



INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION AND MANAGEMENT

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	OPTIMIZATION OF THE ENROLMENT SYSTEM OF UNIVERSITY/COLLEGE X USING SIMULATION MODEL <i>MA. TEODORA E. GUTIERREZ</i>	1
2.	JOB QUALITY INDICATORS INTEGRATION WITH JCM DIMENSIONS <i>RABIA MUSHTAQ & DR. RAHAT HUSSAIN BOKHARI</i>	5
3.	GAP ANALYSIS OF SERVICE QUALITY AMONG BANKS <i>DR. IQBAL & NYMPHA RITA JOSEPH</i>	9
4.	A STUDY ON THE ORGANISATIONAL CLIMATE WITH SPECIAL REFERENCE TO THE EMPLOYEES OF SALALAH COLLEGE OF TECHNOLOGY <i>DR. M. KRISHNA MURTHY, S. IBRAHIM KHAN & S. VARALAKSHMI</i>	16
5.	BACKGROUND OF IMF & IMPACT OF FINANCIAL CRISIS IN ARGENTINA <i>SHAHZAD GHAFOR & UZAIR FAROOQ KHAN</i>	22
6.	EFFICIENCY-PROFITABILITY RELATIONSHIP IN PUBLIC, PRIVATE AND FOREIGN SECTOR BANKS OPERATING IN INDIA <i>DR. VIDYA SEKHRI & MR. AMIT VARSHNEY</i>	32
7.	CONSUMER BEHAVIOUR AND PREFERENCES TOWARDS MOBILE PHONE AND IT'S ACCESSORIES – A BEHAVIORAL STUDY <i>T. RAJASEKAR & DR. MALABIKA DEO</i>	42
8.	EFFECTIVENESS OF CARGO HANDLING IN VISAKHAPATNAM PORT TRUST – A CASE STUDY <i>DR. D. M. SHEEBA RANI & DR. K. HARI HARA RAJU</i>	48
9.	A STUDY ON SUPPORT OF ERP SYSTEMS FOR MARKETING IN COIMBATORE BASED INDUSTRIES <i>S. MOHANAVEL & DR. SUDHARANI RAVINDRAN</i>	55
10.	CUSTOMER SWITCHING IN MOBILE INDUSTRY - AN ANALYSIS OF PRE-PAID MOBILE CUSTOMERS IN AP CIRCLE OF INDIA <i>DR. V. MALLIKARJUNA, DR. G. KRISHNA MOHAN & DR. D. PRADEEP KUMAR</i>	63
11.	LOCATION INTELLIGENCE, THE MERGING OF GEOGRAPHIC INFORMATION SYSTEMS (GIS) AND BUSINESS INTELLIGENCE (BI) <i>DR. VINOD N. SAMBRANI & DR. M. S. SUBHAS</i>	67
12.	MANAGEMENT OF NON-CONVENTIONAL ENERGY: THE MISSION OF NEDCAP <i>M. MADHAVI & N. RAMANUJA</i>	70
13.	RISK MANAGEMENT STRATEGIES AND PRACTICES USING MARKOWITZ THEORY AT KARVY STOCK-BROKING LIMITED <i>RAAVI RADHIKA, K. BHAVANA RAJ & DR. SINDHU</i>	75
14.	EMPLOYEES' EMPOWERMENT THROUGH TRAINING SYSTEM IN BANKING SECTOR: AN EMPIRICAL ANALYSIS (WITH SPECIAL REFERENCE TO SELECTED BANKS IN RURAL ODISHA) <i>DR. IPSEETA SATPATHY, D. LITT., DR. B.C.M.PATNAIK & CHINMAYA KUMAR DAS</i>	82
15.	PERFORMANCE OF SUSTAINABLE LOGISTIC PRACTICES OF SMES IN DELHI <i>SANJEEV KUMAR, SOMNATH CHATTOPADHYAYA & VINAY SHARMA</i>	85
16.	ENHANCING TEACHING IN RURAL INDIA BY TECHNOLOGY INTERVENTION <i>DR. SANGEETA SHARMA & POONAM VYAS</i>	90
17.	RETURN MIGRATION TRENDS OF SOFTWARE PROFESSIONALS AND ITS IMPACT ON SOCIO-ECONOMIC DEVELOPMENT OF INDIA <i>DEEPTI GUPTA & DR. RENU TYAGI</i>	92
18.	RECRUITMENT PROCESS OUTSOURCING: KEY CHALLENGES AND OPPORTUNITIES FOR INDIAN TALENT <i>TADAMARLA.ANUPAMA & INUMULA.KRISHNA MURTHY</i>	97
19.	INDUCTION AND ITS IMPACT ON WORK PERFORMANCE AND EMOTIONAL INTELLIGENCE <i>RASHMI SHAHU</i>	101
20.	A STUDY OF FACTORS INFLUENCING PURCHASE DECISION FOR CELL PHONES <i>DR. ARTI GAUR, MS. SUMAN GHALAWAT & MS. MEENAKSHI AZAD</i>	106
21.	STATISTICAL ANALYSIS OF ASSESSING AWARENESS OF COMPUTER TECHNOLOGY AMONG ECONOMICS RESEARCH STUDENTS <i>D. AMUTHA</i>	112
22.	CONSUMER PERCEPTION TOWARDS mCRM INITIATIVES OF INDIAN RETAILERS <i>SWATI SINGH & SANJEEV KR. SINGH</i>	115
23.	A COMPARATIVE STUDY OF CUSTOMER PERCEPTION AND EXPECTATION: PUBLIC SECTOR BANKS AND PRIVATE BANKS <i>NAVEEN ARORA</i>	120
24.	EXPLAINING CONSUMER ACCEPTANCE OF INTERNET BANKING SERVICES IN INDIA <i>MANORANJAN DASH, DR. MADHUSMITA DASH & DR. SURJYA KUMAR MISRA</i>	126
25.	IMPACT OF INFORMATIONAL FLOW ON STOCK RETURNS: EMPIRICAL EVIDENCE FROM NATIONAL STOCK EXCHANGE <i>A. SHANKER PRAKASH</i>	130
	REQUEST FOR FEEDBACK	134

