

## **Consumer Buying Behaviour towards Smart Phone among Middle Aged Consumers**

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**Abstract:** India is one of the fastest growing economy throughout the world. The telecom sector and its services have been recognized as an important tool for socio-economic development for a nation. The mobile phone sector in India has become very popular nowadays. The consumer buying preferences are rapidly changing and this result to change in the customer behaviour for a product. This study focus to identify the problems facing while using smartphone among middle-aged consumers and to know which advertising media puts more impact on the buying decision of middle-aged consumer. The study revealed that favourite feature in smartphone for middle-aged consumers is internet browsing. It found that middle-aged consumers are influenced by advertisement on the internet while purchasing smartphone.

**Keywords:** Consumers, Buying Pattern, Smart phone, Middle Aged Consumers

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### **Introduction:**

The recent growth of smartphone usage is an observable fact that crosses all age and gender boundaries. There are a variety of smartphones with different names and brands available in the market such as Apple, Huawei, Samsung, Oppo, and Redmi etc. The brand is another factor that drives people to buy a smartphone. Smartphone features like text to speech, GPS and social websites are helping people to easily remain integrated with society. Using these services and many more features, people can easily communicate to their needs, seek assistance from others and remain connected to society (Savitha Nair et al, 2016). Various businesses like hotels, services, travel and tourism, airlines, and many more have been positively influenced by the use of smartphones which flourished their businesses.

Consumer behaviour refers to the act of individuals who are directly involved in obtaining and using goods and services. It also includes the decision-making process, which leads to the act of purchase. Consumer behaviour is not only the study of what people consume but also here how often, and under what conditions. Consumer behaviour has no history or body of research of its own. It is a new discipline that borrows heavily from concepts developed in other fields such as psychology (study of how an individual operates in groups) anthropology (the influence of society on the individual) and economics. Several early theories related to customer behaviour were based on the economic theory, on the notion that individuals act rationally to maximize their benefit in the purchase of goods and services. Customers play an important role in the economy (Anjali Bhalerao 2017)).

Smartphones are increasingly becoming the ever-present penetration and transformation of everyday social practices and space.10 A Smartphone is a mobile phone, generally built on with a mobile operating system that has more advance computing capability and connectivity than a feature phone. The very first smart phones were combined the Personal Digital Assistant (PDA) but later cameras, music players, GPS navigation and lots of other features were added in Smartphone to optimize them as multi use devices. Nowadays, Smartphone usually have high resolution big touch screens and web browsers that can display standard web pages with mobile optimized pages. Wi-Fi and mobile broadband moreover assist in high speed data access in smart phones. A Smartphone allows users to download and install third-party applications from application store. There are lots of applications regarding internet browsing, email, navigation, social media, listening music, reading news, games, finance, health and fitness, taking notes, calendar, weather forecast and lots of other things that people can install in Smartphone. Generally, Smartphone are computed with an operating system that allows installing applications. Apple's IOS, Microsoft's Windows, Google's Android, Nokia's Symbian are some examples of operating system used in Smartphone.

### **Scope of this study:**

This paper sets out to address the consumer buying behaviour towards smartphone among middle-aged consumers, focusing on the usage pattern of smartphones among middle-aged customers, to identify the

problems facing while using smartphone among middle-aged consumers and to know which advertising media puts more impact on the buying decision of middle-aged consumers. The existing literature does not clearly conceptualize the factors influencing the buying behaviour of middle age customers and being largely targeted at the youth segment.

### **Review of literature:**

Mesay data(2013) in his article “consumer buying behavior” says that the study is to investigate the factors affecting the decision of buying mobile phone devices in hawassa town. In order to accomplish the objective of the study, a sample of 246 consumers was taken by using simple random sampling technique. Both primary and secondary data were explored. Moreover six important factors price, social group, product features, brand name, durability and after sales service were selected and analyzed through the use of correlation and multiple regressions analysis. From the analysis, it was clear that consumers value price followed by mobile phone features as the most important variable amongst all and it also acted as a motivational force that influences them to go for a mobile phone purchase decision. The study suggested that mobile phones sellers should consider these factors to equate the opportunity.

RevathyRajasekaran, (2014) in her article entitled with “Consumers Perception And Preference Towards Smartphone” has stated Smartphone usage has proliferated in recent years. Nowadays people seem to become dependent towards Smartphone due to its convenience, great camera features, easy applications installations, and more importantly, it can do most of the computer functions on the go. In this technology and competitive era, this study aims to explore the key factors which motivate consumers to purchase and use Smart Phones. Further, the reason behind the usage of smart phone is found and to identify the customer attitude towards smart phone and finally to know the customer’s satisfaction level towards smart phones. This study is more essential for Smartphone companies as their sales and profit will be depend upon on customer perception. Overall this study will facilitate the improvement of Smartphone industry in the view of customer perception and their attitude.

