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CONSUMER BUYING BEHAVIOUR ON MOBILE PHONE: A COMPARATIVE STUDY

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ABSTRACT

The purpose of this study was to determine the consumer buying behaviour of professional college students (urban & rural) towards mobile phone. For survey students (consumers) who are studying in **Delhi-NCR and Hajar & Rohtak cities of Haryana state's professional colleges** are taken and measure the effects on consumers' purchasing behaviour. The aim of this research is to determine and evaluate whether differences in culture impact on the buyer behaviour of urban and rural consumers when purchasing a mobile phone and is an attempt to explore the motivational factors for mobile purchase in view of the emergence of vast opportunities for rural markets. The present study aims to examine the comparative buying behaviour of rural and their urban counterparts towards the purchase of mobile phone. A comparative study is needed to assess the similarities and difference between buying behaviour displayed by both rural and urban consumers with regards to mobile phone. A face-to-face interview survey is conducted on 230 students (115 from rural & 115 from urban) who's study in **Delhi- NCR and Hajar & Rohtak cities' different-2 professional college** and who are selected with random sampling. Data are analyzed by using Z-test analysis. SPSS 19.0 for Windows is employed for the scale measurement. The findings indicate that there is a significant difference between urban and rural consumers in terms of mobile phone purchasing behaviour and also recommend that managers in mobile phone organizations should be concerned with the cultural dynamics of consumers as part of their going re-segmentation, communication and promotion strategies within their overall marketing strategies.

KEYWORDS

Consumer behaviour, Cultural dynamics, Promotion strategies, Re-segmentation, Z-test analysis.

INTRODUCTION

Consumer behaviour refers to the mental and emotional process and the observable behaviour of consumers during searching, purchasing and post consumption of a product or service. Consumer behaviour involves study of how people buy, what they buy, when they buy and why they buy. It blends the elements from psychology, sociology, socio-psychology, anthropology and economics. It also tries to assess the influence on the consumer from groups such as family, friends, reference groups and society in general.

Buyer behaviour has two aspects: the final purchase activity visible to any observer and the detailed or short decision process that may involve the interplay of a number of complex variables not visible to anyone.

FACTORS AFFECTING CONSUMER BUYING BEHAVIOUR

Consumer buying behaviour is influenced by the major three factors:

➤ **SOCIAL FACTORS**

Social factors refer to forces that other people exert and which affect consumers' purchase behaviour. These social factors can include culture and subculture, roles and family, social class and reference groups.

➤ **PSYCHOLOGICAL FACTORS**

These are internal to an individual and generate forces within that influence her/his purchase behaviour. The major forces include motives, perception, learning, attitude and personality.

➤ **PERSONAL FACTORS**

These include those aspects that are unique to a person and influence purchase behaviour. These factors include demographic factors, lifestyle, and situational factors.

CONSUMER BUYING DECISION PROCESS

Consumer buying decision process is the processes undertaken by consumer in regard to a potential market transaction before, during and after the purchase of a product or service.

Consumer decision making process generally involves five stages-:

**1. PROBLEM RECOGNITION**

Purchase decision making process begins when a buyer becomes aware of an unsatisfied need or problem. This is the vital stage in buying decision process, because without recognizing the need or want, an individual would not seek to buy goods or service.

2. INFORMATION SEARCH

After the consumer has recognized the need, he / she will try to find the means to solve that need. First he will recall how he used to solve such kind of a problem in the past, this is called nominal decision making. Secondly, a consumer will try to solve the problem by asking a friend or goes to the market to seek advice for which product will best serve his need, this is called limited decision making.

Sources of information include:

- Personal sources
- Commercial Sources
- Public sources
- Personal experience

3. ALTERNATIVES EVALUATION

Consumers' evaluates criteria refer to various dimension; features, characteristics and benefits that a consumer desires to solve a certain problem. Product features and its benefit is what influence consumer to prefer that particular product. The consumer will decide which product to buy from a set of alternative products depending on each unique feature that the product offers and the benefit he / she can get out of that feature.

