



A STUDY OF CONSUMER BEHAVIOR TOWARDS PURCHASE OF MOBILE PHONES

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Abstract: The purpose of this study is to investigate the factors affecting the decision of buying mobile phone devices in Bengaluru. In order to accomplish the objectives of the study, a response of 103 users were taken by using a google form questionnaire/ survey. Both primary and secondary data were explored. Moreover, 6 important factors namely price, social group, product features, brand name, durability, and after sales services were selected and analyzed through the use of correlation and multiple regressions analysis. From the analysis, price, and brand name and after sales services are regarded very important by the users. Most of them are using their phones for about 2-4 years and they buy phones mostly if there is a necessity. So, the study suggested that the mobile phone sellers should consider the above mentioned factors to equate the opportunity.

Index Terms – Consumer buying behavior, consumer satisfaction, mobile brands, price, promotion, brand preference, consumer purchase decision.

I. INTRODUCTION

Market research into the increasing use of smartphones aims to uncover the key factors motivating consumers to purchase them, as well as their purchasing patterns and preferences. Consumer behavior is a significant consideration when it comes to buying and using mobile phones, from the initial decision-making process to their future buying habits. The mobile industry falls under the larger umbrella of the telecommunications industry, focused not only on mobile phones but also phone services and peripheral devices. Mobile phones, also called cell or hand phones, were created to address communication difficulties when people were not physically present with each other and operate using radio frequencies. The industry saw rapid growth in the 1990s and 2000s due to significant advancements in technology and rising consumer demand for mobile products.

Mobile phones have become an integral part of our lives, serving not only as a means of communication but also as portable devices that have replaced landline phones, cameras, radios, computers, and calculators. What was once considered a luxury has now become a necessity, as people rely on their cell phones for various tasks and activities. As a result, the significance of mobile phones has grown significantly in recent decades. Mobile phones have fundamentally transformed the way we communicate, making our lives more convenient and efficient. Whether it's connecting with friends, staying in touch with loved ones, or

coordinating plans, cell phones have revolutionized the way we achieve these goals. Additionally, mobile phones have bridged gaps between individuals and reduced geographical distances, enabling people to connect and interact with ease. This growing demand for mobile phones has spurred continuous advancements in design, body, and features by mobile companies. With its versatility, this multifunctional tool plays an integral role in our everyday lives.

Young adults are increasingly drawn to the popularity of mobile phones, which offer a wealth of assistance in both their academic and personal lives. These handheld devices, equipped with a vast array of technological features, such as photography, internet browsing, video games, text messaging, email, multimedia messaging, video chatting, video calling, voice communication, and wireless connectivity like Bluetooth, provide numerous benefits to users. While these advancements are advantageous for all individuals, they particularly prove to be invaluable resources for students.

In recent years, mobile phones have undergone a revolutionary transformation. Previously, mobile phones were bulky, had monochrome screens, and offered limited features such as calling and messaging. However, the landscape has changed dramatically. Modern mobile phones, or smartphones, are equipped with a wide range of functionalities including radio, camera, WhatsApp, Facebook, calculator, games, recorder, reminder, clock, calendar, and much more. These devices have essentially become mini-computers capable of performing various tasks. Some key features include:

- Making calls, as well as facilitating group audio and video calls.
- Sending and receiving messages, both through traditional networks and messaging applications like

WhatsApp.

- Capturing, viewing, and storing high-quality photos using the built-in camera.
- Accessing the internet, engaging in chats, and managing emails.
- Downloading and utilizing a variety of useful applications.
- Enjoying gaming experiences, including 3D games.
- Remotely controlling other devices connected via the internet or Bluetooth.
- Storing and running files.
- Listening to music and watching movies.

The modern mobile phone has truly become a versatile and indispensable device in our daily lives.

Numerous studies have been carried out to determine the factors that distinguish companies from their competitors and influence consumers' purchasing decisions. Mobile phone consumers worldwide are particularly influenced by these various factors, which can be attributed to both consumer characteristics and mobile phone features. This has led mobile phone companies to offer a diverse range of devices with different brands and features. Several research studies have been conducted to identify the factors that impact consumers' choice of mobile phones, with price, features, quantity, brand name, durability, and social factors being among the key determining factors in their purchasing decisions.

