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A STUDY ON BUYING BEHAVIOUR OF SMARTPHONES AMONG MEN AND WOMEN SEGMENT

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ABSTRACT

Pattern of expanding use of Smartphone in present situation in this way, this examination was taken to break down the purchasing conduct of Smartphone among women and men section. It is to comprehend the use of Smartphone among women and men class and attention to trend setting innovation to how much degree it has come to. It is to know by which components of purchasing conduct impacted them to take a choice of purchasing a Smartphone. The investigation is to comprehend the significance of purchasing conduct of people in the market because of quick difference in Hello there tech innovation. It can likewise be dissected by looking at purchasing conduct of people. An exertion has been made to explore purchasing conduct of a purchaser in JNTU, Hyderabad. By this examination we come to know, how the innovation impacts on the way of life of women and men and how it pulled in towards them. It is primarily, how women accepts an open door to satisfy her needs and needs. It is to recognize, how distinctively people takes the choice to purchase a Smartphone and how their conduct changes from one another.

KEYWORDS: Buying Behaviour, Smartphone, Men and women segment.

1. INTRODUCTION

The quickly developing interest of Smartphones among the general population made a buzz over the world. The expanding pattern of utilizing Smartphones among people portion is the principle purpose behind picking this subject for task. The development fixation of adolescents with Smartphones, uncommonly Smartphones is one of the potential for the versatile advertisers to grow new telephones with improved innovation. Presently a-days, the majority of the shopper have a Smartphone for their own and expert life. Because of fast change in ways of life of individuals, there were habituated to make utilization of various items which are accessible in the market. From that, Cell phone is one of the item which assumes an essential job in the market. The expanding development in cell phones businesses had made a furor among the general population on Smartphone. Utilizing of Smartphone become a style for each age gathering of individuals. In light of its working framework with cutting edge figuring ability and network. Smartphone comprises of high sensors contact screen which is less demanding to utilize. For the most part it has propelled includes in which we can
make essential telephone calling, web program, climate
data, web based shopping, watching recordings,
playing amusements, online classes, simpler to get to,
installment mode, playing music, application stores,
perusing papers, wellbeing and wellness, schedule and
soon.

2. LITERATURE REVIEW
Bhanwar Singh (2018) conducted study on
Consumer behaviour of Smartphone users to indentify
underlying factors which play lead role in selection
and buying of smart phone in highly competitive
market. Researchers also explore the demographic
characteristics of respondent. Study is conducted in the
Rohtak district of Haryana. Study basically based on
primary data which has collected from respondent
by direct contacted. Non-random "convenient
sampling" method is used for selection of desired
and competent respondents
Kushagra et al (2017) in their elaborate study
involving 417 respondents on Impact of Brand Cues on
Young Consumers’ Preference for Mobile Phones
using Conjoint Analysis and Simulation Modelling
deduced that the attributes or brand cues influencing
youth can be broadly classified as extrinsic cues and
intrinsic cues. Extrinsic cues were found to be brand
name and price while Camera quality, RAM, Operating
system and battery power were intrinsic cues.

Kaushal, SK and Kumar Rakesh (2016)
conducted study of 159 students and young
professionals from city of Lucknow to find out
presence of any significant difference between factors
like Compatibility, Product Features, Price, Brand,
relative advantage, dependency, social influence and
convenience that affect consumer's (male or female)
purchase of Smartphone.

Dr Isabell Handler (2015)
studied the role social
attributes play with respect to consumers, using the
example of a mobile phone, the „Fair phone" and the
product was developed by a Dutch-based organization
applying the Fair-trade concept on a smartphone.

Juwaheer, T. D et. al.(2014) undertook a research
work with an aim to study various factors which
influences the selection of mobile phones, researcher
undertaken factors such as branding, pricing, mobile
phone features, lifestyle, and demographic variables
such as age groups and gender have been abstracted
into the research framework.

In another study conducted by Malviya, Saluja, &
Thakur (2013) in Indore city, India the authors quoted
that Product Features, Price, Brand Name and Social
Influence are the major factors which affect consumers
decisions while purchasing a Smartphone.

Tajzadeh Namin A. A. ; Rahmani Vahid ;
Tajzadeh Namin Aidin (2012) analysed that the
process of deciding over (choosing) a brand may be
influenced by situation and content. The findings
suggest a significant relationship between the variables
“brand attitude”, “corporate attitude”, and “product
(cell phone) choice”.

