



# INFLUENCE OF FAMILY'S INCOME ON THE BUYING BEHAVIOUR OF SMARTPHONES IN HARYANA

<sup>1</sup>Gagan, <sup>2</sup>Dr. Anjali Arya

<sup>1</sup>Research Scholar, <sup>2</sup>Assistant Professor

<sup>1,2</sup>School of Commerce and Management,

<sup>1,2</sup>Om Sterling Global University, Hisar, Haryana, India.

**Abstract:** Smartphones have invaded every facet of everyday life. These have drastically altered the way we engage with one another, get information, and stay connected to our surroundings. The major goal of the current study is to determine the influence of a family's monthly income on the buying behaviour of smartphones in Haryana. A sample of 1000 smartphone customers from rural and semi-urban regions of Haryana have been chosen for this study. A structured questionnaire has been used to collect the data and SPSS software has been used for the analysis. It has been found that there is a significant influence of a family's monthly income on the buying behaviour of smartphones in Haryana.

**Keywords - Smartphones, Customers, Influence and Family Income.**

## I. INTRODUCTION

India has the second-fastest expanding major economy. Infrastructure growth and consumption are being prioritized more and more. Because of the numerous employment possibilities brought about by the expanding economy, the common Indian now has more purchasing power than before. More disposable incomes and a quicker adoption of new technology with a readiness to pay for them are the results of this. This has also made us aware of how quickly the mobile phone sector is growing. Mobile phones have developed beyond their original purpose of communication and are now an extension of the user's personality. Mobile phones are increasingly known as smartphones since they offer cutting-edge service capabilities like mobile phone payment, online mobile gaming, and mobile email, among others, in addition to communication and text messaging. In Haryana, the usage of smartphones has attained a significant level of consumers. Also, since customer needs govern the market, so manufacturers and sellers must consider this fact closely.

## 2. REVIEW OF LITERATURE

**Devi & Nivethitha (2018)** investigated the preferred smartphone brands among users in the Vellore area of Tamil Nadu, India. According to the researchers, who employed methods including the Kruskal-Wallis test, Friedman test, Mann Whitney test, and frequency table to analyse the information gathered from 100 respondents, the respondents' monthly income and occupation had a discernible impact on their choice of mobile brands.

**Joshi & Vaghela (2015)** carried out descriptive research with 400 people of Surat city in Gujarat state, India, primarily to learn more about the many aspects of consumer behaviour while purchasing a mobile phone. It was discovered via the use of several methodologies, including as tabulation, frequency distribution, etc., that demographic profiles, particularly income, had a stronger influence on the choice made for mobile purchasing selections.

**Prasad (2016)** examined the elements influencing rural customers' purchasing decisions using a range of pertinent prior works, and discovered that almost all theories assert that there are three fundamental categories that affect consumer behaviour: economic, social, and psychological. Moreover, there are four economic factors that affect consumer behaviour: absolute income, relative income, permanent income, and life cycle.

**Sangeetha (2019)** analysed how demographic characteristics impact user's purchase intention for smartphones by using a sample of 154 persons in different cities of Thiruvallur District, Tamil Nadu, India. Four analysis approaches were used: percentage analysis, one-sample t-test, one way ANOVA, and bivariate correlation. The higher education and income of users were found to have an impact on their inclination to acquire a smartphone.

**Sethi (2017)** conducted research at the Croma Store in New Delhi's Connaught Place with the primary objective of analysing a wide range of factors that influence the consumer's decision-making process while buying a smartphone. The author noted that the consumers' age, their annual family income, their employment, their social network, etc. were main pertinent considerations.

### 3. RESEARCH GAP

After the review of literature, it has been found that there are very limited studies which focus on demographic variable family's monthly income and buying behaviour of smartphones in rural and semi-urban area of Haryana. So, the current study is going to analyze influence of the said demographic variable and buying behaviour of smartphones in rural and semi-urban area of Haryana.

### 4. RESEARCH METHODOLOGY

The major goal of the current study is to determine the influence of a family's monthly income on the buying behaviour of smartphones in Haryana. A sample of 1000 smartphone customers from rural and semi-urban regions of Haryana have been chosen for this study. A structured questionnaire has been used to collect the data and SPSS software has been used for the analysis.

### 5. RESEARCH OBJECTIVES

1. To find out the influence of a family's monthly income on the buying behaviour of smartphones in Haryana.
2. To give suggestion about how a family's income effect buying behaviour of smartphones in Haryana.

### 6. RESEARCH HYPOTHESIS

**H<sub>0</sub>:** "There is no significant influence of a family's monthly income on the buying behaviour of smartphones in Haryana."

**H<sub>1</sub>:** "There is a significant influence of a family's monthly income on the buying behaviour of smartphones in Haryana."