India has seen a significant rise in the preference for mobile phones, with smartphones having a penetration rate of 54% in 2020. This percentage is expected to reach 96% by 2040, which means that the use of smartphones will become almost universal in India. In 2016, only 23% of the total population used

smartphones, meaning that there has been a considerable increase in usage in the past few years. The number of smartphone shipments in India in 2020 was around 149.7 million, which shows the high demand for these devices in the country.

Consumers are motivated by a variety of factors when purchasing smartphones. Among these, key factors are product features, price, peer group, and brand image. Manufacturers need to consider various factors, such as product design, model, size, memory, capacity, price range, and after-sales services, to cater to consumers' needs and preferences. Major companies in the smartphone industry include Samsung, Nokia, Xiaomi, OnePlus, and Oppo. Samsung, founded in 1938 by Lee Byung-chull, is one of the largest smartphone manufacturers worldwide. Nokia, established in 1865, was once a major player in the mobile phone industry before it sold its mobile phone business to Microsoft in 2014. Xiaomi is a Chinese private electronic company founded in 2010, and it is the fourth-largest smartphone maker. OnePlus, founded in 2014, is an Android smartphone manufacturer that quickly gained a following of consumers due to its innovative features. Oppo, established in 2004, has successfully entered the smartphone market and is now present in 21 markets worldwide.

Smartphones have become essential tools for modern people, serving as a means of communication across the world. In the past 15 years, the smartphone industry has been booming, with large phone companies entering the market. Western smartphone makers such as Apple and Google are increasingly looking towards the East for growth, giving countries like India significant influence over the kind of features that are built into smartphones.

II. REVIEW OF LITERATURE

- **(Mesay Sata, 2013)** The purpose of this study is to “know the factors that determine the decision to purchase mobile phones in Hawassa town”. This study used multiple regression analysis to test the effects of six independent variables (price, social, influence, durability, brand name, product features and after sale services) on the decision to buy mobile phones and found that price is the leading factor followed by features and durability. The study used both quantitative and qualitative data from both primary and secondary sources of data. The data was mainly collected through questionnaire and simple random sampling method was employed to collect the data. The analysis was made based on 231 respondents.
- **(K.PRABHA KUMARI, 2017)** The main aim of this study is to “know the factors which influence the consumer to purchase mobile phones” in Tirpur city. This study focuses on the leading brand preference for mobile phones and attitude of consumers belonging to different income groups. The data was collected through questionnaire under sampling method and about 150 samples were collected for the data. The research found that physical attributes, pricing, charging and operational facilities, size and weight are the factors considered by the consumers while choosing the mobile phones and the most preferred mobile phone brand by the consumers is Samsung.

- **(Praveen Kumar Rai, Vijay Kumar, & Girish Chiwal, 2022)**The purpose of this is to “find the choice of mobile phones among Faizabad city’s people”. The study found that most of the individuals need good features and functions at low price. The study had collected primary data through digital questionnaire by Google form based on 200 respondents from different background. The study shows the first choice of Faizabad mobile phone customers is the Redmi(MI) brand.
- **(Mini T, 2019)**The purpose of this research is to “know the usage pattern and problems faced while using smartphones among middle-aged consumers” in Kerala. Sampling method is used to collect the data through primary and secondary sources. The study shows that middle-aged consumers like the feature of internet browsing in smartphones. The most preferred brand is Redmi followed by Huawei, Oppo and Samsung. The study suggests the mobile phone companies to tackle the issue of overheating.
- **(Manas Dave, Vaibhav Sharma, & Chintan Prajapati, 2021)**In this study we can identify “the consumer buying behavior and the demographic characteristics of respondent while buying phones”. Based on the research and findings we can say that the factors which influence the most to the consumers while buying phone is brand, price, and review. The most of the customers have preferred smartphones which are manufactured by the Indian companies as well as multinational companies. This study had collected both primary and secondary data and there were 156 respondents.
- **(Prof. Debasish Rout, Dr. Somabhusana Janakiballav Mishra, Dr. Rajan Kumar Kantha, & Sameeran Thakur, 2020)**The purpose of this research is to “distinguish the purchasing decisions and identify the differences between different features which attracts customers to purchase phone”. This study found that many youngsters today frequently change their mobile phones according to new model and there is an association between importance of different factors such as price, brand, quality and features which satisfy the customers. In the research they used close ended questionnaire to collect the data and there were 100 respondents. This study used the non-random convince sampling method for collecting the data.
- **(A.Mohankumar & U.Dineshkumar)**The purpose of this study is to "know the factors which influence consumer while buying mobile phones” in Erode city. From this study it is found that consumers buying a variety of mobile phones which satisfies their wants and are influenced by their purchasing activities. The researcher had collected both primary and secondary data and had adopted the convenience sampling method. This study is done based on 200 samples collected and the most preferred mobile brand is Nokia in the Erode city.
- **(Deepika Ganlari, Pradeep Kr. Deka, & Chandan Dutta, 2016)**This research is conducted “to identify the consumer’s attitude and intention to purchase in smart phone market in India” and “analyse the factors that influence and motivate the customers to buy smartphone”. This study is based on multi methods using both quantitative and qualitative data mainly through questionnaire. The study shows that people in India are slowly purchasing smartphones and are influenced by various factors such as culture, social perception, family, friend, word of mouth and marketing activities. It also depicts that brand helps the consumer to know the quality of the smartphone and influence their purchase decision.

