



FACTORS AFFECTING MOBILE PHONE PURCHASE AND ITS USAGE-A CASE STUDY OF TEACHERS AND OFFICE STAFF OF COLLEGES IN KAVALI TOWN

Sree Vyshnavi P.V and Venkata Rao P

Vikrama Simhapuri University

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ABSTRACT

Technology is ever changing and with that mobile phone attributes are also updating and changing. However there are several other significant features which affect the consumer buying behaviour of the mobile phones. The factors influencing consumer behaviour including demographic, economic, personal, technological factors, customer service and loyalty are taken for the study. The aim of the study is to investigate and understand the behavior of consumers with regard to mobile phone purchase and its usage among employees of Kavali town in Andhra Pradesh. The sample is collected using stratified random sampling. A structured questionnaire is used for the data collection from the samples. The sample is restricted to only 55 employees, 35 teachers and 20 office staff.

The study indicates that most of the employees are of mid-age group (63.63%), having annual income below 2 lakhs (38.18%) and 3 lakhs (14.55%) and interested in getting updated with technology (67.27%). Their purchase is majorly influenced by reference groups: friends, family and having mobile phones of cost less than Rs.6000 (56%) majorly smart phones. Most of the activities of teachers are basic calls followed by messages, music player and camera while least is GPS while that of office staff are basic calls followed by music player and messages while least is mobile banking. 64% of them are loyal with their brand until there is no complaint with the phone. Hence it is a welcoming aspect for the companies to retain their customers through customer service. It is found that majority of the employees (34.55%) are not having problem with their phones while heating up and battery problems are the major problems of the rest (18% and 16% respectively). Most of employees (56.35%) had not attended for customer service while 14.55% had got no proper reply. The reason majorly is there is unavailability of customer service centres in the town.

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INTRODUCTION

Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It studies the various factors that influence the consumer behaviour are as follows: Marketing factors, Personal factors, Psychological factors, Situational factors, Social factors and Cultural factors. Research has shown that consumer behavior is difficult to predict, even for experts in the field.

A mobile phone is a portable telephone that can make and receive calls over a radio frequency carrier while the user is moving within a telephone service area. The radio frequency link establishes a connection to the switching systems of a mobile phone operator, which provides access to the public switched telephone network (PSTN). Feature phones are the first introduced cellular phones. They typically provide voice calling and text messaging functionality, in addition to basic multimedia and internet capabilities, and other services offered by the user's wireless service provider. Feature phones are marketed as a lower-cost alternative to smartphones, especially in emerging markets. The first handheld mobile

phone was demonstrated by John F. Mitchell and Martin Cooper of Motorola in 1973, using a handset. From 2000's mobile phones support a variety of services such as text messaging, MMS, email, Internet access, short-range wireless communications (infrared, Bluetooth), business applications, gaming, and digital photography in addition to telephony.

Customer Relationship marketing is an influential asset for customer behaviour analysis and customer loyalty. Customer support is a range of customer services to assist customers in making cost effective and correct use of a product. Customer complaint handling majorly affects the customer relationship. Regarding technology products such as mobile phones, televisions and other electronic goods, it is termed technical support.

REVIEW OF LITERATURE

Sandeep Kumar, Dr. D. S. Chaubey (2015), this study is on the choice standards of consumers in cell phone markets in Dehradun. The purpose of this study is to investigate the product as well as functional attribute affecting the consumer decision of buying mobile phone devices. A sample of 151 consumers were taken by using convenience sampling technique. The study indicates that consumer give due

consideration on product attributes as compared to functional factors while making purchase of mobile handset.

Uddin Ilopa and Oheduzzaman (2014) in their study factor affecting customer buying decision on mobile phone. This study conducted on Khulna city Bangladesh. In the present scenario increasing the mobile phones usage is more than recent years. Various factors take into accounts when they decide to buy a mobile phone. The study try to unveil that factors those effect customer in choosing the mobile phone. In the study the result show that most important factors physical attribute when they buy a new mobile phone. There is also some other factors like price, charging and operating facilities, size, weight and friends, neighbor recommendations which effect to the purchase behavior toward mobile phones.

