"A Study on Purchase Behaviour and Satisfaction of Mobile Phone Amongst Youth in Bilaspur City."

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RESEARCH ABSTRACT

Indian Telecom industry is one of the quickest developing enterprises on the planet. Regardless old enough or sex, the utilization of cell phones is ceaselessly expanding at a fast pace. Versatile these days, isn't just a wellspring of correspondence, yet this is the method of getting data and doing exchanges. This paper investigates and dissects the persuasive components towards the impression of purchasing cell phone gadgets among youth segment in Bilaspur(C.G), India. An endeavour has been made to break down the properties, for example, cost of cell phones, Ads embraced by superstar, brand dependability, change in looks/style over innovation and family/companions proposals which spurs the purchasing conduct in acquisition of cell phone. An all around organized five-point scale survey has been readied directed to approximately 182 respondents to acquire essential information. The investigation demonstrates that youth in Bilaspur locale for the most part incline toward suggestions of companion/family with no major budgetary imperatives. The discoveries from the investigation may help the cell phone producers to choose and use their showcasing methodologies for the advancement of their cell phones among youth aged shoppers.

INTRODUCTION

- India has developed as one of the quickest developing cell phone showcases in the recent decade.

- The world's second biggest cell phone importer is starting to feel the coronavirus heat, as well.

- India is relied upon to extend at a compound annual growth rate (CAGR) of 14.56% between FY 2018 and FY 2023. (Estimated)

- The Indian government's aspiring 'Make in India' crusade is empowering household and outside organizations to set up creation offices inside the nation.

- Accessibility of ultra-low-end 4G gadgets are relied upon to help the selection of cell phones by youths in India.

RESEARCH PROBLEM

- From the literature review, it is clear that research in this field is done in various geographic areas which triggers a huge gap created due to demographic, psychographic and behavioral differences across regions.
- Also a detailed study on smart phones is still untapped. Hence, this paper aims at correlating the factors which influence the purchase decision of smart phones with respect to Bilaspur(C.G) region. It also contributes to the knowledge on the customer satisfaction of smart phones.

RESEARCH OBJECTIVES

- To know the youths buying behaviour towards mobile phones.
- To find out the factors which influences the youth consumers to buy mobile phones?
- To identify and analyse the factors which impinge onto the satisfaction level of the youth customers of mobile phones. .

To understand the effectiveness of the promotional activities of mobile phone companies to attract youth segment.

HYPOTHESIS FORMULATION

- H0: Brands does not plays a significant influence on youth's perception in selecting smartphones.
- H1: Brands plays a significant influence on youth's perception in selecting smartphones.
- H0: Prices does not plays a significant influence on youth's perception in selecting smartphones.
- H1: Prices plays a significant influence on youth's perception in selecting smartphones
- H0 : Word Of Mouth does not play a significant influence on youth's perception in selecting smartphones
- H1: Word Of Mouth plays a significant influence on youth's perception in selecting smartphones

LITERATURE REVIEW

- Didier Louis (2010) through their study gathered structure youthful French shoppers examined that the character attributes sway straightforwardly on one of the three social results of trust, connection and responsibility to the brand. They proposed a model refining the general understanding that the analysts and chiefs have.

- Chou (2012) through an investigation on customizations of cell phones deduced in their outcomes that instant messages, battery contact, programming plan and show size need an exceptionally significant level of customization in assembling of cell phones.

- Kim (2012) recognized the connection between the ease of use and the item achievement in PDAs through existing ease of use of cell phones and factors that influence the accomplishment of the item. The examination results indicated that structure, client needs and creativity in the PDAs were the most significant elements rates by the clients.

