



A empirical analysis of consumers' buying behaviour towards mobile handsets with a special reference to mobile handset as a means of processing information - a study in coastal belt of orissa.

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ABSTRACT

In the digital mobile world, mobile phones have become one of the convenient means of communication. Consumers all over the globe are using mobile phones to connect with the people and the world. New age mobile phones also come equipped with latest technologies and high-end features – making life of consumers easier than ever before. Apart from calling, one can send text messages, multimedia messages, emails etc., to loved ones. Moreover, data transfer features like Bluetooth and USB port allow transferring the data to other compatible devices totally free of cost. Text messaging in the form of SMS has become one of the most successful mobile services in coastal odisha, and the use of this service is now well integrated into the everyday life of youth of coastal odisha. To explain the widespread adoption of this service, findings from diffusion, uses and gratifications, information systems and domestication research are reviewed and integrated into a re-specified and extended model based upon the theory of planned behavior. This paper surveyed 1200 consumers and looked at their motive to purchase new mobile phones on the basis of several attribute of mobile hand sets. Under this backdrop, the a mobile handset is tool for information processing was studied on the basis of its different functions, namely; seeking information & saving information etc., we investigated the responses on the basis of their age, gender, educational qualification, occupation, geographical-area, and annual family income.

Keywords : Consumer's buying behaviour, Mobile services, Information processing

INTRODUCTION:-

Mobile communication has made such an impact on the ways people interact and conduct business, that a mobile phone is already considered as a daily necessity in most of the developed countries of the world. With the advent of technology telecommunication has reached remarkable growth in the state of odisha. During 2004-05 there were 7, 67, 953, land lines 65,154 WLL, 2, 93,085 Mobile subscribers i.e. 29.3 per 1000 population were having the mobile handsets but recent trends shows that 45% per 1000 population are having the mobile handsets (Ref: Economic survey, 2004-09 Govt. of Odisha). Users are now offered a variety of electronic messaging services with different forms of interactivity (e.g. synchronous vs. asynchronous), delivered over different electronic channels (e.g. traditional Internet vs. mobile networks) and with different levels of media richness (e.g. text vs. graphics- supported). Among these services, traditional email services, instant messaging, and text messaging services have been most widely adopted for information saving and processing. While the adoption of email services have been widely studied applying traditional models of ICT- adoption and media use, instant messaging and, in particular, text messaging have been given less attention in traditional information systems (IS) research. Text messaging services in the form of SMS (Short Messaging Services) are now some of the most successful mobile services. SMS may be used for accessing mobile end-user services, but is most often used for mediating person-to-person communication using mobile terminals. This form of mediated communication is now a part of the everyday life of teenagers in most odisha. Explaining the adoption and use of these services is important in understanding the mediated communication of young people, but as these messaging services become widely adopted, their importance to the general user in mobile data services have gained its popularity among mobile phone users even throughout the world, the voice calls revenue decreases and the mobile phone industry has been experiencing market saturation. With limited research pertaining to what are the factors that affect customers' behavioral intention to use mobile data services, this study attempts to identify these factors and the extent to which they have af-

ected customers' behavioral intention to use mobile data services. However, media influence and perceived monetary value were found to have no significant impact. The result from this study on technology adoption provides an insight perspective to product developers and marketers on consumers' behavioral intentions to use the new emerging services that might replace the importance of voice data in the near future. The usage of mobile phone has diversified from only to make and receiving voice calls to increasingly being used for mobile data services, such as SMS or MMS. As many countries throughout the world have experienced saturation in its mobile phone market (Business Monitor International, BMI, 2010) the mobile operators has intensified their marketing tactics by offering a broader range of products and loyalty programs that are not limited to voice calls, but by aggressively promoting its mobile data services. However, there are limited studies investigating the perceived value of mobile data services and how the value impacts consumers' adoption and usage decisions. By identifying the factors that would influence the usage behavior of consumers, it will contribute to the understanding of what can be done to meet consumers' need in using mobile data services. Empirical research that studies the buying behavior consumers towards mobile handsets is of particular value. As mentioned earlier we have collected data from 1200 respondents. However data collected in a survey falls in one of the following two categories: measurement or attribute. Measurement-data is specified along a continuous numerical scale (age, height, weight, etc.); whereas attribute-data is concerned with a finite number of discrete classes (male or female, yes or no, Likert-scale responses, etc.). In the present study, as the responses for buying a mobile handset was obtained in a Likert-scale, they come under attribute-data, which give a frequency distribution for each question put to the respondents. Moreover, many a time, it is seen that the results obtained in a sample do not always agree exactly with the theoretical results expected. Such expected results are obtained by probability rules. Hence, we are interested to investigate the significant differences existing between observed and expected frequencies. For this purpose, c2 test was applied for segment-wise analysis of the data collected.