A.M.Priyangani Adikari (2013), this study is on the Determinants of Mobile Phone Demand among University Students special reference to Rajarata University of Sri Lanka. The study reveals that there is a positive and significant relationship between mobile phone demand and income levels among university students and facilities provided by the phone is not positively effects on mobile phone demand. However, the study suggested that a country level study in this regard will be more helpful for mobile phone producers and their marketing strategies.

Malasi (2012) in the study factor influence of product attribute on mobile phone in university among under graduate student in Kenya. The researcher found various attribute which influence over the under graduate student on various brand and product considered. Like as color, name visibility, and mobile phone of different model, safety, physical appearance, design and price of mobile phone.

Sheetal Singla (2010), this study is on the Mobile Phone Usage Patterns among Indian consumer. In Ludhiana district and the Sangrur District, price and features are the most influential factors affecting the purchase of a new mobile phone, its price, audibility, network accessibility, are also regarded as the most important in the choice of the mobile phones. The study concludes 57% of male has given importance to Quality of mobiles followed by price, features, Brand and style of mobiles. In order to utilize the immense potential in rural or semi-urban market India, companies need to make marketing strategies and action plans in such a way that are able to influence consumer's behavior.

Mohankumar and dineshkumar (2008) a study on customer purchase behavior toward mobile phone with reference to erode city India. This study was on purchase behavior toward mobile phone. The customer are the buyer who want happiness from the product. The customer would like see, touch and feel the product that's they buy. This study also help to know the satisfaction level of customer toward different mobile phone.

Heikki, Jari, Manne, Timmo and Marrijuka (2005), this study is on the factors affecting consumer choice of mobile phone. This study is done in Finland. This study deals with consumers' choice criteria in mobile phone markets by studying factors that influence intention to acquire new mobile phones on one hand and factors that influence on mobile phone change on the other. With the use of a series of focus group interviews 79 graduate students followed by a survey of 196 respondents, it was found that although the choice of a mobile phone is a subjective choice situation,

there are some general factors that seem to guide the choices. The two studies show that while technical problems are the basic reason to change mobile phone among students; price, brand, interface, and properties are the most influential factors affecting the actual choice between brands. The study found strong evidence that although mobile phones are developing at a rapid pace closer to personal digital assistants. Especially men tend to value new services in choosing between mobile phones and intending to change their current mobile phone to newer model.

Objectives

Present study have been taken up with following objectives

- To know the factors influencing consumer behaviour
- To establish the relationship between earnings and the cost of mobile phone.
- To know the consumer preference in using of the features of mobile phones.
- To know the problems of consumers in using the present brand or model.
- To know about the customer service, customer loyalty and complaint handling.

METHODOLOGY

This study is based on both primary and secondary data. The secondary data is collected from related books, journals and web pages. A structured questionnaire is used for the data collection from the samples. The sample is restricted to only college teachers and office staff in Kavali, a semi-urban area in SPSR Nellore district, Andhra Pradesh of India. Stratified random sampling is used and the strata are taken as inter, degree and Post Graduate colleges. The number of samples collected for the study is 55.

RESULTS

Demographic factors

Table 1 Sample of the employees and their residence

| Residence | Teachers | | Office staff | | Total | | % |
|-------------|----------|--------|--------------|--------|-------|--------|-------|
| | Male | Female | Male | Female | Male | Female | |
| Village | 1 | 0 | 2 | 1 | 3 | 1 | 7.27 |
| Town | 18 | 15 | 12 | 5 | 30 | 20 | 90.92 |
| City | 1 | 0 | 0 | 0 | 1 | 0 | 1.81 |
| Total | 20 | 15 | 14 | 6 | 34 | 21 | 100 |
| Grand Total | 35 | | 20 | | 55 | | |

Source: Data collected from 55 employees in Kavali town

From the table, it is noticed that nearly 91% of the employees are from town and rest are from villages and towns. As the study was undertaken in the town itself it is obvious that majority are to be natives of the town. 63.64% of the samples are taken from teachers and the rest from the office staff.

Among teachers, 57% are male population and the rest are female. Among the office staff, 70% are male and the rest are female.

