



A STUDY OF CONSUMER BUYING BEHAVIOR TOWARDS MOBILE PHONES WITH SPECIAL REFERENCE – BHOPAL CITY

Dr. Chhaya Sharma

Professor of Commerce
Rajeev Gandhi College
Raisen (M.P.)

Abstract :-

The behavior of consumers towards mobile phones is increasingly a focus of marketing research. In Particular consumer behavior in the smart phone industry has become a major focus of research in the field of marketing. The result of the research confirm that the regulatory focus has an influence on consumer behavior towards mobile phone purchase decision by affecting their perception, motivation and lifestyle. This research is to analyze the external and internal factors which influence a consumer's decision in purchasing a cell phone. This research explores through quantitative analysis some of the key factors belived to affected consumer's attitudes and behavior towards cell phone purchase. From this study the researcher had gained lot of practical exposure about buying behavior towards cell phone. This study help to know the behaviour of the consumer about mobile phone operators. This study also helps to know the relationship between consumer income and gender, consumer satisfaction, consumer retention and consumer loyalty towards the mobile phone with special reference to Bhopal (M.P.) city. The sample size of the study is 150 consumers it will taken by simple random sampling technique. The primary and secondary data explored. Data collection with the help of questionnaire and use of 5 likert scale model. The analysis of data, various statistical tools and techniques use. Collected data which have been summarized.

Keyword :- attitude, consumer behaviour ,consumer satisfaction, exposure, technique, quantitative, sampling, statistical tools, technique.

INTRODUCTION:-

On July 21, 1995 then Chief Minister of West Bengal, Jyoti Basu made the first mobile phone call in India using Nokia handset, but it become familiar only in the beginning of year 2000. India has the world's second – largest internet user base with 747.41 million broadband internet subscribers in the country. Today we have 1.18 billion mobile connections, 700 million internet users and 600 million smartphone, which are increasing 25 million per quarter. A repository of quarterly data for the India smartphone market, smartphone and feature phone shipments every quarter for more than 140 brands covering more than 95% of the total device shipments in the industry.

India smart phone shipments market share %

S. No.	Company	Q2 (2021)	Q3 (2021)	Q4 (2021)	Q1 (2022)	Q2 (2022)	Q3 (2022)
1.	Xiaomi	28%	23%	21%	23%	19%	21%
2.	Samsung	18%	17%	16%	20%	18%	19%
3.	Realme	15%	15%	17%	16%	16%	14%
4.	Vivo	15%	15%	13%	15%	17%	14%
5.	Oppo	10%	10%	9%	9%	11%	10%
6.	Other	14%	20%	24%	17%	19%	22%

Source – Mobile Devices Monitor Service

The online retail platforms in India clocked \$ 5.7 billion (about Rs, 40,000 Crore) worth festive sales. Mobile phones continue to lead the market with 41% contribution in gross merchandise value (GMV) and 56,000 mobile handsets were sold every hour. Flipkart group continued to lead the market with 62% market share in GMV.

Mobile phone uses meet many problems. Problems pertaining to buying a cell phone, choosing an activation card, tower problem, variety of scheme, recharge coupons, roaming and optimum use of cell phone facilities are some of the vital issue of the cell phone uses. The behaviour of human being during the purchase is being termed as 'Buyer behaviour'. Cell phone have become an integral part of human daily life and personal communication.

OBJECTIVES OF THE STUDY :-

- 1) To know the consumer buying behaviour towards mobile phone in Bhopal M.P.
- 2) To identify and analyze the factors which impinge on to the satisfaction level of the customers of cell phone.
- 3) To find out the demographic factor of the mobile phone consumer.
- 4) To offer the suggestions to the consumers.

NEED FOR THE STUDY :-

This study conducted the consumer behaviour and preference of mobile phone, the study area is Bhopal. Customer behaviour study is based on consumer buying behaviour This research may help the marketers to identify consumer group concerned with, as customer playing the three distinct roles of buyer, payed and user.

- 1) environment and health aspects of mobile phone.
- 2) The research study contribute to the consumer behaviour of cell phone by studying the underlying factor considered by the customers during purchase of cell phone.

STATEMENT OF THE PROBLEMS :-

The research problem is examining the purchase behaviour of different segments of mobile phone and identifying the determinants of their purchase decision. Awareness of respondents on environmental and health issues related to mobile phone.