Accordingly; the collected data was categorized into different segments, namely; age, gender, qualification, level of education, geographical area and family-income. In the process, the data were arranged in two-dimensional contingency tables with the type of response in columns and type of respondents in rows in cross-tabulation form.

LITERATURE REVIEW

Mobile data services can be generally classified into four categories: Communication services, information content services, entertainment services and commercial transaction services (International Telecommunication Union (ITU), 2002; Sadeh, 2002). Mobile communication services are the most extensively used form of mobile data services including SMS, MMS, e-mails, and mobile chatting (ITU, 2002). Information content services deliver information content such as news headlines or location-based information. According to the Soriano et al. (2005), Short Message Service (SMS) is a relatively new area of study. In a study, the authors investigated the usability of short message service on middle-aged users, aged between 35-60 years, with varying SMS skill levels and from various backgrounds. The usability goals that they evaluated were learnability, efficiency, memorability, errors and user satisfaction. They found that the acceptance of SMS technologies by middle-aged users is influenced by factors such as the ease at which SMS activities are supported by mobile phone handsets, the level of efficiency experienced while engaging in SMS tasks, and that of the believed utility provided by text messaging. In addition they found that middle-aged users looked for a keypad layout that is easy to understand at once, is clearly marked, and is easily accessed and pressed, especially concerning the navigational keys. Another issue concerning using the mobile phone by participants with large fingers was the size of the keys and spacing between them. In relation to screen features, many of the menu objects on the small displays were not completely clear for the users because of their positioning, naming conventions, the amount of emphasis placed on certain menu objects and mapping of the suitable navigational key to the desired object.

Additionally, the Soriano et al. established that middle-aged users were reasonably concerned about the efficiency at which SMS related tasks are conducted. Here they discovered the need for guaranteed delivery as a participant expressed the users concerns that they were "not sure if the person has received the message". They also found that the physical representation of textual and numerical input as well as navigational simplicity play an important role from the initial point of user interaction with various mobile phone handsets. Therefore middle-aged users need to be considered in improving the design of current handsets. Previous literature on mobile handset choice is sparse. Couple of academic articles have dealt with mobile phone usage and grasped the consumer decision making process. To begin with, Agrawal & Famolari (1999)¹ examined how much self knowledge consumers have when choosing between different mobile phone brands. The study was built upon six key attributes (telephone features, connection fee, access cost, mobile-to-mobile phone rates, call rates and number of free calls) related to mobile phone purchasing respondents had to importance rate. The research showed that consumers with prior experience about a product can predict their choices relatively well, although respondents tended to overestimate the importance of features, call rates and free calls and underestimate the importance of a monthly access fee, mobile-to-mobile phones rates and the connection fee. In smart phones, consumers value features that enhance their personal time planning (Banerjee & Rao, 2004)². These high-rated features include calendar and e-mail services. It is interesting to note that according to Jones the so-called killer services such as gaming, gambling and music downloads are not seen that important in the diffusion of smart phones. However, there is little support to this argument. However, while synchronization of calendar and e-mail services to PCs has become easy and fast, the importance of time planning in mobile phones becomes more and more important. In addition, it seems that size and brand play to

some extent an important role in decision making. Dabholkar, PA. (1996)³ for instance surveyed Asian mobile phone users and found that size of the phone had no impact on mobile phone choice, but this finding might be due to the fact that all competing brands have quite similar sized phones that are small enough. Liu continues that the trend will actually be not towards smaller phones but towards phones with better capability and larger screens. While companies are advertising new models and services that do not yet exist, it according to the paper signals to the market that the company is at the cutting edge of technology and shows what will be available in the very near future. The sales of new phones will then be driven by replacement rather than adoption.

