

# A Study on Consumer Behaviour Related to Samsung Mobile Usage with Special Reference to Namakkal Dist.

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**Abstract:** *Consumer behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions. The increasing trend in Smartphone among the people is the main reason that has amplified the interest to research on the topic. People's obsession about the Smartphone has been increasing rapidly. The aim of this research is therefore to find out consumer behaviour of Smartphone buyers in Indian Market. The research is trying to find out that why do people desire to purchase a smartphone, what influence people in purchasing a smartphone and what motivate them in making the purchase decision. Different consumers have different characteristics in their life that also influences their buying behaviour. Social factors such as family, groups, roles and status) and personal factors (such as age, occupation, lifestyle, personality and self-concept) are those characteristics that could influence the buyer behaviour in making final decision.*

## 1. Research of Study

Similarities and dissimilarities between buying behavior of urban and semi urban areas towards the purchase of mobile phone have assessed in the research study. Suggestions have made to the mobile manufacturing companies about innovative marketing strategies as per the change in tastes and preferences of consumers and their implementation in urban as well as semi urban markets. On the basis of review of different studies by the experts various studies has taken on buying behavior of consumers in mobiles and comparative analysis have performed on the factors (Price, Quality, Style, Look and Brand) for the purchase of mobile phones. The research is beneficial in finding the various sources of information used by the consumers. Various factors have been identified and the extent to which these factors affects the decision making of consumers has analyzed in this research. This study is beneficial in formulating the marketing strategies to grab market share by perceiving the consumer's attitudes towards mobile phones. The findings of the present research can be used by managers for periodic monitoring of service quality as perceived by customers. The study area is confined to district of Namakkal.

## 2. Scope of Study

The primary aim of study is to examine the comparative buying behavior of consumers of Namakkal district towards the purchase of mobile phone.

- To identify to what extent evaluation of outcomes and beliefs affect consumers' attitudes and intension to purchase in the smartphone market in India.
- To develop a framework on the effects of external influence and internal influence which affect self-concept and lifestyle of the consumer which result in purchasing decision-making process.

- To analyze what are the factors which influence and eventually motivate the customer to buy a smartphone in the Indian market.
- To analyze the theoretical implication of brand of smartphone in the Indian market and what are the effect on the purchase decision-making process.

## 3. Objectives of the Study

### Primary Objective

To know the consumer buying behavior towards mobile phones in Namakkal City.

### Secondary objective

- 1) To find the demographic features of the mobile phone consumers.
- 2) To find out the factors which influences the consumers to buy mobile phones.

### Scope of the Study:

The present study to evaluate the performance of SAMSUNG mobile.

- 1) The information has been under taken to known the function of SAMSUNG mobile.
- 2) This study will help to identify the strength and weakness of SAMSUNG mobile.
- 3) The period of study regarding the information given by SAMSUNG mobile.

### Limitations of the Study

The researcher had the following limitations while conducting the study.

- 1) This study was carried out only among the consumers in Namakkal city
- 2) The sample size was restricted to 100 due to time constraints.

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3) The sample was taken on the basis of convenience; therefore the shortcomings of the convenience sampling may also be present in this study.

**4. Research Methodology**

The primary methods of data collection that is questionnaire technique was used to collect the data required. No of Respondents include both male and female. Convenience sampling method has been adopted under the non-probability sampling technique and about 100 samples have been collected for the study.

**Research Design:** “A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure”.

**Descriptive Research:** Descriptive research is designed to describe something, such as demographical characteristics of consumers who use the products. It deals with determining frequency with which something occurs or how two variables vary together. This study is also guided by and initial hypothesis.

**Sampling Size:** The study was conducted towards SAMSUNG Mobile Phone users. The size of the population is 100 and the survey was conducted in Namakkal city.

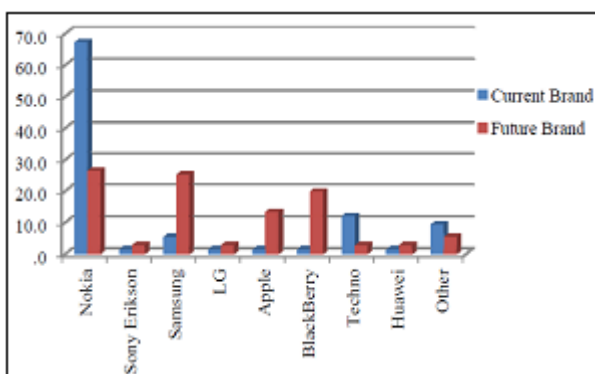
**Sampling Method:** Convenience sampling was adopted in the research work under non-probability sample method.

