

A Study On Factors Influencing Consumer Buying Behaviour Towards Purchase Of Smart Phones With Reference To Bengaluru

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ABSTRACT:

The purpose of this study is to look at the factors affecting people's decisions to buy mobile phone gadgets in Bengaluru town. To achieve the goals of the study, a sample of 100 clients was selected using a straightforward random sampling procedure. We looked at both primary and secondary data. Other considerations included Price, social class, product characteristics, brand name, durability, and after-sales services. Multiple regression analysis and correlation were used to select and evaluate the data. Analysis revealed that it was evident that consumers consider pricing to be the most significant factor among all other factors, followed by mobile phone functionality. Additionally, it served as a motivating factor in their choice to get a mobile phone. The research recommended that the smart phone vendors should take into account the following elements while comparing the possibility.

Key Words: Consumer Buying Behaviour, Mobile Phone, Consumer Purchase Decision.

INTRODUCTION:

There is a lengthy history of innovation and technological advances in the telecommunications, internet, and cell phone industries as a result of changing consumer demands and preferences. Cell phone devices, which are among such improvements, have one of the fastest household adoption rates of any technology in the world's recent history. Cell phones are becoming an essential component of everyday living and interpersonal contact for people all over the world. Companies are constantly searching for new product differentiation and distinctive features in the present, highly competitive mobile phone industry to convince customers to choose one's company over a rival company. Numerous researches are carried out to determine what makes businesses more effective than their rivals in influencing customers' buying decisions. Mobile phone users may be found anywhere. The many elements influencing smart phone buying decisions have a significant impact on the entire planet. These elements could be connected to the customer's attributes and the smart device's functionality. This prompts smartphone manufacturers to provide a range of smart phones with multiple brands and functionalities. Numerous studies have been undertaken to determine the variables influencing customers' choice of mobile phone. According to these research, a variety of things can influence a consumer's choice to make a purchase. Price, features, quality, brand name, durability, social issues, and others are some of these criteria.

SMART PHONES:

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A mobile computerised gadget known as a "Smart phone" is one that is linked to a cellular network. Smartphone's were first created by IBM and are now produced by companies like Apple and Samsung. Despite the fact that their primary function was to facilitate telephone and email communication, smart phones today allow users to do more than only make and receive phone calls and emails.

Consumer Behaviour:

How customers generate, modify, and apply decision-making techniques is one of the core topics in consumer behaviour. Consumer behaviour patterns that proceed, determine, and follow the decision-making process for the procurement of need-satisfying goods, ideas, or services might be referred to as consumer decision making. Researchers have traditionally been quite interested in consumer decision-making. Early research on decision-making centred on the buying activity. Studies of consumer choice making did not begin to include a larger variety of activities or the contemporary idea of marketing until the 1950s. More behaviours than just the purchase itself are involved, according to recent research.

A consumer is seen by marketers as "a man with a problem". A solution to that issue is a consumer purchase. Most big businesses find the steps a consumer takes to make a decision to be highly fascinating. They are working incredibly hard to conduct research on the consumer purchasing process in order to understand more about what customers buy, where and how they buy it, when and why they buy it, etc. It is simpler for researchers to ascertain what, how, where, when, and how much consumers purchase than it is to ascertain why they do so. "The solutions are usually locked within the consumer's mind," is the cause.

Five stages are frequently experienced by buyers before making a purchase. The buyer first recognises the differences between his current condition and ideal situation and then decides what he wants and needs. A need may also be sparked by outside factors. He or she starts scouring various sources, including as friends, relatives, commercials and the media, for information about the products they want. When sufficient information is gathered, the buyer analyses it to evaluate the rival brands in the option set. Finally, he decides to buy the item that, in his opinion is the best suit for him. If the buyer is unhappy with the goods after purchasing it, they will get in touch with the marketer again. These are the five stages a buyer goes through when buying a smart phone. These steps aid the buyer in assessing his or her requirements, selecting the finest smart phone in accordance with those requirements and budget and making the purchase.



Figure: Stages of Consumer Decision Process

Objectives of the Study:

- To understand the concept of Consumer Behaviour.
- To understand and analyse various factors affecting the purchase decision of consumers regarding smartphones.
- To analyse attributes of consumer perception towards smart phone purchase.

Literature Review:

- According to Kotler, Amstrong, and Gary (2007), A feature is a quality of a good that, when owned, used, or utilised by a consumer, meets their needs and wants. In the technological age of today, consumers have realised that different qualities will lead to varying levels of enjoyment with telephones. Consumers of smartphones place the camera above all other aspects, with the exception of the operating system.

