

# A Study on buying behaviour Process of Youth towards Mobile Phones

Rishiman Chandwani<sup>1</sup>, Deepak Kaushal<sup>2</sup> and Samantha Sawan<sup>3</sup>

<sup>1,3</sup>Student, Graphic Era University, Dehradun, Uttarakhand

<sup>2</sup>Graphic Era University, Dehradun, Uttarakhand

E-mail: <sup>1</sup>[rishiman1995@gmail.com](mailto:rishiman1995@gmail.com), <sup>2</sup>[dipak.kaushal@gmail.com](mailto:dipak.kaushal@gmail.com), <sup>3</sup>[samanthasawan@gmail.com](mailto:samanthasawan@gmail.com)

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**Abstract**—*Mobile phones being ubiquitous personal item of an individual, the manufacturers needs to keep in mind that the product could perform all the various tasks, is versatile and portable and thus leads to comfortability. This study considers all the stages and levels of consumer while purchasing a mobile phone (Pre-purchase, Intra-purchase and Post purchase behaviour). It is very important for a company to identify and understand the current and future perceptions, needs, wants and demands of the market. This study is based on secondary data which examines and explores new abundant opportunities to the manufacturer of the mobile phone. The research agenda of the study has been made to understand the buying behaviour process of the youth generation for mobile phones that in-turn results to be fruitful to the corporations. The inclination of today's generation towards mobiles and their interest has motivated the mobile market to come-up with new ideas rapidly fulfilling the consumer's needs, hence, this involves creating the utility and desire via different mediums of promotion.*

**Keywords:** *Mobile phone, Consumer behaviour, Youth, Manufacturers.*

## 1. INTRODUCTION

Earlier the purpose of making mobile phone was to call and communicate with the whole world and to reduce the use of wiry and non-handly telephones (landlines). But now there's nothing shocking or new that a mobile phone has left nothing that it can't do. Today mobile is considered to be everything considering all our activities like communicating, shopping, booking & reserving, music, videos and images entertainment, reading, writing paying, playing eating, drinking, and many more activities.

The growth and development rate of mobiles and its technologies involved is growing so rapidly such that it is considered to be the most growing and developing commodity as well as has the fastest household adoption rate.

Mobiles could be found with the richest and the poorest person as well in this world. Yes it has become a basic need now and adds to food, shelter and clothing. Today, from the point of manufacturing till the point of its sales it has become a means of employment generation and the fastest means for the flow of information. It has become most ubiquitous

personal thing. More the mobiles being comfortable and easy to use device more is the generation of mobile savvy people around the globe. It has forced the people to forget those times when communication was done through a pigeon carrying a message from one place to another.

In today's era we could see more young generation's inclination towards mobiles than any other. Due to the consumption of mobiles by the youth there is a paradigm shift in the sales of the mobile as well as the process of buying the commodity. It is considered to be one of the most profitable sectors as of now.

## 2. LITERATURE REVIEW

Consumers are individuals and households that buy the firms product for personal consumption (Kotler, 2004). It often used to describe two different kinds of consuming entities: the personal consumers and the organizational consumers (Krishna, 2010). The activities these consumers undertake when obtaining, consuming, and disposing of products and a service is known as consumer behavior. Consumer behavior involves studying how people buy, what they buy, when they buy and why they buy. When a consumer wanted to make the purchase decision, they will pass through the process through recognition, search information, evaluation, purchase, feedback (Blackwell, Miniard, and Engel, 2006). At last, the consumer will choose a product or brand to consume from various choices in the market. However, these factors affecting the buying behavior of consumers vary due to diverse environmental and individual determinants. Consumer buying behavior is influenced by two major factors. These factors are individual and environmental. The major categories of individual factors affecting consumer behavior are demographics, consumer Knowledge, perception, learning, motivation, personality, beliefs, attitudes and life styles. The second category of factors is environmental factors. Environmental factors represent those items outside of the individual that affect individual consumer's decision making process. These factors include culture, social class, reference group, family and household. The above mentioned factors are

