

A survey on consumer requirement and purchasing pattern for smart phones

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ABSTRACT

Objective: The paper is based on a study on consumer satisfaction towards smart phones among youth. The study was carried in order to understand needs and requirements of youth for mobile phones. The purpose is to know the utility of the consumers towards the smartphones. In this modern era of technology, mobile phones are being used by every individual from a small child to our grandparents.

Method and statistical analysis: This study is based on primary data analysis through google. The sample size of data was small and after the collection form.

Findings: Certain conclusions were made. It has become a center of market research. Smartphones have become vital component in the life of every individual. Because of increasing disposable income of the individuals, smartphones are more demanded, thus, smartphone industry is on growing scale.

Application/ Implementations: The research is being conducted to know about smartphone instincts of the persons, which brand they use, for what purpose they use the smartphones. The study focuses on the factors affecting the demand of the individuals for the mobile phones. There can be various factors like income, taste and preferences, prices. This survey also emphasizes on the attitude of the consumers towards the smartphones.

Keywords: Smartphone, Online Shopping, Internet, Applications, Awareness.

Introduction:

This necessity of this survey is being felt to be conducted because of the increasing interest of the people in the smartphones. There is a rising trend of the people's obsession towards the mobile phones. Thus, the purpose of this study is to know the behavior of the consumers regarding the phones. The survey attempts to find out the factors which influence the buying habits of the individuals for smartphones.(Moon, 2004)

Every individual has his own preferences and desires. Some are loyal to their brand and some are not. There are various social, cultural and personal factors which affects the buying pattern of the individuals for mobile phones like income, status, preferences, age, lifestyle etc.(LinglingGao, 2015)

This research focuses on which brand of smartphone is purchased more by the consumers. What are the most challenging factors that prevent the consumers from making transactions through mobile devices? How much time they spend on their smartphones in a day? What are the most popular app they use on their mobile phones? What are the possible health risks of using the smartphones?

The objectives of doing this research are:

- To analyze the buying pattern of the consumers for the smartphones.
- To evaluate the impact of various factors on the demand of mobile phones.
- To know about the information and services which the consumers seek out on their mobile devices.
- To determine the utility of the consumers towards their smartphones.
- To analyze the factors which compels them to say no to their phones while making any kind of transaction.
- To know whether consumers like to switch to another brand with additional features.
- To know whether consumers prefer Indian brand or International brand of smartphones.
- To determine whether smartphones help in connecting villages with cities.
- To know whether mobile phones create awareness among people.(Engel, Blackwell, and Miniard, 1995).

This survey studies the behavior of the consumers. The analysis of the consumer's behavior is essential for the marketing managers so as to have good inter-personal and communication skills and organize the suitable advertising campaigns. There are psychological, cultural, social, personal factors which influence the behavior of the consumers. This thesis aims to study all these factors. This study will also find out how different consumers cross the purchase decision

process. Kotler (2009) The marketing manager should always aim at establishing the strong relationship with the consumers because consumers are the king of the markets. There are various sales promotion techniques used by the marketers to attract the new customers and retain the old customers.

Customers are the focal point of every firm. If a firm wants to survive in this competitive market, it has to regularly analyse the behavior of the consumers. Otherwise it will have to shut down its units in case the firm is not able to satisfy its customers and not catering to the customer's requirements. Hawkins, Bestand Coney (2004)

Nowadays, competition has increased manifold. There is cut-throat competition all over the world. So, it has become very difficult for some of the firms to cope up with this competition and therefore, in the end they leave the market. Thus, continuous market research and analysis has become very vital for all the industries if they want to survive in the market for long run.

A survey was conducted on the relationship between the customers and the companies which showed that the bond between them is not as strong as it used to be earlier, it is getting weaker and weaker because the customers are no longer satisfied with the products of the companies. They regularly complain on the products. They feel themselves trapped victimized by the sale of the low quality products by the companies. And the irony in this is that the marketing managers always try to maintain good relationship with their customers but they end up having nothing in their hands, in fact, the relationship degrades further. (BAKER)

A survey was conducted on the retailing shops in Finland. The shopkeepers used to issue regular customer cards to attract and retain the customers. A customer card is a plastic card which symbolizes a credit card or debit card, which is used to recognize the holder of the card as a member in the loyalty program. It also promotes the loyal buying behavior of the consumers. It also helps to strengthen the customers' relationship with the companies. The study also aims to find out whether the practice of issuing customer cards be valid in a situation where the customers hold two or more than two cards. (BHATTACHERJEE)

Review of literature

Here a review and summary of the literature is given which will explain the decision making process of the consumers and the factors affecting the behavior pattern of the consumers. It will analyses the factors influencing the decision making process of the consumers for the smartphones.

