



FACTORS INFLUENCING THE EFFECTIVE USE OF SMART PHONES: A CASE OF RURAL AREAS IN ANDHRA PRADESH

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ABSTRACT

Rural India has a large consumer base to tap, but Smartphone manufacturers are experiencing harsh conditions to penetrate the market. Rural consumers are different from their urban counter parts. Somewhere a gap exists between the real demand of the rural mass and the features offered by the smart phone manufacturers. The following study has made an attempt to highlight the concerns of rural Smartphone consumer. This study has identified the usual problems experienced by the rural consumers in making effective use of the smart phones and recommended solutions to resolve the problems. This study will help the Smartphone companies to develop comprehensive approach and to build new models to serve the rural markets in a better way.

Keywords: Consumer Behaviour, effective use of smart phones, user interface, virtual engagement.