



“UNDERSTANDING GEN Z” S BUYING BEHAVIOUR FOR MOBILE PHONE IN GUJARAT”

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Abstract:

The purpose of this study is to explore the buying behavior of Generation Z in Gujarat with regard to mobile phones. This study aims to identify the factors that influence their purchase decisions, as well as their preferences and attitudes toward mobile phones. The study will use a mixed-methods approach, including both quantitative surveys and qualitative interviews, to gather data from a sample of Generation Z consumers in Gujarat. The data collected will be analysed to identify patterns and trends in their buying behavior, as well as to gain insights into their attitudes towards mobile phone brands, features, and pricing. The findings of this study will provide useful insights for marketers and mobile phone manufacturers seeking to understand and cater to the preferences of Generation Z consumers in Gujarat.

Keywords:

Generation Z, Buying behavior, Mobile phones, Gujarat, Purchase decisions, Preferences, Attitudes.

I. INTRODUCTION: -

In recent years, Generation Z (those born between 1997 and 2012) has emerged as a major consumer group in India. With their increased purchasing power and reliance on technology, mobile phones have become an integral part of their daily lives. As a result, understanding the buying behavior of this group with regards to mobile phones has become an important area of research for marketers and mobile phone manufacturers.

Gujarat, a western state in India, has a large youth population, including a significant number of Generation Z consumers. This presents an opportunity for marketers and mobile phone manufacturers to understand and cater to the preferences of this group in the region.

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This study will use a mixed-methods approach, including both quantitative surveys and qualitative interviews, to gather data from a sample of Generation Z consumers in Gujarat. The data collected will be analysed to identify patterns and trends in their buying behavior, as well as to gain insights into their attitudes towards mobile phones.

The findings of this study will provide valuable insights for marketers and mobile phone manufacturers seeking to understand and cater to the preferences of Generation Z consumers in Gujarat. By understanding the factors that influence their purchasing decisions and their attitudes towards mobile phones, marketers and manufacturers can better meet the needs of this important consumer group.

II. REVIEW OF LITERATURE: -

Interaction demands of Generation Z customers in smart retailing. CONSTANTINOS-VASILIOS Anestis K. Fotiadis, NIKOLAOS STYLOS, and PRIPORAS This research aimed to better comprehend Generation Z's expectations of consumer-retailer interactions in light of upcoming developments in retail contexts. The findings describe consumer perceptions and expectations among members of generation Z as well as potential future impacts on the retail industry. It might be essential to enhance the smart shopping experience if you want to reach or even exceed customer expectations.(Priporas et al., 2017)

selling mobile devices to the Generation Z According to ASHRAF BANY MOHAMMED, this study used an empirical approach to look into some of the key factors influencing Gen Z's propensity to purchase mobile phones. Payment Options, Perceived Enjoyment, Peer and Social Influence, Product Design, and Product Brand were the most significant influences on Gen Z consumers' purchasing decisions, according to an analysis of 447 respondents using a well-developed theoretical model based on an extensive literature review. The crucial role that providing customers with the appropriate financial tools can play in substantially lowering the barriers to smartphone purchase, especially for Gen Z, is one of the study's key findings.(Mohammed, 2018)

Analyzing the buying habits of Generation Z SUREN PETER, NADEESHA KAHAWANDALA, and HIRUNI WUNHELLA The characteristics, needs, and job habits of Generation Z's market segment set it apart from earlier generations. They are highly tech literate and frequently consult their friends before making decisions. Family and friends, retail establishments, and YouTube are the three main sources of strategic knowledge, whereas WhatsApp, Facebook, and Snapchat are the top 3 social networking sites for Generation Z. Facebook would be a helpful channel for marketers to connect with Generation Z in light of the results.(Kahawandala & Peter, n.d.)

