

**“IMPACT OF CONSUMER’S DECISION MAKING PROCESS ON
PURCHASING OF MOBILE PHONES”**

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ABSTRACT

Today the success of any firm depends upon the consumer satisfaction. ‘Consumer is king’ – the statement carries profound truth in it. The firms should know about the behaviour of the consumers for satisfying their consumers. Consumer behaviour is defined as the act of consuming or using goods or services. The life style of modern consumer is changing rapidly because of the changing technology and innovation. In these circumstances understanding consumer is a very difficult task. The main objectives of the study are (i) to identify and analyse the factors which impinge on to the satisfaction level of the customers of mobile phone services, (ii) to understand the effectiveness of the promotional activities of mobile phone companies and offers provided by the companies. The present study is an empirical research based on survey method through simple random sampling of 100 samples. The collected data were coded, calculated and analysed with the help of statistical tools like percentages, correlation, chi-square test; employed in this study.

Keywords - Consumer behaviour, mobile phone, Brands customer satisfaction, consumer preference.

1.INTRODUCTION:

Consumer behaviour is the act of individuals directly involved in obtaining and using economic goods and services, including the decision processes that precede and determine this act. Cell phone was developed in 1979. In India it was introduced in 1994. But it becomes familiar only in the beginning of year 2000. Now cell phone users are scattered over the world. One fifth of Indians are using cell phone. It is a very fast point to point communication. It helps one to send and receive information anytime and anywhere. The effective and efficient usage of cell phone largely depends upon the attitude of cell phone users and growth

of this communication sector depends on the cell phone service providers. Cell phone users meet many problems. Problems pertaining to buying a cell phone, choosing an activation card, tower problem, variety of schemes, recharge coupons, roaming and optimum use of cell phone facilities are some of the vital issues of the cell phone users. So the researcher made sincere attempt to analyse the consumer behaviour of mobile phones in the study area. The term paper prepared on the customer's decision making process on purchasing of mobile phones. To know that a questionnaire is prepared and survey is done. Based on that the analysis is done in various methods and to know what consumer prefers and what are the attributes he/she is searching for. And what kind of preferences they are willing. One fifth of Indians are using cell phone. It is a very fast point to point communication. It helps one to send and receive information anytime and anywhere. The effective and efficient usage of cell phone largely depends upon the attitude of cell phone users and growth of this communication sector depends on the cell phone service providers. Cell phone users meet many problems. Problems pertaining to buying a cell phone, choosing an activation card, tower problem, variety of schemes, recharge coupons, roaming and optimum use of cell phone facilities are some of the vital issues of the cell phone users. Cell phone plays a predominant role in the modern life because cell phones are used by all levels of people. A day may come; where in, number of cell phone users may be greater than number of telephone users.

2. REVIEW OF LITERATURE

"Linking Perceived Value of Mobile Marketing with the Experiential Consumption of Mobile Phones", European Journal of Marketing, Vol. 46 Issue. 3/4 Pp. 357 – 386.

This study seeks to examine the nature of consumers' perceptions of the value they derive from the everyday experiential consumption of mobile phones and how mobile marketing (m-marketing) can potentially enhance these value perceptions. Q methodology is used with a framework of experiential consumption and perceived consumer value, to examine how consumers' subjective perceptions and opinions of the two areas of interest are shared at a collective level. A total of 40 participants undertook two Q sorts and the data were analysed using PQ-method. The first Q sort identified three clusters of perceived value: the Mobile Pragmatists, the Mobile Connectors and the Mobile Revellers. The second Q sort identified two clusters of perceived value of m-marketing: one emerging from the shared opinions of the Mobile Pragmatists and the Mobile Connectors, and the second from the

Mobile Revellers. The findings show how consumers can be segmented based on their contextualised perceived value of consuming mobile phones. The findings also show that m-marketing can be tailored to enhance these value perceptions. The study demonstrates how to use Q methodology to examine subjective areas of consumer behaviour. Limitations relate to deriving statements for the Q sorts and the generalizability of the results. The findings highlight ways to tailor m-marketing strategies to complement consumers' perceptions of the value offered through their mobile phones. The study contributes to existing theory and practice through using Q methodology to examine two subjective areas of consumer behaviour research: experiential consumption in everyday life and consumer perceived value, which is applied in the context of mobile phones and m-marketing.

