

A Study on Consumer Behaviour Towards Brand Preference for Mobile Phones in Chennai City

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Abstract:

The aim of marketing is to meet and satisfy target consumer's needs and wants. The field of Consumer Behaviour studies how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. Predicting consumer behaviour and knowing customers is a difficult task. Customers may say something but do another. Organizations and marketing managers need to understand the secrets behind consumer behaviour and develop mechanism to measure them also. The marketer should identify and map consumer's behaviour and then try to develop marketing strategy to satisfy customers and retain them for longer period of time.

The ultimate objective of any business is to earn profit by satisfying and retaining customers. This is easier said than done. This is because consumer's need evaluation is a dynamic process and what consumer states as a need or want may not guide him to make the expected purchase decision. The consumer's buying behaviour is influenced by cultural, social, personal, and psychological factors. Cultural factors exert the broadest and deepest influence. Sometimes even consumer may not be aware about his deeper motivations and the reason 'why' of buying and may change his mind. In spite of such diversities among consumers there are many similarities in their behavioural pattern. Results from such studies will help marketer to proactively design a marketing offer which consumer is likely to ask.

The term 'Consumer Behaviour' refers to the study of how individuals make decisions to spend their available resources on consumption related items. Studying customers provide clues for developing new products, product features, prices, channels, messages, and other marketing-mix elements.

Keywords— consumer, mobile phone, mobile futures.

Introduction :

DEFINITION OF CONSUMER BEHAVIOUR

“Consumer Behaviour is the process and physical activity individuals engage in when evaluating, acquiring, using, and disposing of goods and services.” -Louden-Dellabitta.

“Consumer Behaviour refers to the behaviour that consumers display in searching for purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Study of Consumer Behaviour is the study of how

individuals make decisions to spend their available resources like time, money and effort on consumption related items. - Schiffman and Kanuck.

In order to survive and grow the organization has to delight the customers. Consumers will be delighted if they get more than what they expect. Study of consumer behaviour helps in knowing their expectations and the sacrifices they are ready to make in order to fulfill those expectations. Study of consumer behaviour assumes that consumers are actors in the

market place. Consumers play various roles in the market place. Starting from information provider to consumer, from user to payer and to disposer, consumers play roles in the decision process. Different people play different roles in different stages of purchase. A purchaser or customer may not be the same person for example a person who purchases a product for the family may not be the consumer of the product. Consumers may take the form of an organization or group. Decisions by organizations and groups can be studied as organizational buying behaviour or group buying behaviour. An enterprise-oriented decision making is organizational buying behaviour, family behaviour can be termed as group buying behaviour. It is important to know how a consumer makes his decision regarding buying, or not buying any product, service, idea, concept or thought.

The Stimulus Response Model of Consumer Decision Making:

The starting point of developing understanding of consumer decision process is stimulus response model. This model is also known as Input-Processing-Output model. The consumer decision process is a series of activities and steps of decision making leading to a purchase function. It represents a problem-solving approach. This is the simplest model to explain the consumer decision process. The mechanism is the same as in any processing activity in which there are three factors namely inputs, processing, and outputs. The inputs in the form of product, price, and place and promotion mix of marketing programs are fed into the consumer information processing box and it leads to a set of outputs.

Buying Roles

The following are the roles played by the people in consumer decision making process.

- **Initiator:** - The person who suggests the idea of buying the product or services.
- **Influencer:** - The person who influence buying decision through his opinion or advice.
- **Decider:** - The person who decides on any component of a buying decision: Whether to buy, what to buy, Where to buy, or how to buy.
- **Buyer:** - The person who makes the actual purchase.
- **User:** - The person who consumes or uses the product or service.

STATISTICAL TOOLS USED

The statistical tools which have been used to analysis the data are:

- Chi square method
- Percentage method
- ANOVA (Analysis of variance)

Chi – square method:

Chi-square test is applied to examine whether two attributes are associated or not. It is useful for comparison of observed frequencies with theoretical frequencies and to draw decision whether there is any significance difference between these two sets.

Formula:

$$\text{Chi square} = \sum (O-E)^2 / E$$

Where,

O = Observed frequency

E = Expected frequency

The calculated value of chi square is compared with the table value of chi square for given degrees of freedom at specified level of significance. If the calculated value of chi square is greater than the table value the difference between theory and observation is considered to be significant i.e., it could not have raised due to fluctuations of simple sampling on the other hand if the calculated value of chi square is less than the table value, the difference

between theory and observation is not considered significant I.e., it could have arisen due to fluctuations of sampling.

Percentage method

This method is used in making comparison between two or more series of data. Percentage is used to compare the relative terms and distribution of two or more series of data. Through the use of percentage, the data are reduced in the standard form with base equal to 100, which facilitate relative comparison. Also a more descriptive form of the percentage analysis is shown in the form of graphs and charts by the researcher.

Analysis of variance (Anova)

F-test is used to compare the variance of the two independent samples. When it is used as analysis of variance, it helps to judge the significance of more than two sample means of the sample. This test was developed by R.A fisher. A central point here is that although the analysis of variance is literally a technique that analyses variances, by doing so, it provides us with a test for the significance of the difference among means.

If the null hypothesis that three population means (μ_1 , μ_2 , μ_3) are equal is true, then both the variation among the sample means (X_1 , X_2 , and X_3) and the variation within these groups use chance errors of the sampling process. The first of these types of variation is referred to as the variation between samples. The second type is referred to as variation within samples. "Between sample variation" is variation of the samples means X_1 , X_2 , and X_3 around their general mean X . On the other hand "within sample variation" is variation of the individual observations within each sample from their respective means X_1 , X_2 , and X_3 .

