A STUDY ON BUYING BEHAVIOUR TOWARDS MOBILE PHONE USAGE AMONG COLLEGE STUDENTS IN SALEM DISTRICT

Dr. P. Raja*   **M.Mahalakshmi****   **M.D.Geetha*****

*Assistant Professor, PG and Research Dept., of Commerce, Government Arts College (Autonomous), Salem

**Ph.D Research Scholar F/T, Department of Commerce, Government Arts College (Autonomous), Salem

***Ph.D Research Scholar P/T, Department of Commerce, Government Arts College (Autonomous), Salem

ABSTRACT

Mobility user-friendliness and convenience of communication has made mobile phone an integral part of human life. Past research related to mobile phone reveals that mobile usage pattern varies from one group to another. The Present study analyze to the buying behavior towards Mobile phone usage among college students in Salem District. Descriptive research method has been used in this study. Convenience sampling method has been used in this research. The Sample Size is 50. The sources of data were primary as well as secondary. The data collected in the mobile phone user's survey constitute primary data. Structured questionnaires were prepared for the buying behavior towards mobile phone users separately for the study. The information gathered from books, journals, reports, and dailies was the secondary data. The data collected were edited, coded and processed with the help of (SPSS) software. The following statistical tools are used like: t-Test, F-Test, Chi-square Test and Factor analysis. The major finding of the study is there is no significant difference between buying behavior of mobile phone users and the Demographic variables.

Key Words: Brand, Buying Behavior, Types of Mobile, Demographic Variables, Factors

1.1 Introduction

Mobile phones have become an integral part of human daily life and personal communication across the globe. It has been viewed as one of the hottest industries for the future of the Indian Economy. As such, mobile phone industry has been one of those bright spots in Asian economy during the last decade; the mobile phone market has been increasing at the rate of 80% since 1990 and has become a market of 130 million users in 2001. Since the mid-1990s, the penetration of mobile phones in developed economies has been explosive. Whereas in 1997 only 215 million people were using mobile communication devices worldwide, by 2001this had grown

to massive 961 million, further growing to 1.16 billion by 2003. Today Western Europe exhibits the highest penetration of mobile phones (79%), followed by North America (48%), and Asia (12%). Among the Asian countries India is widely seen as the last big market for mobile phone growth.

Consumer preferences is used primarily to mean to select an option that has the greatest anticipated value among a number of options by the consumer in order to satisfy his/her needs or desires. Preferences indicate choices among neutral or more valued options available. The preference of the consumer is the result of their behavior they show during searching, purchasing and disposing the products.

Teenage users especially like to express their individuality by personalizing their mobile phone – choosing a particular brand, color, size display logo and ring tone. They continuously have their mobile phone within reach and regard it as status symbol and an important part of their daily lives. For adults, the mobile phone has likewise grown to become a highly personal utensil. They also individualize their mobile phone by saving contacts, messages and important dates. Furthermore the SIM card allows for the exact identification of each mobile phone and its user. The mobile phone therefore appears to be the ideal medium for direct and personalized customer communication.

1.2 Uses of Mobile Phones:

Today, communication is one of the gifts of man. It acts as a repository of wisdom, a propeller for the advancement of knowledge and the telescope to view the vision of the future. Therefore communication is the life blood of business.

In our day today life cell phones are the most important media for communication. It makes our jobs easier. Nowadays mobile communication is very cheap and it saves our time and money. Information can be transferred without difficulty and quickly through cell phones. Mobile communication is the mode of simplest communication which enables us to share the information with apt time.

Mobile phones are used for a variety of reasons including keeping in touch with family members, conducting business and used in the event of an emergency. Some individuals keep multiple cell phones in some cases for legitimate reasons such as having one phone for business

and another for personal use, though a second cell phone may also be used to covertly conduct an affair or illicit business transaction. Child predators are able to take advantage of cell phones to secretly communicate with children without the knowledge of their parents or teachers, which has raised concerns.