**Primary Data & Secondary Data:** To achieve the objective of the study, the primary data have been collected through questionnaire. This questionnaire aims to gather information related to customers expectations and observations (satisfaction).The secondary data means already available data. (Books, library).

**5. Results and Discussion**

**Brand of Mobile Phone Owned**

The figure below exhibits the respondents’ current handset usage and to what brand the consumers would prefer to change in the future. Accordingly, 67% of the respondents with overwhelming majority currently use Nokia mobile phones followed by Techno (11.8%), Other Chinese brands (9.2%) and Samsung (5.3%).



**Figure 2:** Type of Mobile Phone Brand Owned By Respondents

During the survey, 150 questionnaires were distributed to purposively selected mobile phones shops (centers) in Namakkal. Unfortunately 50 questionnaires were not responded appropriately. So the analysis was made based on 100 responded questionnaires. The table below deals with the basic demographic characteristics of the respondents including age, gender, income, marital status, educational qualification and occupation of the respondents included in this research project.

**Table 1:** Demographic Characteristics of Respondents’

		Number
Age	15-20	14%
	21-25	34%
	26-35	16%
	35-45	34%
	Above 45	2%
Gender	Male	60%
	Female	40%
Monthly Income	Less than 10000	32%
	10000-20000	35%
	20000-30000	13%
	30000-40000	10%
	Above 40000	10%

Respondents on the basis of their age group. 14% of the Respondent belongs to the age group between 15 - 20 years 34% of Respondents belongs to age group between 21-25 years, about 16% of the respondents belongs to the age group between 26 - 35 years and above 34% of Respondents belongs to the Age group between above 35 - 45 years and above 2% of respondents are above 45 age group. 60% of Respondents are Male and remaining 40% of Respondents are female. Respondents on the basis of income. 32% of Respondents belongs to the category of less than 10000. 35% of Respondents belongs to the income level 10000-20000. 13% of the Respondents belong to the income level 20000 – 30000, 10% of Respondents belongs to the income level above 30000-40000 and 10% of respondents are above 40000.

The least owned mobile brands are Sony Erikson, LG, Apple, BlackBerry and Huawei accounting together for 6.5% of the respondents’ mobile phone ownership in Hawassa. Both Nokia and Techno offer with affordable prices that make them to be preferred by the buyers. Generally, the result of the study indicates Nokia is the dominant and widely owned mobile phone device in Hawassa. Moreover, the above graph shows the preferred mobile phone future period. Most respondents want to shift to Samsung in the future irrespective of what they are using right now. Nokia will be the dominant brand with 26% of the respondents continues to use but half of users planning to shift to other brands such as Samsung, Apple and BlackBerry. An interesting observation here is, among the current users of Nokia, there are around 39% want to stay with the same brand while the remaining want to shift to other brands. Surprisingly, there is also a group of Nokia users (around 16%) which wants to shift to Samsung as their next handset and around 35% of the respondents want to shift either to Apple or BlackBerry. Demand for Nokia has been great in the Ethiopia demand pattern in the future. Moreover, the market looks promising for mobile phones with touch screen features like Samsung, Apple and

BlackBerry. Descriptive Statistics Results of Independent Variables.

Table 2 portrays the descriptive statistics results (i.e. mean and standard deviation) results of the six independent variables. As shown in the table, the prime factor with the highest mean value is after sales service (mean = 3.6 and SD = 0.85) followed by brand name (mean = 3.448 SD = 0.84), product features (mean = 3.445 SD = 0.78) and durability (mean = 3.34 SD = 0.91) respectively. The two independent variables with the least mean score are price (mean = 3.38 SD = 0.85) and social factors (mean = 3.03 S performance of the variable in terms of the expectation of the consumer. Overall, the mean results are close to each other.

**Table 2:** Mean and Standard Deviation Results of Independent Variables

Variables	Frequency	Mean	Std. Deviation
Price	231	3.3822	.85174
Social Influence	231	3.0285	.88511
Durability	231	3.3422	.90862
Brand Name	231	3.4478	.84036
Product Features	231	3.4447	.78492
After Sales Service	231	3.6009	.85031

