

Buyer's preference towards Mobile Phones in Selected Areas in Chennai – A Study

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ABSTRACT

The Scope of this studies the customers using Mobile Phones to find the level of their first choice, perception and satisfaction. It was collected with the aid of formal structured interview schedule, with personal face-to-face interaction. The schedule covers personal data, economic conditions, and satisfaction towards charges and services suggestions from the consumers. The researcher has selected the sample to the maximum of 600 consumers from five different areas in chennai viz., Anna Nagar, Tambaram, T-Nagar, Avadi and Ambattur, Out of all the five area were selected for the study purpose, and 120 consumers are selected from each area for the study. Marketing study specifies the information required to deal with these issues; designs the method for collecting information; manages and implements the data collection process; analysis the results; and communicates the findings and their implications.

1. Introduction

Consumer is the principal a prior of business. The efficiency with which a free market system of enterprise operates, in the last analysis, depends upon the extent of consumer understanding possessed by the business community. A business community that is ignorant of consumer preferences cannot possibly fulfill its obligations in a meaningful and responsive manner. This is exactly the reason why consumer behavior is given importance in modern marketing.

Marketing research is a systematic and objective approach to the development and provision of the information for the marketing management decision-making process. Knowledge of consumer behavior would render immense help for planning and implementing marketing strategies. For example, buyer's reactions to a firm's marketing strategy have great impact on the firm's success.

In addition, the study of consumer behavior helps in developing the strategies under noted:

- Selection and segmentation of target markets.
- Devising appropriate marketing strategies most relevant to the target market segment.
- Evaluation of marketing programmers, strategies and tactics.
- Assessing the trends of change and preparing marketing plans to suit the future changes.

2. Consumer Behavior: The Psychology of Marketing

The study of consumers helps firms and organizations improve their marketing strategies by understanding issues such as how

- The psychology of how consumers think, feel, reason, and select between different alternatives (e.g., brands, products, and retailers);
- The psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media);
- The behavior of consumers while shopping or making other marketing decisions;
- Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome;
- How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer; and
- How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.

