

**A STUDY OF CUSTOMER BUYING BEHAVIOR TOWARDS MOBILE PHONE
INSTRUMENTS IN GUJARAT REGION**

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Abstract:

The purpose of this study is to investigate the factors affecting the decision of buying mobile phone devices in Gujarat. Mobile phone has acquired utmost importance in recent time to that extent that almost everyone would have at least one phone. Even small children also would have one phone as they also must study in online classes due to Corona, Covid-19 pandemic situations. In such case, the findings may be used by marketers to design marketing strategy for mobile instrument. To accomplish the objectives of the study, a sample of 168 consumers were taken by using simple random sampling technique by online survey.

Keywords: Consumer Buying Behavior, Mobile Phone, Consumer Purchase Decision

Introduction

Change is the only constant thing in this world. As the situation changes, the need and requirements are also changing on regular bases. Previous modes of communications were slow, but after advent of mobile phones it has changed the world at 180 degree. Now mobile has become a part of somebody's body or identity. If somebody has lost mobile, he/she may feel that one has lost his/her identity. Even the financial transactions are also being done using mobile. Post demonetization the use of mobile was increased in financial transactions, which has even more increased post covid-19 situation. The schools and colleges have used ICT based teaching methodology which has made the scenario even brighter for mobile phone companies. The product which carries such importance would require maximum attention. While selecting the product consumer's behavior is most crucial for marketers and finance department. Management must take into consideration the factors which makes customer happy.

Customer's satisfaction is not completely depending upon quality or quantity of the product, but several other factors do have deep bearing on decision. These factors need to be studied by marketers and salesmen so that they can set strategy or sales speech accordingly. So, the study of buyer behavior for mobile phones would clear the idea of how the new potential buyer would think while going for new purchase or flip of product. Marketers can even judge the customer's conversation or brand loyalty towards company.

The life cycle of mobile phones is observing unique pattern where every new product is challenged, and new technology would make the previous technology obsolete completely. Innovations and advancements are constant and inevitable in ever changing scenario. According to one survey in US's fastest household adoption rates of any technology in modern history Mobile had secured 1st position in 2018 with 95% adoption rate. In current highly vulnerable mobile phone market, companies are constantly fighting to acquire maximum market share by searching new additional competitive edge over other. All such factors affect the decision of buying phone.

Literature review:

Hwang, Ling and Salvendy (2007) had conducted a survey in college students regarding their preferences in mobile phones. The result of the study was emphasizing on size, appearance etc were the influencing factors.

Das (2012) had conducted an empirical study of youth customers influencing factors in their decisions of only coastal districts of Odisha, India. According to study a handset of reputed brand, smart appearance value added services and usability were the most influencing factors.

Venkateswar and Subramaniam (2012) researched factors influencing buyer's behavior of mobile in Kadapa District of India. The results were explaining role of income, advertising, and level of education on decision of mobile phone purchase.

Research Methodology

Validation of theories is possible by taking its acid test of practical application. When practicality of the concept is positive, it can be validated that concept is useful. Most simple way is to take primary data and confirm the facts after analyzing the available data.

Objectives of studies

The study which should be undertaken should progress for predefined objectives. The study which we undertake should either to the objective like:

- Check the buying habits of customers of mobile instrument in Gujarat region
- Apart from this the secondary objective which would add value to the research would be:

Check about various purposes of buying mobile phone, major factors, and its effectiveness in the mind of its users.

Research Design

Research design is the pathway which helps us to progress for the research. Research which was undertaken was of exploratory nature. For observing the buying habits of customers regarding mobile phone in Gujarat, a primary research was undertaken. The research undertaken was done by using closed ended questionnaire having 12 questions. Research was undertaken using internet - data collection was done by sending the questionnaires on respondent's email address, what's up or a link was sent. They filled the questionnaire and sent back through internet. The data collected is from various cities of Gujarat. No of respondents across the Gujarat are 168. The question selected in questionnaire are multiple choice or selection of applicable answers. The data analysis would be done using methods like percentage, graphical presentations like bar charts or pie charts.

