A STUDY OF CONSUMER BEHAVIOUR TOWARDS CHINA MOBILE IN INDIA

DR. Jayprakash Lamoria, Professor, MBA Department

Vishnu.K , Final year, MBA Department

Vignesh.K, Final year, MBA Department

Parul University, Vadodara

Abstract

The aim of this paper is to describe about the consumer behaviour towards the China mobile in India This paper contains how the consumer behaviour get influenced by the variables of the product. As the India become developing country the digitalisation has its key role in the development. Everyone one is exposing into the tech environment and become more risk takers. In India the consumer behaviour is so dynamic that the buyers are least bother about the price and brand if they get more features in the less cost. As the China mobile business strategy to focus on the middle class of the Indian that they can afford the price and they attract them with the high features. Our study gives an idea about the consumer behaviour which is influenced by the variables like Price, Brand, Quality, features and Design.

Key words

Affordability, Durability, Consumer behaviour, Values, Product variables China mobile phones.

1. Introduction

Consumer behaviour refers to the opinions or preconceptions that consumers have about different brands. Any brand can succeed or fail based on how consumers perceive it. Consumers build opinions about a company when they have a positive delivery experience. The way a store is organised, the quality of the service they receive, and how simple it is to find things are all elements that might affect a consumer's experience while they are shopping.

A smartphone is a mobile phone with advanced functionality that goes beyond making calls and text messages and can carry out many computer-like tasks. Smartphones typically have touchscreen interfaces, internet access, and operating systems that can run downloaded apps. In India, there would be close to 550million smartphone users by the year 2025, according to estimates.

The more recurring business and positive evaluations the company receives, together with a decrease in friction from consumer complaints and returns, are directly correlated to the quality of the consumer experience. The main goal or objective of this study was to investigate the various variables influencing consumer's behaviour towards Chinese mobile brands.

In terms of subscriptions to telephones (landline and mobile), India has the second-largest telecom market worldwide. Liberalization of communications was initiated far back in 1980 when the then Prime Minister\Indira Gandhi had permitted the French company Alcatel CIT\sto negotiate a contract with state-owned Indian Telephone\Industry (ITI). The Telecom Regulatory Authority of India (TRAI) was founded by the Indian government after 1991 to oversee the operations of commercial telecom firms including Vodafone, Hutch, Virgin Mobiles, Airtel, Jio, etc.

Chinese versatile brands have given an extreme contest in India. China and India are positioned among the world's biggest non-industrial country and quickest developing economies. The new piece of the pie information for the business shows that brands like Xiaomi, Vivo, Oppo, and Gionee have given an extreme rivalry to their Indian opponents (dutta, 2016). The Indian Cell phone market is positioned second biggest today as far as remarkable clients it has. India keeps on developing at over 20% every year, regarding volume deals, contrasted with a worldwide normal of 4%. While this has prompted an expansion in home nation (India) handset brands and Neighborhood producing abilities yet Chinese Cell phone creators have figured out how to receive gigantic benefits As the economy of the nation is going up, interest for Cell phone's is likewise rising.

2. Literature Review

There are many studies conducted in India and outside India related to the consumer behaviour towards China mobile and also about android mobiles. Hear we can see some of the studies among them.

- According to the writers Saw elements and quality welcomes most effect on buy aim of purchasers. Chinese telephone in India are presented at lower costs which are more reasonable by center pay bunch consumers. The creators detailed that popular and stylish cell phone models are presented on the lookout so individuals tend to change their telephones in a year thus they don't want to spend a lot of on their telephones in one time. Their concentrate on specifies that buyers appear to be worry for nature of Chinese cell phones as these brands need trust. The creators recommends that brands need to ensure that they give items that confront the nature of telephones from huge brands as China is seen as a modest, bad quality, fake brand.

- According to the RAI, 2021This study inspected the effect of brand character, trait factors, and cost factor on shopper's buy aim of cell phones. The paper puts the accentuation on how the shopper inclination capabilities in the determination of the cell phone and which element assumes the more critical part in cell phone buy intention. Brand character, property component, and item cost were taken as autonomous factors to recognize the effect on buy expectation.

