

PURCHASING BEHAVIOUR AND BRAND PREFERENCE TOWARDS SMART PHONE AMONG WOMEN IN VIRUDHUNAGAR

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Abstract

The smart phone industry in India is a growing market with around 36 percent of all Indian mobile users expected to own a smart phone by 2018. There are over 100 mobile phone brands in India right now, and new ones are coming up every quarter. The Indian smart phone industry looks fertile, with new brands entering the market and making space with the existing ones. With budget phones a big hit with the educated middle class, more brands are jostling for space in the segment. At the same time, more expensive models are also gaining popularity. In India it is important for the manufacturers to manufacture user friendly smart phones to reach the people of primary level of students and also illiterates. With this scenario this study is carried out with the objective to measure the purchasing behavior and brand preference towards smart phone among women in Virudhunagar. It is known that more than 50% of the women in Virudhunagar use the smart phones for the past three years. Majority of the respondents are college students and they give high priority to fashionable models, storage capacity and high resolution cameras. Three fourth of the respondents suggest Samsung as their preferred brand while making their purchase because of quality, brand name and performance.

Keywords:

Consumer, Brand Preference, Purchase Decision, Smart Phone

1. INTRODUCTION

The rapid up-gradation in skill and invasion fast internet has led to a marvellous growth in the number of smart phone users in India. The verification demand for smart phones in India has made it the second leading smart phone market in the world. The most recent forecast by E Marketer, the US-based market research firm, suggests that more than a quarter of India's population will be using smart phones by the end of this year. The number of smart phone users in India is predictable to grow by 15.6% to reach 337 million in 2018, according to the report. Surprisingly, it is the highest expected growth rate posted by any country in the world. The key factors behind this growth are the rise in smart phone usage and the demand for additional affordable smart phones in metropolitan areas [5].

Younger people pointed the technologically-challenged adult people for not using smart phones, people finding directions on Google maps as a substitute of asking people that is how powerful, smart phones are today. They have distorted the face of society and given a new definition to social status. This circumstance is even more widespread in India. This is the fastest-growing smart phone market in the world. India apparently accounts for nearly 30 million smart phone purchases every quarter, and this percentage keeps rising several times a year [6]. According to IDC and the Ericsson Mobility Report, mobile subscriptions in India are probable to rise to 1.4 billion by 2021. India has a huge smart phone market, and this is one of the reasons why leading smart phone makers like Apple and Samsung

consider the Eastern market when incorporating changes and innovative features in their devices. Since India is a vast market for smart phones, manufacturers are aware that the wants and needs of Indian customers will have an important impact on sales. The behaviour of customers toward smart phone is steadily more as a focus of marketing research. Consumer's behaviour in smart phone industry, from implementation motivation to post-usage behaviour it has developed into a major focus of research in the field of marketing. Different customers have different characteristics in their life that also influences their buying behaviour. In this research paper focus the consumers brand preferences of the smart phones [7].

2. REVIEW OF LITERATURE

Neha Kaushal and Pathak Jan [2] found that the level of buying behavior of Samsung mobile and it is clear that the public have high awareness on Samsung services.

Afroz [1] indicated positive correlations among the variables i.e. battery backup, camera resolution, durability, and price have significant impact on the overall preferences of the consumers.

Praveen Kumari and Satinder Kumar [3] recommended that the producers or marketers should make mobile phone with enhanced technical features that results in image building of buyers in the society.

Vijayalakshmi and Manimozhy [4] found that most respondents are male whose prefer the smart phone to send and receive email and SMS, multitasking and download files.

3. OBJECTIVE OF THE STUDY

The following are the objectives of the study

- To know about the Purchasing Behaviour of women towards Smart Phones.
- To study the demographic profile of consumers.
- To study the Brand Preference towards Smart Phone among women.
- To identify how much they are willing to pay for their Smart Phone.
- To examine the factors influencing the purchasing decision of Smart Phone.
- To measure the level of importance of buying a Smart Phone.

4. STATEMENT OF HYPOTHESIS

The researcher has framed the null hypothesis that includes the following:

H_1 : There is no significant relationship between Age and reason that makes the purchase of a smart phone.

H_2 : There is no significant relationship between Age and type of advertising being effective for smart phone.