- The creators have investigated explores done in the past identified with the connection of innovation with ladies utilizing the wellspring of data EBSCO for social affair literary works. Complete 25 papers were investigated by the creators, where there are 15 papers which has concentrates just ladies' conduct with innovation, while 10 papers had considered both sexual orientation. These examinations are various in nature as they were led in the unique locales of the world beginning from North America to Asia to Africa to Europe. There are four examinations we found, done in India by the India and Foreign creators. To amplify the validity of information, different researchers have utilized review and top to bottom meeting techniques for information assortment, where subjective and quantitative investigations were finished. Be that as it may, the setting of surveyed writing was comparative in the feeling of examining data chasing, appropriation and utilization through computerized medium, cell phone/portable is concerned. Few researchers have additionally considered post reception conduct and effect of advanced innovation on ladies in there explores. Thinking about future degree, more writing can be concentrates from the various wellsprings of data like JSTORE, Google Scholars, and so on., with the equivalent or limited point to show signs of improvement comprehension of the work done in past identified with ladies' relationship with innovation.

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RESEARCH METHODOLOGY

Methodology includes and states the methods and the steps used to carry out this research study. This includes steps of primary data collected, secondary data collected, tools used for analysis, test conducted on data, location of data collection, etc.

1) **Research Method:** Descriptive research method is used in this study. The survey has been done using electronic form.
2) **Research Design:** Quantitative research design has been used in this research study.
3) **Primary Data**: The primary data are those data which are used for the first time in the study. However, such data collection is time taking process. For the collection of the data I have used the tool like Google form which is sent to respective responded through electronic mediums.
4) **Areas from which sample has collected**: Geographical Area- Bilaspur (C.G). The primary data for this study has been collected from Bilaspur district from the Chhattisgarh state. Bilaspur city is situated at the central part of the Chhattisgarh with the area of 139 km².
5) **Questionnaire Design:**
   There are two methods for designing the questionnaire)
   - i) Structured Questionnaire.
   - ii) Unstructured Questionnaire.

   In Unstructured Questionnaire researcher gives freedom to respondent to express his views, but in Structured Questionnaire he gives options and ask respondent to choose appropriate one. Thus, for this study questionnaire was designed in structured way.

6) **Sample Size:** The sample in this study are those who are using smartphones. The sample size for this study is selected as 182. Respondents including males and females.
7) **Data Analysis Tool:** In this study SPSS software is used as tool to analyse the data. The reliability test has been done on collected data to test how reliable the data is. The factor analysis and cross tab chi square test has been carried out using this software on collected data for analysis.

DATA ANALYSIS AND INTERPRETATION

Reliability Testing: Before starting data analysis, the reliability of scale has been carried out. This test has been carried out on all 180 responses which are 100 % of data.

Case Processing Summary

		N	%
Cases	Valid	179	99.4
	Excluded[a]	1	.6
	Total	180	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.517	.458	7

From the above results the cronbach's alpha value is 0.517. Which is more than 0.5 .hence the data is acceptable and the reliable.

Factor Analysis: Factor analysis is use to extract few factors from the available factors for study in short it will group factors into few related factors. Factor analysis has been carried out on all the 4 factors.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.766
Bartlett's Test of Sphericity	Approx. Chi-Square	166.790
	df	6
	Sig.	.000

KMO value shows that the sampling adequacy 0.723 is greater than 0.5 which is absolutely fine. Value above 0.5 is acceptable but value above 0.7 is considered very good in factor analysis. Bartlett's test value also shows significance 0.000 which shows factor analysis test is significance.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.335	58.387	58.387	2.335	58.387	58.387
2	.657	16.423	74.810			
3	.508	12.689	87.499			
4	.500	12.501	100.000			

Extraction Method: Principal Component Analysis.

Only the eigenvalues above 1 are extracted which shows total variance 58.387 %. Component 1 has highest eigenvalue which is 2.335.

To calculate results the principle component varimax rotation analysis has been applied. In this factor loading below 0.5 has been suppressed.