Androulidakis ; G. Kudus (2011) correlated the
brand of mobile phone to users' security practices,. Users show different behavior in an array of
characteristics, according to the brand of the mobile
phone they are using.

3. METHODOLOGY
3.1 Research Objectives:
1. To study the buying behaviour of
Smartphone among men and women segment.
2. To understand how factors of buying
influenced the buying behaviour of
Smartphone among women and men segment.
3. To study the differences among Smartphone
buying behaviour based on occupation.
4. To understand how the gender effects while
taking decision of buying a Smartphone.

This study is to understand the buying behaviour of
Smartphones among men and women segment. Questionnaire had been constructed to
understand the buying behavior of Smartphones among
men and women segment.

3.2 Hypothesis of study

<table>
<thead>
<tr>
<th>S.no</th>
<th>Null Hypothesis</th>
<th>Alternate Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gender has no significant association on taking decision of buying a Smartphone</td>
<td>Gender has significant association on taking decision of buying a Smartphone</td>
</tr>
<tr>
<td>2</td>
<td>Occupation has no significant difference on buying factors influenced while buying a Smartphone</td>
<td>Occupation has a significant difference on buying factors influenced while buying a Smartphone</td>
</tr>
<tr>
<td>3</td>
<td>Education level has no significant difference on functions of Smartphone.</td>
<td>Education level has a significant difference on functions of Smartphone.</td>
</tr>
</tbody>
</table>
Research design
In this investigation, a spellbinding examination is utilized for the investigation. Hotspots for this examination are essential information and auxiliary information. The essential information is gathered through survey to check the purchasing conduct of focused clients that is women and men portion. Auxiliary information is gathered through books, web, diary, papers articles, reports and records.

Sample design- The sample size of 150 was taken among all clients of Smartphone and selection of respondents by basic arbitrary examining system. Information examination devices like Chi-square test and One way ANOVA test was utilized to know the noteworthy affiliation and distinction between two unique gatherings. 50 percent of females and 49 percent of guys were reacted. 75.3 percent of respondents were in the age gathering of 18 to 25, 21.3 percent in 25 to35 and 3.3 percent in 35 to 45. This is finished by taking populace of JNTU Hyderabad, to know the purchasing conduct of Smartphone. The purpose behind picking this gathering, because of progressively educated individuals and improved their life through fast change in innovation.

3.3 DATA ANALYSIS AND INTERPRETATION
The respondents of this survey was analysed and interpreted in this section.

1. Chi - square tests of gender and decision making while buying a Smartphone
Null hypothesis (H0): There is no significant association between gender and decision making while buying a Smartphone.
Alternate hypothesis (H1): There is a significant association between gender and decision making while buying a Smartphone.

<table>
<thead>
<tr>
<th>Table - 3.3.1 Gender*decision making (Crosstab)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
</tr>
<tr>
<td>-------</td>
</tr>
<tr>
<td>Female</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Male</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

Inference- From the above table, it tends to be found that 24 percent of respondents taking choice of purchasing Smartphone by data seek, 19.40 percent by familiarity with need, 18 percent by assessing options and 38.60 percent covers all the over that is consciousness of need, data look and assessing alternatives. Therefore, data look assumes a key job for taking choice of purchasing a Smartphone.
Table - 3.3.2

<table>
<thead>
<tr>
<th>Chi-Square Tests</th>
<th>Value</th>
<th>df</th>
<th>Asymptotic Significance (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>13.370</td>
<td>7</td>
<td>0.04</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>16.151</td>
<td>7</td>
<td>0.024</td>
</tr>
</tbody>
</table>

N of Valid Cases

150

Inference- From the table, the significant value is 0.04 which is less than the actual significant level that is 0.05 (0.04<0.05). So, the null hypothesis is rejected. Therefore, gender and decision making has a significant association while buying a Smartphone.

2. One way ANOVA test between occupation and buying factors that influenced while buying a Smartphone

Null hypothesis (H0): There is no significant difference between occupation and buying factors that influenced while buying a Smartphone.

Alternate hypothesis (H1): There is a significant difference between occupation and buying factors that influenced while buying a Smartphone.