Ganlari.et.al (2016) studied the consumer's behavior towards the smartphones. The focus of this study is on the stages from adoption to the post –usage behavior of the consumers. So that the consumers can be made fully satisfied with the products by suitably modifying the products according to the needs and requirements of the consumers. Here the factors which influence the demand of the consumers for the smartphones will be analyzed like income, status, preferences and more.

Kumar.et.al (2014) aim to find out the factors that can help to understand the behavior of the consumers and act as a guide in the consumer research. The analysis of how, when, what, and why people purchase is termed as the consumer behavior. The needs of individuals for materialism is on rising scale. Every individual wants to feel good by increasing their social status.

Pawar.et.al(2011) propounds that behavior of the consumers has always remained as of great interest to the marketing managers. By being aware of the consumer's behavior, they can come to know what the consumers feel, think and select the best alternative from various alternatives. It aims to understand the nature of human beings.

George Asamoah (2012) considers that survival of the consumers depend on the behavior of the consumers. A business will not be able to survive if it does not satisfy its customers. He attempts to understand the psychology of the people; how they react in various situations.

Mudassar Hussain (2017) studies the most effective variables which influences the behavior of consumers in the process of decision making. The behavior of consumer is linked with the four variables which are social, personal, psychological and cultural factors.

Zameer.et.al (2012) investigated the buying behavior of the consumers. They compared rural and urban consumers in terms of buying pattern. They used analytic hierarchy process (AHP) to check preferences of consumer while they make decision of purchase. They found that the people who live in rural areas are more price sensitive than urban people. The urban consumers are more concerned about their status.

A.Mohankumar.et.al(2012) studied the behavior of consumer towards the smartphones. They decided to consider different smartphones like Samsung, Micromax ,Nokia, HTC and Sony Ericsson to know the satisfaction level of different consumers. The most preferred mobile phone among the consumers is Nokia according to this research. Their purpose was to know the demographic features of the mobile phones. This survey also helped to know the dissatisfaction level of the consumers.

MesaySata (2013) investigated the variables affecting the decision of buying mobile phone devices. There were six important factors which were selected and evaluated through the use of correlation and multiple regression analysis. These are: price, social group, brand name, product features, after sales service and durability. There are continuous changes in the needs and preferences which has to be reviewed on regular basis. In this cut throat competition era, every firm wants to be ahead from its every competitor.

Karjaluoto.et.al (2005) propounded that there are some general factors that seem to guide the choices of the consumers. They found that there are some technical problems which compels the students to change their smartphones. The main purpose of this research is to investigate the reasons behind the changing of mobile phone by the consumers.

Zhou .et.al(2011) used different research methods like secondary data, personal and group interviews, online survey to understand the consumer's behavior. Here a specific theory was developed which was based on a research. Quantitative and Qualitative techniques were used to get many responses from the consumers.

Dr. Debadutta Das (2012) studies the factors affecting buying behavior of youth consumers towards mobile handsets. There is growing trend of mobile industry in the economy because of the rising demand for the smartphones and the liberalization of the telecommunication laws and policies. India is considered as the second largest market for the mobile devices at present. This research found out that some of the students have to depend on their parents for buying them the products like mobile handsets and automobiles because they are not economically independent. There are the factors like prices, brand name, perceived ease of use and robustness, ratings and recommendations, industrial design of the physical device and so on which affect end customers' purchase decision.

Xu.et.al (2017) showed the interactive relationship between the company and the consumer. They identified the three stages that move the consumer in process which are attitudes which are shaped by information from that market, motivation and preferences.