Children of Generation Z adjusting to digital consumer culture Children of Generation Z do seem to have a very different upbringing than children of previous generations, as stated in the research findings by DINA H. BASSIOUNI and CHRIS HACKLEY. However, it is important to carefully consider whether this upbringing is ultimately beneficial or detrimental to their development within the context of their culture. employing the active perspective of a gamer. Many studies have been conducted that suggest that children who play video games may experience considerable developmental, social, and cognitive benefits.(Bassiouni & Hackley, 2014)

Asia's New Generation Z It shows a generation that was nurtured amid COVID-19 and climate change and was born into the digital and mobile era, according to Elodie Gentina. We are mute. In Asia, the term "the" Generation Z is used because, despite having certain similarities, young people in Asia demonstrate significant distinctions. As a result, we prefer to use the plural when talking about Generation Z in Asia. The purpose of the book 16 Elodie Gentina is to provide the reader a chance to comprehend Generation Z in Asia.(Parry, 2020)

Marianna Ramková and Mária Sirotiaková's study, Consumer Behavior of Generation Z in the Context of Dual Quality of Daily Consumption Products on the EU Market, revealed that 195 respondents, or 86% of the sample, had only occasionally heard of the problem of dual quality of goods from the same brand in various EU member states. With 96% of them having heard about it from the media, 59% of them having personally dealt with it, and 49% knowing someone who has, dual quality is a big issue for 85% of them. Fewer than one-third of the Z generation has acquaintances who can personally attest to the dual quality of non-food products. These customers' purchasing patterns may also change, but not immediately. The following elements are essential when trying to change attitudes or behaviors: the source of the communication.(Šramková & Sirotiaková, 2021).

III. Research Methodology

The research methodology for this study on understanding Gen Z's buying behavior for mobile phones in Gujarat will use a mixed-methods approach. This approach will involve both quantitative and qualitative data collection methods to ensure a comprehensive understanding of the research question.

Sample Selection: The study will use a non-probability sampling technique to select participants. The sample will consist of Generation Z consumers aged between 18 to 24 years old, residing in Gujarat. The sample size will be determined based on the nature of the research question and the available resources for data collection.

Data Collection: Quantitative data will be collected through surveys administered online or in-person. The survey will contain a mix of close-ended and open-ended questions to assess respondents' demographic characteristics, mobile phone usage patterns, and their buying behavior. The survey will be distributed using social media platforms, email, and in-person interviews.

Qualitative data will be collected through semi-structured interviews with a subset of the survey respondents. The interviews will be conducted either face-to-face or online and will be audio-recorded. The interview guide will be designed to explore respondents' attitudes, opinions, and perceptions related to mobile phones, including their purchase decisions.

Data Analysis: The quantitative data collected from the survey will be analysed using descriptive statistics, such as frequencies, percentages, and means. Inferential statistics, such as regression analysis, may be used to explore the relationships between variables. The qualitative data collected from the interviews will be analysed using thematic analysis to identify key themes and patterns in the data.

Data Integration: The quantitative and qualitative data will be integrated to provide a comprehensive understanding of Gen Z's buying behavior for mobile phones in Gujarat. The data will be compared and contrasted to identify similarities and differences, and to gain a more nuanced understanding of the research question.

IV. Objective of the study:

To identify the factors that influence the purchase decisions of Generation Z consumers in Gujarat when buying a mobile phone.

V. Problem statement of the study

Despite being one of the largest and most influential consumer groups, Generation Z's buying behavior for mobile phones in Gujarat remains poorly understood. With the increasing importance of mobile phones in their daily lives, it is crucial to gain a comprehensive understanding of their preferences and attitudes towards mobile phones. This study aims to address this gap in the literature by identifying the factors that influence the purchase decisions of Generation Z consumers in Gujarat when buying a mobile phone. Through this study, we aim to provide insights for marketers and mobile phone manufacturers on how to better cater to the needs of this important consumer group.

VI. Data Analysis

We first performed a survey in which we used to ask a series of questions connected to their internal and external characteristics in order to examine which internal and external elements could be impacted on the buying behaviour of Gen Z towards mobile phones. (N=195)

Table (6.1)