SCOPE OF THE STUDY :-

The study is confined to the Bhopal Madhya Pradesh in India. The present study focuses on consumer behaviour of mobile phone users which has been divided into two stage – Male and Female

LIMITATIONS OF THE STUDY :-

The collected relevant information and data regarding this topic, there are some limitations to this study.

- 1) The respondents were aged 15-80 year as this age group wherein people have literacy regarding the mobile phone they use is good for or not.
- 2) A large telecom market is India containing many sectors, all of the sectors could not be covered.
- 3) The consumer with regard to demographic and psychographic characteristic.
- 4) Time and money based restrictions served as a limitation.
- 5) Research is based on sampling method the sample changed the result.

REVIEW OF LITERATURE :-

- 1) **Kotler and Armstrong (2001)** :- Consumer buying behaviour refers to the buying behaviour of the individual and households who buy goods and services for personal consumption. Consumers around the world are different in various factors such as age, income, educational level and preferences, which may affect the way they avail of goods and services are presented to the different consumer markets. There are many components which influence consumer behaviour namely cultural, social, personal and psychological. Consumer behaviour is the study of when, why, how and where people do or do not products.
- 2) **Chu-Mei Liu (2002)** :- A good brand imaging is imperative to producers and all the intermediaries of marketing process. High brand valued items have higher acceptability which leads to high sales. The rapid growth of portable smart phone subscriptions is extensively quicker in the Philippines. Now a day's mobile phone manufactures and service providers are collaborating with different advertising and promotions.
- 3) **Fred Robins (2003)** :- Inferred that there is a blanding of technology and imagination to build a product whose innovation is based on the personalization, advancement of different generations of mobile handsets to be aligned with the internet speed and technology.
- 4) **Ibrahim Kassin and Mohamood (2013)** :- have deduced that while purchasing mobile phones the young customers in the society are more influenced by celebrity endorsement, frequency of advertisement, discount offer word of mouth publicity spread through friends, family and relatives.
- 5) **Kushagra et al (2017)** :- Started that the morden generation customers who are young and dynamic are very tech-savvy and adventureus as far as adaptability to a new product is concerned. They give very much emphasis on the attributes of a mobile quality, processor speed for gaming, battery power etc.

RESEARCH METHODOLOGY

1) Research Hypothesis

H0 There is no significant relationship between gender and willing to pay for a mobile phone.

H1 There is significant relationship between gender and willing to pay for a mobile phone.

2) Type of Research – Descriptive research

3) Size of sample – 150 Respondents (Male – 90, Female – 40)

4) Data Collection –

- (i) **Primary data** – For collecting primary data observation and questionnaire method were used.

- (ii) **Secondary data** – For collecting secondary data internet and various references books were used.
- 5) **Duration of Study** – 20 days.
- 6) **Sampling Method** – Simple random sampling.
- 7) **Types of questionair** – Closed ended.
- 8) **Scaling and its type** – 5 Likert Scale
- 9) **Statistical Tool used** – Percentage analysis, Mean, Chi-square Analysis

DATA ANALYSIS AND INTERPRETATION

Table No. – 01

Question	Category	Class		
		Old City of Bhopal	New City of Bhopal	Total
Use of Mobile Phone	Male			
	Fig	55	35	90
	%	61.1%	38.88%	100%
	Female			
	Fig	37	23	60
	%	61.67%	38.33%	100
	Total			
	Fig	92	58	150
%	61.33%	38.67%	100	

Sources – Primary data base

Interpretation :-

Out of my sample the use of mobile phone in old city of Bhopal 61.1% Male and 61.67% Female, in new city of Bhopal mobile users Male 38.88% and Female 38.33%.

Table No. – 02

Question	Respondent	Class				Total
		Service	Professional	Business	Other	
Occupation of Consumer	Male					
	Fig	25	12	38	15	90
	%	27.77%	13.34%	42.23%	16.66%	100%
	Female					
	Fig	15	17	22	6	60
	%	25%	28.38%	36.64%	10%	100%
	Total					
	Fig	40	29	60	21	150
%	26.67%	19.33%	40%	14%	100%	

Sources – Primary data base

Interpretation :-

Out of my sample mobile users Male service class 27.77%, Professional 13.34%, Businessman 42.33% and other 16.66%, Female mobile users Service 25%, Professional 28.38%, Business 36.64% other 10%.

