



## A Critical Study of Consumer Preferences Regarding Selected Mobile Handsets in Pune City

### KEYWORDS

Exchange of information, convenient communication, preference criteria, significance relationship and brand preference.

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**ABSTRACT** Today there is increased use of mobile phones by most of the people. Increased use may be because of easy exchange of information & convenient communication. This study has the purpose to find out the preference criteria of consumers for particular mobile handset. Also the aim of the study is to find out the relation between age of respondents & mobile preference. For this study 50 respondents are selected having 6 different age groups. For this study only selected 6 brands of mobile handsets are selected. Result of the study shows that there is significance relationship between age of respondents and mobile brand preference.

### Introduction

Today day exchange of information becomes the necessarily important for every common man.

In today's days a common individual can communicate anything with any one right from the place where he or she stands with their convenience. This is happen because of advancement in information technology & telecommunication systems. Mobile phones are emerging like boon quench for providing facilities, which are beyond the common man's imagination. Now a day we can see the fast growth of cell phone industry. Consumer feedback may be important factor for the growth of industry. This enables them to gain awareness about their market performance, consumer preference and their satisfaction level towards the services offered by them. This study throws light on the customer preference regarding various offerings offered by selected mobile phone providers.

### Consumer Preferences

Consumer preferences is the mean of consumer selected options that has the greatest anticipated value among a number of options by the consumer in order to satisfy his or her needs or desires. Preferences are more valued options available in front of consumer. The preference of the consumer is the result of their behavior they show during searching, purchasing and disposing the products

### Review of Literature

Safiek Mokhlis (2012) conducted a study & the findings of the study are three most important factors influencing consumer choice of mobile phones are: innovative features, recommendation and price. Several managerial implications are drawn from the results and future research suggestions are provided.<sup>1</sup>

Hashim Zameer(March 2012) in his study he found that consumers more focus on the functions of mobile phone and they are price conscious on the other hand urban consumers more focus on style of mobile phone and brand image of mobile phone.<sup>2</sup>

Prof. R.C.S. Rajpurohit (2011) found that the factor that induces the consumers to buy a

particular mobile phone operator is call tariffs followed by network coverage and brand image. The study also highlights that majority of respondents are satisfied with the value added services offered by their mobile phone service providers.<sup>3</sup>

Anthony Dadzie (November 2011) conducted a study & the findings are most of the respondent consumers were aware of

mobile phone operator brands despite having come across few operator service advertisements. Young males, mainly students in the tertiary institutions, single and of Christian affiliations, dominated the market. Four factors were identified as key determinants of mobile phone operator service choice, namely promotion, price and availability of product, attractive packaging and product quality. There is need for mobile phone operators to incorporate these findings in the formulation of responsive marketing strategies.<sup>4</sup>

### Scope of study

This study focusing on to reveal the supervisor's support for job performance, coworkers help in solving job related and personal problems leads for better job performance of traffic police. By finding out the relation, researchers can reveal the ways to reduce stress which can strengthen positive job attitude of employees and thus to increase the satisfaction & performance.

### Research Methodology

The present research work is limited to study the consumer preferences of selected mobile phone brands like Samsung, Nokia, Micromax, Sony, LG & Dell in Pune city, Maharashtra. During the study major emphasis was given on to find out most preferred feature, best mobile operating system & the expenditure range for mobile handsets. For this study Chi square test is used with the help of SPSS to know the relationship between age of respondents & mobile brand preference. For the study 50 people are selected as sample who are using mobile phones and are having latest knowledge in the field. The sample design adopted for the research problem is convenience random sampling. For the study primary and secondary data is collected. The primary data for the study is collected directly from target respondents through structured questionnaire and personal interviews. The secondary data for the study is collected from different sources such as technical and trade journals, articles, newspapers, magazines, internet, periodicals, books, reports, publications of associations related to mobile phone manufacturers.

### Objectives of the Study

To find out the most preferred features of the mobile handset.

To find out the opinion of consumers regarding best mobile operating system.

To find out the expenditure range of consumers for mobile phone.

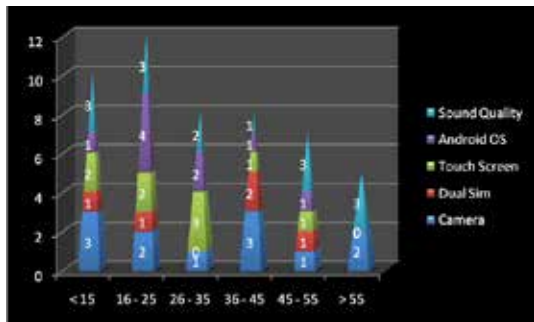
### Research Hypothesis

H<sub>0</sub>:1 There is no significance relation between age of consumers & mobile brand preference.

Data Interpretation

Most preferred features of the mobile handset

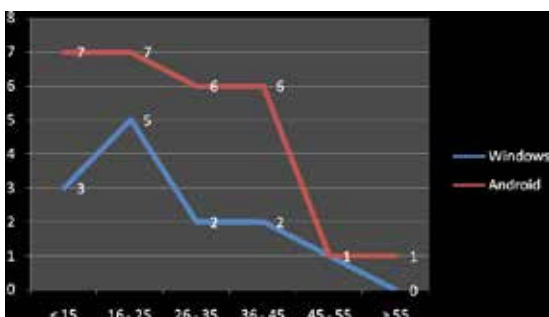
Age of Respondents	Camera	Dual Sim	Touch Screen	Android OS	Sound Quality	Total
< 15	3 6%	1 2%	2 4%	1 2%	3 6%	10 20%
16 - 25	2 4%	1 2%	2 4%	4 8%	3 6%	12 24%
26 - 35	1 2%	0 0%	3 6%	2 4%	2 4%	8 16%
36 - 45	3 6%	2 4%	1 2%	1 2%	2 2%	8 16%
45 - 55	1 2%	1 2%	1 2%	1 2%	3 6%	7 14%
> 55	2 4%	0 0%	0 0%	0 0%	3 6%	5 10%
Total	12 24%	5 10%	9 18%	9 18%	15 30%	50 100%



From the above table & graph it is clearly understand that, sound quality & camera are the most preferred features of the mobile. Their percentage is 30% & 24% respectively.

