

# Study of Consumer Behaviour for Purchasing Android Cell Phone

**Madhu Kumari**

Student, UGC NET

Address: Vill – Panki, Dist – Palamu, Jharkhand - 822122

## Abstract

Customer buying behaviour is also the process by which individuals search for, select, purchase, use and dispose of goods and services, in satisfaction of their needs and wants. The main aim of customer buying behaviour is to meet and satisfy the needs and the wants of the target customers. The study gives a brief about the perception & buying behaviour of customers towards various mobile brands, customer preference level associated with different mobile phones, major features which a customer looks for in a mobile before making a purchase and factors that influence decision-making in purchasing a mobile phone. The Customers have their own smart phones. We had identifying from the above data the behaviour of the customers for buying a smart phones. We had also studied the factors which can be influencing to the buying a smart phones factor likes that (Brand, Price, Reviews, etc). Most of the Customers had preferred a smartphone which is manufactured by the Indian companies as well as multi-national companies. We had also survey from the customers who are having a smart phone What is the main purpose of the customers for buying a smart phone. The Purchase of smart phones is beneficial for the customers in the daily life.



Published in IJIRMP (E-ISSN: 2349-7300), Volume 11, Issue 6, Nov. – Dec. 2023

License: [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/)



## Introduction

“The relevance of consumer behaviour to the profession of marketing is a fundamental one. If marketing Concerns itself with," consumer satisfaction" at a profit then obviously the underlying principles as well as the overt symptoms of the consumer choice process are of vital concern to the marketing men whether he is a professional or a professor". (Ramachander, S., 1988) function included in making the categorisation of decisions before buying smartphone, which involve the rational behaviour which is based on factors like learning as well as experience and are directed towards a definite objective.

In Android cell phone is considered a hybrid device it combines the best of cell phones and PDA device. It permits the user to access emails set calendars browse web and use many other applications. The display screen of the cell phones support viewing of documents reading emails and browsing the web. There battery life is usually quite high but depends on the operating systems and also, the usage patterns of the Android cell phone. Most of them have high resolution cameras and added features like games and e-book readers are inbuilt along with the hardware inclusions such as GPS receivers that makes it an all inclusive operational tool.

Android cell phone in the present time and scenario have penetrated everywhere and raised the comfort level of the individuals in their everyday life the Android cell phone are proliferating it a very fast pace in India mainly due to the younger demographic and rapidly expanding economy the way and individual days

with the things is eased through the Android cell phone." India is challenging the world wide pattern in Android cell phone market since it is still a developing business segment and expanding number of individuals are upgrading from feature phone to a Android cell phone. More than 70% of cell phone Android cell phone users were relied upon to the move up to premium Android cell phones model". 'India secured the second spot in the list of the world's largest Android cell phone market, enlisting in at a healthy growth rate of 23% year over year. As per report from counterpoint (April 2016), there is an opportunity for growth in Indian Android cell phone in India more than 1.2 billion individuals have cell phone in the hands of less than one fourth of a billion of its people'.

### **Rationale**

The behaviour of consumers towards cell phone is increasingly a focus of marketing research. In particular, behaviour in the Android cell phone industry, from adoption motivation to post usage behaviour has become a major focus of research in the field of marketing. The results of the research confirm that the regulatory focus has an influence on consumer behaviour towards cell phone purchase decision by affecting their perception, motivation and lifestyle. India is one of the fastest growing economies in the world and the Android cell phone industry in India is also growing very fast. For consumer Android cell phone have become essential parts of personal and business life.

There is a continuous increase in disposable income; there has been major shift in the attitude and aspirations of the consumers. This research is to analyse the external and internal factors which influence a consumers decision in purchasing a cell phone. The research also focuses on consumer attitude for Android cell phone and the influence brand name has on consumer buying decisions. The recent growth of Android cell phone usage is an observable fact that process all age and gender boundaries. Hence, this research explores through quantitative analysis some of the key factors believed to affect consumers attitude and behaviours towards Android cell phone purchase.

Android cell phone are one of the trending social media in these days. it' s became as part of the life as become handicapped without this. Cell phone is playing a major role that which has put back our television, Radio FM, watch etc. In this technology and competitive era. This study will be more Essential designed for Mobility companies that their sales & profits will be based on customer requirement and perceptions. All the consumers use cell phone to make their life easier and to adopt the digitalized world by connecting internet with the whole world. Features/ attributes that considered by customers while buying Android cell phone are such as brand image, functional/ features and apps, battery usage, operating system, resolution of camera, pixels, storage capacity, durability & compatibility, price. These also include different brands like ex- China phones.