Component Matrix[a]

	Component 1
ImportanceOfBrand	.748
ImportanceOfPrice	.775
ImportanceOfSpecifications	.782
ImportanceOfWordOfMouth	.751

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Descriptive Analysis:

Gender:
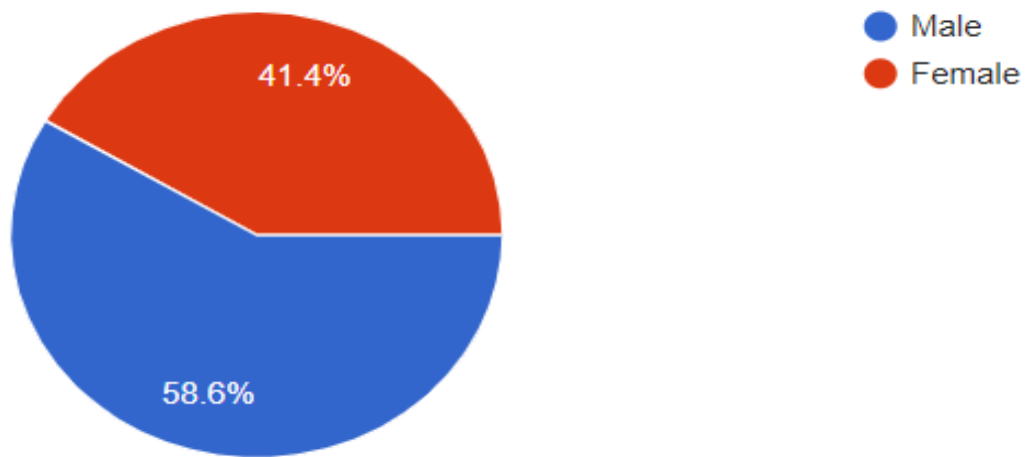
Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	74	41.1	41.3	41.3
	Male	105	58.3	58.7	100.0
	Total	179	99.4	100.0	
Missing	System	1	.6		
Total		180	100.0		

Age Group :
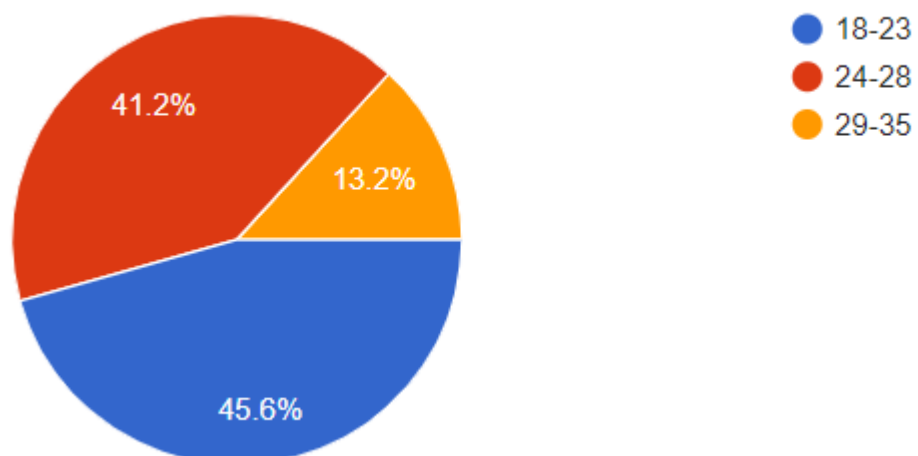
Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-23	82	45.6	45.6	45.6
	24-28	74	41.1	41.1	86.7
	29-35	24	13.3	13.3	100.0
	Total	180	100.0	100.0	

