

## **A Study on Customer Purchase Behaviour towards Mobile Phone with Special Reference to Faizabad City**

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### **ABSTRACT**

The increasing importance of the mobile phone of the people is promoting new marketing research. India is one of the fastest growing economies in the world and the fastest growing mobile phone industry in the world, as a result, where we had only a limited number of mobile phone options a few years ago, today we have a lot of mobile phones option. In particular, customer behavior in mobile phone market, from adoption motivation to post usage behavior has become a major focus of research in the field of consumer purchase behavior in the Faizabad city. The mobile phone has become an essential part of the life of the people, without which it is a blank dream to imagine development in today's digital era. Indian government is also promoting the “digital India” and it is a major fact that without mobile phone we cannot imagine about digital India. As it is known, the income of the people in India is constantly increasing and there has been an august shift in the attitude and aspiration of the consumers. Our objective of this research is to analyze those external and internal factors that influence the decision of buying the mobile phones of the people of Faizabad city. Our research also affects the consumer's approach to the mobile phone and the name of the brand. Our research is dependent on quantitative analysis in which we have know the opinion of 200 people of Faizabad through our digital questionnaire and we also found in our research that the trend of purchase of phones in customers of Faizabad is very high on e-commerce companies as those companies provide better options in the right cost and the first choice of customers in the mobile phone is the Redmi (MI) brand.

**Key Words:** Internet, E-commerce, Development, Consumer behavior

### **1. Introduction**

The increasing love of mobile phone among the people is the most essential part of our research and also most interesting fact of our research. The desire for smart phones among the people is constantly increasing. The main objective of this research is to find out purchase behavior of a mobile phone brand between Faizabad city's people. The research aims to find out the reason behind purchasing mobile phone, the factor influencing the purchase decision and motivation behind the purchase decision. The increasing need of mobile phones in the global age gives a new dimension to such research. Marketing is a very important business process as it relates to customers and their needs. This is the main purpose of any business

that has access to every section of the society. As we have seen the major objective of an organization's marketing efforts is to develop satisfying relationships that benefit both the consumer and the organization. These endeavors lead marketing to serve a major role within most organizations and within society. The main purpose of marketing is to fulfill the purpose of customers. The objective of the consumer is to be satisfied with the products that he has purchased. The field of consumer buying behavior refers to the psychological process that leads to a consumer's decision to buy a product or service offering. The behavior of human being during the purchase is termed as "Buyer behavior".

### **1.1 Primary objective**

- To know the consumer buying behavior toward mobile phone in Faizabad city.
- To find demographical feature of mobile phone consumers.
- To find out the factors that influence the consumers to buy mobile phones.
- To know the requirement of 4g phones in market as well as society.
- To test the needs of mobile phones to achieve the goals of Digital India.
- To determine the objectives of mobile phone market and telecom network market.

### **1.2 SCOPE OF THE STUDY**

- Our goal of this research is to find the choice of mobile phone like Samsung, Redmi, Asus, Moto, Vivo and Oppo between Faizabad city's people.
- This study helps to know the elements which influence the consumer to purchase mobile phones.
- To know about the buying behavior of the consumer while choosing a specific brand.
- This study also helps for consumer satisfaction level.
- This research also helps for the current smartphone market scenario of Faizabad City.

### **1.3 LIMITATION OF THE STUDY**

The researcher had the following limitations while conducting the study for mobile consumer in Faizabad city.

- The research study was carried out only among the consumer in Faizabad city.
- The sample size was 200 consumer of Faizabad city from different background like Students, businessman, employee, housewife's & government servants etc.
- The sample was taken through the digital questionnaire by Google form.

## **2. REVIEW OF LITERATURE**

Consumer buying behavior In a practice in which the customer consumes and experiences the goods according to his / her own satisfaction. This allows customers the freedom to choose items according to their own. There are many distinctions of customers across the world, which are divided across age groups, gender, color, and religion income groups. Consumer behavior is the study of continuous process involved when individual or lot of

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consumers selected for personal selecting the products purchase to satisfy their need. The research states that the people want to touch and feel the products and they want full satisfaction from their product. **Harish (2011)** examine the factors in selecting telecommunication service provider. It was found that communication and price increase have most preferential and influential factors. Service quality is significantly related to customer satisfaction, past purchase intention and perceived value. In a study on customer satisfaction in mobile service provider networks in International Market Research Business, that Airtel is the most excellent and good service provider. Airtel was found to be ahead of others in term of customer satisfaction. **Dr. Arti Gaur, Suman Ghalawat (2012)** highlighted that the overall satisfaction level of customers with regards to service providers. An attempt has been made to know various perception of the customer in selecting the mobile service provider and also to comprehend the present mobile market. The study clearly indicated that cell phone users are highly satisfied with the range of network followed by the cost of services and SMS services provided by the service provider. The study, however, revealed that there is no effect of age, gender and education, on the opinion of respondents in terms of satisfaction with mobile service providers also found that mobile users are very much aware of launching of new mobile handsets in the market. **Dr. S.P. Mathiraj et al. (2019)**, highlight that the Mobile Phone service providers are offering various facilities to attract the customer along with updated technology. The test for the service providers is to discover the basic factors that impact the client inclination. A Customer consistently attempts to purchase an item which has numerous traits satisfying their need. As observation towards quality is more, clients are getting more earnestly to it would be ideal if you more brilliant, additionally requesting, less sympathetic and they are drawn nearer by many service providers with pretty much equivalent offers. **Krishan Kumar (2013)** In Indian telecom sector, the Tangibility aspect of service quality is one of the important attributes which includes the appearance of physical facilities, equipment, personnel and communication material. **Suresh A.S. (2011)**, Highlight That the Mobile Phone Network service has been recognized throughout the world as an important tool for socio-economic development of a nation. As majority of people depend on mobile phone for communication, banking, internet and other activities, Mobile Phone service providers are offering various facilities to attract the customer along with updated technology. **Sreekumar D Menon (2014)** in his article entitled, “Customer Perception towards A Public Sector Telecom Company (BSNL) in Mobile Services” has expressed that telecommunication service providers are of foremost significance to both created and arising economies in India and the world. With firm rivalry between the providers, consumer loyalty is a vital for endurance on the lookout. Numerous telecommunication service providers are offering different items and services on the lookout. **Paulrajan Rajkumar & Rajkumar Harish (2011)** This study makes attempts to study the Indian consumers’ perception choice in selecting cellular mobile telecommunication service providers. Consumers’ perception varies in accordance with the Communication quality, call service, facilities, price, customer care and service provider’s attributes. **Alphonsa Smitha K.J et. al (2019)** in his article entitled, “A Study on Customer satisfaction of BSNL Landline: Special Reference to Kerala” has expressed that BSNL is one of the main telecommunication