III. OBJECTIVES OF THE STUDY

- To explore the key factors which motivate consumer to purchase mobile phones.
- To find out the preference of 4G and 5G phones in market.
- To understand the purchase pattern of consumers while purchasing mobile phones.
- To know the level of awareness on mobile phones among consumers.

IV. SCOPE OF THE STUDY

This research seeks to examine various factors that impact consumers' decisions to buy mobile phones, encompassing aspects like price, features, quality, brand name, durability, and social factors. Additionally, the study aims to gain insights into consumer buying behavior, including frequency, timing, and quantity of purchases. Furthermore, it strives to assess consumer satisfaction levels and the level of awareness consumers possess before purchasing a mobile phone. The review of literature will aid in providing a deeper understanding of these areas.

V. RESEARCH METHODOLOGY

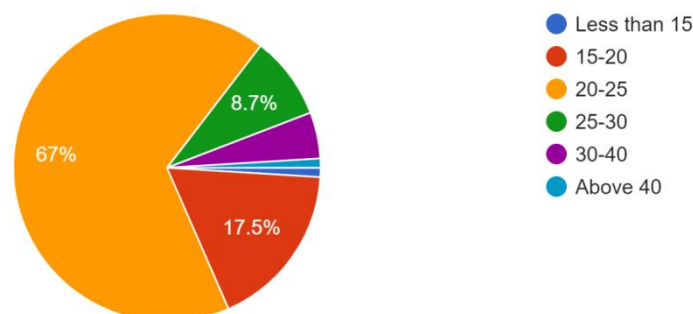
The research was conducted using the descriptive method, and collected both primary and secondary data. The primary data was collected using a questionnaire, while our secondary data was gathered from various sources, including the Internet, journals, and articles. We surveyed a sample size of 103 individuals from the students of Bangalore University using a convenience sampling method. To analyze our data, we used statistical tools such as frequency and percentile.

VI. DATA ANALYSIS AND INTERPRETATIONS.

The data collected is represented in the form of a pie chart. A brief analysis is done, and an interpretation is given as follows:

Age
103 responses

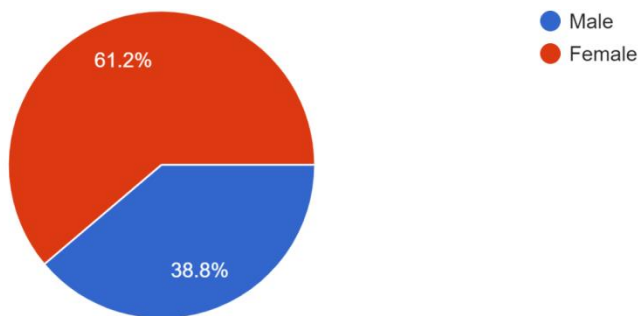
Fig 1: Chart showing age of respondents



Interpretation:

From the above data, the age of 67% of respondents is between 20-25, about 17.5% between 15-20, 8.7% between 25-30 and a few below 15 and rest all are above 30.