OBJECTIVES OF THE STUDY

The mobile industry has experienced significant growth during the past two decades. As practically nobody owned a mobile phone in the 80s, today it is difficult to find a person without one. The penetration of mobile subscriptions commonly exceeds 100% in the developed world, and the number of subscriptions in developing countries is already outnumbering the number of subscriptions in developed countries. In fact, mobile phones are the largest consumer electronics industry today, and the new growth mainly originates from the developing economies. Incremental growth takes place also in developed countries as more advanced handsets (smart-phones) are increasing in penetration. Mobile phones bring mobility, flexibility, connectivity and efficiency to both consumers and business users alike. Mobile communication has made such an impact on the ways people interact and conduct business, that a mobile phone is already considered as a daily necessity in most of the developed countries of the world. In addition to the standard voice function of a telephone, current mobile phones can support many additional services such as; SMS for text messaging, email, packet switching for access to the Internet and MMS for sending and receiving photos and video. The purpose of this paper is to investigate the factors affecting the customers' decision made before purchase of a mobile phone. Our findings will help us give suggestions on what actions mobile phone manufacturers might take in order to fill the gap between consumer behavior and the company marketing efforts. The purpose of this study is to analyze the role of corporate branding in mobile telecommunication industry. What are reasons that make consumers purchase mobile phone connection of any particular company. Either it is because of corporate brand or it is because of the service Usability, price or any other reasons. This research will examine that in mobile phone telecommunication either corporate brand is sufficient for a long term customer base, or that brand association of there are any other factor for long time survival of the company.

The main objectives of this study

1. To analyze the factors, which contributes to the satisfaction level of the customers with regard to the information processing capability of mobile phones?
2. To understand the more prominent attribute which defines the effectiveness of the messaging service facility of mobile phones?

METHODOLOGY

This section outlines the research design for this exploratory study and the manner in which the research was conducted. The geographical area where the study was conducted, the research sample, research methods, instruments used to collect the data, method of distribution of questionnaire, techniques of data analysis including methods implemented to maintain validity and reliability of the instrument are also explained. The ethical issues that have been taken into consideration for this research are also discussed at the end. The study was conducted in 11 coastal districts of Orissa; viz. Balasore, Bhadrakh, Jajpur, Cuttack, Kendrapara, Jagatsinghpur, Puri, Khurdha, Ganjam, Angul and Dhenkanal. To make the data the more scientific, efforts are made to collect the information from various consumer-groups basing upon their age, gender, qualification, occupation, area and income. The technique used for data collection was one-on-one In-

Interviews. Individual responses thus obtained were then compiled, processed and analysed to arrive at the opinions on various issues. The Instrument for data collection, in the form of a Structured questionnaire was designed to elicit information on demographic aspects included age, gender, education, occupation and income. The psychographic variables included the factors which influence the buying decisions of mobile handsets of the respondents. The questionnaire had a mix of open-ended and close-ended questions in it. The open ended questions, which gave an added qualitative feel to the instrument, provided the logic or rationale for the behavioural patterns and thus helped generate insights. For detailed analysis of the collected data, the mentioned parameters are further classified into various sub-groups; such as Age in to three subgroups: Below 20, 20–30 and Above 30 years; Gender in to two subgroups: Male and Female; Educational Level/Qualification in to five categories: Under Matriculation, Matriculation, Under Graduation, Graduation and Post-Graduation; Occupation in to four subgroups: Businessmen, Service-holders, Professionals and Students; Inhabited Area of the respondents in to three subgroups: Urban, Sub-urban and Rural; and finally the Family income in to four categories: less than Rs. 1 lakh, 1 – 3 lakh, 3– 5 lakhs and Above 5 lakhs..

Table-1: Demographic distribution of the sample data.

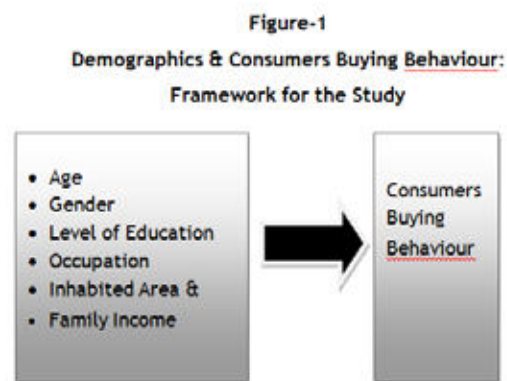
Parameter	Class	Frequency	% of Total Sample
Age	Below 20	101	8.4
	20 – 30	745	62.1
	Above 30	354	29.5
Gender	Female	380	31.7
	Male	820	68.3
Qualification	Under Matric	136	11.3
	Matric	84	7.0
	Under Graduate	119	9.9
	Graduate	407	33.9
	Post-Graduate	454	37.8
Occupation	Business	164	13.7
	Service	436	36.3
	Professional	176	14.7
	Student	424	35.3
Area	Urban	844	70.3
	Suburban	196	16.3
	Rural	160	13.3
Income	Below 1,00,000	347	28.9
	1,00,000-3,00,000	378	31.5
	3,00,000-5,00,000	346	28.8
	Above 5,00,000	129	10.8

