

A Study on Consumer Behaviour in Selecting Mobile Hand Set

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Abstract

Contemporary business market research works majorly on consumer psychology and consumer behaviour. In today's world when mobile hand set has become an essential gadget for most of the people, the consumer attitude and consumer behaviour gets affected by the technology and features of the phone which has led to intense competition among various brands. Market research can't be done in isolation as cognition, affection and correlation is based on social changes, values. The cognitive concepts of attitudes refer to our information based on beliefs and opinion about different brand. The effective of feelings component refers to our feelings and emotion attach to different characteristics of different cell phone and the cognitive component relates to our decision making and purchase behaviour it is observed that various types of consumer such as businessman, professional and students do have different kind of values and attitudes as such their consumer behaviour will be different. There is always a gender difference in the society as a result of socialisation, social values, family values and individual orientation. While considering different characteristics of cell phone such as brand, technology, utility, necessity or popularity, different types of consumer give different types of emphasis on these facets; intensive research is warranted to know the dynamics so that more useful research could be undertaken.

Keywords- Consumer, Consumer Behaviour, Telecom Service Provider

Introduction

Mobile phones have taken place in almost every hand as from a 70 year old grandfather to 10 years old granddaughter all are using mobile phones. Gone are the days when mobile phones were a symbol of luxury and up class gadget as it stays respectfully in the hands of Rickshaw pullar and with the same ease in the hands of a CEO of a company. The popularity of mobile phones could be easily guessed with the recent TRAI report which clearly says that India mobile phone subscriber base crested the 1 billion mark. A huge number of mobile phone users are using smart phones and the usage pattern has dramatically increased with advent of Reliance JIO connections, the country has turned into digital country and usage of internet

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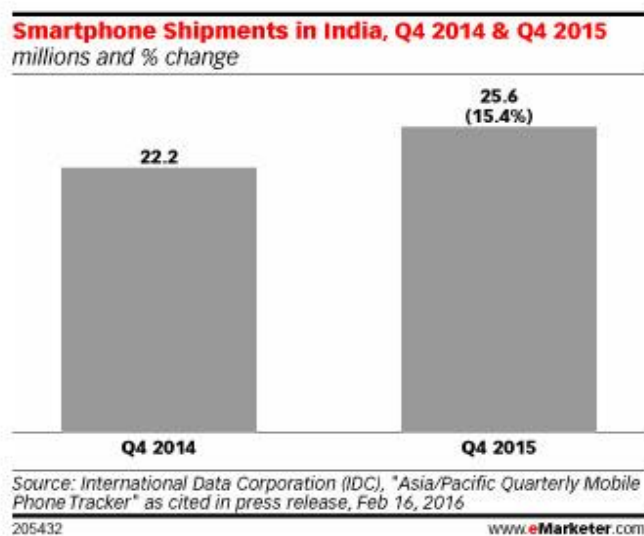
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has taken a big leap as at present millions of Indians have are conducting business, getting social and participating in the governance through their phones.

The small cities are also gearing up in smart phone usage and even it has taken a considerable share in rural India.

According to 'e marketer', the piece, smart phone shipments in India grew to 25.6M in the fourth quarter of 2015.



As per e marketer report, the number of mobile devices of all types in use in India will grow to more than 684 M this year.

Mobile Phone* and Smartphone Users in India, 2014-2019**

	2014	2015	2016	2017	2018	2019
Mobile phone users* (millions)	581.1	638.4	684.1	730.7	775.5	813.2
—% of population	47.0%	51.0%	54.0%	57.0%	59.8%	62.0%
—% change	10.7%	9.9%	7.2%	6.8%	6.1%	4.9%
Smartphone users** (millions)	123.3	167.9	204.1	243.8	279.2	317.1
—% of mobile phone users	21.2%	26.3%	29.8%	33.4%	36.0%	39.0%
—% change	62.1%	36.2%	21.5%	19.5%	14.5%	13.6%

Note: *individuals of any age who own at least one mobile phone and use the phone(s) at least once per month; **individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month
Source: eMarketer, July 2015
193900 www.eMarketer.com