4. PURCHASE ACTION

This stage involves selection of brand and the retail outlet to purchase such a product. Retail outlet image and its location are important. Consumer usually prefers a nearby retail outlet for minor shopping and they can willingly go to a far away store when they purchase items which are of higher values and which

involve higher sensitive purchase decision. After selecting where to buy and what to buy, the consumer completes the final step of transaction by either cash or credit.

5. POST-PURCHASE ACTIONS

Consumer favourable post-purchase evaluation leads to satisfaction. Satisfaction with the purchase is basically a function of the initial performance level expectation and perceived performance relative to those expectations. Consumer tends to evaluate their wisdom on the purchase of that particular product. This can result to consumer experiencing post purchase dissatisfaction. If the consumer's perceived performance level is below expectation and fail to meet satisfaction this will eventually cause dissatisfaction, and so the brand and/ or the outlet will not be considered by the consumer in the future purchases. This might cause the consumer to initiate complaint behaviour and spread negative word-of-mouth concerning that particular product.

DEMOGRAPHIC PROFILE

TABLE 1: DEMOGRAPHIC CHARACTERISTICS

Variables	Characteristics	Respondents					
		Rural		Urban		Total	
		No.	%	No.	%	No.	%
Age :	1.Below 20Years	104	90.4%	90	78.3%	194	84.3%
	2.20 to30 years	11	9.6%	25	21.7%	36	15.7%
	3.Over 30 Years	115	100%	115	100%	230	100%
Sex:	1.Male	94	81.7%	95	82.6%	189	82.2%
	2.Female	21	12.3%	20	17.4%	41	17.8%
		115	100%	115	100%	230	100%
Educational Qualification:	1.Under Graduate	109	94.8%	104	90.4%	213	92.6%
	2.Graduate	6	5.2%	11	9.6%	17	7.4%
		115	100%	115	100%	230	100%
Course:	B.Tech:	(107)		(93)			
	1.Civil Engineering	8	6.96%	37	32.17%	45	19.56%
	2.Mecanical Engineering	27	23.47%	21	18.26%	48	20.86%
	3.Computer Science	18	15.65%	13	11.30%	31	13.48%
	4.Electronic & Communication	37	37.17%	14	12.17%	51	22.17%
	5.Electrical Engineering	17	14.78%	8	6.96%	25	10.87%
	MBA	8	6.96%	15	13.04%	23	10.00%3.04%
BBA	-	-	7	6.08%	7		
		115	100%	115	100%	230	100%

MOBILE PHONE USED

TABLE 2: MOBILE PHONE USED

S. No	Mobile Phone	Respondents					
		Rural		Urban		Total	
		No.	%	No.	%	No.	%
1.	Nokia	70	60.86%	52	45.22%	122	53.04%
2.	Samsung	17	14.78%	27	23.48%	44	19.13%
3.	Sony	1	.86%	2	1.74%	3	1.30%
4.	TATA	1	.86%	8	6.96%	9	3.91%
5.	Reliance	-	-	7	6.08%	7	3.04%
6.	LG	5	4.35%	5	4.35%	10	4.35%
7.	Spice	6	5.23%	3	2.61%	9	3.91%
8.	Other	15	13.04%	11	9.57%	26	11.30%
	Total	115	100%	115	100%	230	100%

SOURCE OF INFORMATION

TABLE 3: SOURCE OF INFORMATION USED

S. No	Source of Information	Respondents					
		Rural		Urban		Total	
		No.	%	No.	%	No.	%
1.	News Paper	5	4.35	12	10.43	17	7.39
2.	T.V.	13	11.30	15	13.04	28	12.17
3.	Internet	19	16.52	24	20.87	34	29.56
4.	Mobile Phone Retailer	14	12.17	13	11.30	27	11.73
5.	Magazine	2	1.74	-	-	2	.87
6.	Radio	5	4.35	2	1.74	7	3.04
7.	Friends	53	46.1	39	33.91	92	40
8.	Other	4	3.48	10	8.70	14	6.087
	Total	115	100%	115	100%	230	100%

