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PURCHASING PATTERNS AND BRAND PREFERENCES OF MOBILE USERS: WITH REFERENCE TO KHAMMAM DISTRICT

Repalli. Vinod*¹ and D. Pandurangarao²

*¹Department of Finance and Accounting, College of Business and Economics, Hal hale, Eritrea, Africa.

ABSTRACT

The study of buying behaviour examines how individual's deals make decision in spending their available resources, time, and money. In recent years, the adoption of mobile phone has been exceptionally rapid in many parts of the world, and especially in India where mobile phones are nowadays almost as common as wrist watches. While mobile phones usage is rather an unexamined type in academic literature, this empirical study attempts to investigate consumer purchasing motives in cellular mobile market and looked where to buy, whom to buy, how often they buy and how often they used it. By knowing this the mobile companies can improve their products. This study carried out these objectives i.e. to study the buying attitudes of mobile phone users, to know and understand the brand preferences of mobile phones users, to study the usage pattern of mobile phone users. In order to know the buying behavior of consumers, initially Khammam town has chosen for the sampling. By using a Stratified sampling, a sample of 475 collected from the entire town.

KEY WORDS

Brand, Consumer behavior, Mobile and Purchase.

Author of correspondence:

Repalli. Vinod,
Department of Finance and Accounting,
College of Business and Economics,
Hal hale, Eritrea, Africa.

Email: vinodethiopia@gmail.com.

INTRODUCTION¹

In this era of globalization, a world of modern communications is vitally important. Mobile phones are especially important given their standing as tools of communication that facilitate fast, modern globalization. The present day consumers are regularly exposed to new life styles, products and services due to the impact of media and communication explosion. The behavior of consumers is influenced by many important factors. They are cultural, economical, social, personal, physical and psychological factors. Mobile phones

are featured in a variety of campaigns and there are many promotions that mean mobile phones have a lower price than ever before. This in turn has increased the accessibility and availability of mobile phones to all. Indian people often use mobile phones to communicate, especially young people. The primary reason for this is that mobile phones are convenient to use at any time of the day in any location or situation. Mobile phones are considered as an important mode of communication. In their current state, they are viewed as the most convenient and accessible method to contact people. Conversely, although mobile phones are very beneficial to society and the everyday life of an individual, there are a number of disadvantages to the use of mobile phones. There are many parts of a mobile phone that are unnecessary and do not add to the usefulness of the widget. There are also certain specific health impacts, potential accident risks and an increased risk of crime associated with the use of the mobile phone. In addition to this, the behavior of young people deteriorates and becomes inappropriate when using a mobile phone. Majority of companies wants to retain existing customer's marketer's needs to know the behavior and specific needs of customers¹. The study of buying behavior examines how individuals make decisions in spending their available resources, time, money, effort on various aspects such as whom to buy from, where to buy, how often they buy and how often they use it. The study of consumer behavior understands of how individuals behave in purchasing mobile phones

LITERATURE REVIEW

Consumer behaviour has been always of great interest to marketers. The knowledge of consumer behavior helps the marketer to understand how consumers think, feel and select from alternatives like products, brands and the like and how the consumers are influenced by their environment, the reference groups, family, and salespersons and so on. A consumer's buying behavior is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable and beyond the hands of marketers but they have to be considered while trying to understand the complex behavior of the consumers. Consumer is the study

“of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires”². Anderson define consumer behaviour as “those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine these acts”. Simple observation provides limited insight into the complex nature of consumer choice and researchers have increasingly sought the more sophisticated concepts and methods of investigation provided by behavioural sciences in order to understand, predict, and possibly control consumer behaviour more effectively³.