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories

Listed at: [Ulrich's Periodicals Directory ©, ProQuest, U.S.A.](#) as well as in [Cabell's Directories of Publishing Opportunities, U.S.A.](#)

Circulated all over the world & Google has verified that scholars of more than sixty-six countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

www.ijrcm.org.in

CHIEF PATRON

PROF. K. K. AGGARWAL

Chancellor, Lingaya's University, Delhi
Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

PATRON

SH. RAM BHAJAN AGGARWAL

Ex. State Minister for Home & Tourism, Government of Haryana
Vice-President, Dadri Education Society, Charkhi Dadri
President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

ADVISORS

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Dean (Academics), Tecnia Institute of Advanced Studies, Delhi

CO-EDITOR

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

EDITORIAL ADVISORY BOARD

DR. AMBIKA ZUTSHI

Faculty, School of Management & Marketing, Deakin University, Australia

DR. VIVEK NATRAJAN

Faculty, Lomar University, U.S.A.

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. PARVEEN KUMAR

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

PROF. H. R. SHARMA

Director, Chhatarpati Shivaji Institute of Technology, Durg, C.G.

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

DR. ASHISH JOLLY

Professor, Department of Computer Science & Engineering, Chitkara University, Rajpura, Punjab

DR. ASHWANI KUSH

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

DR. VIJAYPAL SINGH DHAKA

Head, Department of Computer Applications, Institute of Management Studies, Noida, U.P.

DR. KULBHUSHAN CHANDEL

Reader, Himachal Pradesh University, Shimla, Himachal Pradesh

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHINDER CHAND

Associate Professor, Kurukshetra University, Kurukshetra

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

DR. SAMBHAV GARG

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana

DR. SHIVAKUMAR DEENE

Asst. Professor, Government F. G. College Chitguppa, Bidar, Karnataka

DR. BHAVET

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana

ASSOCIATE EDITORS

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

DR. ASHOK KUMAR

Head, Department of Electronics, D. A. V. College (Lahore), Ambala City

ASHISH CHOPRA

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

SAKET BHARDWAJ

Lecturer, Haryana Engineering College, Jagadhri

TECHNICAL ADVISORS

AMITA

Lecturer, E.C.C., Safidon, Jind

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email addresses, **info@ijrcm.org.in** or **infoijrcm@gmail.com**.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

Dated: _____

The Editor

IJRCM

Subject: **Submission of Manuscript in the Area of** _____ **(Computer/Finance/Marketing/HRM/General Management/other, please specify).**

Dear Sir/Madam,

Please find my submission of manuscript titled ' _____ ' for possible publication in your journal.

I hereby affirm that the contents of this manuscript are original. Furthermore It has neither been published elsewhere in any language fully or partly, nor is it under review for publication anywhere.