1.3 Objectives of the study:

1. To study the buying behavior of mobile phone users.

2. To analysis the factors influencing of mobile phone usage.

1.4 Hypothesis:

1. There is no significant difference between buying behavior of mobile phone users and the Demographic variables.

1.5 Methodology:

Descriptive research method has been used in this study. Convenience sampling method has been used in this research. The Sample Size is 50. The sources of data were primary as well as secondary. The data collected in the Mobile Phone user's survey constitute primary data. Structured questionnaires were prepared for the Buying behavior of mobile phone users separately for the study. The information gathered from books, journals, reports, and dailies was the secondary data. The data were collected, edited, coded, processed and statistical tools used in order to simplify the figure for diagrammatic representation, T-Test, F-Test, Chi-square Test and Factors analysis.

1.6 Review of Literature

Repalli. Vinod and Pandurangarao. D (2014) in this study titled is **"Purchasing Patterns and Brand Preferences of Mobile Users: With Reference To Khammam District"**. The Purpose of this paper is to examine 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.

Dr. Pulidindi Venu Gopal, Anjali and Aakanksha (2013) in this Paper titled are **"**Mobile Marketing Research: A Study of Brand Preference by VIT Student's". To analyses of this study are factors affecting consumers' preference of mobile phone in Vellore. An online survey was conducted through questionnaire from the consumers of mobile phones i.e. VIT students during the period of winter semester 2013.The sample size of this study is 120 respondents. In this study the consumer preference relating to mobile phone was described with the help of percentage analyses. The results of the study indicate that the most important attribute behind consumer preference for mobile phones was Quality, followed by function, appearance, brand image, price, service, then advertisement, and finally recommended by friends.

Atul Patel, Dr.Harishchandra Singh Rathod (2011) in their study titled is "Mobile Phone Usage Habits of Students Commuting from Rural Areas to nearby Town - An Exploratory Study of Visnagar (Gujarat-India)". In this Research to analyze Mobility, user-friendliness and convenience of communication has made mobile phone an integral part of human life. Past research related to mobile phone reveals that mobile usage pattern varies from one group to another. Hence, by considering these issues relating to the usage pattern of different age-groups, researchers have attempted to carry out an exploratory study of rural youths pursuing graduation from Educational Institutions located in a nearby town- Visnagar in Gujarat State (India). Opinions of students regarding various brands of mobile handsets, mobile operators and functions of mobile phones are being investigated in this paper.

Alagu Pandian.V, Dr. Mohamed Ali.J, Upnish Yadav, Mahendran.A (2012) in this paper titled are "A Study of Consumer Behavior With Reference To Mobile Phones in Saminatha Panchayat Sivakasi Block, Tamil Nadu". In this study to examine the Consumer behavior is the act of individuals directly involved in obtaining and using economic goods and services, including the decision processes that precede and determine this act? Cell phone was developed in 1979. In India it was introduced in 1994. But it becomes familiar only in the beginning of year 2000. Now

cell phone users are scattered over the world. One fifth of Indians are using cell phone. It is a very fast point to point communication. It helps one to send and receive information anytime and anywhere. The effective and efficient usage of cell phone largely depends upon the attitude of cell phone users and growth of this communication sector depends on the cell phone service providers.

Annette Christinal. D, and Vinoutha.V. (2014) in this analyze titled are ״A Study on Customer Satisfaction of Nokia Mobile in Tiruchirappalli District, Tamilnadu**".** The present study attempts to know the customer satisfaction of Nokia phone users. The research has been undertaken to know and analyze the factors influencing customer satisfaction and role of media influencing the customer to prefer a particular brand and also the satisfactory level of the customers in preference and the reason behind the insistence of the particular brand. The study may be helpful for the firm to revitalize itself. Also the area that needs improvement might concentrate. This study also analyze the customer satisfaction and will help the firm to improve in future. Consumers or customers at present are well informed and they have a wide knowledge of products available, their price, quality and performance.

Ramulu Bhukya and Dr. Sapna Singh (2015) in this study titled are "Brand Preference of Students towards Choosing Cellular Service Providers in Hyderabad City". To find out this study are the Indian telecommunication (here onwards telecom) sector has plethora of Branded services providers. Though the services are homogenous, the element of differentiation is introduced by branding them. It is observed that after implementation of recent telecom policies in India, the overall scenario of telecom sector has been changed. This study is undertaken with a view to know the brand preference of students while choosing particular cellular service provider in Hyderabad city. The findings of this study are; Network Coverage, tariff plans and customer services are the prime attributes considered by students while choosing particular service provider and Friends and Advertisement are the major factors which influence respondents to choose particular service providers.