**"Consumer Perceptions of Mobile Phone Marketing: A Direct Marketing Innovation",
Direct Marketing: An International Journal, Vol. 3 Iss 2 Pp. 124 – 138.**

The purpose of this paper is to present the findings of a recent study which explored consumer perceptions of mobile phone marketing. Through the application of constructs adapted from traditional innovation and product involvement research, the study examined how a consumer's perception of the relative advantages, compatibility and complexity associated with mobile phone marketing, and their involvement with their mobile phone, influenced their intention to accept marketing communication sent via this channel. A deductive, quantitative research approach was adopted, where data was collected using a self-completed questionnaire administered to a sample of 254 university students. Statistical analysis revealed that a consumer's perceptions of two of the three innovation attributes tested (relative advantage and compatibility) were significantly associated with their acceptance (or adoption) of marketing messages sent via their mobile phone. However, a slightly weaker relationship between a consumer's level of involvement with their mobile phone and their adoption of mobile phone marketing was found. This research provides companies with important insights into the factors that may encourage or deter consumer acceptance of this new form of direct marketing. The value of this study derives from its novel use of an established innovation framework, combined with an assessment of product involvement, to examine consumer perceptions of mobile phone marketing.

Kotler and Armstrong (2001), Consumer buying behavior refers to the buying behavior of the individuals and households who buy goods and services for personal

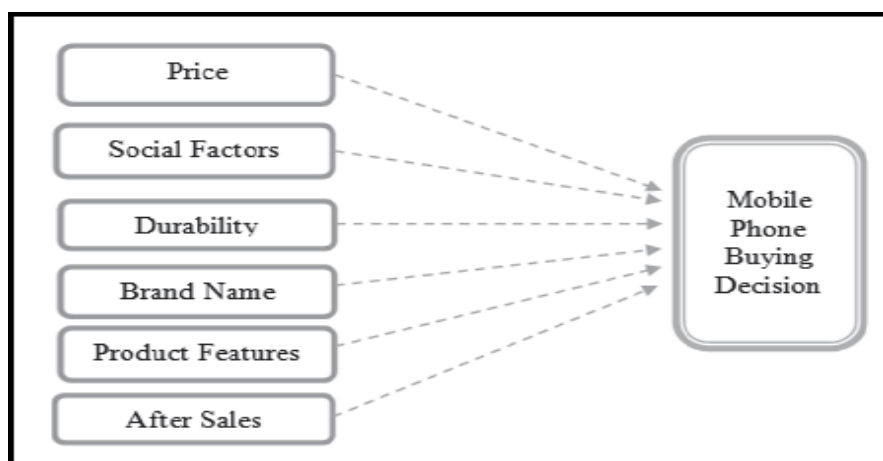
consumption. Consumers around the world are different in various factors such as age, income, education level and preferences which may affect the way they avail of goods and services. This behavior then impacts how products and services are presented to the different consumer markets. There are many components which influence consumer behavior namely; cultural, social, personal, and psychological (Kotler and Armstrong, 2001), Consumer behavior 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 behavior refers to the mental and emotional process and the observable behavior of consumers during searching, purchasing and post consumption of a product or services. Consumer behavior blends the elements from psychology, sociology, sociopsychology, anthropology and economics.