Model of Consumer Behavior Model

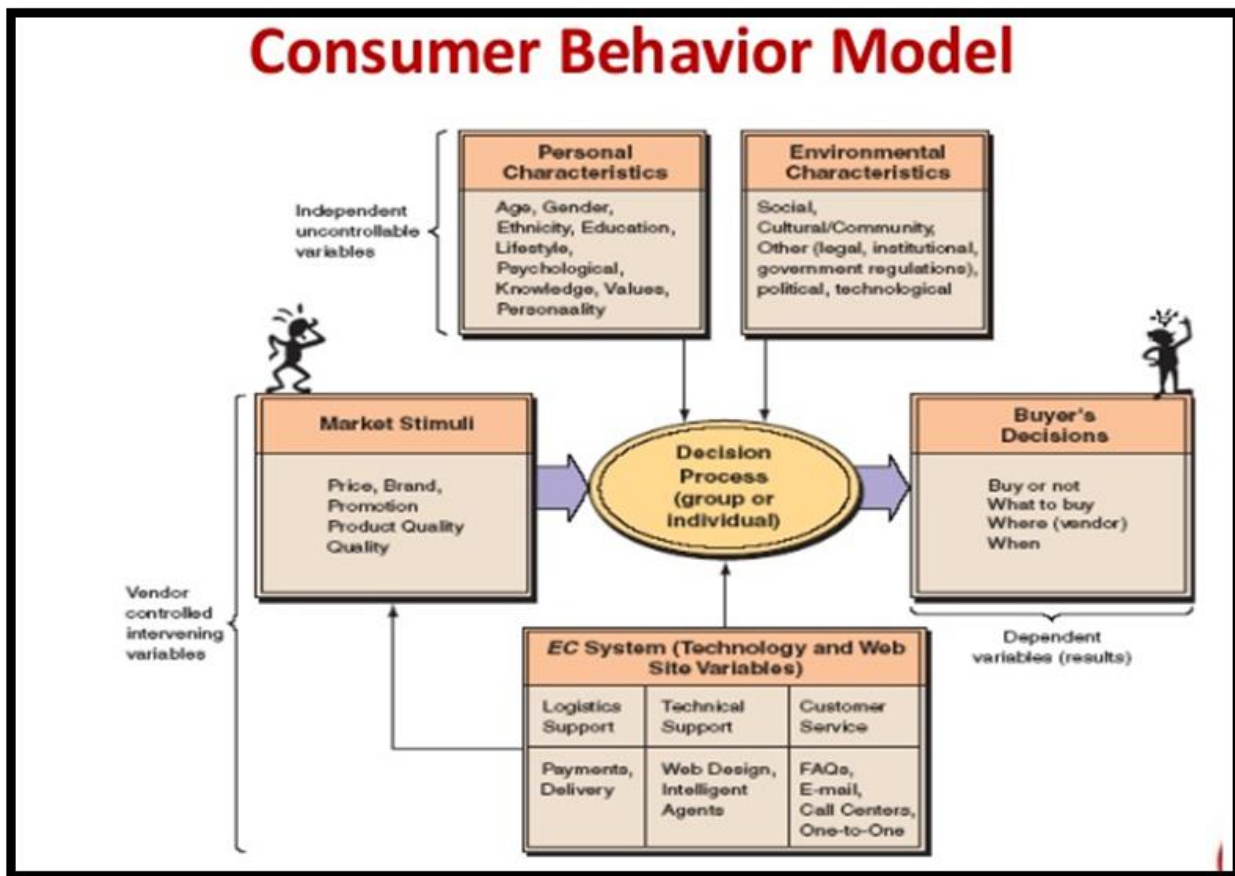


Figure: 1 – Consumer Behaviour Model

3. Statement of the problem

In the modern business, it is very important to get the satisfaction from the consumers, which increase the volume of profit. So, only when the consumers are satisfied with a particular product or service, they will consume again that particular service. So without any satisfaction of a particular service we can say that consumers will not go for that service.

Hence the researcher has taken the problem that the consumers are satisfied or dissatisfied with the sales, service and supply of the Mobile Phones and other accessories for their continuous usage.

The suppliers have been considering the customers of different types and extending their full-fledged services. This type of products are admired the customers and get satisfied of the Mobile Phones. Though there are varieties available, how the consumer choose and how is it supplied by the dealers are the major problems of the research which would not be available earlier. With this as a research gap the study is carried out significantly.

This study is fully focused on the consumer preference towards Mobile Phones and other accessories in Chennai. The importance of this study is to determine the values of the customer based services of the suppliers of the Mobile Phones and other accessories.

4. Objectives of the study

The following are the research objectives framed by the researcher to study the consumer preference of Mobile Phones in Chennai.

- To study the types of Mobile Phones available in the market.
- To find out the satisfaction of the consumers towards the charges, the quality, the provisions, the after sales service and others by the dealers.
- To find the level of consumer satisfaction towards the Mobile Phones and other accessories at usage.
- To offer various suggestions for the improvement of the supply and service of Mobile Phones.

5. Review of literature

Macro Analysis & Consumer Research Organisation, 2004 conducted a study to investigate the attitude, usage patterns, the factors that trigger for purchase and awareness with regards to the recent launches of mobile handsets in the market. The finding shows that a substantial amount has adequate exposure to technology prior to their actual purchase, there was high awareness about new model launches" by various companies like Nokia, Motorola, Samsung and LG and majority of the respondent perceive a cell phone as the technology that offers convenience and make their life easier.

Singh, 2012 conducted a study to identify the customer preferences towards various mobile phone handsets in Punjab. In order to cope up with the research purpose, primary data was collected and analyzed which showed that Price

Consciousness, Multimedia options, Features and Looks and Brand Image were the four factors significant in influencing the purchase behavior of mobile phones.

Liao, Yu-Jui, 2012 investigated the determinants in smart phone purchases and identified the market segmentation of smart phone. The result of the study shows that when buying a smart phone, a consumer who considers that product design and integration of hardware and software are important and that the convenience of transferring files or media display are not important would choose Apple’s iPhone.

