



## FEMALE CONSUMERS' ATTITUDE TOWARDS SMARTPHONES IN PARAMAKUDI TOWN

**R. Balaji**

Ph.D Scholar ( Full Time ), PG and Research Department of Commerce, Government Arts College, Paramakudi-623701, Tamilnadu

**Dr. T. Kannan\***

Head & Research Supervisor, PG and Research Department of Commerce, Government Arts College, Paramakudi-623701, Tamilnadu \*Corresponding Author

### ABSTRACT

This study aims to analyse the factors influencing the female consumers on buying the Smartphone like Product, Price, Design, offers, accessories, Technology, Display, Quality, Processor, Camera, Battery, Storage, Operating System, Speakers, Security, USB Port, Software and Hardware Innovations, Screen size, Audio Quality, RAM, Network Technology adoptability like LTE 4G.

Smartphone as an inevitable gift of the time, plays an important role in the youngsters especially the girls' life. So for the importance of Smartphone, this study tries to find those factors stimulating the consumers' attitude on buying the Smartphone. The domicile of this research is Paramakudi town.

For the research a separate questionnaire was prepared and the Statistical tools applied were Percentile analysis, t test and so on. A sample size of 317 respondents was statistically drawn and the research instrument was a questionnaire. The Researcher recommends that the Smartphone companies should apply new Strategies to attract the consumers to face the competition scenario. Besides Pricing policies and Offers may be restructured according to the consumers' expectations.

**KEYWORDS** : Female Consumers' Attitude, Belief, Behavioral intention, Smartphone, Strategies

### INTRODUCTION

**Consumer attitude** denotes a combination of beliefs, feelings and behavioral intentions of consumers towards something a product or service. These factors are highly interdependent.

**a. Beliefs** : The first and best one is *beliefs*. There may be Positive beliefs or negative beliefs. "Life is to live" is a Positive belief and "Life is full of risks" is a negative belief.

**b. Affect** : Consumers may have feelings towards the smartphones or services. Their beliefs may create the base for such feelings. A politician may be an Atheist but he may accept 'Thilak' (honouring by Hindus) while attending the traditional celebrations of the people for the purpose of forthcoming election.

**c. Behavioral Intention** : The behavioral intention indicates what the customer wants to do related to the product (e.g., purchase or not purchase the Smartphone). Beliefs or affect can lead such behavioral intention but sometimes due to other circumstances – e.g., although a consumer dislikes social media, he uses WhatsApp because of his office team members.

### Smartphone

A Smartphone is a mobile phone operated by a system and uses internet as well as many applications in addition to calls and messages. Most of the Smartphone users are young girls below 23 years. Besides the Smartphone is used as a computer or Laptop to do many things.

In the beginning period the smartphones were considered very costly and hence the sets were designed for the requirements of the corporations. 'Simon' was the first Smartphone came in 1993 followed by Blackberry with specialities like internet, fax, camera, email and so on.

### Why Smartphone :

Smartphone is used for the following purposes :

1. Getting knowledge of anything anywhere by anybody by using internet. For instance a home maker can cook new dish of any country by seeing the demo in YouTube.
2. Finding the destination is very easy nowadays. When people are travelling by car or biking to unknown places they should not depend on anybody. They can move themselves towards the destination by typing and following the Google map.

3. connection with friends and relatives from any place becomes simple. People just have an account in social media like WhatsApp, Facebook or tweet. Memorable photos or videos of the ceremonies can be shared among the social group.
4. Official works may be finished irrespective of the place they are due to the emails and online helps. The Medical and other representatives of the corporate are very happy sending the reports through their tabs or smartphones.
5. Selfie culture is the latest trend among the youngsters especially teenage girls. They prefer high quality camera for photo and video clarity to share with their group. These things are also spread in social media for which purpose most of the youth prefer Smartphones.
6. Mobile is beneficial for Multipurpose utilities like setting alarm, clock, timer, stopwatch, calendar, calculator, FM radio and so on.
7. Children in many families are excited with their parents' mobiles due to enjoy online games for the entertainment. Sometimes it may be YouTube kids.
8. Whenever people have an idea or spark they should write it down on the spot itself. Or otherwise they may forget the things. Some apps like Notes are very useful for the reminder or future reference.