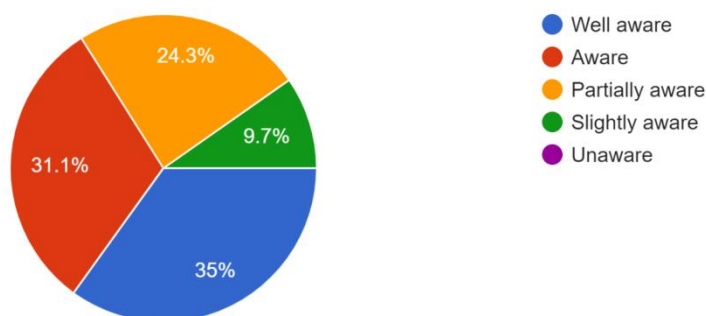
Fig 2: chart showing the gender of the respondents



Interpretation:

The statistics involves a total of 103 respondents out of which 61.2% are females and the remaining 38.8% are males.

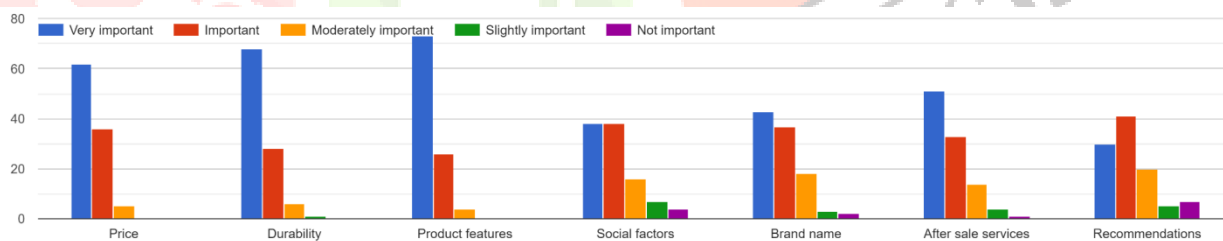
Fig 3: Awareness of people about mobile brands, features and technology



Interpretation:

From the above data we can find that 35% are well aware about mobile brands and features, 31.1% are aware of it quite commonly, 24.3% are partially aware about it and 9.7% have very little knowledge about mobile brands, features and interpretations.

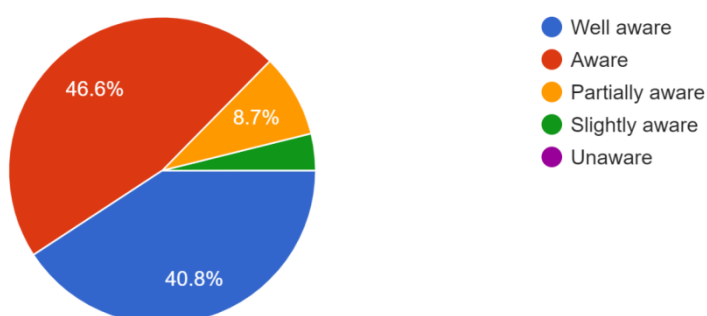
Fig 4: factors influencing decisions to buy earphones



Interpretation:

From the above data, price, durability, features, after sales services and brand name are the factors which are consider to be very important whereas social factors, and recommendations stands second in terms of importance.

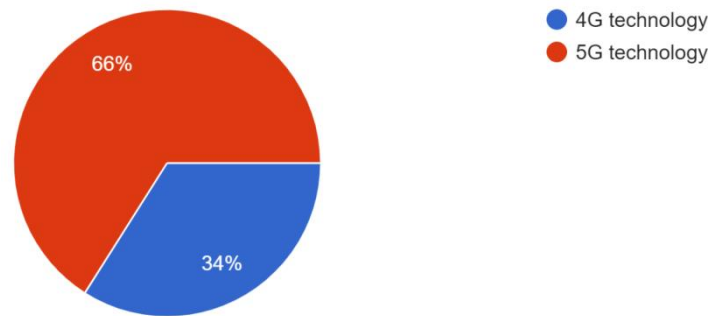
Fig 5: Awareness of respondents about 4G and 5G technology