I affirm that all author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name(s) as co-author(s).

Also, if our/my manuscript is accepted, I/We agree to comply with the formalities as given on the website of journal & you are free to publish our contribution to any of your journals.

Name of Corresponding Author:

Designation:

Affiliation:

Mailing address:

Mobile & Landline Number (s):

E-mail Address (s):

2. **INTRODUCTION:** Manuscript must be in English prepared on a standard A4 size paper setting. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 12 point Calibri Font with page numbers at the bottom and centre of the every page.
3. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.
4. **AUTHOR NAME(S) & AFFILIATIONS:** The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address should be in 12-point Calibri Font. It must be centered underneath the title.
5. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain background, aims, methods, results and conclusion.
6. **KEYWORDS:** Abstract must be followed by list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.

7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should be in a 8 point Calibri Font, single spaced and justified.
10. **FIGURES & TABLES:** These should be simple, centered, separately numbered & self explained, and titles must be above the tables/figures. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. It must be single spaced, and at the end of the manuscript. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per following:

- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use **(ed.)** for one editor, and **(ed.s)** for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parentheses.
- Use endnotes rather than footnotes.
- The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

Books

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio," Ohio State University.

Contributions to books

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

Journal and other articles

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

Conference papers

- Chandel K.S. (2009): "Ethics in Commerce Education." Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

Unpublished dissertations and theses

- Kumar S. (2006): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

Online resources

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

Website

- Kelkar V. (2009): Towards a New Natural Gas Policy, Economic and Political Weekly, Viewed on February 17, 2011 <http://epw.in/epw/user/viewabstract.jsp>

A STUDY OF FACTORS INFLUENCING PURCHASE DECISION FOR CELL PHONES

DR. ARTI GAUR

ASST. PROFESSOR

DEPARTMENT OF BUSINESS ADMINISTRATION

CH. DEVI LAL UNIVERSITY

SIRSA

MS. SUMAN GHALAWAT

ASST. PROFESSOR

DEPARTMENT OF BUSINESS MANAGEMENT

CCS HARYANA AGRICULTURE UNIVERSITY

HISSAR

MS. MEENAKSHI AZAD

ASST. PROFESSOR

GNIT-MBA INSTITUTE

GREATER NOIDA

ABSTRACT

A mobile phone (also known as a hand phone, wireless phone, cell phone, cellular phone, cellular telephone or cell telephone) is a long-range, electronic device used for mobile voice or data communication over a network of specialized base stations known as cell sites. There are several categories of mobile phones, from basic phones to feature phones such as music phones and camera phone, to smart phone. The first smart phone was the Nokia 9000 Communicator in 1996, which incorporated PDA functionality to the basic mobile phone at the time. As miniaturization and increased processing power of microchips has enabled ever more features to be added to phones, the concept of the smart phone has evolved, and what was a high-end smart phone five years ago, is a standard phone today. Several phone series have been introduced to address a given market segment, such as the RIM Black Berry focusing on enterprise/corporate customer email needs; the Sony Ericsson Walkman series of music phones and Cyber shot series of camera phone; the Nokia N-Series of multimedia phones; and the Apple i Phone which provides full-featured web access and multimedia capabilities.

KEYWORDS

Consumer Behaviour, Power of purchasing, Purchasing Decisions

INTRODUCTION

There are also specialist communication systems related to (but distinct from) mobile phones. In addition to the standard voice function of a mobile phone, telephone, current mobile phones may support many additional services, and accessories, such as SMS for text messaging, email, packet switching for access to the Internet, gaming, Bluetooth, infrared, camera with video recorder and MMS for sending and receiving photos and video, MP3 player, radio and GPS. Most current mobile phones connect to a cellular network of base stations (cell sites), which is in turn interconnected to the public switched telephone network (PSTN). Nokia is currently the world's largest manufacturer of mobile phones, with a global device market share of approximately 40% in 2008. Other major mobile phone manufacturers (in order of market share) include Samsung (14%), Motorola (14%), Sony Ericsson (9%) and LG (7%). The present study aims to achieve to identify the type of connection people use, reasons for purchasing cell phone, understanding the importance of factors & identify the major influence on purchase decision. A sample of 200 respondents from Hisar district has been used for collecting the response through well-structured questionnaire. A set of simple techniques of statistical analysis such as mean, percentage and standard deviation and ANOVA test have been used. Most of them are obtained with the help of the computerized packages spss (13.0 version) and Microsoft Excel.