### STEPS IN SMARTPHONE PURCHASE :

In most of the cases the female consumers follow these things on buying Smartphone :

- i) The girls search online various brands, desired features, price levels and other criteria according to their attitude.
- ii) They go to showroom and ask for particular brand, price, design or other things.
- iii) Normally the girls are not satisfied with the showroom approaches.
- iv) After a long enquiry the female consumers have physical test of the box, screen, camera, battery, mobile edge, weight and so on.
- v) Then they compare the prices and salient features of the brands. The online buying or showroom purchase fully depends upon the consumers' attitude.
- vi) Finally the girls go for accessories like VR headset, Bluetooth, Selfie flash light, solar charger, table lamp with speaker, zoom lens, Smartphone repair kit, power bank/portable charger, selfie stick, car mount, arm band, USB OTG flash drive, Bluetooth, ear buds, skins/cases/covers, gaming controller, charging station, wireless charger, portable Bluetooth speaker etc.

**ATTITUDE-BEHAVIOR CONSISTENCY :**

The study of attitude-behavior consistency relates the degree to which people's attitudes (opinions) lead their behavior (actions). There is Attitude-behavior consistency where is a strong relation between opinions and actions. For example, a person with a positive attitude toward protecting the environment who uses only eco-friendly products, reveals a good attitude-behavior consistency. It is very important to study the attitude-behavior consistency due to the benefits of the attitude concept derived from the idea that consumers' feelings or attitude reflect in their actions.

But in contra often girls do not behave consistently with their attitudes for many reasons:

- i. Ability – The girls may be unable to do certain things. Although school girls staying in hostel want to have smartphones , they are not allowed there.
- ii. Social influence – A woman liking privacy sometimes included in a social media group because of the peer group

**STATEMENT OF THE PROBLEM :**

In the present situation Smartphone has become a vital part of the people. India has a huge potential market for smartphones while comparing with other countries because of more population of youth in our nation. It's very difficult one to identify the changing consumer's attitude related to the preference, taste,need,buying capacity,

Hence it's not a easy job to attract and convince the buyers especially the female consumers by the Smartphone retailers. Two challenges are there in front of the sellers. One is changing female consumers' attitude towards their products and another one is to face the huge and increasing international competition in the Smartphone market.

Here the researcher tries to find out solutions for understanding the female consumers' attitude towards Smartphone and to find the deciding factors for buying the Smartphone. Besides the study also tries to find out changing the consumers' attitude from one brand to another. Thus the research may help retailers increase the number of consumers and grow their business.

**OBJECTIVES OF THE STUDY :**

1. The main objective of the Research work is to investigate the factors influencing the consumers' attitude towards the Smartphone buying
2. To find the strategies to change the consumers' attitude from one brand to another
3. To find out the steps in Smartphone purchase.
4. To make suggestions.

**Methodology :**

The primary data was collected through Questionnaires from the female consumers. Additional primary data was collected from the Smartphone Retail showrooms and other outlets.

The secondary data was collected from the research articles, published research reports,staistical handbook, advertisement pamphlets of the smarphone companies. Besides books, journals, newspapers and magazines online as well as offline have been used.

**CHANGING THE ATTITUDE TO SWITCH BRAND :**

Normally changing the consumers' attitude is very difficult because the consumers may think they are pushed to buy a particular brand by the Salesmen. These strategies can be applied to change the attitude of the girls from one brand to another :

- Consumers' beliefs on competitive products are changed . e.g. Two competitors in smartphone : oneplus and samsung
- Changing fundamental motivation like self image , ego or knowledge.
- The strategy may try to solve the conflict between positive and negative attitudes e.g,the negative attitude of girls may be changed by showing a innovative quality of the smartphone.