- According to Oulasvirta (2011), Modern smartphones come with a variety of standard features, including wireless connectivity, an integrated Web browser, application installation, full programming ability, a file management system, multimedia presentation and capture, high-resolution displays, multiple gigabytes of storage, and location and movement sensors.
- According to prior research by Lay-Yee (2013), Consumers prefer software by 31% to hardware, which earns only 17.6%. This shows that users will prioritise software above hardware when selecting a smartphone.
- According to Blackwell (2001), what the clients are thinking about reveals their inclination to buy. Similar researchers assert that consumers will choose a thing to purchase, research it, evaluate it, purchase it and then give feedback. As a result, a number of elements, such as impulsivity, brand awareness, as well as price, quality, enjoyment and other considerations, affect a consumer's decision-making.
- Kushagra et al (2017) reported that the young, active, and tech-savvy Y generation's customers are highly brave when it comes to adjusting to new products. They give a lot of weight to a smart phone's characteristics, like its camera quality, gaming performance, battery life, etc.
- Fred Robins (2003) a product whose innovation is based on customization, the advancement of multiple mobile handset generations to keep up with internet speed and technology, and the fusion of technology and creativity.

Scope of the Study:

This study will aid in better portfolio management and understanding of individual groups purchasing habits. The goal of this study is to analyse consumer purchasing choices, propensities for using the product and levels of satisfaction.

Research Methodology

The sample size was 100 respondents from Bengaluru

The technique for sampling: Non-random convenience sampling

Questionnaire: Close ended

Data Analysis and Interpretation

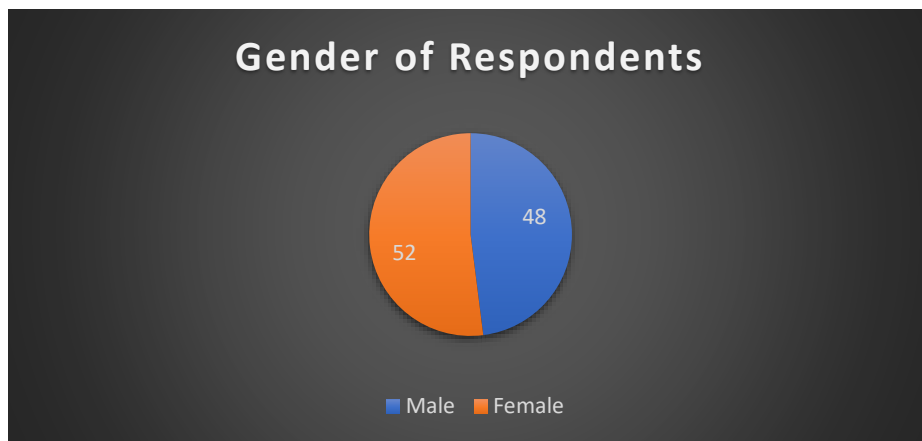
Table 1:

Table showing Gender of Respondents

Particulars	Number of Respondents (in numbers)	Number of Respondents (in %)
Male	48	48%
Female	52	52%
Total	100	100

Chart 1: Chart showing Gender of Respondents

Age group	Number of Respondents (in numbers)	Number of Respondents (in %)
20-25	38	38%
25-30	36	36%
30-40	23	23%
40 Above	3	3%
Total	100	100%