5. DATA AND METHODOLOGY

Research methodology is a process used to collect information and data for the purpose of making decisions. This present study is made to analyze the customer's purchasing and brand preferences towards smart phone among women. Questionnaires have been entrusted to a sample size of 250 respondents among women in Virudhunagar. The primary data was collected from the users of smart phones among women who were the students, Home makers, Business women, Private and government employees of different age groups and income level.

Table.1. Research design and its methodology relating to the study

Parameter	Type
Research Design	Survey Research
Sampling Frame	Smart phones users of women among different age groups in Virudhunagar region
Sampling Method	Convenience Sampling
Sampling Size	250 Respondents
Nature of Data	Primary and Secondary data
Type of Questionnaire	Structured Questionnaire
Type of Questions	Ranking question, Likert scale and Multiple-choice questions
Statistical Tool	Factor analysis, Chi-square, Garrett's ranking analysis and Correlation
Software Used	IBM SPSS Statistics
Period of Study	December 2018
Area of Study	Virudhunagar

6. DATA ANALYSIS

The data is analysed by using the following statistical tool to interpret the result.

6.1 PROFILE OF THE RESPONDENTS

Table.2. Socio Economic Profile of the Respondents

Profile Variables	Particulars	No. of Respondents	Percentage %
Age	< 20 years	103	41.2
	21 – 30	84	33.6
	31 – 40	42	16.8
	41 – 50	11	4.4
	51 – 60	7	2.8
	>60 years	3	1.2
	Total	250	100.0

Occupation	Students	145	58.0
	Business	25	10.0
	Home makers	27	10.8
	Private employee	26	10.4
	Government employee	25	10.0
	Others	2	0.8
	Total	250	100.0
Education Qualification	Illiterate	1	0.4
	School level	31	12.4
	Diploma	14	5.6
	Under graduate	146	58.4
	Post graduate	58	23.2
	Total	250	100.0
Family income (Rupees)	Below – 10000	33	13.2
	10001 – 20000	74	29.6
	20001 – 30000	48	19.2
	30001 – 40000	27	10.8
	40001 – 50000	25	10.0
	50001 – 60000	15	6.0
	Above 60000	28	11.2
Total	250	100.0	
Marital status	Married	95	38.0
	Unmarried	155	62.0
	Total	250	100.0

Source: Primary Data

6.2 PREFERRED SMART PHONE FEATURES AMONG WOMEN

Table.3. Garrett's ranking shows the most preferred features of smart phones among women

Features	Total	Average score	Rank
Camera	15654	62.616	1
Storage	14492	57.968	2
Ram/Rom (Processor)	12570	50.28	5
Design	12570	50.28	5
Operating system	12524	50.096	7
Battery	14461	57.844	3
Display	12877	51.508	4
Audio/Speakers/Headset	9465	37.86	9
Security	11688	46.752	8
Additional Attachments	8556	34.224	10

Source: Primary data

From Table.3, it is precise that camera is the most preferred feature in smart phone among women. The second, third and fourth preferred features are storage, battery and display. The least

preference is given to additional attachments like providing USB, cover and Headset for smart phones among women.

6.3 CHI-SQUARE

The relationship between age and the reason that makes the purchase of a smart phone is given in following hypothesis.

H_1 : There is no significant relationship between Age and reason that makes the purchase of a smart phone.

Table.4. shows the relationship between age and the reason that makes the purchase of a smart phone

Age (in years)	Parameters seen by respondents while purchasing a smart phone			Total
	Required for work	Status symbol	Multi-tasking	
<20 years	33	22	48	103
21 – 30	17	15	52	84
31 – 40	25	2	15	42
41 – 50	5	0	6	11
51 – 60	1	1	5	7
>60 years	0	0	3	3
Total	81	40	129	250

The Table.4 shows the data of relationship between age and the reasons that makes the purchase of smart phone.

Table.5. Chi square test, relationship between age and the reason that makes the purchase of smart phones

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.429 ^a	10	.001
N of Valid Cases	250		
Significant level at .05			

From Table.5, the p value of chi-square test (.001) is less than 0.05, so the H_1 : Null Hypothesis is rejected. Hence, there is a significant the relationship between age and the reason that makes the purchase of a smart phone.

