



A study on purchase pattern of women consumers towards mobile phones with special reference to Coimbatore city

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Abstract

The purpose of this study is to investigate the factors affecting the decision of buying Mobile phone devices more over six important factors (e.g.) Price, Social, Group, Product, Features, Brand name, Durability and After sales services, Were selected and analysed through the Use of multiple regressions. From the analysis it was clear that consumer's value price Followed by mobile phone features as the most important variable amongst all. It also acted as a motivational force that influences them to go for a mobile phone buying behaviour.

Keywords: consumer buying behaviour, mobile phone, consumer purchase decision, purchase pattern

Introduction

The Mobile phone industry in India has become most popular today. Its growth is so stupendous that it has surpassed most of the other industries. The reason for its rapid growth is due to the fact that man spends most of his time in interacting with others. As a result of this, mobile penetration in the market has overshadowed all other means of communication.

The current highly competitive mobile phone market, Manufactures constantly fight to find additional competitive edge and differentiating elements to persuade woman consumers to select their brand instead of competitors. Consumer of mobile phone found throughout the world greatly influence by those different factors affecting mobile phones purchase decision. These factors may be related to the characteristics of the woman consumers and the features associated with the mobile phones.

Purchase pattern involves need of consumer's, income level, purchase decision and post purchase decision. Organizations facing the most common problems like expectation of consumer and relevant marketing strategies. Rural consumer market is continuous increase due to rising in income level and social status. The factors including Price, Features, Quality, Brand name, Durability, Social factors and so on.

Objectives

- To study the purchase pattern of woman consumers towards mobile phone with special reference to Coimbatore city.
- To analyse the factors affecting respondent the buying decision.

Review of Literature

Kent and Allen (1994) ^[1]. It explains the brand familiarity captures consumer's brand knowledge structures, that is, the brand associates that exist within a women consumer's Memory. Although many advertised products are familiar to

consumers, many others are Unfamiliar, either because they are new to the market place or because consumers have not Yet been exposed brand mobile phones. Women Consumers may have tried or may use familiar branded mobile phones, they may have family or friends who have used the brand and told them something about it.

Jarvis (1998) ^[2]. It Identified that a mobile phones purchase decision requires a subset of decisions

Associated within formation search. At some point in time, women consumers acquire information from external sources that gets stored in long-term memory. For most consumers, usually this stored information, referred to as internal information, serves as the primary source of Information most of the time as is evident in nominal or limited decision making.

Upadhyay (2000) ^[3] identified significant differences between rural and urban areas on the basis of the role played by different members of a family in purchase decision of non-durable goods. As initiators, husbands and kids are more prominent in rural areas, while wife is more prominent in the urban areas.

Pradeep Lokhande. (2000) ^[4] It suggests that top management's commitment to serve the rural market already exists, but lower level that looks after implementation, have exposure mostly to markets. Rural marketing is a network of relationships and although, rural buyers take 38 a long time to make up their minds to decide, once they decide, they do not change their decision in a hurry. Therefore marketers' need patience and persistence in dealing with none educated rural traders and Women consumers.

EminBabakus. (2004) ^[5]. Examining individual tolerance for unethical women consumer behaviour provides a key insight in to how people behave as consumers worldwide. In this study, female consumers reaction to unethical consumer behaviour scenarios were investigated.

Nagaraja (2005) ^[6]. They found rural women consumers as

different type of consumers with whom clever and gimmicky advertisement do not work well quality of product and its easy availability were observed as primary and vital determinants of rural consumers 'buying behavior. Touch and feel promotional activity has a quite high influence on rural consumers.

Research Methodology

The study is systematic in nature which is based on both primary and secondary data. This research follows the previous research methodology survey related area. Questionnaire was building on study the purchase pattern of woman phone users with special reference with Coimbatore. The data was collected by the uses of questionnaire and convenience sampling.

Primary data

The study was mainly build on primary data, which is collected by using questionnaire. The questionnaire was prepared by analysis from various topic and utmost care was given to confirm the questions to be include in the research.

Secondary data

The primary data was improved by secondary data. The secondary data was gathered from the websites. The data is also collected from leading journal like industrial research and economic survey report, the Indian journal of marketing

Sampling

The sample of 120 has been chosen randomly from different parts and different age range.

Sample size

The sample size has been selected 90 randomly. It will allow study the in depth on the survey for the study on

Analysis and Findings

purchase pattern on woman mobile phone users. Increase in sample size will result in better understanding of purchase pattern level of women's. This sample size will bring actual result.

Tool

Data analyzing tools are simple interest and chi – square.

