

A Study on Impact of Technology on Consumer Buying Behaviour towards Branded Mobile Phones

Dr. V. Ramesh Naik¹, P.Sai Sreeja², T.Suresh³

¹Assistant professor, Department of Management Studies, Gates Institute of Technology, Gooty

^{2,3} P.G Student, Department of Management Studies, Gates Institute of Technology, Gooty

ABSTRACT

Consumer behaviour is the study of how individual consumers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions. Consumer behaviour blends elements from psychology, sociology, social and tropology, marketing and economics, especially behavioural economics. It examines how emotions, attitudes and preferences affect buying behaviour. The first step in developing and delivering an attractive online presence likely to have the maximum impact on internet users. Consumers here are not only aware of internet but are employing it for various purpose in life. It is no longer a luxury item and has become one of the most commonly used daily consumer goods thought the world. Despite its growing significance, there is still a lack of research work in many countries in this field. It less than 15 years, the mobile phone has become an essential part of our lives. The study explore how the technology has impact on the consumer buying behaviour towards purchasing the mobile in market. The appearance of online networking has made a new land space which lays out another framework of personal connections. This empirical paper concentrates on the magnitude of digital promotion for consumers through distributing the questionnaire to 100 sample respondents. Their opinions are collected to get clear picture about the present study objectives.

Keywords: Consumer, Networking, Buying behaviour, Market, Internet, Technology.

I. INTRODUCTION

Consumer buying behaviour is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behaviour in the marketplace when purchasing a product or service. The study of consumer behaviour draws upon social science disciplines of anthropology, psychology, sociology, and economics. The process by which individuals search for, select, purchase, use, and dispose of goods and services, in satisfaction of their needs and wants. See also consumer decision making. The simplest form of technology is the development and use of basic tools. The prehistoric discovery of how to control fire and the later Neolithic revolution increased the available sources of food, and the invention of the wheel helped humans to travel in and control their environment. Development in historic times, including the printing press, the telephone, and the internet, have lessened physical barriers to communication and allowed humans to interact freely on a global scale.

The steady progress of military technology has brought weapons of ever-increasing destructive power, from clubs to nuclear weapons. Mobile phones emerges as a boon quench such a thirst, by providing facilities, which a common man cannot imagine in this world. World an individual tends to communicate anything to everything right from the place where he/she stands. Even while riding vehicle he / she wants to communicate. The mobile phone itself has also become a totemic and fashion object, with users decorating, customizing, and accessorizing their mobile phones to reflect their personality. In the rationale of modern marketing, the firm's existence is dependent on consumer's satisfaction. Within fraction of second at quick speed with clear voice, without any disturbance, like line crossing, out of order, etc. most of which lack in the connection given by the department of telecommunication. Though cell phone industry has its origin in the recent past and the growth has been excellent, the telecommunication services in India have witnessed the phenomenal change over the last few years. The craze for mobile services in India is increasing substantially.

II. MOBILE TECHNOLOGY

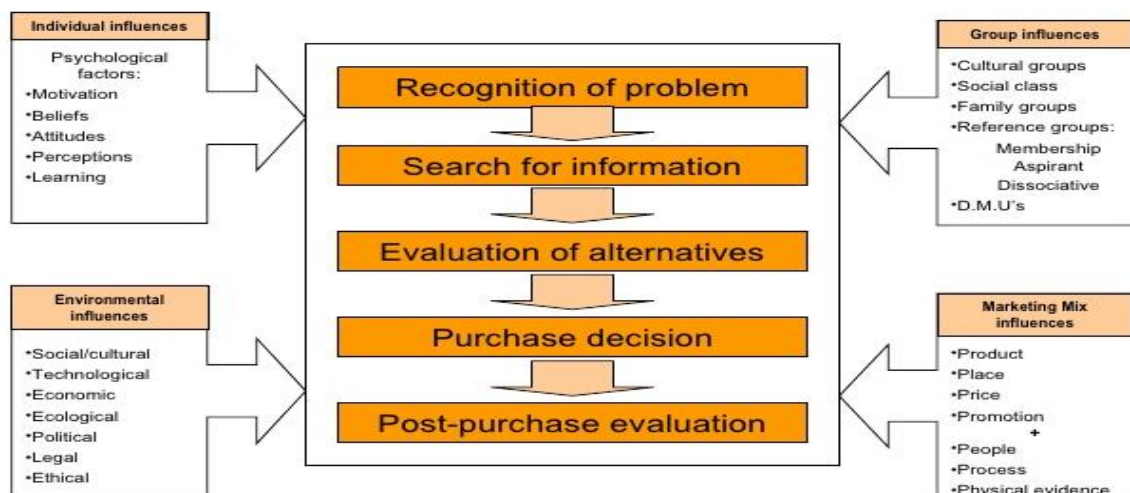
Mobile technology is the technology used for cellular communication. Mobile code division multiple access technology has evolved rapidly over the past few years. Since the start of this millennium, a standard mobile device has gone from being no more than a simple two-way pager to being a mobile phone, GPS navigation device, an embedded web browser and instant messaging client, and a handheld game console. Many experts argue that the future of computer technology rests in mobile computing with wireless networking. Mobile computing by way of tablet computers are becoming more popular. Tablets are available on the 3G and 4G networks. The next generation of smart phones are going to be context-aware, taking advantages of the growing availability of embedded physical sensors and data exchange abilities. One of the main features applying to this is that the phones will start keeping track of your personal data, but adapt to anticipate the information you will need based on your intension.