Chowdhury & Rahman, 2013 studied the relationship between demographic variables on the brand preference and identified the attributes that affect the choice behavior of mobile handsets as well as why the young consumers give special emphasis to some particular factors in the Chittagong metropolitan city. Young respondents emphasize less importance on durability, price, others advice and opinion because of their swift switching attitude. As a whole, Samsung is competing with industry leader Nokia, Symphony, Sony Ericsson and other brands grab a share of the youth market.

Gopal & Anjali & Aakanksha, 2013 studied showed that in today’s market medium screen phone is quite popular, followed by large screen phones while the only minority of buyers go for the small screen models as evident from the survey conducted on consumers. As far as the size and weight of handsets are considered, slim handsets are leading the consumer market, followed by medium and as for the weight, light weighted phones are more popular while heavy weighted are the least while medium weighted phones still hold a ground in the market as observed from the study conducted.

6. Research design

Since the primary objective of the study is to identify the consumer preference, it was decided to use descriptive

research design. The purpose of this research is description of the state of affairs, as it exists at present.

The characteristics of this method are that the researcher has to control over the variables, the researcher can give only the report what has happened and what is happening.

7. Limitations of the study

The following are the limitations that are encountered by the researcher during the period of the research work and that too affected the research process in very many dimensions:

- Due to time constraint the sample size was reduced to 600 consumers.
- The survey was conducted in the selected areas of Chennai.
- Some of respondents seemed to be reluctant and where casually answered the questions.
- Some of the respondents were not interested to mention the actual data.
- The survey took a long period because the respondents using Mobile Phones were not available easily due to the unknown area, busy schedule and work nature of the people, commitments and other predicaments, etc.

8. Data analysis and interpretation

Chi-square tests

Ho – There is no significant association between the age of the respondents and the brands of the Mobile Phones they bought for their use.

H1 – There is significant association between the age of the respondents and the brands of the Mobile Phones they bought for their use.

Table No: 1 Relationship between Brand Mobile Phones with Different Age group People

			Mobile Phone Brand					Total
			Lenova	Nokia	Sumsang	MOTO	Others	
Age	Below 30 yrs	Count	61	80	24	37	8	210
		% within Age	29.0%	38.1%	11.4%	17.6%	3.8%	100.0%
		% within Mobile Brand	34.7%	36.4%	27.3%	43.5%	25.8%	35.0%
		% of Total	10.2%	13.3%	4.0%	6.2%	1.3%	35.0%
	30-40 yrs	Count	34	42	15	18	6	115
		% within Age	29.6%	36.5%	13.0%	15.7%	5.2%	100.0%
		% within Mobile Brand	19.3%	19.1%	17.0%	21.2%	19.4%	19.2%
		% of Total	5.7%	7.0%	2.5%	3.0%	1.0%	19.2%
	40-50 yrs	Count	53	69	36	21	8	187
		% within Age	28.3%	36.9%	19.3%	11.2%	4.3%	100.0%
		% within Mobile Brand	30.1%	31.4%	40.9%	24.7%	25.8%	31.2%
		% of Total	8.8%	11.5%	6.0%	3.5%	1.3%	31.2%
	Above 50 yrs	Count	28	29	13	9	9	88
		% within Age	31.8%	33.0%	14.8%	10.2%	10.2%	100.0%
		% within Mobile Brand	15.9%	13.2%	14.8%	10.6%	29.0%	14.7%
		% of Total	4.7%	4.8%	2.2%	1.5%	1.5%	14.7%
Total	Count	176	220	88	85	31	600	
	% within Age	29.3%	36.7%	14.7%	14.2%	5.2%	100.0%	
	% within Mobile Brand	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	29.3%	36.7%	14.7%	14.2%	5.2%	100.0%	

Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.541 ^a	12	.268
Likelihood Ratio	13.611	12	.326
Fisher's Exact Test	.c		
Linear-by-Linear Association	.012	1	.914
N of Valid Cases	600		

The table value for x2 is 14.541 at 12 degrees of freedom for 5 per cent significance level. The calculated value is less than the table value. Hence it is found that there is no significance in the association of the age of the respondents and the brands of the Mobile Phones they bought for their use. Thus, it is concluded that the age of the respondents would not help them to keep intact of their purchase of Mobile Phones for their use. Hence it may be said that they would not be influenced by the age with the purchase of the brands of the Mobile Phones rather the conditions of market and the efficiency of the brands available in the market. It is also

concluded that the age of the respondents will not be the factor to influence the brands what they purchase for their usage.