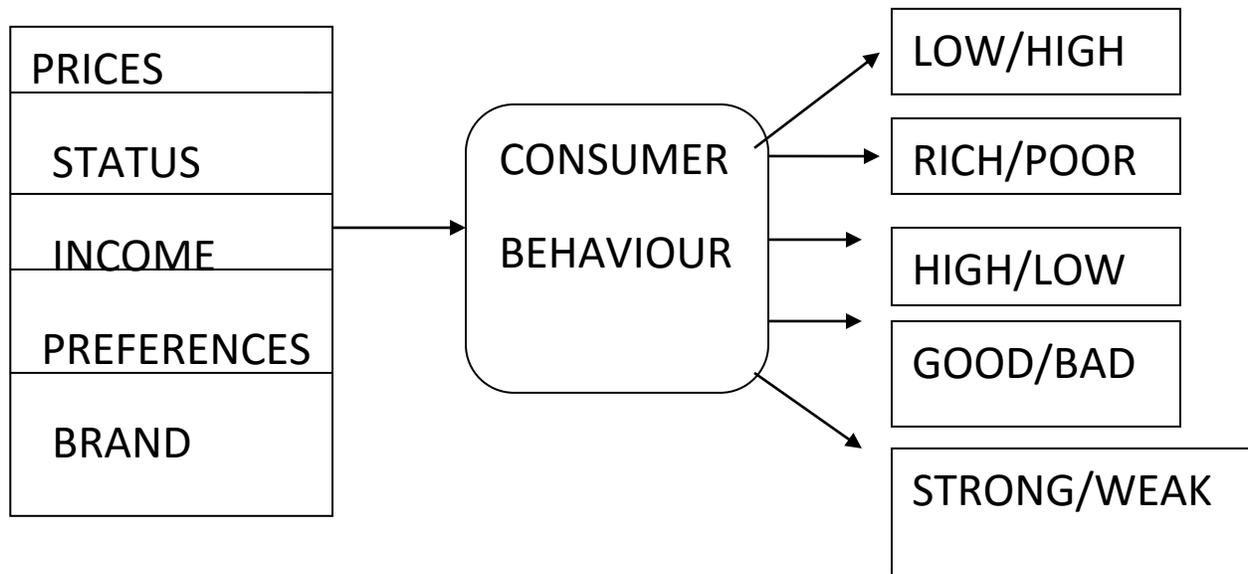
Models of consumer behaviour

There are different models for studying the behavior of the consumers. These are as follows:

- 1) **Economic Model:** From the perspective of the economic model, a consumer prefers to purchase the products at the lowest cost. There are various economic indicators to analyze the buying pattern of the consumers like purchasing power of the consumer, prices of the products.(Churchill)
For example; if the purchasing power of the consumers increases then the demand for the products will also rise.
- 2) **Learning Model :** This model suggests that the consumer behaviour is influenced by the need to satisfy the learned and basic needs in which basic needs are those needs which are essential for survival like food , clothing and shelter. Learned needs consist of guilt and fear. (LinglingGao, 2015)
For example; if a person is hungry and he is having jewellery ,he will pass on this jewellery for the food and after satisfying the hunger he can purchase that jewellery again.
- 3) **Psychoanalytical Model :** Psychoanalytical is made up of two words ; psychology and analysis. It means analyzing the psychology of the consumers. The decision of the purchaser is affected by his sense of longings and desires. (Bryman)
- 4) **Sociological Model :** Here the behaviour of the consumers depends on the societal factors like societal levels , societal groups, attitudes of individuals in a society. There are various societal restrictions which affect the behaviour of the individuals.
- 5) **The Nicosia Model :** Here human being is treated as a system. Thus , it is an example of the system model where an individual is considered as a system. In this , stimuli is treated as an input and behaviour as an output. Here, marketing viewpoint of the consumers are studied. This model was given by Francisco Nicosia. The relationship between firms and consumers are studied.
- 6) **The Howard ShethModel :** This model was proposed by John Howard and JagadishSheth in 1969. Under this model, various factors are studied which influences the perception and learning of the consumers. These factors are very difficult to study directly.
- 7) **Engel, Blackwell and MiniradModel :** It is somewhat similar to Howard Sheth Model. This model consists of four parts ; Input , Information processing, Decision process and variables affecting decision process. This model is more flexible than Howard Sheth Model. The factors which influence the behaviour of consumers are income levels of consumers, family factors, financial status of the consumers, social class in the society and other societal factors.

