

CONSUMER ATTITUDE ON BUYING BEHAVIOR OF MOBILE PHONES AMONG WORKING WOMEN

Dr.S.Bama

Asst. Professor,Dr.Ambedkar Govt. Arts College,Chennai.

Abstract

Working women with mobile phone is the access to life changing service. Women in the developing world will achieve a greater sense of security, independence, economic opportunity and connection with the world outside their home which made them to search over and creates a tough competition to the manufacturers to add on the difference to prove themselves. The primary objective of this study is to find the women attitude on buying behaviour of mobile phones hence the researcher attempts to explore buying behaviour of working women taking into cognizance impact of demographic factors like age, marital status, occupation and monthly income. The research design chosen is descriptive and empirical. Convenience sampling method has been employed. The studies based on sample size of 100 responses. One sample statistics and principle component analysis is applied. Today's world is around searching the innovation in their daily life of marching change which influence the researcher to find the topic more relevant in the present world

Introduction

In the parlance of marketing, one of the attitudes that are common to all mankind is that we are all consumers. In fact everybody in this world all are consumers, since we wish select and consume incredible variety of goods and services in our everyday life. Women in India have come a long way from just a skilled homemaker who has today acquired skills and capabilities of not just being a homemaker but being at par with their male counterparts. This is the new generation of women, who wants to pursue their dream career. Mobile phones can be life-changing lines to independence and self-sufficiency, connecting them to banking services to free them from the dangers of carrying cash, sending instructions in prenatal care and agriculture. It's a connection that is drawing increased attention carriers, an initiative that will bring female customers in the developing world to same level as men. This in turn will lead to greater empowerment and control over their lives and their families.

Objectives

1. To study the working women preferences towards mobile handset
2. To analyses the reason for purchase decision.
3. To know the reason for changing their mobile handset.

Review of Literature

Guijin zhuang, et al. (2008) have proposal and tested a model of the asymmetric effects of BOC (Brand Original Confusion) on consumer preference and purchase of local versus foreign brands in china. Four hundred respondents have evaluated measures related to brand origin, brand awareness, brand value, brand preference and brand purchases in the previous six months, hierarchical regression analysis is used in their data analysis. Specifically, the results show that local brands are likely to be in an advantageous position when there is a high level of BOC. However, as the brand knowledge of consumers increases, the effects of BOC decrease.

Maran, Madhavi and Thilagavathi (2004) identified the customer's perception on their article. The important objective of the study is to find out the most influencing factor in the selection of the telephone service provider and to measure the customer perception about the tariff plan. The authors concluded that attractive plans, better service, timeliness of connection and special offers influence the selection of telephone service provider. They say that these are the major factors which influence brand preference, even though there are other factors like availability, influenced by friends and relatives from a little impact.

Kaushik Mukerjee (2006) study focused on product management and consumer preference in his study. The study cites an example of Reliance Infocomm which initially failed in 2002 to meet consumer's expectations and when

it was relaunched as Reliance India Mobile, it was a huge success. RIM became a huge hit because of new features like Internet access, Multimedia Messaging and Three-way Conferencing.

Subhadip Roy (2006) did an exploratory study on consumer choice. The objectives of the study are to identify the consumer choice patterns regarding the four attributes of motorbike namely fuel efficiency, colour, type of brakes and pick-up. The study concluded that fuel efficiency is the most important attribute of consumer service. The study further adds that there exists significant difference in preference patterns of the students and the non-students. Any company which wants to target a particular segment should change its marketing plan to suit the needs of its target group.

Research Methodology

The study is based on both primary and secondary data. The primary data is collected through a structural questionnaire circulated among 100 working women in public private sectors as well as educational institutions. The research questionnaire comprises four parts namely demographic profile, reasons for changing the mobile set, preference, purchase decision and post purchase behavioral aspects. Both optional type and likerts five point scale are applied subsequently to obtain the responses.

The likerts five point scales ranges from strongly agree to strongly disagree. The convenient sampling method is applied to elicit the responses from the working women.

Analysis and Interpretation

The working women possess various attitude, preference, purchase decision and post purchase behavioral aspects. The present study focuses on the specific reasons for changing the mobile phone and to ascertain the brand switching attitude. At the inception point the parametric test is applied to ascertain the exact reasons for the mobile handset.