The relationship between age and type of advertising being effective for smart phone is given below:

H_2 : There is no significant relationship between Age and type of advertising being effective for smart phone.

Table.6. Relationship between age and type of advertising being effective for smart phone

Age (in years)	Respondents effective type of advertisement					Total
	Tele-vision	News paper	Magazine	Internet websites	Word of mouth	
< 20	29	8	6	46	14	103
21 – 30	25	1	1	35	22	84
31 – 40	22	4	0	9	7	42
41 – 50	8	1	0	1	1	11

51 – 60	1	2	0	2	2	7
>60	0	1	0	0	2	3
Total	85	17	7	93	48	250

The Table.6 shows the data of relationship between age and type of advertising being effective for smart phone.

Table.7. Chi-square test relationship between age and type of advertising being effective for smart phone

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	47.573 ^a	20	.000
N of Valid Cases	250		
Significant level at .05			

From Table.7, the p value of chi-square test (.000) is less than 0.05, so the H_0 : Null Hypothesis is rejected. H_1 : Alternate Hypothesis is accepted. Hence, there is a significant relationship between age and type of advertising being effective for smart phone.

6.4 FACTOR ANALYSIS

Table.8. KMO and Bartlett’s test

KMO and Bartlett’s Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.700
Bartlett’s Test of Sphericity	Approx. Chi-Square	776.198
	Df	190
	Sig.	.000

The Table.8 shows the Kaiser-Meyer-Olkin KMO measure of sampling adequacy of 0.700 indicated that patters f correlation are compact and that factor analysis should yield reliable factors. Bartlett’s test yield significance (p-value) of 0.000 indicating that correlation between variables is sufficient for factor analysis.

Table.9. Rotated component matrix

Variables	Component			
	1	2	3	4
Guarantee and Warrantee	.735	.032	-.106	.194
Features in the phone	.602	.228	.134	-.073
Performance of the product	.537	-.005	.232	.018
Quality	.525	.293	-.125	-.226
User friendly	.520	.273	.040	.081
Availability	.473	-.010	.333	.026
Additional Attachments with the phone (USB, Cover, Headset etc.)	.222	.704	-.200	-.020
Operating system/ Technical aspect of the product	.288	.649	.178	-.083
Price	-.080	.488	.091	.157
Value for money	.324	.461	.072	.117
Word of mouth (Family and Friends)	.258	.435	.011	.143

The well-known brand name	.066	.045	.600	-.145
Number of Sim slots	.183	-.294	.525	.081
Position in the society (Prestige level)	-.177	.405	.510	.115
Design of the smart phone	.090	.096	.506	.024
Brand loyalty	.062	.421	.481	-.075
Advertisement	.049	-.059	.475	.314
EMI and Schemes	.015	.062	.233	.746
Festival season/ promotions and Offers	-.032	.020	-.044	.727
After sales services	.159	.259	-.131	.462

From Table.9, shows the Rotated factor loading for 20 variables influencing purchase decision of Smartphone among women. From the table it is clear that the 20 variables have been converted to 4 factors namely Guarantee and Warrantee, Price, Number of sim slots and Festival seasons/ promotions and Offers.

Table.10. Selected factors

Factors that is highly influential	Factor point
Guarantee and Warrantee	.735
Price	.488
Number of sim slots	.525
Festival seasons/promotions and offers	.727

The Table.10 shows that Guarantee and Warrantee given for smart phones influences the respondents with the highest score value of .735 and also festival offers and promotions is a highly influenced factor while selecting a smart phone.

6.5 CORRELATION

Table.11. Correlation between income and willingness to pay for smart phone

Family income (in rupees)	Willingness Pay for a Smart Phone						Total
	Below 10000	10001-20000	20001-30000	30001-40000	40001-50000	Above 50001	
Below 10000	14	13	3	1	1	1	33
10001-20000	12	41	13	2	4	2	74
20001-30000	7	25	10	2	2	2	48
30001-40000	6	12	4	3	0	2	27
40001-50000	2	10	7	2	1	3	25
50001-60000	2	6	4	0	1	2	15
Above 60000	2	13	4	1	2	6	28
Total	45	120	45	11	11	18	250

Table.12. correlation result for Income and the willingness to pay for the smartphone

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	.262	.065	4.279	.000 ^c
Ordinal by Ordinal	Spearman Correlation	.254	.062	4.142	.000 ^c
N of Valid Cases		250			

From Table.12, the correlation is +1 in the case of a perfect direct linear relationship -1 in the case of a perfect decreasing linear relationship. The closer the coefficient is to either -1 or 1, the stronger the correlation between the variables.