Under the null hypothesis that the population means are equal, between sample variation and within sample variation would be expected not to differ significantly from one another after adjustment for degrees of freedom, since they both reflect the same type of chance errors. On the other hand if the null hypothesis is false and the population means are different then between sample variation should significantly exceed the within sample variation.

The Key players in the Telecom Market in India

- 1. Lenovo**
- 2. Samsung**
- 3. Sony**
- 4. Motorola**
- 5. LG**

My paper Review of Literature Muthumani and Thangavel (2008)

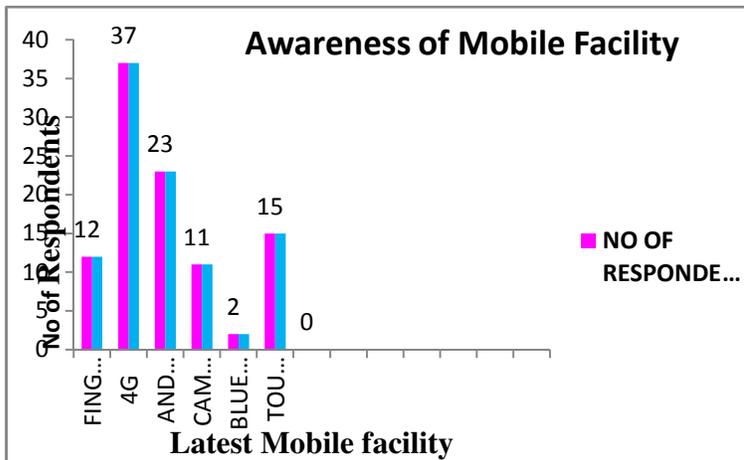
In his study on consumer behavior towards mobile phone services (a comparative study between urban and semi urban mobile phone users in Tamil Nadu) highlights the perception and expectation of urban and semi urban customers towards mobile service providers in Tamil Nadu. Prominent among these were celebrity endorsements, loyalty rewards, discount coupons, business solutions and talk time schemes. The most important consumer segments in the cellular industry were the youth segment and the business class segment.

Jegan.A and Dr. S. Sudalaiyandi (2012) The study aims to assess the consumer's behaviour towards different mobile service provider's companies operating in Kovilpatti. After analysing the findings of the study, we suggest that cellular service providers concentrate more on increasing network stability and setting tariff rates competitively. If the mobile phone service providers consider the

suggestions which are made by the researcher it will be helpful not only for the consumer but also for the service providers.

the phone like long battery backup and low price

Sex rate of Respondents



PARAMETERS	NO OF RESPONDENTS	PERCENTAGE
MALE	54	54
FEMALE	46	46
TOTAL	100	100

Conclusion

Information technology has brought tremendous changes in the present socio-economic environment. The telecommunication services in India have increased its horizon. The craze for branded mobile phones in India is increasing substantially. The entry of private sector in the field of communication industry has intensified the competition. Therefore, the knowledge of “what the customer thinks” and “what consequently would contribute to his satisfaction”, is at the requirement of the marketer. The present study aims to assess the a study on consumer behaviour towards brand preference for mobile phones in Chennai city. The Mobile phone sales have touched a new high ever since the introduction of technologies like Camera, Games, Ring tones, extendable memories in the form of Memory Cards, Video Recording, Bluetooth, WiFi, GPRS, Touch Screen, Voice Assistant etc. Mobile Phones Games have captured the interests of youngsters and adults. Many people are actually addicted to them. The large and bulky gaming devices have reduced to either handheld video games that are certainly pass or the play stations that are way too expensive.

Neema Negi and Naveen Kumar Pandey (July 2013) The need to study the factors influencing brand preference for mobile phones. Hence, this research survey has been conducted particularly in youth of Dehradun (20-25 years) students to identify the brand preference for mobile phones. Mobile phones constitute a consistent proportion of market share in India. However, it has been found out that the factors which influence more is the long battery back up only 24% considers mobile as a status symbol they don't care about battery backup for them the appearance is more important. Comparatively girls also prefer long battery backup phones and 60% of those with family income above Rs. 35,000 have bought leading brand in the market or prefers multimedia smart phones. Rest goes for other cheap brands like *zen*, *carbon*, *micromax* and *lemon*. Overall the youth with a good occupational income for the leading costly brands and use phone as a status symbol rest go for other functions of

Mobile phone has become one of the important necessities of consumers. Demand for mobile phone have impacted in emerging of new mobile phone companies and varieties of features even introduced in market. Consumers are very much concern while purchasing mobile phone. During olden days phones are used for communication purpose but know the purpose was diversified. Consumers purchase their favourite brand for sending E-mail, downloading files, using GPRS and WAP facilities. They wanted accessories such as 4G Support, USB and memory card. Slim and light structure, brand image, appearance and qualities are the reason behind the purchase of mobile phone.

Consumers are motivated by advertisement for purchasing the mobile phones and they are willing to pay 10000-20000 for them. Mobile features like picture clarity, colour and sales person plays a vital role in promoting the mobile brand. They are varieties of mobile phone are available in market it is the duty of consumer to choose their favourite mobile phone. They should have a pre-plan before purchasing it and even the companies should produce mobile phone according to the wish of consumer which increases the brand image of the mobile phone.

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