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service providers in Kerala. The vast majority of the examinations directed here demonstrate the investigating advancement of services gave by number telecommunication providers which opened new world to the client around the globe.

### 3. RESEARCH METHODOLOGY

The primary method of data collection was digital questionnaire technique which was used to collect the data from different customer belongs from different areas like student, government employees, businessman, entrepreneur, housewife etc. Sample method has been adopted under the non – probability sampling and approx 200 samples have been collected for research. A survey was also conducted initially. Apart from, different tastes are also applied for check the statistical reliability of data.

**Population:** Primary survey was carried out in Faizabad city of Uttar Pradesh on 200 Peoples.

**Sampling method:** Sampling was adopted in the research under non-probability research method.

Faizabad city has a large population of people who belong to different backgrounds. In our sample, we have received information from people of every community and age group of that population about their views and their preference in mobile phones. In our questionnaire the population of the city and town around them are also included a sample of 200 people in the age group of 20 to 55 years is selected on the random basis to keep it a mixed representation. We have used digital questionnaire through Google forms for collection of samples. Through this, we got to know their views from people from different perspectives and included them in this research paper.

### 4. DATA ANALYSIS AND INTERPRETATION

Based on customers views on different questions being asked in questionnaire, the below outcome has been received.

**GENDER-** The respondent was both male and female & response percentage of male was 65.2% and the response percentage of female was 34.8%.

**MARITAL STATUS-** In this research paper, a total of 88.2% unmarried and 11.8% married people have given their views through our digital questionnaire.

**RESPONDANT OCCUPATION-** In this research paper 81.9% of the students have given their opinion and rest people are employed, housewife & entrepreneurs.

**LITERACY LEVEL –** The literacy level of the respondent is mentioned below.

UPTO INTERMEDIATE	32.4%
UPTO BACHELORS	30.9%

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UPTO MASTER AND ABOVE	36.8%
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Table: 1 Shows Literacy Level

**FAMILY MONTHLY INCOME**- In our research questionnaire we have involved the consumer from different income group the data is mentioned below.

LESS THAN 10000 Rs.	32.8%
10000 TO 25000 RS	23%
25000 TO 50000 RS	24.5%
ABOVE TO 50000 RS.	19.6%

Table: 2 Shows Family Monthly Income

**BRAND PREFERENCE**-In our research we have collected the views of the people and their preference of the brand in mobile phones. The response is mentioned below

REDMI (MI)	34.3%
SAMSUNG	16.2%
OPPO	7.8%
VIVO	6.9%
I PHONE	4.4%
OTHER	4.9%

Table: 3 Shows Brand Preference

**WHY DID YOU CHOOSE THIS BRAND OVER OTHER?(YOU CAN SELECT MORE THAN ONE)**

204 responses

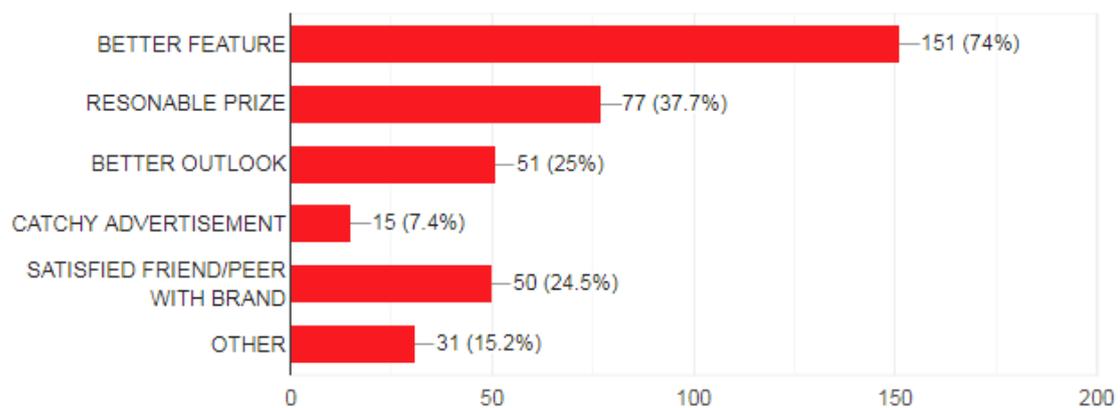


Fig: 1 Shows Customer Preference

**5. CONCLUSION**

In our research paper, which was dependent on the customers' mobile phone preference, we found that the customer wants good features and functions at a low price, by identifying the objectives of customers which the company that meets his needs becomes his first choice, hence the first choice of Faizabad mobile phone customers is the Redmi (MI) brand.

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