

A STUDY ON MARKETING AND CONSUMER BEHAVIOUR IN CELL PHONE INDUSTRY

BALAKRISHNAN S

Assistant Professor, Department of Commerce, SRM Institute of Science and Technology,
College of Science and Humanities, Ramapuram, Chennai

gurubalaji08@gmail.com

Lubna PK

Research Scholar Commerce, Annai Vailankanni Arts and Science College Thanjavur,
Tamilnadu

lubna.abdurahman8@gmail.com

Dr. V. P. Karthikeyan,

Associate professor and Head, B. Com Professional Accounting, School of commerce,
Rathnavel Subramaniam college of arts and Science, Sullur

vpk282@gmail.com

Dr. G. Rekha

Assistant professor, Department of Commerce, PSG college of Arts & Science, Coimbatore

rekhagriti@gmail.com

Dr. Dipak Umbarkar

Assistant Professor, Department of Management, Indira college of commerce and science,
Pune, Maharashtra

dr.dsumbarkar@gmail.com

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ABSTRACT

Consumer behaviour provides producers with knowledge that is essential for designing goods or services. Additionally, consumer behaviour influences the structure of the marketing mix and any adjustments that must be made. Setting marketing objectives requires an understanding of customer behaviour. It will be challenging to manufacture what the producer can sell without knowing the notion of customer behaviour, which is a part and subpart of modern marketing. Many company choices nowadays are influenced by the demands of the

customer. Consumer behaviour has an impact on a company's pricing, location, and marketing plans. Therefore, customer behaviour is crucial to modern business. The aims of the study are to study demographic nature of the sample respondents and to examine the purchasing Behavior of Mobile Phones. The most important factor that determines the research's outcome is its methodology. It includes a systematic approach to research that assures and makes it easier for the researcher to provide accurate results. Any research's reliability is determined by the methodical approach used for data collecting and analysis. For this investigation, both primary and secondary data were employed. 300 sample respondents were chosen using the convenient sampling technique from the research region. Kendall's ranking approach was used to compare the degree of satisfaction with age and gender and rank the numerous factors that consumers used to choose a particular personal care product.

Keywords: Marketing, Consumer Behaviour and Cell Phone Industry

INTRODUCTION

The advent of information technology (IT) two decades ago, practically every country in the world has benefited from it. Researchers have found evidence that the development of IT in every industry contributed significantly to economic progress in underdeveloped nations. As the use of information and communication technology expanded, a developing nation, so did both national productivity and economic development. The ability of is to converse across international borders has improved because to this technology. Since nearly everyone who works in business, holds a job, is a housewife or parent, or is a student needs a mobile device, personal communication, business communication, clock scheduler, calculator, image, and internet browsing. The cell phone was formerly quite uncommon in the nation, but it is now more widely available, getting steadily cheaper, more accessible, and ingrained in the culture of the majority of people. Additionally, the telecommunications sector has risen significantly during the past 20 years. Mobile phone prices have significantly dropped in recent years, which have greatly increased the number of people using them. *Ayodele & Ifeanyichukwu (2016)*. The majority of mobile users only makes and receives voice calls, send and receive limited amounts of text messages (SMS), and use their devices as basic phones. Mobile phones are continually being updated with new features and applications to meet the information demands of users and enable them to carry out a variety of tasks. Currently, the use of a smart phone goes beyond just making calls and sending texts; rather, it satisfies a wide range of user needs by offering a variety of communication services. *Rahim (2016)*. As a result, users of smart phones underwent a profound change in their behaviour patterns. Additionally, the market for cell phones always experiences significant change and growth. They put in a lot of effort and draw customers to introduce new smart phones often in order to acquire a competitive edge, which fuels intense rivalry among marketers. As a result, the study's goal was to find out what variables motivate customers to buy

smart phones. The basic information was gathered from smart phone users residing in cities in order to explore the variables influencing mobile preference. The study's findings also have significant ramifications for academics and the makers of mobile phones since they supplement the body of research with new empirical evidence and provide manufacturers the knowledge they need to customize their marketing mix and strategic goals. *Chow et al.(2012)*.