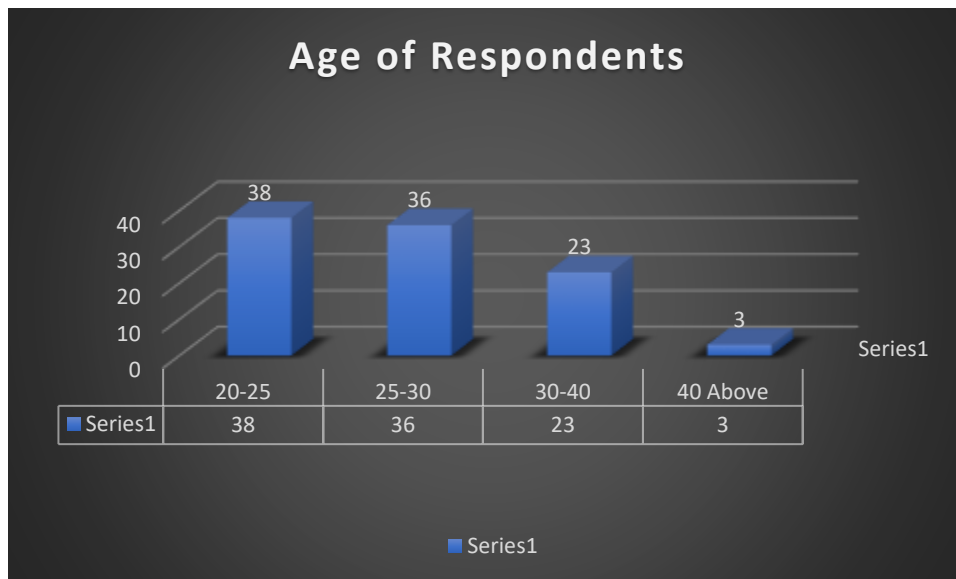


Analysis and Interpretation:

In accordance with Chart 1, 52% of survey respondents were women and 48% of male respondents. According to the survey's analysis, there are more women than men using Smart phones.

Table 2: Table showing Age of Respondent

Chart 2: Chart showing Age of Respondents



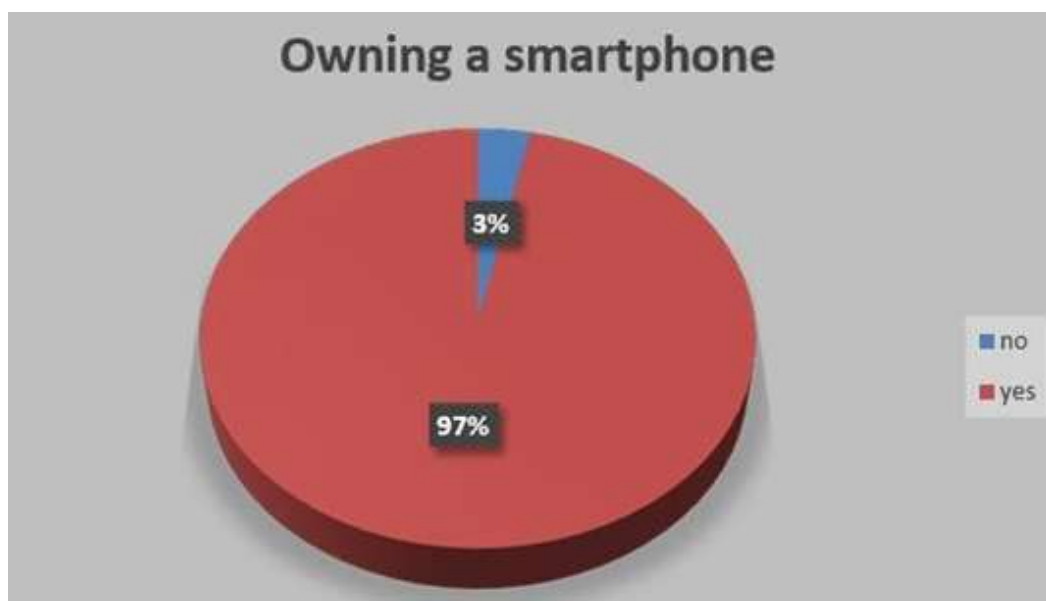
Analysis and Interpretation:

As per the data represented in the table and chart it is analysed that the respondents between age group of 20-25 are majority smartphone users between the age group of 20-25 it is 38 percent, and age group people of 25-30 age group respondents are of 36 percent.

Table 3: Table Showing Owning Smartphone:

Response	Number of Respondents (in numbers)	Number of Respondents (in %)
Yes	97	97%
No	3	3%
Total	100	100

Chart 3: Chart showing Owning Smartphone:

