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Consumer purchase behaviour towards Mobile phones

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Abstract

The craze for mobile services in India is increasing substantially. Information technology has brought tremendous change in day-to-day activities of common man to entrepreneurs. Mobile as a medium is growing fast with its easy accessibility and reach. It is not just telecom centric. From a communication tool, it has emerged as a device for all purposes. With most adults and many children now owning mobile phones.

Keywords: Mobile, users, communication

Introduction

Exchange of information becomes the necessity of life to a common man. In the modern world an individual tends to communicate anything to everything right from the place where he/she stands. Even while riding vehicle he / she wants to communicate. Within fraction of second at quick speed with clear voice, without any disturbance, like line crossing, out of order, etc. most of which lack in the connection given by the department of telecommunication. Mobile phones emerges as a boon quench such a thirst, by providing facilities, which a common man cannot imagine. Though cell phone industry has its origin in the recent past and the growth has been excellent, the telecommunication services in India have witnessed the phenomenal change over the last few years. The craze for mobile services in India is increasing substantially. Information technology has brought tremendous change in day-to-day activities of common man to entrepreneurs. Mobile as a medium is growing fast with its easy accessibility and reach. It is not just telecom centric. From a communication tool, it has emerged as a device for all purposes. In many countries, mobile phones now outnumber land-line telephones, with most adults and many children now owning mobile phones. The mobile phone itself has also become a totemic and fashion object, with users decorating, customizing, and accessorizing their mobile phones to reflect their personality. In the rationale of modern marketing, the firm's existence is dependent on customer's satisfaction. Therefore, the knowledge of "what the customer thinks" and "what consequently would contribute to his satisfaction" is at the requirement of the marketer. After becoming the second most populated country in the world, India is set to achieve another record of having half a billion wireless connections, thus becoming the second largest group of mobile phone users after China. In fewer than twenty years ago, mobile phones were considered to be rare and expensive pieces of equipment used by business to a pervasive low-cost personal item but now it has become a common household item. Building trust and adapting to the individual and local needs of the community are critical success factors for the diffusion and success of cutting-edge information and communication technology. With the introduction of private sector telecom service provider in the state the competition in the telecom industry has increased significantly.

Review of Literature

Anderson and Sullivan (1993) ^[12], Found that the customer's satisfaction affects the customer in building their will to re purchase any item. Provision of quick complaint handling and effective customer service help the management to prevent building of any negative impressions by the customer. Although some company can have very good quality

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and product but still they suffer because element of interaction with customer is missing and they don't get the exact information about customer's need.

Iacobucci, Ostrom, Grayson (1995) ^[9], stated that a firm may fail to achieve better customer satisfaction despite providing high quality service, because the properties improved are not important from the customer's point of view. In many cases company are not directly interact with customers but they get information about their product (that how much customer are satisfied with their product) from their distributors and other market intelligence. Retailers and distributions are indirectly representatives of the company.

Research Methodology
Objectives of the Study

Primary Objective:

- To know the consumer purchase behavior towards mobile phones.

Secondary objective

- To find out the factors which influences the consumers to purchase mobile phones.

Data Collection Technique

The present research study is based on both primary and secondary data collected from various sources. Primary Data is collected through survey method using questionnaires designed on the basis of Likert Scale (Strongly Agree=1, Agree=2, Uncertain=3, Disagree=4, strongly Disagree=5). Hence higher the mean score of a statement, higher is the agreement of respondents with the statement under study. The secondary data was obtained through published books, magazines, national & international journals, statistical reports, text books.

Sampling Technique

Judgment sampling method has been adopted for this study.

Importance of the Study

This study can prove beneficial for the local and multinational brands in such a way that they will realize the importance of brand loyalty which can be possible by satisfying the customer needs and developing good reput in the market. It will increase their profitability by increasing customer life time value and enable them to capture a greater market share.

Sample Size

Total Respondent – 150

Statistical Tools used for Data Analysis

The data processing in this research study has been done through SPSS package (19.0) using the statistical tools i.e percentage and frequency.

Data Analysis and Interpretation

1. Consumer has started using mobile phone.

Table 1.1:

Options	Frequency	Percent
Yes	150	100.0
No	00	00

Interpretation

Tables 1.1 illustrate that there is not even a single respondent who is not using mobile phones. All respondents are having mobile phones. The trend for mobile services in India is increasing substantially. So, nowadays everybody is having mobile phones

2. Mobile phones consumer having at present.

Table 2.1:

Options	Frequency	Percentage
One	122	81.3
Two	19	12.7
More than two	9	6.0
Total	150	100.0

Interpretation

Table 2.1 explain that out of 150 respondents 122 respondents have single mobile phone and 28 respondents have two or more than two mobile phones. It means that respondents are able to manage only one mobile at a time the reason being using one mobile phone is their hectic schedule. Also, consumer having one mobile is enough to meet all the requirements.