Demographic Profile of the Respondents

Table - 1

Characters	Variables	Respondents	Percentage
Gender	Male	29	58.0
	Female	21	42.0
	Total	**50**	**100.0**
Age	17-20	10	20.0
	21-25	23	46.0
	25-30	13	26.0
	Above30	4	8.0
	Total	**50**	**100.0**
Educational Qualification	Graduate	13	26.0
	Post Graduate	18	36.0
	M.Phil	12	24.0
	Ph.D	7	14.0
	Total	**50**	**100.0**
Place	Rural	25	50
	Urban	25	50
	Total	**50**	**100.0**
Occupation	Private Sector	12	24.0
	Government Sector	**7**	14.0
	Business Man	**2**	4.0
	Professionals	**3**	6.0
	Farmers	**9**	18.0
	Others	**17**	34.0
	Total	**50**	**100.0**
	Below -10,000	25	50.0
	10,001-15,000	10	20.0

Monthly Income	15,001-20,000	8	16.0
	20,001-25,000	4	8.0
	Above-25,000	3	6.0
	Total	**50**	**100.0**

Source: primary Data

Inference:

It is ascertained from the above table shows that 58.0% of respondents is male and remaining 42.0% of the respondents is female.

It is ascertained from the above table shows that 46.0% of respondents belongs to the age group of 21-25 and 26.0% of respondents belongs to the age group of 25-30 and 20.0% of respondents belongs to the age group of above 17-21 and then till 8.0% of respondents belongs to the age group of Above 30.

It is ascertained from the above table shows that 36.0 % of the respondents are studying post graduate and 26.0% of the respondents are studying graduate and 24.0% of the respondents are studying M.Phil and remaining 14.0% of the respondents are studying Ph.D.

It is ascertained from the above table shows that 50.0% of respondents is staying in Rural Area and remaining 50.0% of the respondents is staying in Urban Area

It is ascertained from the above table shows that 34.0% of respondents are working in Others and 24.0% of the respondents are working in Private Sectors and 18.0% of the respondents are working in farmers and 14.0% of the respondents are working in Government sectors and 6% of the respondents are working in Professionals and then till 4.0% of the respondents are working in Business.

It is ascertained from the above table shows that 50.0% of the respondents under the income group of Below-10,000 and 20.0% of the respondents under the income group of 10,001-15,000 and 16.0% of the respondents under the income group of 15,001-20,000 and 8.0% of the respondents under the income group of 21,000 – 25,000 and the remaining 6% of the respondents under the age group of Above - 25.000.

Chi- Square Test
Table-2

	Satisfaction Level				χ^2 Value	P-Value
Age	Low	Average	High	Total		
Age 17-20 years	2 (20.0%) [16.7%]	4 (40.0%) [16.0%]	4 (40.0%) 30.8%	10 (100.0%) 20.0%	1.334	0.970
21-25 years	6 26.1% 50.0%	12 52.2% 48.0%	5 21.7% 38.5%	23 100.0% 46.0%		
26-30 years	3 23.1% 25.0%	7 53.8% 28.0%	3 23.1% 23.1%	13 100.0% 26.0%		
Above 30 years	1 25.0% 8.3%	2 50.0% 8.0%	1 25.0% 7.7%	4 100.0% 8.0%		
Total	**12 24.0% 100.0%**	**25 50.0% 100.0%**	**13 26.0% 100.0%**	**50 100.0% 100.0%**		

Source: Primary Data

Note:

1. **( )** Denote Row % Age   2.**[   ]** Denote Column % Age

Conclusion:

Since P value is more than 0.05 [0.970], the null hypothesis is accepted at 5% level of significance. Hence it is conclude that there is no significant difference between the groups of Age with respect to the buying behavior of mobile phone users.