III. OBJECTIVES

- 1) To study the concept of consumer buying behaviour.
- 2) To identify the impact factors and its role play in buying products based on technology.
- 3) To study the impact of technology on consumer purchases.

IV. METHODOLOGY APPLIED

- 1) **Primary data:** The research study is done through observation and collection of data through questionnaires.
- 2) **Secondary data:** Secondary data collected from journals, books and magazines to develop the theory.
- 3) **Sample size:** The sample size is determined as 100 respondent's opinion from the consumers who presently purchasing branded mobile phones.



V. DECISION MAKING PROCESS OF AFFECTING CONSUMER BUYING BEHAVIOUR

The standard model of consumer behaviour consists of a methodical and structured process. Let's take a brief look at each step.

1. **Problem recognition:** The first step is problem recognition. During this step, the consumer realizes that she has an unfulfilled need or want. Let's use the example of a consumer who has just been informed by her mechanic that fixing her car will cost more than it's worth. Our consumer realizes that she now has a transportation problem and wants to fulfil that need with the purchase of a car.
2. **Information search:** The next step is to gather information relevant to what you need to solve the problem. In our example, our consumer may engage in research on the Internet to determine the types of vehicles available and their respective features.
3. **Evaluation:** After information is gathered, it is evaluated against a consumer's needs, wants, preferences, and financial resources available for purchase. In our example, our consumer has decided to narrow her choices down to three cars based upon price, comfort, and fuel efficiency.
4. **Purchase:** At this stage, the consumer will make a purchasing decision. The ultimate decision may be based on factors such as price or availability. For example, our consumer has decided to purchase a particular model of car because its price was the best she could negotiate and the car was available immediately.

5. **Post-purchase evaluation:** At this stage, the consumer will decide whether the purchase actually satisfies her needs and wants. Is our car purchaser happy with her purchase? If she is not satisfied.

VI. PERSONAL AND ENVIRONMENTAL UNCONTROLLABLE FACTORS

1. Demographic factors: age, gender, status, income, education, occupation.
2. Personal, cultural, sociological, and economical.
3. Legal, environmental, behaviour characteristics.
4. The environment can influence a buyer decision.
5. Technological, political, ethical.

INDIVIDUAL / PSYCHOLOGICAL FACTORS

1. Motivation: A need exists and the person is motivated to search for alternatives.
2. Perception: Our perception of reality drives our behaviour.
3. Learning: Changes in a person's behaviour caused by information and experience.
4. Beliefs: A descriptive thought about a brand. May be based on real knowledge, opinion or faith.
5. Attitudes: A person's evaluations, feelings and tendencies towards an object. They are difficult to change.

SOCIAL FACTORS

1. Reference groups: Membership, aspirant, dissociative. Groups are society with which a person interacts.
2. Family: It's the most important consumer buying organization in society, and it has been researched extensively.
3. Roles and status: A role consists of the activities people are expected to perform according to the people around them.

CULTURAL FACTORS

1. Cultural: Social norms, values and behaviour, law social rules.
2. Sub-cultural: Religion, social class, special needs, sexuality.
3. Individual culture: Gender, education, experience, age.
4. Social class: Occupation, income, education, wealth and other variables.

VII. TARGET / MARKETING MIX

1. Product: design, technology, usefulness, value, quality, and package.
2. Price: strategies: skimming, penetration, psychological, cost-plus, and loss lender.
3. Place: retail, wholesale, mail order, internet, direct sales, peer to peer, and multi-channel.
4. Promotion: special offers, advertising, endorsements, user trials, direct mailing, and posters.
5. People: employees, management, culture, consumer services.
6. Process: especially relevant to service industries. How are services consumed?
7. Physical evidence: smart, run-down, interface, comfort, and facilities.

