



VIDHYAYANA

An International Multidisciplinary Research e-Journal

ISSN 2454-8596

www.vidhyayanaejournal.org

**A STUDY OF INFLUENCE OF ADVERTISING ON CUSTOMERS' PERCEPTION TOWARDS
MOBILE HANDSETS**

Bhavik U. Swadia

S.M.Patel Institute of Commerce

Ahmedabad



VIDHYAYANA



VIDHYAYANA

ISSN 2454-8596

www.vidhyayanaejournal.org

An International Multidisciplinary Research e-Journal

ABSTRACT

In India Mobile Handsets industry is one of the fastest growing, and competition oriented industry of India. The rising competition in the Mobile Handsets industry has brought the Mobile Handsets manufacturing companies under pressure to absorb the consumers and this has made the customers more empowered. The more advance in technology of the mobile phones, the higher the rank the user is seen in the eyes of other people. Many people in this world believe that their mobile phones seem to be a fashion statement. It says something about the owner, much like owner clothing. The advertising has primary and energetic impact on buying behavior of customers. With the growth of Mobile Handsets industry in India, it is necessity for effective advertising has elevated. The basic objective of this study is to examine impact of advertising on purchasing behavior of customers and to examine the impact of pricing, features, quality, and brand name on purchasing behavior of customers. A structured questionnaire has been designed and used to collect data. For this research, the researcher chosen the simple random sampling, where the respondents were potential consumers located in Ahmedabad. The number of respondents targeted to answer the questionnaires were 100. Collected data was analyzed using Reliability and descriptive statistics. Demographics such as age, gender, education, occupation and family income were also included. Findings revealed that monthly family income of consumers' impact on consumer buying behavior.

VIDHYAYANA

Keywords: Customer perception, Mobile Handsets, Advertising



1. INTRODUCTION

In everyday life, devices and systems based on mobile technologies have become common in most countries. Now a lot of things have changed in the life of a mobile person in one day. It is used as a personal organizer or personal assistant. Rapid adaptation of cellular phones shows that large sections of the population have accepted the technology very quickly. Advertising research has shown that the effects of advertising activities are influenced by the attitude of the advertising company's advertising. Ads are mainly derived from traditional marketing concepts. Aim of this research is to study the motives that influence consumer behavior and to find the relative importance of the various factors that influence the purchase decision of a mobile phone. In the present age all the users compare different models of mobiles on the different online platforms or specialized web sites. Pre-buying search is playing very important role in selection of the brand. Various companies offering mobile phones endorses their brand through celebrities. Marketers have to understand the buying behavior of consumers while designing their advertisements for the desired impact. Advertisements play an essential role in creating an image of a product in the minds of consumers. Advertisements must be catchy and communicate relevant information to consumers.



2. RESEARCH OBJECTIVE

1. To find out the factors influencing consumer's buying behavior
2. To identify how consumers are influenced to purchase mobile handsets
3. To know the factors consider in selection of a mobile handsets

3. RESEARCH HYPOTHESIS

1. There is a significant association between price and customer's buying behavior of mobile handsets.
2. There is a significant association between mobile features and customer's buying behavior of mobile handsets.
3. There is a significant association between quality and customer's buying behavior of mobile handsets.
4. There is a significant association between social influence and customer's buying behavior of mobile handsets.



4. RESEARCH METHODOLOGY

The entire research was conducted based on convenience sample of Mobile Handsets consumers in Ahmedabad by using a questionnaire survey.

4.1 SAMPLE SIZE

100 respondents were surveyed for this study and data collection was based on close-ended. The researcher used convenience sampling method in data collection.

4.2 TOOLS FOR ANALYSIS

There are many techniques which may be used for analyzing the customers' buying behavior. The researcher used SPSS packages with percentages, and chi-square.

5. LITERATURE REVIEW

Yuri (2007) said that family or friends are important factors in using mobile phones to facilitate coordination and accelerate social interaction.

