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OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

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A STUDY ON CONSUMER BEHAVIOR OF MOBILE PHONES FROM UNIVERCELL STORES IN KERALA

J. RAMOLA PREMALATHA
RESEARCH SCHOLAR
VIT BUSINESS SCHOOL
VIT UNIVERSITY
VELLORE

DR. N. SUNDARAM
PROFESSOR
SCHOOL OF SOCIAL SCIENCES
VIT UNIVERSITY
VELLORE

JIOY JOSEPH
EX. STUDENT
SCHOOL OF SOCIAL SCIENCES
VIT UNIVERSITY
VELLORE

ABSTRACT

The aim of marketing is to meet and satisfy targeted consumer's needs and profitability of the concern. The starting point in marketing planning is always the consumer. Meanwhile, one of the most popular and important terms in marketing is the behaviour of consumers. The study is primarily focused on the consumer behaviour of mobile phones from UniverCell stores in Kerala. The study is done on 200 consumers, who came to purchase mobile phones from UniverCell stores in different parts of Kerala to know their buying behaviour and it has been found that the consumers are influenced by their friends and advertisement given in Television.

KEYWORDS

consumer, behaviour, marketing, Kerala, Univercell.

THE BACKGROUND OF STUDY

Consumer behaviour is not a simple concept in the mobile phone market, with the advent of technology. It refers to the mental, psychological and emotional process of consumers during searching, purchasing and post purchase of a product or service. It is influenced by social, psychological and personal factors.

STATEMENT OF THE PROBLEM

Consumers prefer to purchase mobile phones based the reputation of the established shops. UniverCell is a leading player in the retail mobile market with its presence largely in South India and always preferred by the consumers. UniverCell entered the Kerala market in 2008 and had launched ten showrooms. Kerala is regarded as unique market in India. Consumers' expectations should be met to create a total value in the market. Therefore, this study is beneficial for the mobile phone retail stores in Kerala, especially for UniverCell. Retail outlet image and its location are important. Consumer usually prefers a nearby retail outlet for small shopping and goes to a far away store for costly shopping. Hence the study is done to find out the motivational factors which make the consumers to select the nearby Univercell stores to buy the mobile phones.

OBJECTIVES OF THE STUDY

- To identify and examine the various factors that persuades the consumers to visit UniverCell stores in Kerala.
- To understand the mode of advertisement that attracts the consumers

HYPOTHESIS

- a) There is no association between age of the respondents and decision making for purchasing the mobile from the particular store
- b) There is no association between age of the respondents and type of advertisement that respondents prefer more.
- c) There is no association between gender of the respondents and the type of advertisement

LITERATURE REVIEW

Chirag V Erda (2008) on 'a comparative study on buying behaviour of Rural and Urban consumer on mobile phone in Jamnagar district' found out that the rural consumers are not bothered about the quality, function and brand compared to urban consumers. Rural consumers use friends as source of information but the purchase decision is taken by them individually.

Shashikumar Sharma L & Chaubey D.S (2007) assessed the consumer's awareness and their attitude towards the Mobile service providers in Lucknow. It is observed that the level of consumer satisfaction, the perception of consumers of the prospects of mobile services and the impact of mobile services in bringing about the social change, depend on the demographic characteristics of the respondents

A research by Heikki Karjalainen, et al., (2005) on 'Factors affecting consumer choice of mobile phones: two studies from Finland' revealed that brand plays a very important role in stimulating the customers to choose one mobile over the other. Also the factors like advertisement and price too has an effect in consumer decision making process and in buying behaviour.

Rajesh Rajaguru and Margaret J Matanda, of Monash University(2006) conducted an exploratory research on 'Consumer Perception of Store and Product Attributes and its Effect on Customer Loyalty within the Indian Retail Sector' suggested that store and product attributes determine customer loyalty. It's found that Indian consumers are more concerned with service quality, store, convenience, product quality and availability of new products

A Study on the 'The effects of promotional activities on brand decision in the cellular telephone industry' done by *Chu-Mei Liu (Assistant Professor, Kai Nan University)* 2002, revealed the importance of advertising, branding and promotions in the telecommunication sector.

A Study on Purchase Pattern of Cosmetics among Consumers in Kerala done by *Dr. Vinith Kumar Nair and Dr. Prakash Pillai R* (2007) analysed the purchase patterns and spending styles of people belonging to different segments of cosmetic consumers in Kerala. This study helped in analyzing the customer attitude towards the different factors identified after the focus group discussions.

BRIEF VIEW OF METHODOLOGY

The main part of methodological study involved the collection of primary data from the respondents of the study. The study used the primary data. Well-structured and questionnaire was used to collect information from the respondents of 8 UniverCell stores located at different parts in Kerala. i.e., 3 stores in Cochin, 2 each in Trivandrum and Kottayam and one in Calicut. The data collected was analyzed through Percentages, frequencies and chi - square tests. Additional information was collected from the available sources such as books, journals and dailies. Convenience sampling is adapted for sampling and 200 samples were collected from the respondents.

