

# BUYING BEHAVIOURAL PATTERN REGARDING SMARTPHONE USERS

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**Abstract:** Consumer buying behaviour is the process of understanding consumers' selection, buying and using of Smartphone. The purpose of study is to identify pre-purchase factors and post purchase liking attributes of smartphone users in a university of Jorhat. In addition, it investigates awareness about smartphone and brand wise ownership of users. In order to accomplish the objectives of study, a sample of 80 consumers were taken by using simple random sampling technique. The collected data were analysed and tested using descriptive statistics and hypothesis were tested through Phi and Cramer's V in this study. Results of the survey revealed that Samsung has highest top of mind awareness and users from consumer groups. Research highlighted several new insights about smartphone users' pre-buying behaviour and post-buying behaviour. Pre-buying behaviour of consumers were influenced by factors namely, price, features, user friendliness, after sales service. Post-purchase liking attributes of smartphone users are mainly availability of social networking application and unique product features. The research concludes that there is no relationship between (a) smartphone ownership and monthly income; (b) frequency of smartphone change and amount ready to spend.

**Keywords:** Consumer Behaviour, Smartphone, Buying Decision, Purchase

## INTRODUCTION

Technological changes affected consumers to move with upgraded version of mobile phone devices. At the same time increased competition forced companies to innovate new technology and added features. Mobile phones are the fastest adoption of technology devices in Indian rural and urban consumer markets. Smartphone has occupied the key place in office and individual activities of human life. Using smartphone as a device of communication among people has come to tremendous change in recent times. Consumers are more into the process of buying the smartphone devices looking into the available benefits. Consumer buying behaviour was mainly influenced by factors such as price, features, quality, brand name, durability, social factors (Li & Li, 2010).

Consumers demand for smartphone is high in semi-urban market of Jorhat. Vendors such as Samsung, Nokia, Micromax, Sony, LG, HTC, Apple, and Chinese handsets are available with showroom to small retailer in Jorhat market. During the handset purchase process, consumers are influenced by cultural, social, personal, and psychological factors. The present study is focusing on buying behaviour of smartphone users in a university of Jorhat. The key reason behind undertaking of study in smartphone areas is

due to dearth of coverage in this semi-urban market. Hence, the present study is an attempt to uncover the factors that influence consumer behaviour in pre-purchase and post-purchase level.

## REVIEW OF LITERATURE

Consumer behaviour is an investigative process of how individuals, groups and organisations select, buy, use and dispose of goods, services, ideas, and experiences to fulfill their needs and wants (Solomon, 2011; Kotler, Keller, Koshy, & Jha, 2012). Consumer buying behaviour is influenced by cultural, social, personal and psychological factors (Kotler *et al.*, 2012) and varies in consumer markets. Cultural factors namely, nationalities, religions, racial groups and geographical regions. Culture consists of explicit factors that consists of smaller subcultures and provide more specific identification and socialisation for their members. Social factors such as reference groups, family, social roles, and status influence the consumer buying behaviour and brand preferences in many areas including leisure activities, mobile phones, and automobiles. Personal factors such as age, occupation, income, lifestyle, personality influence the buyers' decision.

Consumer behaviour reflects the totality of consumers'

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decisions with respect to the acquisition, consumption, and disposition of goods, services, activities and ideas by (human) decision-making units over time (Hoyer & MacInnis, 2007). Indeed, consumer behaviour does not only refer to how a person buys products. Furthermore, it involves more things such as products, services, activities, and ideas (Hoyer & MacInnis, 2007).

Consumer behaviour is mainly based on stimulus response model. It consists of marketing (product & services, prices, distribution, communications) and environmental stimuli (economic, technological, political, cultural); set of psychological process (motivation, perception, learning, memory (Loken, 2006)) and consumer characteristics (cultural, social, personal) to result in buying decision making (problem recognition, information search, evaluation of alternatives, purchase decision, post-purchase behaviour (Blackwell, Miniard, & Engel, 2006)) and purchase decision (product choice, brand choice, dealer choice, purchase amount, purchase timing, payment method) process (Kotler *et al.*, 2012). Consumer behaviour questions the market like who, what, when, where, how, and why a consumer should buy the product (Belch & Belch, 2009).

Jorhat is a semi-urban and knowledge city in North East Indian state of Assam. Technological advancement, competition, better communication, and purchasing capacity help people in moving towards better mobile phone device. Brands including Fortune 500 companies, Chinese and local manufacturers are available in the market attracting consumers. Still, the alternative of product selection is different or dissimilar due to the factors associated with consumer behaviour.