Personal factors

From the above table, it is shown that of the total there are 61.82% are male and the rest are female. most of the

employees are of mid-age group (63.63%) and 50-60 years group (23.63%).

Table 2 Sample of the employees and their age

| Age | Teachers | | Office staff | | Total | | % |
|-------------|----------|--------|--------------|--------|-------|--------|-------|
| | Male | Female | Male | Female | Male | Female | |
| 20-30 | 1 | 2 | 1 | 2 | 2 | 4 | 10.9 |
| 30-40 | 6 | 3 | 5 | 4 | 11 | 7 | 32.73 |
| 40-50 | 5 | 7 | 5 | 0 | 10 | 7 | 30.90 |
| 50-60 | 7 | 3 | 3 | 0 | 10 | 3 | 23.63 |
| Above 60 | 1 | 0 | 0 | 0 | 1 | 0 | 1.84 |
| Total | 20 | 15 | 14 | 6 | 34 | 21 | 100 |
| Grand Total | 35 | | 20 | | 55 | | |

Source: Data collected from 55 employees in Kavali town

Table 3 Sample of the employees and their job details

| Job at | Teachers | | Office staff | | Total | | % |
|-------------|----------|--------|--------------|--------|-------|--------|-------|
| | Male | Female | Male | Female | Male | Female | |
| School | 0 | 5 | 0 | 0 | 0 | 5 | 9.09 |
| Inter | 6 | 5 | 3 | 0 | 9 | 5 | 25.45 |
| Degree | 6 | 3 | 5 | 4 | 11 | 7 | 32.73 |
| P.G | 8 | 2 | 6 | 2 | 14 | 4 | 32.73 |
| Total | 20 | 15 | 14 | 6 | 34 | 21 | 100 |
| Grand Total | 35 | | 20 | | 55 | | |

Source: Data collected from 55 employees in Kavali town

From the table, it can be seen that most of the samples are taken from P.G and Degree colleges of each 32.73% respectively while of inter college is 25.45%.

Economic factors

Table 4 Sample of the employees and their income

| Annual Income in Rs. | Teachers | | Office staff | | Total | | % |
|----------------------|----------|--------|--------------|--------|-------|--------|-------|
| | Male | Female | Male | Female | Male | Female | |
| 1-2lakhs | 5 | 4 | 9 | 3 | 14 | 7 | 38.18 |
| 2-3lakhs | 1 | 0 | 4 | 3 | 5 | 3 | 14.55 |
| 3-4lakhs | 3 | 0 | 1 | 0 | 4 | 0 | 7.23 |
| 4-5lakhs | 0 | 2 | 0 | 0 | 0 | 2 | 3.64 |
| 5-6lakhs | 2 | 5 | 0 | 0 | 2 | 5 | 12.73 |
| 6-7lakhs | 1 | 1 | 0 | 0 | 1 | 1 | 3.64 |
| 7-8lakhs | 3 | 1 | 0 | 0 | 3 | 1 | 7.23 |
| Above 8lakhs | 5 | 2 | 0 | 0 | 5 | 2 | 12.73 |
| Total | 20 | 15 | 14 | 6 | 34 | 21 | 100 |
| Grand Total | 35 | | 20 | | 55 | | |

Source: Data collected from 55 employees in Kavali town

From the table, it can be found that majority of the employees are having annual income below 2 lakhs (38.18%) and 3 lakhs (14.55%).it is also noticed that only teachers are getting above 4 lakhs annually not even a single office staff is under the above 4 lakh list.

Social factors

Table 5 Sample of the employees and their reference group

| Reference | Teachers | | Office staff | | Total | | % |
|-----------------------|----------|--------|--------------|--------|-------|--------|-------|
| | Male | Female | Male | Female | Male | Female | |
| Advertisements | 0 | 1 | 0 | 1 | 0 | 2 | 3.64 |
| Family | 4 | 5 | 1 | 3 | 5 | 8 | 23.64 |
| Friends | 7 | 3 | 6 | 0 | 13 | 3 | 29.09 |
| Recent Trends | 3 | 2 | 3 | 0 | 6 | 2 | 14.54 |
| Technological Aspects | 6 | 3 | 2 | 2 | 8 | 5 | 23.64 |
| Discounted Price | 0 | 1 | 2 | 0 | 2 | 1 | 5.45 |
| Total | 20 | 15 | 14 | 6 | 34 | 21 | 100 |
| Grand Total | 35 | | 20 | | 55 | | |

Source: Data collected from 55 employees in Kavali town

From the table, it can be seen that most of the employees are buying their mobile phones from the suggestions of friends, family/reference groups (29.09% and 23.64% respectively).