Test 2

Ho – There is no significant association between the occupation of the respondents and the brands of the Mobile Phones they bought for their use.

H1 – There is significant association between the occupation of the respondents and the brands of the Mobile Phones they bought for their use.

Table No: 2 Relationship between Brand Mobile Phones with Different Occupation of Respondents

		Occupation					Total	
		Business	Govt.	Private	Student	others		
Mobile Brand	Lenova	Count	26	41	22	40	47	176
		% within Mobile Brand	14.8%	23.3%	12.5%	22.7%	26.7%	100.0%
		% within Occupation	21.8%	33.1%	25.0%	33.9%	31.1%	29.3%
		% of Total	4.3%	6.8%	3.7%	6.7%	7.8%	29.3%
	Nokia	Count	46	40	30	50	54	220
		% within Mobile Brand	20.9%	18.2%	13.6%	22.7%	24.5%	100.0%
		% within Occupation	38.7%	32.3%	34.1%	42.4%	35.8%	36.7%
		% of Total	7.7%	6.7%	5.0%	8.3%	9.0%	36.7%
	Sumsang	Count	16	21	15	14	22	88
		% within Mobile Brand	18.2%	23.9%	17.0%	15.9%	25.0%	100.0%
		% within Occupation	13.4%	16.9%	17.0%	11.9%	14.6%	14.7%
		% of Total	2.7%	3.5%	2.5%	2.3%	3.7%	14.7%
	MOTO	Count	22	14	17	11	21	85
		% within Mobile Brand	25.9%	16.5%	20.0%	12.9%	24.7%	100.0%
		% within Occupation	18.5%	11.3%	19.3%	9.3%	13.9%	14.2%
		% of Total	3.7%	2.3%	2.8%	1.8%	3.5%	14.2%
	Others	Count	9	8	4	3	7	31
		% within Mobile Brand	29.0%	25.8%	12.9%	9.7%	22.6%	100.0%
		% within Occupation	7.6%	6.5%	4.5%	2.5%	4.6%	5.2%
		% of Total	1.5%	1.3%	0.7%	0.5%	1.2%	5.2%
Total	Count	119	124	88	118	151	600	
	% within Mobile Brand	19.8%	20.7%	14.7%	19.7%	25.2%	100.0%	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	19.8%	20.7%	14.7%	19.7%	25.2%	100.0%	

Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)
Pearson Chi-Square	17.326 ^a	16	.365	.000
Likelihood Ratio	17.693	16	.342	.000
Fisher's Exact Test	.000			.000
Linear-by-Linear Association	4.422 ^b	1	.035	.000
N of Valid Cases	600			

The table value for x2 is 17.326 at 16 degrees of freedom for 5 per cent significance level. The calculated value is more than the table value. Hence it is found that there is significance in the association of the occupation of the respondents and the brands of the Mobile Phones they bought for their use. Thus, it

is concluded that the occupation of the respondents would help them to keep intact of their purchase of Mobile Phones for their use. Hence it may be said that they would be influenced by the occupation with the purchase of the brands of the Mobile Phones rather the conditions of market and the efficiency of the

brands available in the market. It is also concluded that the occupation of the respondents will be the factor to influence the brands what they purchase for their usage.

Ho – There is no significant variation in the period of the usage of the respondents and their opinion on the utility of Mobile compared to other Accessories.

H1 – There is a significant variation in the period of the usage of the respondents and their opinion on the utility of Mobile compared to other Accessories.

