examined the Occupation status effect on customers’ perception for Smart Phone mobile services with the extended Technology Acceptance Model (TAM) as the guiding principle. The findings of this research are very informative for Smart Phone service providers. The findings of the study revealed that irrespective of Occupation status respondents found the Smart Phone services useful, easy to use, willing to use and recommend to use Smart Phone services to their friends and relatives. However, some degree of differences in opinion of different occupant groups observed. Private employees were agreed that usage of Smart Phone services provides an opportunity for relaxing to them and its use for multiple

activities. Student respondents were agreed that it is interesting and enjoyable to use Smart Phone services. They were delighted with Smart Phone services. Thus, findings of the study can be incorporated in marketing plan and marketing strategy by the service providers by designing multipurpose usage that can target to a broad spectrum of customers need.

Limitations of the Study: The following are the major limitations of the study: i. The data size is very small for the exact study of the market potential. ii. The area or territory of study is very small as it includes the Indore city of Madhya Pradesh only. iii. The research is based on non-probabilistic sampling study.

Table-2
Occupation Status-Wise Mean and Standard Deviation for Customer Perception towards Smart Phone Services

		Mean	Std. Deviation
Ease of use	Self employed	3.3971	.92752
	Govt employee	3.3833	.88573
	Pvt Employee	3.3500	.90427
	Student	3.5312	.92185
Usefulness	Self employed	3.3088	.79071
	Govt employee	3.1667	.91937
	Pvt employee	3.4700	.90231
	Student	3.3516	1.11958
Attractiveness	Self employed	3.3333	.82878
	Govt employee	3.2222	.77323
	Pvt employee	3.6400	.86560
	Student	3.5937	1.06671
Attitude for using	Self employed	3.2500	.85502
	Govt employee	3.2667	.70373
	Pvt employee	3.6200	.92736
	Student	3.2812	.99139
Behavior intention	Self employed	3.2059	.64099
	Govt employee	3.2000	.72703
	Pvt employee	3.4800	.71414
	Student	3.4531	.97020

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