Mohankumar, Dineshkumar (2015)in their research paper “A Study On Customer Purchase Behaviourtowards Mobile Phone With Special Reference To Erode City” says to study on customer purchase behavior towards mobile phone. Customer buying is not mere transfer of item from seller to buyer. Consumer wants buying to become a happy affair. They would like to see, touch and feel the commodities that they buy. Understanding this psychology for the consumer many organizations have come to make purchase of happy affair. The present study is conducted in Erode city and it is decided to consider different mobile phones’ like Nokia, Sony Ericsson, Samsung, HTC and Micromax. This study helps to know the factors which influencing the consumer to purchase Mobile Phones. This study helps to know the buying behavior of the consumer while choosing Mobile Phones. This study also helps to know the consumers satisfaction level towards different branded mobile phones.This research study also helps to know the reason for the dissatisfaction of the consumer. The consumer buying a variety of mobile phones which satisfy his wants and they are always influenced by his purchasing activities by some considerations which lead him to select a particular brand or a particular store in preferred to others. Consumers mostly preferred Nokia mobile phones. From this study, I have gained a lot of practical exposure to consumer buying behaviour towards mobile phones.

Harwinder Kaur Research (2015)in his study “Consumer purchase behaviour towards Mobile phones” states that, The craze for mobile services in India is increasing substantially. Information technology has brought tremendous change in day-to-day activities of the common man to entrepreneurs. Mobile as a medium is growing fast with its easy accessibility and reach. It is not just telecom centric. From a communication tool, it has emerged as a device for all purposes. With most adults and many children now owning mobile phones.

Dr. S. K. Kaushal (2016) in his article “Factors Affecting the Purchase Intension of Smartphone: A Study of Young Consumers in the City of Lucknow” The present study tries to explore the factors affecting consumer's purchase intension of Smartphone. The study also attempts to find out if there is any significant difference between the responses of male and female with respect to the factors (Relative Advantage, Dependency, Compatibility, Convenience, Product Features, Price, Brand name and Social Influence) which generally affect consumer's purchase of Smartphone. Methods: Data was collected through a structured questionnaire which was developed from previous studies, on 7-point Likert scale. A sample of 159 respondents was selected from among the students and young professionals residing in the city of Lucknow using nonprobability sampling technique. Multiple Regressions was used to find out the relationship between the above mentioned factors and purchase intension and Mann-Whitney U-test was applied to compare the responses of male and female consumers on the above factors. Results: The study reveals that only Compatibility, Dependency and Social Influence were the factors which significantly affect the purchase intension of the Smartphone consumers. The significant difference was found in the responses of male and female only for the convenience factor

**Objectives:**

1. To analyses the influence of demographical factors on smart phone purchase decision.
2. To know the Factors influencing the purchase decision of smart phone among middle aged group.

**Research methodology:**

Both primary and secondary data are used for the study. The primary data are collected from the respondents using a questionnaire. Here the respondents are 100 middle aged customers. Secondary data are collected from various sources including books, journals, articles, websites etc. The sample size is 100. Which randomly selected from different locality of Kerala. The sampling method used for the study is convenience sampling. The collected data are analysed using various statistical tools like correlation coefficient, chi-square test. The tables are used to represent the data.

**Data analysis and interpretation:**

Correlation between monthly income of smartphone users and amount willing to pay for a smartphone.

X	16	28	34	15	7
Y	15	42	27	10	6

Table1

The correlation coefficient between monthly income and payable amount

X	Y	XY	X <sup>2</sup>	Y <sup>2</sup>
16	15	240	256	225
28	42	1176	784	1764
34	27	918	1156	729
15	10	150	225	100
7	6	42	49	36
Σ=100	Σ=100	Σ=2526	Σ=2470	Σ=2854

$$r = \frac{5 * 2526 - 100 * 100}{\sqrt{5 * 2470 - (100)^2} \sqrt{5 * 2854 - (100)^2}}$$

$$r = \frac{12630 - 10000}{\sqrt{12350 - 10000} \sqrt{14270 - 10000}}$$

$$r = \frac{2630}{\sqrt{2350} \sqrt{4270}} = \frac{2630}{48.48 * 65.35} = \frac{2630}{3168.168}$$

r = .83

The correlation coefficient between monthly income level and amount willing to pay for smartphone is .83. So there is a high positive correlation.