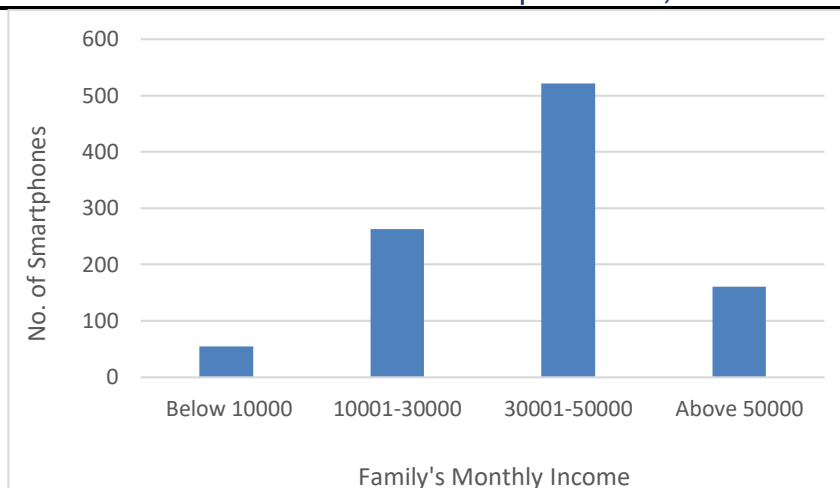
### 7. DATA ANALYSIS AND DISCUSSION

This section talks about to find out the influence of demographic factor family's monthly income on the buying behaviour of smartphones in Haryana. For data analysis and results, the current paper is using SPSS software. The following table and the figure are showing the family's monthly income and the frequency of buying smartphones of the respondents-

**Table 1: Family's monthly income and Frequency of buying of smartphones**

Demographic Variable	Sub-Categories	Frequency of Buying Smartphones	Percentage
Family's Monthly Income (in Rs.)	Below 10000	55	55.0
	10001-30000	263	26.3
	30001-50000	521	52.1
	Above 50000	161	16.1
Total		1000	100

Source: Primary Data



**Figure 1: Family's monthly income and No. of buying of smartphones**  
 Source: Primary Data

The above table 1 and figure 1 are showing the frequency of buying smartphones and family's monthly income of the respondents. It is shown that there are four categories for family's monthly income (in Rs.) that is below 10000, 10001-30000, 30001-50000 and above 50000. The frequency of buying smartphones is 55 in the first income category that is below Rs. 10000, the frequency of buying smartphones is 263 in the second income category that is Rs. 10001 to 30000, the frequency of buying smartphones is 521 in the third income category that is Rs. 30001 to 50000, and the frequency of buying smartphones is 161 in the fourth income category that is above Rs. 50000.

According to the above table and figure, there is variation in the frequency of buying smartphones against the different levels of family's monthly income of the respondents. So, it is found that there is significant influence of a family's monthly income on the buying behaviour of smartphones in Haryana. Hence, the null hypothesis has been rejected and the alternate hypothesis is accepted that is

**H<sub>1</sub>:** "There is a significant influence of a family's monthly income on the buying behaviour of smartphones in Haryana."

## 8. FINDINGS AND CONCLUSION

The major goal of the current study is to determine the influence of a family's monthly income on the buying behaviour of smartphones in Haryana. In the study it is seen that there is variation in the frequency of buying smartphones against the different levels of family's monthly income of the respondents. So, it is found that there is significance influence of a family's monthly income on the buying behaviour of smartphones in Haryana. This study concludes that income of a family plays a great role in deciding of purchasing the smartphones in Haryana.

## 9. SUGGESTIONS

It is suggested that a family's income, in addition to the frequency of buying smartphone, may have an influence on their capacity to afford more expensive smartphones. In general, families with higher incomes may have more money available and be better able to afford more expensive smartphones. On the other hand, reduced family income may result in financial limitations that restrict the kinds of smartphones that may be acquired.

## REFERENCES

1. Devi, S. R., & Nivethitha, V. (2018). A study on Brand preference of Smart Phones among Customers at Vellore District. *RESEARCH REVIEW International Journal of Multidisciplinary*, 129-133.
2. Joshi, R.N., & Vaghela, P.S., (2015). Influence of Internet on Consumer Behaviour while Purchasing Mobile: An Empirical Study. *Intercontinental Journal of Marketing Research Review*, 3(9), 48-59.
3. Prasad, K. (2016). A Conceptual Paper on the Determinants of Consumer Buying Behaviour. *International Journal of Engineering Science and Computing*, 6(7), 1820-1824.
4. Prasad, S. (2016). A Study on: Attitude of Indian Customers towards Smartphones of Android and Windows Version. *Journal of Accounting & Marketing*, 5(2).
5. Sangeetha, S. (2019). Purchase Intention of Consumers towards Smart Phones in Thiruvallur District. *International Journal of Recent Technology and Engineering*, 8(4S3), 161-166.
6. Sethi, H. (2017). Consumer Buying Behavior of Smart Phones. *International Journal of Engineering Research & Technology*, 6(6), 742-753.
7. Singh, J., & Goyal, B. B. (2009). Mobile Handset Buying Behavior of Different Age and Gender Groups. *International Journal of Business and Management*, 4(5), 179-187.