BEHAVIOUR OF CONSUMERS ON MOBILE PHONES

Consumer buying behaviour refers to the buying behaviour of the individuals and households who buy goods and services for personal consumption. Factors affecting how customers make decisions are extremely complex. There are many factors that can affect this process as a person works through the purchase decision. According to the black box model of consumer behaviour, there are two main stimuli that is related to buyers response towards buying a certain product, in this research; mobile phone. But, which one can be much more influencing than the other in terms of buying decisions. 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 Buyer behaviour is deeply rooted in psychology with dashes of sociology thrown in just to make things more interesting. Since every person in the world is different, it is impossible to have simple rules that explain how buying decisions are made. But those who have spent many years analysing customer activity have presented us with useful “guidelines” in how someone decides whether or not to make a purchase. Customers make purchases in order to satisfy needs. Some of these needs are basic and must be filled by everyone on the planet while others are not required for basic survival and vary depending on the person. It probably makes more sense to classify needs that are not a

necessity as wants or desires. The world of communications has undergone not just one, but two comparable paradigm shifts since that time. The first being the invention and widespread popularity of the traditional telephone and the other is the invention and adoption of the cell phone. The development of mobile phones and technologies has been an extended history of innovation and advancements cropped up due to dynamic changes in consumers' needs and preferences. Among these developments, mobile phone devices have had one of the fastest household adoption rates of any technology in the world's modern history nowadays, mobile handsets have become an integral part of human daily life and personal communication across the globe. In the current highly competitive mobile phone market, manufacturers constantly fight to find additional competitive edge and differentiating elements to persuade consumers to select their brand instead of a competitor's. There are various studies conducted to identify factors that make companies better than their competitors in influencing the customers purchase decision. Consumers' of mobile phone found throughout the world greatly influenced by those different factors affecting mobile phones purchase decision. These factors may be related to the characteristics of the consumer and the features associated with the mobile phones. This leads mobile phone companies to come up with a variety of mobiles with different brands and features. There is various research studies conducted to identify factors affecting consumers' choice of mobile phones. These studies indicated a range of items as a determinant factor influencing purchase decision. These factors include price, features, quality, brand name, durability, social factors and so on.

Conceptual frame work:



People attracted towards newer technology and will be able to shift from one mobile phone to another if it uses better technology. Mobile phone companies should carry out periodic survey to help in identifying these new technology features and decide which ones to add to its product. Moreover, by determining which combination of these features match the current trends and consumer needs would be cost effective to the mobile phone companies. In turn, product design is also very important in the success of the brand. Manufacturers of different mobile brands are improving on the durability and quality of the brand, they should also consider the price of selling it so as to make it affordable to all persons. It is recommended that companies concentrate more on developing quality and affordable mobile phones and spend more time on enhancing their products to offer it at lower prices which can be done by employing cost reduction measures.

Mesay Sata (20130, Factors Affecting Consumer Buying Behavior of Mobile Phone Devices, Mediterranean Journal of Social Sciences, Volume. 4, Issue. no 12, pg. 103-112.

The purpose of this study is to investigate the factors affecting the decision of buying mobile phone devices in Hawassa town. In order to accomplish the objectives of the study, a sample of 246 consumers were taken by using simple random sampling technique. Both primary and secondary data were explored. Moreover, six important factors i.e. 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, it was clear that consumer's value price followed by mobile phone features as the most important variable amongst all and it also acted as a motivational force that influences them to go for a mobile phone purchase decision. The study suggested that the mobile phone sellers should consider the above mentioned factors to equate the opportunity.

The correlation between six factors i.e. price, social influence, durability, brand, product features and after sales service with the decision to buy a mobile phone device. Accordingly, all factors have a positive and significant relationship with the decision to buy a mobile phone.

According to the study, highly correlated factor that influences the decision to acquire a mobile phone is the selling price of the cellular device. Accordingly, the price of a product is an important factor that cannot be overlooked in a study of consumer behavior. Majority of the respondents indicated price as main consideration when they decide to buy their mobile

phone. The variation in mobile price will influence the behavior of individuals to purchase the device. The results of this research study coincide with the result of other studies conducted in the consumer buying decision of mobile phones. According to Saif (2012), a study conducted in Pakistan, price was valued as the most motivating factor in mobile purchase decision. Moreover, the study conducted by Pakola et al. (2010) in Finland regarded price as the most important motive affecting the decision to purchase mobile phones.