- By adding with social group like whatsapp, facebook or twitter the girls attitude can be changed more.
- Advertising a brand more and more and seen in the Mobile shops may have the result of ' Changing affect ' and automatically products are bought eventhough the girls have no specific belief on the new brands.

**RESULTS AND INTERPRETATIONS :**

**Brand preference of female consumers**

BRAND	Frequency	Percentage
ONEPLUS	16	10.7
REDMI	23	15.3
MOTOROLA	38	25.3
OPPO	19	12.7
SAMSUNG	24	16.0
VIVO	18	12.0
OTHERS	12	08.0
Total	150	100.0

**Inducing advertisement media**

MEDIA	F	PERCENTAGE	CUMULATIVE PERCENTAGE
Internet and Social media	78	52.0	52.0
Newspapers	17	11.3	63.3
Magazines	9	6.0	69.3
Televisions	37	24.7	94.0
Others	9	6.0	100
Total	150	100.0	

**FINDINGS :**

The profile taken for the study was female consumers especially the young generation i.e. in the age group of below 20 years (42.7%) and mostly students community. 28.7% was from 20-29 years, 15.3% from 30-39 years and remaining 13.3% from 40 and above years. So, it can be concluded that the Smartphone preference was higher in the age group of below 20 years. 14% of the female consumers had yearly family income below Rs.1,00,000; 19.3% had between Rs.1,00,000- Rs.2,50,000; 28.7% had between Rs.2,50,000- Rs.5,00,000 while 38% of the female consumers had yearly family income of Rs.5,00,000 and above. In the case of Brand preference the maximum number of respondents i.e. 25.3% liked to buy Motorola whereas 10.7 % of the respondents preferred Oneplus and 8% would like other brands as per the Primary data collected. The most inducing advertisement media that the female consumers consider is Internet and social media i.e. 52% and the next best factor is Televisions i.e.24.7%

**SUGGESTIONS :**

The researcher wants to give suggestions to the consumers as well as sellers regarding the smartphone buying and attitude of female consumers as below :

- It's good to buy the smartphone at a better price by referring online and offline enquiry.
- It's better to have physical verification from friends circle for knowing good quality product.
- To avoid unnecessary accessories and have very useful one for entertainment or studies or profession which will be economical.
- The previous researches explore that most of the home makers are underusing the iphone due to lack of product knowledge or lack of need and so it is recommended to buy the product according to the need only.
- Based on the past studies many people are addicted to the smartphone apps and social media that may lead to physical and mental hazards. They may follow certain discilines like avoiding mobiles in the bed, using flight mode at the time of conference , deleting disturbing apps , turn off notifications, saying goodbye to mobile during lunch time,
- In the present scenario the girls must have safety apps that may use GPS, call police, send alert to the loved ones, identify the location and the apps may be Safetipin,Smart24x7, Himmat etc.

- The sellers can attract the female consumers based on the after sales services which may spread more goodwill and sales.
- Honesty is the best policy and this may create a huge volume of women consumers and also followed by product knowledge, reasonable profit, technology updation, changing girls' need, women psychology and so on.

#### **CONCLUSION:**

The profile of the respondents is mostly female students and working youth. Maximum number of the female consumers according to the research would like to prefer after sales service while buying the Smartphone. Besides physical attractions like product design, the finish, display, price factor, the new technologies and other accessories.

#### **SUGGESTIONS FOR FUTURE RESEARCH:**

Here the researcher focuses on the Quantitative data relating to the Female consumers attitude towards the Smartphone buying. It is recommended to conduct the research based on the qualitative data and focus may be given to the following areas viz.,

- Consumer profiling
- New Smartphone development as per consumers' attitude or expectation
- Maintaining Brand Image
- Concept development
- Changing the consumers' current attitude
- Social Influence

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