the major determinants behind the decision of consumers to opt a given good or service (Blackwell, Miniard, and Engel, 2006). Ethiopia is a developing country and has witnessed fast economic growth and developments in mobile telecommunication penetration in recent years. Due to these reasons, there is a dynamic increase in the number of mobile phone device users. This attracted large number of international firms to enter into mobile industry and offer various brands of mobile phones. However, the choice of consumer is diverse due to various factors associated with consumer behavior. In this context, it is important to study the various factors which shape the consumers mind during the purchase of mobile phone devices. According to Karjaluo et al. (2005), price, brand, interface, and properties tends to have the most influential factors affecting the actual choice amongst mobile phone brands. Ling, Hwang and Salvendy (2007) surveyed college students to identify their preference of their current mobile phone. The results of their survey indicated that the physical appearance, size and menu organization of the mobile phones are the most determinant factors affecting the choice of mobile phones.

### 3. BUYING BEHAVIOUR

Consumer buying behavior refers to the buying behavior of the individuals and households who buy goods and services for personal consumption.

There are many components which influence consumer behavior namely; cultural, social, personal, and psychological.

There are 10 major steps (under pre, intra and post purchase behaviour) identified for youth while purchasing a mobile phone on the basis of priority that helps mobile manufacturing companies to gain superiority over others via sustainable competitive advantage:

1. Budget Analysis
2. Brand Preferences or Brand Loyalty
3. Usage or Purpose, or Requirement
4. Specifications of the product
5. Products Available
6. Products or Brands Comparison
7. Product Availability in Stores
8. Final Purchase
9. Consumption
10. Satisfaction or Dissatisfaction

#### 1. Budget Analysis

The first, foremost, basic and primary function of a youth individual is basically to identify his or her pocket's width i.e. his budget to spend on a mobile phone with its price.

According to a Mumbai-based marketing consultant, Rama Bijapurkar, 22 million belongs to urban middle class out of youth population that are in a position to act as a lever in turning up the economy dramatically as they grow older. KSA Technopak, a management consultant estimated youth's annual purchasing power to the extent of US\$10.5 billion, which is growing up with an annual rate of 12%.

#### 2. Brand Preferences or Brand Loyalty:

This step acts as a major step in selecting a mobile phone brands. The brands selection or brands preference will be given on the basis of brand's goodwill, performance, market share, market renounce, users, word of mouth, capital, reviews, promotion and other marketing strategies. Or it may also be on the basis of past experiences, (satisfaction or dissatisfaction) or on the basis of brand loyalty.

This basically includes the strength of brand in user's heat and minds.

According to American Marketing Association (AMA), the degree to which a consumer consistently purchases the same brand within a product class.

Philip Kotler defines four customer-types that exhibit similar patterns of behavior:

- a) Hardcore Loyals, who buy the brand all the time.
- b) Split Loyals, loyal to two or three brands.
- c) Shifting Loyals, moving from one brand to another.
- d) Switchers, with no loyalty (possibly "deal-prone," constantly looking for bargains, or "vanity prone," looking for something different).

#### 3. Usage or Purpose, or Requirement:

This step represents the usage or the purpose of purchasing a mobile phone that may be primary/secondary, business/sport, rugged/ease, etc. Hence, the different mobile for different use like primary mobile could be rich-in features and can be expensive vice-versa for secondary usage, business mobile phone could be less interactive and entertainment, less in features and hardware but could be very fast and secured vice-versa for sport or casual usage of mobile phone, rugged mobile phone for rugged or rough and tough usage that may include stronger and durable display screen (corning gorilla glass4), camera and body (metallic body and IP certification for dustproof and waterproof) and vice-versa for ease usage that may contain some latest technology and features that may be delicate.

This also includes the user's requirements (specifications) and need that must come pre-injected in the phone i.e. they assume the specifications of the mobile phone in their minds and think that the mobile that they are buying must have all above specifications according their requirements.

#### 4. Specifications of the product

This is a major step in selection of a mobile phone that includes settling of assumed specifications with that of actual specifications of a mobile.

The specifications are further sub-divided in major heads, again on the basis of priority:

##### a. Operating System (OS).

Earlier, it was considered to be secondary or not so important function of a mobile phone but now today it stands first while considering specifications of the mobile phone and yes it plays a crucial role and provides a complete new way to access mobile hardware.

Tough fight between Google's Android and Apple's iOS (oligopoly).