The economists were the first to dominate model building, in the area of buying behaviour. The early economic view considered consumer behavior in terms of a single act of purchase itself, and post-purchase reactions. Economic theory holds that purchasing decisions are the result of largely “rational” and conscious economic calculations. Thus, the individual buyer seeks to spend his income on those goods that will deliver the most utility (satisfaction) according to his tastes and relative prices⁴. Bettman consolidated the classical and neoclassical traditions in economics, into a refined theoretical framework which came to be known as the theory of marginal utility. His theoretical work aimed to simplify assumptions and thereby examine the effects of changes in single variables (e.g., price) holding all other variables constant. While economic models such as the Marshallian theory of “marginal-utility” are useful to the extent that they provide behavioural hypotheses (e.g., the lower the price of a product the higher the sales), the validity of these hypotheses does not rest on whether all individuals act as calculating machines in making their purchasing decisions⁵.

METHODOLOGY AND SAMPLING

Sample Design

The primary and secondary data are collected from the consumers of various mobile users of khammam district in telangana. With a sample size of 475 and journals and magazines and annual reports.

METHODOLOGY

To study purchasing patterns and brand preference of mobile users in khammam district urban, semi urban and rural areas coefficient of variance, standard deviation, and chi square test are worked out.

RESULTS AND DISCUSSION

Socio economics factors of consumers

The Table No.1 shows that out of total respondents of 475, 55.58 percent belongs to male category and remaining 44.42 percent belongs to female category. Among the 475 sample respondents' socio economic characteristics, 180 from each, majority of them who accounts for 37.90 percent falls in the age group of less than 20 years. Those who follow it and who account for 29.05percent fall in the age group of 21-40. The age group 41-60 of who account for 27.58. In the remaining sample, public who fall in the age group of above 60 who accounts for 5.47%. The school 43.78 percent uses mobile for their communication in a maximum way and followed by college students are 27.78 percent, professional 17.05 percent and 11.36 are illiterates. When income factors consider, 33.57 percent falls in the less than 5000 income group. Those who follow it and who account for 29.90 percent falls in the above 5001-10000 income group. 28.21 percent of the respondents fall in the above 10000- 15000 and constituted high income group and 6.31 percent are in the income group of 10001-15000. Area wise distribution respondents show that in urban by per cent 27.58, semi-urban by 29.05 per cent and rural by 37.90 per cent.

Brand Perceptions and Ranking

Nokia brand has occupied first position in the market with the share of 33.05 percent, Samsung ranked second, others (HTC, Hawaii and Apple) are ranked third, Celkon ranked fourth, Karbon ranked fifth, SonyEricsson and Micromax rank jointly sixth, LG ranked seventh and soon (Table No.2).

Purchase influences

It can be noted from the data contained in table 2.6 that a majority of the respondents 46.10 percent have purchased with the assistance of their family, while 25.89 percent respondents took the assistance of their friends. Only 21.26 percent respondents have purchased on their own (Table No.3).

Duration of using the Cell Phone

To ascertain the periodicity of mobile usage, it may be noted from the data presented in table that majority of the sample respondents are using mobile for more than 4 years i.e., 40.20 percent. Only 14.31 percent of mobile customers are using the mobiles for the last 2-3 years (Table No.4).

Attraction towards new mobiles

In order to know the pulse of the customers towards changing fashion the sample customers were asked "are you attracted towards a new mobile". 68.42 percent of the respondents favorable, 14.73 percent of the respondents disagree with the statement and 16.04 percent of the respondents stood neutral (Table No.5).

Service satisfaction

Table No.6 shows the satisfaction of customers with the Mobile service and service centers. Among the total sample respondents, majority of them who accounts for 261 are satisfied with the Mobile and its services, where as only 02 of the respondents are highly dissatisfied with Mobile and its services. Out of total respondents 135 are satisfied and 09 are highly dissatisfied. Basing on the above analysis, it can be interpreted that majority of the respondents are satisfied with the mobile and its services.