LIMITATION OF THE STUDY

- The present study is confined to UniverCell stores in Kerala and hence the findings may not be applicable to other states in the country.
- The sample size of 200 cannot be taken for generalizing consumer behavior studies.
- Consumer behavior is dynamic in nature and hence there is every possibility that the findings of today become invalid tomorrow

DATA ANALYSIS AND INTERPRETATION

TABLE 1: DISTRIBUTION OF AGE OF RESPONDENTS

Age group	Frequency (n=200)	Percentage (%)
Less than 20	82	41.0
20 to 30	70	35.0
31 to 40	38	19.0
Above 40	10	5.0

Table 1 shows that the maximum number of respondents comes to the Univercell stores belong to the age group of less than 20 who constitute 41% of the total respondents.

TABLE 2: DISTRIBUTION OF GENDER OF RESPONDENTS

Gender	Frequency (n=200)	Percentage (%)
Male	160	80.0
Female	40	20.0

Table 2 shows that the maximum number of respondents in the Univercell stores is men who constitute 80% of the total.

TABLE 3: NO. OF MOBILES USED BY THE RESPONDENTS

No. of mobiles	Frequency (n=200)	Percentage (%)
Single	176	88.0
Two	24	12.0

It is clear from the above table that 88% of the respondents use only single mobile phones.

TABLE 4: INFORMATION SOURCE FOR THE MOBILES PURCHASES

Information Source	Frequency (n=200)	Percentage (%)
Newspaper	49	24.5
TV	35	17.5
Mobile phone retailer	8	4.0
Friends	108	54.0

It is clear that 54% of the respondents purchase mobiles based on the information given by friends.

TABLE 5: DECISION TAKEN TO PURCHASE THE MOBILE

Decision	Frequency (n=200)	Percentage (%)
Self decision	62	31.0
Friends	91	45.5
Family	35	17.5
Mobile phone retailer	12	6.0

The maximum number of respondents were influenced by their friends to purchase mobiles from this store.

TABLE 6: INFLUENCE OF ADVERTISEMENT

Influence	Frequency (n=200)	Percentage (%)
Yes	44	22.0
No	156	78.0

78% of the respondents were not influenced by the advertisement given by the Univercell stores.

TABLE 7: TYPE OF ADVERTISEMENT

Type of advertisement	Frequency(n=200)	Percentage (%)
News paper	58	29
Television	96	48
Radio	7	3.5
Bill boards	11	5.5
Special event promotions	28	14

Table 7 shows that the maximum number of respondents i.e., 48% was attracted by TV advertisement.

CHI-SQUARE TESTS

TABLE 8: ASSOCIATION BETWEEN AGE GROUP OF THE RESPONDENTS AND DECISION MAKING

Decision Making	Age Group				Statistical Inference
	< 20	20 to 30	31 to 40	> 40	
Self decision	10	26	19	7	$\chi^2 = 59.749$ df= 9 P < 0.05 Significant
Friends	57	31	2	1	
Family	14	9	11	1	
Mobile phone retailers	1	4	6	1	

From the Chi-Square test it is clear that there is a significant association between the age of respondents and their purchase decision of mobile from this store.

TABLE 9: ASSOCIATION BETWEEN AGE GROUP OF THE RESPONDENTS AND TYPE OF ADVERTISEMENT

Type of Advertisement	Age Group				Statistical Inference
	< 20	20 to 30	31 to 40	> 40	
Newspaper	24	19	12	3	$\chi^2 = 23.442$ df= 12 P < 0.05 Significant
Television	40	38	16	2	
Radio	1	1	4	1	
Billboards	4	3	1	3	
Special event promotion	13	9	5	1	

From the Chi-Square test output, that there is a significant association between the age group and the type of advertisement that he/she prefers more.

TABLE 10: ASSOCIATION BETWEEN GENDER AND THE TYPE OF ADVERTISEMENT

Type of Advertisement	Gender		Statistical Inference
	Male	Female	
Newspaper	51	7	$\chi^2 = 9.586$ df= 4 P < 0.05 Significant
Television	71	25	
Radio	4	3	
Billboards	11	0	
Special event promotion	23	5	

From the Chi-Square test output that there is a significant association between the gender and the type of advertisement.

FINDINGS AND SUGGESTIONS

The maximum number of respondents come to the Univercell stores are around 20 years old and they constitute 41% of the total and in which 80% of them are men. Also 88% of the respondents use only single mobile phones. It is clear that 45.5% of the respondents collect information from their friends to purchase mobile phones from this store. The maximum number of respondents said that they were attracted by TV advertisement. It was found that 78 % of the respondents were not influenced by other means of Media. From the Chi-Square test it is clear that there is a significant association between the age of customers and the purchase decision of mobile from a particular store. There is a significant association between age of customers and type of advertisement, gender and type of advertisement. Since advertisements have good effect in the consumer buying behaviour, new form of advertisements are needed.

CONCLUSION

Kerala, being a land of high consumer oriented market, its potential is huge and vast. The mobile phone is no more seen as a luxury product and its use is increasing day by day. New companies are entering into the world of mobile phone business and the competition getting tougher. To survive in this market, any dealer should see that it has sufficient customers and business to support its growth and survival. New and innovative promotional methods are to be identified. Ultimately it matters most, the customer, who visit the store must leave with the satisfaction..

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