Gianfranco Walsh Vincent-Wayne Mitchell, (2005),"Demographic characteristics of consumers who find it difficult to decide", Marketing Intelligence & Planning, Vol. 23 Iss no.3 pp. 281 – 295.

The purpose of this article is to identify consumers who experience difficulty in making their buying decisions, especially in the face of variety of choice, proliferation of brand choice, small inter-brand differences, brand counterfeiting, marketing communication overload and so on. A questionnaire administered to 264 consumers in north Germany used a scale developed by the authors at the University of Hanover in 2002 to measure three types of difficulty in marketplace decision making. Those relate to similarity among product-service offerings available, information overload, and marketing communications that lack clarity. Data collected were analysed by ANOVA and hierarchical cluster analysis. ANOVA suggested that high levels of marketplace decision difficulty were characteristic of older, less well-educated female consumers. Subsequent cluster analysis identified four distinct and meaningful consumer types, in terms of “marketplace decision difficulty” or MPDD. The present study was restricted to a single large city in one European country, and one of the test statistics was perhaps too rigorous for useful conclusions in the case of some variables, but the findings do contain clear managerial implications and future research developments are proposed. Marketing strategists should find it useful to understand the demographics of consumers who are likely to experience difficulty in making marketplace decisions – for instance, to segment audiences for their marketing communications, and to vary style and content accordingly. This study offers a practical market segmentation scheme, based on demographic influences on decision-making behaviour.

Asta Salmi Elmira Sharafutdinova, (2008),"Culture and design in emerging markets: the case of mobile phones in Russia", Journal of Business & Industrial Marketing, Vol. 23 Issue no. 6, pp. 384 – 394.

This paper aims to focus on interactions between old and new cultural influences, investigating consumer preferences for a new type of product – the mobile phone – by looking at the cultural and socio-economic factors that affect these preferences. A total of 22 Russian experts in design and marketing were interviewed in the spring of 2005. The paper takes the viewpoint of Western firms interested in Russian (mobile phone) markets.

The study shows that the general features (high power distance, femininity, high uncertainty avoidance) characterizing Russian culture affect preferred mobile phone design. Long-term values are seen, for example, in family orientation, which affects the use of mobile phones. Changing cultural and socio-economic features are seen in the strict division of consumers into distinct segments. Current aspects of society, such as high level of street crime, are apparent in the desired features of products. The emerging Russian markets seem to consist of very different consumer groups and simultaneously represent both old and new cultural features and norms. Design has become a central tool for affecting product marketing, and an influential community of designers and a design industry are emerging. Cooperation with the local designers can provide an important competitive edge and support when promoting both industrial and consumer goods in Russia's emerging markets. Design was earlier neglected and it has only recently started to play a more significant role in production and marketing of products in Russia. Designers can now act as important intermediaries between Russian markets and Western marketers.

Purchase behaviour on the Internet in general is a very complicated phenomenon which comprises various aspects and is influenced by many factors. Consumer decision making, which is a part of purchase behaviour, has been a focal interest in consumer research and "will continue to be critically important" (Bettman, Luce and Payne, 1998). It is defined as:

Behaviour patterns of consumers, that proceed, determine and follow on the decision process for the acquisition of need satisfying products, ideas or services (Du Plessis et al., 1991, p.11).

On the Internet, purchase decisions are shaped through the interactions of consumers with the online environment. Understanding online decision-making processes can enhance our knowledge of online consumers to a great extent. This is only achievable by recognizing the whole process that consumers are engaged in and the steps they follow to reach a decision. Decision-making processes can be explored by developing new behavioural models (Rickwood and White, 2009). Modelling the entire purchase decision-making process, which can describe this complex phenomenon, is therefore the step forward.

Sahar Karimi (2013), A purchase decision-making process model of online consumers and its influential factor a cross sector analysis, thesis paper.

This research aims to facilitate our understanding of the online consumer purchase behaviour and in particular decision-making behaviour while choosing among retailers. In order to provide a comprehensive picture of this phenomenon, the online consumer behaviour is captured and analyzed at two levels: 1) the individual behaviour of consumers; and 2) the actual aggregated behaviour of consumers in the online market.