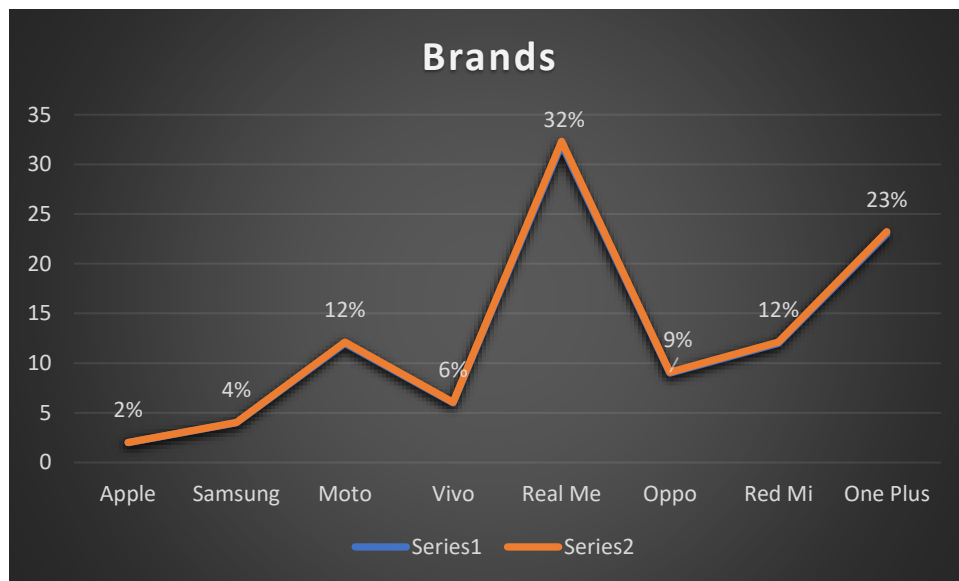


Analysis and Interpretation:

This inquiry was made in order to determine the proportion of smartphone users in Bengaluru. The aforementioned statistic shows that 97% of people utilise cellphones, with only 3% not using them. So, it becomes clear that there are many smartphone users.

Table 4: Table Showing brands of Smart phones used by Respondents.

Brand	No of Respondents (in numbers)	No of Respondents (in Percentage)
Apple	2	2%
Samsung	4	4%
Motorola	12	12%
Vivo	6	6%
Realme	32	32%
Oppo	9	9%
Redmi	12	12%
OnePlus	23	23%
Total	100	100%

Chart 4: Chart Showing brands of Smart phones used by Respondents.**Analysis and Interpretation:**

As per the data presented in the table and chart it is analysed that the majority respondents use RealMe brand of smart phone. 32 percent of the respondents use RealMe, 23 percent of the respondents prefers Oneplus and other respondents prefer various other bands of smartphones. As per the study it is analysed that RealMe is very popular brand used by majority of the respondents.

Comparison between Price and Satisfaction of Respondents.**Table 5: Table showing Importance of Price among Respondents**

Price	No of Respondents (in numbers)	No of Respondents (in percentage)
Less important	19	19%
Important	36	36%
Very Important	45	45%
Total	100	100%

Chart 5: Table showing Importance of Price among Respondents

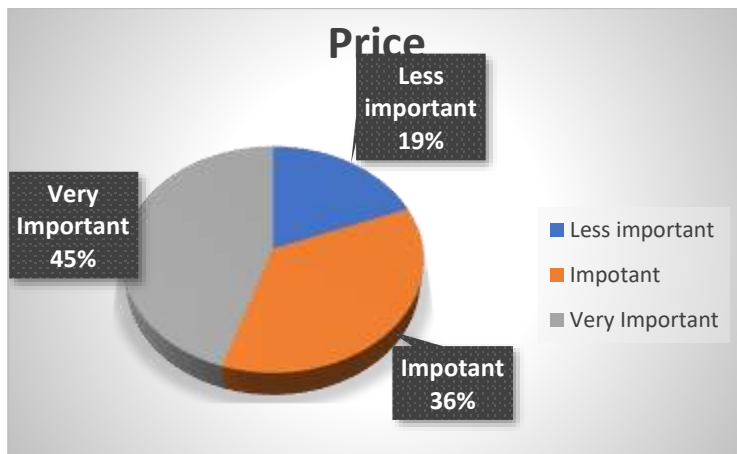
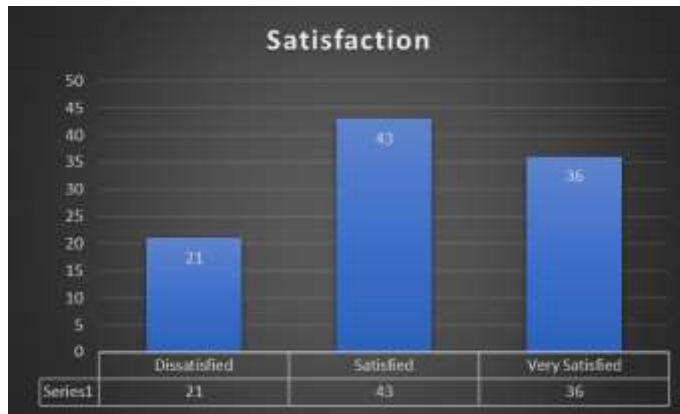


Table 6: Table showing Satisfaction over price

Satisfaction	No of Respondents (in numbers)	No of Respondents (in percentage)
Dissatisfied	21	21%
Satisfied	43	43%
Very Satisfied	36	36%
Total	100	100%

Chart 6: Chart showing Satisfaction over price



Hypothesis:

H0: The importance of pricing and satisfaction are not related.