Simple percentage

Percentage means out of hundred. It is often referred by symbol “%”. It is used if there are not a hundred items. The number is then scaled so it can be compared to hundred.

$$\text{Simple Percentage} = \frac{\text{No of respondents}}{\text{Total no of respondents}} \times 100$$

Chi – square

A chi – square(X^2) statistic which is used to test the measures of expectations compare to actual observes (or) model result. The data used in calculate chi- square must be random, raw, mutually exclusive, draw from independent variable and also large enough sample.

$$x^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

Limitations of the study

1. Only 110 respondents were selected for sampling.
2. Data is restricted only from Coimbatore city.

Hypothesis testing

1. There is no significant relationship between age and brand preference while purchasing
2. There is no significant relationship between marital status and type of mobile phone.

Table 1: Demographic Profile of the Respondents

S. No	Demographic profile	No. of respondent	Percentage %	
1	Level of education	School level	18	16
		Diploma	32	29
		College level	42	38
		Other	18	17
2	Occupational status	Salaried	28	25
		Business	74	67
		Professional	4	4
		Others	4	4
3	Age	Up to 20	38	35
		21 to 30	36	32
		31 to 40	32	28
		Above 40	4	5
4	Marital status	Married	40	36
		Unmarried	70	64
5	Family members	Up to 2	66	60
		3 or 5	36	33
		5 or 6	8	7
		Above 6	0	0
6	Number of earning	1	70	54
		2	4	4
		3	8	7
		Above 4	38	35
7	Monthly income	Less than Rs.25000	30	27
		Rs.25000 – Rs.50000	64	59
		Rs.50000 – Rs.100000	8	7

		100000 Rs. Above	8	7
8	Brand customers prefer	Oppo	32	29
		Nokia	20	18
		Iphone	38	35
		Lenova	20	18
9	Mobile model	Basic	35	32
		Smart phone/ Android	75	68
10	Mobile price range	Below Rs.10000	38	35
		Rs.11000 – Rs.15000	18	16
		Rs.16000 – Rs.20000	28	25
		Above Rs.20000	26	24
11	Mode of purchase	First sale	54	52
		Second sale	14	12
		Gift	24	20
		Given by employer	18	16
12	Source of information	Advertisement	30	28
		Family members and relation	64	58
		Friends	8	7
		Self-learning	8	7
13	Overall satisfaction	Yes	100	98
		No	10	2

Source: Primary Data

Table 1 Clearly states that demographic profile of the sample respondents. College level qualification is high as compared to other education group. Majority of business people are higher than other occupational status. Majority of respondent falls in age group of above 20. 70 unmarried

respondents are higher in purchasing mobile phones. Majority of respondent’s family members is above 2. Majority of working respondents is one member in a family. Majority of Iphone respondents are high compared to other brands. Majority of respondent prefer first sale of purchase.

Table 2: Respondents Level of Satisfaction of Your Mobile Phone Features

S. No	Particular	Highly satisfied	satisfied	Neutral	DS	HDS
1.	Speed	54	28	8	8	12
2.	weight	28	34	28	12	8
3.	battery	65	8	12	12	13
4.	Camera clarity	18	44	38	4	6
5.	Internal storage	38	64	4	4	0
6.	storage	48	28	18	16	0

Source: data Primary data

The above table states that (65%) respondent highly satisfied in usage of battery.

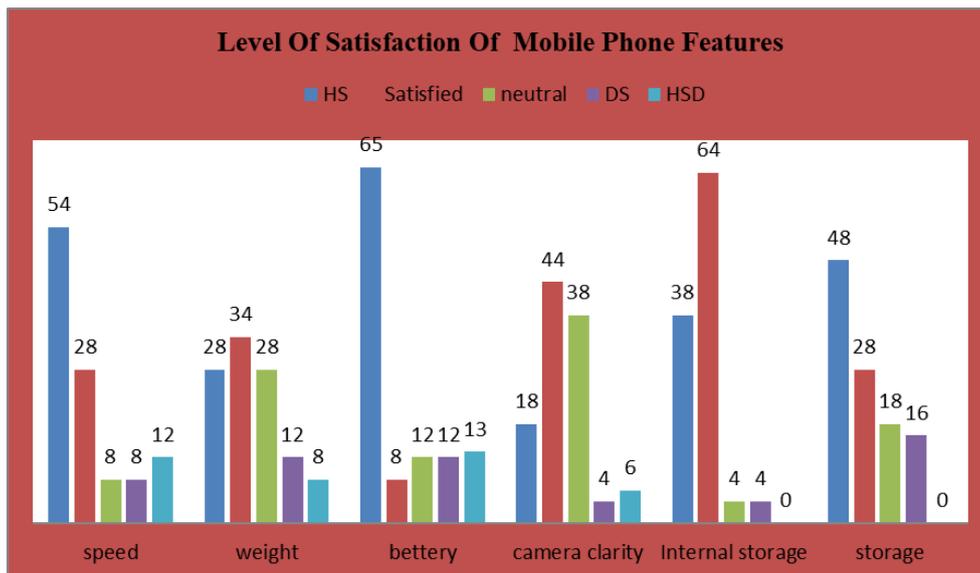


Chart 1: Respondents Level of Satisfaction of Mobile Phone Features

Table 3: Respondents Level of Satisfaction of Mobile Phone Brand

S. No.	Particular	Highly satisfied	satisfied	Neutral	DS	HDS
1.	Affordability	74	6	4	8	18
2.	Popularity	48	32	16	4	10
3.	Availability	42	16	36	8	8
4.	Variety	62	12	8	4	24
5.	Performance	32	18	22	38	0
6.	Convenient	36	42	18	12	2
7.	Access	82	8	12	8	0

Source: data Primary data

The above table states that 74% of the users are affordable by using branded mobile phones.

