



Factors Influencing Buyer Behaviour of Mobile Phone Buyers in Kadapa District-A Study

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ABSTRACT

In the recent past, mobile phones have become an essential means for every one of us in our day to day life. Every two out of five have been habituated to use mobile phones. However, rich own costly mobile phones whereas middle class and the poor are using mobile phones of moderate to low cost mobile phones. Keeping these things in view the researchers have conducted a survey to know the behaviour pattern of mobile phone buyers in Kadapa district. Certain buyer's behaviour influencing factors are considered for analyzing the data. For the preparation of the present paper the researchers have used both primary and secondary data. The roles that are played by different members in the family are also considered for the preparation of the present paper.

Keywords :

Introduction

Mobile phone has become one's own first choice in irrespective his/her age. It also has become a status symbol in the present day life. Every one of us owns. Every day new models of mobiles arrive into market replacing the older ones to lure the users. The interested users are especially young generation. They are very fond of the latest features provided in new handsets. People like the new ring tones, "hello" tunes and wallpapers. With this, mp3 and video recording facilities, MMS and Internet facilities are attracting the users to mobile world. Mobile users cannot even imagine their world without their handset in their hands. The importance of mobiles can be imagined by the reaction of people if they are asked to leave their handset separate from them for a day, they feel that they are like fish out of water.

In the recent past, mobile phones have become an essential means for every one of us in our day to day life. Every two out of five have been habituated to use mobile phones. However, rich own costly mobile phones whereas middle class and the poor are using mobile phones of moderate to low cost mobile phones. Keeping these things in view the researchers have conducted a survey to know the behaviour pattern of mobile phone buyers in Kadapa district. Certain buyer's behaviour influencing factors are considered for analyzing the data. For the preparation of the present paper the researchers have used both primary and secondary data. The roles that are played by different members in the family are also considered for the preparation of the present paper.

There is no doubt that the mobile phones have made our life more easy and more comfortable. Everyone is in touch with their family members, friends and other familiars. If we want to talk with anyone, there is no need for us to write a letter and have to wait for days to send the message to receiver, just we have to pick up the phone and press a number and start to talking. Mobile phones are easy way of communication over a long distance. Life becomes easy through mobile phones¹.

Factors influencing buyer behaviour

The consumer behaviour in the case of mobile phone sets is

influenced by both external and internal factors. The external factors include cultural dimensions, social and situational influences, respondent influences, influences of sales persons and advertising influence. The internal factors include information, motivation, involvement, perception, learning, attitude and education. Some of the relevant and important external and internal factors are discussed in detail in this chapter relating to the mobile phone buying behaviour of respondents in Kadapa district in Andhra Pradesh.

The major objective of the study is to find out the external and internal influences on the buying behaviour of mobile phone buyers.

HYPOTHESES

- "There is no significant difference between income and savings of mobile phone buyers", and
- "There is no significant different between the levels of education and purchasing behaviour of mobile phone buyers",

SCOPE OF THE STUDY

The scope the study is restricted to Kadapa district of Andhra Pradesh for a couple of reasons. Firstly, it offers a great deal of convenience to the researcher since research native from Kadapa in making the study successfully. Secondly, it is restricted to Kadapa District alone because of financial and time constraints. Further, it covers the mobile phone owners who purchased mobile phones of the end of 2011.

SOURCE OF DATA

Primary data relating to total number of respondents having different types of mobile phones was collected through a respondent's preliminary investigation, and data relating to back ground of owners of mobile phones and their buying behaviour were collected with the help of structured schedules.

SAMPLE SIZE

Simple random sampling technique is employed for the present study in the selection of sample respondents having mobile phones. The sample respondents having mobile phones are drawn from three revenue divisions consists rural and urban areas. They are

$$n = (Z) \times p \times q + (ME)^2 / (ME)^2 =$$

$$n = (1.96) \times 72.5 \times 27.5 + (4)^2 / (4)^2 = 480.$$

Samples taken from urban areas are 300 and from rural areas are 180 in Kadapa District based on the simple random sampling technique.

TOOLS OF ANALYSIS

Data collected from primary and secondary sources are processed systematically applying methods of classification, tabulation and analysis, chi-square and Spearman's Rank Correlation is also employed at appropriate places.

The main drawback of the study is the non-cooperation of heads of sample respondents in providing reliable data relating to some of the questions incorporated in the schedule. Because of this some of the aspects relating to buying behaviour of mobile phone buyers are not covered as planned earlier.