Interpretation:

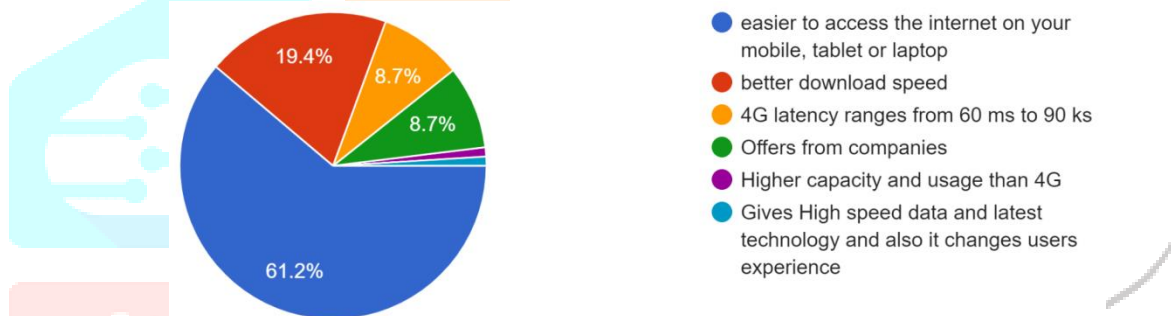
From the above data we can interpret that about 40.8% are well aware and 46.6% are aware of 4G and 5G technology and 8.7% of respondents are partially aware about it and a rest few have a rough idea about what these technologies are.

Fig 6: Preference of the respondents among 4G and 5G network technologies



Interpretation: From the above data we can conclude that about 66% of people prefer 5G technology and the rest 34% prefer 4G are there network technology.

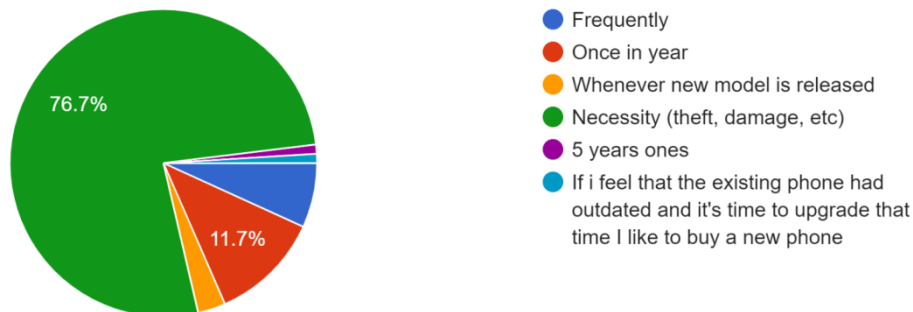
Fig 7: Reason for the preferences for their selected network technology



Interpretation:

From the above data we interpret that about 61.2% prefer whatever technology they have chosen as it is easier to access the internet on mobile or laptop, 19.4% opts it for better download speed, 8.7% says it ranges from 60 ms to 90 ks and 8.7% opts it because it gives many offers from companies and the rest opt it for higher capacity, high speed data and latest technology and gives users a great experience.

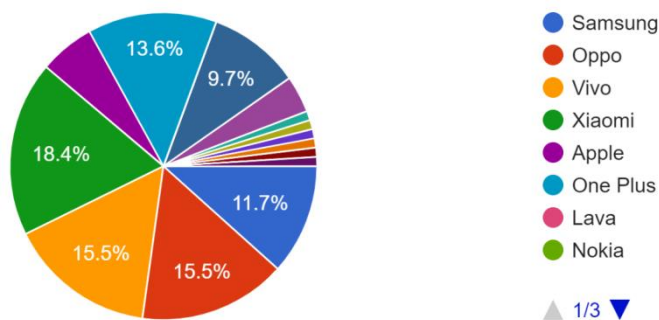
Fig 8: Frequency of buying new phones by the respondents



Interpretation:

