New Applied Studies in Management, Economics & Accounting

E-ISSN: 2783-3119

nasme-journal.ir

Study of consumer buying influencing attributes based on mobile phone purchasing

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Abstract
In less than 10 years, the mobile phone has become an essential part of our daily lives. It is no longer a luxury item and has become one of the most commonly used daily consumer goods throughout the world. For the growing significance, there is enormous research work in many countries in this field but as compare to India, Specifically Kolkata there is still some lacuna of this emerging field of research work. This study aims to make an approximation of the consumer buying decision and identify how the proposed research attributes influenced consumer buying behavior. The methodology used to achieve these objectives is based on primary data collection and the analytical part of this study is based on Statistical analysis whose platform is SPSS. Analysis of the results obtained from a representative sample of 157 mobile phone users shows that the consumer buying decision can be predicted according to proposed research attributes where consumer buying of either store shopping or internet shopping channels.
Keywords: Consumer buying behavior, Store shopping, Internet shopping.

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1. Introduction

The development of mobile phones and technological innovation with advancements cropped up due to dynamic changes in consumers' needs and preferences. Mobile phone devices have had one of the fastest household adoption rates of any technology in the world's modern history (Comer and Wikle, 2008). Nowadays, mobile handsets have become an integral part of human daily life and personal communication across the globe. Mobile phone shopping has reached some remarkable new milestones. Mobile shopping-related searches increased 120% in the last year, a review of Google data shows. With this growth, retailers are finding that mobile plays a critical role in driving shopper's in-store. Shoppers now reach for their mobile phones in every kind of micro-moment, from I-want-to-know to I-want-to-buy (and crucially, I-want-to-buy-again) moments. In this highly competitive mobile phone market, manufacturers constantly fight to find additional competitive edge and differentiating elements to persuade consumers to select their brand instead of a competitor's. There is various research conducted to identify reasons that make companies better than their competitors in influencing the consumer buying decision. The mobile phone consumers found throughout the globe greatly influenced by those different reasons affecting mobile phones purchase decision. These reasons may be related to the characteristics of the consumer and the features associated with the mobile phones. This leads mobile phone companies to come up with a variety of handsets with different brands and features. To identify reasons affecting consumer's preference of buying specific mobile phones several research studies have been conducted. These studies indicated a range of items as a determinant attributes influencing purchase decision. These attributes include looks, camera quality, audio quality, memory card, display screen, price, brand image, function, advertisement, appearance, after sales service and so on. There are millions mobile phone subscribers owning various brands of mobile phones. During the mobile phone buying decision process, these subscribers' takes into consideration numerous underlying attributes. This study seeks to know the attributes that underlying a consumer decision in choosing mobile phones to use.

2. Literature Review

Consumers are individuals and households that buy the firms product for personal consumption (Kotler, 2004). It often used to describe two different kinds of consuming entities: the personal consumers and the organizational consumers (Krishna, 2010). When a consumer obtaining, consuming, and disposing of products and a service is known as consumer behavior. It involves studying how people buy, what they buy, when they buy and why they buy. When a consumer wanted to make the purchase decision, they will pass through the process through recognition, search information, evaluation, purchase, feedback (Blackwell, Miniard, and Engel, 2006). Finally, a product or brand will choose by the consumers from various choices in the market. However, due to diverse environmental and individual determinants consumers buying decision varies. Consumer buying behavior is influenced by two major factors namely individual and environmental. The major categories of individual factors affecting consumer behavior are demographics, consumer knowledge, perception, learning, motivation, personality, beliefs, attitudes and life styles. The second category of factors is environmental factors that affect individual consumer's decision making process which include culture, social class, and reference group, family and household. The above mentioned factors are the major determinants behind the decision of consumers to opt a given good or service (Blackwell, Miniard, and Engel, 2006). India is a developing country and has witnessed moderate economic growth and developments in mobile telecommunication penetration in recent years. Due to these reasons, there is a dynamic increase in the number of mobile phone device users. This attracted large

number of international firms to enter into mobile industry and offer various brands of mobile phones. In this context, it is important to study the various factors which shape the consumers mind during the purchase of mobile phone devices. According to Karjaluoto et al. (2005), price, brand, interface, and properties tends to have the most influential factors affecting the actual choice amongst mobile phone brands. Ling, Hwang and Salvendy (2007) surveyed college students to identify their preference of their current mobile phone. The results of their survey indicated that the physical appearance, size and menu organization of the mobile phones are the most determinant factors affecting the choice of mobile phones. Mack and Sharples (2009) showed that usability in the most important determinant of mobile choice; other attributes particularly features, aesthetics and cost are other factors that have implication on the choice of mobile phone brand. In other study conducted by Kumar (2012), price, quality and style functions as the most influential factors affecting the choice of mobile phones. Moreover, Saif et al, 2012 selected four important factors i.e. likewise; Das (2012) conducted an empirical research based on survey method on factors influencing buying behavior of youth consumers towards mobile handsets in coastal districts of Odisha located in India. According to the study, a handset of reputed brand, smart appearance, and with advanced value added features, pleasurability and usability; is the choice of young consumers; females in gender-group, post-graduates in level of education-group, students in occupational group, urban residents in geographical area group plays most prominent role in buying decision of a mobile handset. The results indicated that while price and properties were the most influential factors affecting the purchase of a new mobile phone, price, audibility and friends' operator were regarded as the most important in the choice of the mobile phone operator. The results indicated that consumer's value new technology features as the most important variable amongst all and it also acts as a motivational force that influences them to go for a new handset purchase decision. Subramanyam and Venkateswarlu (2012) conducted a study on factors influencing buyer behavior of mobile phone buyers in Kadapa district in India. The researchers studied 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. According to the results, income, advertising and level of education in a family are the determining factors of owning a mobile phone set. Various aspects of product and brand attributes were considered such as color themes, visible name labels, and mobile phone with variety of models, packaging for safety, degree of awareness on safety issues, look and design of the phone. Based on previous research studies and literature reviewed the following conceptual framework and research hypothesis were developed for this research project. Accordingly, 7 independent attributes (i.e. Features, Looks, vfm- Value for money, Ads, after sales, Brand Value and Intension to buy) and their positive correlation with each other thought to influence the decision to buy are identified based on Correlation Analysis Model.

