

A study on Buying Behavior of Consumer Towards Mobile Handsets Marketing with Special Reference to Amravati City

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ABSTRACT

Invention of mobile handsets that closely resembles today's mobile phone credited to martin cooper, employer and researcher of Motorola. Marketing vital role playing for selling of mobile handsets to consumers. Consumer know everything about mobile handsets because of marketing like that about its price, quality, brand name, durability, features, offers, discount, which has influenced on buying behavior. wholesaler and retailer giving advertisement in print media as well as electronic media for publicity of their mobile handsets. Descriptive research studies are chosen for research. The population from which was collecting data large and hence, random sampling method was chosen for research study. 127 sample was collected from consumers. Who are purchased mobile handsets on the place of market. After data collection the raw data are tabulated from various tools such as percentage and calculation. In the study it is found that most of the consumers influenced by reduction in price, then brand name and features also influenced on buying behavior. Among various medium of advertisement, electronic media is mostly influenced on buying behavior.

1. Introduction

Mobile handset also known as cellular phone, cell phone, and mobile phone. The first mobile telephone call made from a car occurred in St. Louis, Missouri, U.S.A on June 17/06/1946 using bell systems mobile telephone service. Invention of mobile handset that closely resembles today's mobile phone credited to martin cooper, employer and researcher of Motorola. He initially developed cellular phone named Motorola in 1973. Today mobile phone supports a variety of other services such as MMS, E-mail, Internet access, Bluetooth, business application, videogames, which is motivated to consumers. Marketing vital role playing for selling mobile handset. Wholesaler and retailer adopted marketing activities for selling of mobile handset. Consumers know everything about mobile handset because of marketing like that about its price, quality, brand name, durability, benefit, features, offers, discount, which has influenced on buying behavior of consumers. Wholesaler and retailer giving advertisement in print media such like as in banner, flex, pamphlet as well as electronic media for publicity of their mobile handsets, thereby consumer fascinated towards mobile handsets and it has influenced on buying behavior. all above thing are involved in mobile handset as a point of view of consumers, which is shown at time of advertising and sales promotion, then consumers take a decision for purchasing of mobile handset.

2. Review of Literature

Mesay Sate, (2013) Factor affecting consumer buying behavior of mobile phone devices: The researcher studies about mobile phone penetration in Ethiopia is very low when compared to the other African countries. Consumers of mobile phone found through the world greatly influenced by those different factors affecting mobile phones purchasing decision. These studies indicated the range of items as determinant factor influencing purchasing decision. These factor include price, features, quality brand, durability.

Dr. SathyaSwaroopDebashish& Dr. NabaghanMallick, (2015) Consumer buying behavior towards mobile phone handsets-A study in Odisha: In the study researcher indicates that there is no significant difference of price and style consciousness for purchase of mobile phone between rural and urban consumer but there is significant difference of quality, functions and brand consciousness for purchasing of mobile phone between rural and urban consumers. The researcher indicated that rural consumer mostly depend on friends, T.V and retailer of mobile phone as the source of information.

K. PrabhaKumari, (2017) A study on buying behavior in selecting mobile phones with reference to Tirupur city: The researcher indicated their studies in recent years the adoption of mobile phones has been rapid and so fast not only in India but also in the whole world. The study is conducted in Tirupur city and it is decided to consider different mobile phones like Microsoft, Sony Ericson, Samsung, LG and HTC. The researcher indicated their study the buying behavior while choosing mobile phones to know the consumer satisfaction level towards different branded mobile phones and to know the reason for the dissatisfaction of the consumer.

Vishesh, Prof. Sanjiv Mittal & Dr. Shivani Bali, (2018) Factor affecting consumer buying behavior towards mobile phones: Mobile phone have become basic element of communication. Indian mobile market has witnessed a paradigm shift and emerged as the fastest growing market for mobile handsets globally consumers are showing performance towards smartphones as it is being used for a variety of purposes.

3. Research Methodology

3.1 Selection of problem

Advertising and sales promotion playing vital role for selling of mobile handsets. The wholesalers and retailers opting marketing activities for entice consumers towards mobile handsets purchasing. How to know consumers about mobile handsets price, features, quality, durability, brand, offers and discount. Which type of advertising and sales promotion activities adopted by wholesaler and retailer, and what is the impact of it on consumer's buying behavior. So that the problem would be choose for the study under the title "A study on buying behavior of consumers towards mobile handsets marketing with special reference to Amravati city".