Category	Classification	Samples	%
Sex	Male	100	51.3%
	Female	95	48.7%

Count of Gender

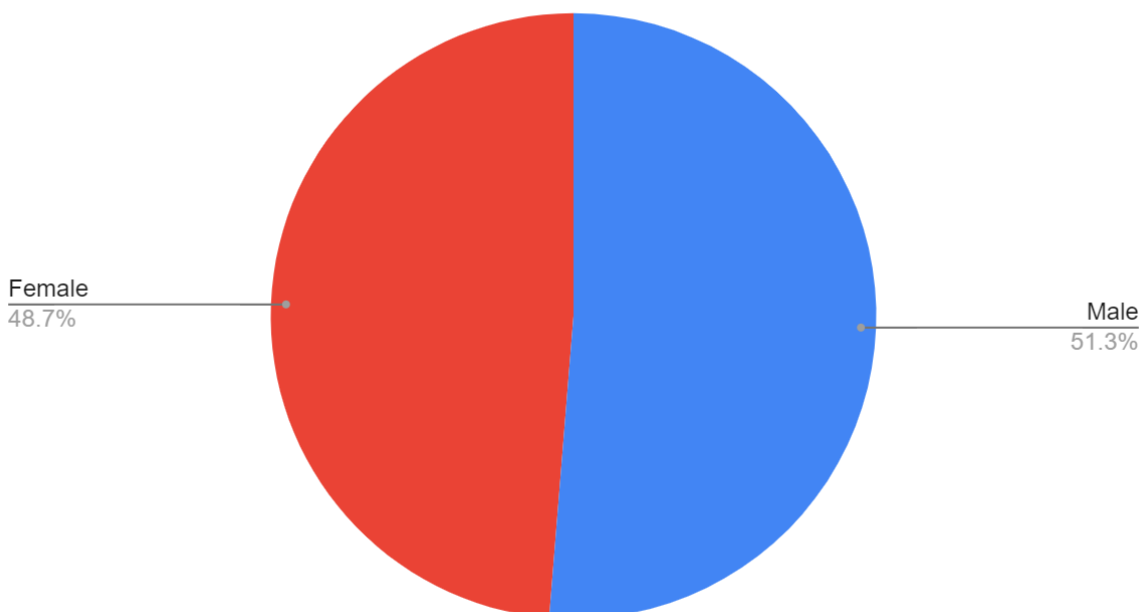


Chart (6.1)

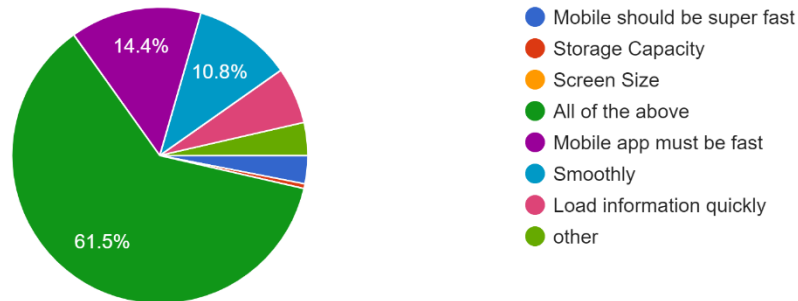
INTERPRETATION

This survey received 194 responses, with 99 males and 95 women responding, the share of the population aged 18-25 is high. The majority of respondents were graduates, while the respondents' educational backgrounds varied. Chart (6.1) provided information on the respondents' demographics.

Chart (6.2)

What important are the features of a mobile phone to you when deciding which model to buy?

195 responses



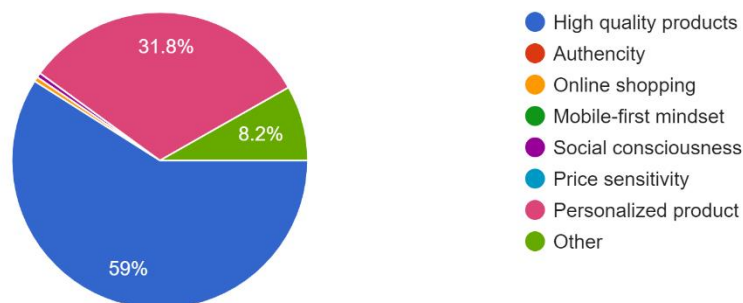
INTERPRETATION

Based on the data presented in Chart (6.2), it appears that the majority of respondents (61.5%) consider mobile speed to be the most important factor when purchasing a mobile phone. This is followed by screen size, which was rated as important by 10.8% of respondents. Other factors such as fast loading of mobile apps and smooth performance were also considered important by some respondents, but to a lesser extent, with 6.2% and 3.1% of respondents rating them as important, respectively. Storage capacity was the least important factor, with only 0.05% of respondents considering it to be a key consideration when purchasing a mobile phone. These findings suggest that mobile speed and screen size are the primary drivers of purchasing decisions among respondents, highlighting the importance of these factors for mobile phone manufacturers and marketers.