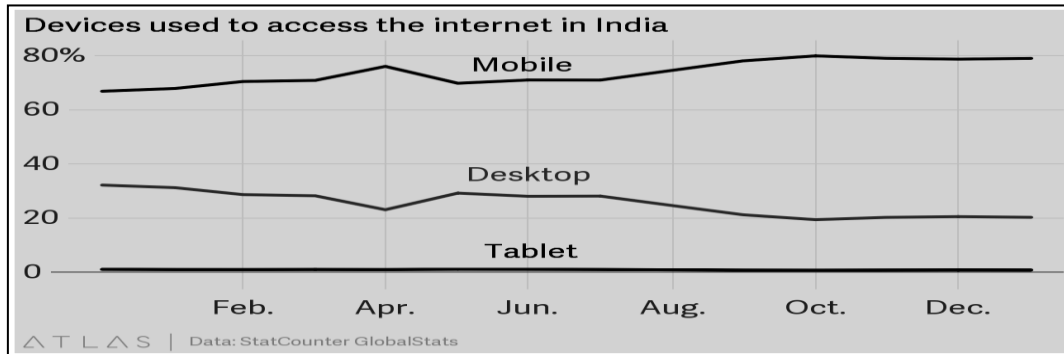
The next billion internet users are ditching computers for pocket-friendly phones. The mobile phone users are using phones as their computer as it is pocket friendly.

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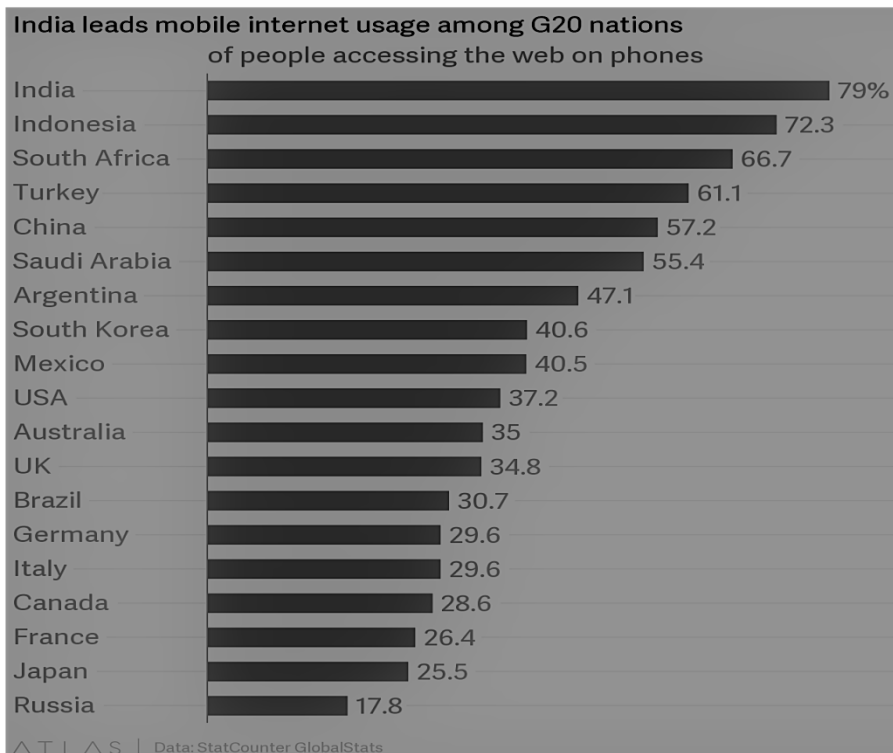
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Globally, half of the internet users got online in February 2017 using mobile devices, and over 45% visited the web on desktops during the same time period. In countries like the UK and US, where more than 8 in 10 have access to the internet, people got online using phones over a third of the time. In India, the split was leaning heavily toward mobile use. Indians accessed the internet through their mobiles nearly 80% of the time.



India leads mobile internet usage among G20 nations. Data shows that India has clearly leapfrogged the desktop generation. The country holds the title for mobile internet usage among G20 nations. Others like Indonesia and South Africa, where desktops are significantly more expensive than mobile phones and power issues are widespread, are close behind.



