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RESEARCH ARTICLE

AN EMPIRICAL ANALYSIS OF CONSUMER BUYING BEHAVIOUR OF MOBILE PHONE: A STUDY OF BHIWANI, HARYANA.

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Abstract

We are living in an electronic age. The whole world is taking a new turn with every fraction of time. It has given birth to globalization. The world has been contracted and concise at a tip. There are a lot of new means of communication which have made our life so simple and easy going. Mobile phone can be seen as the most used present day phenomenon in this fast growing time. Mobile phone is a revolutionary step in the field of tele-communication. The objective of this paper is to study the relative preferences of influencing factors and satisfaction of rural and urban consumers regarding durable goods for mobile.

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Introduction:-

Consumers play very important role in the economy. They are largest economic group in any country and present day activities are done because of consumer only. Consumers are the pillars of the economy. Consumers in India are very heterogeneous in composition, following different religions, speaking different languages, using different products and services and adhering closely to their tradition. The Indian economy has ushered in a new era, wherein the country's per capita income in recent years has increased. Due to this, the share of essential items like food, clothing, electricity and fuels, footwear in total average annual per capita consumption expenditure has reduced whereas the share of durable goods has increased, which reflect the changing preferences of consumers. The increase in share of expenditure on durable goods shows change in buying decision of consumers in favor of durable goods. The share of durable goods such as refrigerator, cars or mobile phones usually continues to be increases in this duration. But the courage of brands now shifts most in mobile phones. The consumers influence on brands, quality and new features. Thus there is to understand the factors which influence the consumers while purchasing durable goods like Mobile.

Objective Of The Study:-

To study the relative preferences of influencing factors and satisfaction of rural and urban consumers regarding durable goods for mobile

Research Methodology:-

The study has been based on primary data. Primary sources have been used to acquire the necessary information from respondents by survey method. A sample of 200 respondents, 150 respondents from urban area (Bhiwani City)

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and 50 respondents from rural area (Siwani Khera village) from Bhiwani District have been selected on the basis of convenience sampling. Four durable goods Mobile have been selected for the study. The study explained five main factors (Price, Quality, Style, Functions and Brand Name) which influencing consumers while purchasing durables. The study also examines brand of durables and sources of information used by rural and urban consumers and also, satisfaction of rural and urban consumers for their durables. The primary data was collected through structured questionnaire. The data has been tabulated, analyzed and interpreted with the help of some necessary and statistical tools simple percentage, mean score, Analysis of Variance.

Present Scenario Of Mobile Phones:-

One of the most astonishing explosions in modern consumer culture is undoubtedly the mobile. People see their phone as a reflection of themselves and their status; they use it to communicate how they are feeling and to improve their everyday experience of life. Mobiles present an exciting opportunity to establish how technology developed for communication with others could have an increasingly prominent impact on the subjective configuration of the self. It could be contended that the mobile—a technological tool initially designed simply as means of communication—has had an impact beyond its function; it has become a fashion accessory, a prosthetic extension of and delineation of the self, a symbol of economic status and power. The mobile phone market in India is expected to grow by 4% to 250 million units this year and can see more handsets available for less than Rs 5,000, a research report has said. "An examination of the present scenario, coupled with an analysis of historical trends tells us that the market for India mobile handsets will settle around 250 million units in 2016, a 4 per cent growth compared to 2015," the report, India Mobile Handsets Market, by Cyber Media Research (CMR) said. The Smartphone segment grew at an annual average rate of 32% to about 95 million in 2015 from 77 million a year ago. The report said it expects 4G shipments to cross 50 million units in 2016. The CMR researchers also noted that average selling price for a Smartphone in 2013 was Rs 13,000 (when 41 million units were sold), which has come down to Rs 10,700 by the end of 2015.

Result And Discussions:-

Table -1:- Brand of Mobile used by the Rural and Urban Respondents.