Hypothesis setting

For research, the setting of hypothesis is the pathway which decides progress of research.

Ho: There is significant impact on consumer behavior for mobile phone in Gujarat

H1: There is no significant impact on consumer behavior for mobile phone in Gujarat

Data Representation, analysis and findings

Research undertaken had 168 responses across Gujarat. Out of that majority questions were being replied by all the participants. To meet the specified research

objectives, both qualitative and quantitative data analysis were used for the study purpose. Both descriptive and inferential statistics methods of data analysis were employed. Descriptive statistics like frequency distributions, graphs, charts, and cross-tabulations was used to elicit meaningful information. The data entry and analysis were performed by using Microsoft Excel and Statistical Package for Social Science (SPSS)

- First question was regarding the name of the respondents and second question was about age of the respondents.
- The gender of respondent in that total 168 persons responded out of that 79 were female and 89 were male responded affirmatively which primarily confirms that people responded were distributed fairly. For research it is essential that respondents are fairly representing universe. The gender chart confirms that fact.
- Respondents age was asked for the data was analyzed as:

H0: The Age of the respondents is normally distributed

H1: The Age of the respondents is not normally distributed

Age	0-10	10-20	20-30	30-40	40-50	50-60	60-70
Frequency	5	88	21	27	10	6	9

The table value of the age of the respondents is not normally distributed and from 1 segment more responses has arrived. This also clears that fact that response group which was mostly youth of ageing 10 to 20 years had responded maximum.

- The respondents who had responded were having distribution of qualification as 90 respondents were undergraduate, 23 were graduate, 39 were post graduate and 16 professionals had responded for the questionnaire.

Table 2: Frequency table of Qualification

quali					
<i>Value Label</i>	<i>Value</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cum Percent</i>
	Graduate	23	13.69	13.69	13.69
	Profesional Degree	16	9.52	9.52	23.21
	Under Graduate	90	53.57	53.57	76.79
	post graduate	39	23.21	23.21	100.00
<i>Total</i>		168	100.0	100.0	

Source : PSPP Software tabulation

- Next question was about the usage of mobile that they are using phone for what all-purpose. The most respondents, 54 had replied that they are using phone for entertainment purpose that is 32.1%. After this the next category was 45 respondents that is 26.8% which was for its basic purpose of communication. And 32 respondents were using it for social networking only. 7.1% respondents that is 12 people replied that they are using it for business purpose.
- The next question was about the fulfillment of requirements of respondents. 83.9% that is 141 respondents were happy with the instrument they are using. Against these 20 respondents were not exactly knowing whether they are happy? Remaining 4.2% respondents were not happy with the phone.
- For analysis a samples were tasted with and outcomes were as

H0 : There is no significant influence of gender towards mobile's satisfaction.

H1: There is significant influence of gender towards mobile's satisfaction.

Table 3: Chi-Square test run for gender and mobile performance satisfaction

Summary.

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
gender = satis	168	100.0%	0	0.0%	168	100.0%

gender = satis [count, row %, column %, total %].

gender	satis			Total
	yes	no	Maybe	
Male	76.00 85.39% 53.90% 45.24%	4.00 4.49% 57.14% 2.38%	9.00 10.11% 45.00% 5.36%	89.00 100.00% 52.98% 52.98%
Female	65.00 82.28% 46.10% 38.69%	3.00 3.80% 42.86% 1.79%	11.00 13.92% 55.00% 6.55%	79.00 100.00% 47.02% 47.02%
Total	141.00 83.93% 100.00% 83.93%	7.00 4.17% 100.00% 4.17%	20.00 11.90% 100.00% 11.90%	168.00 100.00% 100.00% 100.00%

Chi-square tests.

Statistic	Value	df	Asymp. Sig. (2-tailed)
Pearson Chi-Square	.61	2	.738
Likelihood Ratio	.61	2	.738
Linear-by-Linear Association	.45	1	.500
N of Valid Cases	168		

Source : PSPP Software tabulation

From calculations chi square test calculations, the results 0.738 which is at level of significance 0.05 is more, so, H0 is accepted , i.e. There is no significant influence of gender towards mobile's satisfaction. From cross tabulations it is derived that both male and female were satisfied with phone they are having. But further analysis of cross tabulation done it was derived those 11 female respondents were not clear about their satisfaction level.