The craze for Android cell phones services in India is increasing substantially. Information technology has brought tremendous changes in day to day activities of common man to entrepreneurs. Cell is a medium is going fast with its easy accessibility and reach. It is not just telecom centric. From a communication tool, it has emerged as a device for all purposes. With most adults and many children now owning cell phones.

The cell phones have all qualities and features that qualify them to be called as a mini computer. 'Such handheld compact gadgets that offer both communication and computing are known as android cell phones. A recent research presents that India has overtaken even the U.S. and has qualified to be the world's second-largest android cell phone market by the users. The future projections say that a billion android cell phone sales would be generated in the coming five years. India is a market wherein the leading android cell phone brands in the world involve in cut throat competition and make every possible effort to win the Indian customer. This research paper is aimed at studying the consumer buying behavior with respect to smart phones in India specifically at the Delhi/NCR region. The purpose of this study is to understand two major consumer decisions while buying a android cell phone.

## **Literature Review**

### **■ INTERNATIONAL REVIEW**

Kotler and Armstrong (2001), Consumer buying behaviour refers to the buying behaviour 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 behaviour then impacts how products and services are presented to the different consumer markets. There are many components which influence consumer behaviour namely; cultural, social, personal, and psychological (Kotler and Armstrong, 2001). Consumer behaviour 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 behaviour refers to the mental and emotional process and the observable behaviour of consumers during searching, purchasing and post consumption of a product or services. Consumer behaviour blends the elements from psychology, sociology, sociopsychology, anthropology and economics. According to Grote (2002) the perceptual process is the sequence of psychological steps that a person uses to organize and interpret information from the outside world. The selection, organization and interpretation on perceptions can differ among different people. Therefore when people react differently in a situation, part of their behavior can be explained by examining their perceptual process, and how their perceptions are leading to their responses.

Brands also have a symbolic value which helps the people to choose the best product according to their need and satisfaction (Bordley and Robert, 2011).

- Loyalty and trust of the customers is very important for a company because it reduces the chance of attack from competitors (Aaker, 2008).
- Brands do have life cycle which may consist of a number of phases from inception to launch, growth, maturing, decline, revitalization, and retirement (Davis et al. 2010).

### **• NATIONAL REVIEWS**

•(Chowdhury & Rahman, 2013.[3]) studied the relationship between demographic variables on the brand preference and identified the attributes that affect the choice behaviour of mobile handsets as well as why the young consumers give special emphasis to some particular factors in the Chittagong metropolitan city. young respondents emphasize less importance on durability, price, others advice and opinion because of their swift switching attitude. As a whole, Samsung is competing with industry leader Nokia, Symphony, Sony Ericsson and other brands grab a share of the youth market.

• (Gopal & Anjali & Aakanksha, 2013) studied showed that in today's market medium screen phone is quite popular, followed by large screen phones while the only minority of buyers go for the small screen models as evident from the survey conducted on consumers. As far as the size and weight of handsets are considered, slim handsets are leading the consumer market, followed by medium and as for the weight, light weighted phones are more popular while heavy weighted are the least while medium weighted phones still hold a ground in the market as observed from the study conducted.

• (Marumbwa and Thakur, 2013) conducted a study to identify brand image positively influence the consumer brand preference and increase in customer satisfaction levels would yield positive consumer brand preferences.

### **Objective**

The researcher has observed and evaluated consumer opinion and the growing demand for android cell phones. The basic objectives of the systematic research are given below:

- To explore the key factors which motivate consumers to purchase and use android cell phone.
- To find the reason behind usage of android cell phone.
- To identify the customer attitude towards android cell phone.
- To know the customer satisfaction level of the android cell phone.
- To identify the Customer's Preference towards the mobile network service provider.
- To study the factors influencing the customers to select a mobile network service provider.

### **Research Methodology**

The paper is based on primary as well as secondary data. The secondary data is taken from IDC Surveys, and other newspaper surveys.

Primary research was conducted by studying the buying behaviour at the Croma Store, Connaught Place and collecting actual user data by devising structured questionnaires for them to understand their decision making process. There are certain identifiable characteristics of the consumer behaviour comprising of 'what, how, where, when, etc. were obtained by survey through questionnaires.

### **HYPOTHESIS TESTING**

**The two major types of hypothesis are null and alternative.**

- Null hypothesis states that there is no significant relationship between the two variables being studied and the results are due to chance and are not significant in terms of supporting the idea being investigated.
- Alternative hypothesis states that there is relationship between the two variables studied and that the results are not due to chance and that they are significant in terms of supporting the theory being investigated.
- Null Hypothesis (H<sub>0</sub>): There is no significant relationship between consumer perception of cell phones and their awareness regarding it.
- Alternative Hypothesis(H<sub>1</sub>): There is significant relationship between consumer.
- perception of cell phones and their awareness regarding it.