Table No.1: Socio economics factors of consumers

S.No	-	Respondents		S.No	-	Respondents	
		Number	Percent			Number	Percent
I	Gender			I	Educational Qualification		
	Male	264	55.58		School	208	43.79
	Female	211	44.42		Graduation	132	27.79
Place			Post Graduation		81	17.05	
II	Rural	125	26.31	II	illiterates	54	11.37
	Semi Urban	150	31.57		Income		
	Urban	200	42.10		<5000	169	33.57
Age			5001-10000		142	29.90	
III	< 20 years	180	37.90	-	10001-15000	30	6.32
	21-40	138	29.05	-	15000 above	134	28.21
	41-60	131	27.58	-	-	-	-
	60 above	26	5.47	-	-	-	-

Table No.2: Brand wise ranking

S.No	Brand	Frequency	Percent	Ranking
1	Samsung	157	33.05	2
2	Nokia	167	35.15	1
3	Sony Ericsson	13	2.73	6
4	Motorola	4	0.84	12
5	LG	8	1.70	8
6	Reliance	1	0.21	10
7	TataIndicom	8	1.70	8
8	Celkon	31	6.53	4
9	Spice	1	0.21	10
10	Karbon	14	2.94	5
11	Micromax	13	2.73	6
12	Others(HTC, Hawaii, Apple)	58	12.21	3
Total		475	100	---

Table No.3: Classification of respondents basing on the person who influenced to purchase mobile

S.No	InfluencedBy	Frequency	ValidPercent	CumulativePercent
1	Family	219	46.11	46.11
2	Friends	123	25.89	72.00
3	Self	101	21.26	93.26
4	Others	32	6.74	100
Total		475	100	---
Mean		119.00	---	---
CV		5912.00	---	---
SD		76.88	---	---

CV: Coefficient of Variance SD: Standard Deviation.

Table No.4: Classification of respondents basing on the duration of using the cell phone

S.No	Duration	Frequency	Valid Percent	Cumulative Percent
1	Up to 2 years	83	17.48	17.48
2	2-3 years	133	28.00	45.48
3	3-4 years	68	14.31	59.79
4	4 above	191	40.21	100
Total		475	100	---

Table No.5: Classification of respondents basing on attraction towards new mobiles

S.No	Attracted	Frequency	Valid Percent	Cumulative Percent
1	Yes	325	68.42	68.42
2	No	70	14.74	83.16
3	Neutral	80	16.84	100
Total		475	100	---

Table No.6: Classification of respondents basing on the satisfaction of the present mobile and its services

S.No	Variables	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	For χ^2 value
1	present mobile and its services	91	261	85	36	02	150.529
2	mobile service center	135	93	105	133	09	

CONCLUSION

We found an important conclusion from the buyer's behavior point of view that Samsung has occupied first position in the market with the share of 33.05%, while Nokia ranked second, others (HTC, Hawaii, Apple, etc..) ranked third and so on. And the other side of the service, majority of the respondents chosen Airtel service and followed by Idea, Uninor and soon. More than 82% of the respondents are prepaid connectors and they are satisfied with the mobile and its services. Based on the analysis it can be interpreted that more than half of the respondents i.e., 50.94 percent have agreed that mobile phones are cheaper means of communication.

Suggestions

1. Solar battery charging system has to be introduced.
2. The cell phone manufacturers should provide a mechanism to protect cell phones from thefts.
3. Water resistant cell phones have to be introduced in the market in order to protect from water and rains.
4. If the cell phone fell on the ground from heights there should be a protection form not losing the software or displays.
5. When the person driving the vehicle whether it is two wheeler or four wheeler if somebody called, it is human tendency that out of anxiety we may respond and it may leads to accident. In order to avoid that when the customer is driving, it should be communicated automatically to the other person who is trying to make a call that the receiver is in driving, so that the other person stop calling through cell phone.
6. Usage is more in the age group of 21-40. So specially designed cell phones should be produced for youths. While usage is very less in

60 and above age groups. Hence, additional features like indication of blood pressure, sugar levels should be added to brand.

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