Chi-Square Test
Table-3

Gender	Behavior			Total	χ^2 Value	P- Value
	Low	Average	High			
Male	8 (27.6%) [66.7%]	17 (58.6%) [68.0%]	4 (13.8%) [30.8%]	29 (100.0%) [58.0%]	5.353	0.69

Female	4 19.0% 33.3%	8 38.1% 32.0%	9 42.9% 69.2%	21 100% 42.0%		
Total	**12** **24.0%** **100.0%**	**25** **50.0%** **100.0%**	**13** **26.0%** **100.0%**	**50** **100.0%** **100.0%**		

Source: Primary Data

Note:

1. **( )** Denote Row % Gender 2.**[   ]** Denote Column % Gender

Conclusion:

Since P value is more than 0.05 [0.69], the null hypothesis is accepted at 5% level of significance. Hence it is conclude that there is no significant difference between the Genders of the respondents with respect to the buying behavior of mobile phone users.

Factor Analysis

To test the appropriateness of factor analysis technique the correlation between the variables is cheeked and Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy statistic is also used for the same.

KMO and Bartlett's Test
Table – 5

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.726
Bartlett's Test of Sphericity	**Approx. Chi-Square**	**192.684**
	Df	**55**
	Sig.	**.000**

Inference

Form the table it can be noted that Kaiser-Meyer-Olkin measure of sampling adequacy is 0.726 and Bartlett's test to Sphericity approximate Chi-Square value is 192.684 which are statistically significant at 5% level.

Indication Total Variance Explained and Factors for Mobile Phones

Table - 5

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.145	37.681	37.681	4.145	37.681	37.681	2.922	26.563	26.563
2	1.357	12.335	50.016	1.357	12.335	50.016	2.482	22.565	49.128
3	1.307	11.880	61.895	1.307	11.880	61.895	1.404	12.768	61.895
4	.983	8.932	70.827						
5	.820	7.455	78.282						
6	.740	6.729	85.011						
7	.465	4.228	89.239						
8	.405	3.685	92.924						
9	.306	2.778	95.702						
10	.297	2.704	98.406						
11	.175	1.594	100.000						

Extraction Method: Principal Component Analysis

From the above table it can be noted the 11 variables are reduced to 3 predominant factors based the Initial Eigen value of more than 1, with cumulative values in percentage of 61.895.
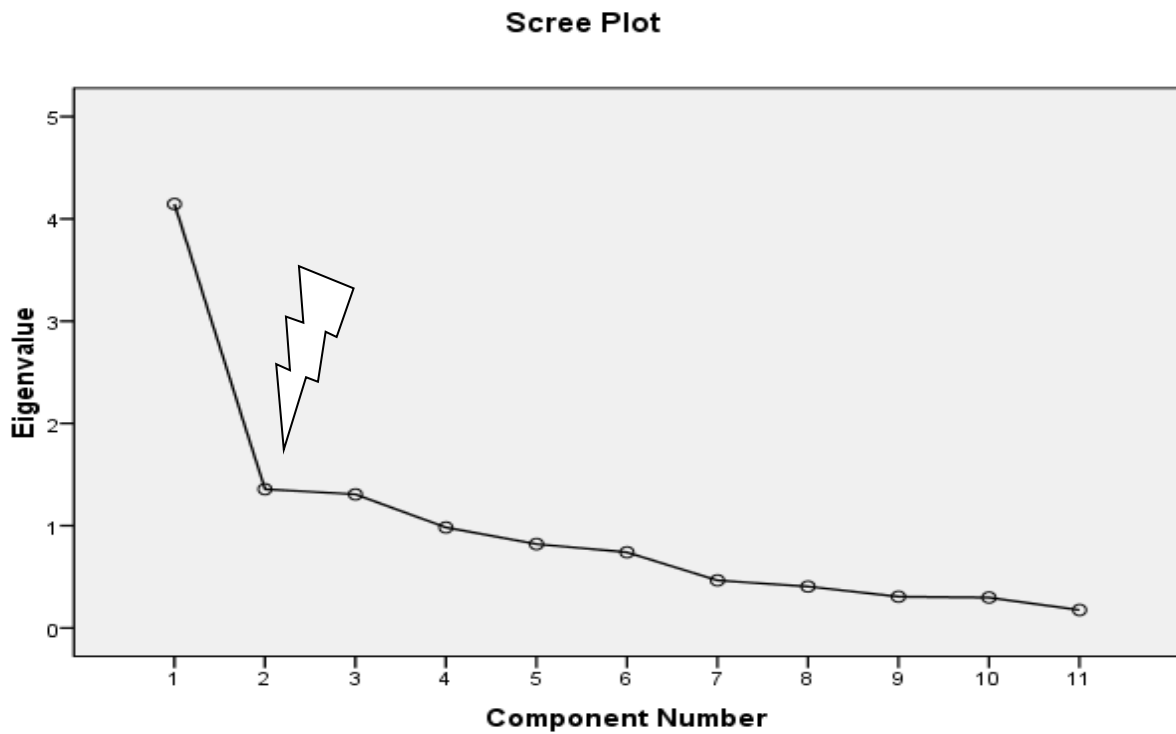
Scree Plot