Table No. – 03

Question	Respondent	Class				Total
		Less than 15000	15001 - 25000	25001 - 35000	35001 above	
Income Level of Consumer	Male					
	Fig	22	25	13	30	90
	%	24.44%	27.77%	14.44%	33.33%	100%
	Female					
	Fig	18	22	10	10	60
	%	30.02%	36.66%	16.66%	16.66%	100%
	Total					
	Fig	40	47	23	40	150
%	26.67%	31.33%	15.33%	26.67%	100%	

Sources – Primary data base

Interpretation :-

Out of my sample income level of mobile customer Male less than 15000 – 24.44%, 15001-25000 – 27.77%, 25001-35000 – 14.44%, 35001 above 33.33% Female less than 15000 – 30.02%, 15001-25000 – 36.66%, 25001-35000 – 16.66%, 35001 above 16.66%.

Table No. – 04

Question	Respondent	Class							Total
		Samsung	Apple	Vivo	Oppo	Panasonic	Micormax	Other	
Which type of Mobile Phone use	Male								
	Fig	37	13	10	12	11	6	1	90
	%	41.12%	14.44%	11.11%	13.33%	12.22%	6.67%	1.11%	100%
	Female								
	Fig	21	2	7	8	10	9	3	60
	%	35%	3.33%	11.66%	13.34%	16.67%	15%	5%	100%
	Total								
	Fig	58	15	17	20	21	15	4	150
%	38.67%	10%	11.34%	13.34%	14%	10%	2.62%	100%	

Sources – Primary data base

Interpretation :-

Out of my sample type of mobile phone use Male – Samsung 41.12%, Apple 14.44%, Vivo 11.11%, Oppo 13.33%, Panasonic 12.22% and Micromax 6.67% Female Samsung 35%, Apple 3.33%, Vivo 11.66%, Oppo 13.34%, Panasonic 16.66%, Micromax 15% and other 2.62%.

Table No. – 05

Question	Respondent	Class							Total
		Advertisment	Appreance	Price	Function	Quality	Service	Recommended by friend	
Like the brand choose	Male								
	Fig	9	5	10	3	20	10	3	90
	%	10%	5.56%	11.11%	36.67%	22.23%	11.11%	3.33%	100%
	Female								
	Fig	10	7	9	20	4	9	1	60
	%	16.67%	11.66%	15%	33.34%	6.66%	15%	1.67%	100%
	Total								
	Fig	19	12	19	53	24	19	4	150
	%	12.67%	8%	12.67%	35.34%	16%	12.67%	2.66%	100%

Sources – Primary data base

Interpretation :-

Out of my sample mobile phone brand choose Male by advertisement 10%, Appreance 5.56%, Price 11.11%, Function 36.67%, Quality 22.23%, Service 11.11%, Recommended by friend 3.33% Female by advertisement 16.67%, Appreance 11.66%, Price 15%, Function 33.34%, Quality 6.66%, Service 15%, Recommended by friend 1.67%

Table No. – 06

Question	Respondent	Class				Total
		Free Gift	Price Offer	Discount	Any Other	
Promotional Offer Attract	Male					
	Fig	18	40	27	5	90
	%	20%	44.44%	30%	5.56%	100%
	Female					
	Fig	25	20	8	7	60
	%	41.67%	33.34%	13.34%	11.65%	100%
	Total					
	Fig	43	60	35	12	150
	%	28.67%	40%	23.34%	8%	100%

Sources – Primary data base

Interpretation :-

Out of my sample promotional offer attract Male free gift 20%, Price Offer 44.44%, Discount 30% and Other 5.56% Female Free gift 41.67%, Price Offer 33.34%, Discount 13.34% and Other 11.65%

Table No. – 07

Question	Respondent	Class					Total
		Less than 1 Year	1-2 Year	2-3 Year	3-4 Year	Above 4 Year	
How Long Using Mobile Phone	Male						
	Fig	10	22	40	15	3	90
	%	11.12%	24.44%	44.44%	16.67%	3.33%	100%
	Female						
	Fig	5	5	10	28	12	60
	%	8.33%	8.33%	16.67%	46.67%	20%	100%
	Total						
	Fig	15	27	50	43	15	150
	%	10%	18%	33.34%	28.66%	10%	100%

Sources – Primary data base

Interpretation :-

Out of my sample how long using mobile phone Male less than 1 year 11.12%, 1-2 year 24.44%, 2-3 year 44.44%, 3-4 year 16.67% and above 4 year 3.33% Female Less than 1 year 8.33%, 1-2 year 8.33%, 2-3 year 16.67%, 3-4 year 46.67% and above 4 year 12%.

