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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 deducted 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 3.2.1

S.no	Null Hypothesis	Alternate Hypothesis
1	Gender has no significant association on taking decision of buying a Smartphone	Gender has significant association on taking decision of buying a Smartphone
2	Occupation has no significant difference on buying factors influenced while buying a Smartphone.	Occupation has a significant difference on buying factors influenced while buying a Smartphone.
3	Education level has no significant difference on functions of Smartphone.	Education level has a significant difference on functions of Smartphone.

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 - 3.3.1 Gender*decision making (Crosstab)

Gender	count	All of the above	Awareness of need	By evaluating alternatives	By information Search	Total
Female	Count	25	15	15	19	74
	Expected Count	28,6	14.3	13.3	17.8	74
	% within Gender	33.80%	20.30%	16.30%	25.70%	100.00%
Male	Count	33	14	12	17	76
	Expected Count	28.4	14.7	13.7	19.2	76
	% within Gender	43.50%	18.40%	15.80%	22.30%	100.00%
Total	Count	58	29	27	36	150
	Expected Count	58	29	27	36	150
	% within Gender	38.60%	19.40%	18.00%	24.00%	100.00%

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

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.370	7	0.04
Likelihood Ratio	16.151	7	0.024
N of Valid Cases	150		

Inference- From the table, the significant value is 0.04 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)

Occupation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.057	4	1.264	1.755	.141
Within Groups	104.443	145	.720		
Total	109.500	149			

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)

Education Level

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	12.043	4	3.011	3.317	.012
Within Groups	131.617	145	.908		
Total	143.660	149			

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

Inference

From the table it can be found that the F value is 3.317 and the significant value is 0.012 which is less than the significant level that is 0.05 ($0.012 < 0.05$). So, the null hypothesis is rejected. Therefore, education level has a significant difference with the functions of Smartphone while buying.

3.4 Summary of hypothesis

S.no	Hypothesis parameter	Significant value	Result
1	Gender and decision making	0.04	Null hypothesis is rejected
2	Occupation and buying factors that influenced while buying a Smartphone	0.141	Null hypothesis is accepted
3	Education level and functions of a Smartphone	0.012	Null hypothesis is rejected

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 extent 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.

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