VIII. THE DATA ANALYSIS OF RESPONDENT'S RESPONSE THROUGH QUESTIONNAIRE

1 Q) Gender		
1	Male	51
2	Female	49
Total		100

2 Q) Age		
1	15 to 20	13
2	21 to 30	53
3	31 to 40	18
4	41 above	16
Total		100

3Q) Education qualification		
1	Post graduate	71
2	Under graduate	16
3	Graduate	11
4	Uneducated	2
Total		100

4Q) Your Occupation		
1	Student	51
2	Business man	2
3	Service	22
4	Unemployed	25
Total		100

5Q) Monthly income		
1	< 10000	28
2	10000 to 20000	24
3	20000 to 30000	14
4	30000 above	15
5	Not response	19
Total		100

6Q) you willing you spend on a mobile phone		
1	< 8000	43
2	8000 to 15000	45
3	15000 to 20000	7
4	20000 above	3
5	Not response	2
Total		100

7Q) Which of these following factors are influence		
1	Advertisement	17
2	Suggestion from friends and relatives	58
3	Brand ambassadors	7
4	Attractive display	18
Total		100

8Q) which meadia of advertisement influence your purchase		
1	Television	31
2	Newspaper	15
3	Magazine	3
4	Internet	51
Total		100

9Q) What brand of mobile phone are you preferred to me to give ranking		
1	Nokia	15
2	Motorola	14
3	I phone	23
4	Samsung	20
5	LG	1
6	HTC	4
7	Black berry	4
8	Other	19
Total		100

10Q) In buying mobile which factor do you prefer		
1	Price	7
2	Quality	55
3	Colour	2
4	Service	15
5	Brand	21
Total		100

11Q) How often you change your mobile phone model		
1	< 6 months	2
2	7 – 12 months	13
3	More than one year	73
4	Any new model arrival	12
Total		100

12Q) What causes you to change your current mobile phone		
1	Broken or stolen	35
2	lack of function	18
3	Out of fashion	4
4	lack of updating	43
Total		100

13Q) Influence of brand name on purchasing decision		
1	Agree	57
2	Disagree	8
3	Strongly agree	30
4	Strongly disagree	5
Total		100

14Q) Influence of quality on purchase decision		
1	Agree	62
2	Disagree	4
3	Strongly agree	33
4	Strongly disagree	1
Total		100

15Q) Influence of family members on purchase decision		
1	Agree	54
2	Disagree	23
3	Strongly agree	20
4	Strongly disagree	3
Total		100

16Q) Do you think branded products are better than unbranded products		
1	Yes	83
2	No	17
Total		100

17Q) which promotional often attract you most		
1	Free gifts	9
2	Price offer	46
3	Discount	33

4	Any other	12
Total		100

18Q) Does the features of the product influence on your purchase decision		
1	Yes	96
2	No	4
Total		100

19Q) How much influence do you feel advertisement have over your buying behaviour?		
1	More influence	39
2	Low influence	41
3	Not influence	20
Total		100

20Q) How long you have been using the mobile		
1	Since one year	30
2	Since two years	14
3	Since three years	16
4	More than three years	40
Total		100

21Q) Online mobile search		
1	Flip cart	46
2	E-buy	0
3	Amazon	42
4	Snap deal	6
5	OLX	3
6	Paytm	2
7	Naaptol	1
Total		100

THE FOLLOWING ARE THE MAJOR FINDINGS OF THE STUDY BASIS ON THE DATA COLLECTION

1. Based on collected data through questionnaire I found that males were 51 respondents, and females were 49 respondents using branded mobile phones.
2. Based on collected data through questionnaire I found that 13% respondents were 15 to 20 age group, 58% respondents were between 21 to 30 age group, 18% respondents were 31 to 40, age group, and remaining 16% respondents were 41 above age.
3. Based on collected data through questionnaire the respondents were categorised 71% of respondents were post graduate, 16% of respondents were Under Graduate, 11% of respondents were Graduate, and 2% of respondents were others.
4. The 4th chart indicates 51% of respondents were students, 2% of respondents were business man, 22% of respondents were service, and 25% of respondents were others.
5. The 5th charts shows the monthly income of respondents i.e. 28% of respondents were less than 10000, 24% of respondents were 10000 to 20000, 14% of respondents were 20000 to 30000, 15% of respondents were 30000 above, and remaining 19% of respondents were not responded to this question.
6. The 6th chart indicates figure who are willing to spend on mobile phone, were categorised 43% of respondents were less than 8000, 45% of respondents were 8000 to 15000, 7% of respondents were 15000 to 20000, 3% of respondents were greater than 20000, and remaining 2% of the respondents were not willing to spend on mobile phone.
7. The 7th chart indicates uses of factors was 17% of respondents were on advertisements, 58% of respondents were on suggestions from friends and relatives, 7% of respondents were on brand ambassadors and 18 % of respondents were on attractive display.
8. The 8th chart indicates influence of advertisement was 31% of respondents were through television, 15% of respondents were through newspaper, 3% of respondents were through magazine, and 51% of respondents were through internet.