The influencing forces in the family decision making for the purchase of mobile phone sets

Decision to buy

Distribution of select sample respondent mobile owners in three revenue divisions and over the members of the family who involved in the decision making process of mobile phone purchases during the period 2010-11 is shown in the table 1. Several factors are responsible for the formation of idea for purchasing mobile phone sets by the respondents in Kadapa district. Influence of mother is the leading factor 153 (31.88 per cent) out of 480 sample respondents have expressed the view that the influence of mother is the important factor behind the formation of an idea to buy a mobile phone set. This factor is followed by the influence of father and mother 134 (27.92 per cent), influence of father 87 (18.12 per cent), children 45 (9.38 per cent), mother and children 38 (7.91 per cent), father and children 23 (4.79 per cent).

Table 1
Distribution of Select Sample Respondent Mobile Phone Owners in Three Revenue Divisions and over the Members of the Family who Involved in the Decision Making Process of Mobile Phone Purchases During the Period 2010-11

Sl. No	Revenue Division	No. of Family Members Involved in the Purchase Decision						Total
		Father	Mother	Father and mother	Children	Mother and children	Father and children	
1	Rajampeta Division Urban Rural	12	35	27	10	10	06	100
		20	15	15	04	04	02	
2	Kadapa Division Urban Rural	14	38	29	09	06	04	100
		10	16	23	05	03	03	
3	Jammalamadugu Division Urban Rural	15	34	28	09	08	06	100
		16	15	12	08	07	02	
	Kadapa District Urban Rural Total	41	107	84	28	24	16	300
		46	46	50	17	14	07	
		87	153	134	45	38	23	
		(18.12)	(31.88)	(27.92)	(9.38)	(7.91)	(4.79)	

Source: Primary data

Note: Figures in the parentheses represent percentage to the total

Role of Income and Savings

There is an impression that most of the families belong to higher groups of income and savings purchase mobile phone sets. An attempt is made in this study to find out whether this impression is right or wrong. Chi-square test is used for this purpose. Distribution of select sample respondents over different income ranges and the type of mobile hand-sets they own during the period 2010-11 is shown in table 2.

Table 2
Distribution of Select Sample Respondents Over Different Income Ranges and the Type of Mobile Hand Sets they Own During the Period 2010-11

Income (Rs.)	Type of Mobile Phone Set		Total
	New	Second Hand	
Below Rs.25,000	110	82	192 (40.00)
Rs.25,000 to 50,000	216	102	228 (47.50)
Rs.50,000 above	53	07	60 (12.50)
Total	379	101	480 (100)

Source: Primary Data

Note: Figures in the parentheses represent percentage to the total

From the table 2, majority of the mobile respondents 228 (47.50 per cent) belong to income range of Rs.25,000 to Rs.50,000 followed by 192 (40.00 per cent) respondents belong to below income of below Rs.25,000 and only 60 (12.50 per cent) respondents belong to above income of above Rs.50,000. To know the impact of income for purchase of mobile phone set the chi-square test is applied. The calculated value of chi-square is 125.47 and the table value of chi-square with 5 per cent significant level is 5.99. Since calculated value

is greater than the tabulated value, the hypothesis is rejected. It clearly shows that there is significant association between income and type of mobile phone sets purchased. Distribution of select sample respondents over different savings ranges and the type of mobile handsets they own during the period 2010-11 is shown table 3.

Table 3
Distribution of Select Sample Respondents over Different Savings Ranges and the Type of Mobile Hand Sets they Own During the Period 2010-11

Savings (Rs.)	Type of Mobile Phone Set		Total
	New	Second Hand	
Nil	07	14	21 (4.38)
1000	76	23	99 (25.63)
2000	41	11	52 (10.83)
3000	53	10	63 (13.12)
4000	125	37	162 (33.75)
4000 above	77	06	83 (17.29)
Total	379	101	480 (100)

Source: Primary Data

Note: Figures in the parentheses represent percentage to the total

From the table 3, majority of the mobile phone respondents 162 (33.75 per cent) belong to savings of Rs.4000 followed by 99 (20.63 per cent) respondents belong to savings of Rs.1000, 83 (17.29 per cent) respondents belong to savings of Rs. above 4000, 52 (10.83 per cent) respondents belong to savings of Rs.2000, 21 (4.38 per cent) respondents belong to of Rs.nil savings in Kadapa district. The chi-square test is applied to know the impact of savings for purchase of type of mobile phone sets.

The calculated value of chi-square is 37.44 and the tabulated value of chi-square with 5 per cent significant level is 11.07. Since calculated value is greater than the tabulated value, the null hypothesis is rejected. It clearly shows that there is significant of savings and type of mobile phone sets in Kadapa district.