REVIEW OF LITERATURE

Aoki and Dones (2004) focused on the behavioral and psychological aspects of cell phone usage among college students. They tried to find the reasons behind why a technology is adopted in particular way. They identified several attitudinal factors based on the exploratory study including, necessity in modern times, cost efficiency when compared to landline phone, safety or security, and dependency. The study also endeavored to look at the motivational and behavioral characteristics of mobile phone usage. The author tried to combine their results and the result of previous research to find the trends in usage by the youth, "why college students in the US use the cell phone, what they think of the technology, and how they use it". The motivational themes identified by the study include personal safety, financial incentive, information access, social interaction, parental contacts, time management/co ordination, dependency, image, and privacy management. The results of the focus group interviews indicated five distinct user groups in terms of their attitudes toward their cell phone usage and in terms of the levels of integrating cell phones into their lives.

Day and Deutcher (2005) examined that it appears that services providers are not upgrading their grouping customer base. This needs greater attention and implementation of well-defined customer core programmed is likely to benefit service providers.

Judith Earl (2006) observed that mobile phone have become vital part of our lives. Now mobiles are inexpensive, easy to use and equipped with almost every latest feature you desire. Now mobile phones have become craze for people of all the age groups. Mobile phones allow us to stay connected anytime anywhere, in general as well as in emergencies. The advantages of mobile phones have scored over their disadvantages. It is more comfortable for communicating over a distance. You can get your work done through mobile without physically going to place through mobile. Other than thus you can download ring tones, games wallpapers. You can also capture pictures through built in camera. Now a day there is a wide range of mobile phone sets are available depending upon your requirement.

Shailender Gupta (2006), Senior Manager, consumer Research pointed that, "Mobile service providers should not let go of their brands inherent perceived strengths' and continue to device innovative pricing schemes and innovative pricing schemes and offers. With total number of mobile subscriber in India set to double to 500million by 2010, the pie is big enough for everyone.

Shirshendu Ganguli (2006) in his study finds that Indian cellular industry of the mobile telecommunication service industry is currently witnessing a phase of tremendous growth. In spite of that, it is facing a high rate of churn (3.5% to 6% per month). The major focus of the industry has been on churn management with the customer Relationship Management (CRM) tools and techniques in order to retain the existing customer.

Rajnish (2007) Head of Sale and Marketing, MSN India, said, "social networking on mobile trends which very popular internationally. But in India it is confined among only those who have access to high-end mobile phones, which are compatible to allow high-speed Internet browsing and social networking. At present time mobile phone prices coming down, and the availability of value added services likes cameras, MMS, GPRS/EDGE facilities, there will definitely be a surge in the number of people who would then socially interest via mobile phones.

Aggarwal Vir Bala (2008) author observed that today the cell phone has become a powerful media of communication. It is on the verge of replacing traditional media like newspaper, television, Internet and radio etc. It has greatly helped the print and electronic media to provide thorough access to the news and information from different parts of the globe. The study attempts to analyze the mobile usage behavior of students of Himachal Pradesh University, Shimla. The study concludes that mobile phone has converted the whole world in to a global village. It points out that the government is a better and preferred service provider. In nutshell it can be concluded since the mobile is very convenient media to provide information to its users, it must be utilized for giving very positive information to the customers and the government should take all appropriate measures to prevent all unnecessary and irrelevant information, which can be harmful to society.

David Nagel, (2009) Author observed that cell phones and other mobile devices have existed on the fringe of educational technology. Some districts encourage them; some districts ban them and even go so far as to suspend students for bringing them to school; many don't have a policy one way or the other, as long as students keep them turned off during class. But recent developments in mobile technologies may help give cell phones a boost in the education space, although policy challenges still abound.

OBJECTIVES OF THE STUDY

The presents study attempts to achieve following objectives:

1. To identify the type of connection people use.
2. To study the reasons for purchasing cell phones.
3. To understand the importance of factors, which influence the purchase decision.
4. To identify the major influence on purchase decision.

HYPOTHESIS OF THE STUDY

In view of exploratory research carried out by collecting information from the knowledgeable persons and review existing literature, the following hypothesis has been developed:

- H₁:** At the time of purchase of mobile, people consider more factors.
H₂: Family is the main factor to influence the purchase decision of the mobile users.
H₃: Most of the people intend purchasing cell phone in near future.

SCOPE OF THE STUDY

The present study covered the area of Hisar district and the results are generalized on population basis.