- Then next question was catering the factors that affects most to the buying of a phone varied responses were received in this category. 82 respondents that makes around 49% were looking for technical specifications in their prospective new phone whereas 36 respondents were looking for a value for money and checking budget of the phone. 6% (10 respondents) were influenced by the offers and schemes what companies give 24 respondents said that they have importance of opinions of friends and relatives and they buy on their opinion.
- The questionnaire had question for change in the mobile that how frequently they change mobile in response to this around 40 % that is 66 respondents had replied

that they change phone within the range of 1 year to 3 years and 48 % that is 80 affirmatively responded that they use the mobile for more than 3 years in general conditions. 18 respondents were very experimental on purchase of mobile and changing their phone in less than 1 year. This behavior is explaining that the respondents are generally changing their phones in 1 to 3 years, which reflects that the need for new phone generally arises in every 2 to 3 years.

- For further analysis an significance analysis was done as:

H0: There is no significant difference in buying behavior of genders regarding change of the mobile.

H1: There is significant difference in buying behavior of genders regarding change of the mobile.

Table 4: Chi-Square test run for gender and mobile changing frequency

CROSSTABS
CROSSTABS
/TABLES= gender BY flip
/FORMAT=AVALUE TABLES PIVOT
/STATISTICS=CHISQ
/CELLS=COUNT ROW COLUMN TOTAL.

Summary.

	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
gender * flip	168	100.0%	0	0.0%	168	100.0%

gender * flip [count, row %, column %, total %].

gender	flip			Total
	6-1 year	1-3 yaer	morethen 3 year	
Male	11.00	36.00	42.00	89.00
	12.36%	40.45%	47.19%	100.00%
	61.11%	55.38%	49.41%	52.98%
	6.55%	21.43%	25.00%	52.98%
Female	7.00	29.00	43.00	79.00
	8.86%	36.71%	54.43%	100.00%
	38.89%	44.62%	50.59%	47.02%
	4.17%	17.26%	25.60%	47.02%
Total	18.00	65.00	85.00	168.00
	10.71%	38.69%	50.60%	100.00%
	100.00%	100.00%	100.00%	100.00%
	10.71%	38.69%	50.60%	100.00%

Chi-square tests.

Statistic	Value	df	Asymp. Sig. (2-tailed)
Pearson Chi-Square	1.06	2	.588
Likelihood Ratio	1.07	2	.586
Linear-by-Linear Association	1.06	1	.304
N of Valid Cases	168		

Source : PSPP Software tabulation

From calculations chi square test calculations, the results 0.588 which is at level of significance 0.05 is more, so, H0 is accepted, i.e. There is no significant difference in

Genders regarding changing the phone on regular bases. Both the genders are changing their phone in equal duration. That means gender does not influence the frequency or Duration of phone change. From cross tabulations it is derived that male customers do change the phone more frequently than female respondents.

- Another question was touching the area of no of phones everyone has. 119 respondents which is about 70 % of the respondents were not having second phone but remaining 30 % means 49 respondents had second phone. This implies that as the majority respondents were of young age ranging from 10-20 years age group so they may be having one phone with more features.
- For testing behavioral aspect following analysis was done with

H0: There is no significant difference in buying behavior of genders regarding alternat or second mobile.

H1: There is significant difference in buying behavior of genders regarding alternat or second mobile.

Table 5: Chi-Square test run for gender and second phone usage

Summary.						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
gender = second	168	100.0%	0	0.0%	168	100.0%

gender = second [count, row %, column %, total %].

gender	second		Total
	yes	no	
Male	35.00	54.00	89.00
	39.33%	60.67%	100.00%
	71.43%	45.38%	52.98%
	20.83%	32.14%	52.98%
Female	14.00	65.00	79.00
	17.72%	82.28%	100.00%
	28.57%	54.62%	47.02%
	8.33%	38.69%	47.02%
Total	49.00	119.00	168.00
	29.17%	70.83%	100.00%
	100.00%	100.00%	100.00%
	29.17%	70.83%	100.00%

Chi-square tests.