9. Based on collected data through questionnaire 15% of respondents were preferred nokia, 14% of respondents were preferred Motorola, 23% of respondents were preferred I phone, 20% of respondents were preferred Samsung, 1% of respondents were preferred L.G, 4% of respondents were preferred HTC, 4% of respondents were preferred black berry, and 19% respondents were preferred other brand.
10. The 10th chart indicates factors that prefer while buying a mobile phone was 7% of respondents were preferred price, 55% of respondents were preferred quality, 2% of respondents were preferred colour, 15% of respondents were preferred service, and 21% of respondents were preferred brand.
11. The 11th chart indicates changing of mobile phone model was 2% of respondents were less than 6 months, 13% of respondents were 7 to 12 months, 73% of respondents were more than one year, and 12% of respondents were any new model arrival.
12. The 12th chart indicates changing reasons of current mobile phone was 35% of respondents were broken or stolen, 18% of respondents were lack of function, 4% of respondents were out of fashion and 43% of respondents were lack of updating.
13. Based on collected data through questionnaire influence of brand name on purchasing decision was 57% of respondents were agree, 8% of respondents were disagree, 30% of respondents were strongly agree and 5% of respondents were strongly disagree.
14. The respondents were influenced on quality in purchase decision is 62% of respondents were agree, 4% of respondents were disagree, 31% of respondents were strongly agree and 1% of respondents were strongly disagree.
15. The respondents were influenced on family members in purchasing decision is 54% of respondents were agree, 23% of respondents were disagree, 20% of respondents were strongly agree and 3% of respondents were strongly disagree.
16. The 16th chart indicates that branded products were better than unbranded products I.e. 83% of respondents were agree, and 17% of respondents were disagree.
17. Based on collected data through questionnaire promotional often attract most was 9% of respondents were free gifts, 46% of respondents were price offer, 33% of respondents were discount and 12% of respondents were any other.
18. The 18th chart indicates features of the product on purchase decision were 96% of respondents were agreed and 4% of respondents were disagreed.
19. The respondents were influenced more through advertisement in their buying behaviour was, i.e. 39% of respondents were more influence, 41% of respondents are low influenced and 20% of respondents are not influenced.
20. The 20th chart indicates time period of using mobile is 30% of respondents were since one year, 14% of respondents were since two years, 16% of respondents were since 3 years and 40% of respondents were more than 3 years.
21. based on collected data through questionnaire usage of online mobile search was 46% of respondents were flip cart, 0% of respondents were e-buy, 42% of respondents were Amazon, 6% of respondents were snap deal, 3% of respondents were OLX, 2% of respondents were paytm and 1% of respondents were Naaptol.

SUGGESTIONS

1. It is suggested that consumer perception is not to spend much more on mobile phone and also consumer will not purchase on their own opinion.
2. To purchase a mobile phone consumer attract by the online advertisements and has given main preference to the quality.
3. It is suggested that consumer behaviour always attracted to update versions. If in a year new product enters into the market consumer perception firstly changes their mind set on the consumption of products.
4. It suggested that consumer attracted to branded products.
5. To get a brand name to any product. If features of product made to attract the consumer that generates a brand to the products.
6. Consumer always choose online services to purchase products. Online services are coming with providing of quality and attracting features.

CONCLUSION

The above work gives immense input to the study of consumer behaviour. Analysing consumer behaviour is important for the market as it helps the way of consumer changes his behaviour at the time of purchasing goods and area he prefers most to purchase the goods. Which he will satisfy.

REFERENCES

- [1]. Cognitive dissonance. (2012). In Wikipedia. Retrieved March 14, from en.wikipedia.org/wiki/Cognitive_dissonance.
- [2]. Consumer Behaviour - Concepts , applications and Cases, M.S. Raju, Dominique Xardel
- [3]. Consumer Behaviour (Fourth edition) - David L. Loudon and Albert J. Della Bitta.
- [4]. Butler Patric, Peppard Joe 1998. Consumer purchasing on internet: Process and prospects. Dasgupta, S. 2006. Encyclopaedia of virtual communities and technologies.
- [5]. Duesenberry, J.S. Income saving and Theory of consumer Behaviour, Cambridge Harvard University Press, 1949
- [6]. Engel, F. James, Consumer Behaviour, New David, T. Kollat and York: Holt Rinehart & Winston Roger, D. Blackwell Inc, 1968
- [7]. Ferber, Robert and Research Method in Economics P.J. Verdourn and Business, New york: Macmillan, 1962
- [8]. Howard, John A. Consumer Behaviour - Application of Theory, New york: Mc Graw Hill Book Co., 1977
- [9]. Mahajan, B.M. Consumer Behaviour in India, New Delhi, Concept Publishing Co., 1980
- [10]. Markinl, Rom, Consumer Behaviour – A cognitive orientation, New York; Macmillan, 1974