8) Pavlovian Model : This model was put forward by Ivan Pavlov, a famous psychologist. He attempted to understand the nature of human with the help of dogs. This model is based on the psychology of the individuals. Here , Pavlov considered the mind of the dogs when it gets a piece of meal when the bell is rung. He measures the change in behaviour of the dogs based on levels of secretion of saliva in dogs. Here Pavlov defines the learning as changes in the behaviour of the consumers which can be developed through practice and personal experiences.(CRESWELL)

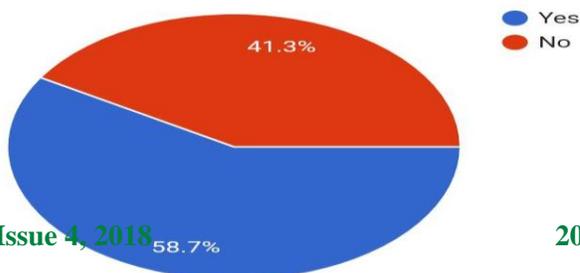
ASPECT



Data Analysis

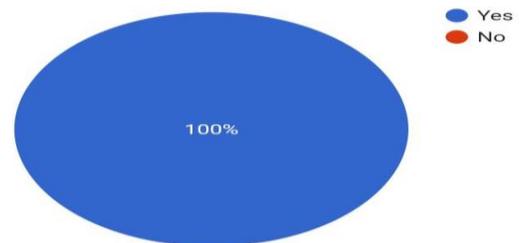
Do you think you waste your expensive time on your smart phone?

109 responses



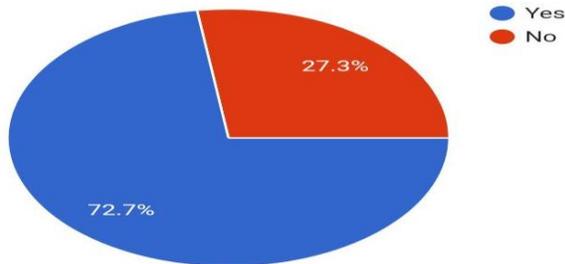
Do you own a smartphone?

111 responses



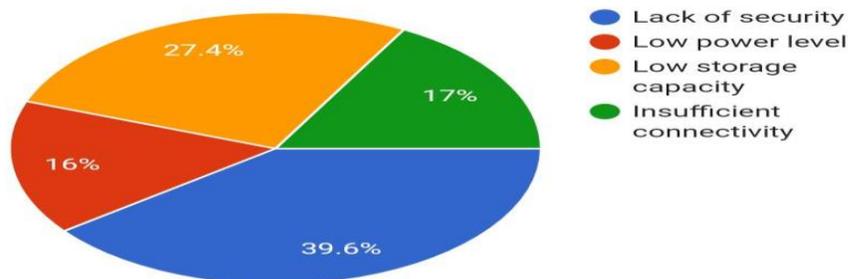
Do you use multiple sim cards?

110 responses



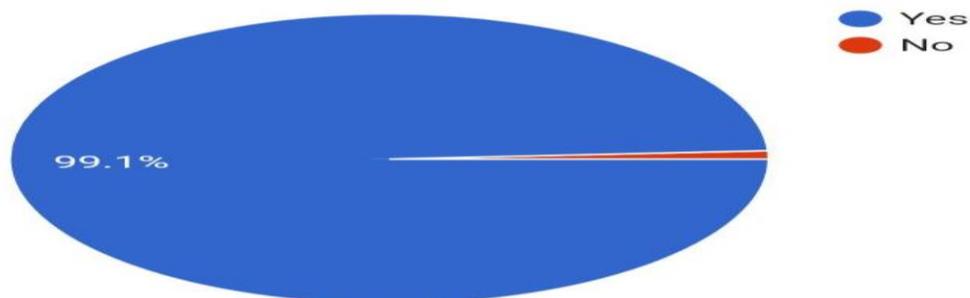
What are the most challenging factors that prevent you from making transactions through mobile devices?