The questionnaire contains four sections. Each section contains some subsections on some relevant aspects. These subsections are supported by some statements. The responses obtained in 5-point Likert scale are quantified as 1, 2, 3, 4 and 5 for strongly disagree, disagree, neutral, agree, strongly agree respectively. Then those quantities have been added up to give average responses of a respondent on an aspect. The cities were chosen for the reason that even though the mobile telecom services are expanding across the country, yet these are concentrated in urban as well as rural areas (The World Fact book, 2008). The respondents who

were using GSM mobile handsets were asked to rate the select factors on a five point scale (1 for lowest consideration and 5 for highest consideration) that they considered most while buying their latest mobile handsets. These factors were selected from the study conducted by Nasir et al, (2006) on laptop purchases. Five of the seven factors evolved through principal component analysis of the study were selected keeping in view of their relevance to the mobile handsets. This is so because mobile phones technologically in odisha are perceived as recently innovative as laptops. The prime objective of the study was to understand the variation in the importance of the mobile phones in information processing activities like seeking information & saving information by different age, gender groups Educational Level Occupation, and Inhabited Area. Chi-square test has been applied for the data analysis and drawing conclusions. The approach was chosen to understand both main independent impacts as well as interaction effects of variables - age, gender, Educational Level Occupation, Inhabited Area.

HYPOTHESIS

Among the antecedents of consumer buying behaviour, person related antecedents are connected to the needs, values, characteristics and personality of the consumer. Within the person related antecedents demographics have considerable influence on the consumer behaviour. Some of the demographics considered for the study include age, gender, level of education, occupation, inhabited area and family income. Relationship between demographics and consumer involvement is shown in Figure 1.



Mobile phones develop quickly and we use them in our every day life as tools and for entertainment regardless of our gender, or our age. Today more and more functions like camera, mp3, radio calendar, voice recording, etc., are added to mobile phones and it is possible to use it for more than just making calls (Ketola, 2002)⁴. The new generations of mobile phones, 3G, has a new dimension of use. It means that mobile phones change more and more from their initial purpose of use as a voice communication on distance, from being a relative stable and predictive to more and more varying with a lot of functionality, a pocket size and integrated tool with other techniques. Therefore, it is important that mobile phone user-interface is designed in a way that facilitates and helps the users to get information and do a specific task easily. Under this backdrop, the hypothesis is formulated as follows:

H1: Information processing of a mobile handset is independent of demographic variables

DATA ANALYSIS & INTERPRETATION

Recently, mobile handset has emerged as one of the key solutions for supporting next generation ubiquitous communication, and providing additional personalized services over and above those provided by existing networks. More over, mobile handsets are now used as an important means to process the information. The analysis below shows the understanding about the information processing capability of mobile handsets and its impact over the behavior of consumers.

Table-2
Distribution of responses for using Mobile Handset as a Means of Information Processing