The Scree Plot is shown below with a thunderbolt indicating the point of inflection on the curve. This curve is difficult to interpret because the curves begin to tail off after three factors, but there is another drop after five factors before a stable plateau is reached. Therefore it is justified to retain five factors.

Indication Rotated Component Matrix and Factors for Mobile Phones

Table – 6

Component			
Variables	**Comfort ability**	**Product Level**	**Quality**
Comfort ability Features	.822		
Brand	.746		
Availability	.718		
Easy to Carry	.687		
Operating System **Product Level**	.652		
Better Backup		.866	
Safety		.848	
Prestige **Quality**		.695	
Camera Quality			.773
Price			.596
Expandable Memory			.572

Extraction Method: Principal Component Analysis.

From the above table, it can be noted that 5 variables to form factor which can suitably be named as "**Comfort ability**", the Second factor is formed with 3 variables which can be named as "**Product Level**", the Third factor is formed with 3 variables which can be named as "**Quality**".

Classification of the Respondents based on Gender and Factors
Influencing of buying behavior of Mobile Phone
Table - 7

Factors influencing of buying behavior of Mobile Phones	Gender of the Respondents	N	Mean	Std. Deviation	Std. Error Mean
Comfort ability	Male	29	3.47	.823	.153
	Female	21			.159
	Total	**50**	3.72	.731	
Product Level	Male	29	3.40	.994	.184
	Female	21			.209
	Total	**50**	3.81	.958	
Quality	Male	28	3.44	.514	.097
	Female	21			.112
	Total	**50**	3.86	.512	

Source: Primary Data

T-Test Grouping Statistics

Table -8

Factors Influencing Purchasing behavior of Mobile Phone		Levene's Test for Equality of Variances		t-test for Equality of Means			H0 Accepted/ Rejected
		F	**Sig.**	**t**	**df**	**P-Value**	
Comfort ability	Equal variances assumed	.001	.971	-1.131	48	.263	Accepted
Product Level	Equal variances assumed	.257	.614	-1.452	48	.153	Accepted
Quality	Equal variances assumed	.571	.454	-2.814	47	.007	Rejected

Source: Primary Data

Hypothesis

> **H₀: There is no significant different between Genders of the respondents with regard to factors influencing purchasing behavior of Mobile Phone.**

Inference:

Since P – Value is More than 0.05(0.263) the null hypothesis is Accepted at 5% level of significance. Hence it is concluded that there is no significant different between Genders of the respondents with regard to factors influencing buying behavior of Mobile Phone.

Since P – Value is More than 0.05(0.153) the null hypothesis is Accepted at 5% level of significance. Hence it is concluded that there is no significant different between Genders of the respondents with regard to factors influencing buying behavior of Mobile Phone.

Since P – Value is Less than 0.05(0.007) the null hypothesis is Accepted at 5% level of significance. Hence it is concluded that there is significant different between Genders of the respondents with regard to factors influencing buying behavior of Mobile Phone.

