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## EVALUATING CONSUMER BUYING BEHAVIOR TOWARDS MOBILE PHONES – A STUDY WITH RESPECT TO THE STATE OF GOA

**AKSHAY D SAKHARKAR**  
**M. Com. STUDENT**  
**DEPARTMENT OF COMMERCE**  
**GOA UNIVERSITY**  
**GOA**

**FATIMA C FERNANDES**  
**M. Com. STUDENT**  
**ST. XAVIER'S COLLEGE**  
**MAPUSA**

### ABSTRACT

*A mobile phone today is just not a means of communication but has a diverse usage pattern varying from one individual customer to another, thus with a drastic increase in usage of cell phones and technological advancement, a smartphone has become a necessity, thus while choosing one to buy there are several factors to be considered and thus buying pattern tend to vary, the present paper throws light and seek to evaluate those factors and how consumers behavior towards buying smart phones vary. The study is based upon primary source and data is collected by means of a structured questionnaire offered to 150 respondents in the state of Goa. Analysis is based on use of techniques like Cross tabulation, Chi-Square testing and Factor Analysis. The study computed four main factors that influenced consumers buying behavior namely, physical attributes, pricing, advertisement and personal factors. The study has also proven a relation between the consumer's willingness to spend and age, occupation and qualification as influencing factors.*

### KEYWORDS

consumer, buying behavior, smartphones, factors.

### JEL CODE

M30, M31, M39.

### INTRODUCTION

The escalating interest of consumers in buying smart phones has made it an interesting topic for research. Peoples obsession for owning smart phones have been increasing rapidly over the past years thus the present paper is undertaken for a study to evaluate the behavior of consumers in buying of smart phones. The research also aims to find out the possible reasons for buying a smart phone, the factors that influence the buying (purchase) decision of consumers and the motivations behind the purchasing decisions.

Every consumer in the market is different, his or her behavior is different thus no consumer is an exact replica of the other in this situation every consumers taste, preferences and expectations tend to vary, however there are certain factors that may influence the consumers buying behavior like social factors such as family, groups, status etc. and personal factors like age, occupation, gender, lifestyle, personality etc. thus are some of those factors that to an extent influence consumers behavior in making the choice to buy.

Markets today are more customers oriented, moreover with the increasing obsession of mobile phones in not only the younger generation but also the old aged and working class has made the telecommunication industry flourish with a rapid pace and thus has motivated mobile marketers to develop new technology and sophisticated advanced smart phones. When it comes to buying a phone as a consumer his/her decision is influenced by several factors like price, quality, brand, origin, marketing, sales, word of mouth etc. and thus it is of an immense significance that this influencing factors are to be studied so as to determine the behavior of consumers which can facilitate to develop an effective marketing tool to influence consumers and to perceive and study consumer psychology relating to his/her buying decision.

### LITERATURE REVIEW

**Anderson and Sullivan (1993)** found that the customer's satisfaction affects the customer in building their will to re purchase any item. Apart from a good quality of product or service it is essential to offer a quick complaint handling and redressal mechanism to quickly solve any issues and this facilitates pooling information necessary for building a strong customer acceptance and interaction which facilitates satisfaction.

**Voss and Parasuraman (2003)** suggested that the purchase decisions are primarily determined by price rather than the quality during pre-purchase evaluation. Given explicit quality information, price had no effect on pre purchase or post purchases.

**Sinha (2003)** reported that Indian shoppers (buyers) seek emotional value over functional value of shopping thus the orientation is based more on entertainment value rather than functional value.

**Vigneron and Jhonson (1999)** found that people's needs for appearances and materialism were increasing and thus human beings wants to satisfy the need to look and feel good and has created a boom in the cosmetic and toiletries sector across the world.

**Philip Kotler (1965)** has condensed and expressed various models of analyzing buyers behavior and in-depth study of each model and its applications and reliability is being expressed, five basic model offered i.e., the Marshallian model, the Pavlovian learning model, the Freudian model, the Veblenian model and the Hobbesian model.

Consumer is the study 'of the processes involved when individuals or group select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires' (**Solomon 1995, 7**) in the marketing context the term consumer not only means act of purchase itself, but also the patterns of aggregate buying which includes pre and post purchasing activities.

**Engel, et al. (1986, 5)** define consumer behavior as "those acts of individuals directly involved in obtaining, using and disposing of economic goods and services, including the decision processes that precede and determine these acts."

Consumer behavior thus is a study of individuals, groups or organizations and all the activities which are associated with the purchase, use and disposal of goods and services.

### RESEARCH OBJECTIVES

1. To evaluate the consumer purchasing behavior towards mobile phones.
2. To study and determine the most significant factors that influence consumers buying behavior.

**RESEARCH METHODOLOGY**

**DATA COLLECTION TECHNIQUES**

The present study is based upon both primary as well as secondary sources of data collected from various sources. Primary data has been collected from respondents through survey method using questionnaire designed on the basis of the Likert scale.

**SAMPLING TECHNIQUE**

For the purpose of study judgmental sampling technique has been adopted.