- There is very low degree of correlation between family income and the amount that the respondents are willing to spend on the purchase of smart phone (with the correlation value of 0.262)

6.6 STRONG BRAND PREFERENCE

Table.13. Strong brand preference of smart phones

Brand	No of respondents	Percentage (%)
Sony	8	3.2
Samsung	70	28.0
Nokia	9	3.6
Apple	35	14.0
One plus	25	10.0
Moto/Lenovo	17	6.8
Vivo	26	10.4
Xiaomi/Redmi	34	13.6
Oppo	25	10.0
LG	0	0
Others	1	.4
Total	250	100.0

Source: Primary Data

From Table.13, out of 250 respondents, 28% of the respondents have strong brand preference towards the brand of Samsung Smartphone and the least preferred brand is LG among women in Virudhunagar region.

6.7 REASON FOR THE PREFERRED BRAND

Table.14. Reason for the preferred brand by the respondents

Features towards preference	No of respondents	Percentage (%)
Brand name	82	32.8
Price	15	6.0
Quality	128	51.2
Design	11	4.4
Value	9	3.6

Services	5	2.0
Total	250	100.0

Source: Primary Data

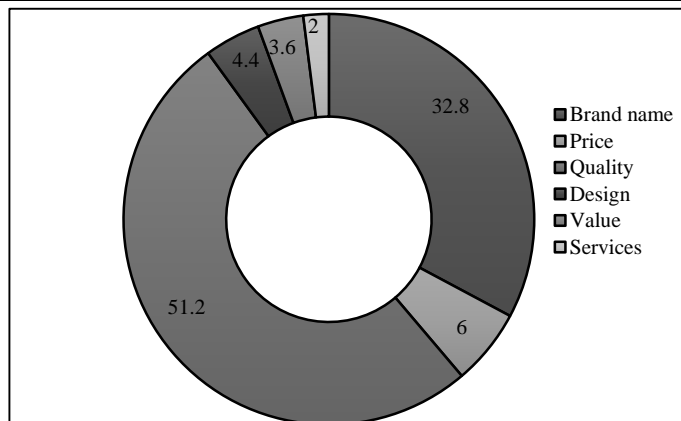


Fig.3. Reason for the preferred brand by respondents

From the Fig.3, majority 51% of the respondents give preference to the Quality of the smart phone and 33% of the respondents give preference to the Brand Name while making a purchase.

7. SUGGESTIONS

This study suggests that Possession of smart phones is high among the graduate students and majority of the respondents purchase smart phones for multipurpose usage level. Since the majority of the Mobile users are students, it is suggested to produce attractive and fashionable models catering specially to the females, they give more important to camera and storage. In recent days Women are more attracted towards taking selfies in their smart phone, from this study it is known that they purchase smart phones based on the clarity and resolution level of front and back camera to take pictures.

The high degree of factor influencing the purchase of smart phone is Promotions, offers and during Festival season so, the respondents preferred offers during festival time while purchasing a smart phone. Mobile companies should do marketing by taking famous celebrities in their advertisements so as to attract the customers. Many people feel Word of mouth, Television advertisement and social media advertisement is more effective while making the purchase decision of smart phones. Some attractive warranty packages should be given to buyers to make repeat purchase effective.

8. CONCLUSION

Smartphone are popular among people for the applications in it. They offer many more facilities to users. Smart phones make communications with people quite easier. People also get various benefits through smart phone on the daily basis. Smart phones provides better means of communication, learning options to users, great exposure to the latest things, ways to personally development, simple ways to access applications, ideas to succeed in business, platforms to grow their applications and more. Smart phones are said to reduce stress in busy work life. The smart use of smart phone increases the brain’s functioning helping to stay active. Instead of using smart phone, only for entertainment it could be used to access useful information. With each innovation in sensor technology, cameras, wireless functionally and even manufacturing materials, smart phones have become capable of smarter and smarter tasks, paving the way for the future technology of mobile phones.

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