Occupation :
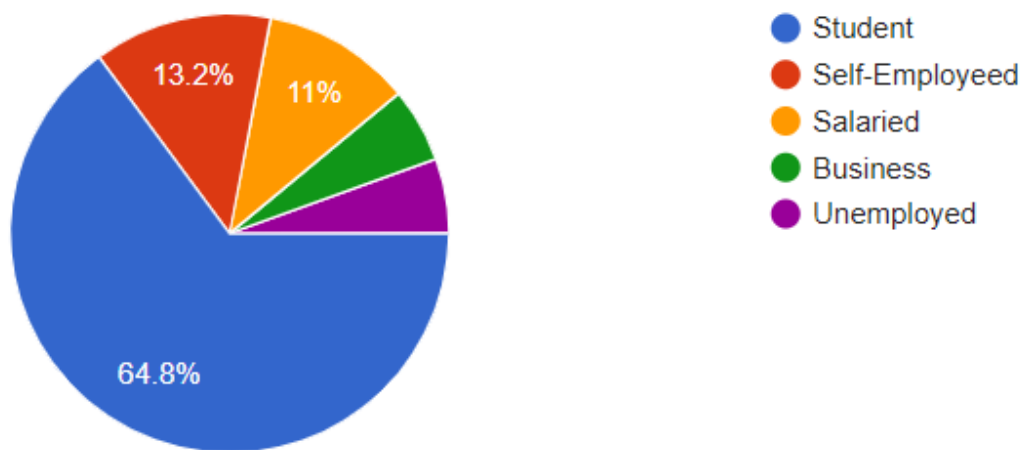
Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	117	65.0	65.0	65.0
	Self-Employeed	24	13.3	13.3	78.3
	Salaried	19	10.6	10.6	88.9
	Business	10	5.6	5.6	94.4
	Unemployed	10	5.6	5.6	100.0
	Total	180	100.0	100.0	

Satisfaction Level :
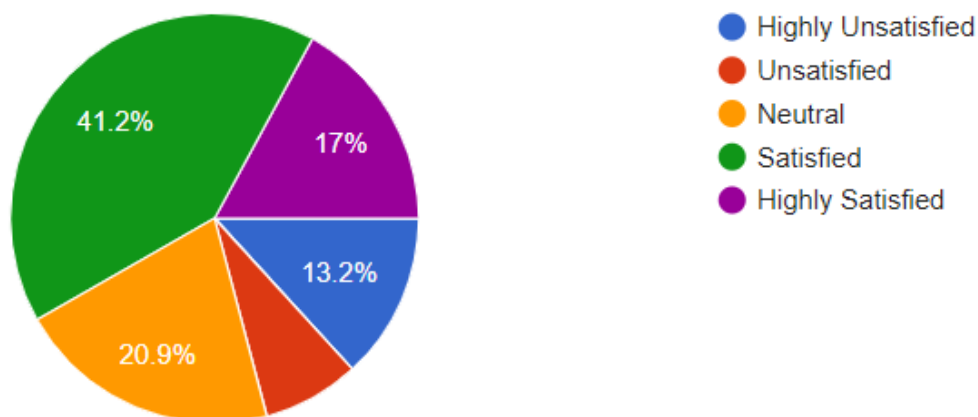
SatisfactiontowardsCurrentSmartphone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly Dissatisfied	2	1.1	1.1	1.1
	Highly Satisfied	8	4.4	4.4	5.6
	3.00	25	13.9	13.9	19.4
	4.00	75	41.7	41.7	61.1
	5.00	70	38.9	38.9	100.0
	Total	180	100.0	100.0	