Pearson Correlation Result of the Variables

Table 3 shows the correlation between six factors i.e. price, social influence, durability, brand, product features and after sales service with the decision to buy a mobile phone device. Accordingly, all factors have a positive and significant relationship with the decision to buy a mobile phone. However, the degree of correlation among the factors is different with the highest correlation value of price (0.900) followed by product feature (0.876) durability (0.557) and brand image (0.555) of the mobile phone. In contrary, the least correlated factor is after sales service (0.454) followed by the social influences (0.461).According to table 4.5, the highly correlated factor that influences the decision to acquire a mobile phone is the selling price of the cellular device. Accordingly, the price of a product is an important factor that cannot be overlooked in a study of consumer behavior. Majority of the respondents indicated price as main consideration when they decide to buy their mobile phone. The variation in mobile price will influence the behavior of individuals to purchase the device. The results of this research study coincide with the result of other studies conducted in the consumer buying decision of mobile phones. According to Saif (2012), a study conducted in Pakistan; price was valued as the most motivating factor in mobile purchase decision. Moreover, the study conducted by Pakola et al. (2010) in Finland regarded price as the most important motive affecting the decision to purchase mobile phones.

**Table 3:** Pearson Correlation Result of the Variable

Variable Price		Decision to Buy
Price	Pearson Correlation	.900**
	Sig. (2-tailed)	.000
	N	231
Social Influence	Pearson Correlation	.461**
	Sig. (2-tailed)	.000
	N	231
Durability	Pearson Correlation	.557**

	Sig. (2-tailed)	.000
	N	231
Brand Name	Pearson Correlation	.876**
	Sig. (2-tailed)	.000
	N	231
Product Feature	Pearson Correlation	.876**
	Sig. (2-tailed)	.000
	N	231
After Sales Service	Pearson Correlation	.454**
	Sig. (2-tailed)	.000
	N	231
**Correlation is significant at the 0.01 level (2-tailed)		

The mobile phone feature is the second important factor correlated with the consumer decision to buy the device. Mobile phone features include internet connection, Bluetooth, video, color, FM, media player, design, touch screen, store, size, available accessories, speaker and weight. All these factors considered to have relationship with the decision to buy the mobile devices. The results of this research study corresponds with previous researches conducted in other countries (Pakola et al., 2010; Das, 2012; Saif, 2012; Malasi, 2012; Eric and Bright, 2008) that considers the features of mobile phone as a dominant factor in consumer buying decision. The other two factors equally correlated and have moderate relationships with the decision to buy are brand name and durability of mobile phones with Pearson correlation coefficient of 0.557 and 0.555 respectively. Both factors are highly associated with the quality of a given product. Durability is associated with the use of a mobile device for a long period without any defects. High quality mobile phone works well and nothing goes wrong for a long period of time. Other similar studies also indicated that consumers prefer internationally recognized and well known brands of mobile phone (Das, 2012; Zhou and Shanturkovska, 2011). According the table 3, the least correlated and moderately related determinants of consumer buying decisions are social influences and after sales services with Pearson correlation coefficient of 0.461 and 0.454 respectively. These two factors moderately influence the decision to buy a mobile phone device. However, their degree of correlation is the least as compared to other factors included in this study. This result can be justified with similar studies conducted on the factors affecting the choice of mobile phones (Subramanyam and Venkateswarlu, 2012; Pakola et al., 2010).Multiple Regressions AnalysisIn this study, there are six independent variables namely price, after sales service, brand name, social influence, durability and product features considered to influence the buying decision of mobile phone devices. Before analyzing the data using multiple regressions, it is appropriate to test the presence of multicollinearity among the independent variables. It indicated that the maximum correlation coefficient is 0.724 that represent less likely to find multicollinearity among the independent variable.

To test the effects of these variables on the decision to buy a mobile phone device, the study used the multiple regression analysis. The table below shows the multiple regression result between six independent variables and the decision to purchase a mobile phone device in SAMSUNG. It indicates that all the six independent variables (price, social influence, durability, brand name, product feature and after sales service) combined significantly influence the consumers

buying decision of mobile phone devices. The leading factor is price followed by product features and durability.

**Table 4:** Multiple Regression Results of Dependent and Independent Variables

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-0.694	.225		-3.089	.003
Price	.589	.084	.525	7.028	.000
Social Influence	.066	.053	.062	1.263	.211
Durability	.112	.062	.107	1.826	.042
Brand Name	.039	.069	.034	.569	.571
Product Feature	.407	.097	.334	4.183	.000
After Sale Services	.020	.054	.018	.381	.705
Dependent Variable: Decision to buy R Square: 0.881 Adjusted R Square: 0.870					

The adjusted  $R^2$  of 0.87 indicates 87 percent of variances in consumer buying decision can be predicted by the six variables used in this research study. Accordingly, there are other variables that influence buying decision of individuals represented by the remaining 13 percent. But the majority of the variance in buying decision can be predicted by the six variables included in this study.

