

A Study On Buying Behaviour Of Consumers Towards Samsung Mobiles In Coastal Andhra Pradesh

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Abstract: *Consumer behavior has shifted dramatically over the last decade. Many customized products, ranging from sneakers to computers, are now available for purchase online. Internal conditions such as demographics, psychographics, personality, motivation, knowledge, attitudes, beliefs, and feelings all influence consumer behavior. External influences such as culture and sub- culture can also have an impact on behavior. Consumer behavior examines how people allocate their limited resources (time, money, and effort) to consumption-related things. What people buy, why they buy it, when they buy it, where they buy it, how often they buy it, how they evaluate it after they buy it, the impact of such evaluations on future purchases and how they dispose of it are all factors to consider. Food, clothing, shelter, transportation, education, equipment, vacations, necessities, pleasures, services, and even ideas are all things we consume on a regular basis. We, as consumers, play a critical part in the local, national, and international economies. Marketers must know everything they can about consumers in order to succeed in any business, especially in today's dynamic and continuously shifting market. As a result, modern marketing necessitates a comprehensive grasp of consumer behavior and purchasing models. Our economy is strong because of the abundance of products and services generated and consumed in our country.*

Key words: *Buying behavior, media, customer service and customer happiness*

1. INTRODUCTION

Consumer behavior is defined as the actions that consumers take while they are looking for, purchasing, utilizing, assessing, and discarding products and services that they believe will meet their requirements. We are all clearly one-of-a-kind individuals. Regardless of our differences, one of the most essential constants among us is that, above all, we are consumers. Food, clothing, shelter, transportation, education, equipment, vacations, necessities, pleasures, services, and even ideas are all things we use or consume on a regular basis. We, as consumers, play a critical part in the local, national, and international economies. Our purchasing decisions have an impact on demand for fundamental raw

materials, transportation, production, and banking; they have an impact on worker employment and resource deployment, as well as the success or failure of certain industries. Marketers must know everything they can about consumers in order to thrive in any business, especially in today's dynamic and fast shifting industry. This includes what they want, what they think, and how they spend their free time. The personal consumer purchases goods and services for personal use, household usage, or as a gift for a friend. The products are purchased for final use by individuals who are referred to as end users or ultimate consumers in each of these scenarios.

Consumer behavior refers to "the activities of customers in the market environment and the underlying causes for those actions," according to Ostrow & Smith's Dictionary of Marketing. Marketers want to be able to decide which products are needed in the market place, which are outmoded, and how best to display the commodities to the consumer by understanding what motivates consumers to acquire specific goods and services. According to Schiffman and Kanuck, consumer behavior refers to "the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs," and consumer behavior research is the study of how people decide how to spend their limited resources – such as time, money, and effort – on consumption-related items.

Consumer Behavior and Personality

Marketers have always attempted to appeal to customers by appealing to their personality traits. They have long suspected that personality variables influence what consumers buy, as well as when and how they consume it. As a result, marketers and advertisers have repeatedly represented Specific personality traits or qualities were used into their marketing and advertising campaigns.

- Personality reflects individual distinctions;
- it is stable and long-lasting;
- And it can change.

“Nothing is more valuable than the ability to decide,” Napoleon is said and this is certainly true in the case of consumers. It is for this reason that marketers are required to have a thorough understanding of the consumer-buying decision process. The following are the factors that influence customer purchasing decisions:

- Personality
- Socio-economic backgrounds
- CultureSubculture
- Socio-economic backgrounds
- Mobility
- Geographical Location
- Stages of the Life Cycle

Objectives of study

It was learnt about the shopping habits of Vijayawada and Guntur consumers when it came to Samsung mobile phones.

- To determine which elements impact a customer's decision to purchase a mobile phone.
- To determine why people are devoted to Samsung mobile phones.
- To see if smart phones can help customers with their jobs and daily lives.
- To see if the Samsung mobile phone gives clients a higher social status.

Scope of the study: Analysis and Interpretation

The goal of the study is to determine customer purchase habits when it comes to Samsung mobile phones. The current study is being undertaken in Vijayawada and Guntur cities and only Samsung mobile phones are being considered. This research aids in determining the elements that led consumers to purchase Samsung mobile phones. This research also aids in determining the level of consumer satisfaction with the Samsung brand.