Review of Literature

Banumathy and Kalaivani (2006) tried to identify the customer's attitude towards cell phone services. To offer services, many private operators have joined the cellular sector. It has greatly increased market competitiveness. They need to learn what the customers think of this service in order to build new plans, policies, and marketing tactics. Being able to utilize a mobile phone for a variety of functions is becoming more common. The user finds a mobile phone interesting since it enables instant communication. Customers' issues were surveyed, and solutions were developed in response to their feedback. Customers have expressed dissatisfaction with a variety of issues, including inadequate coverage, poor speech quality, and connection issues. The writers came to the conclusion that the service provider must address the issues as soon as is practical in order to keep customers and deliver better services. *MakamBalaji (2009)* examined the causal connections between consumer expectations, quality, value, satisfaction, and loyalty. A systematic questionnaire was used to gather responses from 199 post-paid mobile users in a significant Indian metropolis. The findings of the structural equations modality show that perceived quality is an important factor of consumer satisfaction, which results in trust, price equilibrium, and customer loyalty. According to the study, there is a significant distinction between customer happiness and loyalty management. Future studies in India or elsewhere are urged to replicate or expand the study to include a variety of service sectors. *Sivarethina Mohan and Aranganathan(2011)* in their article stated that Mobile phones may be a very cost-effective means of communicating as well as a very efficient way of sending marketing messages. Today, each brand's marketing plan must include mobile marketing as a key element. To appeal to Indian customers, marketers must take into account the following factors: relevancy, perceived consumer benefit, engagement, interactions, and, most crucially, customer respect. It will take time for people to alter their cultural and individual views, and it will need a concentrated effort to persuade them that a mobile phone can provide a better service than what they currently have. Businesses should concentrate on focused, non-intrusive mobile marketing; they might try acting as both marketers and ad publishers while keeping control over the services offered to customers.

Statement of the problem

The age of communication is now upon us, with innovative and new ways to communicate emerging. E-mail has essentially taken the role of traditional mail, and landlines

are being phased out in favour of mobile phones. The development and widespread use of mobile phones, the number of people using cell phones has increased daily while the number of people using landlines has decreased. Urban areas and the educated no longer represent the only demographics that use cell phones. *Garga and Sagagi (2019)*. Teenage and young customers' decisions about mobile phone purchases, as well as the sales and profitability of mobile phone businesses, are influenced by a number of variables. Today, everyone's life now revolves around their mobile phone. Understanding brand preference is important because it indicates customer choice, brand purchasing, performance, style, and customer happiness. Smartphone's have been marketed as a new information channel in addition to the basic functions of voice calls, video calls, SMS, and MMS that cell phones already provide. The rivalry in the smart phone business is becoming increasingly tough as more manufacturers enter the market. When it comes to smart phones, Nokia, a firm that once dominated the phone industry, seems to be losing ground. People now live in a highly advanced, technologically sophisticated civilization.

Significance of the study

The cell phone market is always growing, it is essential to understand consumer behaviour and the elements that affect their purchase choices. Since it enables the development of practical modifications in the marketing mix and marketing strategy based on the characteristics of clients to enhance sales, this research is very significant to a wide range of numerous businesses related to the Smartphone. *Garga,(2019)*. The study will be helpful to students and academics in the future who wish to do additional research on the same subject of consumer behaviour.

Objectives of the study

The aims of the study are

1. To study demographic nature of the sample respondents
2. To examine the purchasing behavior of mobile phones

Research Methodology

Area of Study

The most important factor that determines the research's outcome is its methodology. It includes a systematic approach to research that assures and makes it easier for the researcher to provide accurate results. Any research's reliability is determined by the methodical approach used for data collecting and analysis. For this investigation, both primary and secondary data were employed. 300 sample respondents were chosen using the convenient sampling technique

from the research region. Kendall's ranking approach was used to compare the degree of satisfaction with age and gender and rank the numerous factors that consumers used to choose a particular personal care product.

Findings, Presentation and Analysis of Data

1. Demographic nature of the respondents

Customers' behaviour and attitudes are influenced by their demographic make-up. The current study focuses on the elements that consumers think about the most when purchasing a smart phone. *Anderson (1994)*. Hence, the perception of the customers may differ based on their nature. In this regard, the nature of the respondents is given below.