**SAMPLE SIZE**

Total number of respondents surveyed under the study is 150.

**DATA ANALYSIS**

The present chapter deals with data and analysis of data collected by means of a structural questionnaire used to collect necessary relevant information from respondents.

**TABLE 1: DEMOGRAPHIC PROFILE**

Parameter	Number (n)	Percentage (%)
<b>Age</b>		
Below 18	4	2.7
19 – 20	40	26.7
21 – 25	83	55.3
26 – 30	14	9.3
31 – 40	6	4.0
41 and above	3	2.0
Total	150	100.0
<b>Gender</b>		
Male	59	39.3
Female	91	60.7
Total	150	100.0
<b>Qualification</b>		
SSC	3	2.0
HSSC	10	6.7
Undergraduate	82	54.7
Postgraduate	54	36.0
Ph.D.	1	0.7
Total	150	100.0
<b>Occupation</b>		
Student	113	75.3
Employed	37	24.7
Total	150	100.0

Table 1 represents demographic profile of respondents it can be thus seen that out of total respondents nearly 2.7% are below 18 years of age, 26.7% are falling between the age group of 19 – 20 years, 55.3% belongs to the age group of 21 – 21 and hardly 4 and 2 % represents the age group of 31 – 40 years and 41 years and above respectively. Regarding the gender composition the study has taken into consideration more of female i.e. 60.7% and only 39.3 % are male. As regards to the qualification of the respondents the table shows majority of undergraduate students i.e. 54.7% followed by postgraduate students accounted for 36%, also 2% and 6.7% respondents were SSC and HSSC qualified and only one respondent had secured a Ph.D. In terms of the occupation, majority are students i.e. 75.3% and 24.7% respondents were employed at the time of undertaking the survey.

**FIG. 1: MOBILE PHONE BRAND OWNED BY RESPONDENTS**

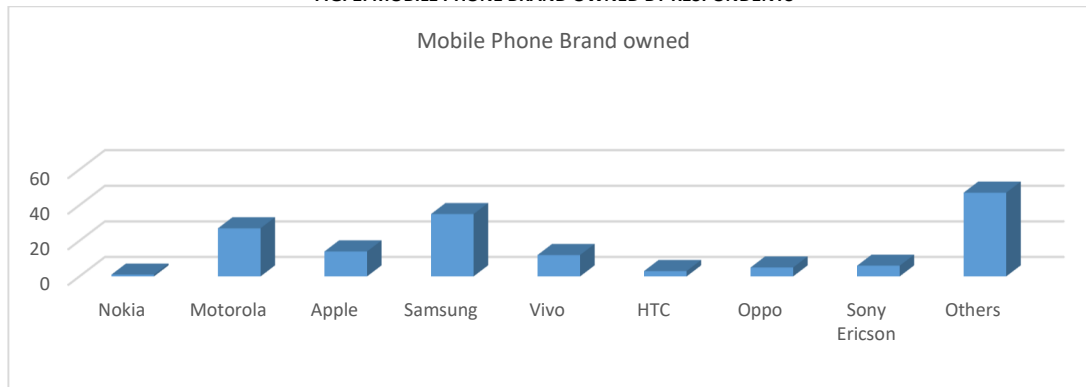


Figure 1 shows the mobile brand owning of respondents, thus as seen from the above figure the least mobile brands owned by respondents are Nokia, HTC, Oppo, and Sony Ericson. On the other hand Samsung, Motorola and Apple are the most used brands, however there are other brands like Micromax, Vivo so on brands which are computed in others category.

**TABLE 2: SATISFACTION OR DISSATISFACTION TOWARDS THE MOBILE PHONE BRAND**

		If yes, are you satisfied with your Smart phone?		Total
		Yes	No	
Do you own a Smart phone?	Yes	114	35	149
	No	0	1	1
Total		114	36	150

Table 2 depicts satisfaction of respondents towards their current smartphones owned by them, as such out of 150 respondents 149 respondents are having smartphones except 1 moreover when it comes to being satisfied or not, only 114 respondents are satisfied with the phones whereas 36 respondents reported a level of dissatisfaction from their mobile phones.

FIG. 2: SATISFACTION RATINGS GIVEN BY RESPONDENTS FOR THEIR CURRENT HANDSETS



Figure 2 indicate the satisfaction ratings given by respondents on their current smartphones, thus nearly 80 respondents have rated to be satisfied and more than 20 respondents have rated highly satisfied, however nearly more than 10 and more than 20 respondents stated that they are dissatisfied and fairly satisfied with their choice of smartphone they own.

TABLE 3: RESPONDENT’S WILLINGNESS TO SPEND MONEY FOR A NEW MOBILE OVER THEIR OCCUPATION, AGE AND QUALIFICATION

		Occupation		Total
		Student	Employed	
How much are you willing to spend for a Smart phone of your choice?	Rs. 5,000 – 10,000	22	5	27
	Rs. 10,001 – 15,000	27	14	41
	Rs. 15,001 – 20,000	23	6	29
	Rs. 20,001 – 25,000	12	1	13
	Rs. 25,001 – 30,000	8	1	9
	Rs. 30,000 and above	21	10	31
Total		113	37	150

H<sub>0</sub>: Willingness to spend does not depend upon the occupation as a factor.