ONEWAY ANOVA

Table No:3 Relationship between Mobile Brand with Opinion of Respondents

Opinion on the utility of Mobile compared to other Accessories	Mean	S.D	SS	DF	MS	Statistical inference
Between Groups			7.913	4	1.978	F=1.201 .309>0.05 Not Significant
Below 1yr	3.09	1.348				
1 to 2yrs	3.38	1.273				
2 to 3 yrs	3.34	1.319				
3 to 4 yrs	3.28	1.214				
Above 5 yrs	3.56	1.249				
Within Groups			979.752	55	1.647	

The table of test shows the significance of the variation between the period of the usage of the respondents and their opinion on the utility of Mobile compared to other Accessories. The calculated value of F is 1.201 between 4 and 55 degrees of freedom between and within the groups. The table value for 4 and 55 degrees of freedom is 2.54 at 5 per cent significance level. The calculated value is less than the table value. Hence, it is concluded that there is no significant variation in the period of the usage of the respondents and their opinion on the utility of Mobile compared to other Accessories. Thus, it is said that the period of the usage of the respondents will not be influencing their opinion on the utility of Mobile compared to

other Accessories. It is also suggested that the dealers are to concentrate more on providing the good quality of service in the market to have and keep the satisfaction of the customers so that it would increase the sales margin and cover the course to achieve the right profit margin.

Correlations

Correlation between the average income per month of the respondents Vs the factors that influence the sales of the respondents.

Table No: 4 Correlation Model

Correlations					
		Average Income per month	Factors that influence the sales of the respondents		
Average Income per month	Pearson Correlation		1	-.004	
	Sig. (2-tailed)			.926	
	Sum of Squares and Cross-products		1154.065	-7.515	
	Covariance		1.927	-.013	
	N		600	600	
	Bootstrap ^a	Bias		0	.000
		Std. Error		0	.000
		95% Confidence Interval	Lower	1	-.004
Upper			1	-.004	
factors that influence the sales of the respondents	Pearson Correlation		-.004	1	
	Sig. (2-tailed)		.926		
	Sum of Squares and Cross-products		-7.515	3406.798	
	Covariance		-.013	5.687	
	N		600	600	
	Bootstrap ^a	Bias		.000	0
		Std. Error		.000	0
		95% Confidence Interval	Lower	-.004	1
Upper			-.004	1	

In the above table, the correlation was done for the average income per month of the respondents and the factors that influence the sales of the respondents. There was a positive correlation between the average incomes per month of the respondents and the factors that influence the sales of the respondents in the cases of more popular. Hence, the dealers are to concentrate more on the reduction of price and others to sell more Mobile Phones for the consumer satisfaction.

9. Summary of Findings, Suggestion & Conclusion

Findings

- The table value for x2 is 14.541 at 12 degrees of freedom for 5 per cent significance level. The calculated value is less than the table value. Hence it is found that there is no significance in the association

of the age of the respondents and the brands of the Mobile Phones they bought for their use. Thus, it is concluded that the age of the respondents would not help them to keep intact of their purchase of Mobile Phones for their use. Hence it may be said that they would not be influenced by the age with the purchase of the brands of the Mobile Phones rather the conditions of market and the efficiency of the brands available in the market. It is also concluded that the age of the respondents will not be the factor to influence the brands what they purchase for their usage.