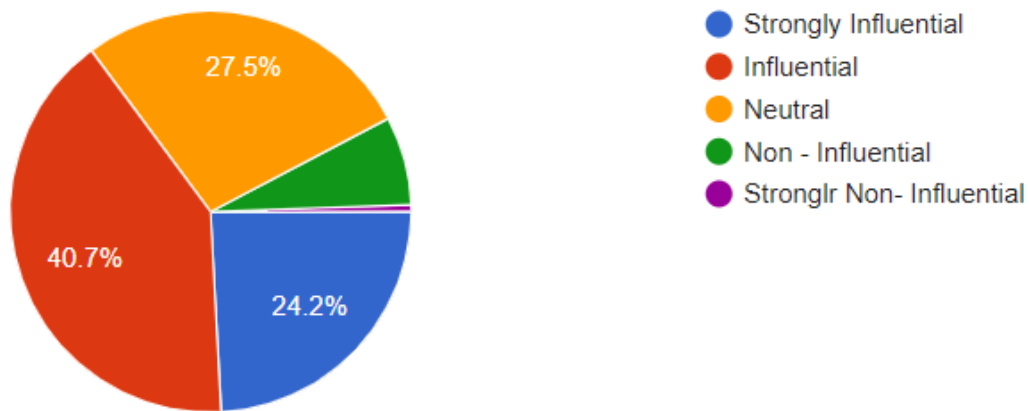**Most Influential Factor :**
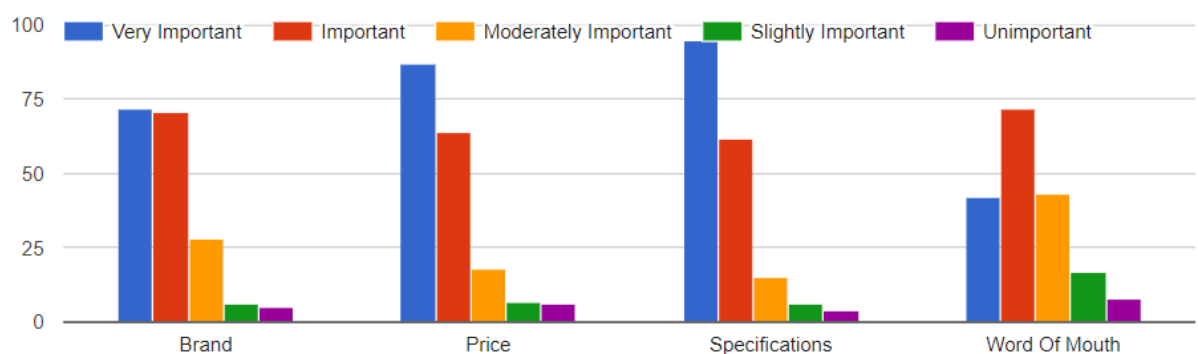
Frequency of Changing Smartphone :
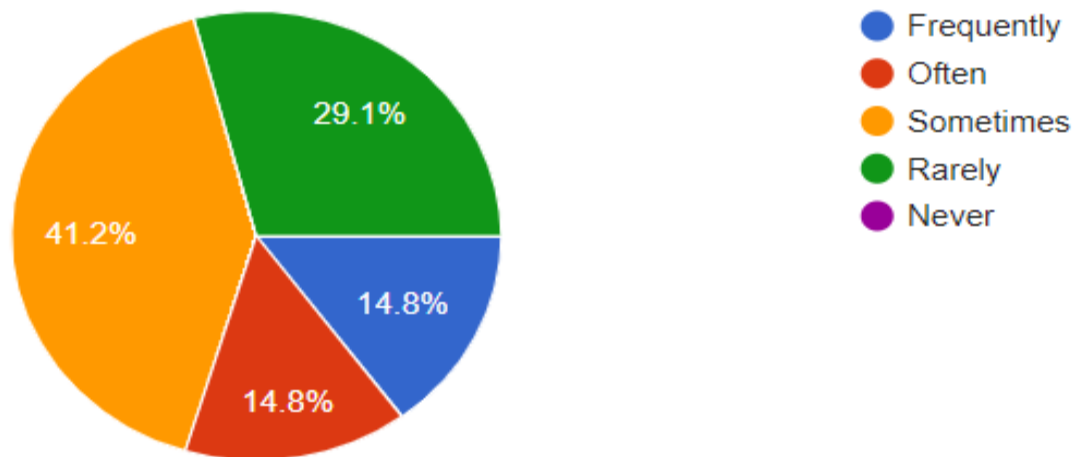
Buying Of Smartphone from :

Effect of Promotional Activities and Advertisements :

FINDINGS

A) **Hypothesis Findings :**

- Cronbach's Alpha is 0.517 which shows a high level of consistency.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.517	.458	7