Table No.:-8

Question	Respondent	Class					Total
		Less than 10000	10001 - 20000	20001 - 30000	30001 - 40000	Above 40000	
What Amount Would be Willing to pay	Male						
	Fig	37	25	17	8	3	90
	%	41.12%	27.78%	18.89%	8.88%	3.33%	100%
	Female						
	Fig	20	15	10	9	6	60
	%	33.34%	25%	16.67%	15%	10%	100%
	Total						
	Fig	57	40	27	17	9	150
	%	38%	26.66%	18%	11.34%	6%	100%

Sources – Primary data base

Interpretation :-

Out of my sample amount would be willing to pay Male less than 10000 41.12%, 10001-20000 27.78%, 20001-30000 18.89%, 30001-40000 8.88% and above 40000 3.33% Female Less than 10000 33.34%, 10001-20000 25%, 20001-30000 16.67%, 30001-40000 15% and 10% above 40000.

Table No. – 09

Question	Respondent	Calss						Total
		Slogan	Picture	Colour	Story	Musics	Recommended by Friend	
Which of the following would impress the most	Male							
	Fig	7	30	22	15	10	6	90
	%	7.77%	33.34%	24.44%	16.67%	11.11%	6.67%	100%
	Female							
	Fig	9	15	5	10	12	9	60
	%	15%	25%	8.33%	16.67%	13.33%	15%	100%
	Total							
	Fig	16	45	27	25	22	15	150
%	10.67%	30%	18%	16.67%	14.67%	10%	100%	

Sources – Primary data base

Interpretation :-

Out of my sample which of the following would impress the most Male Slogam-7.77%, Picture-33.34%, Colour-24.44%, Story-16.67%, Musics-11.11% and Recommended by friend 6.67% Female Slogam-15%, Picture-25%, Colour-8.33%, Story-16.67%, Musics-13.33% and Recommended by friend 15%.

Table No. – 10

Question	Respondent	Class		Total
		Postpaid	Prepaid	
Which types of connection use	Male			
	Fig	25	65	90
	%	27.77%	72.33%	100%
	Female			
	Fig	35	25	60
	%	58.33%	41.67%	100%
	Total			
	Fig	60	90	150
%	40%	60%	100%	

Sources – Primary data base

Interpretation :-

Out of my sample which types of connection us Male Postpaid-27.77%, Prepaid-72.33% Female Postpaid 58.33%, Prepaid 41.67%

REPRESENT THE DETERMINATE OF CONSUMER SATISFACTION

S. No.	Question	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Total	
		Male %	Female %	Male %	Female %	Male %	Female %	Male %	Female %	Male %	Female %	Male %	Female %
1.	Satisfied with the provider's offer	11	10	14	13	8	20	27	30	40	27	100	100
2.	Satisfied with provider's promotion	30	24	25	9	10	27	16	10	19	30	100	100
3.	Satisfied with provider's charge	15	20	12	25	11	18	30	11	32	26	100	100
4.	Satisfied with provider's coverage	27	23	20	30	5	29	19	10	29	8	100	100
5.	Satisfied with provider's monthly rent	31	24	22	32	13	25	12	13	22	6	100	100
6.	Do not have a better option	36	21	40	15	7	30	7	14	10	20	100	100
7.	Satisfied with provider's customer care	17	15	31	19	15	17	22	20	15	29	100	100
8.	Feel happy and good in dealing with the provider	23	14	13	28	17	23	20	30	27	5	100	100
9.	Satisfied with the provider's website	34	12	26	22	10	25	20	30	9	11	100	100
10.	Satisfied with the provider's reputation in telecom industry	30	28	29	30	11	19	13	11	17	12	100	100
Mean		25.5	19.1	23.2	22.3	10.7	23.3	18.6	14.9	22.0	17.4	100	100

Source – Primary data base

Interpretation :-

The determinate of consumer satisfaction level of Male Strongly Agree 25.5% and Female Neutral 23.3% Highest Level, Lowest level Male is Neutral 10.7% Female disagree 14.9% .