As a result, this research focuses on consumer purchasing behavior while also providing information on potential customers' tastes and preferences.

Limitations of the study:

- This research was conducted only among Vijayawada and Guntur consumers.
- Only 100 people were chosen as part of the sample.
- The most significant constraint is time.

2. REVIEW OF LITERATURE:

Androulidakis; G. Kandus (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. As such, there is a categorization of areas, different for each brand, where users are clearly lacking security mind, possibly due to lack of awareness. Such a categorization can help phone manufacturers enhance their mobile phones in regards to security, preferably transparently for the user. Das (2012) conducted an empirical research based on survey method on factors influencing buying behavior of youth consumers towards mobile handsets in coastal districts of Odisha located in India. According to the study, a handset of reputed brand, smart appearance, and with advanced value added features, pleasurability and usability; is the choice of young consumers; females in gender-group, post- graduates in level of education-group, students in occupational group, urban residents in geographical area group plays most prominent role in buying decision of a mobile handset. Pakola et al. (2010) attempted to investigate consumer purchasing motives in cellular phone markets. The results indicated that while price and properties were the most influential factors affecting the purchase of a new mobile phone, price, audibility and friends' operator were regarded as the most important in the choice of the mobile phone operator. As well, Saif (2012) analyzed the factors affecting consumers' choice of mobile phone selection in Pakistan. The results indicated that consumer's value new technology features as the most important variable amongst all and it also acts as a motivational force that influences them to go for a new handset purchase decision. Subramanyam and Venkateswarlu (2012) conducted a study on factors influencing buyer behavior of mobile phone buyers in Cuddappah district in India. The researchers studied the various types of marketing strategies adopted by market to acquire the attention and cognition of both existing and potential customers, and to study what role these marketing strategies play in consumer buying process. According to the results, income, advertising and level of education in Tajzadeh Namin A. A. ; Rahmani Vahid

; Tajzadeh Namin Aidin (2012) analyzed 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". In addition, no significant relationship was found between individual decision making processes (independent or mediated) and product choice. A family are the determining factors of owning a mobile phone set. Malasi (2012) examined the influence of

product attributes on mobile phone preference among undergraduate university students in Kenya. The study indicated that varying the product attributes' has an influence on the undergraduate students' preferences on mobile phones. Various aspects of product and brand attributes were considered such as color themes, visible name labels, and mobile phone with variety of models, packaging for safety, degree of awareness on safety issues, look and design of the phone. Based on previous research studies and literatures reviewed the following conceptual framework and research hypothesis were developed for this research project. Accordingly, six independent variable (i.e. price, social factors, durability, brand name, product features and after sales services) thought to influence the dependent variable (i.e. decision to buy) are identified.

3. RESEARCH METHODOLOGY

Sampling Design : Simple Random Sampling Method

Sample Size: 100 samples are selected

Pilot Study: A Pilot study is conducted at the beginning of the survey. Sources of data: Primary data and secondary data
 Statistical tools: Chi-Square test is used to determine if there is any association between two opinions. If calculated value is less than the table value null hypothesis is accepted.

Table No: 1 Smart Phones are more supportive for their job and daily life

Level of rating	Age			Total
	20-30 Years	31-40 Years	Above 40 Years	
Strongly Agree	32	10	6	48
Agree	24	16	4	44
Disagree	4	4	0	8
Total	60	30	10	100

Null Hypothesis (H0): There is no significant difference between age the smart phones are more supportive for customers' job and daily life.

Alternative Hypothesis (H1): There is significant difference between age the smart phones are more supportive for customers' job and daily life.

Degree of Freedom: V= 4

Table Value at 5% significant level V= 4 is 9.49 Calculated Value =2.421 **Conclusion:**

The calculated value is less than the table value so we are accepted the null hypothesis. Hence we concluded that there is no significant difference between age the smart phones are more supportive for customer's job and daily life.

Table No: 2 Are you willing to pay high price to buy this brand

Income	Income (in Rs.)				Total
	Below 5000	5001-10000	10001-15000	Above 15000	
Yes	10	10	36	24	80
No	4	4	10	2	20
Total	14	14	46	26	100

Null Hypothesis (H0): There is no significant difference between income and the customers are willing to pay high price to buy this brand.