**2. Correlation between the educational qualification of customers and amount willing to pay for smartphone**

X	20	30	18	10	22
Y	38	27	22	7	6

Table 2

The correlation coefficient between educational qualification and amount willing to pay for smartphone

X	Y	XY	X <sup>2</sup>	Y <sup>2</sup>
20	38	760	400	1444
30	27	810	900	729
18	22	396	324	484
10	7	70	100	49
22	6	132	484	36

$\Sigma=100$	$\Sigma=100$	$\Sigma=2168$	$\Sigma=2208$	$\Sigma=2742$
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$$r = \frac{5 * 2168 - 100 * 100}{\sqrt{5 * 2208 - (100)^2} \sqrt{5 * 2742 - (100)^2}}$$

$$r = \frac{10840 - 10000}{\sqrt{11040 - 10000} \sqrt{13710 - 10000}}$$

$$r = \frac{840}{\sqrt{1040} \sqrt{3710}} = \frac{840}{32.25 * 60.91} = \frac{840}{1964.3475}$$

$r = .42$

The correlation coefficient between the educational qualification of customers and amount willing to pay for smartphone is .42. So there is a low positive correlation.

**Chi-Square Test**

**3. Marital status of customers and amount willing to pay for smartphone**

H<sub>0</sub>: There is no significant association between marital status of customers and amount willing to pay for smartphone

H<sub>1</sub>: There is significant association between marital status of customers and amount willing to pay for smartphone

Table 3  
Marital status of customers and amount willing to pay for smartphone

O	E	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
22	21.75	.25	.0625	.0028
24	22.5	1.5	2.25	.1
14	16.5	2.5	6.25	.38
10	9	1	1	.111
5	5.25	.25	.0625	.012
7	7.08	-.08	.0064	.0009
7	7.24	.24	.0576	.008
6	5.68	.32	.1024	.018
5	5	0	0	0
Calculated value				$\Sigma=.6327$

Degree of freedom (r-1) (c-1) at 5% significance level

$(4-1) (5-1)$

$4 * 4 = 16$

Table value = 26.296

Calculated value = .6327

A calculated value between marital status of customers and amount willing to pay for smartphone is .6327. So it is less than the table value, therefore accept the null hypothesis.

**4. Gender of customers and amount willing to pay for smartphone**

H<sub>0</sub>: There is no significant association between gender of customers and amount willing to pay for smartphone

H<sub>1</sub>: There is significant association between gender of customers and amount willing to pay for smartphone

Table 4  
Gender of customers and amount willing to pay for smartphone

O	E	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
16	22.04	6.04	36.48	1.65
20	16.24	3.76	14.14	.87

12	10.44	1.56	2.43	.23
10	9.28	.72	.52	.06
22	15.96	6.04	36.48	2.28
8	11.76	3.76	14.14	1.20
6	7.56	1.56	2.43	.32
6	6.72	.72	.52	.08
Calculated value				$\Sigma=6.69$

Degree of freedom = (r-1) (c-1) at 5% significance level

$$(2-1) (5-1)$$

$$1*4= 4$$

Table value =9.488

Calculated value = 6.69

Calculated value between gender of customers and amount willing to pay for smartphone is 6.69. So it is less than the table value, therefore accept the null hypothesis.

### Factors influencing the purchase decision

Table 5

Factors influencing the purchase decision of smart phone among middle aged group

Attributes	Mean
Family and friend suggestion	3.19
Price	3.62
Popularity of brand	4.35
Advertisement	3.68
Quality of the product	4.08
Technical aspect	3.84

(source: primary data)

The descriptive analysis of factors influencing the purchase decision of sample respondents shows that the most influencing factors are the popularity of the brand and quality of the product. The other important factors are the technical aspect and advertisement. The sample respondents give the least prominence for suggestion from family and friends while purchasing.

### Findings:

1. There is no relation between monthly income of smartphone users and amount willing to pay for a smartphone.
2. There is no relation between the educational qualification of customers and amount willing to pay for smartphone
3. There is no significant association between marital status of customers and amount willing to pay for smartphone
4. There is no significant association between gender of customers and amount willing to pay for smartphone
5. That the most influencing factors are the popularity of the brand and quality of the product. The other important factors are the technical aspect and advertisement.

### Conclusion:

The research paper titled “A Consumer Buying Behaviour Towards Smartphone Among Middle-Age Consumers is focused to know the usage pattern of smartphone among middle-aged consumers , and to identify the problems facing while using smartphone among middle-aged consumers and also to know which advertising media puts more impact on the buying decision of consumer . The study revealed that favourite feature in smartphone for middle-aged consumers is internet browsing. It is found that middle-aged consumers are influenced by advertisement on the internet while purchasing smartphone. The prominent factor influenced the purchase decision of smartphone by the middle aged person is the popularity of brand. The most preferred brand among middle-aged person is Redmi. the other preferred brands are Huawei, Oppo and Samsung. the great advantage of smartphone is a wide range of functional services, quality, low price and convenience in usage.

The prominent problem by middle-aged consumers while using smartphone is a heating issue so it is suggested that tries reduce and control the heating.

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