Sr. No.	Brand Used	No. of the Respondents	
		Rural	Urban
		No. (%)	No. (%)
1	Nokia	17 (34%)	60(40%)
2	Apple	0 (0%)	05(3.33%)
3	Samsung	16 (32%)	50(33.3%)
4	Motorola	05 (10%)	10(6.66%)
5	Others	12 (24%)	25(16.6%)
Total		50(100%)	150(100%)

Source: Field Survey

From the above table 1, it is inferred that in a sample of 50 respondents in rural area, 34% respondents used Nokia followed by 32% Samsung, 10% Motorola and 24% other brand of Mobile. In urban area in a sample of 150 respondents 40% respondents used Nokia followed by 3.33% Apple, 33.3% Samsung, 6.66% Motorola, 3.33% LG and 16.6% others brand of Mobile. Thus both in rural and urban area Nokia and Samsung are mostly used brand of Mobile.

Mean Score Analysis:

Table-2:- Mean Score of Factors while purchasing Mobile phone by Rural and Urban Respondents.

Factors Influencing	Rural	Urban
Price	2.86	2.42
Quality	3.82	4.26
Style	1.96	2.56
Functions	3.16	2.86
Brand Name	3.30	2.90

Source: Field Survey

Mean score of factors regarding Mobile is given in table-2 which shows that both Rural and Urban respondents have shown highest preferences towards quality while purchasing Mobile with mean score 3.82 and 4.26 followed by

brand name 3.30 and 2.90. Rural respondents given lowest preference given to style with mean score 1.96 while urban respondents given to price with mean score 2.42. Thus quality and brand name are the preferred factors both in rural and urban area.

Table-3:- Results of ANOVA showing difference in the mean score of influencing factors of Rural and Urban Respondents in case of Mobile.

Factors		Sum of Squares	df	Mean Square	F	p-value
Price	Between Groups	7.042	1	7.042	3.066	.081
	Within Groups	454.713	198	2.297		
	Total	461.755	199			
Quality	Between Groups	7.482	1	7.482	7.608	.006
	Within Groups	194.713	198	.983		
	Total	202.195	199			
Style	Between Groups	13.802	1	13.802	8.415	.004
	Within Groups	324.753	198	1.640		
	Total	338.555	199			
Functions	Between Groups	3.227	1	3.227	2.298	.131
	Within Groups	278.053	198	1.404		
	Total	281.280	199			
Brand Name	Between Groups	6.000	1	6.000	3.375	.068
	Within Groups	352.000	198	1.778		
	Total	358.000	199			

Source: Field Survey

ANOVA table-3 is generated to unearth the differences in the mean score of influencing factors on rural and urban respondents in case of Mobile. Table-shows that analysis of variance does not show significant difference in the mean score of rural and urban respondents regarding 'Price Consciousness', 'Functions Consciousness' and 'Brand Consciousness' but shows significant difference regarding 'Quality Consciousness' and 'Style Consciousness' in case of Mobile.

Conclusion:-

The forgoing study revealed that now in era of science and technology the whole market is depends upon the consumer behaviour. But there is difference in the preference and knowledge of brands in rural and urban area. Due to the open market condition, many foreign companies have entered into the Indian market with advanced technology. This has led to change in life style of our Indian consumers' that has in turn resulted in a challenge to our existing Indian companies to reconsider their strategies of production and marketing. On the other hand Product characteristics include quality, price, style (design), brand name, functions (features) and packaging of the product. Thus while purchasing the products, consumers may be influenced by various attributes, since each consumer may prefer different sets of attributes, the researcher is interested in identifying the level of influence of each attribute while they purchase the durable products. The result of the study indicated that Mobile used by most of the rural and urban respondents was Nokia followed by Samsung. It was found that highest preference was given to quality and lowest preference to price by both of the rural and urban respondents while purchasing Mobile. In case of Mobile, it was found that there was no significant difference between mean score of rural and urban respondents regarding 'Price Consciousness', 'Functions Consciousness' and 'Brand Consciousness' but found significant difference in 'Quality Consciousness' and 'Style Consciousness'. It indicates that urban consumers were highly quality and style consciousness compare to rural consumers.

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