□ Individual behaviour: individual behaviour analysis examines the behaviour of individuals in an intensive manner and considers the details and context of the purchase decision-making process. It identifies the way that purchase decision-making processes unfold on the Internet and seeks to capture the impact of the combination of two individual characteristics on the process. The common behavioural patterns for each of the four segments, and similarities and variations across two different sectors are observed. In the absence of a model which can explain the real-world online purchase processes, a conceptual model of purchase process was initially developed to provide the foundation of the study.

□ Market behaviour: market behaviour analysis uses a very large sample of Internet users to explore the actual aggregated behaviour of online consumers in the Internet marketplace. It indicates the behaviour in relation to different retailers. It investigates whether and how the Internet has changed the research and purchase behaviour. The aggregated behaviour is shaped by the behaviour of many individuals.

3. NEED FOR THE STUDY:

Consumer buying is not mere transfer of item from seller to buyer. Consumer wants buying to become a happy affair. They would like to see, touch and feel the commodities that they buy. Understanding this psychology for the consumer many organizations have come to make purchase of happy affair. To know how consumers decide to buy the mobile phones. On what parameters and basis decision making will be, is analysed in this paper. The study of consumers helps firms and organizations to improve their marketing strategies by understanding issues such as how;

- The psychology of consumers how he think, feel, reason, and select among different alternatives (e.g., brands, products, and retailers);
- The psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media);
- The consumer behaviour while shopping or making other marketing decisions;
- Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome;
- How consumer motivation and decision strategies differ among products that differ in their level of importance or interest that they entail for the consumer; and
- How companies can adapt and improve their marketing campaigns and strategies more effectively to reach the consumer. Consumer behaviour is the blend of elements from psychology, sociology, social anthropology and economics. It helps to understand the buyer's decision making process, both individually and in groups. It also tries to find out influences on the consumer from groups such as family, friends, reference groups, and society in general. Customer behaviour study is based on consumer buying behaviour, as customer playing the three distinct roles of buyer, payer and user. This study is conducted to understand the behaviour and preferences of mobile phone services by customers in the study area i.e. Vellore.

3.1 STATEMENT OF THE PROBLEM:

In today's world nothing is permanent except change. We are nowadays witnessing changes in all aspects of today world. It is said that necessity is the mother of invention. In the often-day, there were a lot of unsophisticated way and means of communication like birds, messenger, postal mail, etc. Today is the era of communication as innovative and novel means

of communication came into existence. Traditional way of mailing has been replaced to certain extent by e-mail and landline is being replaced by cell phones. It is reported that after the invention and introduction of cell phones the rate of surrounding landline is at a decreasing rate and the number of users of cell phones is increasing even day by day. So here mobile phones play a important role. In taking such important decision we need to make it as right one. What brands and why is the big problem.

3.2 OBJECTIVES OF THE STUDY:

A questionnaire is prepared and distributed to nearly 100+ people, and with the help of that questionnaire analysis is done. On what basis the particular age group prefers to by the mobile phones. The main objectives of this study:

1. To identify and analyse the factors which impinge onto the satisfaction level of the customers of mobile phone services,
2. To understand the effectiveness of the promotional activities of mobile phone companies and offers provided by the companies.
3. To examine and understand the attitude customer towards various Mobile Connection services and identify the factors motivate them to select the brands

3.3 HYPOTHESIS:

H01: There is no significant relationship between Income and satisfaction of customer using mobile phone services.

H02: There is no significant relationship between gender and satisfaction of customer using mobile phone services

H03: There is no significant relationship between education and satisfaction of customer using mobile phone services

H04: There is no significant relationship between age and satisfaction of customer using mobile phone services.

3.4 RESEARCH DESIGN:

The research is categorised on descriptive research. Since the questionnaire is provided to the students. Researcher has to find out the solution or analyse based on the feedback given by the customers.