106 responses



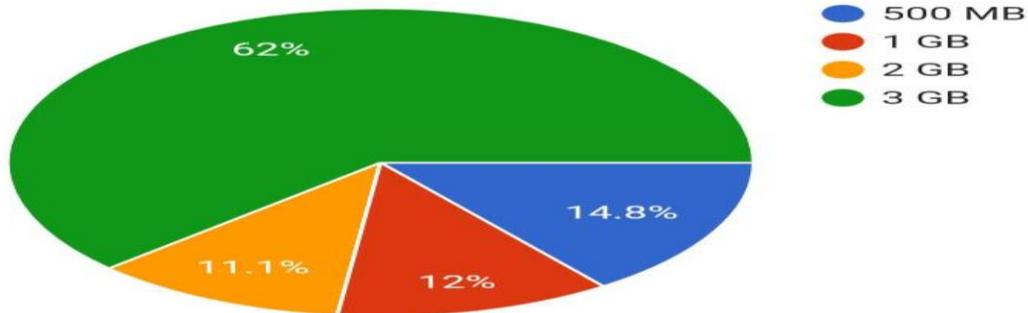
Do you use internet on your smartphone?

110 responses



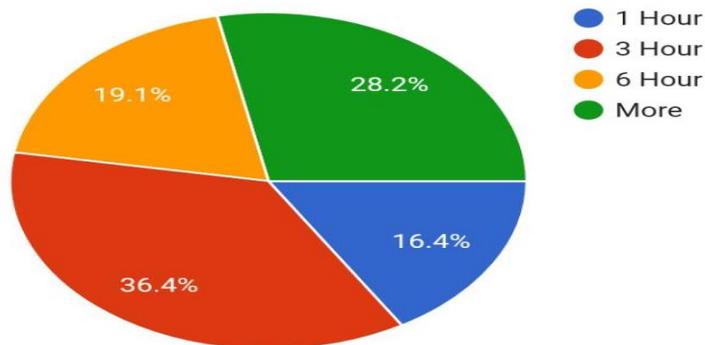
How much data per month do you use on your smartphone?

108 responses



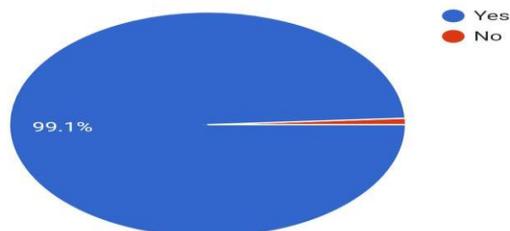
How much time you spend on your smartphone in a day?

110 responses



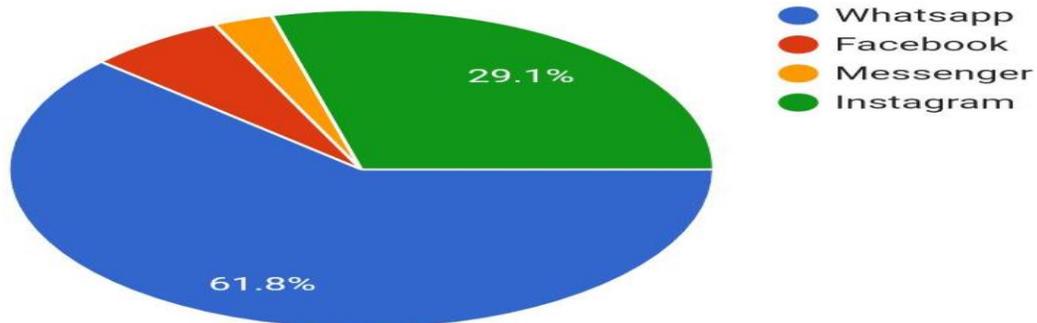
Internet as an important part of a smartphone?