In this regard, the present study is an attempt to understand the pre-purchase and post-purchase behaviour of smartphone users in Jorhat city. Karjaluoto, Karvonen, Kesti, Koivumaki, Manninen, Pakola, Ristola, & Salo (2005) identified that price, brand, interface, and properties are most influential factors affecting the actual choice amongst mobile phone brands. Ling, Hwang and Salvendy (2006) revealed that physical appearance, size, and menu of the mobile phones are most determinant factors affecting choice of mobile phones. Mack and Sharples (2009) identified that determinant such as usability, features, aesthetics, and cost have implication on the choice of mobile phone brand. Saif, Razzaq, Amad, & Gul (2012) indicated that consumers value new technology features as the most important variable that influences consumers to go for a new mobile phone device purchase decision. Das (2012) highlighted that reputed brand, smart appearance, advanced value added features, pleasure-ability, and usability are the criteria for buying a mobile phone device by consumer groups. Price and properties were the most influential factors of buying decision of a new mobile phone (Pakola, Pietila, Svento, & Karjaluoto, 2010). Malasi (2012) examined the influence of product attributes on

mobile phone preference among undergraduate university students in Kenya and revealed that varying the product attributes' has an influence on the undergraduate students' preferences on mobile phones. Various aspects of product and brand attributes were considered such as colour themes, visible name labels, and mobile phone with variety of models, packaging for safety, degree of awareness on safety issues, look and design of the phone.

Based on past literature reviewed, it can be concluded that study on smartphone would fill a significant gap in literature and at the same time would have high practical utility for Indian smartphone industry. The present study is an attempt to enquire into factors that influence pre-purchase and post-purchase behaviour of smartphone users in a university at Jorhat.

## OBJECTIVES OF THE STUDY

The objectives of the study are:

- ✓ To examine the awareness of smartphone brands among Kaziranga university students and employees.
- ✓ To identify the reasons for purchasing a specific brand of smartphone by Kaziranga university students and employees.
- ✓ To investigate the users' post-purchase most liking attribute of smartphone

## RESEARCH METHODOLOGY

The study is an empirical research and is carried out using survey method. Total samples of 80 Smartphone users from Kaziranga University, Jorhat were collected using simple random sampling method. Primary data were collected directly from the smartphone users by using a questionnaire. The relevant secondary data have been collected from the journals, websites for building a conceptual base for conducting the research. The collected data were then coded, calculated, and analysed using SPSS tools. Simple statistical tools namely, descriptive statistics used to get the conclusions from the data followed by Phi and Cramer's V test methods to prove the hypothesis.

## HYPOTHESES

**H01:** There is no significant relationship between smartphone ownership and monthly income of users.

**H02:** There is no significant relationship between frequency of change and amount ready to spend on smartphone.

## FINDINGS AND ANALYSIS

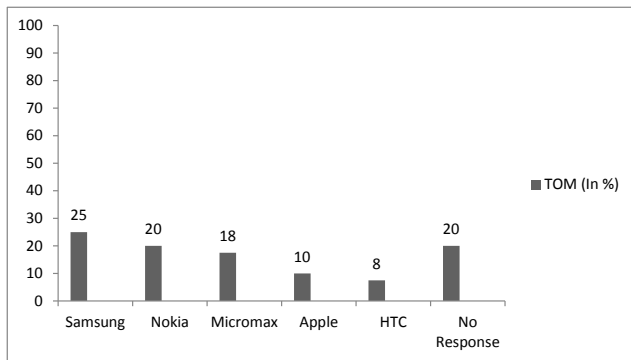
Smartphone have simplified the communication between

people. The present study is an attempt to analyse awareness about smartphone, brand wise ownership of respondents, demographic profile of smartphone users, pre-purchase factors and post-purchase liking attributes of smartphones by users.

**Awareness about smartphone**

Fig.1 reveals that awareness about Samsung smartphone was highest (25%) among the consumers followed by Nokia, Micromax, and Apple. Consumers awareness about HTC smartphones is very low (8%).

n=80



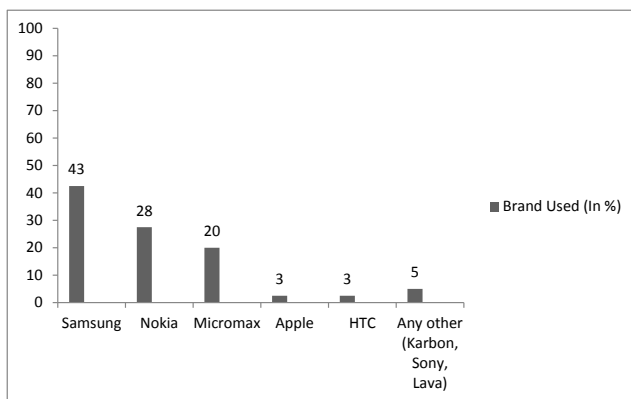
Source: Primary data

**Fig. 1: Top of Mind (TOM) responds of Users**

**Brand wise Ownership of Respondents**

Fig.2 indicates that ownership of Samsung smartphones among the consumers was highest (43%), followed by Nokia and Micromax. Apple and HTC brand ownership is only 3% which is very less as compared to others. Combined ownership of 5% belongs to Karbon, Sony and Lava.

n=80



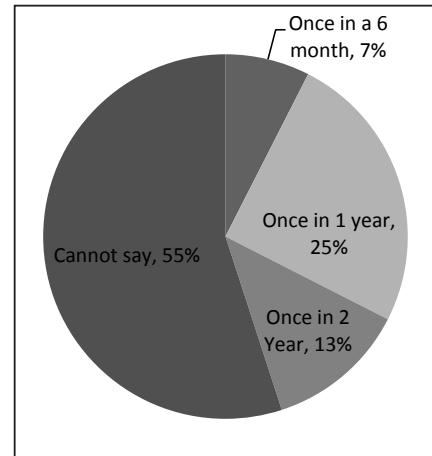
Source: Primary data

**Fig. 2: Ownership of Brand**

**Frequency of Smartphone Change by Users**

Fig.3 points out that 25% of the consumers are interested in changing the smartphone device once in a year, 7% once in six months, and 13% once in two years. However, 55% consumers have not indicated about the frequency time.

n = 80



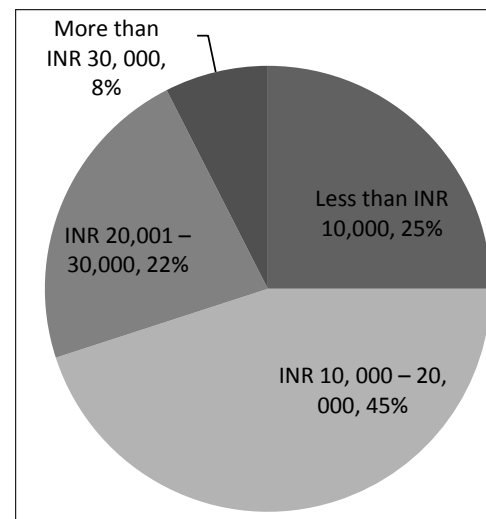
Source: Primary data

**Fig. 3: Frequency of smart phone change by Users**

**Amount ready to spend on Smartphone**

Fig.4 states that 45% of consumers are ready to spend INR 10 – 20, 000 followed by 25% who showed interest to spend less than INR 10, 000, and only 8% consumers have shown interest to spend more than INR 30,000.

n = 80



Source: Primary data

**Fig. 4: Amount ready to spend on smart phone**

### Demographic Profile of Smartphone Users

Table 1 indicates that majority (40%) of the consumers are from 15-20 years followed by 30% from 21-25 years. Only 15% of the consumers are having age more than 35 years. 65% of the respondents are students and 35% are employees (Table 1). Table 1 designated that 67% respondents' income is less than INR 10,000 because majority of survey respondents were the students of university. Only 28% of the respondents have monthly income more than INR 30, 000. 65% of the respondents are male and 35% are female.

**Table 1: Demographic Background of Smartphone Consumer**

Age-wise break down (in %)	
15 – 20 Years	40
21 – 25 Years	30
26 - 35 Years	15
More than 35 Years	15
Profession wise breakdown (in %)	
Student	65
Salaried Employee	35
Monthly Income Wise breakdown (in %)	
Less than INR 10,000	67
10, 000 – 20, 000	2
20, 001 – 30, 000	3
More than 30,000	28
Gender wise breakdown (in %)	
Male	65
Female	35

Source: Primary Data n=80

### Brand-wise Pre-buying, Post Buying Behaviour of Smartphone Users

Smartphone is an essential device for communication among the students and employees. Consumers buy product on the basis of available features, price of the product, brand name, and to satisfy their needs and wants. Consumer behaviour is a continuous changing process based on the availability of information. Buying behaviour is majorly categorised as pre-buying and post-buying behaviour. The research reveals that with different brands of smartphone, consumer preference and behaviour vary. The research has indicated about pre-purchase behaviour and post-purchase behaviour with respect to the different brands of smartphone users. Pre-purchase factors that influence consumers in purchase of smartphone are best price, good features, battery life, user friendly, fashion & style, satisfactory after sales service,

specification, brand value, value for money, social networking applications, thought of buying (refer to Table 2-6). Most liked post-purchase attributes by consumers on the brands are ‘Can access to mail, Can access Facebook, Touchpad, Battery Life, Bigger displays, Fast processor, Good camera quality, Operating System, Android, Performance, balance between price and product specification, Looks and features’ (refer to Table 2-6).

**Table 2: Brand Used – Samsung**

Reason for Purchase	Post purchase most liking attribute
1. Longevity of battery	1. Can access to mail
2. Fast processing capacity and good application	2. Android, Camera quality is good, Good processing capacity
3. Full HD video supported	3. Good applications
4. Good features	4. Can access Facebook
5. Fashion & style	5. Touchpad
6. Budget price	6. New launch in the market.
7. Satisfactory after sales service, specification.	7. Performance, Interface
8. Thought of buying	

Source: Primary data n=34

**Table 3: Brand Used – Nokia**

Reason for Purchase	Post purchase most liking attribute
1. Camera, Memory, Battery life.	1. Applications.
2. User friendly	2. Battery Life
3. Looks	3. Camera quality
4. Cost	4. Display
5. Apps & functions	5. Ease to use.
6. Windows phone	6. Operating System
7. Touch screen,	7. Performance
8. Brand value.	
9. Value for money.	

Source: Primary data n=22

**Table 4: Brand Used – Micromax**

Reason for Purchase	Post purchase most liking attribute
1. Best price.	1. Android
2. Multiple internal features at reasonable price	2. Bigger displays.
3. Price & feature balance	3. Fast processor
4. Thought of buying	4. Most useful for business & networking
5. Value for money	5. Price & specification balance.
	6. Smartphone application

Source: Primary data n=16

**Table 5: Brand Used – Apple**

Reason for Purchase	Post purchase most liking attribute
Application and Camera.	Best than other phone.

Source: Primary data n=2

**Table 6: Brand Used – HTC**

Reason for Purchase	Post purchase most liking attribute
Social networking applications / internet	looks and features

Source: Primary data n=2

### Test of Hypotheses

**H01:** *There is no significant relationship between smartphone ownership and monthly income of users.*

Phi and Cramer’s V are both tests of the strength of association. Table 7 indicates that strength of association between the variables is relatively weak. The result of the significance test for this relationship is 0.613, which is greater than 0.05. So the relationship between these two variables is not statistically significant. The null hypothesis is accepted. Therefore, it is concluded that there is no significant relationship between smartphone ownership and monthly income of users.

**Table 7: Symmetric Measures: Smartphone ownership and monthly income of users**

		Value	Approx. Sig.
Nominal by Nominal	Phi	.401	.613
	Cramer’s V	.231	.613
N of Valid Cases		80	

Source: Primary data

**H02:** *There is no significant relationship between frequency of change and amount ready to spend on smartphone.*

Result from Table 8 highlights that significance test for this relationship is greater than 0.001 i.e. 0.019 which indicates weak relationship between these two variables. Hence, null hypothesis is accepted. As a result, it is concluded that there is no significant relationship between frequency of change and amount ready to spend on smartphone.

**Table 8: Symmetric Measures: Frequency of change and amount ready to spend on Smartphone**

		Value	Approx. Sig.
Nominal by Nominal	Phi	.497	.019
	Cramer’s V	.287	.019
N of Valid Cases		80	

Source: Primary data

### CONCLUSION

Consumer buying behaviour involves a complicated process of motives and response. Modern buyers’ key focus is on best price, user friendliness of product, after sales service, brand value in addition to the product features. The study highlights that Samsung has the highest top of mind in terms of brand awareness and ownership of smartphone, followed by Nokia and Micromax. Research revealed that total 70% of the consumers are from age group of 15-25 years. Research also indicated that consumer buying behaviour of smartphone were influence by factors namely, price, features, user friendliness, after sales service at pre-purchase level. Some of the most liked post-purchase attributes for smartphone users are Internet and social networking features. To prove the hypothesis of study Phi and Cramer’s V technique is used for analysis and results indicate that there is no significant relationship between smartphone ownership and monthly income of users. Secondly, there is no significant relationship between frequency of change and amount ready to spend on smartphone. Therefore, the present study gives understanding and preference of smartphone users in Jorhat.

### RECOMMENDATIONS

Analysis of primary data brings to the following suggestions for smartphone vendors:

- ✓ Smartphone vendors should focus on buying criteria of youth groups because two-third of the users of smartphone belongs to user groups of 15 – 25 years.
- ✓ Smartphone vendors should incorporate the social networking features in their all devices due to consumer buying criteria.
- ✓ Smartphone vendors have to give importance to all income groups of consumers. Key rationality behind that is income and smartphone ownership do not have any relationship.

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