

## A Study On Customer Purchase Behaviour towards Mobile Phone With Special Reference To Erode City

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**Abstract:** To study on customer purchase behavior towards mobile phone. Customer buying is not mere transfer of item from seller to buyer. Consumer wants buying to become a happy affair. They would like to see, touch and feel the commodities that they buy. Understanding this psychology for the consumer many organizations have come to make purchase of happy affair. The present study is conducted in Erode city and it is decided to consider different mobile phones' like Nokia, Sony Ericsson, Samsung, HTC and Micromax. This study helps to know the factors which influencing the consumer to purchase Mobile Phones. This study helps to know the buying behavior of the consumer while choosing Mobile Phones. This study also helps to know the consumers satisfaction level towards different branded mobile phones. This research study also helps to know the reason for the dissatisfaction of the consumer. The consumer buying a variety of mobile phones which satisfy his wants and they are always influenced by his purchasing activities by some considerations which lead him to select a particular brand or a particular store in preferred to others. Consumers mostly preferred Nokia mobile phones. From this study I have gained lot of practical exposure about consumer buying behaviour towards mobile phones.

**Key-Word:** Training, Development, Knowledge.

### I. Introduction

#### ABOUT THE STUDY:

Consumer buying is not mere transfer of item from seller to buyer. Consumer wants buying to become a happy affair. They would like to see, touch and feel the commodities that they buy. Understanding this psychology for the consumer many organizations have come to make purchase of happy affair.

#### MARKETING:

Marketing is more important as it relates to consumer and their needs, whatever may be the objectives of business, the main in which it has to concentrate will be marketing. Business today, concentrating on marketing is found to be fairly successful though success depends on many other factors.

#### CONSUMER BUYING BEHAVIOUR:

The main aim of marketing is meet and satisfy target customers need and wants buyer behavior refers to the peoples or organization conduct activities and together with the impact of various influence on them towards making decision on purchase of product and service in a market. The field of consumer behavior studies how individuals, groups and organization select, buy, use and dispose of goods, service, ideas, or experience to satisfy their needs and desires understanding consumer behavior and knowing customer are never simple. The wealth of products and service produced in a country make our economy strong. The behavior of human being during the purchase is being termed as "Buyer Behavior".

### II. Objectives Of The Study

#### Primary Objective:

✓ To know the consumer buying behavior towards mobile phones in Erode City.

#### Secondary objective:

✓ To find the demographic features of the mobile phone consumers.

✓ To find out the factors which influences the consumers to buy mobile phones.

#### SCOPE OF THE STUDY:

✓ The present study is conducted in Erode city and it is decided to consider different mobile phones' like Nokia, Sony Ericsson, Samsung, HTC and Micromax

✓ This study helps to know the factors which influencing the consumer to purchase Mobile Phones

- ✓ This study helps to know the buying behavior of the consumer while choosing Mobile Phones
- ✓ This study also helps to know the consumers satisfaction level towards different branded mobile phones
- ✓ This research study also helps to know the reason for the dissatisfaction of the consumer

### **III. LIMITATIONS OF THE STUDY**

The researcher had the following limitations while conducting the study.

- ✓ This study was carried out only among the consumers in Erode city
- ✓ The sample size was restricted to 200 due to time constraints.
- ✓ The sample was taken on the basis of convenience; therefore the shortcomings of the convenience sampling may also be present in this study.

### **RESEARCH METHODOLOGY:**

The primary methods of data collection that is questionnaire technique was used to collect the data required. No of Respondents include both male and female. Convenience sampling method has been adopted under the non-probability sampling technique and about 200 samples have been collected for the study.

### **RESEARCH DESIGN:“**

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure”

### **DESCRIPTIVE RESEARCH:**

Descriptive research is designed to describe something, such as demographical characteristics of consumers who use the products. It deals with determining frequency with which something occurs or how two variables vary together. This study is also guided by an initial hypothesis.

### **SAMPLING SIZE:**

The study was conducted towards **Mobile Phone users**. The size of the population is 200 and the survey was conducted in Erode city.

### **SAMPLING METHOD:**

Convenience sampling was adopted in the research work under non-probability sample method.

### **PRIMARY DATA & SECONDARY DATA:**

To achieve the objective of the study, the primary data have been collected through questionnaire. This questionnaire aims to gather information related to customers expectations and observations (satisfaction). The secondary data means already available data. (Books, library)

## **IV. Review Of Literature**

**Kotler and Armstrong (2001)**, Consumer buying behavior refers to the buying behavior of the individuals and households who buy goods and services for personal consumption. Consumers around the world are different in various factors such as age, income, education level and preferences which may affect the way they avail of goods and services. This behavior then impacts how products and services are presented to the different consumer markets. There are many components which influence consumer behavior namely; cultural, social, personal, and psychological (Kotler and Armstrong, 2001). Consumer behavior is the study of when, why, how and where people do or do not buy products (Sandhusen, Richard L; 2000).