### **SCOPE OF THE STUDY**

Android cell phone usage has proliferated in recent years. Nowadays people seem to become dependent towards cell phone due to its convenience, great camera features, easy applications installations, and more importantly, it can do most of the computer functions on the go. In this technology and competitive era, this study aims to explore the key factors which motivate consumers to purchase and use Android cell phone. Further, the reason behind usage of smart phone is found and to identify the customer attitude towards android cell phone and finally to know the customer's satisfaction level towards Android cell phones. This study is more essential for android cell phone companies as their sales and profit will be depend upon on customer perception. Overall this study will facilitate the improvement of android cell phone industry in the view of customer perception and their attitude.

### **Implications**

- Almost all the respondents have highlighted the importance of friends in their purchase decision. So, the implication for the marketer is to focus on the importance friends, community and networking in the advertisements.

- Every respondent agreed to the fact that brand ambassadors endorsing the brand not at all influenced their purchase decision. Hence, the marketers can advertise without spending on celebrities.
- Previously people used to visit websites like phonearena.com and GSMARENA.com to make comparisons among different brands. But today on websites like flip kart, amazon etc. people can make comparisons and buy the product as well. Hence, the marketer should ensure that its brand gets listed with these websites.
- If the company is coming up with a new product, the brand can try to introduce the same features as available in the already existing models at a comparable or a lesser rate and the ma

### **Limitations**

Despite all sincere efforts to collect relevant information and data regarding this topic, there are some limitations to this study. Although the study is explanatory in nature, sample for the study is restricted to respondents in certain cities of India and the heterogeneous population could act as a limitation owing to demographic, sociographic and psychographic factors.

- The respondents were aged 15-80 years, as this age group wherein people have literacy regarding the mobile phones they use is good for or not.
- The respondents cognitive biases, prejudices and preferences along with the respondent fatigue may have affected their decisions while filling out the questionnaire, which could have affected the quality of the study.
- Since there's a large telecom market in India containing many sectors, all of the sectors could not be covered. So as to facilitate easy explanation and understanding of this study, the sector for research is limited to instant mobile phones. This may also be viewed as a limitation to this study.
- The study area was limited to Bhopal district and the findings may not be applicable to other markets, as vast differences exist among the consumers with regard to demographic and psychographics characteristics.
- Further owing to the lockdown due to coronavirus pandemic, the number of respondents that could be approached was 54 as physical questionnaire could not be handed out.
- Time and money based restrictions also served as a limitation. d psychographic factors.

### **Bibliography**

1. Aaker, D.A. (1991). Managing Brand Equity. New York: Free Press.
2. Aaker, D.A. (1996). Building Strong Brands. New York: Free Press.
3. Allport, Gordon W. (1935), "Attitudes" Handbook of social psychology Murchinson, C. Worcester, MA: Clark University Press
4. Azad, N. and M. Safaei, 2012. The impact of brand value on brand selection: Case study of mobile phone selection. Management Science Letters, 2(1): 1233-1238.
5. Baily, M., Willig, R., Orszag, P. and Orszag, J. (2001). An Economic Analysis of Spectrum Allocation and Advanced Wireless Services, Study Commissioned by the Cellular Telecommunication and Internet Association.
6. Belch, G. and Belch, A. 2009. Advertising and Promotion: An Integrated Marketing Communications Perspective. New York. McGraw-Hill
7. BHATTACHERJEE, A. and PREMKUMAR, G., 2004. Understanding changes in belief and attitude toward information technology usage: a theoretical model and longitudinal test. MIS Quarterly, 28(2), pp. 229-254.

8. Carpenter, G. S. and K. Nakamoto, 1989, "Consumer Preference Formation and Pioneering Advantage." *Journal of Marketing Research* 26 (August): 285-298.
9. Cassidy, S., 2004. Learning Styles: An overview of theories, models, and measures. *Educational Psychology: An International Journal of Experimental Educational Psychology*, 24(4), pp. 419-444.
10. Churchill, G. A. 1979. A paradigm for developing better measures of marketing constructs.
11. Churchill, G. A. and Iacobucci, D. 2002. *Marketing research: Methodological foundations*. 8th ed. Orlando: Harcourt College Publishers.
12. Available at: <https://www.cia.gov/library/publications/the-world-factbook/geos/in.html> [Accessed 6 May. 2014].