Classification of the Respondents based on Educational Qualification and Factors Influencing of Buying Behavior of Mobile Phone

Table – 9

Factor Influencing of buying behavior of Mobile Phone	Educational Qualification	N	Mean	Std. Deviation
Comfort ability	Graduate	13	3.51	.696
	Post Graduate	18	3.30	.973
	M.Phil	12	3.72	.413
	Ph.D	7	4.17	.647
	Total	**50**	**3.58**	**.788**
Product Level	Graduate	13	3.90	.614
	Post Graduate	18	3.20	1.103
	M.Phil	12	3.69	.969
	Ph.D	7	3.71	1.177
	Total	**50**	**3.57**	**.990**
Quality	Graduate	13	3.85	.502
	Post Graduate	17	3.37	.455
	M.Phil	12	3.50	.541
	Ph.D	7	4.00	.577
	Total	**49**	**3.62**	**.549**

ONE- WAY ANOVA GROUPING STATISTICS

Table – 10

Factors Influencing buying behavior of Mobile Phone	Educational Qualification	Sum of Squares	Df	Mean Square	F	P-Value	H0 Accepted/ Rejected
Comfort ability	Between Groups	4.151	3	1.384	2.420	.078	Accepted
	Within Groups	26.300	46	.572			
	Total	**30.451**	**49**				
Product Level	Between Groups	4.140	3	1.380	1.447	.241	
	Within Groups	43.869	46	.954			Accepted
	Total	**48.009**	**49**				
Quality	Between Groups	2.889	3	.963	3.751	.017	Accepted
	Within Groups	11.555	45	.257			
	Total	**14.444**	**48**				

Source: Primary Data

Hypothesis

H0: There is no significant different between Genders of the respondents with regard to factors influencing purchasing behavior of Mobile Phone.

Inference:

Since P – Value is More than 0.05(0.078) the null hypothesis is Accepted at 5% level of significance. Hence it is concluded that there is no significant different between Educational Qualification of the respondents with regard to factors influencing buying behavior of Mobile Phone.

Since P – Value is More than 0.05(0.241) the null hypothesis is Accepted at 5% level of significance. Hence it is concluded that there is no significant different between Educational Qualification of the respondents with regard to factors influencing buying behavior of Mobile Phone.

Since P – Value is More than 0.05(0.017) the null hypothesis is Accepted at 5% level of significance. Hence it is concluded that there is significant different between Educational

Qualification of the respondents with regard to factors influencing buying behavior of Mobile Phone.

1.7 Limitation of the Study

Three limitations have been identified in this study. First, the research work cover two Government Colleges, one Government Aided Colleges, two Self Finance Colleges, of Salem District. Second, the sample size does not ensure representative and conclusive finding and finally, a more robust analysis is needed to reach a strong conclusion.

1.8 Suggestions:

In order to improve the sales, the company can offer more free gifts, samples, etc., at less cost and in more attractive package. The processes of certain brands have to be reduced so that brands can be purchased by all income groups. In a competitive world, people always expect a change and innovative. Therefore any brand of Nokia mobile phones should be introduced with a reasonable and affordable price. Price plays a very important role. The demand for a product will depend upon the price. If the price is reduced then all customers irrespective of their income will prefer the brand. Effective media for advertisement, exhibitions (both national and international), carnivals is important in order to create product awareness among the people and also reaching out to remote corners of the country. The cell phone manufacturers should provide a mechanism to protect cell phones from thefts. Water resistant cell phones have to be introduced in the market in order to protect from water and rains. 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. Usage is more in the age group of 15-40. So specially designed cell phones should be produced for youths.

1.9 Conclusion:

Nokia is a very big and growing telecommunication firm. Its quality and customer friendliness has made its customer rate excellent. Nokia should be innovative in thinking and introduce many new models to stay in this competitive business world.

We found an important conclusion from the buyer's behavior point of view that Nokia has occupied first position in the market Place for 34.0% and while Samsung has Occupied second

Position in the market Place and HTC, Apple, Motorola, Panasonic, Black Berry has occupied Third position in the market place for and remaining others and Sony Ericsson has occupied Fourth position in the market place.

The most of the customer prefer Nokia brand of mobile phone and the factor analysis shows that value of Features, Brand, Availability, Easy to carry, Operating Systems, Better Backup, Safety, Prestige, Camera Quality, price, Expandable Memory are the factor influencing the buying behavior of mobile phone brand by the customers.

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