H1: There is a connection between contentment and how important is a price.

Observed Values

	Satisfaction				
		Dissatisfied	Satisfied	Very satisfied	Total
Importance of Price	Least Important	7	6	8	21
	Important	6	11	26	43
	Very Important	6	19	11	36
	Total	19	36	45	100

Expected Value

	Satisfaction			
		Dissatisfied	Satisfied	Very satisfied
Importance of Price	Least Important	3.99	7.56	9.45
	Important	8.17	15.48	19.35
	Very Important	6.84	12.96	16.2
	P value	0.020935886		

The p value of the chi-square, which is 0.02, is used to represent the predicted values in the aforementioned table. It shows that there is a strong correlation between the value of price and customer satisfaction with the product.

Other Factors influencing the Consumer buying behaviour towards Smart phones are as follows:

Culture: Culture is the result of individuals within a group or community having similar ideas, practises, values, and traditions. The overall priorities that the customer allocates to various activities and the product are influenced by his or her cultural notions and habits. Also, it affects whether specific products and services will succeed or fail on the market.

Demographics: A group of people with similar ages and common experiences are called an age cohort. They share a number of cultural icons, the importance of the historic occasion, and other memories. When promoting goods or services, marketers usually concentrate on one or more particular age groups. They are aware that not everyone of a certain age will find the same service appealing, and neither will the language and pictures they use to communicate with them.

Social Status: The working class customer favours comfort and durability over style and fashion when evaluating things, for example. They are less inclined to try out novel goods or fashions. The consuming habits of each person are also influenced by their personality or social standing. A group of distinctive human psychological characteristics known as personality, such as assurance, independence, adaptability, and defensiveness, are what cause people to react consistently and continuously to environmental stimuli.

Reference Groups: A reference group is a real or imagined person or group that is thought to have a major impact on a person's evaluation, aspirations, or behaviour. Reference group has three different effects on customers. Informational, utilitarian, and value-expressive influences are included here.

Family: Family members are the most influential main reference group in society, and families are recognised as the most prominent consumer organisations.

Marketing Activities: Advertising, stores, and items vying for our attention and our money are all around us as marketing stimuli. Marketers are both a product of and an inspiration for popular culture, which includes the music, movies, sports, books, and other types of entertainment enjoyed by the mass market.

Perception: This implies that individuals who have the same goal and circumstance could not behave similarly because they view the circumstances differently. Perception is the method through which individuals choose, arrange, and interpret data to create an impression of certain things.

Learning: Consumer behaviour modifications brought on by learning are brought about by experience. The majority of human behaviour is actually learnt. Drives, stimuli, signals, responses, and reinforcement interact to generate learning.

Attitude: People's attitudes refer to their "mental positions" or emotional reactions, positive or negative judgements and action inclinations whether it comes to things, services, businesses, concepts, problems, or institutions.

Information: Typically, a consumer would start their information search with a "internal search," identifying products they are already familiar with (the evoked set). Communications from the marketing and packaging industries can be a source of information discovered through "external search," which is a part of information search.

Evaluation of Alternatives: In this step of the decision-making process, the customer reviews the evoked set to determine whether or not an alternative product can assist in resolving their issue.

Conclusion:

This study's main goal is to identify the elements that impact consumer smartphone purchasing decisions in order to examine consumer behaviour towards smartphones in the Indian market. The findings of this study demonstrate that pricing, product performance, product design, and branding all have an impact on consumers' purchasing decisions. Consumer behaviour can be impacted by a product's ability to meet demands. Before buying a smart phone, it's important to take into account technical aspects like the product performance, including hardware and software integration, file transfer, display, camera

performance, etc. The brand name influences how consumers perceive a product's quality at some degree, as was also suggested in the research we evaluated.

The initial goal of the study was to determine the impact of customer attitudes and arbitrary standards on purchasing decisions. Although the majority of respondents utilised cell phones in their everyday lives, the results demonstrate that consumers in India had a very good opinion about smart phones. Their smart phones largely met their demands, thus they were happy with them. When asked if they planned to get a smart phone in the future, the majority of respondents who do not already own one responded in the affirmative. This indicates that Indians are gradually converting from regular mobile phones to smart phones.

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