SAMPLING PLAN

The sampling was done on the random basis. A sample of 200 respondents has been used for collecting the response through well-structured questionnaire.

DATA COLLECTION

An extensive literature review facilitated theory development and item generation. Further, to answer the research questions (objectives of the study) and to verify/test the tentative answers (hypotheses of the study), the required information is identified. Then, the questionnaire was developed, which was the main instrument used to collect the required information. It is thoroughly discussed with respondents to clarify and doubts, if any, regarding what is asked. Secondary data was also collected from different previous research studies, including several journals, compendium, and handbook of statistics, articles, books, newspapers and business magazines. Furthermore, Internet is also used for gathering worldwide information. The respondent profile is detailed as follows:

TABLE 3.1: AGE-WISE PROFILE OF RESPONDENTS

Age-group (Yrs.)	No. of Respondents	Per cent
<20	33	16.5
21-35	128	64.0
36-50	29	14.5
>50	10	5.0
Total	200	100.0

Source: Survey

Table 3.1 stated that sixty four per cent respondents belong to 21-35 age group followed by sixteen and half per cent and fourteen and half per cent from teenage as well as 36-50 groups respectively. Above 50 years respondents were only five per cent.

TABLE 3.2: GENDER-WISE PROFILE OF RESPONDENTS

Gender	No. of Respondents	Per cent
Male	176	88.0
Female	24	12.0
Total	200	100.0

Source: Survey

Table 3.2 stated the gender group of respondents. Eighty eight per cent respondents are male and twelve per cent are female.

TABLE 3.3: EDUCATION-WISE PROFILE OF RESPONDENTS

Education	No. of Respondents	Per cent
Matric	48	24.0
Senior secondary	55	27.5
Graduation	68	34.0
Post-graduation	25	12.5
Others	4	2.0
Total	200	100.0

Source: Survey

Table 3.3 stated that thirty per cent respondents are graduates followed by more than twenty five per cent and twenty four per cent from senior secondary and matric.

DATA ANALYSIS AND INTERPRETATION

After collection of data through various sources, different statistical tools and techniques have been used for the analysis of data. A set of simple techniques of statistical analysis such as mean, percentage and standard deviation has been used. Further, ANOVA test have been used. Most of them are obtained with the help of the computerized packages spss (13.0 version) and Microsoft Excel. Interpretation of data is based on rigorous exercise aiming at the achievement of the objectives of the study and findings of the existing studies.

TYPE OF CONNECTION (PRE-PAID AND POST PAID)

From the table it may be concluded that more than seventy per cent people prefer pre-paid connection whereas less than thirty per cent people prefer post-paid connection (Table 4.1, 4.2). Moreover it is found that thirty five per cent respondents are paying their bills monthly followed by dual month payment and tri month payments. Less than ten per cent people prefer the payment of their connections yearly. Among the post-paid connection users, only seven and half percent peoples prefer the payment in the continuum of Rs. 500-Rs.700. Only three per cent of respondents are there who prefer the payment of Rs. 1,000-Rs. 1,500.

TABLE 4.1: DESCRIPTIVE STATISTICS FOR PREPAID CONNECTION

Plan	Frequency	Per cent
Monthly	70	47.9
Every two months	39	26.7
Every three months	16	11.0
Any other	10	6.8
Total	146	100.0
Mean	1.9863	
S.D.	1.23169	

Source: Survey

TABLE 4.2: DESCRIPTIVE STATISTICS FOR POST-PAID CONNECTION

Cost (Rs.)	Frequency	Per cent
< 500	12	22.2
500-700	15	27.8
700-1,000	14	25.9
1,000-1,500	6	11.1
> 1,500	7	13.0
Total	54	100.0
Mean	7.6481	
S.D.	1.30539	

Source: Survey

REASON TO PURCHASE CELL PHONES

To know the most important reason for purchasing the mobile Table 5.1 has been prepared after collecting the responses from respondents in the terms of like gives the convenience of calling any time, It is easy to communicate with friends, No landline, Any other etc., results shown in the table indicate that 62 per cent respondents prefer reason for purchase is gives convenience of calling any time, followed by 20 per cent with easy to communicate with friends with mean value = 1.650, SD = 0.93828. On the application of ANOVA (Table 5.2), it is noticed that there is significant difference among the respondents educationally at 0.05 level of significance.