- The table value for χ^2 is 17.326 at 16 degrees of freedom for 5 per cent significance level. The calculated value is more than the table value. Hence it is found that there is significance in the association of the occupation of the respondents and the brands of the Mobile Phones they bought for their use. Thus, it is concluded that the occupation of the respondents would help them to keep intact of their purchase of Mobile Phones for their use. Hence it may be said that they would be influenced by the occupation with the purchase of the brands of the Mobile Phones rather the conditions of market and the efficiency of the brands available in the market. It is also concluded that the occupation of the respondents will be the factor to influence the brands what they purchase for their usage.
- The table of test shows the significance of the variation between the period of the usage of the respondents and their opinion on the utility of Mobile compared to other Accessories. The calculated value of F is 1.201 between 4 and 55 degrees of freedom between and within the groups. The table value for 4 and 55 degrees of freedom is 2.54 at 5 per cent significance level. The calculated value is less than the table value. Hence, it is concluded that there is no significant variation in the period of the usage of the respondents and their opinion on the utility of Mobile compared to other Accessories. Thus, it is said that the period of the usage of the respondents will not be influencing their opinion on the utility of Mobile compared to other Accessories. It is also suggested that the dealers are to concentrate more on providing the good quality of service in the market to have and keep the satisfaction of the customers so that it would increase the sales margin and cover the course to achieve the right profit margin.
- In the above table, the correlation was done for the average income per month of the respondents and the factors that influence the sales of the respondents. There was a positive correlation between the average incomes per month of the respondents and the factors that influence the sales of the respondents in the cases of more popular. Hence, the dealers are to concentrate more on the reduction of price and others to sell more Mobile Phones for the consumer satisfaction.

Suggestion

- The researcher has carefully analyzed the situations wherein the Mobile Phones are sold by the dealers and the consumers are interested in the buying the Mobile Phones frequently. On the basis of these, the researcher has furnished the following recommendations for the benefit of both dealers and the consumers.
- The Mobile brand manufacturers can focus on developing the important features found in this study and make their brands successful with their consumers when they come to purchase the Mobile Phones. Brand preference for Mobile purchase can be increased by focusing on these aspects.
- The dealers should strive towards building the image by strengthening their sales and marketing commitment for getting satisfied of the customers, which is important for every business particularly for the electronic and other relevant accessories sales the dealers are required to keep in-tact the customers towards the products available at an affordable price.
- The Consumers are Interested in buying the branded Mobile Phones for their official as well as the personal use. In this regard, they are suggested to go for the right agency of the specific company for availing the services continuously.
- It is also found that there is no significant relationship between the Mobile choice and the gender of the respondents. The customers decide on the basis of their requirements, the purchase of the Mobile Phones. Hence, it is advisable to suit the customers' needs and need based supply of the Mobile Phones by the branded manufacturers.
- Special promotional activities should be announced on festival periods so as to gather rush on those days and attract the more number of customers. To increase patronage at these electronic stores CRM activities have to be improvised. The first major value which the customers perceive very important for the showrooms to provide is the product choice. With large variety of those products available under one roof, the urban customer can fulfill most of their needs in one shopping trip and avoid making frequent trips to dealer outlets. The shop amenities may attract customers in the sales environment. So the sales stores have to take care of their store amenities in order to increase the number of customers.

Conclusion

In the present study the consumers look for products with higher specifications, the faithful Mobile is starting to witness a bit of a revival in the industry. Brand new Mobile Phones were unveiled, all with competitive prices helping to increase their sales, outshining smaller tablets. With customers' demands for faster download speeds and streaming increasing, the Mobile Phones seem to fit the bill over tablets. Consumers are also beginning to look to Mobile Phones for their portability benefits,

as charger wires are used less frequently thanks to longer lasting battery life. Plus, Mobile Phones have more powerful processors and technology embedded within that is similar to a personal computer.

The present study attempted to explore the demographic factors that influence the decisions of the customers on purchase of the Mobile Phones, the selection and satisfaction of the same in Chennai. The study concludes that demographic factors such as age, income, gender and education are having significant role in the product selection. Shopper groups mainly vary in choosing a product based on their significance for patronage factors of a shop or dealer.

Consumers first choose the equipment and then move in to particular aspects where they can save time, money and

effort. Hence, retaining customer allegiance to a particular sale condition is posed as a major task. To conclude, the Indian consumers are more concern about service quality, convenience, product quality and availability of new products. Thus, the study provides some insights on factors that could be important in managing customer satisfaction. First, the dealers need to enhance product quality and store convenience to improve customer affinity. Second, they must assure quality and availability of new products to enhance customer satisfaction for a long tenure of the business trends. This shall also be supported by the manufacturers of the electronic goods and accessories consistently for the specific products like Mobile Phones and the accessories for the Mobile Phones, so that it would satisfy the customers as well as increase the sales and profit.

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