Hypothesis Testing and Result

What amount would be willing to pay for a mobile phone

[Chi Square Test] χ^2

Respondent	Class	O	E	O - E	$(O - E)^2$	$(O - E)^2/E$
Male	Less than 10000	37	34.2	2.8	7.84	0.229
	10001 – 20000	25	24.0	1.0	1	0.041
	20001 – 30000	17	16.2	.8	.64	0.039
	30001 – 40000	8	10.2	-2.2	4.84	0.474

	40001 Above	3	5.4	-2.4	5.76	1.0666
Femal	Less than 10000	20	22.8	2.8	7.84	0.343
	10001 – 20000	15	16.0	1.0	1	0.0625
	20001 – 30000	10	10.8	-.8	.64	0.059
	30001 – 40000	9	6.8	2.2	4.84	0.711
	40001 Above	6	3.6	2.4	5.76	1.6

$$E(0 - E)^{2/E} - 4.6251$$

O – Observed Frequency

E – Expected Frequency

Degree of Freedom – 4

Significance Level – 0.05

Calculated Value – 4.6251

Table Value – 9.348

Result – Null Hypothesis Accepted

Alternative Hypothesis Reject

x^2 calculate value > x^2 tabular value

FINDING, SUGGESTION AND CONCLUSION

FINDING :-

The research based on a primary survey, observation of 150 people in bhopal. Aim of studying the consumer buying behavior and their satisfaction level towards mobile phone.

The finding from the research are :-

- 1) Among 150 respondents 60% were male and 40% are female.
- 2) In old city of Bhopal female respondents are more than 61.67% new city of Bhopal use of mobile phone.
- 3) Business male consumer 42.23% use of mobile phone more than female business consumer.
- 4) 15001-25000 income level of female consumer purchase of mobile phone.
- 5) 41.12% male consumer use Samsung mobile phone.
- 6) 36.67% male consumer functions like brand choose.
- 7) 44.44% male consumer price offer attract.
- 8) 46.67% female consumer 3-4 year use mobile phone.
- 9) 41.12% male consumer amount would be willing to pay less than 10000 Rs.
- 10) Most of male consumer 33.34% impress the picture of mobile phone.
- 11) 72.33% male consumer prepaid mobile phone connection use.
- 12) 25.5% male consumer strongly agree mobile phone service satisfy.
- 13) 23.2% female consume agree mobile phone service satisfy.

SUGGESTION :-

The finding of the study the following recommendation's are given :

- 1) From the study it is found that the many key factors which influence the usage and purchase of mobile phone are price, functions, brand, battery option.
- 2) The providers can offer different kinds of mobile phone for different group of target consumers say business, professionals and housewife.
- 3) Maximum number of mobile phone users have purchased samsung.
- 4) Most of the respondents have less than 50% awareness for environmental health and safety issues related with mobile phone.
- 5) Incidents of data hacking are increasing.

CONCLUSIONS :-

The results proved that the respondents have perceived smart phone in a positive way. The study shows that the product features like battery life, speed, camera, brand, price of mobile phone is high the consumers are ready to pay and afford if for their social need. Mobile phone is essential part of our life and it made life easier. Different consumer have different characteristics in their life that also influences their buying behavior. Social factor such as family, group, roles, status and personal factors such as age, occupation, lifestyle, personality and self concepts are those characteristics that could influence that buyer behavior in making the final decision.

REFERENCES :-

- 1) Gupta Gireesh K. 2011 ubiquitous mobile phones are becoming indispensable ACM inroads 2(2) 32-33 doi.
- 2) Shrivastavviranjay M. singh Ghanshyam 2013.
- 3) Bordley Robert 2011 Determining the appropriate Depth and Breath of a firm's product portfolio "Journal of marketing research".
- 4) PavisScotim and Michael Dann 2010 – Building the brand driven business operationalize.
- 5) Jegan, A. and sudalaiyandi, S. 2012 – consumer behavior towards mobile phone service.
- 6) Narsimha Bhatt 2013, A study on peoples attitude towards purchasing new sim cards

WEBSITES

- 7) <http://docplayer.net/16996328-An-empirical-study-of-consumer-behaviour-towards-the-preference-and-usage-of-mobile-phone-service-in-bhopal.html>.
- 8) <http://www.researchgate.net/>
- 9) <http://www.iosrjournals.org/iosr>.
- 10) http://ictactjournal.in/paper/IJMS_vol4_Iss3_paper2_788_792.pdf