- CSAT (Customer-Satisfaction) Score is 80.76%
- With the help of regression analysis ,it was found that there was a significant impact of brand name on the purchasing decisions of the consumers. Whereas price, specifications and word of mouth did not impact their purchasing decisions.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.091	.242		8.657	.000
	ImportanceOfBrand	.302	.108	.243	2.794	.006
	ImportanceOfPrice	-.207	.107	-.173	-1.944	.053
	ImportanceOfSpecifications	.042	.116	.032	.360	.720
	ImportanceOfWordOfMouth	.140	.097	.126	1.442	.151

a. Dependent Variable: BuyingOfSameBrandInFuture

B) Descriptive Findings :

1. **Gender:** Out of total sample of 181, 58.6 % of total respondents are male which is 106 and 41.4 % of respondents are female which are 75 in number.
2. **Age Group:** In this study the major age group is of 18-23 which constitute 45.6 % of total respondents, 41.2 % of respondents are from 24-28 age group, 13.2 % of respondents are from 29-35age group. we can say that the all the responders for this study are youngsters.
3. **Source of purchase:** It is found out that 51.6 % of respondents buys from online platforms, retail stores followed by 34.6 %, 12.6 % buys from company's official site and rest of them choose from where they get offers and discounts either online or offline.
4. **Satisfaction Level:** Data reveals majority of respondents were satisfied with their current smart phones (41.2%) and would recommend it to others.

LIMITATIONS

- This study was conducted with time constraint .
- Geographic scope of study is restricted to Bilaspur City.
- Non-response error was also observed during the questionnaire survey.
- The survey was done on a small group of people and do not represent the whole population.
- Also the results are based on the current scenario and may not be applicable in the coming years.

CONCLUSION

- From this study the most significant finding (statistically, educationally and psychologically) seems to be that all the parameters to understand the purchasing behaviour of youth in selecting smart phones are independent of each other but ultimately they all combine together and help the youths in selecting their smart phones.

- Also we found out that every consumer has different choices and they all vary differently from one another in terms of selecting a smart phones, so it is impossible to develop a strategy that will guarantee you the success, but we can have a rough idea about the market through these studies and develop our marketing strategies accordingly.

FUTURE SCOPE

The present paper is an analysis of consumer actual perceived service quality and expectation of customers towards is specific service by the means of finding the gap. But this to the smartphone market of India, the research have future scope to explore smartphone markets of other countries other than India.

DISCUSSION

We know from the literature that similar studies have been carried out at different location on the factors influencing consumer purchase decision of smartphones but the result on consumer behaviour of this studies varies according to sample size, nature of respondents, factors taken into study, geographic location of study. In this study primary purpose is to understand factors influencing consumer purchase or buying decision while buying smartphones on Indian youth consumers. This result is useful for the mobile phone manufacturers in India to attract consumers towards their product and helpful in increase their sales. Results of this study shows that brand is most influencing factor from factor analysis test and external product features such as Brand, Price and design & specifications are highly influencing consumer purchase decision.

Similar kind of study has been carried out by Didier Louis (2010) through their study gathered structure youthful French shoppers examined that the character attributes sway

straightforwardly on one of the three social results of trust, connection and responsibility to the brand. They proposed a model refining the general understanding that the analysts and chiefs have.

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The study has been carried out on Indian consumer and above studies are carried out at different countries. This study has been carried out at Bilaspur district in Chhattigarh, India. In study the sample size is taken as 182 respondents from different age groups. One last statement that would like to mention is consumer behaviour changes from region to region and results are varied according to that.

FURTHER RESEARCH DIRECTIONS

Further studies obviously need to be much more broadly based; the better to aid generalization, but in this study some suggestions have been made that can be more fully explored. For instance:

- Will specifications and features of a company can overshadow the brand name for consumers to select their smartphones?

- How Make In India campaign will have an impact on smartphone market in India?

- Are the Indian products capable enough to outshine the Chinese products to end their dominance in Indian smartphone market?

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