3. Methodology

This research was conducted in Kolkata City (South Region). Hence the study population constitutes of all mobile phone users in South Kolkata City. In order to select the sample respondents, judgmental sampling method was conducted. Once a sampling technique has been chosen the next step is to calculate the appropriate size of the sample. For this survey 157 respondents' feedback was collected. In this study, both quantitative and qualitative data were used. The qualitative data was obtained from the primary sources of data. The primary data was collected through administrating questionnaire. The structured questionnaire itself was designed so as to make it easy to answer and to cover most of the common research questions.

Furthermore, the questionnaire was designed so as to elicit information on both demographic and product use aspects of the respondents. Inferential statistics like correlation was used to elicit meaningful information. The data entry and analysis was performed by using Microsoft Excel and SPSS.

4. Results and Discussion

During the survey, 200 questionnaires were distributed to purposively selected mobile phones shops in Kolkata City (South Region). Unfortunately, 43 questionnaires were not responded appropriately. So the analysis was made based on 157 responded feedbacks.

Table 1

		Features	Looks	vfm	Ads	After Sales	Brand Value	Intention to buy
Features	Pearson Correlation	1	.760	.513	.387	.322	.809	**.887**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	157	157	157	157	157	157	157
Looks	Pearson Correlation	.760	1	.442	.470	.277	.763	**.807**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	157	157	157	157	157	157	157
vfm	Pearson Correlation	.513	.442	1	.161	.156	.384	.582
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	157	157	157	157	157	157	157
Ads	Pearson Correlation	.387	.470	.161	1	.340	.445	.401
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	157	157	157	157	157	157	157
After Sales	Pearson Correlation	.322	.277	.156	.340	1	.339	.327
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	157	157	157	157	157	157	157
Brand Value	Pearson Correlation	.809	.763	.384	.445	.339	1	**.833**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	157	157	157	157	157	157	157
Intention to buy rating	Pearson Correlation	.887	.807	.582	.401	.327	.833	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	157	157	157	157	157	157	157

Table 1: shows the correlation between 7 attributes i.e. Features, Looks, vfm (Value for money), Advertisement (ads), After sales, Brand Value and Intension to buy rating with the decision to

purchase a mobile phone device. From the above mentioned table all attributes show positive correlations with "Intension to buy" and all of them statistically significant. From this statistical analysis it can be observed that the highest positive correlations of "Intention to buy" with 'Product features' ($r=+0.887$), 'Brand' ($r=+0.833$) and 'Looks of the mobile phone' ($r=+0.807$). Accordingly, the Features of a product are an important attribute that cannot be overlooked in a study of consumer behavior. Majority of the respondents indicated Features as main consideration when they decide to buy their mobile phone. Mobile phone features include internet connection, Bluetooth, video, color, FM, media player, design, touch screen, store, size, available accessories, speaker and weight. All these attributes considered to have relationship with the decision to buy the mobile phones. The other two attributes equally correlated and have moderate relationships with the decision to buy are brand value and looks of mobile phones with Pearson correlation coefficient of 0.833 and 0.807 respectively. Both attributes are highly associated with the quality of a given product.

5. Conclusion

According to the Pearson correlation results, Features is the dominant attribute affecting the decision to buy mobile phone. Secondly, the Brand Value incorporated in a mobile hand set is the most important attribute which is considered by the consumers while purchasing the mobile phone. However, all proposed attributes of mobile phone purchasing are not equally important. The other attributes equally correlated and have moderate relationships with the decision to buy are Looks and Value for money (vfm) of mobile phones. Both the attributes are highly associated with the quality of mobile phone devices. The least correlated attributes are Ads (Advertisement), after sales service. This study used correlation analysis to test the effects of 7 independent attributes on the decision to buy a mobile phone device. All the 7 independent attributes combined significantly influence the consumers buying decision of mobile phone devices.

5.1. Limitations and scope of future research

Even though this research revealed meaningful findings for the learner related attributes affecting their intention to buy mobile phones, several possible limitations should be mentioned: First, the purposive technique to select the research sample from only a small sector of respondents from South Kolkata. Second, the vivid analysis of statistics like Factor analysis or Regression analysis is out of the scope of this research due to time constraint and lack of resources. For further research it is suggested to carry out the current research using a larger sample, with maximum geographic coverage. Additional research to study the Factor analysis mostly to identify the consumer behavioral intention to buy the mobile phones.

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