



IMPACT OF PHYSICAL FEATURES IN PURCHASE DECISION OF CONSUMERS REGARDING SMART PHONES

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ABSTRACT

The market for smart phones is increasing globally due to the technological revolution. To compete globally, understanding the consumer behavior is very important. For this purpose understanding the factors influencing the purchase decision of consumer is crucial while purchasing a smart phone.

Among many factors, physical features are supposed to influence the purchase decision of customers regarding smart phones. The present paper is focused on assessing the impact of physical features while purchasing a smart phone. A structured questionnaire was administered on sample respondents. The data was analyzed using the appropriate statistical techniques like One way ANOVA and descriptive statistics.

Look/style is found to be the highly influencing physical feature while purchasing a smart phone. Further it is found from the study that there is significant difference age wise in the responses of sample respondents in case of physical features of a smart phone namely look/style, screen size, quality of screen glass, number and type of sim slots. However it is revealed from the study that there is no significant difference in their responses age wise in case of type of battery (Removable/Internal)

Key Words: Physical Features, Smart Phones, Consumer Behavior, Purchase Decision,

Introduction

The physical features of smart phones are unique to each company or brand. In this regard the present study is about understanding the impact of physical features on consumer purchase decision making. The

Objectives of the study

1. To study the impact of physical features namely look/style, screen size, quality of screen glass, number, type of sim slots and type of battery(Removable/Internal) on purchase decision of consumers regarding smart phone.
2. To find out whether significant difference exists in the responses age wise in case of impact of physical features in purchase decision of smart phone.

Research Methodology

Primary Data: A structured questionnaire using Likert' Scale is designed and administered to collect the data from the sample respondents.

Secondary Data: Text books, news papers and research articles

Sample size: The number of respondents is 125.

Statistical Tools: One-Way ANOVA and descriptive statistics were used to analyze the data.

Scope of the study

The present study covers only the physical features of a smart phone to evaluate the influence in consumers' purchase decisions. However other factors are not covered in this study

Limitations of the study

1. The present study is limited by time and financial resources.
2. The responses may be casual.
3. The sample may not represent the entire consumer group.

Review of Literature

Liu (2002) analyzed factors affecting the decision regarding brand in the mobile phone industry in Asia. It was found that the choice of a mobile phone is characterized by two distinct attitudes towards brands the mobile phone and attitudes towards the network customers' choice

of mobile phone. Brand is affected by new features more than size. Gianfranco Walsh Vincent, Wayne Mitchell (2005) studied about the demographic characteristics of consumers. According to this study, high levels of marketplace decision difficulty were characteristics of older, less well educated female consumers. Further four distinct and meaningful consumer types, in terms of ‘marketplace decision difficulty’ or MPDD were identified.

Safiek Mokhlis, et al & Azizul Yadi Yaakop (2012) in their research showed that the consumer behavior about mobile phone purchasing is influenced by its features. This study explored the features of mobile phone purchasing. According to their study outlook, price, new features, durability, advertisement, and after sales service are the key factors which influence the consumer at the time of purchasing mobile phone. Mesay Sata (2013) conducted a study to investigate the factors affecting the decision of buying mobile phone devices in Hawassa town. In order to accomplish the objectives of the study, a sample of 246 consumers were taken by using simple random sampling technique. Both primary and secondary data were explored. Moreover, six important factors i.e. price, social group, product features, brand name, durability and after sales services were selected and analyzed through the use of correlation and multiple regressions analysis. From the analysis, it was clear that consumer’s 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 the mobile phone sellers should consider the above mentioned factors to equate the opportunity.

Isiklar and Buyukozkan (2007) conducted a study to evaluate the mobile phone options in respect to the users’ preferences order. Using a multi-criteria decision making approach, they compared the different weightings of mobile phone features such as physical characteristics, technical features, functionality, brand choice and ‘customer excitement’. It was found that functionality was the most preferred factor for all three phones under examination, with ‘customer excitement’ and basic requirements being identified as least influential.

Data Analysis

Table No.1: Profile of Respondents

S.No	Demographical Factors	Freq.	%
1	18-25	36	28.8
	26-35	36	28.8
	36-45	41	32.8
	Above 45	12	9.6

2	Gender	Male	73	58.4
		Female	52	41.6
3	Occupation	Student	39	31.2
		Employee	32	25.6
		Business	27	21.6
		Self-Employee	27	21.6
4	Income	15000-25000	50	40
		25001-35000	27	21.6
		35001-50000	22	17.6
		Above 50000	26	20.8

Source: Field Survey

Table No.2: Impact of Physical Features in Purchasing Decision of Mobile Phones

S.NO	Physical Feature	S.D		D		N.A.N.D		A		S.A	
		Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
1	Look/Style	0	0	7	5.6	10	8	63	50.4	45	36
2	Screen Size	0	0	6	4.8	14	11.2	69	55.2	36	28.8
3	Quality of screen glass	0	0	7	5.6	22	17.6	70	56.	26	20.8
4	No. of Sim slots & Type	3	2.4	7	5.6	12	9.6	84	67.2	19	15.2
5	Type of Battery	1	0.8	12	9.6	22	17.6	65	52	25	20

Source: Field Survey

Note: S.D-Strongly Disagree, D: Disagree, N.A.N.D-Neither Agree nor Disagree, A-Agree, S.A-Strongly Agree.