Alternative Hypothesis (H1): There is significant difference between income and the customers are willing to pay high price to buy this brand.

Degree of Freedom: $V = 3$

Table Value at 5% significant level $V = 3$ is 7.81 Calculated Value = 10.601

Conclusion:

The calculated value is less than the table value so we are accepted the null hypothesis. Hence we concluded that there is no significant difference between income the consumer are willing to pay high price to buy this brand.

Table No: 3 Prices of Samsung mobile Phones are reasonable

Income Level (in Rs.) Level of rating	Level				Total
	Below 5000	5001-10000	10001-15000	Above 15000	
Strongly Agree	4	4	10	4	22
Agree	8	8	28	20	64
Disagree	2	2	8	2	14
Null Hypothesis (H0): There is no significant difference between income and the prices of Samsung mobile phones are reasonable.	14	14	46	26	100
Alternative Hypothesis (H1): There is significant difference between income and the prices of Samsung mobile phones are reasonable.					
Total					

Degree of Freedom: $V = 6$

Table Value at 5% significant level $V = 6$ is 12.6 Calculated Value = 10.438

Conclusion: The calculated value is less than the table value so we are accepted the null hypothesis. Hence we concluded that there is no significant difference between income level and the prices of Samsung mobile phone are reasonable

Table No: 4 Samsung mobiles has better Quality and more convenient

Level of rating	Private Employee	Government Employee	Business	Other	Total
Strongly Agree	14	2	6	8	30
Agree	17	12	28	6	63
Disagree	3	2	2	0	7
Total	34	16	36	14	100

Null Hypothesis (H0): There is no significance difference between occupation and the opinion about Samsung mobiles has better quality and more convenient.

Alternative Hypothesis (H1): There is significance difference between occupation and the opinion about Samsung mobiles has better quality and more convenient.

Degree of Freedom: $V = 6$

Table Value at 5% significant level $V = 6$ is 12.6 Calculated Value = 9.581

Conclusion: The calculated value is less than the table value so we accepted null hypothesis. Hence we concluded that there is no significant difference between occupation and the

Samsung mobiles has better quality and more convenient.

4. FINDINGS

It was discovered that 48 percent of respondents strongly agree that smart phones make their jobs and daily lives easier.

80% of respondents are willing to pay a high price for something they want.

According to the findings, 63 percent of respondents believe Samsung mobile phones are of higher quality and handier.

48% of respondents agree that their friends have an influence on their decision to get a phone. The costs of Samsung mobile phones are considered acceptable by 64 percent of respondents. 80% of respondents are willing to pay a high price for Samsung-branded smart phones.

The advertisement for Samsung mobile phones is more appealing to 54 percent of respondents.

5. SUGGESTIONS:

Mobile phone usage in rural areas is low when compared to urban areas, hence mobile providers must launch campaigns to raise awareness among rural residents. In order to expand the market, the mobile sector must focus more on the youth group by providing more innovative features. The corporation may sell the Samsung mobile at a fair price and of good quality, resulting in increased product sales. Consumers are devoted to Samsung mobile phones provided the device is of good quality, has a pleasing look, and includes Wi-Fi and Internet connectivity. The Samsung Company may open more service centers that will make customers feel more at ease. Because advertising is so important in drawing a big number of customers, the corporation can choose the most successful medium for advertising the Samsung mobile phone. Television is an effective medium for product promotion.

6. CONCLUSION:

Mobile phone adoption has been extraordinarily rapid in many parts of the world in recent years, particularly in Andhra Pradesh, where mobile phones are now almost as popular as wrist watches. Consumers typically use their mobile phones for personal communication, including both incoming and outgoing calls. Because the mobile market is a typical technology-driven market, where items are developed before existing consumer demands are identified. Shifting from 2G to 3G to 4G means that consumers will need to purchase new mobile handsets with internet access and advanced features integrated in Samsung mobile phone in order to take advantage of the quicker network's capabilities. Consumers nowadays are more educated, demanding, and well-informed. When it comes to choosing or purchasing a mobile phone service provider, people are heavily influenced by their family, friends, and advertisements. The organization can receive feedback from customers on a regular basis, allowing them to learn about their tastes and preferences, purchasing habits, ideas and needs.

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