Technological factors

It is found that majority of the employees are interested in getting updated with technology (67.27%). It is interesting to note that technological factors (23.64%) also affecting their purchase behaviour.

Mobile attributes

Table 6 Sample of the employees and cost of the mobile

| Cost Of The Mobile (In Rs.) | Teachers | | Office staff | | Total | | % |
|-----------------------------|----------|--------|--------------|--------|-------|--------|-------|
| | Male | Female | Male | Female | Male | Female | |
| 1000-3000 | 3 | 3 | 5 | 2 | 8 | 5 | 23.64 |
| 3000-6000 | 5 | 6 | 6 | 1 | 11 | 7 | 32.73 |
| 6000-9000 | 3 | 2 | 0 | 2 | 3 | 4 | 12.73 |
| 9000-12000 | 6 | 3 | 2 | 1 | 8 | 4 | 21.81 |
| >12000 | 3 | 1 | 1 | 0 | 4 | 1 | 9.09 |
| Total | 20 | 15 | 14 | 6 | 34 | 21 | 100 |
| Grand Total | 35 | | 20 | | 55 | | |

Source: Data collected from 55 employees in Kavali town

From the table, it can be found that majority of the employees are having mobile phones of cost less than Rs.6000 (56%).it is interesting to note that some office staff are having mobile phones of cost more than Rs.6000 even though no one is having income more than 4 lakhs.

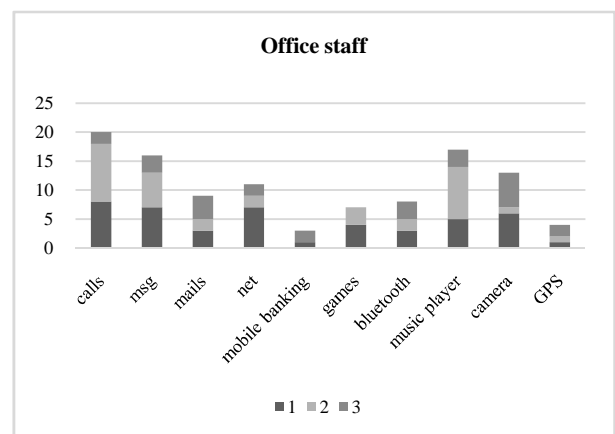
Table 7 Sample of the employees and type of mobile phone

| Type of the mobile phone | Teachers | | Office staff | | Total | | % |
|--------------------------|----------|--------|--------------|--------|-------|--------|-------|
| | Male | Female | Male | Female | Male | Female | |
| Feature | 6 | 8 | 6 | 4 | 12 | 12 | 43.67 |
| Smart | 14 | 7 | 8 | 2 | 22 | 9 | 56.33 |
| Total | 20 | 15 | 14 | 6 | 34 | 21 | 100 |
| Grand Total | 35 | | 20 | | 55 | | |

Source: Data collected from 55 employees in Kavali town

From the table, it can be seen that majority of the employees are using smart phones (56.33%).this is due to the interest in latest technology.

Activities on mobile phone

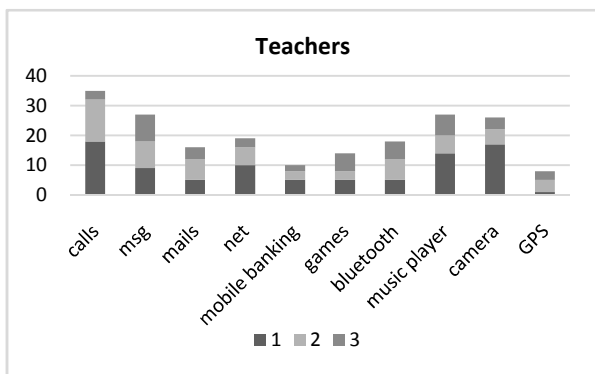


Graph 1 Sample of the office staff and their activities on phone

1-High priority 2- medium priority 3- low priority

Source: Data collected from 55 employees in Kavali town

From the graph, it can be seen that most of the activities of office staff are basic calls followed by music player and messages while least is mobile banking.