As per the above Table 2, majority of respondents (36%) have strongly agreed that Look/Style is the most preferred feature in purchasing decision of a smart phone., followed by Screen Size (28.8%).It also can be observed that majority of the respondents (67.2%) have agreed that number of sim slots and type of it are the most preferred features while purchasing a smart phone. Further it can be noted that more than half of the respondents have agreed that they prefer the features namely Look/Style, Screen Size, quality of Screen Glass and type of Battery in purchasing their smart phone.

Hypotheses

The following null hypotheses are formulated for analyzing whether there is any significant difference exists between responses age wise regarding the physical features of smart phones.

1. H_0 : There is no significant difference between the responses age wise for the statement No 1 (purchasing the mobile phone due to its Look/style) in purchasing decision of consumers regarding Smartphone.
2. H_0 : There is no significant difference between the responses age wise for the statement No. 2 (purchasing the mobile phone due to its screen size) in purchasing decision of consumers regarding Smartphone.
3. H_0 : There is no significant difference between the responses age wise for the statement No.3 (purchasing the mobile phone because of its quality screen glass) in purchasing decision of consumers regarding Smartphone.
4. H_0 : There is no significant difference between the responses age wise for the statement No. 4 (purchasing the mobile because of the no. of sim slots and type of sim) in purchasing decision of consumers regarding Smartphone.
5. H_0 : There is no significant difference between the responses age wise for the statement No. 5 (preferring the mobile phone due to the type of battery) in purchasing decision of consumers regarding Smartphone.

Table No: 3 ANOVA on PHYSICAL FEATURES VS AGE

ST. NO	STATEMENT		Sum of Squares	df	Mean Square	F	Sig.
1	I Purchased my mobile phone by seeing its Look/style	Between Groups	7.299	3	2.433	4.079	.008
		Within Groups	72.173	121	.596		
		Total	79.472	124			
2	I Preferred my mobile phone because of its screen size	Between Groups	5.490	3	1.830	3.270	.024
		Within Groups	67.710	121	.560		
		Total	73.200	124			
3	I Purchased this mobile phone due to the quality of glass of screen	Between Groups	6.075	3	2.025	3.545	.017
		Within Groups	69.125	121	.571		
		Total	75.200	124			
4	I preferred this mobile phone due to the no. of Sim slots and type(Micro/Nano/Mini)	Between Groups	5.327	3	1.776	2.733	.047
		Within Groups	78.625	121	.650		
		Total	83.952	124			
5	I preferred this mobile phone due to the type of battery (Removable/internal)	Between Groups	5.614	3	1.871	2.415	.070
		Within Groups	93.778	121	.775		
		Total	99.392	124			

Source: Field Survey

1. As the P (0.008) value is less than the F (0.05) value at 5% level of significance, therefore the null hypothesis is rejected. There is significant difference between in the responses age wise in case of Look/Style
2. As the P (0.024) value is less than the F (0.05) value at 5% level of significance, therefore the null hypothesis is rejected. There is significant difference between in the responses age wise in case of Screen Size
3. As the P (0.017) value is less than the F (0.05) value at 5% level of significance, therefore the null hypothesis is rejected. There is significant difference between in the responses age wise in case of Quality of Screen Glass.
4. As the P (0.047) value is less than the F (0.05) value at 5% level of significance, therefore the null hypothesis is rejected. There is significant difference between in the responses age wise in case of number of slots/Type.
5. As the P (0.07) value is greater than the F (0.05) value at 5% level of significance, therefore the null hypothesis is accepted. There is no significant difference between in the responses age wise in case of Type of Battery.

Findings

1. Look/style is found to be the highly influencing physical feature while purchasing a smart phone followed by Screen Size, number of sim slots, type of it, Look/Style, Screen Size, quality of Screen Glass and type of Battery.
2. It is found from the study that the impact of look/style of a smart phone varies age wise among the sample respondents.
3. It is found from the study that the impact of screen size of a smart phone is different age wise among the sample respondents.
4. It is found from the study that the influence of quality of screen glass of a smart phone is different age wise among the sample respondents.
5. It is found from the study that preference for number and type of sim slots in a smart phone is different among sample respondents.
6. It is found from the study that the preference for type of battery (Removable/Internal) while purchasing a smart phone is same in different age groups of sample respondents.

Conclusion

It can be concluded from the study that Look/style is the highly influencing physical feature while purchasing a smart phone. Further it can be concluded from the study that there is a significant difference in the responses of sample respondents in case of physical features of a smart phone namely look/style, screen size, quality of screen glass, number and type of sim slots while purchasing a smart phone. Further it is revealed from the study that there is no significant difference in their responses in case of type of battery (Removable/Internal)

Future Research

There is lot of scope for further research in this area as to study other factors influencing the purchase decision of a mobile phone. The differences in the opinions of consumers according to their profession wise gender wise and income wise could be studied regarding the influencing factors in purchasing of a mobile phone.

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