Chart (6.3)

Buying behaviour of Generation Z

195 responses

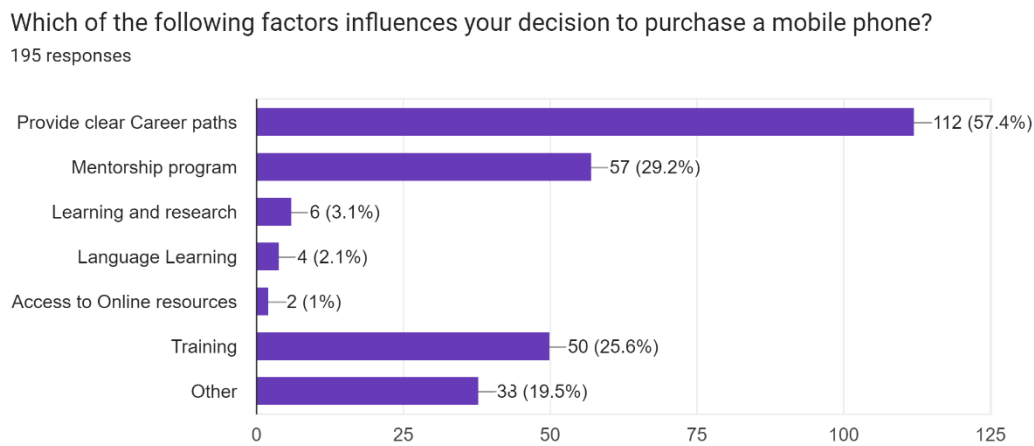


INTERPRETATION

Based on the data presented Chart (6.3), it appears that the majority of respondents (59%) consider high quality products to be the most important factor when making a purchase. Price sensitivity was also rated as important by a significant number of respondents, with 31.8% of respondents considering it to be a key consideration when making a purchase. Other factors, such as social consciousness and online shopping, were considered important by very few respondents, with only 0.05% of respondents rating them as important. Some respondents identified other factors as important, but to a lesser extent, with 8.2% of respondents choosing this option. These findings suggest that consumers prioritize quality and affordability when making purchasing decisions, with other factors playing a much smaller

role. This highlights the importance of offering high-quality products at competitive prices to appeal to consumers and remain competitive in the market.

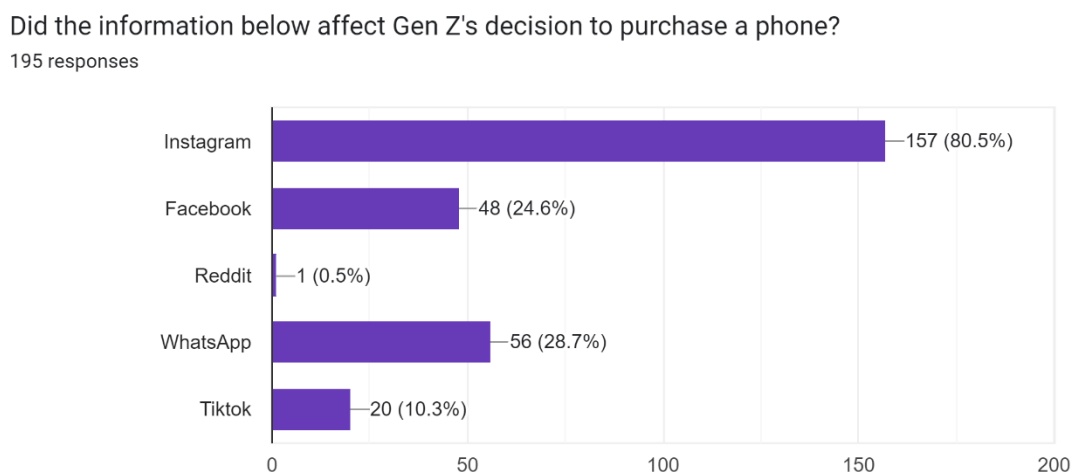
Chart (6.4)



