

Factors Influencing the Mobile Phone Purchase – A Study on the College Students of Delhi NCR

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Abstract: The studies performed in the past reflected that the most frequent users of mobile phones are our college going students (MACRO – Market Analysis & Consumer Research Organisation, 2004; Sathish, Kumar, Naveen & Jeevanantham, 2011; Singla & Bansal, 2011; Ahmed & Qazi, 2011; Chakraborty, 2006; Aoki & Downes, 2003) the studies identified that they are the most dynamic users of the mobile devices. Thus, in the proposed work the college going students are identified as the potential respondents for the Questionnaire analysis. The performed study involves the ICT (Information Communication & Technology) based version of Questionnaire analysis, where simple random sampling is used. The study plans to identify the factors affecting the purchase pattern of the said respondents, based on their responses it is identified that 46% of the population prefer to change the mobile handset in 1 to 2 years, none the less 44% prefers for change in 2 to 3 years. Further, the Analysis of the collected data disclosed that 38% of the respondents are preferring the mobile handsets with price band of “5001 to 10000” Rs. Whereas, the demand for the mobile handsets lying in the price band of “less than 5000” contributes to 30% of the received responses. The performed study also reveals that 62% of the respondents gives higher consideration for the mobile handsets with medium size and 52% for the mobile handsets which are light in weight. Finally, the analysis of the collected responses identified that the students belonging to the service sector families with income domain from 25000–100000 are more prone to mobile switching and purchase. Based on the performed study, it is identified that almost 50% of the population belongs to service class families and the same prefers to change their handset within 2 years, and they prefer light weight - medium size handsets in the price range lying under 10000Rs. The telephonic discussion with the respondents who gave consent for big size and medium weight phones, reveals that they are actually talking for calling tabs (option not available in Questionnaire), as this device serves their multiple purposes related to education and entertainment both. Thus, it is to be considered that the students are searching for calling tabs as their next choice which should lie in the range of 10000Rs or so. Thus, the performed study recommends that the mobile sector should consider the studied factors like price range, physical attributes, employment sector etc. before designing the strategies for mobile handsets.

Keywords: calling tabs, mobile phones, questionnaire analysis, Information and Communication Technology (ICT).

1. Introduction

Past Studies (MACRO–Market Analysis & Consumer Research Organisation, 2004; Sathish, Kumar, Naveen, & Jeevanantham, 2011) revealed that the mobile sector in India will have tremendous growth; it is forecasted to reach 868.47 million users by 2013. This growth pattern reflects enormous competition in the mobile sector, resulting the industries to come up with mobiles, having better features and low cost (Singla & Bansal, 2011). This competitive environment severely dominated the purchase pattern of the potential customers, which are identified in the study as the college going students (MACRO–Market Analysis &

Consumer Research Organisation, 2004; Ahmed & Qazi, 2011; Chakraborty, 2006; Aoki & Downes, 2003). However, the analysis of the performed work could be refined by considering the larger sample size which may spread across other metropolitan cities.

In paper (Sharma, VenuGopal, Sharma, & Sharma, 2012) it is concluded that “It is analyzed that the responses are contributed by the respondents who are reasonably qualified, 68% of the responses are from the students who are pursuing Post Graduation and 32% of the responses are from the students who are pursuing Graduation; and belongs to reasonably educated families. The statistics of the collected data discloses some interesting facts, like

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the responses are almost equally contributed by both genders, to be specific 54% of the responses are from masculine gender where as 46% are from the feminine. Further, most of the respondents i.e. 55% belong to the age group of 22–24 years.

The Statistical analysis of the collected data reveals that most of the respondents i.e. 57%, prefers for the change of their existing mobile brand, and they belongs to the service class families. Among the service class families most of the respondents belongs to the families with monthly earning of 25000–50000, and 50000 to 100000. This outcome enlightens an interesting pattern, that most of the students who belong to the service class families, whose income band is from 25000 to 100000 are quite prone to mobile change. The findings enabled us to find the pattern in further depth, where we analyzed for finding the facts related to the relation between the family income/family profession and present mobile brand Planned budget for next mobile/ next preferred mobile brand etc.”

The present paper, it is planned to identify the factors, considered while purchasing the subsequent mobile handset, by any user.