3.5 SAMPLING METHODS:

This study is based on convenience sampling method. The sample have been collected from 100 participants. The area covered is VIT university, All mart. The target group involved in the research is people in VIT University - students, faculty, staff.

3.6 DATA COLLECTION:

The study is based on both primary and secondary data. With the help of questionnaire the response from the customers are collected.

3.7 STATISTICAL TOOLS:

- **CORRELATION**

Degree and type of relationship between any two or more variables in which they vary together over a period; for example, variation in the level of expenditure or savings with variation in the level of income. A positive correlation exists where the high values of one variable are associated with the high values of the other variable. A 'negative correlation' means association of high values of one with the low values of the other. Correlation can vary from +1 to -1. Values close to +1 indicate a high-degree of positive correlation, and values close to -1 indicate a high degree of negative correlation. Values close to zero indicate poor correlation of either kind. Zero value indicates no correlation at all.

- **CHI-SQUARE**

Chi-square is a statistical test commonly used to compare observed data with data we would expect to obtain according to a specific hypothesis. It is the sum of the squared difference between observed (o) and the expected (e) data (or the deviation, d), divided by the expected data in all possible categories.
$$X^2 = \{\sum (O_i - E_i)^2\} \div E_i$$

4. DATA ANALYSIS AND INTERPRETATION

CORRELATIONS

4.1 Correlation between the age and type of the mobile

Descriptive Statistics

	Mean	Std. Deviation	N
Age	1.9800	.87594	100
Type	2.9100	.69769	100

Correlations

		age	Type
Age	Pearson Correlation	1	-.069
	Sig. (2-tailed)		.495
	N	100	100
Type	Pearson Correlation	-.069	1
	Sig. (2-tailed)	.495	
	N	100	100

INFERENCE:

- The correlation value is -0.069 so between -0.01 to -0.19 and then there No or negligible relationship between the age group and type of the mobile.
- Correlation between the occupation and model of the mobile.

4.2 Correlation between the occupation and model of the mobile.

Descriptive Statistics

	Mean	Std. Deviation	N
Occupation	1.4800	.90431	100
Model	2.3100	1.02193	100

Correlations

		Occupation	Model
Occupation	Pearson Correlation	1	.045
	Sig. (2-tailed)		.656
	N	100	100
Model	Pearson Correlation	.045	1
	Sig. (2-tailed)	.656	
	N	100	100

INFERENCE:

The correlation value is 0.045 so between 0.01 to 0.19 and then there No or negligible relationship between the occupation and model of the mobile.

4.3 CORRELATION BETWEEN THE OCCUPATION AND RANGE OF THE MOBILE.

Descriptive Statistics

	Mean	Std. Deviation	N

occupation	1.4800	.90431	100
Range	2.5900	.60461	100

Correlations

		occupation	range
occupation	Pearson Correlation	1	.160
	Sig. (2-tailed)		.111
	N	100	100
Range	Pearson Correlation	.160	1
	Sig. (2-tailed)	.111	
	N	100	100

INFERENCE:

The correlation value is 0.160 so between 0.01 to 0.19 and then there is positive correlation between the occupation and range of the mobile.

CHI-SQUARE:

4.4 BETWEEN THE BRAND AND AGE VARIABLES

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
brand * age	100	98.0%	2	2.0%	102	100.0%

brand * age Cross tabulation

Count						
		Age				
		15-20	20-25	25-30	> 30	Total
Brand	Iphone	7	2	0	1	10
	Samsung	14	29	11	6	60
	Nokia	5	7	2	0	14
	Other	5	10	0	1	16
Total		31	48	13	8	100

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.734 ^a	9	.099
Likelihood Ratio	18.265	9	.032
Linear-by-Linear Association	.187	1	.666
N of Valid Cases	100		

Directional Measures

			Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Lambda	Symmetric	.054	.031	1.690	.091
		brand Dependent	.000	.000	. ^c	. ^c
		age Dependent	.096	.055	1.690	.091
	Goodman and Kruskal tau	brand Dependent	.052	.024		.076 ^d
		age Dependent	.058	.030		.046 ^d

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.358	.099
N of Valid Cases	100	

INFERENCE:

In the cross tabulation, the relationship between age (independent variable) and type of choosing the brand of the mobile (dependent variable) is being narrated

The chi-square test reveals that there is association between level of age and choosing the brand of the mobile. At 95% confidence level, the significance level is 0.05, the output is giving a significance level of .095 which is greater than 0.05. Thus, the null hypothesis is rejected. So, there is association between the variables.