TABLE 5.1: DESCRIPTIVE STATISTICS FOR REASON TO PURCHASE CELL PHONES

Reasons	Frequency	Per cent
Gives convenience	124	62.0
Easily accessible	29	14.5
Communicate with friends	41	20.5
No landline	4	2.0
Any other	2	1.0
Total	200	100.0
Mean	1.6550	
S.D.	0.93828	

Source: Survey

TABLE 5.2: ANOVA VALUES FOR REASON TO PURCHASE CELL PHONES

	Sum of squares	df	Mean square	F	Sig.
Age-wise					
Between groups	2.919	3	0.973	1.107	0.347
Within groups	172.276	196	0.879		
Total	175.195	199			
Gender-wise					
Between groups	0.509	1	0.509	0.577	0.448
Within groups	174.686	198	0.882		
Total	175.195	199			
Education-wise					
Between groups	13.107	4	3.277	3.942	0.004
Within groups	162.088	195	0.831		
Total	175.195	199			

Source: Survey

IMPORTANCE OF FACTORS IN PURCHASE DECISION

Regarding rating the factors which plays important role in purchase decision it is found that the respondents opts looks as very important factor with (mean value= 1.5950, S.D= 0.73051) followed by the battery life and brand (Table 6.1). Whereas the Easy availability and weight size of the cell phone are very unimportant factors in opinion of respondents while making purchase (mean value = 2.4600, S.D. = 1.13350, mean value = 2.2600, S.D. = 0.90359).

As far as ANOVA (Table 6.2) value is concerned is not a significance difference among the opinion of respondents Gender-Wise regarding rating the factors, which are important in, purchase decision. In case of Age-wise the battery life and looks are two factors, which gave the significant difference due to age at 0.1 per cent and 0.05 per cent significance level respectively. As far as education is concerned the respondents significantly differ on the factor namely brand at 0.05 per cent significance level, which accept first hypothesis (H₁).

TABLE 6.1: DESCRIPTIVE STATISTICS FOR IMPORTANCE OF FACTORS IN PURCHASE DECISION

Factors	Mean	S.D.
Brand	1.7250	0.80162
Cost	1.9800	0.75661
Battery life	1.6600	0.99970
Weight size	2.26000	0.90359
Looks	1.5950	0.73051
Easy availability	2.4600	1.13350
Features	1.8450	1.0080

Source: Survey

TABLE 6.2: ANOVA VALUES FOR IMPORTANCE OF FACTORS IN PURCHASE DECISION

	Sum of squares	df	Mean square	F	Sig.
Age-wise					
Brand					
Between groups	1.985	3	0.662	1.030	0.380
Within groups	125.890	196	0.642		
Total	127.875	199			
Cost					
Between groups	0.612	3	0.204	0.353	0.787
Within groups	113.308	196	0.578		
Total	113.920	199			
Battery life					
Between groups	6.693	3	2.231	2.275	0.081
Within groups	192.187	196	0.981		
Total	198.880	199			
Weight size					
Between groups	2.263	3	0.754	0.923	0.431
Within groups	160.217	196	0.817		
Total	162.480	199			
Looks					
Between groups	5.262	3	1.754	3.406	0.019
Within groups	100.933	196	0.515		
Total	106.195	199			
Easy availability					
Between groups	3.803	3	1.268	0.986	0.400
Within groups	251.877	196	1.285		
Total	255.680	199			
Features					
Between groups	1.785	3	0.595	0.582	0.628
Within groups	200.410	196	1.023		
Total	202.195	199			
Gender-wise					
Brand					
Between groups	0.614	1	0.614	0.955	0.330
Within groups	127.261	198	0.643		
Total	127.875	199			

Cost					
Between groups	0.587	1	0.587	1.025	0.313
Within groups	113.333	198	0.572		
Total	113.920	199			
Battery life					
Between groups	0.221	1	0.221	0.220	0.639
Within groups	198.659	198	1.003		
Total	198.880	199			
Weight size					
Between groups	0.361	1	0.361	0.441	0.508
Within groups	162.119	198	0.819		
Total	162.480	199			
Looks					
Between groups	0.867	1	0.867	1.630	0.203
Within groups	105.328	198	0.532		
Total	106.195	199			
Easy availability					
Between groups	0.000	1	0.000	0.000	0.994
Within groups	255.680	198	1.291		
Total	255.680	199			
Features					
Between groups	1.320	1	1.320	1.301	0.255
Within groups	200.875	198	1.015		
Total	202.195	199			
Education-wise					
Brand					
Between groups	8.103	4	2.026	3.298	0.012
Within groups	119.772	195	0.614		
Total	127.875	199			
Cost					
Between groups	1.849	4	0.462	0.804	0.524
Within groups	112.071	195	0.575		
Total	113.920	199			
Battery life					
Between groups	1.540	4	0.385	0.380	0.822
Within groups	197.340	195	1.012		
Total	198.880	199			
Weight size					
Between groups	4.264	4	1.066	1.314	0.266
Within groups	158.216	195	0.811		
Total	162.480	199			
Looks					
Between groups	2.144	4	0.536	1.004	0.406
Within groups	104.051	195	0.534		
Total	106.195	199			
Easy availability					
Between groups	4.717	4	1.179	0.916	0.455
Within groups	250.963	195	1.287		
Total	255.680	199			
Features					
Between groups	2.269	4	0.567	0.553	0.697
Within groups	199.926	195	1.025		
Total	202.195	199			