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Currently, India is the second-largest smartphone market in the world in terms of number of users but it is expected to be the biggest market for global smartphone sales in the next few years.

In FY 2019-20, India's smartphone manufacturing industry would be worth Rs 1,20,200 crore, the report claimed. The size of the domestic mobile manufacturing industry in FY 2019-20 is expected to be Rs 1,35,000 crore as against Rs 94,000 in FY2016-17.

2. Research Objectives

The research objectives for the study is follows-

To analyze the effect of gender on purchase of mobile phones

To analyze the effect of brand on purchase of mobile phones

To analyze the factors considered by consumer while purchasing a mobile phone.

3. Scope of the Study

The research study has the scope of covering the factors which affect consumer behavior including brand, gender, marketing strategy of various brands. It has also the scope of covering the influence of technology on consumer attitude and purchasing.

4. Methodology

The present study follows a 2 X 2 factorial design of research. Factor one refers to types of consumers (business and professional) versus students and factor two refers the gender (male and female) there are four sub groups namely: Male business man and professional, Female business man and professional, Male students and Female students. In each sub groups there are sixty respondents (N = 240) and the minimum educational qualification of the respondents is graduation. The study focused a persuasive random technique for selecting the respondents.

5. Source of Data

The present study is based on both primary and secondary data sources. The primary source of data were gathered by administering questionnaire and interviewing the respondents from the 240 respondents from Gorakhpur district and Secondary data were collected from Relevant literatures sources such as relevant books, journals, magazine, report, records and websites were referred to collect data from the secondary source. Pilot survey was conducted by administering questionnaire for preparing a final questionnaire, containing various dimensions of consumer behaviour.

Hypotheses

- There are significant differences among the consumers using different brands of cell phones
- There is significant gender difference with regards to use of cell phones.

Analytical Tools

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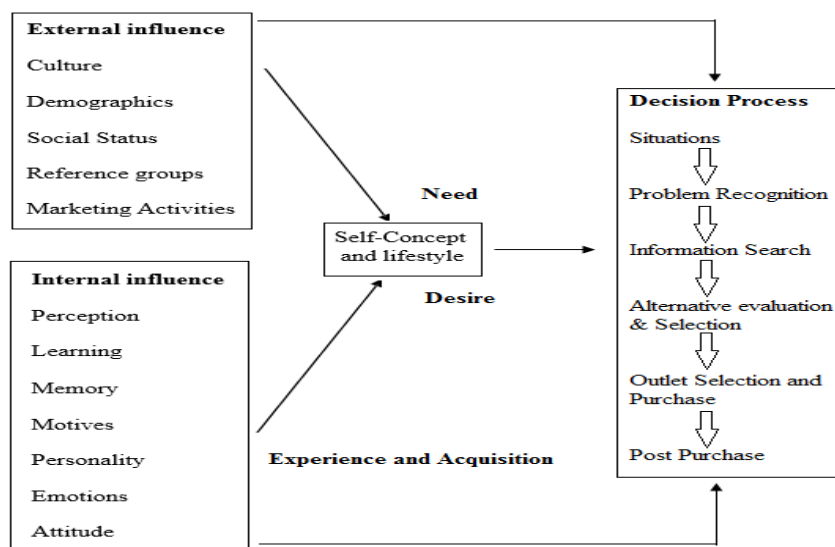
Since the research followed a factorial design and scales and instrument are in internal scale, parametric statistic such as analysis of variance (ANOVA) is used to interpret the results. In its simplest form Analysis of Variance (ANOVA) provides a statistical test of whether or not the means of several groups are all equal, and therefore generalizes t-test to more than two groups. ANOVAs are helpful because they possess an advantage over a two-sample t-test. Doing multiple two-sample t-tests would result in an increased chance of committing a type-I error. For this reason, ANOVAs are useful in comparing three or more means. Also SPSS package is used to analyze the data on the basis of which interpretation will be made.

Literature Review

Consumer Decision-Making

One of the fundamental issues in consumer behavior is the way consumers develop, adapt and use decision-making strategies (Moon, 2004). Consumer decision making could be defined as the “behavior patterns of consumers, that precede, determine and follow the decision process for the acquisition of need-satisfying products, ideas or services” (Du Plessis et al., 1991).