The contingency value is .358. So, there is moderate level of association between age and choosing the brand of the mobile. The lambda value is .096. The lambda value tells us that there is 0% error reduction in choosing the brand of the mobile if the age group is known. Thus, we can conclude that age help in predicting the brand of the mobile.

4.5 CHI - SQUARE BETWEEN THE CHANGING THE MOBILE AND OCCUPATION

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
changing * occupation	100	98.0%	2	2.0%	102	100.0%

Changing * Occupation Cross Tabulation

Count						
		Occupation				Total
		student	faculty	business	employee	
changing	every year	40	3	6	4	53
	2-5 years	30	4	6	1	41
	> 5years	5	0	1	0	6
Total		75	7	13	5	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.863 ^a	6	.826
Likelihood Ratio	3.571	6	.734
Linear-by-Linear Association	.197	1	.657
N of Valid Cases	100		

Directional Measures

			Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Lambda	Symmetric	.014	.036	.378	.705
		changing Dependent	.021	.056	.378	.705
		occupation Dependent	.000	.000	. ^c	. ^c
	Goodman and Kruskal tau	changing Dependent	.018	.022		.731 ^d
		occupation Dependent	.006	.007		.945 ^d

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.169	.826
	Cramer's V	.120	.826
N of Valid Cases		100	

INFERENCE:

In the cross tabulation, the relationship between occupation (independent variable) and period of changing the mobile (dependent variable) is being narrated

The chi-square test reveals that there is association between level of occupation and period of changing the mobile. At 95% confidence level, the significance level is 0.05, the output is giving a significance level of 0.705 which is greater than 0.05. Thus, the null hypothesis is accepted. So, there is association between the variables.

The Cramer's value is .169. So, there is moderate level of association between occupation and period of changing the mobile. The lambda value is .000. The lambda value tells us that there is 0% error reduction in period of changing the mobile if the occupation group is known. Thus, we can conclude that age help in predicting the period of changing the mobile.

4.6 CHI SQUARE BETWEEN SIZE AND PURPOSE

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
size * purpose	100	98.0%	2	2.0%	102	100.0%

SIZE * purpose Cross tabulation

Count						
		Purpose				Total
		only for calling	internet	used as mini laptop	all in one purpose	
Size	large	2	13	3	9	27

medium	5	22	12	27	66
small	1	2	0	4	7
Total	8	37	15	40	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.249 ^a	6	.643
Likelihood Ratio	5.130	6	.527
Linear-by-Linear Association	.897	1	.344
N of Valid Cases	100		

Directional Measures

			Value	Asymp. Std. Error	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Lambda	Symmetric	.043	.049	.856	.392
		size Dependent	.000	.000	. ^c	. ^c

	purpose Dependent	.067	.076	.856	.392
Goodman and Kruskal tau	size Dependent	.021	.023		.658 ^d
	purpose Dependent	.016	.017		.564 ^d

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.202	.643
N of Valid Cases	100	

INFERENCE:

In the cross tabulation, the relationship between Size of the mobile (independent variable) and purpose of purchasing mobile (dependent variable) is being narrated

The chi-square test reveals that there is association between level of Size of the mobile and purpose of purchasing the mobile. At 95% confidence level, the significance level is 0.05, the output is giving a significance level of 0.392 which is greater than 0.05. Thus, the null hypothesis is accepted. So, there is association between the variables.

The contingency value is .067. So, there is moderate level of association between size of the mobile and purpose of purchasing the mobile. The lambda value is .067. The lambda value tells us that there is 0% error reduction in the purpose of purchasing mobile if the size of the mobile varieties is known. Thus we can conclude that age help in predicting the purpose of purchasing mobile.