Variable	Category	Seeking Information							Saving Information						
		SD	D	N	A	SA	Total	c2 value	SD	D	N	A	SA	Total	c2 value
Age	Below 20	.9	3.5	2.3	1.8		8.4	141.94*	.4		.5	6.5	1.0	8.4	49.31*
	20-30	6.9	3.7	16.3	25.6	9.7	62.1		2.3	2.8	6.7	30.5	19.9	62.1	
	Above 30	3.8	6.0	7.4	8.0	4.3	29.5		2.4	1.8	3.4	12.8	9.0	29.5	
Gender	Male	4.0	5.2	6.9	11.3	4.3	31.7	8.44 ^{NS}	.8	1.3	2.2	14.8	12.7	31.7	34.50*
	Female	7.6	8.0	19.0	24.0	9.8	68.3		4.3	3.3	8.4	35.1	17.3	68.3	
Level of education	Under Matric	2.7	.9	3.4	3.9	.4	11.3	179.46*	1.9	.4	1.3	5.1	2.6	11.3	89.87*
	Matric	.8	1.8	2.6		1.8	7.0		.4	.8	1.3	2.2	2.3	7.0	
	Under Graduates	1.0	2.1	2.3	2.7	1.9	9.9		.5		.8	4.9	3.7	9.9	
	Graduate	4.2	6.6	7.4	13.8	1.9	33.9		1.3	1.5	2.3	19.1	9.8	33.9	
	Post Graduate	2.9	1.8	10.3	14.9	7.9	37.8		.9	1.8	4.8	18.6	11.7	37.8	
Occupation	Business	2.4	2.3	3.8	3.3	1.9	13.7	59.62*	1.4	1.3	1.8	5.8	3.3	13.7	57.69*
	Service	3.7	5.1	7.3	12.7	7.6	36.3		.5	1.0	3.9	19.5	11.4	36.3	
	Professional	1.8	.9	4.0	6.5	1.4	14.7		1.0	1.3	.9	7.4	4.0	14.7	
	Student	3.7	4.9	10.8	12.8	3.1	35.3		2.2	.9	3.9	17.2	11.2	35.3	
Area	Urban	7.4	9.2	17.8	25.3	10.7	70.3	13.46*	4.6	3.8	6.8	34.9	20.3	70.3	78.58*
	Suburban	2.8	1.8	4.9	5.0	1.8	16.3			.4	2.9	5.6	7.4	16.3	
	Rural	1.4	2.2	3.2	5.1	1.5	13.3		.5	.4	.8	9.3	2.3	13.3	
Income	Below 1 lakh	1.4	4.3	7.4	12.5	3.3	28.9	49.45*	1.0	.8	4.1	15.1	7.9	28.9	78.58*
	1-3 lakh	3.3	4.0	8.8	10.8	4.6	31.5		1.0	.8	4.1	15.1	7.9	28.9	
	3-5 lakh	4.6	3.5	7.5	9.4	3.8	28.8		1.8	1.3	2.8	17.4	8.2	31.5	
	Above 5 lakh	2.3	1.4	2.2	2.7	2.3	10.8		1.3	1.4	2.9	13.3	9.9	28.8	
Total		11.6	13.2	25.9	35.3	14.0	100		5.1	4.6	10.6	49.8	29.9	100	

NB: SD – Strongly Disagree, D – Disagree, N – Neutral, A – Agree, SA – Strongly Agree
 * Significant at 5percent level (P < 0.05), ^{NS} – Not Significant

Keeping above in mind, the Table-2 depicts the consumers' response on seeking and saving information through mobile handsets. From the table, the calculated c2 value of 8.44, insignificant at 5 percent level (P<0.05) against Gender for seeking information through mobile handset, compels us to accept the hypothesis of independence between the variable (using handset for seeking information) and the gender. Thus it can be said that use of mobile handset for seeking information between males and females does not vary significantly. On the other hand, the calculated c2 values; 141.94, 179.46, 59.62, 13.46 and 49.45 respectively against the variables Age, Level of Education, Occupation, Geographical Area and Annual Family Income; significant at 5 percent level (P<0.05) rejects the hypothesis of independence between using mobile handset for saving information and each and every variable mentioned. To support our view, it is found that the major chunk of the sample; (25.6 percent) of respondents in 20-30 years Age-group, 14.9 percent of respondents (Post-graduates) in Level of education group, 12.8 percent of respondents (students) in Occupational-groups, 25.3 percent of respondents (urban area residents) representing Geographical area-group, and 12.5 percent of respondents (below 1 lakh) in family-income group have strongly agreed to use of mobile handset for seeking information.

From the table it is found that, saving information through mobile handset has a greater customers' acceptance than Seeking information. In case of former, the calculated c2 values 49.31, 34.50, 89.87, 57.69, 78.58 and 78.58 respectively against Age, Gender, Level of Education, Occupation, Geographical Area And Family-Income found to be significant at 5 percent level (P<0.05) leads to the rejection of hypothesis of independence. To uphold this view, it is found that the highest section; 30.5 percent of respondents (representing to 20-30 years) in Age-group, 19.5 percent of respondents (Graduates) in Level of education group, 19.5 percent of respondents (Service-holders) in Occupational-group, 34.9 percent of respondents (urban area) in Geographical area-group, and

17.4 percent of respondents (3-5 lakhs) in Annual family-income group have strongly agreed that they use mobile handset for Saving information.

On an average, it is observed that 35.3 percent of the respondents use mobile handsets for Seeking Information and 49.8 percent for Saving Information though most of them are not skilled enough in proper processing information.

As we observed significant differences in the behaviour of consumers in Use of mobile handset as a Means of Processing Information in all segments of demographic variables, our first Hypothesis (H1) is rejected.

With the advent in technology and its major changes that have undergone in technological revolution has increased the importance of communication in daily life. Mobile hand set is one of the most important instruments which serves best of these purpose. The telephone has come a long way since its invention in 1876 Alexander Graham Bell. Today a person on the other side of the world can be reached with touch of the button once a telephone was meant to be heavy and complex equipment but today it has been reduced to be able to fit into a pocket.