Graph 2 Sample of the teachers and their activities on phone

1-High priority 2- medium priority 3- low priority

Source: Data collected from 55 employees in Kavali town

From the graph, it can be seen that most of the activities of teachers are basic calls followed by messages, music player and camera while least is GPS.

Complaint handling and customer satisfaction

Table 8 Sample of the employees and customer problems

| Problems | Teachers | | Office staff | | Total | | % |
|---------------------|----------|--------|--------------|--------|-------|--------|-------|
| | Male | Female | Male | Female | Male | Female | |
| No | 6 | 7 | 5 | 1 | 11 | 8 | 34.55 |
| Heating Up | 5 | 1 | 1 | 3 | 6 | 4 | 18.18 |
| Battery Problem | 2 | 2 | 4 | 1 | 6 | 3 | 16.34 |
| Smart Touch Problem | 3 | 1 | 3 | 1 | 6 | 2 | 14.55 |
| OS Problem | 3 | 3 | 1 | 0 | 4 | 3 | 12.74 |
| Hanging Up | 1 | 1 | 0 | 0 | 1 | 1 | 3.64 |
| Total | 20 | 15 | 14 | 6 | 34 | 21 | 100 |
| Grand Total | 35 | | 20 | | 55 | | |

Source: Data collected from 55 employees in Kavali town

From the table, it can be seen that majority of the employees (34.55%) are not having problem with their phones. It is a welcoming sign while heating up and battery problems are the problems they are facing with, 18% and 16% respectively.

Customer relationship

Table 9 Sample of the employees and customer loyalty

| Use Same brand | Teachers | | Office staff | | Total | | % |
|----------------|----------|--------|--------------|--------|-------|--------|-------|
| | Male | Female | Male | Female | Male | Female | |
| Yes | 12 | 9 | 9 | 5 | 21 | 14 | 63.64 |
| No | 8 | 6 | 5 | 1 | 13 | 7 | 36.36 |
| Total | 20 | 15 | 14 | 6 | 34 | 21 | 100 |
| Grand Total | 35 | | 20 | | 55 | | |

Source: Data collected from 55 employees in Kavali town

From the table, it can be seen that 64% of the customers are loyal with their brand until there is no complaint with the phone. Hence it is a welcoming aspect for the companies to retain their customers through customer service.

From the table, it gives us the information that most of employees (56.35%) had not attended for customer service while 14.55% had got no proper reply. There is a need to improve the customer services of mobile phones. The reason majorly for not having the customer services is there is no customer service centres in the town we have them only in cities.

Table 10 Sample of the employees and customer service

| Customer Care service | Teachers | | Office staff | | Total | | % |
|-----------------------|----------|--------|--------------|--------|-------|--------|-------|
| | Male | Female | Male | Female | Male | Female | |
| No | 10 | 11 | 7 | 3 | 17 | 14 | 56.35 |
| yes | 8 | 3 | 3 | 2 | 11 | 5 | 29.10 |
| No Proper Reply | 2 | 1 | 4 | 1 | 6 | 2 | 14.55 |
| Total | 20 | 15 | 14 | 6 | 34 | 21 | 100 |
| Grand Total | 35 | | 20 | | 55 | | |

Source: Data collected from 55 employees in Kavali town

CONCLUSION

Most of the employees are of mid-age group having annual income below 2 lakhs interested in getting updated with technology, having mobile phones of cost less than Rs.6000 majorly smart phones. Most of the activities on mobile phone are basic calls followed by messages, music player and camera. Most of them are loyal with their brand until there is no complaint with the phone. Hence it is a welcoming aspect for the companies to retain their customers through customer service. Problems majorly with their phones are heating up and battery problems. Most of employees had not attended for customer service. The reason majorly is there is unavailability of customer service centres in the town. Hence there is a need to have latest technology smart phones at fair prices and customer service centers even in town.

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