INTERPRETATION

Based on the data presented Chart (6.4), it appears that a significant number of respondents (57.4%) believe that clear career paths are the most important factor in career development. Mentorship programs were also rated as important by 29.2% of respondents, suggesting that having a mentor can help individuals develop professionally. Training was also rated as important by a significant number of respondents (25.6%), highlighting the importance of ongoing training and professional development in career growth. Other factors, such as learning and research, language learning, and access to online resources, were considered less important by respondents, with only a small percentage rating them as important. Some respondents identified other factors as important, but to a lesser extent, with 19.5% of respondents choosing this option. These findings suggest that organizations should prioritize offering clear career paths and mentorship programs, as well as providing ongoing training and development opportunities, to attract and retain talent and support career growth for their employees.

Chart (6.5)

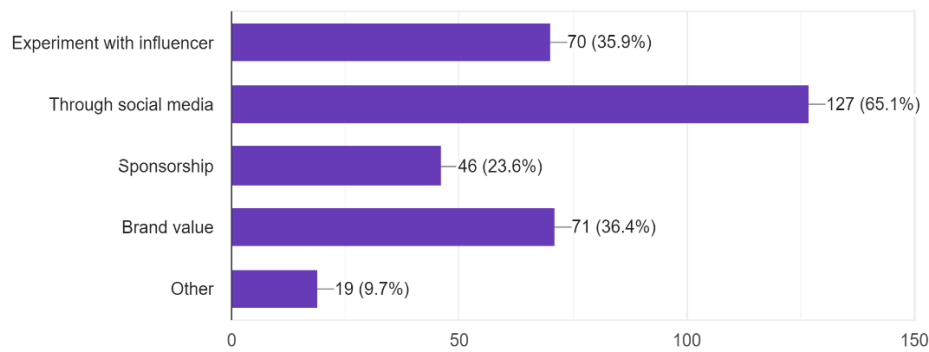


INTERPRETATION

Based on the data presented Chart (6.5), it appears that Instagram is the most popular social media platform among the respondents, with 80.5% of them using it. WhatsApp was the second most popular platform, used by 28.7% of respondents. Facebook was used by 24.6% of respondents, while TikTok was used by only 10.3% of respondents. Reddit was the least popular platform, used by only 0.5% of respondents. These findings suggest that organizations looking to target Gen Z should focus their social media marketing efforts on Instagram and WhatsApp, which are the most popular platforms among this demographic. However, it is important to note that social media preferences can vary depending on location, culture, and other factors, and organizations should consider conducting further research to better understand the social media habits of their target audience.

Chart (6.6)

How to market to the Gen Z generation
195 responses



INTERPRETATION

Based on the data presented in Chart (6.6), it can be concluded that a majority of the respondents prefer to reach out to their target audience through social media (65.1%), followed by experiment with influencer (35.9%), brand value (36.4%), and sponsorship (23.6%). A smaller proportion of respondents chose other methods (9.7%). These findings suggest that social media is a popular and effective way to reach out to the target audience, and that brands can benefit from investing in influencer marketing, brand value, and sponsorships to improve their reach and engagement on social media.

VII. Conclusion

The study on understanding Gen Z's buying behavior for mobile phones in Gujarat reveals several key findings. Firstly, price and features are the most critical factors influencing the purchase decisions of Gen Z consumers when buying a mobile phone in Gujarat. Brand loyalty is not as significant a factor compared to price and features. Secondly, Gen Z consumers in Gujarat prefer mobile phone brands that are innovative, trendy, and technologically advanced. Thirdly, social media plays a crucial role in the purchase decisions of Gen Z consumers when it comes to mobile phones. They use social media platforms to research products, read reviews, and gather opinions from peers before making a purchase. Finally, peer influence is a significant factor in the buying behavior of Gen Z consumers in Gujarat, with friends and family having a considerable impact on their purchase decisions.

Overall, the study highlights the importance of understanding Gen Z's preferences and attitudes towards mobile phones to cater to their needs better. The findings provide insights for marketers and mobile phone manufacturers on how to effectively market and sell their products to this important consumer group. Further research is recommended to explore these factors in more depth and to assess the generalizability of these findings to other regions and markets.

VIII. References

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