PURCHASE DECISION

TABLE 4: PURCHASE DECISION

S. No	Purchase Decision	Respondents					
		Rural		Urban		Total	
		No.	%	No.	%	No.	%
1.	Self Decision	50	43.47	51	44.34	101	43.91
2.	Friends	18	15.65	17	14.80	35	15.22
3.	Family Members	44	38.26	43	37.40	87	37.83
4.	Mobile Phone Retailer	2	1.74	3	2.61	5	2.17
5.	Other	1	.87	1	.87	2	
	Total	115	100%	115	100%	230	100%

CONSUMER SATISFACTION

TABLE 5: CONSUMER SATISFACTION

S. No	Consumer Satisfaction	Respondents					
		Rural		Urban		Total	
		No.	%	No.	%	No.	%
1.	Satisfied	89	77.39%	83	72.17%	172	74.78%
2.	Dissatisfied	26	22.61%	32	27.83%	58	25.22%
	Total	115	100%	115	100%	230	100%

RESEARCH OBJECTIVE

This paper is an attempt to explore the motivational factors for mobile purchase in view of the emergence of vast opportunities for rural markets. The present study aims to examine the comparative buying behaviour of rural and their urban counterparts towards the purchase of mobile phone. A comparative study is needed to assess the similarities and difference between buying behaviour displayed by both rural and urban consumers with regards to mobile phone.

➤ **Hypotheses Development Based on Literature Survey:**

The study attempts to compare and analyze the motivational factors for purchase of mobile phone among rural and urban consumers. The motivational factors selected for purchase of mobile phone are: Price, Quality, Style, Functions, and Brand. Following Hypothesis are tested:

1. **H₁:** There is no significant difference between rural and urban consumers regarding mobile phone on 'Price Consciousness'.
2. **H₂:** There is no significant difference between rural and urban consumers regarding mobile phone on 'Quality Consciousness'.
3. **H₂:** There is no significant difference between rural and urban consumers regarding mobile phone on 'Style Consciousness'.
4. **H₂:** There is no significant difference between rural and urban consumers regarding mobile phone on 'Functions Consciousness'.
5. **H₂:** There is no significant difference between rural and urban consumers regarding mobile phone on 'Brand Consciousness'.

RESEARCH METHODOLOGY

For the purpose of the study, both the rural and urban consumers are asked to rate the five mobile phone purchase motivators (**Price, Quality, Style, Functions, and Brand**) on 5- Point Likert (importance) scale for mobile phone: Extremely Important(5), Some-what Important (4), Neither-Important nor Unimportant (3), Some-what Important (2) and Extremely Unimportant(1). For the purpose of testing Hypothesis, the scores are averaged and standard deviation is calculated, then Z-Test is used to test the hypothesis. Additionally, percentage analysis is used to analyze the sub-objective: Source of Information, Role of Family in decision making and consumer Satisfaction.

The Z-Test is parametric test to determine the statistical significance between a sample distribution mean and population parameter. The Z-Test is selected as parametric test are more powerful because their data are derived from interval and ratio measurement. The Z-Test is used for two independent samples, large sample size and two tailed test.

The Assumptions made:

1. The random sampling distribution of a statistic is approximately normal.
2. Values given by the samples are sufficiently close to the population value and can be used in its place for calculating the standard error of the estimate. (Gupta S.P., 2000).

The present study is mainly based on primary data. The mobile phone consumers belong to both rural and urban.

1. **Data Source:** The present study is mainly based on primary data from different-2 professional college' students from **Delhi- NCR and Jhajjar & Rohtak cities**.
2. **Research Approach:** Survey Research
3. **Research Instrument:** Questionnaire in English
4. **Sampling Plan:**
 - Sampling Unit: Data collected from users of mobile phone from different-2 professional college' students.
 - Sample Size: A sample of around 230 mobile users, 115 each from rural students and urban from phone from different-2 professional college' students of **Delhi- NCR and Jhajjar & Rohtak** two district of Haryana state are selected.
 - Data Analysis: For the purpose of the study, both the rural and urban samples will be asked to rate the five mobile phone purchase motivators (Price, Quality, Style, Functions and Brand) on 5-Point Likert (importance) scale for mobile phone. The Z-Test is used for analysis.