Statistic	Value	df	Asymp. Sig. (2-tailed)	Exact Sig. (2-tailed)	Exact Sig. (1-tailed)
Pearson Chi-Square	9.46	1	.002		
Likelihood Ratio	9.72	1	.002		
Fisher's Exact Test				.002	.002
Continuity Correction	8.44	1	.004		
Linear-by-Linear Association	9.40	1	.002		
N of Valid Cases	168				

Source : PSPP Software tabulation

From calculations chi square test calculations, the results 0.002 which is less at level of significance 0.05. So, H0 is rejected here i.e. there is significant difference in Genders regarding alternat or second mobile. From cross tabulations it is derived that male or female respondents, both are not carrying second phone in general. But when in-detail when cross tabulation is studied it is derived that only around 30% respondents were having second phone. In that further when the study the figures it also further clarifies that 14 females had second phone which is just 2/7 of total respondents who had second phone.

- The questionnaire had question for how much they are ready to pay for a new phone. 13 respondents said they may pay less than 5000 Rs whereas 24 respondents that makes about 15% were ready to pay more than 25000 Rs

for a new phone. Maximum respondents 47 %, that is 79 were ready to pay in the range of 10000 to 25000 Rs. And 31% i.e. 52 respondents were ready to pay 5000 – 10000 Rs. This implies that the maximum respondents were in favor of buying the phones in range of about Rs. 5000-25000. Again, in this category of question no of respondents who are students so the preference was in 5000-10000 category, and adding to this fact it is established that they are all the respondents who want more value for money product than costly phones.

From data further analysis of data done with cross tabulating gender with the spending for new phone.

H0: There is significant difference in buying behavior of genders regarding readiness to pay for new mobile.

H1: There is no significant difference in buying behavior of genders regarding readiness to pay for new mobile.

From calculations chi square test calculations, the results 0.013 which is at level of significance 0.05 is less. So, H0 is fail to accepted here i.e. there is no significant difference in Genders regarding readiness to pay for new mobile. That concludes that the gender does not have any bearing on selection of new phone how much they are ready to pay. But when closely observed the cross tabulation, it is clarifies the situation in a better way that in general 77% respondents were of the opinion to buy the product ranging from 5000-25000 Rs.

Table 7: Chi-Square test run for gender and expected expenditure preference for new phone

Summary.

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * readiness	168	100.0%	0	0.0%	168	100.0%

Gender * readiness [count, row %, column %, total %].