Models of Consumer Behaviour



Consumer decision making has long been of great interest to researchers. Early decision making studies concentrated on the purchase action (Loudon and Bitta, 1993). It was only after the 1950's that the modern concept of marketing was incorporated into studies of consumer decision making, including a wider range of activities (Engel, Blackwell, and Miniard, 1995). The contemporary research indicates that more activities are involved than the purchase itself.

Many other factors influence the consumer decision making than the final outcome. Vast numbers of studies have investigated this issue and many models have been developed

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accordingly. Models aim to depict the purchase decision-making process and its influential factors.

External Influence on Consumer Behavior

Culture: Culture is the accumulation of shared meaning, rituals, norms and traditions among the members of an organization or society. (Cia.gov 2014).

Demographics: An age cohort consists of people of similar ages who have undergone a similar experience. They share many common memories about culture heroes, the importance of the historic event and so on. Marketers often target products or services to one or more specific age cohorts. A survey of Cia.gov (2014), the total population of India is 1.2 billion and people in the age group of 15 to 54 comprise 69% of the total population in which approximately 376 million are male and approximately 357 million are female. As for the smart phone market, it is a huge demographic.

Social Status: Different products and stores are perceived by consumers to be appropriate for certain social classes (Munson and Spivey, 1981). The working class consumer tends to evaluate products in more utilitarian terms such as sturdiness or comfort rather than style or fashion.

Reference Groups: A reference group is an actual or imaginary individual or group conceived of having significant relevance upon an individual evaluation, aspiration or behavior.

Reference group influences consumers in three ways. These influences are informational, utility, and value-expressive.

Family: Family is considered as the most important consumer consumption organization in society, and members of a family constitute the most influential primary reference group.

Marketing Activity-These marketing strategies help the company in increasing the market share by penetrating deeper into the urban markets. It became the second largest GSM mobile phone vendor in India after Samsung, with a market share of 21 percent. It sold about 1 million mobiles every month. (Micromaxinfo.com, 2014)

Internal Influence on Consumer Behavior

Perception: Perception refers to the many different ways that an individual can sense external information, select particular sources of information and how they interpret this information (Belch and Belch, 2009, p118).

Selective attention: Selective attention is the process that people screen most stimuli out as the capacity to process stimuli is limited. For instance, average Indians may be exposed to over 1,500 ads, which indicate that marketers have to try their best to attract consumers' attention.

Selective distortion: Selective distortion presents the tendency for people to interpret information that matches to the presumptions. Consumers often distort information to support their existing belief and expectations.

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Selective retention: Selective retention implies the tendency that people forget much of the information that they are exposed, but they still retain information that matches their attitudes and beliefs.

Learning: Learning induces changes in consumers' behavior arising from experience. Actually, most human behavior is learned. Learning is formed through the interplay of drives, stimuli, cues, responses, and reinforcement.

Memory: All the information and experiences people confront, as they go through life, become part of the memory.

Motivation (Maslow's theory): Abraham Maslow tried to explain why people are driven by particular need at particular times. He placed human needs in a hierarchy, which is called Maslow's hierarchy of needs.

Personality: Personality describes a person's disposition, helps show why people are different, and encompasses a person's unique trait.

Attitude: "Attitudes are learned predispositions to respond to an object or class object, in a consistently favorable or unfavorable way" (Allport, 1935, p810). Attitudes are "mental positions" or emotional feelings, favorable or unfavorable evaluations, and action tendencies people have about products, services, companies, ideas, issues, or institutions.

Concept and Life style

According to the model, all the external influence and internal influence on consumer result in their social concept and lifestyle choice. The lifestyle of a consumer refers to a pattern of consumption reflecting their choices as how they spend their time and money; it also refers to the attitudes and values attached to these behavioral patterns (Solomon, 2006).

7. Analysis

Table 1 : ANOVA Conducted On Vivo User

Source	Df	ms	f	p
A (Type of Consumers)	1	232.47	10.14	<01
B (Gender)	1	212.44	8.13	<01
AXB	1	208.13	8.04	<01
Error	237	77.33		

The findings clearly indicate that both the main effect and interaction effect are found to be significant. Consumers' type and gender influence the behavior of Vivo users.