One way ANOVA test is conducted with Occupation as independent variable and factors influenced to buy a Smartphone as the dependent variable to know whether occupation has any significant difference with the influencing factors while buying a Smartphone.

One way ANOVA test in SPSS

Table - 3.3.3

ANOVA test (Occupation * buying factors that influenced while buying a Smartphone)

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td></td>
<td>4</td>
<td>1.264</td>
<td>1.755</td>
<td>.141</td>
</tr>
<tr>
<td>Within Groups</td>
<td>104.443</td>
<td>145</td>
<td>.720</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>109.500</td>
<td>149</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Inference - From the above table, it can be deduced that F value is 1.755 and the significant level is 0.141 which is greater than significant level is 0.05 (0.141 > 0.05). So, the null hypothesis is accepted. Therefore, there is no significant difference between occupation with respect to buying factors that influenced while buying a Smartphone.

3. One way Anova test between Education level and functions of Smartphone

Null hypothesis (H0): There is no significant difference between education level and functions of Smartphone while buying a Smartphone.

Alternate hypothesis (H1): There is a significant difference between education level and functions of Smartphone while buying a Smartphone.

One way ANOVA test is conducted with education level as independent variable and functions of Smartphone while buying as the dependent variable to know whether education level has any significant difference with the functions of Smartphone while buying.
One way ANOVA test

Table - 3.3.4
ONE WAY ANOVA (Education level* Functions of Smartphone)

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>12.043</td>
<td>4</td>
<td>3.011</td>
<td>3.317</td>
<td>.012</td>
</tr>
<tr>
<td>Within Groups</td>
<td>131.617</td>
<td>145</td>
<td>.908</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>143.660</td>
<td>149</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

★ The association between two variables is statistically significant if Asymptotic Significance (2-sided) is ≤ 0.05.

3.4 Summary of hypothesis

<table>
<thead>
<tr>
<th>S.no</th>
<th>Hypothesis parameter</th>
<th>Significant value</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gender and decision making</td>
<td>0.04</td>
<td>Null hypothesis is rejected</td>
</tr>
<tr>
<td>2</td>
<td>Occupation and buying factors that influenced while buying a Smartphone</td>
<td>0.141</td>
<td>Null hypothesis is accepted</td>
</tr>
<tr>
<td>3</td>
<td>Education level and functions of a Smartphone</td>
<td>0.012</td>
<td>Null hypothesis is rejected</td>
</tr>
</tbody>
</table>

Inference
1. The hypothesis parameter, the significant level is less than the actual significant level of chi-square test that is 0.04<0.05. So, the null hypothesis is rejected. Therefore, gender has a significant association on taking decision while buying a Smartphone.
2. From the second parameter, the significant level is greater than the actual significant level that is 0.141<0.05. So, the null hypothesis is accepted. Therefore, occupation has no significant difference with the buying factors influenced while buying a Smartphone.
3. From the third parameter, the significant level is less than the actual significant level. So, the null hypothesis is rejected. Therefore, education level and functions of a Smartphone has significant difference between them.

Major findings
This study is for the most part led to comprehend the purchasing conduct of Smartphones among people section in certain territories of Hyderabad.

- It is discovered that 50.7 percent of female were responded to this study than the male.
- The principle factors influencing purchasing conduct of a Smartphone are social factor and individual components.
- It is found that the age group of 18-25 years with 75.3 percent were actively responded.
- It is found that information search is the key role for taking decision while buying a Smartphone.
- Gender has a significant association on taking decision while buying a Smartphone.

SUGGESTIONS
The use of Smartphone is more among graduate level so it should also extend to primary classes and to housewives. Utilize the Smartphones for a proper use to change the society and bring an creative things in the competitive world.
Limitation of the study

- As this study undergone through Google forms the respondents may not be genuine.
- Lack of personalization

CONCLUSION

Through this investigation to know their buying behaviour, decision making and variables affected to purchase a Smartphone. Personal factor is more influencing factor while buying a Smartphone. Occupation has no significant difference with the buying factors influenced while buying a Smartphone. There is a fast change because of a trend setting innovation when contrasted with past. As there is an adjustment in everyday life, everybody were very much improved their ways of life. By using the correct highlights of a Smartphones it prompts make an open doors for themselves.

REFERENCES