110 responses



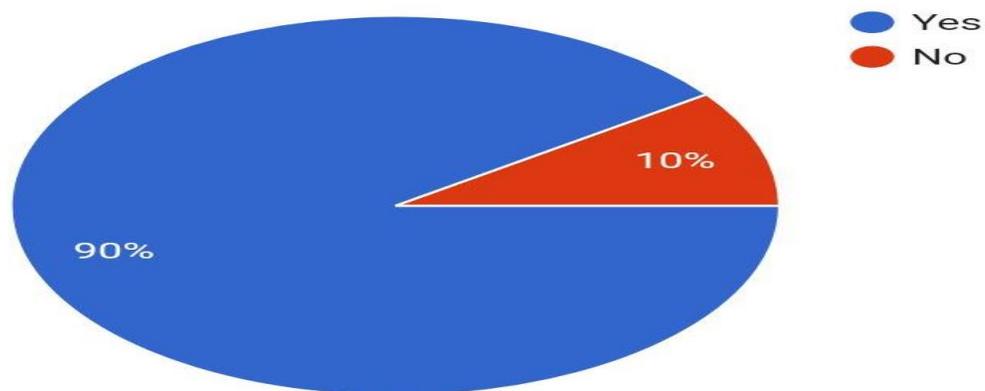
What are the most popular app you use on your smartphone?

110 responses



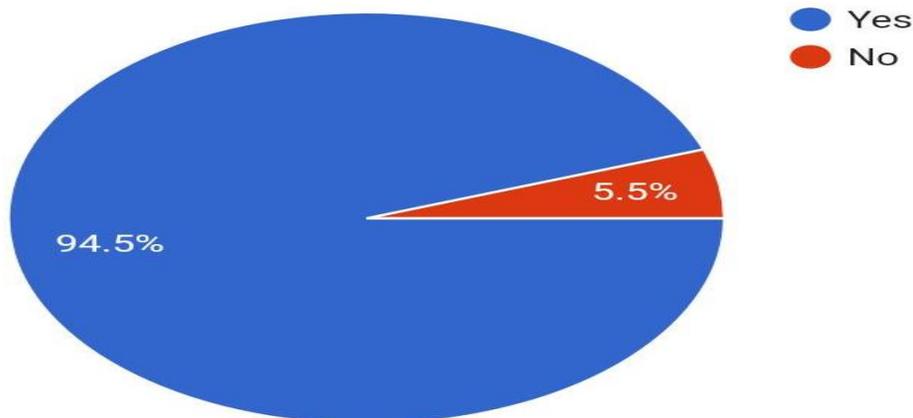
Do you think smartphones create awareness in people

110 responses



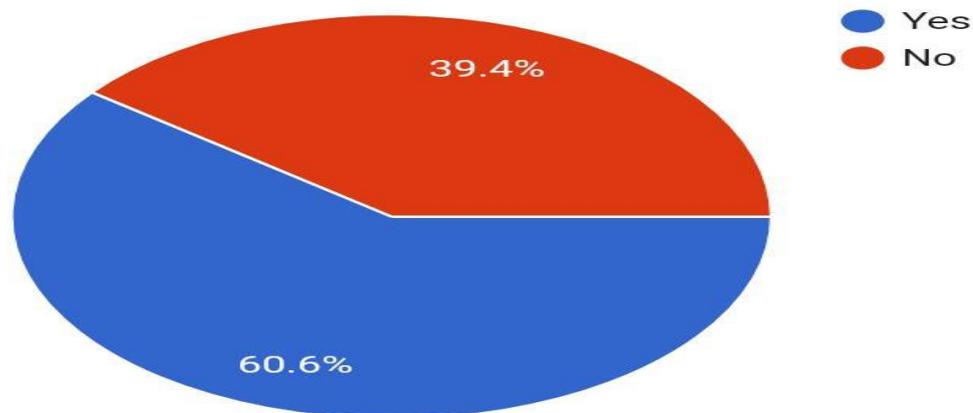
Do you use your smartphone for study?

110 responses



Would like to switch to another brand with additional features?

109 responses



CONCLUSION

This survey concludes that consumer behavior is variable in nature. It is affected by various factors. In this modern era, everyone has his own mobile phone. Most of the people are satisfied with their smartphones. They consider brand the most while purchasing a smartphone. Lack of security is the most challenging factor that prevent you from making transactions through smartphones. Around 36.4% people spend 3 hours on their smartphones in a day. And 90% of the people agree that smartphones create awareness in them. Mobile phones help in connecting villages with cities. 85.5% people are worried about the possible health risks of using mobile phones still they spend a lot of time on their smartphones. Thus, mobile phones have become a vital component in the life of every individual.

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