Table – 1, One Sample Statistics

VARIABLES	Mean	Std. Deviation	Std. Error Mean	t	Sig. (2-tailed)
Style	3.83	1.2395	.1240	6.696	.000
Technology	4.05	.9783	.0978	10.733	.000
Status improved	3.10	1.2673	.1267	.789	.432
Better Offer	3.23	1.2460	.1246	1.846	.068
Seasonal Offer	2.76	1.2237	.1224	-1.961	.053
Hobby	2.30	1.1237	.1124	-6.230	.000
Old one is Defective	3.66	1.2409	.1241	5.319	.000
Old one is Broken	3.35	1.3512	.1351	2.590	.011
Old one is Lost	3.35	1.4381	.1438	2.434	.017
Influence of family and friends	3.05	1.2663	.1266	.395	.694
Advertisement	2.85	1.3210	.1321	-1.136	.259
Mobile Phone gift	2.88	1.4304	.1430	-.839	.404
Sentimental Reason	2.28	1.2640	.1264	-5.696	.000

Source: Primary Data

From the above table it is found that the mean values range from 2.28 to 4.05 with standard deviations more than one. The t values are statically significant at 5% level except for the variables seasonal offer, better offer, advertisement, influence of family and friends. This implies that the working women strongly agree the fact that the updated technology is the first and followed by style of the handset and better offer. It is also found that the up

gradation of the status improvement still has an undecided opinion among the working women. At the same time they disagree with the hobby and sentimental reasons. It is followed by application of factor analysis by principle component method for the consumer preference towards mobile handset.

TABLE – 2, Total Variance Explained
Extraction Method: Principle Component Analysis

Rotation Sums of Squared Loadings		
Total	% of Variance	Cumulative %
3.788	17.218	17.218
3.274	14.882	32.100
2.993	13.602	45.703
2.098	9.537	55.240
2.096	9.526	64.765
1.389	6.311	71.077

Source: Primary Data

The factor analysis is applied on the 20 variables of consumer preference to derive the predominant factors. The 20 variables of preference are converted into six predominant factors with individual variances 17.218, 14.882, 13,602, 9,537, 9,526 and 5,311. The total variance exhibited by these 20 variables is 71,077% it is highly significant and designates the extraction of factors as well as data reduction process.

The 1st factor comprises of seven variables such as Camera and Mega Pixel [.813], Bluetooth [.758], GPRS [.673], colour screen [.631] Dictionary [.629], multimedia [.546] Memory capacity [.540].These variables create a predominant factor called supplementary appearance.

The 2nd factor consist of two variables such as WAP service [.825], 3G [[.816], touch screen [.774], GPS [.769] therefore this factor is known as technological augmentation.

The 3rd factor is a composition of five variables such as battery backup [.741], features [.728], technology [.703], clarity [.540] and after sales service [.532].Therefore this factor can be named as prudential aspects.

The 4th factor is the composition of three variables such as projector [.769], dual sim [.761], games [.534].Hence this factor is deduced and known as internal features.

The 5th factor comprises only two variables such as style [.767] and slim model [.727] and can be called as model fit.

The 6th factor is unique in approach and comprises a unique variable, user friendly [.858].Therefore this factor is known as feasibility.

Conclusion

The application of parametric t test and factor analysis derived the exact mindset and preference of working women towards mobile handset. It is concluded that working women predominantly look at updated technology followed by inducing appearance of models and operative feasibility of models and operative feasibility. They give least importance to sentimental feelings and purchasing the cell phone as the hobby.

Reference

1. Balram Singh, et al. Consumer Behaviour in T.V. – A case study of Simla Market Indian Journal of Marketing. 1986, pp. 21-45.
2. Nelson and Philip. Information and Consumer Behaviour Journal of Political Economics, Vol. 12, 1974, pp. 311-329.
3. Guijun Zhuang, et al. (2008) “Asymmetric effects of brand origin confusion: evidenced from the emerging market of China”, International Marketing Review, Volume: 25 Issue: 4, pp. 441-457.
4. Rajeswari and Ayisha Millath (2003) Brand Preference towards water purifier: A study, Indian Journal of Marketing. Vol. XXXIII, No.9, September 2003, pp. 21-23.
5. Maran, madhavi and Thilagavathi (2004) Customer’s perception on Telephone – A study with special reference to Chennai City, The ICFAI Journal of Marketing Management, Vol. III, No.1, February 2004, pp. 11-17.
6. Kaushik Mukerjee (2006) Product Life Cycle Management, Marketing Mastermind, Vol. VI issue 1, January 2006, pp. 15-20.
7. Subhadip Roy (2006) Consumer choice of Motorbike Attributes: An Application of Conjoint Analysis, The ICFAI Journal of Marketing Management, Vol. V, No.1, February 2006, pp. 48-56.