Pearson’s chi- Square test statistics: 6.646

Degrees of freedom: 5

Significance Level @ 5%

Critical Value of Chi-square: 11.070

Result: Accept H<sub>0</sub> and thus it can be concluded that willingness to spend depends upon the occupation

TABLE 4: CROSS TABULATION BETWEEN QUALIFICATION AND WILLINGNESS TO SPEND ON A SMARTPHONE

		Qualification					Total
		SSC	HSSC	Undergraduate	Postgraduate	5.00	
How much are you willing to spend for a Smart phone of your choice?	Rs. 5,000 – 10,000	1	5	15	6	0	27
	Rs 10,001 – 15,000	0	2	24	15	0	41
	Rs 15,001 – 20,000	2	3	13	10	1	29
	Rs 20,001 – 25,000	0	0	4	9	0	13
	Rs 25,001 – 30,000	0	0	5	4	0	9
	Rs 30,000 and above	0	0	21	10	0	31
Total		3	10	82	54	1	150

H<sub>0</sub>: Willingness to spend does not depend upon the Qualification as a factor.

Pearson’s chi- Square test statistics: 28.620

Degrees of freedom: 20

Significance Level @ 5%

Critical Value of Chi-square: 31.410

Result: Accept H<sub>0</sub> and thus it can be concluded that willingness to spend depends upon the Qualification

TABLE 5: CROSS TABULATION BETWEEN AGE AND WILLINGNESS TO SPEND ON A SMARTPHONE

		Age						Total
		Below 18	18 - 20	21 - 25	26 - 30	31 - 40	41 - 50	
How much are you willing to spend for a Smart phone of your choice?	Rs. 5,000 – 10,000	0	12	12	0	3	0	27
	Rs 10,001 – 15,000	0	11	24	3	3	0	41
	Rs 15,001 – 20,000	2	9	11	6	0	1	29
	Rs 20,001 – 25,000	0	1	9	2	0	1	13
	Rs 25,001 – 30,000	0	2	7	0	0	0	9
	Rs 30,000 and above	2	5	20	3	0	1	31
Total		4	40	83	14	6	3	150

H<sub>0</sub>: Willingness to spend does not depend upon the Age as a factor.

Pearson’s chi- Square test statistics: 36.583

Degrees of freedom: 25

Significance Level @ 5%

Critical Value of Chi-square: 37.652

Result: Accept H<sub>0</sub> and thus it can be concluded that willingness to spend depends upon the Age.

TABLE 6: ANALYSIS OF FACTORS INFLUENCING CONSUMER PREFERENCES AND BUYING BEHAVIOR

FACTOR ANALYSIS	Factor Loading			
<b>F1 - Physical attributes</b>				
Features	.651			
Appearance	.502			
Product Quality	.622			
<b>F2 – Pricing</b>				
Price	.569			
Brand image	.716			
<b>F3 – Advertising</b>				
Advertising	.510			
Promotions/festive offers	.636			
Word of Mouth/ Friends and Family	.473			
<b>F4 – Personal</b>				
Financing	.608			
Social Status	.739			
Kaiser-Meyer-Olkin (KMO) Measure Of Sampling Adequacy	<b>0.683</b>			
Eigen Value F1	2.882			
F2	1.692			
F3	1.222			
F4	1.047			
Variance Explained	F1	F2	F3	F4
	26.20	15.30	11.10	9.51
Total Variance	62.205			

**LIST OF FACTORS**

F1: (Physical Attributes) the most important factor identified is F1 which explains a total variance of 26.20% in customers decision making process. It includes all physical attributes of the product i.e. feature, appearance, quality etc.

F2: (Pricing) the second most important factor is pricing of the product which explains a total variance of 15.30%. It defines the psychology of Goan Customers towards buying mobile phones.

F3: (Advertising) the third most crucial factor identified is advertisement, which is capable of explaining 11.10% of total variance and thus states that to some extent customer's preferences in buying a smart phone is influenced by the advertisement efforts by the manufacturers.

F4: (Personal) the last factor is able to explain a total variance of 9.51% in consumer buying decision and to some extent the personal factors contribute in influencing buyer's decision to buy.

**CONCLUSION**

The present study was undertaken with two main objectives of evaluating the consumers buying behavior in the state of Goa towards mobile phone and to determine the most significant factors that influence the purchasing decision, from the above discussion it has been seen that buyers behavior tend to vary on the basis of their experience of using the brand of smart phones moreover their satisfaction level has also been discussed and it was found that nearly majority were satisfied with the current handset however they are still willing to buy a new phone and the willingness to spend is in relation with the age, occupation and Qualification.

The current study focuses on analyzing most significant factors that may influence the consumers and has not touched upon other factors that may be more significant also the expectation and perception of the consumers is not taken into consideration as the paper deals with determining the behavior and analyzing factors.

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