- Appiah, Ozuem, Howell, and Lancaster, 2019 This paper suggests that clients relate to brands to fulfill self-definitional needs. Four significant subjects were recognized in the acquisition of cell phones:

character, fulfillment, brand faithfulness, and brand exchanging. Brand exchanging happens when a client's confidence in a brand is remotely impacted inside the group environment. That's what this investigation discovered, there means that clients of a particular brand get their character from affiliations with social groups. This concentrate on gave thought to pervasive market disturbances in a serious market, with regards to the cell phone industry, and this was approved by observational information gathered from cell phones clients in the Unified Realm.

- Sthapit, Laohakosol, and Sharma, 2018. The aftereffects of the review showed that similarity, social impact and item includes essentially impact the buy goal of the advanced cell buyers. This concentrate on demonstrated that Nepali purchasers are bound to buy PDAs assuming they find alluring item includes viable with their requirements and social sphere. Further, the review recommended that cost, quality and the nation of beginning don't have a lot of effect on the Nepali purchasers' aim to buy the brilliant phones.

- Bisht, 2020 This study centers around the top notch section cell phones. Found Brand name, execution and camera are factors which assume a fundamental part in impacting a premium cell phone buy. It was found that OnePlus gives reasonable premium cell phones which have a decent plan and a fair form quality. The creator suggests that top notch brands ought to make their cell phones more work arranged, So they draw in additional clients.

3. RESEARCH METHODOLOGY

3.1 OBJECTIVES OF THE STUDY

- To identify the important variables.
- To identify factors of consumer behaviour.
- To measure the factors of consumer behaviour.

3.2 RESEARCH DESIGN

Research design is served as the base to carry out the study by guiding for collecting and analyzing the data. This study is aimed to find out the causal relationship between country of origin effect and purchase intention, in context of China brand mobile phone. Thus, this research is a causal research which to find out the relationship between each variable.

3.3 SOURCES OF DATA

- **Primary data Collection** is the process of gathering data through surveys, interviews, or experiments. A typical example of primary data is household surveys.
- **Secondary data** means data collected by someone else earlier. Surveys, observations, experiments, questionnaire, personal interview, etc. Government publications, websites, books, journal articles, internal records etc.

3.4 DATA COLLECTION METHODS

Data is been collected by various methods which is feasible to response such as google form survey, questionnaire

3.5 POPULATION

For studying consumer buying behaviour towards online shopping samples were randomly selected from India.

3.6 SAMPLING FRAME

181 respondents were selected from india different age group.

3.7 DATA COLLECTION INSTRUMENTS

Data gathered from respondents are analysed: and interpreted with the help of simple percentage, table, graph and charts.

3.8 RESEARCH GAP

Most of the study are done in particular sectors like android mobiles or Indian mobile market but I think there is no research is done in consumer behaviour towards China mobile in India.

3.9. HYPOTHESIS

H_{o1} – there is no significant difference in the consumer behaviour with respect to Gender.

H_{o2} – there is no significant difference in the consumer behaviour with respect to Age.

H_{o3} – there is no significant difference in the consumer behaviour with respect to Occupation.
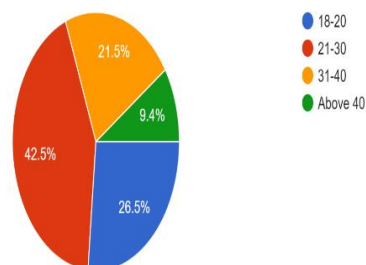
DATA ANALYSIS AND INTREPRETATION

The collected data from the various sources were analysed using appropriate statistical techniques like ANOVA, independent sample t-test with the help of SPSS

The data has been collected through the google forms in India.

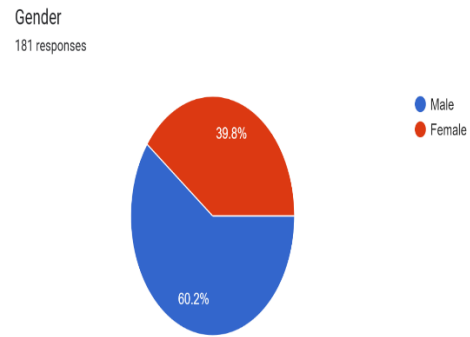| AGE	NO OF RESPONDENTS	%
18-20	48	26.5
21-30	77	42.5
31-40	39	21.5
41+	17	9.4
TOTAL	181	100%

From the above pie-chart we can see the age of the responses. it clearly says that there

- 26.5% respondents are in 18-20 age.
- 42.5% of respondents are in between 21-30 age.
- 21.5% of respondents are in between 31-40 age.
- 9.4% of respondents are in above 40 age.