2. Research Methodology

The research methodology involved in the study, used ICT based Questionnaire as a research tool, where Simple random sampling technique is used. The responses are collected through the GoogleDocs services provided by Google, where the responses were expected from 300 (randomly selected) College going students, 92% of the target population responded i.e. 276 students responded back for this study. The received responses were analyzed by using the spreadsheet software (MS-Excel). To assure the reliability of the conducted study, we targeted the educated sector of the community. The conducted study involved, data collection related to the qualification of not only the students but also of their parents, further the factors like family income level, parents occupation etc. are also considered. The purpose behind, is to assure that, the respondent understands the value of the given responses.

3. Findings of the Study

Table 1 shows the demographical factors of this study. It is analyzed that the responses are contributed by the respondents who are reasonably qualified, 68% of the responses are from the students who are pursuing Post Graduation and 32% of the responses are from the students who are pursuing Graduation; and belongs to reasonably educated families. The statistics of the collected data discloses some interesting facts, like the responses are almost equally contributed by both genders, to be specific

Table 1: Demographical factors of respondents

Demographic factor	Response options	Percentage
Age	less than 18	3
	18–20	28
	20–22	55
	22–24	14
	more than 24	0
Gender	Male	54
	Female	46
Qualification	Graduate	32
	Post Graduate	68
Family occupation	Service	57
	Professional	9
	Business	26
	Others	9

54% of the responses are from masculine gender where as 46% are from the feminine. Further, most of the respondents i.e. 55% belongs to the age group of 22–24 years. The Statistical analysis of the collected data reveals that most of the respondents i.e. 57%, belongs to the service class families (Sharma, VenuGopal, Sharma, & Sharma, 2012).

Table 2 shows the frequency of changing the mobile phone; it is identified that approximately 90% of the population prefers to change their handsets within a span of three years. Further, out of this 90% the 45% contributes to change their handsets within 2 years. This information is quite interesting for the mobile industry, that the market is frequently expanding and they need to give due consideration to customer satisfaction. Otherwise the results may be drastic, as reflected for NOKIA in the paper (Sharma, VenuGopal, Sharma, & Sharma, 2012).

Table 3. Mobile shows the price band preferred by the students of Delhi-NCR colleges, while making a purchase for their mobile phone. The tabulated data may be used by the mobile sector companies to realize the purchasing capacity of this sector i.e. our students can afford mobile handsets lying in the range up to 10000Rs, 68% of the population lies in the favor of this price band.

Table 4. Identifies that medium sized-light weight mobile phones are most preferred, however big size phones with medium weight are lying second in to the category. The telephonic discussion with the respondents, who gave consent for big size and medium weight phones, reveals that they are actually talking for calling tabs, as this device serves their multiple purposes related to education and entertainment both. Thus, it is to be considered that the students are searching for calling tabs as their next choice which should lie in the range of 10000 Rs or so.

Table 2: Frequency of changing the mobile phone

Frequency of mobile phone change	Percent
Less than 1 Year	7
1–2 Years	45
2–3 Years	44
Above 3 Years	4

Table 3: Preferred price range for the purchase of next mobile phone

Preferred price range for purchase of next mobile phone purchase	Percent
Less than 5,000	30
5001–10,000	38
10001–15000	25
Above 15,000	7

Table 4: Preferred physical attributes for the purchase of next mobile phone

Preferred phone size/weight	Percent
Phone size – small	5
Phone size – medium	62
Phone size – big	32
Phone weight – light	52
Phone weight – medium	48
Phone weight – heavy	0

4. Conclusion

Based on their responses it is identified that 46% of the population prefer to change the mobile handset in 1 to 2 years, none the less 44% prefers for change in 2 to 3 years. Further, the Analysis of the collected data disclosed that 38% of the respondents are preferring the mobile handsets with price band of “5001 to 10000” Rs. Whereas, the demand for the mobile handsets lying in the price band of “less than 5000” contributes to 30% of the received responses. The performed study also reveals that 62% of the respondents give higher consideration for the mobile handsets with medium size and 52% for the mobile handsets which

are light in weight. Finally, the analysis of the collected responses identified that the students belonging to the service sector families with income domain from 25000–100000 are more prone to mobile switching and purchase. Based on the performed study, it is identified that almost 50% of the population belongs to service class families and the same prefers to change their handset within 2 years, and they prefer light weight-medium size handsets in the price range lying under 10000Rs. The telephonic discussion with the respondents who gave consent for big size and medium weight phones, reveals that they are actually talking for calling tabs(option not available in Questionnaire), as this device serves their multiple purposes related to education and entertainment both. Thus, it is to be considered that the students are searching for calling tabs as their next choice which should lie in the range of 10000Rs or so. Thus, the performed study recommends that the mobile sector should consider the studied factors like price range, physical attributes, employment sector etc. before designing the strategies for mobile handsets.

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