## 6. Findings

- 34% of the respondents fall in the age group 21-25 yrs.
- Majority 68% of the respondents were female and 32% of the respondents were male.
- Majority 84% of the respondent's educational qualification is graduate.
- 38% of the respondent's falls in the monthly personal expenditure less than 5000
- Majority 45% of the respondents are monthly income group 10000-20000.
- Majority 42% of the respondents are leisure watching TV.
- 38% of the respondents are Nokia mobiles were fashionable.
- Most 36% of the respondents are using Nokia mobile for high pixel camera.
- Majority 38% of the respondents like to buy mobile range less than 5000.
- Majority 56% of the respondents prefer to purchase Nokia mobiles for quality.
- 50% of the respondents are suggested to buy Nokia mobiles.
- 66% of the respondents feel need demo for laptop.
- 54% of the respondents are bought Nokia purpose of communication.
- 38% of the respondent's now using Nokia mobile for SMS.
- Majority 64% of the respondents like to buy Nokia mobiles.
- 96% of the respondents are satisfied use Nokia mobiles.
- 28% of the respondents like Nokia product for brand and 28% of the respondents like features.
- 66% of the respondents now using Nokia mobiles.

## 7. Features

### Audio Output

In the above analysis, 26% of respondents are highly satisfied with the audio output, 54% of the respondents are satisfied, and 20% of respondents are not satisfied with this attribute.

### Camera/video

In the above analysis, 28% of the respondent gave their opinion as highly satisfied with the features of the software compatibility, 52% of the respondents gave their opinion as satisfied, 20% of the respondents were not satisfied.

### Software Capability

In the above analysis, 37% of the respondent gave their opinion as highly satisfied with the features of the software compatibility, 48% of the respondents gave their opinion as satisfied, 15% of the respondents were not satisfied.

### Built in memory

In the above analysis, 21% of the respondent gave their opinion as highly satisfied with the features of the built in memory, 55% of the respondents gave their opinion as satisfied, 24% of the respondents were not satisfied.

### Accessories:

In the above analysis, 24% of the respondent gave their opinion as highly satisfied with the features of the accessories, 56% of the respondents gave their opinion as satisfied, 20% of the respondents were not satisfied.

### Appearance

In the above analysis, 28% of the respondent gave their opinion as highly satisfied with the appearance, 52% of the respondents gave their opinion as satisfied, 20% of the respondents were not satisfied.

## 8. Suggestions

- Most of the respondents were satisfied with the price, company image and Battery backup of SAMSUNG. So it is suggested that the same standard is to be maintained.
- Factors like after service, audio output, software compatibility and special features are admired the respondents, hence this features has to be continued.
- Regarding built in memory and brand image, a few of the respondents expressed their dissatisfaction. so this factor has to be improved with a view to attract more customers and to retain the existing customers.
- To attract customers situated in all areas, advertisement can be given through all media to attract customers in rural areas.
- The sales promotion offers are not impressive. Hence, the company should work towards providing more sales promotion offers to attract the customer's. The customers are not satisfied with the price level, so they can better consider the price level.

## 9. Conclusion

The problem recognition is generic in all the cases. This means there are multiple brands in the market that can fulfill the needs of a consumer. Whenever a consumer plans for a mobile change, his desired state predominantly consists of latest features in terms of both hardware and software. In most cases information search is external and mainly online. Especially in the case of search before the model is launched in the market, websites like GSM arena, phone arena etc. are the most used. Also personal contacts (Friends) and marketer information especially sales personnel are used as a key source. As part of internal source only personal experience with the same is commonly used.

- 1) Both social and financial risk is high in the case of a smart phone purchase.
- 2) Top of the mind awareness is highest for brands like SAMSUNG.
- 3) Evaluation criteria are generally a mix of attribute based and attitude based. Consumers who are brand loyal use attitude based evaluation criteria and are involved in limited decision-making process. Whereas consumers who are purchasing their first smart phone and are tech savvy use attribute based evaluation criteria and are involved in extensive decision-making process.
- 4) Consumers are basically looking for brand and value for money. Brand loyal consumers use lexicographic decision rule. Whereas others use disjunctive decision rule.
- 5) Outlet selection – consumers generally visit stores like SAMSUNG to have a look and feel of the phone and comparing prices. However brand loyal consumers purchased from exclusive stores and consumers looking for value for money purchased from stores providing incentives such as extended warranty and freebies.
- 6) Post purchase behaviour – consumers are generally satisfied with brands like SAMSUNG. These consumers are engaged in positive WOM. Whereas consumers are dissatisfied with both the product and after sales service offered for Motorola products. These consumers are involved in negative WOM which is diluting the brand value.

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