##### b. Hardware.

Qualcomm, Apple and Samsung's oligopoly followed by newly emerging mediatek.

This specification includes:

- Central Processing Unit (CPU): represents the fast operations, actions and functions.
- Graphics Processing Unit (GPU): represents to accelerating performance and graphics in User-Interface (UI), Media (videos and images), and mobile games.
- Random-Access Memory (RAM): represents the faster data access and heavy multi-tasking.
- Read-Only Memory (ROM)/Storage: represents better and more storage and storage facility and functions.

##### c. Camera.

From last 8 years, camera in a mobile has taken a big boom taking all considerations whether its megapixels, led flash, reversible camera, front camera and flash, camera sensor, High Dynamic Range (HDR) mode, OIS/DIS (Optical/Digital Image Stabilization), Laser Auto Focus, resolutions: HD (High Definition) 1280x720 pixels, Full HD 1920x1080, 2k and 4k.

Sony's close-monopoly over others.

##### d. Technology.

This type of specification deals in unique, latest and different hardware that leads to brand's core competency they include fingerprint sensors, laser auto focus, dual tone led, forced or 3D touchscreen, dual displays voice commands, etc.

##### e. Display.

Different displays have different qualities. LED's are power efficient and produce better greys and blacks whereas, LCD's technology have high battery consumption and produces bright and vivid colours.

Samsung is world's best leader in terms of displays as per reviews by developers and consumers.

##### f. Design.

It includes the looks, positions of buttons, ports and other hardware, durability and attractive nature of the outer body of the mobile.

##### g. Battery.

It may have removable or non-removable, more or less batteries.

##### h. Connectivity.

This provides the better and faster networks to the mobiles.

2G, 3G, 4G and 5G.

#### 5. Products Available

A step closer towards purchase of the mobile phone. It includes all the options available in brands and mobiles considering all above specifications and personal needs (requirements).

This is a filtered list of mobile phones or brands of mobile phones.

#### 6. Products or Brands Comparison

The above filtered lists of mobiles are compared and differentiated towards each other on the basis of brand's quality, goodwill, performance, specifications, and other services etc.

The list is further filtered into 2 or 3 options.

#### 7. Product Availability in Stores

The filtered 2 or 3 options availability is checked in near-by or online stores.

#### 8. Final Purchase

Based on personal usage, specifications, ideas, thoughts, mind-sets, knowledge, information, suggestions and recommendations, word of mouth, etc. product is finally processed to final purchase.

#### 9. Consumption

At this very position, the user or the consumer uses the mobile with its services complemented by manufacturers, and on the basis of his/her assumed and actual performance & quality, the analysis is drawn for the mobile.

#### 10. Satisfaction or Dissatisfaction

Based on above analysis drawn from actual use and consumption of mobile. Satisfaction and Dissatisfaction is concluded in form of brand loyalty or brand switching.

#### 4. CONCLUSION

Buyer behavior is deeply rooted in psychology with dashes of sociology thrown in just to make things more interesting.

This study is to help the mobile manufacturing firms & companies to analyze where they are lagging and what corrective action plans could be taken and gain a competitive edge. It is very important for a firm to create competition in the market through its core competencies and give complete justice to its competencies.

Factors affecting how customers make decisions are extremely complex. These factors can be:

- Lack of capital and resources
- Newly established firm and their lack of awareness.
- And, focusing on their core function and they couldn't focus on researches for the ways of understanding and satisfying the customers. (Mobile manufacturing)

Upcoming and latest technologies with innovations like android's "*tap & pay*" attract and prove to be most appealing and helpful to the youth. Hence they should be working on such technologies and innovations more. In innovations also it includes introduction of a new product completely, introduction of new process or ways, introduction of a new organization itself or it could be a new market in which they want to serve as the target audience.

This study depicts the buying behavior stages of current youth and it will help mobile manufacturing companies to identify & understand the consumer's behavior of youth towards mobile phones that will attract and satisfy them.

It also help them to focus on their core area and grow in creating appealing innovative technologies. So, to have timely change can be more profitable for a firm as well as getting its product to be accepted by the audience, is adaptable and conducive for all types of consumers and so that it sustain in the competitive environment .

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