3.2 Objective of Research

Marketing of mobile handsets growing day by day and its impact on consumers buying behavior. Wholesalers and retailers achieving their objectives through advertising and sales promotion schemes because it has giving commercial publicity of mobile handset. Consumer collect information about mobile handset such as its brand name, price, quality, benefit, features, durability, offers and discount. Marketing is consumer oriented activities, therefore wholesaler and retailer selling their mobile handsets through of marketing, which has been positive impact on consumer for taking a decision to buy mobile handset. Therefore, the objective of the study is to identify the buying behavior of consumers towards mobile handset marketing.

3.3 Research Design

Descriptive research studies are chosen for research which are concerned with describing the characteristics of especially persons or group. The data collected from consumer.

3.4 Sampling Design

The population of this research study comprise who bought mobile handset in Amravati city. The population from which was collecting data large and thus, random sampling method was chosen for research study.

3.5 Sample

127 sample was collected from consumers, who are purchased mobile handsets on the place of market. The different shops of mobile handsets categories, which was involved wholesale shops, retail shops and sample collected from different categories of consumers.

4. Analysis and Discussion

After data collection the raw data are tabulated from various tools such as percentage, calculation with the help of questionnaire so that following data are tabulated.

Table 1-Demographic characteristics of respondents.

S.No.	Variables	Particulars	No.of Respondents	Percentages%
1	Age	18 to 25 years	33	26
		25 to 40 years	52	41
		40 to 55 years	23	18
		55 years above	19	15
		Total	127	100
2	Gender	Male	74	58
		Female	53	42
		Total	127	100
	Annual Income	Less than 2,00,000	35	28
		2,00,000 -4,00,000	57	45
		4,00,000-8,00,000	21	16
		8,00,000-more than	14	11
		Total	127	100

Source- Primary Data

After tabulating all the respondents belonging to different age group it was found that the maximum number of respondents 52(41%) were in the age group of 25 to 40 years, followed by the group of youth 33(26%) in the age group of 18 to 25 years. Some 23(18%) respondents in the age group of 40 to 55 years were found to be on third position and few respondents 19(15%)were of age group of 55 years above. In gender 74(58%) respondents were male, while 53(42%)

respondents were female, from the above table it is shown that most of the respondents are male. In the annual income most of 57(45%) respondent's annual family income was 2,00,000 to 4,00,000. 35(28%) respondent annual family income was less than 2,00,000. While 21(16%) respondent's family income was 400000 to 800000. Some 14(11%) respondent's family income was 8,00,000 above.

Table 2: Factors influence on buying behavior.

Sr. No.	Factors influence on buying behavior.	No. of Respondents	Percentage%
1	Brand Name	24	19
2	Quality	17	13
3	Features	21	17
4	Price benefit	32	25
5	Discount	18	14

6	Durability	15	12
	Total	127	100

Source- Primary Data

Table shows that majority of 32(25%) respondents thought that price of mobile handset influence on buying behavior. While 24(19%) and 21(17%) respondent's opinioned was that brand name and features influence on buying behavior. Some 18(14%) respondents felt that discount influence, while

purchasing of mobile handset and some 17(13%) respondent's opinion was quality influence on buying behavior. Few respondents thought that durability had influence on buying decision.

Table 3- Advertisement influence on buying behavior.

S.No	Advertisement influence on buying behavior.	No. of Respondents	Percentage%
1	Banner	17	13
2	Pamphlets	21	17
3	Flex	19	15
4	Display	23	18
5	Electronic media	32	25
6	Other	15	12
	Total	127	100

Source- Primary Data

In above table it is found that most of the respondents 32(25%) were motivated by electronic media. 23(18%) respondents thought that they influenced by display advertisement. Some respondents 21(17%) thought that pamphlets impact on buying behavior. 19(15) respondents opinioned had flex influenced on purchasing behavior. Some 17(13%) and 15(12%) respondents said that banner and other media of advertisement influenced for buying of mobile handsets.

5. Conclusion

In the study, it is found that most of the consumers influenced from reduction in price, while they are buying mobile handsets, then brand name and features in mobile handsets are influenced consumer's buying behavior. Among various medium of advertisement, electronic media is a mostly influenced one and then display and pamphlets advertisement are influenced consumer's buying behavior.

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