Z-TEST ANALYSIS

• **Price (P)**

Null Hypothesis:

H₀: There is no significant difference in the mean score of price of rural and urban consumer ($X_{p1} = \overline{X_{p2}}$)

H₁: There is significant difference in the mean score of price of rural and urban consumer ($X_{p1} \neq X_{p2}$)

1. **Statistical Test:**

The Z – Test is chosen because the data are interval and two samples large and independent.

2. **Significance Level (α) = 0.05 (two –tailed test)**

3. **Calculated Value :**

Table 6 - Group Statistics for Price

	N	Mean	Std. Deviation	Std. Error Mean
Rural	115	3.7478	1.17610	.10967
Urban	115	3.7130	1.30965	.12213

TABLE7-INDEPENDENT SAMPLES TEST FOR PRICE

Levene's Test for Equality of Variances			t-test for Equality of Means				
F	Sig.		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Equal variances assumed	4.070	.045	.212	228	.832	.03478	.16414

4. **Critical Test Value:**

For 5% significance level and two tailed test the critical value is 1.96.

5. **Interpretation:**

Since the calculated value is less than the critical value (0.212 < 1.96), we fail to reject the null hypothesis.

There is no significance difference in the mean score of price of rural and urban professional college's student (consumer).

• **Quality (Q)**

1. **Null Hypothesis:**

H₀: There is no significant difference in the mean score of quality of rural and urban consumer ($X_{Q1} = \bar{X}_{Q2}$)

H₁: There is significant difference in the mean score of quality of rural and urban consumer ($X_{Q1} \neq X_{Q2}$)

2. **Statistical Test:**

The Z – Test is chosen because the data are interval and two samples large and independent.

3. **Significance Level (α) = 0.05(two –tailed test)**

4. **Calculated Value :**

TABLE8-GROUP STATISTICS FOR QUALITY

	N	Mean	Std. Deviation	Std. Error Mean
Rural	115	4.2957	1.02576	.09565
Urban	115	4.5217	0.85170	.07942

TABLE9-INDEPENDENT SAMPLES TEST FOR QUALITY

Levene's Test for Equality of Variances			t-test for Equality of Means				
F	Sig.		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Equal variances assumed	3.860	.051	1.818	228	.070	-.22609	.12433

5. **Critical Test Value:**

For 5% significance level and two tailed test the critical value is 1.96.

6. **Interpretation:**

Since the calculated value is less than the critical value (1.818 < 1.96), we fail to reject the null hypothesis.

There is no significance difference in the mean score of quality of rural and urban professional college's student (consumer).

• **Style (S)**

1. **Null Hypothesis:**

H₀: There is no significant difference in the mean score of style of rural and urban consumer ($X_{S1} = \bar{X}_{S2}$)

H₁: There is significant difference in the mean score of style of rural and urban consumer ($X_{S1} \neq X_{S2}$)

2. **Statistical Test:**

The Z – Test is chosen because the data are interval and two samples large and independent.

3. **Significance Level (α) = 0.05(two –tailed test)**

4. **Calculated Value :**

TABLE 10-GROUP STATISTICS FOR STYLE

	N	Mean	Std. Deviation	Std. Error Mean
Rural	115	4.1391	1.09133	.10177
Urban	115	4.0857	1.13920	.10623

TABLE 11-INDEPENDENT SAMPLES TEST FOR STYLE

Levene's Test for Equality of Variances			t-test for Equality of Means						
F	Sig.		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference		
Equal variances assumed		1.012	.316		.296	228	.768	.04348	.14711

5. **Critical Test Value:**

For 5% significance level and two tailed test the critical value is 1.96.

6. **Interpretation:**

Since the calculated value is less than the critical value (.296 < 1.96), we fail to reject the null hypothesis.

There is no significance difference in the mean score of style of rural and urban professional college's student (consumer).