Influence of Advertising

Communication is a key element in marketing strategy. It is an effective tool which helps the marketers in influencing the prospective buyers to buy his products and services. Fundamentally, the communication process consists of the following elements, sender, message, media and receiver. Among all the elements, media plays the greatest role in carrying the advertising message to the audience.² Distribution of select sample respondent mobile phone owners over the media which influenced the purchase of mobile handsets during the period 2010-11 is presented in table 4.

Table 4
Distribution of Select Sample Respondent Mobile Phone Owners Over the Media Which Influenced the Purchase of Mobile Hand Sets During the Period 2010-11

S. No	Media	Number of respondents	Percent
1	Television	68	17.39
2	Radio	39	9.97
3	Newspaper	225	57.54
4	Magazines	24	6.14
5	Hoardings/ wall writing	20	5.12
6	Others	15	3.84
Total		391	100

Source: Primary Data

Note: Figures in the parentheses represent percentage to the total

Table 4 shows that out of 391 sample respondents noticed advertisement highly effected by news paper 225 (57.54 per cent), second rank goes to television 68 (17.39 per cent) next radio 39 (9.97 per cent), magazines 24 (6.14 per cent), hoarding and wall writing 20 (5.12 per cent) others 15 (3.84 per cent). It can be concluded that news papers are powerful advertisement media for mobile phones in Kadapa district especially.

Impact of Education

Education can impact strongly on a person's earnings and consumer's spending potential. Education allows upward social mobility and helps determine consumer's life style.³ Educational background of the respondents may govern the buying behaviour. It is tried to know the impact of the education on the purpose of mobile phone sets in Kadapa district. Distribution of select sample respondent mobile phone owners over the education levels in three revenue divisions during the period 2010-11 is shown in table 5.

Table 5
Distribution of Select Sample Respondent Mobile Phone Owners over the Education Levels in Three Revenue Divisions During the Period 2010-11

Sl. No.	Level of Education	Rajampeta Revenue Division	Kadapa Revenue Division	Jammalamadugu Revenue Division	Total
1	Illiterate	18 (4)	13 (5)	10 (5)	41
2	Secondary	08 (5)	18 (4)	42 (2)	68
3	Inter	33 (3)	53 (1)	23 (4)	109
4	Degree	52 (1)	47 (2)	60 (1)	159
5	P.G and Above	49 (2)	29 (3)	25 (3)	103
Total		160	160	160	480

Source: Primary Data

Note: Figures in the parentheses respondents ranks

REFERENCES

1. www.telecomindia.com | 2. William L.Wilkie, op.cit., pp.520-539. | 3. Ibid, 1986, p.629.

From table 6 it is evident that 52 out of 160 sample mobile respondents have completed the degree followed by 49 respondents have PG and above degrees, 33 respondents have intermediate education 5 have secondary education and 18 respondents belong to illiterate category in Rajampeta revenue division. Out of 160 sample mobile respondents 53 have completed intermediate education, 47 have completed degree and 29 have completed PG and above courses in Kadapa revenue division. In case of Jammalamadugu revenue division, out of 160 Respondents, 60 has completed degree 42 has completed secondary education and only 10 respondents are illiterates. To know the impact of education, for purchase of mobile phones Spearman rank correlation is used. Spearman's Rank Correlation of Coefficients is presented table 6.

Table 6
Spearman's Rank Correlation of Coefficients

Revenue Divisions	Education Level of Respondents
Rajampeta Revenue Division	0.60
Kadapa Revenue Division	0.30
Jammalamadugu Revenue Division	0.40

Source: Primary Data

Based on the above analysis the formulated hypothesis i.e. education effects the purchase of mobile phone sets is accepted. Therefore the level of education in a family is one of the determining factors of owning a mobile phone set.

Conclusion

The main objective of the research is to study the various types of marketing strategies adopted by market to acquire the attention and cognition of both existing and potential customers, and to study what role these marketing strategies play in consumer buying process, i.e., at which stage do these strategies influence consumer behaviour.

Thus, firms should review market continuously and create and innovate marketing strategies that affect the need arousing behaviour of the potential consumer of the existing customers in market to increase share and thus, profitability of the firm. Influence of mother is the dominating factor to take decision while purchase of mobile phone sets followed by influence of father and mother, influence of father, children, mother and children, father and children in the study area. So, more emphasis should be laid on the influence and image shown and exhibited by marketing strategists in the minds of consumers for long term survivals as a competitive advantage to both sides.