Source: Survey

MAJOR INFLUENCE ON PURCHASE DECISION

Table 7.1 depicts that nearly 46 per cent respondents purchasing decision influenced by family followed by friend’s factor twenty five per cent. On the other hand dealer is considered least factor which influence purchase decision among the respondents with the (mean value 2.11, S.D. =1.32160).

When ANOVA (Table 7.2) test is applied, it is observed that there is not a significant difference in the opinion of respondents in terms of all variables at 0.05 significance level that accept the second hypothesis (H₂).

TABLE 7.1: DESCRIPTIVE STATISTICS FOR MAJOR INFLUENCE ON PURCHASE DECISION

Factors	Frequency	Per cent
Family	93	46.5
Friend	50	25.0
Dealer	12	6.0
Advertisement	32	16.0
Review in media	13	6.5
Total	200	100.0
Mean	2.1100	
S.D.	1.32160	

Source: Survey

TABLE 7.2: ANOVA VALUES FOR MAJOR INFLUENCE ON PURCHASE DECISION

	Sum of squares	df	Mean square	F	Sig.
Age-wise					
Between groups	6.561	3	2.187	1.257	0.290
Within groups	341.019	196	1.740		
Total	347.580	199			
Gender-wise					
Between groups	0.088	1	0.088	0.050	0.823
Within groups	347.492	198	1.755		
Total	347.580	199			
Education-wise					
Between groups	5.477	4	1.369	0.781	0.539
Within groups	342.103	195	1.754		
Total	347.580	199			

Source: Survey

SUMMARY OF CONCLUSIONS

There are various mode of communication to communicate feelings, emotions, ideas etc. More than seventy per cent respondents are using Cell phone with (mean value=1.8850, S.D. =0.57744) followed by E-mail (twenty one per cent responses) and telephone having four per cent response to communicate their feelings, emotions, ideas etc. Whereas, respondents conveyed that the communication process is completed through letters is least.

More than ninety seven per cent respondents are of opinion that they own mobile followed by three per cent not own with mean value= 1.0300, S.D= 0.17722. The responses collected from the respondents in terms of variable like 'Yes', 'No'.

There are various currently owned cell phone brand like Nokia, Samsung, Sony Ericson, Panasonic, Motorola, LG, Reliance, Tata and Any Other. It is concluded that More than sixty six per cent respondents are using Nokia with mean value= 2.6650, S.D= 2.58965 followed by Sony Ericson (seven and half per cent responses). On the other hand, Motorola is considered least currently owned brand among the respondents.

Twenty and half per cent respondents are using the model no. of Nokia i.e. 6300 having (mean value= 10.6550, S.D.= 8.70661) followed by Nokia 1108 (nine per cent responses) and Motorola having four per cent response to communicate their feelings, emotions, ideas etc.

In terms of variables Gift, Given by office, Bundled with service, Purchase and other. It is concluded that ninety six per cent respondents acquire their cell phone by their own "Purchase" with mean value= 3.8800, S.D= 0.58935 followed by Gift (four per cent).

More than seventy per cent people prefer pre-paid connection whereas less than thirty per cent people prefer post-paid connection Moreover it is found that thirty five per cent respondents are paying their bills monthly followed by dual month payment and tri month payments. Less than ten per cent people prefer the payment of their connections yearly. Among the post-paid connection users, only seven and half per cent people prefer the payment in the continuum of Rs. 500-Rs. 700. Only three per cent of respondents are there who are preferring the payment of Rs. 1,000-Rs. 1,500.

Sixty two per cent respondents prefer reason for purchase is gives convenience of calling any time, followed by twenty per cent with easy to communicate-with friends with mean value= 1.650, SD= 0.93828.