GENDER	N	%
MALE	109	60.2
FEMALE	72	39.8
TOTAL	181	100%

Gender
181 responses

From the above pie-chart we can see there are 39.8 (72) of respondents are females and 60.2% (109) of respondents are males in the study conducted by us. So we can say that both the gender using China mobile.

OCCUPATION	NO OF RESPONDENTS	%
STUDENT	58	32
SELF-EMPLOYEE	51	28.2
EMPLOYEE	55	30.4
OTHERS	17	9.4
TOTAL	181	100%

Occupation
181 responses
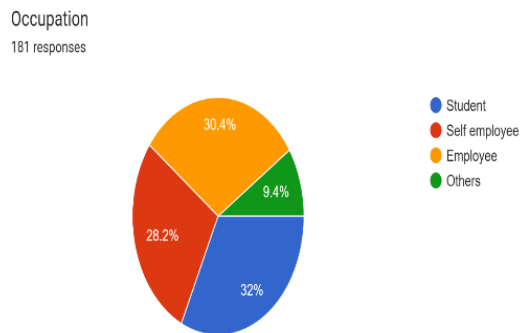
From the above pie-chart we can see there are 32% (58) of respondents are students, 28.2% (51) of respondents are self-employed, 30.4% (55)of respondents are employed rest of the 9.4% (17) are others. So according to this study students is using more China mobile

H_{o1} – there is no significant difference in the consumer behaviour with respect to Gender.

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
[Price]	male	114	1.46	.766	.072
	female	57	1.47	.758	.100
[Brand]	male	114	2.12	.822	.077
	female	57	1.96	.823	.109
[Design]	male	114	2.14	.901	.084
	female	57	1.91	.931	.123
[Quality]	male	114	1.85	.998	.093
	female	57	1.86	1.008	.133
[Features]	male	114	1.70	.931	.087
	Female	57	1.82	.889	.118

TABLE – 1 Descriptive statistics

Independent Samples Test (Table-2)

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | | |
| | | | | | | | Significance | | | | 95% Confidence Interval of the Difference | |
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
[Price]	Equal variances assumed	.032	.857	-.071	169	.472	.944	-.009	.124	-.253	.236
	Equal variances not assumed			-.071	113.155	.472	.943	-.009	.123	-.253	.236
[Brand]	Equal variances assumed	.476	.491	1.184	169	.119	.238	.158	.133	-.105	.421
	Equal variances not assumed			1.183	111.943	.120	.239	.158	.133	-.106	.422
[Design]	Equal variances assumed	.001	.981	1.543	169	.062	.125	.228	.148	-.064	.520
	Equal variances not assumed			1.526	108.884	.065	.130	.228	.149	-.068	.524
[Quality]	Equal variances assumed	.210	.648	-.054	169	.478	.957	-.009	.162	-.329	.312
	Equal variances not assumed			-.054	111.101	.479	.957	-.009	.163	-.332	.314
[Features]	Equal variances assumed	.068	.794	-.826	169	.205	.410	-.123	.149	-.416	.171

Equal variances not assumed			-.838	116.813	.202	.404	-.123	.146	-.413	.167

We can observe that the mean of male respondent than female respondents is higher. Therefor it shows there is significant difference between the behaviour with respect to the gender.

H$_{o2}$ – there is no significant difference in the consumer behaviour with respect to Age.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.	H$_o$ Accepted/rejected
[Features]	Between Groups	6.029	3	2.010	2.456	.065	Accepted
	Within Groups	136.649	167	.818			
	Total	142.678	170				
[Design]	Between Groups	3.668	3	1.223	1.473	.224	Accepted
	Within Groups	138.624	167	.830			
	Total	142.292	170				
[Quality]	Between Groups	2.656	3	.885	.887	.449	Accepted
	Within Groups	166.689	167	.998			
	Total	169.345	170				
[Brand]	Between Groups	9.037	3	3.012	4.741	.003	Rejected
	Within Groups	106.121	167	.635			
	Total	115.158	170				
[Price]	Between Groups	2.283	3	.761	1.320	.270	Accepted
	Within Groups	96.290	167	.577			
	Total	98.573	170				