**Kundi J. et al (2008)** Stated that consumer behavior refers to the mental and emotional process and the observable behavior of consumers during searching, purchasing and post consumption of a product or services. Consumer behavior blends the elements from psychology, sociology, sociopsychology, anthropology and economics.

**V. ANALYSIS AND INTERPRETATION**

		REASONABLEPRICE	
		STRONGLY DISAGREE	Total
INCOME	BELOW RS.5000	2	20
	RS.5000- RS.10000	16	70
	RS.10001-RS.15000	14	70
	ABOVE RS.15000	14	40
Total		46	200

**CHI-SQUARE ANALYSIS ON THE RELATIONSHIP BETWEEN INCOME AND REASONABLE PRICE**

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
INCOME * REASONABLEPRICE	200	100.0%	0	.0%	200	100.0%

**INCOME \* REASONABLEPRICE Crosstabulation**

		REASONABLEPRICE			
		STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE
INCOME	BELOW RS.5000	0	6	10	2
	RS.5000- RS.10000	2	12	36	4
	RS.10001-RS.15000	0	6	24	26
	ABOVE RS.15000	0	4	14	8
Total		2	28	84	40

**INCOME \* REASONABLEPRICE Crosstabulation**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	39.528 <sup>a</sup>	16	.001
Likelihood Ratio	40.954	16	.001
Linear-by-Linear Association	11.599	1	.001
N of Valid Cases	200		

**VI. Chi-Square Tests Null Hypothesis**

**Ho:** There is no relationship between **Income and Reasonable price**

**VII. Alternative Hypothesis**

**H1:** There is relationship between **Income and Reasonable price**

**Level of significance = 0.05**

**Degree of freedom = (c-1)\*(r-1)**

= (4-1)\*(4-1)

= 3 \* 3

= 9

**Table value = 16.919**

**Calculated Value = 36.528**

**Interpretation:** The calculated value of chi-square test is (39.528). Greater than the tabulated value (16.919) therefore the Null-hypothesis is rejected. This implies that **there is significant relationship between Income and Reasonable price**

**VIII. Correlation On The Relationship Between Quality And Advertisement**

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
QUALITY * ADVERTISEMENT	200	100.0%	0	.0%	200	100.0%

**QUALITY \* ADVERTISEMENT Crosstabulation**

Count

		ADVERTISEMENT				Total
		AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	
QUALITY	AGREE	0	2	4	2	8
	NEUTRAL	4	18	20	8	50
	DISAGREE	4	42	60	20	126
	STRONGLY DISAGREE	2	6	4	4	16
	Total	10	68	88	34	200

**Symmetric Measures**

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	-.014	.076	-.202	.840 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	.002	.076	.023	.982 <sup>c</sup>
N of Valid Cases		200			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

**Interpretation:**

Since  $r = -.014$  there exist a negative correlation between quality and advertisement. So there is a significant relationship between quality and advertisement.

**FINDINGS:**

The following are the significant findings that have been noted from the personal information of the respondents through this study.

- From the study it is found that 23% belongs to the age category of 31-40 and 14% respondents are below 20
- 55% of respondents are male and 45% respondents are female.

**Findings on chi-square tests :**

- Through the application of the chi-square test, it was found that “There is significant relationship between **Income and Reasonable price**
- Through the application of the chi-square test, it was found that “There is no significant relationship between **Occupation and Brand Image**

**Findings on Correlation analysis:**

- Through the application of there is exist a negative correlation between **reasonable price and offers**
- Through the application of there is exist a negative correlation between **quality and advertisement.**

**SUGGESTIONS:** From the result inferred by the data collected and little secondary information the following suggestions are given to improve consumer buying behaviour.

- ✓ To explore the market, mobile industry have to concentrate more on youth segment by giving more advanced features.
- ✓ Compared to urban and suburban the mobile phone usage in rural is low so the mobile companies have to go for campaigns to create awareness among the rural people.
- ✓

**IX. CONCLUSIONS:**

The consumer buying a variety of mobile phones which satisfy his wants and they are always influenced by his purchasing activities by some considerations which lead him to select a particular brand or a particular store in preferred to others. Consumers mostly preferred Nokia mobile phones.