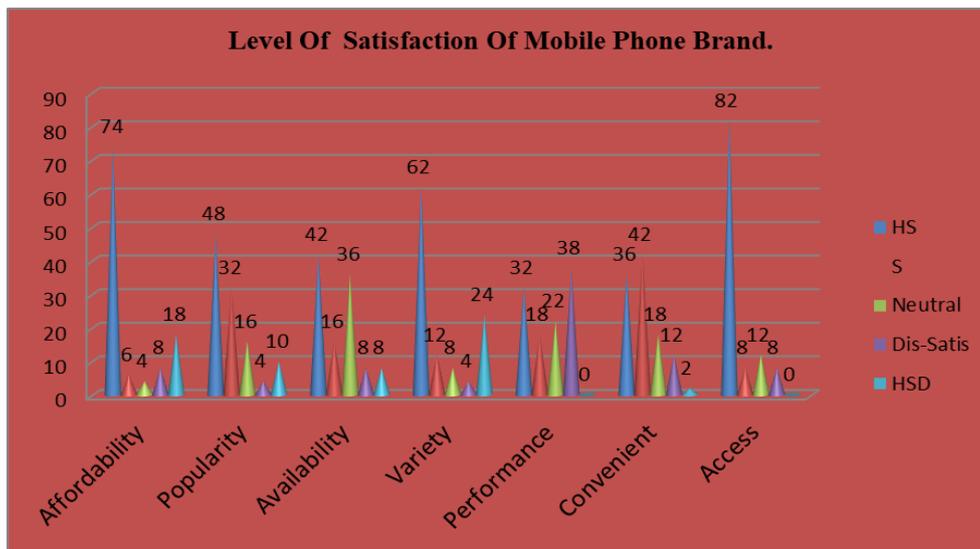


Chart 2: Respondents Level of Satisfaction of Mobile Phone Brand

Chi-Square Test

Null Hypothesis 1

There is no significant association between age and brand preference while purchasing mobile phones.

Alternative hypothesis

There is significant association between age and brand preference while purchasing mobile phones.

Level of significant = 5% Or 0.05

Chi- square value = 24.3

Table value = 36.415

Result: Thus, the X² value is less than table value we accept the hypothesis. Therefore, there is no significant relationship between age and brand preference while purchasing.

Null Hypothesis 2

There is no significant association between marital status and type of mobile phone.

Alternative hypothesis

There is significant association between marital status and type of mobile phone.

Level of significant: 5% or 0.05

Chi-square value = 2.49

Table value = 5.99

Result: Thus, the X² value is less than table value we accept the hypothesis. Therefore, there is no significant relationship between marital status and type of mobile phone.

Findings, Conclusion

The present research has carried out in Coimbatore city. Responses have collected from a sample 110 Women consumers from Coimbatore city on the basis of stratified sampling. A well structured questionnaire has been used to collect the data.

Area of Sample

The questionnaire consists of questions to identify the age group and brand prefer in final buying decision. Income, Qualification, Source of information and occupational status have considered as demographic variables.

Age Group

In today’s age group of information, Internet has become an integral part of young generation. The increasing popularity of social network application like Whatsapp, Facebook, Twitter, Sending and receiving photos and file, Availability of GPS and high speed of internet. Has become the most influential criteria while making purchase decision in mobile phones.

Brand of Mobile Phone

The most of the respondents gave preference to Apple(i phone). A company of mobile phone is also a most important factors for Women consumers to behave positively or negatively for its purchase. From the findings iphone is being selected as the 1st preference because of its superior features like reliability, better performance, better customer care services, strong positive brand image in customer’s mind etc. Over other mobile phone brands.

Conclusion

The Women consumers prefer the design which is easy to operate and require less maintenance. Traditional advertisement channels like television, newspapers remain as the effective advertisement channel as compared to word of mouth to attract consumers. Thus, mobile phone manufactures have to understand the ever changing preferences and the behaviour of consumers constantly in order to serve them better and satisfy them. In this age of ever increasing competition, it is very important for mobile phone manufactures to keep a constant eye on preferences and behaviour of their consumers. This study reveals that consumers prefer a particular mobile phone on the bases on the looks, price and other value added services.

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