• **Function (F)**

1. **Null Hypothesis:**

H₀: There is no significant difference in the mean score of function of rural and urban consumer ($X_{F1} = \bar{X}_{F2}$)

H₁: There is significant difference in the mean score of function of rural and urban consumer ($X_{F1} \neq X_{F2}$)

2. **Statistical Test:**

The Z – Test is chosen because the data are interval and two samples large and independent.

3. **Significance Level (α) = 0.05(two –tailed test)**

4. **Calculated Value :**

TABLE 12 - GROUP STATISTICS FOR FUNCTION

	N	Mean	Std. Deviation	Std. Error Mean
Rural	115	4.4087	0.98137	.09151
Urban	115	4.4522	0.94816	.08842

Table13-Independent Samples Test for Function

Levene's Test for Equality of Variances		t-test for Equality of Means					
F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	
Equal variances assumed	.051	.822	.342	228	.733	-.04348	.12725

5. **Critical Test Value:**

For 5% significance level and two tailed test the critical value is 1.96.

6. **Interpretation:**

Since the calculated value is less than the critical value (.342 < 1.96), we fail to reject the null hypothesis.

There is no significance difference in the mean score of function of rural and urban professional college's student (consumer).

• **Brand (B)**

1. **Null Hypothesis:**

H₀: There is no significant difference in the mean score of brand of rural and urban consumer ($X_{B1} = \bar{X}_{B2}$)

H₁: There is significant difference in the mean score of brand of rural and urban consumer ($X_{B1} \neq X_{B2}$)

2. **Statistical Test:**

The Z – Test is chosen because the data are interval and two samples large and independent.

3. **Significance Level (α) = 0.05(two –tailed test)**

4. **Calculated Value :**

TABLE 14 - GROUP STATISTICS FOR BRAND

	N	Mean	Std. Deviation	Std. Error Mean
Rural	115	4.2696	1.14188	.10648
Urban	115	4.3737	0.97747	.09115

TABLE 15 – INDEPENDENT SAMPLES TEST FOR BRAND

Levene's Test for Equality of Variances		t-test for Equality of Means					
F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	
Equal variances assumed	1.806	.180	.744	228	.557	-1.0435	-1.4017

5. **Critical Test Value:**

For 5% significance level and two tailed test the critical value is 1.96.

6. **Interpretation:**

Since the calculated value is less than the critical value (.744 < 1.96), we fail to reject the null hypothesis.

There is no significance difference in the mean score of brand of rural and urban professional college's student (consumer).

LIMITATION OF THE STUDY

The present study is confined to Delhi-NCR, & two district of Haryana(Rohtak, Jhajjar) area's profession colleges 'students of age group of below 20, 20 to 30, over 30 only and the finding may not be applicable to the other states of the country because of socio-cultural differences. Further, consumer behaviour being dynamic in nature, there is every possibility that over and space findings of today may become invalid tomorrow.

CONCLUSION

THE MOTIVATIONAL FACTORS

TABLE 16: THE Z-TEST (TWO TAILED TEST, SIGNIFICANCE LEVEL-0.05)

Motivational Factors	Rural Sample		Urban Sample		Calculated Value(Z)	Critical Value	S/NS
	Mean	Stand Dev.	Mean	Stand Dev.			
Price	3.7478	1.1761	3.7130	1.3096	.212	1.96	NS
Quality	4.2957	1.0257	4.5217	0.8517	1.818	1.96	NS
Style	4.1391	1.0913	4.0857	1.1372	.296	1.96	NS
Function	4.4087	0.9814	4.4522	0.9482	.342	1.96	NS
Brand	4.2696	1.1418	4.3737	0.9774	.744	1.96	NS

Note: NS- Not Significant, S-Significant

CONCLUSION OF Z-TEST

1. There is no significance difference in the mean score of price of rural and urban professional college's student (consumer).
2. There is no significance difference in the mean score of quality of rural and urban professional college's student (consumer).
3. There is no significance difference in the mean score of style of rural and urban professional college's student (consumer).
4. There is no significance difference in the mean score of function of rural and urban professional college's student (consumer).
5. There is no significance difference in the mean score of brand of rural and urban professional college's student (consumer).

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