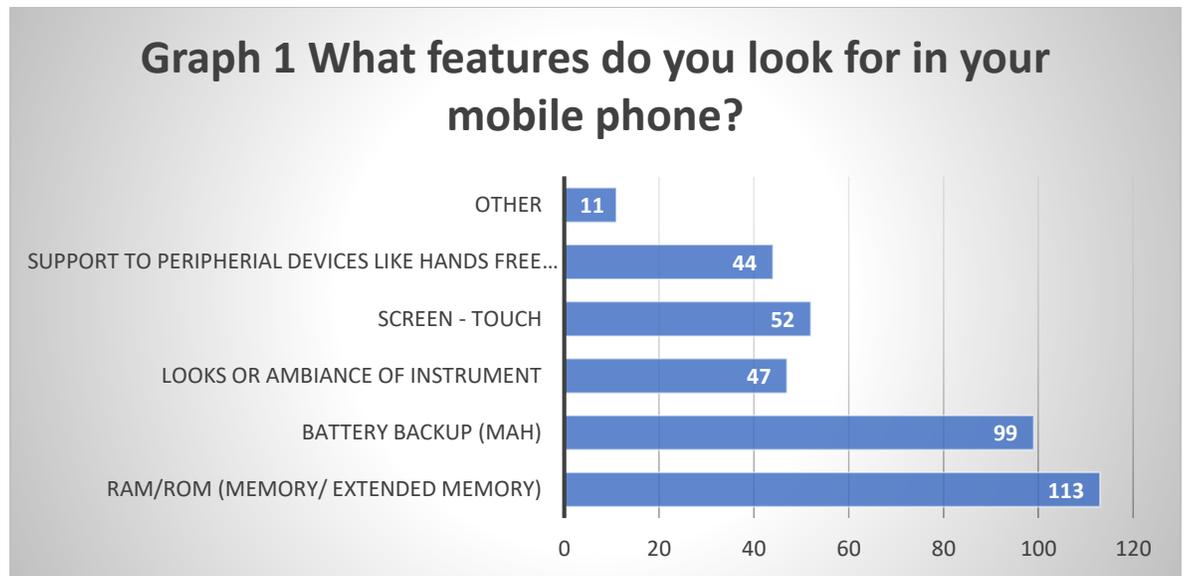
Gender	readiness				Total
	5000-10000 Rs.	10000 -25000 Rs	less then 5000 Rs	more then 25000 Rs.	
Male	22.00	39.00	9.00	19.00	89.00
	24.72%	43.82%	10.11%	21.35%	100.00%
	42.31%	49.37%	69.23%	79.17%	52.98%
	13.10%	23.21%	5.36%	11.31%	52.98%
Female	30.00	40.00	4.00	5.00	79.00
	37.97%	50.63%	5.06%	6.33%	100.00%
	57.69%	50.63%	30.77%	20.83%	47.02%
	17.86%	23.81%	2.38%	2.98%	47.02%
Total	52.00	79.00	13.00	24.00	168.00
	30.95%	47.02%	7.74%	14.29%	100.00%
	100.00%	100.00%	100.00%	100.00%	100.00%
	30.95%	47.02%	7.74%	14.29%	100.00%

Chi-square tests.

Statistic	Value	df	Asymp. Sig. (2-tailed)
Pearson Chi-Square	10.78	3	.013
Likelihood Ratio	11.33	3	.010
Linear-by-Linear Association	10.18	1	.001
N of Valid Cases	168		

Source : PSPP Software tabulation

- Last question was touching the area of preference of the features they investigate regarding phone features while buying the phone. About 68% respondents were looking for RAM/ ROM or memory of the phone and 99 respondents were asking for good battery backup it provides. As majority youth respondents they were asking for look and ambiance of the phone (47 respondents) and touch of screen (52 respondents). Others had replied in affirmation that they ask for all the above factors along with camera and security features. If several results are combined at macro level , it can be derived that respondents are looking for an advance featured value for money phone which is having good memory and battery backup which also suits their youthful personality.



Source : Google form data analysis

Limitations of the study

The study undertaken for this research was for writing a research paper which carries limitations', and this research was also not free from that limitations. So, if these limitations can be removed then better results can be explored from the same study.

Time:

The most factor which constrained was time. After preparing questionnaire and floated on internet for responses was very short. If the time would have been permitted more the reminders for responses would have been done, then no of responses would have been increased. Apart from that a pilot study would have been conducted to overcome limitation of non-coverage of some more questions which could more validated the facts.

Reach:

The limitation was Reach. No expenditure for collecting the data except internet was done. But the serious limitation of usage by no of respondents was also a limitation of this study. Those who are using internet would be literate and may be knowing about all this, but the study does not cover various other untapped respondents.

Post covid-19 situation has even worsened when it was impossible to contact respondents. So only available source of information collection was online research survey which carries lot of limitations like personal touch with respondents where one can get additional information from respondents.

Attitude:

Another limitation is non affirmative approach towards research. In India people do not appreciate the efforts conducted by the researcher for a research work. And they become less responsive towards questionnaire or ignore the questionnaire. Ultimate outcome of researcher's efforts is also less effective. Even the respondents take the questionnaire easy and may respond casually.

CONCLUSION

In recent times mobile phones have acquired human mind completely and they have become as important as Oxygen. In fact, those responding that they do not use any product may be using it unknowingly. As mobile products are now forming part of daily life in every related matter its usage would grow. The growing importance of this industry would attract more no of user and marketers to take serious note of this industry.

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