Opinion of consumers regarding best mobile operating system

Age of Respondents	Windows	Android	Total
< 15	3	7	10
16 - 25	5	7	12
26 - 35	2	6	8
36 - 45	2	6	8
45 - 55	1	1	2
> 55	0	1	1
Total	13 31.70%	28 68.30%	41 100%

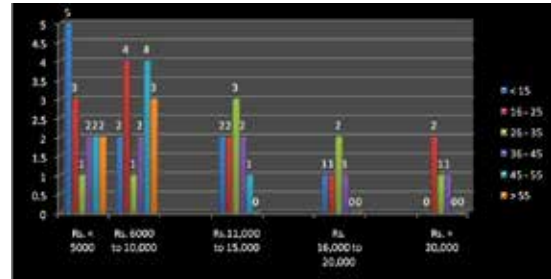


From above table & graph it is clear that, 68.30% respondents believe that Android mobile operating system is the best operating system in mobiles.

Age of Respondents	Rs. < 5000	Rs. 6000 to 10,000	Rs. 11,000 to 15,000	Rs. 16,000 to 20,000	Rs. > 20,000	Total
< 15	5 10%	2 4%	2 4%	1 2%	0 0%	10 20%
16 - 25	3 6%	4 8%	2 4%	1 2%	2 4%	12 24%
26 - 35	1 2%	1 2%	3 6%	2 4%	1 2%	8 16%

36 - 45	2 4%	2 4%	2 4%	1 2%	1 2%	8 16%
45 - 55	2 4%	4 8%	1 2%	0 0%	0 0%	7 14%
> 55	2 4%	3 6%	0 0%	0 0%	0 0%	5 10%
Total	15 30%	16 32%	10 20%	5 10%	4 8%	50 100%

Expenditure range of consumers for mobile phone



It is found that 30% respondents spend less than Rs. 5000/- for mobile phone purchasing. 32% respondents spend Rs.6000 to 10,000/-, 20% respondents spend Rs.11,000 to 15,000/-, 10% respondents spend Rs.16,000 to 20,000/- and 8% respondents spend more than Rs.20,000/- for mobile purchasing.

Hypothesis Testing:

H<sub>0</sub>: There is no significance relation between age of consumers & mobile brand preference.

H<sub>1</sub>: There is significance relation between age of consumers & mobile brand preference.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age of respondents * Brand choice	50	100.00%	0	0.00%	50	100.00%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	43.597a	25	0.012
Likelihood Ratio	51.434	25	0.001
Linear-by-Linear Association	0.219	1	0.64
N of Valid Cases	50		

Directional Measures

			Value	Asymp. Std. Error	Approx. Tb	Approx. Sig.
Nominal by Nominal	Lambda	Symmetric	0.237	0.078	2.863	0.004
		Age of respondents Dependent	0.263	0.096	2.5	0.012
		Brand choice Dependent	0.211	0.094	2.085	0.037
	Goodman and Kruskal tau	Age of respondents Dependent	0.188	0.04		.006c
		Brand choice Dependent	0.167	0.038		.024c

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on chi-square approximation

## Age of respondents \* Brand choice Cross tabulation

		Brand choice						Total	
		Samsung	Nokia	Micromax	Sony	LG	Dell		
Age of respondents	< 15	Count	1	4	4	1	0	0	10
		% within Brand choice	8.30%	44.40%	50.00%	12.50%	0.00%	0.00%	20.00%
	16-25	Count	2	1	1	3	5	0	12
		% within Brand choice	16.70%	11.10%	12.50%	37.50%	71.40%	0.00%	24.00%
	26-35	Count	4	0	0	2	0	2	8
		% within Brand choice	33.30%	0.00%	0.00%	25.00%	0.00%	33.30%	16.00%
	36-45	Count	1	3	2	0	0	2	8
		% within Brand choice	8.30%	33.30%	25.00%	0.00%	0.00%	33.30%	16.00%
	46-55	Count	2	0	1	2	2	0	7
		% within Brand choice	16.70%	0.00%	12.50%	25.00%	28.60%	0.00%	14.00%
	> 55	Count	2	1	0	0	0	2	5
		% within Brand choice	16.70%	11.10%	0.00%	0.00%	0.00%	33.30%	10.00%
Total	Count % with Brand choice	12	9	8	8	7	6	50	
		100%	100%	100%	100%	100%	100%	100%	

## Symmetric Measures

		Value	Approx. Sig
Nominal by Nominal	Phi	0.934	0.012
	Cramer's V	0.418	0.012
	Contingency Coefficient	0.682	0.012
N of Valid Cases		50	

From the output tables, the Chi-square test read a significance level of 0.012. At 95% confidence level, significance level being 0.05, and the above output giving a significance level of 0.012 which is less than 0.05, so there is significance relationship between the variables.

If contingency coefficient value is greater than +0.5 then the variables are strongly associated. In the above case the contingency coefficient value being 0.682 which is greater than 0.5, hence the variables are strongly associated.

## REFERENCE

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