TABLE -3 ANOVA TEST

From the above table

- We got the p value of the variable features is 0.065 which is greater than 0.05. therefor it clearly shows that there is no significant difference between the behaviour with respect to the Age.
- The p value of the variable Design is 0.224 which is greater than 0.05. therefor it clearly shows that there is no significant difference between the behaviour with respect to the Age.
- The p value of the variable Quality is 0.449 which is greater than 0.05. therefor it clearly shows that there is no significant difference between the behaviour with respect to the Age.
- the p value of the variable Brand is 0.003 which is less than 0.05. therefor it clearly shows that there is significant difference between the behaviour with respect to the Age.
- the p value of the variable Price is 0.270 which is greater than 0.05. therefor it clearly shows that there is

no significant difference between the behaviour with respect to the Age.

So we can conclude that there is no much significant difference between the consumer behaviour with respect to the Age.

H₀₃ – there is no significant difference in the consumer behaviour with respect to Occupation.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.	H₀ Accepted/rejected
[Price]	Between Groups	2.165	3	.722	1.250	.293	Accepted
	Within Groups	96.408	167	.577			
	Total	98.573	170				
[Quality]	Between Groups	3.566	3	1.189	1.198	.312	Accepted
	Within Groups	165.779	167	.993			
	Total	169.345	170				
[Brand]	Between Groups	.971	3	.324	.473	.701	Accepted
	Within Groups	114.187	167	.684			
	Total	115.158	170				
[Design]	Between Groups	.479	3	.160	.188	.904	Accepted
	Within Groups	141.813	167	.849			
	Total	142.292	170				
[Features]	Between Groups	3.186	3	1.062	1.272	.286	Accepted
	Within Groups	139.492	167	.835			
	Total	142.678	170				

Table-4

From the above table

- the p value of the price variable is 0.293 which is higher than the 0.05. therefor we can say that there is no significant difference between the behaviour with respect to the occupation.

- the p value of the Quality variable is 0.312 which is higher than the 0.05. therefor we can say that there is no significant difference between the behaviour with respect to the occupation.

- the p value of the Brand variable is 0.701 which is higher than the 0.05. therefor we can say that there is no significant difference between the behaviour with respect to the occupation.

- the p value of the Design variable is 0.904 which is higher than the 0.05. therefor we can say that there is no significant difference between the behaviour with respect to the occupation.

- the p value of the Features variable is 0.286 which is higher than the 0.05. therefor we can say that there is no significant difference between the behaviour with respect to the occupation.

Therefor we can strongly Say that there is no significant relation between the behaviour with respect to occupation.

RESULTS AND FINDINGS

- All the respondents are using the China mobiles.

- The high no of respondents are from the age group of 21-30.

- By the study we got to know the major users of the China mobile in India is students.

- One of the most important finding of the study, that is the most common price variable which attract the Indian consumers towards the China mobile.

- Majority of the consumers buying China mobiles in online market nearly 55.8%.

- Majority of the consumers are buying the China mobile for the personal use they nearly 54.7%.

- There is no significant difference between the consumer behaviour with respect to the age, gender, occupation.

LIMITATION OF THE STUDY

1. The study is confined to people of China mobile users in India only.

2. Primary data has been collected through questionnaire which may suffer from the subjectivity biases of the respondent.

3. The present study is limited to only 181 respondents of China mobile users in India. Although researcher take in selecting the samples but it may not be representative of the actual population.

Conclusion

In the growing technology everyone is using the mobile phones. In the Indian middle-class family, employee, students, etc. are using the China mobiles. The variables like price, brand are the main reason for Indian consumers are attracting to China mobiles. by the study with the help of the t-test and ANOVA. We got to know that there is no significant difference between the age, gender and occupation. Only the behaviour of consumer towards China mobile has some relation of brand with respect to the age.

That both the genders are using the China mobiles in India. some of the respondents are willing to buy the China mobile even they had the bad past experience. All the people employees or the students are using the China mobiles for their personal use only.

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