Table 1: Nature of the sample respondents

Nature		N	Percent
Gender	Female	168	56.00
	Male	132	44.00
Age group	Less than 30 years	161	53.67
	30 and 45 years	101	33.67
	More than 45 years	38	12.67
Income level (Annual income)	less than Rs.2 lakhs	101	33.67
	2 – 5 Lakhs	154	51.33
	More than 5	45	15.00
Total		300	100.0

According to Table 1, 132 (44%) of the respondents were male and 56 percent were women responders. A total of 161 respondents 53.67 percent, were under the age of 30, 101 respondents, or 33.67 percent, were between the ages of 30 and 45, and 12.67 percent were beyond the age of 45. Out of the 300 sample respondents, 154 (51.33%) fall into the Rs. 2 lakh and Rs. 5 lakh income range, 101 (33.67%) fall into the low income category, and 45 (15.0%) fall into the high income category.

Factors influencing Purchasing Behavior of Mobile Phones

One of the important factors that significantly influence the purchasing intentions of mobile phone customers is brand name or image. The same researchers contend that price also serves as a quality indication, with a greater price indicating more sophisticated technology, a better-designed product, and increased features. *Fornell (1996)*. This argument is in line with the opinions and considerations of customers of smart phones. It was also shown that one of the most important variables influencing the decisions of potential phone purchasers is attractive and competitive pricing. The result is given in the following table.

Table 1: Purchasing Behavior of Mobile Phones

Reason	Mean	Std. Deviation	Mean Rank
Product features	4.24	1.145	3.97
Perceived Quality	3.68	0.787	3.42
Customer Expectations	3.59	0.799	2.74
Social influence	3.02	1.096	2.56
Price	2.82	1.392	2.35

The Table 1 revealed that purchasing behavior of mobile phones is mostly preferred by the Product features (3.97). Secondly, they preferred for Perceived Quality (3.42). It is also purchased for the Customer Expectations (2.74). Social influence (2.56). Last rank is given for Price (2.35) the mobile phone consumers. The significance of the ranking given by the respondents tested with the help of Kendall's W test. The result is given below.

Table 2: Kendall's Coefficient of Concordance

N	300
Kendall's W	0.219
Chi-Square	548.953
df	4
Asymp. Sig.	0.000

The Table 2 inferred the result of the test. The Chi-Square value is 518.959 for the degree of freedom 4. This is significant at 1% level (0.0000). It is understood from the result that the ranks given to the purposes are significant.

DISCUSSION

The study's findings suggest that product characteristics have the most influence in persuading customers of smart phones to select and buy the cell phones that best meet their wants and expectations. *Nath (2015)*. The results are consistent with the notion that consumers take into account a number of mobile phone features when selecting and purchasing them, including the phone's camera, internet browsing capabilities, display resolution, wireless connectivity, size, physical design, and voice-activated dialing. *Leelakulthanit & Hongcharu (2012)*. India demonstrated how different levels of mobile phone users were impacted by product attributes, including appealing and innovative features, extended battery life, aesthetics, and high-quality products. Along with these factors, users who buy Cell Phone also think about the weight of the devices. Along with product attributes, additional elements like Brand name/brand image, price, and purchase motive all have a significant impact on Smartphone buyers' purchasing decisions. *Suki (2013)*.

CONCLUSION

The purpose of this study was to investigate the variables that affect Tamil Nadu's smart phone users' purchase decisions. Predicting human behaviour is one of the most challenging undertakings since it differs depending on the circumstance. *Nath (2015)*. It also applies to customer behaviour, which is extremely hard to forecast. Understanding and predicting customer behaviour is difficult for commercial organizations; therefore they must provide items that meet consumers' demands. The perception and information that consumers have about a product play a significant role in the selection and purchase choice they make. Scholars are becoming more and more interested in learning about mobile phone buyers' decisions and the factors that influence those decisions. *Makam.Balaji (2009)*. The influence of media and advertising on consumer behaviour also plays a significant role, and this topic was covered in great detail in the research. These queries have not energized the Indian mobile industry. Markets for mobile phones are looking for ways to decipher customer behaviour and strive to comprehend their preferences while making purchases. *Anderson (1994)*.

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