Table 2 : ANOVA Conducted On Samsung User

Source	Df	ms	f	p
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A (Type of Consumers)	1	310.34	19.12	<01
B (Gender)	1	288.37	16.14	<01
AXB	1	270.81	13.77	<01
Error	237	101.24		

The findings clearly indicate that both the main effect and interaction effect are found to be significant. Consumers' type and gender influence the behavior of Samsung users.

Table 3 : ANOVA Conducted On Xiaomi Redmi User

Source	Df	ms	f	p
A (Type of Consumers)	1	118.37	4.21	<01
B (Gender)	1	177.44	3.94	<01
AXB	1	136.89	2.16	<01
Error	237	67.24		

The findings clearly indicate that Main effect and interaction effect are found to be significant. It indicates that both consumers' type and gender influence the use of cell phone.

Table 4: ANOVA Conducted On Micromax User

Source	Df	ms	f	p
A (Type of Consumers)	1	218.73	20.14	<01
B (Gender)	1	212.77	18.27	<01
AXB	1	184.26	15.26	<01
Error	237	100.74		

The ANOVA reveals that gender and consumer type as per their profession both influence cell phone purchase. The study has taken up two aspects of consumer behaviour (CB) and Marketing orientation. It has focused on 25 aspects of marketing and consumer behaviour relating to four brands of cell phone and three types of respondents.

Findings

The findings indicate that VIVO user, irrespective of type of respondents, have stronger positive attitude to items like necessity of using cell phone, using VIVO as the brand. They also focus on cell phone categories such screen type, camera resolution, high technology features, sustainability of batteries and also connectivity. VIVO users gave less attention to the price of other brands but gave value to advertisement.

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On the other hand Samsung users give high degree of necessity of importance of cell phone. They focus on brand name. They also give importance to screen size and memory capacity, sustainability of the battery. They do not give importance to a brand ambassador of the phone and they give a very high positive opinion of the cell phone.

The Redmi users give at most importance to the necessity of the using of cell phone. They do not value brand names of brand names but they put emphasis on the features and technology of the phone, screen type, memory capacity, camera resolution, and sustainability of battery, connectivity, and internet.

The Micromax users gave importance to necessity of using cell phones and also on the price of the phone. They gave less value to brand names and gave importance to rate of the phone, screen type, memory capacity, camera resolution, sustainability of battery, connectivity and advertisement.

Conclusion

As per the overall analysis, it was found that the consumers of all brands taken in the study were contentious about system and technology as they all gave importance to necessity of using cell phone, brand name, categories, SIM, screen type, camera resolution, memory capacity, connectivity / internet and talk time. 2X2 factorial design two way analysis of variance (ANOVA) was used in interpreting data and main effect and interaction effect both were found in the study as it was used separately for each brand used in the study.

ANOVA reveals that there are both significant main effects as well as interaction effect. Although the study has focused on 25 aspects of marketing and it was found that there are significant difference between students, professionals and businessman, and significant gender difference effect was found on consumer behaviour. Professional and Businessman gave more emphasis on necessary usage part of phone including connectivity, sustainability and operations in comparison to students. Females give more preference to size of screen, memory capacity, multimedia functions, and internet connectivity in comparison to males.

The difference was noticeable in Vivo and Micromax users in comparison to Samsung and Redmi. As consumer behaviour and marketing orientation are the result of several factors and it is very difficult to specify the factors working behind the particular consumer behaviour. In present time technology is changing fast but human mind set doesn't change that fast and market research is done in accordance with consumer behaviour, society, culture, values and attitude. It also includes cognition and affection. Based on the cognition, values and attitude, different set of emotional attachment and feeling was found in different types of consumers including businessman, student and professionals. The gender difference will always remain as it depends on social values, family values and also individual personality.

Suggestions

Consumer behavior is affected by need, values, cognition, culture, requirements of profession or life style and also gender. It is difficult to find correlation between a particular behavior

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and particular factor so an intensive research is required to find out relation between particular factors behind a particular behavior of consumers.

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