



FACTORS INFLUENCING CUSTOMERS' BUYING DECISIONS OF SMART PHONE IN TIRUCHIRAPPALLI DISTRICT

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ABSTRACT

Smart phone has diversified usage to various segment of users based on their requirement. There is a drastic increase in purchase and usage of smart phones in recent days due introduction of various applications. After digitalisation of currency even banking transitions were also done through mobile phones. Hence smart phone has become a necessity from luxury. As the requirement has increased there are many players in the smart phone market offering wide range of products and everyone tries to influence the customer using their own strategies. This paper attempted to uncover the notable factors that influencing the customers while purchasing a smart phone. Required primary data were collected using interview technique people in Tiruchirappalli urban using Convenience sampling technique. The researcher has considered ten factors as the influencers based on the previous studies. Among them price is the prime influencer followed by brand image and durability. The rest of the variables has least impact on purchasing decision of smart phones.

Key words: Smart Phones, Customer, Buying Decision

Cite this Article: Abirami. R, Factors Influencing Customers' Buying Decisions of Smart Phone in Tiruchirappalli District, International Journal of Management (IJM), 11(11), 2020, pp. 4185-4188.

<https://iaeme.com/Home/issue/IJM?Volume=11&Issue=11>

1. INTRODUCTION

In late 90s when mobile phones were introduced, only very few was offered to purchase and pay the call tariff. Later smart phones came in to picture and so many Indian and multinational players Apple, Samsung, one plus, Sony, HTC, Panasonic, Micro max LG had entered in to market. And these players started offering wide range of products with various configurations (Gopinath, 2019b).

Various studies have been conducted to identify factors that influences the customer to buy the particular brand of smart phone to with stand the competition. Following are some influencing factors found by Jasia Mustafa &Ahsan Al- Rifat (2019).

Social Factor

Most of the respondents take suggestions from their peers, colleagues, family members and neighbours before purchasing mobile phones. This is the most important and common influencing factor.

Price

The cost factor including offers and discounts that consumers weigh when buying mobile phones (Gopinath & Irismargaret, 2019).

Durability

Durability includes, durability of the battery, durability of the display and the total durability of total smart phone is the third influencer

Features

The operating system, size of the phone, weight, quality of audio, quality of front and rear camera, size of the display, clarity are some features considered by the customer during purchasing the smart phone.

After sales service

Good after sales service after purchasing generates a positive image of the customer's mind.

Popularity of the Brand

Popularity of the brand can play big role while purchasing a mobile phone.

Advertisement

It shows that customers also make their purchasing decision based on advertisement aired in various media.

The other variance included the review rating, trendy phone, and warranty, beneficial in daily life also has influence on purchasing decision of cell phones. This paper investigates the proportion of influence of above-mentioned factors.

2. REVIEW OF RELATED LITERATURE

There are several factors that influence the customer to purchase or reject any product, the case of smart phone is also similar to this scenario. Consumer behavior is affected by several variables, ranging from personal motivations, needs, attitudes and values, personality characteristics, socio-economic and cultural backgrounds, age, sex, professional status, and social influences of various kinds exerted by family, friends, colleagues and society (Rahima et al., 2015).

In a recent paper, Kim (2013) analyzed factors affecting the brand decision in the mobile phone industry in Asia. The choice of a mobile phone has been shown to be characterized by two distinct attitudes towards brands: attitudes towards the mobile phone brand and attitudes towards the network. Customers ' choice of a mobile phone brand is largely affected by new features more than size. This trend of choice is towards better-capacity phones and larger screens (Gopinath & Kalpana, 2019).

While price and features were the most influential factors affecting the purchase of a new mobile phone, its network accessibility, clarity was also regarded as the most important factors in the choice of the mobile phones (Mohan Kumar, 2013).

2.1. Objectives of the Study

To find out the factors that influence consumer buying behavior of smart phone in Tiruchirappalli District

3. RESEARCH METHODOLOGY

This study was conducted to determine the factors that influences the decision of people to buy smart phones. Primary and secondary data were collected from appropriate data collection sources. A standardized questionnaire with five points (Likert scale) was used to collect the opinions of the respondents. Convenience sampling approach was used to pick the respondents 200 respondents interviewed for data collection. After evaluating several previous researches, we selected the following variables for analysis.

1. Recommendation from others
2. Price
3. Durability
4. Physical attributes
5. After sales service
6. Brand image
7. Influence of Advertisement
8. Review rating
9. Trendy
10. Warranty

4. DATA ANALYSIS AND INTERPRETATION

4.1. Rank analysis of factors influencing the purchase decision

S.No.	Factor	Mean score	rank
1	Recommendation from others	61.78	IV
2	Price	82.11	I
3	Durability	65.45	III
4	Physical Attributes	59.15	V
5	After sales service	49.33	VII
6	Brand image	73.23	II
7	Influence of advertisement	55.91	VI
8	Review Rating	39.56	VIII
9	Trend	37.11	IX
10	Warranty	32.11	X

The above table indicates the mean rank of factors determine the purchasing decision of smart phones. The rank analysis states that price is the main influencer with the mean rank of 82.11 followed by brand image and durability with mean rank of 73.23 and 65.45 respectively. in the same way, review rating, trend and warranty were the least ranked factors.

DISCUSSION & CONCLUSION

The study was aimed at figuring out the underlying factors that play a role in deciding the brands when customers buy mobile phones. From the previous discussion, it has been seen that many factors are weighed by consumers before selecting a smart phone brand (Gopinath, 2011). Some of the variables significantly influence the decision of buyers, while others have a relatively low impact on the decision to buy. It was found at the time of the survey that consumers were expecting different types of facilities. But this research work does not answer the needs of the consumer (Gopinath, 2019a). Rather, it has tried to focus on the issues that customer's evaluation in the current market scenario. Research has shown that many factors are selection criteria for mobile phones. Not necessarily all variables influence a person in the same way and to the same extent. whereas this would be a guide line for smart phone manufactures to capture the market.

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