Castell et al., (2007) "Getting a mobile phone is a milestone that prompts success, not just financially but culturally in times of unity within society" through the use of mobile phones " Collective "identity has been identified

Shrivastav (2005) said that the mobile phone has been transferred as a 'technical object' so that 'social object' can be communicated to others with the main purpose of buying mobile phones.

Aidin, Ozar and Arasil (2005) show that mobile service providers have a positive and direct impact on customer satisfaction and customer trust, loyalty. While testing for cost collateral they find that the effect of satisfaction and confidence is low

Rauch, (2005) has resulted in greater electronic interaction between friends and family as a result of the use of mobile phones, which have dramatically reduced at the expense of face-to-face interaction. Consequently, it can be proposed that mobile phones are changing individual cultural norms and values.

Roos, Edwardsson&Gustfussion (2004), in his study in Sweden, compares government services (monopoly on service), insurance, retail banking, telecommunications and retail. Based on the proposed



trigger theory, they test for situational triggers, relational triggers and impact triggers. The telecommunications sector is mainly influenced by influential triggers (ads)

Li and Whalley (2002) show that the value chain in the telecommunications industry is changing to the network and thus the new value system interacts in different ways than the traditional roles in the customer service chain. This study represents the marketing ideas as a consumption system defined by Mittal, Kumar and Sisos (1999), as a specialty of a key product and service subsystem. In his study of this system's consumption, he showed that there is a crossover effect of product and service in the temporary evaluation and this effect is odd.

Grappot Reims and Skindler (2001) use model satisfaction in their studies of consumer loyalty in mobile telecommunications in Germany - Loyalty - Retention. They strongly support the known model, although their findings are interesting because they feel that customer service efforts by the mobile service provider do not affect the customer's perception. They have also found that with the competitive brand image loyalty, number transfer also decreases.

Marquart (1999) has claimed that mobile phones affect social relations and it is the disintegration of communities.

Bolton and Limon (1999) in their study of the telecommunications sector in the US, found that customer satisfaction mediates on past and future use of services.

Bolton and Limon (1999) used the analysis using the paid equity structure in the study of their telecommunications sector in the US and it has shown that the customer is more likely to value (the possibility of switching) (and likely to be less likely) when he Valuable value / usage exchange is more justified



6. DATA ANALYSIS

6.1 FREQUENCY ANALYSIS

VARIABLE	FREQUENCY	PERCENTAGE (%)
AGE		
21 - 25 years	60	60
26 - 30 years	18	18
31 - 39 years	12	12
40 - 49 years	6	6
50 years and above	4	4
GENDER		
Male	50	50
Female	50	50
RACE		
Gujarati	92	92
Non-Gujarati	6	6
NRI	2	2
MARITAL STATUS		
Single	62	62
Married	37	37
Widowed / Divorced	1	1
EDUCATION		
SPM	22	22
STPM	8	8
Diploma	16	16
Degree	50	50
Master	3	3
Others	1	1
MONTHLY INCOME		
Rs10000 and below	47	47
10001 - 15000 Rs	25	25
15001 - 25000 Rs	11	11
25001 - 35000 Rs	6	6
35001 - 45000 Rs	4	4
Rs 45000 and above	7	7
OCCUPATION		
Government	50	50
Private	14	14



Students	35	35
Unemployed	1	1

Out of the 100 respondents, majority of the 60 respondents were aged between 21-25 years old (60%), 18 respondents were aged between 26-30 years old (18%), 12 of the respondents were aged between 31-39 years (12%), 6 respondents were aged between 40-49 years and 4 respondents (4%) were aged 50 years and above. The result also showed that 50% of the respondents were male with 50% being female. In the 'race' criteria, 92 respondents were Gujarati (92%), 6 respondents were Non-Gujarati (6%) and the balance (2%) were NRI races. In terms of marital status, 62 respondents were single (62%), 37 were married (37%) and under the widowed / divorced category was 1% (1 respondent). In the field of "Education", 50 respondents obtained a first degree (50%), 22 respondents had a SPM level (22%) qualification, Diploma level was 16 respondents (16%), 8 respondents had attained STPM level (8%), for a Master's degree only 8 respondents (8%) and lastly other education levels was represented by 1 respondent (1%). For the monthly income, a total of 47 respondents earned Rs 10000 and below (47%) and there were 25 respondents with monthly income ranging from 10001 - 15000 Rs (25%), 11 respondents had monthly income between 15001 - 25000 Rs, 7 respondents earned Rs 45000 and above (7%), 6 respondents earned between 25001 - 35000 Rs and lastly there were 4 respondents (9%) earning between 35001 - 45000 Rs. As for profession, the majority of respondents were working in the government sector, totalling 50 respondents (50%), followed by students with 35 respondents (35%). The private sectors comprised 14 respondents (14%) and 1 respondent was unemployed (1%).