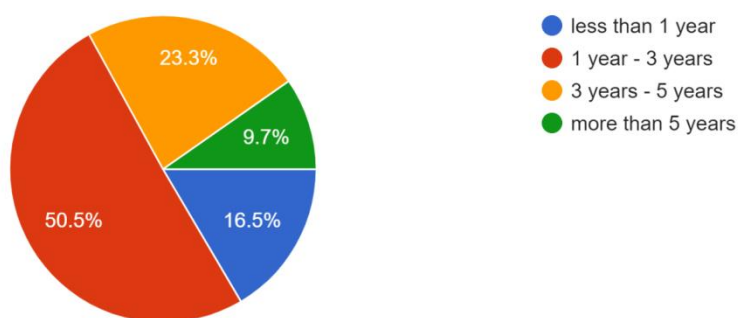
From the above data about 76.7% buy new phones due to a necessity like a theft or damage, 11.7% buys a new phone once a year and rest of them have different choices like buying it once in 5 years or frequently or whenever a new model is released or when existing phone is felt outdated and it's time to upgrade by buying a new one.

Fig 9: Mobile brands currently used by the respondents



Interpretation: From the above data, 15.5% each use Oppo and Vivo , 11.7% use Samsung, 18.4% use Xiaomi, 13.6% One Plus, 9.7% Realme and rest users have different brands namely Moto, Micromax, Redmi, Apple, iPhone etc.

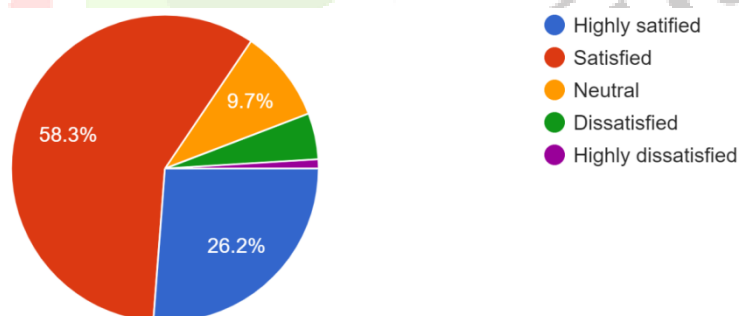
Fig 10: Duration of usage of the existing mobile phone by the respondents



Interpretation:

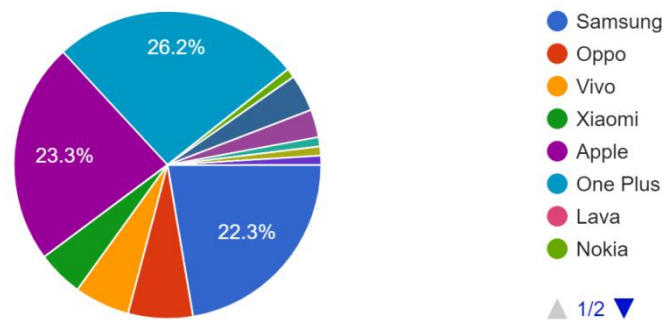
From the above data, about 16.5% people have been using their phones from less than an year, 50.5% for about an year or three, 23.3% for nearly 3-5 years and about 9.7% for more than 5 years.

Fig 11: Satisfaction of the respondents in using their current mobile phone

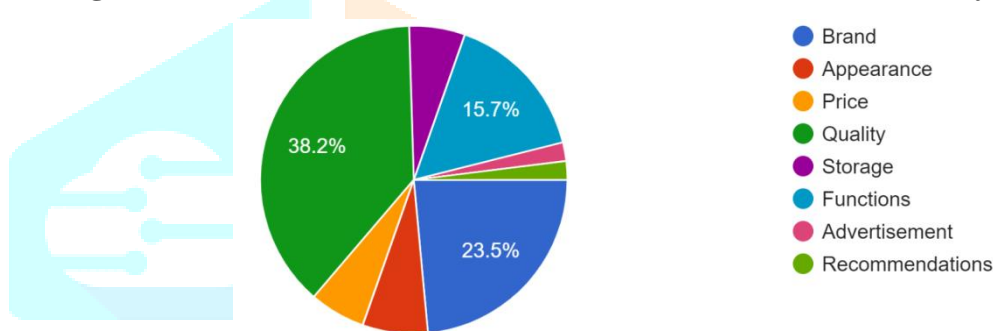


Interpretation:

From the above data, about 58.3% of the users are satisfied and 26.2% are highly satisfied, 9.7% are neutral and few of them are not satisfied and highly dissatisfied.