3. The brand of mobile phone which consumer purchase last time.

Table 3.1:

Brand	Frequency	Percent
HTC	17	11.3
Samsung	34	22.7
Blackberry	15	10.0
Motorola	11	7.3
Apple	18	12.0
LG	8	5.3
Nokia	33	22.0
Sony Ericsson	11	7.3
Others	3	2.0
Total	150	100.0

Table 3.1 demonstrate that the out of 150 respondents 34 have Samsung and 33 have Nokia's mobile phone while 18 respondents using Apple and 17 respondents using HTC and also find that 22 respondents using Motorola and Sony Ericsson. Some of the respondent using mobile brands like Micromax, lemon. Highest ranking is of Samsung & Nokia because of it's of its good feature, customer service. Good will and brand image play a vital role during purchase of mobile phones.

4. The current operating system of consumer's mobile

Table 4.1:

Options	Frequency	Percentage
Android	69	46.0
Blackberry OS	13	8.7
Apple ios	18	12.0
Symbian	27	18.0
Bada	6	4.0
Window	2	1.3
Others	15	10.0
Total	150	100.0

Interpretation

Table 4.1 illustrates that Out of 150 respondents 69 respondent using mobile phone that have the android operating system. While the 27 respondents using Symbian operating system in their mobile phone However, Some of the respondent said that they are using Window, Blackberry and Bada operating system according to their mobile phones. The reason using Android application is user friendly and easy to operate while the other operating system is bit complicated in comparison to android application.

5. The satisfaction level of consumer from current operating system.

Table 5.1:

Options	Frequency	Percent
Strongly Dissatisfied	16	10.7
Dissatisfied	14	9.3
Fair	25	16.7
Satisfied	68	45.3
Strongly Satisfied	27	18.0
Total	150	100.0

Interpretation

Table 5.1 shows that out of 150 respondents 95 respondents are satisfied with their current operating system. However some of the respondent said that they are not very satisfied with their current operating system. As Samsung is in demand so the customer feel more satisfied with their mobile phone they are using.

6. Consideration of brand name while purchasing mobile phone.

Table 6.1:

Options	Frequency	Percent
Not at all considered	5	3.3
Sometimes considered	50	33.3
Neutral	16	10.7
Sometimes not considered	23	15.3
Always Considered	56	37.3
Total	150	100.0

Interpretation

Table 6.1 depicts that out of 150 respondents 56 respondents always considered brand name while purchasing a new mobile. However 50 respondents said that they sometimes considered brand name while purchasing a new mobile. it is because of the customers want full satisfaction regarding the phone purchased from them. Generally, customer find brand name from the market research.

7. Time period in which consumer upgrade his/her mobile phone.

Table 7.1:

Options	Frequency	Percentage
Less than 1 year	27	18.0
1 year	57	38.0
2 year	39	26.0
More than 2 year	27	18.0
Total	150	100.0

Interpretation – Table 7.1 clarifies that out of 150 respondents 57 respondents upgrade their mobile phone in 1 year. However some of the respondents change their mobile phones in 2 years.

Interpretation

Table 8.1 exemplifies that out of 150 respondents 76 respondents is will change their mobile phones to the latest model of the same brand. However, some of the respondents refuse to change their mobile phone to the same brand and some of them were not sure. Most of the customer was satisfied with their brand so they don't want to switch to other brands

8. Consumer will upgrade his/her mobile phone to the latest model of the same brand.

Table 8.1:

Options	Frequency	Percent
Yes	76	50.7
No	25	16.7
I am not sure	49	32.7
Total	150	100.0

9. The brand towards which consumer has a strong preference.

Table 9.1:

Options	Frequency	Percent	Rank
HTC	12	8.0	(iv)
Samsung	40	26.7	(i)
Blackberry	19	12.7	(iii)
Motorola	7	4.7	(vii)
Apple	19	12.7	(iii)
LG	8	5.3	(vi)
Nokia	31	20.7	(ii)
Sony Ericsson	10	6.7	(v)
Others	4	2.7	(viii)
Total	150	100.0	

Interpretation

Table 9.1 illustrate out of 150 respondents 40 respondents will prefer the Samsung. Moreover 31 respondents choose Nokia mobile as their preference. While the 19 respondents said that they will prefer the Blackberry and Apple. However few of the respondents also like to have Sony Ericsson, Motorola, and LG. So we can say that the Samsung have first preference followed by Nokia while the Motorola have the last preference of consumer.

Conclusion of the Study

Information technology has brought tremendous change in the present socio-economic environment. The tele communication services in India have increased its horizon. The craze for mobile services in India is increasing substantially. This study reveals the consumer's purchasing behaviour towards mobile phones. Most of the consumers having one mobile phone and also android operating system is most popular among the mobile phone users. Consumer is become more conscious and aware about the mobile phone. So, most of the consumers are satisfied with their current mobile phone. Brand name becomes a big deal while purchasing the mobile phones. Majority of consumers

change their mobile phone within one- two years. Samsung have become first preference of consumer.

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