6.2 RELIABILITY ANALYSIS

VARIABLES	NO OF ITEMS	CRONBACH ALPHA	INDICATOR
Brand Loyalty	5	0.788	Acceptable
Price	5	0.662	Acceptable
Quality	5	0.795	Acceptable
Social Influence	5	0.681	Acceptable
Mobile Features	5	0.834	Good



A reliability analysis is used to find and measure the goodness of all data. Reliability analysis is often used to ensure that all items used in each variable are free from errors and thus could provide a consistent result for the research. In this study, the Cronbach's coefficients alpha values for all factors that ranged from 0.662 to 0.837 indicated good and acceptable inter-item consistency for each factor. In Table 4.3, it showed the reliability analysis test results of the variables and the Cronbach's alpha for each variable. The coefficients for Brand Loyalty was 0.788, followed by Price (0.662), Quality (0.795), Social Influence (0.681) and lastly Mobile Features (0.834). There were three cut-off points for reliability, i.e. Poor (0.6 and below), Acceptable (0.7) and Good (0.8 and above).

8. SUGGESTION

1. More advertisement should be given, so that the consumers will come to know about new features of the Mobile handsets.
2. Companies should survey market in terms of pricing of the Mobile Handsets
3. Companies should spend more to maintain the brand name of the company

9. CONCLUSION

Under the influence of brand loyalty, consumers would continue to buy the brand, regardless of the superior features, prices or convenience offered by its competitors. The more loyal the consumers are towards the brand, the less vulnerable the customers' base would be. Consumers' with high brand loyalty are willing to pay a premium price for their favoured brand, so, their purchase intention is not easily affected by price (Yee and Sidek, 2008). But unfortunately by referring to the result of this present study, this hypothesis has been rejected. It can be concluded that Quality has relation with the consumer's buying behaviour. Not all people (especially people in Kangar) will purchase mobile phones based on the features.



REFERENCE

1. Aydin, S., Ozer, G. and Arasil, O. (2005). Customer Loyalty and the effect of switching cost as a moderator variable: A case in the Turkish mobile phone market, *Marketing Intelligence & Planning*, Vol. 23, No.1., 2005.
2. Castells, M., M. Fernandez-Ardevol, B.J.L.A. Qui A. Sey.(2007). *Mobile Communication and Society: A Global Perspective*. The MIT Press, England.
3. Gerpott, T.J., Rams, W. In Schindler, A. (2001). Customer retention, loyalty, and satisfaction in the German mobile cellular telecommunications market, *Telecommunications Policy*, 25 (2001), 249-269.
4. Li, F. in Whalley, J. (2002), Deconstruction of the telecommunications industry: from value chains to value networks, *Telecommunications Policy* 26 (2002), 451-472.
5. Mittal, V. and Kamakura, W. (2001). Satisfaction, Repurchase Intent, and Repurchase Behavior: Investigating the Moderating Effects of Customer Characteristics, *Journal of Marketing Research*, 38 (February), 131-42
6. Roos, I., Edvardsson, B. in Gustafsson, A. (2004). Customer Switching Patterns in Competitive and Noncompetitive Service Industries, *Journal of Service Research*, Volume 6, No.3, February 2004, 256-271.
7. Srivastava, L. (2005). Mobile Phones and the evolution of social behaviour. *Behav. Inform. Technol.*, 24: 111-129.
8. Urry, J., (2007). *Motilities*. Polity Press, Cambridge.