FINDINGS:

As per the analysis there is no relation between the different age group of people and choosing the type of the mobiles. As in the present scenario the real world information the mobile is essential for many purposes to communicate each other as well as for many other purposes like browsing, information gathering and transferring and this gadget makes easier way to run with the present world. Choosing the models of the mobiles there is no dependence on any particular factors. As per the customer requirements the range of the mobile varies according to the features. So accordingly customers perceptions also vary according to the occupation. The brand image of the mobiles attracts the customers in different variations, and also it might vary with the different age groups. Customer changes the mobiles often. It totally depends on the occupation and income levels. When size of the mobile is taken in to consideration customers perception depends on the individual level like benefits larger screen size, more features, higher image of handling mobiles.

SUGGESTIONS:

- Mobile brands should change their features according to the cost factors, so that different age group of people can prefer and they can achieve good image for brand.
- Availability and accessibility of all branded mobiles should balance each other as per the customer preferences
- Customization of mobile features and models can also be implemented.
- Contract basis of schemes for branded mobiles can also be implemented.
- Awareness programs for the usage of branded mobiles to all the age group of people.

CONCLUSION:

Marketing stimuli of mobiles depends on product, price, place and promotion and also depends on the technology and different cultures. The decision process is made by customer with all awareness, internal and external search of the branded mobiles. Purchasing the branded mobiles place different roles in every consecutive factor, and also it depends on the purpose of mobile usage. Involvement of purchasing the branded mobiles will be high with extensive factors; it might also depend on the age group of the customer. Marketing strategy is

not possible without targeting different group of customers with their tastes and preferences and purchasing depends on their psychological issues and value attitude life styles. Buying decision is made by different models of the products, services and the value of suppliers in the availability of stores. Major Influences like environmental factors and interpersonal factors can also be considered in choosing of mobile branding.

SCOPE OF FURTHER STUDY:

The same discussion can also be conducted in future. Relevancy may exist or may not exist. And also results also vary with location. If location changes preferences and suggestions of the consumer may varies and also brand preferences also varies.

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QUESTIONNAIRE

CUSTOMERS DECISION MAKING PROCESS ON PURCHASE OF MOBILE PHONES

1. Please select your Gender
 - a) Male
 - b) Female

2. Please select your age group
 - a) 15-20
 - b) 20-25
 - c) 25-30
 - d) More than 30

3. Your occupation
 - a) Student
 - b) Faculty
 - c) Business
 - d) Employee

4. What is the range of the mobile being purchased?
 - a) 5k-10k
 - b) 10k-20k
 - c) 30k-50k
 - d) >50k

5. What type of mobile phone would you like to have?
 - a) Flip phone
 - b) Slide phone
 - c) Touch phone
 - d) Smart phone

6. Which brand of mobile is purchased
 - a) iPhone
 - b) Samsung
 - c) Nokia
 - d) other

7. Why do you choose this model?
 - a) Price
 - b) Function
 - c) Size and weight
 - d) Appearance

8. What size of Hand set would you like to prefer
 - a) Large
 - b) Medium
 - c) Small

9. Would you like to give preference to higher brand?
 - a) Yes
 - b) No

10. Would you like to purchase mobiles in retail stores or shopping sites?
 - a) Retail stores
 - b) Shopping sites

11. Purpose of purchasing
 - a) Only for calling
 - b) Internet browsing
 - c) Used as a mini laptop
 - d) All in one purpose

12. How would you come to know about your mobile phones?
- a) Friends
 - b) Online
 - c) Advertisements
 - d) Other sources
13. Are you satisfied with your current mobile phone?
- a) Yes
 - b) No
14. How often would you change your mobile?
- a) For every year
 - b) For every 2-5 years
 - c) >5years
15. Would to like to take decision for purchasing or selling a mobile from?
- a) Friends
 - b) Retailers
 - c) Online rating
 - d) Yourself