A mobile phone is a portable telephone handset used with a cellular radio or other mobile communication systems. It enables the user to make direct dial telephone calls where ever they are. Mobile communication is a system which provides a sample & convenient means of communication for people who wish to keep in touch while travelling. The objective of this research was to examine consumer buying behaviour of mobile phones and to investigate the reasons underlying mobile phones buying. This study also outlined that Demographic factors have influence on the evaluations of different attributes related to mobile phones choice. This was verified in another study in which we showed that specifically Age, Gender, Educational Qualification, Occupation, Area of Residents

and Family Income are significant variables affecting choice.

SUMMARY OF FINDINGS

Moreover, mobile handsets constitute a rapidly converging industry. Legacy mobile services include voice and SMS (short messaging service) that have been in the market since the launch of the first modern digital mobile communications networks. The development of both mobile handsets and network infrastructure drive the emergence of new services. Consumers are increasingly recognizing that the mobile handsets of today support many kinds of new services ranging from business solutions to entertainment content, in addition to the standard communications services. The ongoing convergence of mobile services drives the new wave of advanced handheld devices, i.e. smart phones. Smart phones are advanced mobile phones with multimedia and Internet functionalities embedded, and applications can be installed and run on these devices. These devices and emerging mobile services are penetrating to the developed markets. Operators promote new services to supplement conventional mobile services, and at the same time new kinds of business models are evaluated in co-operation with other actors such as handset vendors and content providers. In addition, the possible emergence of Internet actors in the mobile domain brings fresh competition to the mobile services market. Both of these trends are taking mobile services closer to consumers, meaning that the empirical research methods of the future should be technically located closer to the consumer. Orissa has just recently been targeted by mobile handset manufacturers and it is a constantly changing market, especially over the last few years. Perhaps due to this reason, consumers' buying behaviour in Orissa towards mobile handsets has hardly been investigated by previous researchers. The present study is an attempt in this regard. More specifically, the present work attempts to study the behaviour of consumers towards mobile handsets in Orissa.

On an average, it is observed that 35.3 percent of the respondents use mobile handsets for seeking information and 49.8 percent for saving information through most of them are not skilled enough in processing information.

The calculated X2 value find significant at 5 percent level both for seeking and saving information rejects the hypothesis of their independence against all the groups under our study except gender for seeking information.

Moreover, it is observed that major chunk of the sample; 25.6 percent representing 20-30 years in age- group, 14.9 percent representing Post graduates in level of education group, 12.8 percent of representing students in occupational-group, 25.3 percent representing urban residents in geographical area-

group, and 12.5 percent representing below 1 lakh in family income group, have strongly agreed that they are using mobile handset for seeking information.

In the same line, it is found that the highest section; 30.5 percent of respondents representing to 20-30 years in Age-group, 19.5 percent of respondents representing Graduates in Level of education group, 19.5 percent of respondents (representing Service-holder) in occupational group, 34.9 percent of respondents (representing urban area) in geographical area-group, and 17.4 percent of respondents (representing 3-4 lakhs) in Annual family-in-come group have strongly agreed that they use mobile handset for saving information.

Recommendation

On the basis of analysis of the study, following suggestion are made both for the manufacturers as well as consumers.

For manufacturers

The study reveals that higher proportion of educated consumers in odisha use mobile handsets for the purpose of their personal communication. Basically they use mobile handsets to seek, store & retrieve information. Keeping this in view I would like to suggest the manufacturing companies for introduction of up to date sensex report, market price of the essential commodities, career based information so that consumers can access and benefitted by such information in their day to day life.

For consumers

Before purchasing a mobile phone the consumers should have to gain their knowledge about the information processing and generating capabilities of their mobile handsets.

CONCLUSION

This exploratory study was conducted to increase our current understanding of the mobile phone market in general and analyse consumer decision making in particular. The study attempted to cast light on much unexamined area of mobile phone purchase, operator choice and use of mobile phone services. The main results of the study speaks that mainly 20-30 age group, 1-3 lakhs income groups, Female, Urban Consumers are significantly influenced by the information processing capability of mobile handsets. Although the results of the study are tentative, the findings contribute to the existing though scarce literature on consumer behavior in mobile phone market. For managers the results provide interesting aspects of mobile phone choice on one hand by arguing that consumers tend to value properties more than other people's opinion and by claiming that operator choice is mostly affected by the information processing capability.

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