Fig 12: Mobile brands preferred mostly by the respondents**Interpretation:**

From the above data, about 22.3% prefer Samsung, 23.3% prefer Apple, 26.2% prefer One Plus and the rest have opinions on preferences to other brands like Redmi, Moto, Lava, Nokia, Xiaomi, Realme, Oppo, Vivo, etc.

Fig 13: Reason for the above mentioned choices of mobile brands by the respondents**Interpretation:**

From the above data, on questioning about why the above selected brands, 38.8% of them preferred them because of the quality and 23.5% selected because of the brand name, 15.5% due to the functions and feature they offer and the rest on basis of its appearance, price, advertisements and recommendations, etc.

VII. FINDINGS OF THE STUDY

- From the above interpretation, the majority of the 103 respondents i.e. 67% of them lie along the age group of 20-25 years who use mobile phones to the maximum extent. The next majority would be from age 15-20 and rest make up the remaining respondents. Of the 103 respondents, almost 66% of the people are aware of many mobile brands and the rest do not have much interest in knowing about mobile brands, features and technology.
- It is seen that a variety of factors influence decisions of people to buy mobile phones. Mostly people get attracted by exciting offers and prices of the phones, it's durability, the brand name which is made very familiar to customers through advertisements. After sales services offered by the company also impresses people. These factors appear to be more prioritized by the respondents than factors like the societal feedbacks and recommendations.
- We find more than half of our respondents of about 89% of people know about existence of 4G and 5G and among them about 66% prefer 5G over 4G. From the above data we interpret that about 61.2%

prefer whatever technology they have chosen as it is easier to access the internet on mobile or laptop, 19.4% opts it for better download speed, 8.7% says it ranges from 60 ms to 90 ks and 8.7% opts it because it gives many offers from companies and the rest opt it for higher capacity, high speed data and latest technology and gives users a great experience.

- About 76.7% buy new phones due to a necessity like a theft or damage, 11.7% buys a new phone once a year and rest of them have different choices like buying it once in 5 years or frequently or whenever a new model is released or when existing phone is felt outdated and it's time to upgrade by buying a new one.
- From the above data, 15.5% each use Oppo and Vivo, 11.7% use Samsung, 18.4% use Xiaomi, 13.6% One Plus, 9.7% Realme and rest users have different brands namely Moto, Micromax, Redmi, Apple, iPhone etc., about 16.5% people have been using their phones from less than an year, 50.5% for about an year or three, 23.3% for nearly 3-5 years and about 9.7% for more than 5 years. From the data extracted, about 58.3% of the users are satisfied and 26.2% are highly satisfied, 9.7% are neutral and few of them are not satisfied and highly dissatisfied.
- About 22.3% prefer Samsung, 23.3% prefer Apple, 26.2% prefer One Plus and the rest have opinions on preferences to other brands like Redmi, Moto, Lava, Nokia, Xiaomi, Realme, Oppo, Vivo, etc. On questioning about why the above selected brands, 38.8% of them preferred them because of the quality and 23.5% selected because of the brand name, 15.5% due to the functions and feature they offer and the rest on basis of its appearance, price, advertisements and recommendations, etc.

VIII. CONCLUSION:

The objective of the research was to investigate the underlying factors that determine the decision to purchase mobile phone devices. According to the study, consumers own different brands and the dominant factor affecting their decision to buy would be seen to be the quality and price of the product. Secondly, the features that the mobile phone offers though all features are not equally important. The other factors equally correlated and moderately related with decision making are brand name and its durability. The least correlated factors are after sales services and the social influence and recommendations. The leading factor is quality followed by price. The study uses multiple regression analysis to test the effects of six independent variables (namely price, social influence, durability, brand name, product quality and feature and after sales services) on the decision to buy a mobile phone device. All the six variables combined significantly influence the consumers buying decision of mobile phone devices.

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