Regarding rating the factors which plays important role in purchase decision it is found that the respondents opts looks as very important factor with (mean value= 1.5950, S.D= 0.73051) followed by the battery life and brand. Whereas the Easy availability and weight size of the cell phone are very unimportant factors in opinion of respondents while making purchase (mean value= 2.4600, S.D= 1.13350, mean value= 2.2600, S.D= 0.90359).

Nearly forty six per cent respondents purchasing decision influenced by family followed by friends factor twenty five per cent. On the other hand dealer is considered least factor which influence purchase decision among the respondents with the (mean value 2.11, S. D. = 1.32160).

Regarding currently used service provider thirty three per cent respondents says Bsnl, followed by nearly fifteen per cent (Idea) with mean value=4.8100, S.D. =2.12284. On the other hand, Hutch is considered least currently used Service provider among the respondents.

Regarding the satisfaction parameter on the part of service provider it is found that the respondents are highly satisfied with range (mean value = 1.6050, S.D= 0.80761) followed by the cost of services and sms delivery. Whereas the respondents are not so satisfied in terms of Offers and Add on (mean value= 2.4800, S.D=1.02217).

Nearly forty five per cent respondents are "Very Satisfied", whereas thirty three per cent are not so satisfied with the service provider, with mean value= 1.7950, S.D= 0.84650. On the other hand, three per cent respondents are somewhat dissatisfied with the service provider.

More than sixty per cent respondents says Nokia followed by seventeen percent (Motorola) with mean value= 1.8150, S.D= 1.21166. On the other hand, Samsung is considered least brand of intended cell phone among the respondents.

SUGGESTIONS

Price of the mobile phone must be reasonable.

Battery life of mobile phone should be improved.

Advertisement should also be in regional language.

There should be a proper system to avoid the unwanted calls and sms also.

There should be a proper billing system or recharge system.

REFERENCES

- Aoki and Downes, E.J. (2004), "An analysis of young people's use of and attitudes towards cell phones". Telematic and informatics, Vol20 (4), pg 349-364.
- Day, George S. and Dutcher, Terry "An investigation into quality service and customer satisfaction" Journal of Marketing Research, Vol. 22, No.5, pp. 233-242.
- M. Davoudi, C. Brossner and W. Kuber (2002), "The influence of electromagnetic waves on sperm motility", pp. 18-22.
- McGuigan, J. (2005). "Towards a Sociology of the Mobile Phone" Human Technology Vol 1(1) from <http://vlww.humantechology.jyu.fi>.
- Palen, L., Salzman, M., Youngs, E. (2000), "Going wireless: behavior and practice of new mobile phone users", Proceedings of the 2000 ACM conference on Computer supported cooperative work
- Plant, Dr. Sadie (2001), "On the mobile - the effects of mobile telephones on social and individual life".
- Rheingold, Howard, Smart Mobs (2002), "The Next Social Revolution" ISBN 0738208612
- Sarita (2003), "Role of rural women in purchasing consumer products" unpublished doctoral Dissertation submitted to the K. U., Kurukshetra.
- Shailendra Gupta (2006), Indian Journal of Marketing, pp.17-19.
- Shirshendu Ganguli (2006), Journal on Telecommunication Policy, Volume 30, Issue 5-6, June July, 2006, pp.77-82.
- Tonsend, A.M. (2002), "Mobile communication in the twenty-first century city". In B. Brown, N. Green & R. Harper (Editors.) wireless World: Social and Interactional Aspects of the Mobile Age, (2002), 62-77, Springer
- Venkatesh, A. (1995), "Ethno consumerism: A New Paradigm to Study Cultural and Cross-Cultural Consumer Behavior". In J.A. Costa and G. Bamossy (eds.), "Marketing in the Multicultural World", 26-67, SAGE Publications.
- Weilenmann, A., & Larsson, C. (2001) "Local Use and Sharing of Mobile Phones" In B. BROWN, N.Green & r. Harper (Editors.) Wireless World: Social and Interactional Aspects of the mobile Age. Godalming and Hiedleburg: Springer

REQUEST FOR FEEDBACK

Esteemed & Most Respected Reader,

At the very outset, International Journal of Research in Commerce and Management (IJRCM) appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to take this opportunity to request to your good self to supply your critical comments & suggestions about the material published in this issue as well as on the journal as a whole, on our E-mails i.e. info@ijrcm.org.in or infoijrcm@gmail.com for further improvements in the interest of research.

If your good-self have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

Hoping an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator