



A study on Factors affecting Consumer Buying Behavior while buying new Cell Phone Connection in Ahmedabad City

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Abstract: Nowadays, the adoption of cell/mobile phones has been remarkably increasing in many part of the world, and particularly in India where mobile phones are today almost as common as wrist watches. While mobile phone usage is rather an unexamined type in academic literature, the aim of this study is to investigate consumer buying motives in mobile phone markets. To undertake this research, the researcher has surveyed 190 consumers and looks at their motives to buy new cell phones on one hand and on the other hand factors affecting consumer's buying behavior while choosing operator. The result signified that while price and properties were the most influential factors affecting the purchase of a new cell phone, price of the mobile phones, audibility and friends' operator were regarded as the most important in the choice of the mobile phone operator. This research paper concludes with a discussion of contributions and proposes ideas for potential research studies in the same field.

Keywords: Cell Phones, Mobile phones, consumers, operator, factors, purchase

I. INTRODUCTION

The Indian Telecom network growing rapidly since liberalization. The wireless technologies presently in use are Global System for Mobile Communications (GSM) and Code Division Multiple Access (CDMA). There are Nine GSM and five CDMA service operators providing mobile services in 19 telecom circles and 4 metro cities, covering more than 2000 towns across the country. Today mobile is a necessity even for a common everybody and it is very important to exchange their daily information. In the modern world everyone wants to communicate with each other fast. Even while they are on the way travelling or somewhere else they want communication within a fraction of second at quick speed with clear voice, without any disturbance. For doing a simple task like calculation or playing games and running other applications, they are using mobile phones. Mobile phones become back boon for the common man without which the survival of them is almost impossible. It is mandatory for the service provider to satisfy their customers otherwise switching of customer to other service provider is possible through mobile number portability (MNP). Consumer preferences is used mainly to mean to select an option that has the greatest anticipated value among a number of options by the consumer in order to satisfy their needs or desires. Preferences indicate choices among neutral or more valued options available in the telecom market. The preference of the consumer is the result of their behavior they show during searching, buying and disposing the products. Before business can develop marketing strategies, they must understand what factors affecting consumer's behavior and how they make purchase decisions to satisfy their needs and wants. Buyers are moved by a complex set of deep and subtle emotions. The study in this research paper throws light on the customer behavior towards buying of new cell phone/ mobile connection.

II. OBJECTIVES OF THE STUDY

The main objective of the study is to study the attributes affecting consumer's buying behavior while purchasing mobile phones. This study also aims to study the consumer's buying behavior towards different cellular/mobile service providers. To ascertain the general problems/ issues faced by the consumers while using cell phone services.

III. RESEARCH METHODOLOGY

Research Design: Exploratory Research and Descriptive Research

Research Instrument: Structured Questionnaire

Methods used in collection of data:



Primary data: Primary data was collected directly from cell phone customers with help of structured questionnaire.

Secondary data: To collect secondary data the researcher has used different journals on consumer buying behavior, web portals, books and other published print and online substances.

Sample size: To undertake this study sample size of 190 consumers has been selected from the population.

Sampling unit: The sampling unit comprises the respondents who are using cell/mobile phones in Ahmedabad city.

Sampling Design: Non-probability convenience sampling has been used to undertake this study.

IV. LIMITATIONS OF THE STUDY

This study is restricted only to the Ahmedabad City. So, the results may not be applicable to other areas of the state or country. As per the population of the study is large, a sample size of 190 sample respondents is only covered in this study. This study is based on the prevailing consumer's satisfaction. But the customer's satisfaction may change time to time or a change in fashion, technology, other factors affecting buying behavior, etc.

V. RESULTS AND FINDINGS OF THE STUDY

This study shown that unmarried respondents are using more cell phone connections than married respondents. On the basis of consumer preference, majority of the respondents are preferred Vodafone as a service provider. On the basis of age group, most of the respondents (40%) are using Vodafone connection, which are in the age group above 25 years. On the basis of this research, educational qualification, most of the graduates are using cell/mobile phones connections. Based on occupations, most of the respondents from different companies are using cell/mobile connections. On the basis of family income, 27.36% of the respondents are using cell connections, which are getting less than Rs. 5000.

Many of the respondents are using prepaid cell/mobile phone connections for personal usage. Majority of the peoples are using cell connections for both incoming and outgoing and other Value added services. Based on performance, majority of the respondents are highly satisfied with cellular service provider Vodafone. On the basis of periodical offers, most of the respondents are highly satisfied with Airtel. Most of the respondent's behavior is influenced by their friends for buying cell/ mobile connections.

VI. DATA ANALYSIS AND INTERPRETATIONS OF THE RESEARCH STUDY

TABLE-1
Consumer Preference towards Cell/mobile Phone Service Providers

Sr. No.	Cell Phone Service Providers	No. of Respondents	Percentage of Respondents
1	Idea	26	13.68
2	Vodafone	65	34.21
3	BSNL	17	8.94
4	Airtel	39	20.52
5	Reliance	34	17.89
6	Tata Docomo	9	4.74
Total		190	100

INTERPRETATION:

Majority of the respondents are using Vodafone which are 34.21% and 20.52% of the respondents are using telecom service of Airtel. About 17.89% are using Reliance, while 13.68% are using Idea. List one is Tata Docomo. Others are using different cell phone service provider.

TABLE-2
Consumer's Preference towards Cell/mobile Phone Service Providers on the basis of Age Group of the respondents

Sr. No.	Service Provider	Upto 25 Yrs		25-35 Yrs		35-55 Yrs		More than 55 Yrs		Total Respondents	
		R	%	R	%	R	%	R	%	R	%
1	Idea	11	13.75	6	10	8	18.18	1	16.67	26	13.68
2	Vodafone	32	40	15	25	16	36.36	2	33.33	65	34.21
3	BSNL	11	13.75	4	6.67	2	4.54	0	0	17	8.94
4	Airtel	13	16.25	17	28.33	8	18.18	1	16.67	39	20.52
5	Reliance	7	8.75	15	25	10	22.72	2	33.33	34	17.89
6	Tata Docomo	6	7.5	3	5	0	0	0	0	0	4.74
Total		80	100	60	100	44	100	6	100	190	100



Note: In the above table R stands for Respondents

INTERPRETATION:

Among respondents up to 25 years of age group, most of them are using Vodafone and rest Airtel users which are 20%. Consumers in the age group of 25 – 35 years 28.33% of respondents mostly prefer Airtel and 25% of the respondents are using Reliance 36.36% of customers, who are in the age group of 35 – 55 years are using Vodafone.

TABLE-3
Table Showing Various Factors influencing to purchase the cell phone Connections

Sr No	Factors Affecting	No. of Respondents	% of respondents
1	Friends	79	41.57
2	Neighbours	9	4.73
3	Relatives	21	11.052
4	Advetisement	16	8.42
5	Dealers	19	10
6	Family members	38	20
7	Other factors	8	4.21
Total		190	100

INTERPRETATION:

On the basis of purchase influence the cell phone connections 41.57% of the respondents are influence by their friends, and neighbors have the least effect on the respondents (4.73%) in inducing them to buy a particular mobile connection.

TABLE-4
Consumer’s Preference towards Cell Phone Service Provider on The Basis of Promotional Scheme

Sr. No.	Service Providers	No. of Resp. in Prepaid	No. Resp. in Postpaid
1	Idea	24	2
2	Vodafone	31	8
3	BSNL	16	1
4	Airtel	51	14
5	Reliance	27	7
6	Tata Docomo	9	1
Total		158	32

INTERPRETATION:

In the above table we can conclude that majority of the customers are using Airtel prepaid connections followed by Vodafone.

TABLE-5
Composition of Respondents On The Basis Of Usefulness of Mobile Connections

Sr. No.	Usage	No. of Respondents	Percentage of Resp.
1	Incoming calls	8	4.21
2	Outgoing Calls	7	3.68
3	Both	171	90
4	SMS	4	2.105
Total		190	100

INTERPRETATION:

Majority of the respondents are using cellular services for both incoming and outgoing calls and very few respondents are using it for other services like sms and other value added services.

TABLE-6
Factors Influencing consumer’s buying behavior to purchase cell/mobile phones

Sr. No.	Factors	No. of Respondents	Percentage of Resp.
1	Price	24	12.63
2	Service Charges	42	22.10
3	Customer Service	28	14.73
4	Brand Image	88	46.31
5	Availability	8	4.21
Total		190	100

INTERPRETATION:

Out of total 46.31% of respondents are purchasing the particular service by its brand image, and 22.10% of respondents are choosing the particular service provider by their service charges.

TABLE-7

Consumer's Service Satisfaction Level on the basis of periodical offers and schemes provided by the Service Providers

Sr No	Service Providers	Highly Satisfied		Satisfied		Not Satisfied		Total	Percentage
		NR	PR	NR	PR	NR	PR	NR	PR
1	Vodafone	18	46.15	33	37.07	14	22.58	65	34.21
2	Idea	10	25.64	11	12.35	5	8.06	26	13.68
3	BSNL	5	12.82	11	12.35	18	29.03	34	17.89
4	Airtel	3	7.69	21	23.59	15	24.19	39	20.52
5	Reliance	0	0	9	10.11	8	12.9	17	8.94
6	Tata Docomo	3	7.69	4	4.49	2	3.22	9	4.74
Total		39	100	89	100	62	100	190	100

Note: In the above table-7 NR stands for No. of Respondents while PR is stands for Percentage of Respondents.

INTERPRETATION:

According to the analysis of the above table we can conclude that Vodafone is one of the companies which have highly satisfied customers i.e. 46% of the total highly satisfied customers.

TABLE-8

Consumer's Satisfaction Level basis on Call Charges of the service providers.

Sr No	Service Providers	Highly Satisfied		Satisfied		Not Satisfied		Total	Percentage
		NR	PR	NR	PR	NR	PR	NR	PR
1	Vodafone	15	37.5	28	34.56	22	31.9	65	34.21
2	Idea	8	20	11	13.85	7	10.14	26	13.68
3	Airtel	7	17.5	17	20.98	15	21.73	39	20.52
4	BSNL	6	15	12	14.81	16	23.18	34	17.89
5	Tata Docomo	3	7.5	4	4.93	2	2.89	9	4.74
6	Reliance	1	2.5	9	11.11	7	10.14	17	8.94
		40	100	81	100	69	100	190	100

Note: In the above table-8 NR stands for No. of Respondents while PR is stands for Percentage of Respondents.

INTERPRETATION:

Vodafone has most customers are highly satisfied which are 37.5 percent of the total highly satisfied customers of the entire service providers. Tata Docomo is lacking in satisfying their customers on the basis of call charges. Tata Docomo has lowest highly satisfied customers.

VII. CONCLUSION

After conducting this study the researcher had come across many factors influencing the buying behavior of the consumers. Since today cell phone is necessity for everybody, the purchaser take into consideration these factors while buying cell phones and selecting best service providers. According the results and interpretation we can say that consumers buying behavior is influence by friends, family members, advertisement. With the development of advanced features in mobile and cell phones consumers buying behavior is not only affected by call charges, network coverage but also the value added services provided the service providers. The research study reveals that the vodafone is one of the better service providers in the City and manjority of the consumers are highly satisfied with it.