

Dissertation Report

on

STUDY OF THE CONSUMER BEHAVIOUR FOR PURCHASING MOBILE HANDSETS

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Declaration

I Gurmesh Vij, 2K11/MBA/18, student of Delhi School of Management hereby declare that I have pursued a research study on the topic “**study of the consumer behaviour for purchasing mobile handsets**” under the guidance of Dr. Shikha. N. Khera, Assistant Professor, Delhi School of Management. I also declare that this work has not been submitted in part or full to this or any other organization/ institute as part of any project work by me.

ACKNOWLEDGEMENT

It is indeed a matter of great pleasure to present this project report on the topic “**study of the consumer behaviour for purchasing mobile handsets**” to The Head, Delhi School of Management. I gratefully acknowledge my profound indebtedness towards my esteemed guide **Dr. Shikha. N. Khera, Assistant Professor, Delhi School Of Management** for her invaluable guidance, excellent supervision and constant encouragement during the entire project work. I also take the opportunity to thank **Prof. P.K.Suri, Head, Delhi School Of Management** for being a constant support in deciding the framework of the research study.

Last but not the least; I would like to express my heartfelt gratitude towards my parents for their constant encouragement & support.

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EXECUTIVE SUMMARY

The title of the study is “Study of the consumer behaviour for purchasing Mobile Handsets”.

This study was conducted for different mobile brand handsets. During the study I visited or met people who are currently using or have used various mobile handsets in the past.

Each respondent has given his/her feedback and suggestions which can prove to be a great help to identify the consumer behaviour for purchasing different mobile handsets. Some of the respondent needs more information about different mobile brand handsets that were shown to them while surveys while others gave their valuable feedbacks depending upon their existing knowledge about the mobiles.

It was quite interesting to see that there are so different views on a particular commodity in the market and so happened with the mobiles as well. Mobiles in India ranges from 500 to 50,000 rupees and people study lot of features to buy even the cheapest of the lot.

The study analysis various factors and aspects which influence a person while buying a mobile handset and questioners is designed keeping in view to find out the thought at the back end of customer.

TABLE OF CONTENTS

<u>TOPIC</u>	<u>PAGE NO.</u>
Reasearch Design.....	5
Reasearch Methodology.....	6
Type of Reasearch.....	7
a. Qualititative Reasearch.....	7
b. Quantitative Reasearch.....	7
Source and collection of Data Methods.....	12
Consumer Buying Behaviour.....	13
Data Analysis.....	16
➤ Preference.....	16
➤ Purchase Period.....	17
➤ Choice.....	18
➤ Options.....	19
➤ Reasons.....	19
➤ Influencing Factors.....	20
➤ Owing Reason.....	20
➤ Shopper Design.....	21
➤ Level of Education.....	22
➤ Monthly Income.....	22
➤ Attributes.....	23
➤ Questionnaire.....	24

RESEARCH DESIGN

RESEARCH DESIGN:

A research design is a specification of method and procedures for acquiring the information needed. It is the overall pattern or framework of the project that stipulates what is to be collected, from which sources, by what procedure.

OBJECTIVES

- To study consumer behavior for buying mobile handsets.
- To find the attributes which influenced the customers in selecting particular mobile handsets
- To know the consumer preferences and choices.
- To know the potential of the market.

SCOPE OF THE STUDY

The present study is contained to Delhi city and it is decided as to consider different mobile handsets like Nokia, Sony Ericson, LG, Samsung, Vodafone, Motorola, spice, sagem, etc. rendered to the customers. In Delhi city, different mobile handsets like Nokia, Sony Ericson, LG, Samsung, Vodafone, Motorola, spice, etc are available . The main objective of this study is to analyze the consumer behavior while buying new mobile handsets.

STATEMENT OF PROBLEM: -

As there are a large number of customer preferences for different brands of mobile handset, the study was conducted in Delhi city to know consumer behavior towards different mobile handsets. So that it would help to different mobile companies to identify the consumer behaviour.

NEED OF THE STUDY

In today's scenario mobile are vastly used in exchange of information and has been the necessity of life to a common man. In modern world as individual tends to communicate anything to everything right from the place where he or she stands. Even while riding a vehicle he or she wants to communicate within a fraction of second with clear voice, without any disturbance. Customer wants more facility in mobile like design, durability, sound, quality, display, camera, , music, multimedia, internet, discount price, availability etc. Today the mobile handset company growth has been excellent. Day by day many new attractive schemes are provided, new features are added to existing ones , the prices of mobiles are made competitive, introduce varieties of handset models and hence there is a healthy competition that benefits subscribers. Therefore it becomes an important issue to study the consumers mind to stay ahead in the competition.

RESEARCH METHODOLOGY

Research always starts with a question or a problem. Its purpose is to question through the application of the scientific method. It is a systematic and intensive study directed towards a more complete knowledge of the subject studied.

Marketing research (MR) is the function which links the consumer, customer and public to the marketer through information- information used to identify and define marketing opportunities and problems generate, refine, and evaluate marketing actions, monitor marketing actions, monitor marketing performance and improve understanding of market as a process. Marketing research specifies the information required to address these issues, designs and the method for collecting information, manage and implemented the data collection process, analyses the results and communicate the findings and their implication

Marketing Research is, thus, defined as, the systematic, objective and exhaustive search for and study of the facts relating to any problem in the field of marketing.

“American Marketing Association”, defines MR as the systematic gathering, recording and analyzing of data about problems relating to the marketing of goods and services.

Thus, three key ideas regarding marketing research are:-

- i. Marketing research is concerned with studying any of the manifold problems in marketing.
- ii. Its purpose is to aid decision-making in the marketing field.
- iii. Systematic gathering and analysis of information is its route in achieving its purpose.

TYPES OF RESEARCH

a. Qualitative MR:

- It is used in exploratory research work.
- Expresses and summarizes data non-numerically/qualitatively.
- Tackles a limited number of respondents.
- It involves in-depth probe.
- It involves non-structured questioning/observation
- Is the soft version of MR.
- Provides insights on marketing problems.
- Final course of action cannot depend on its findings.

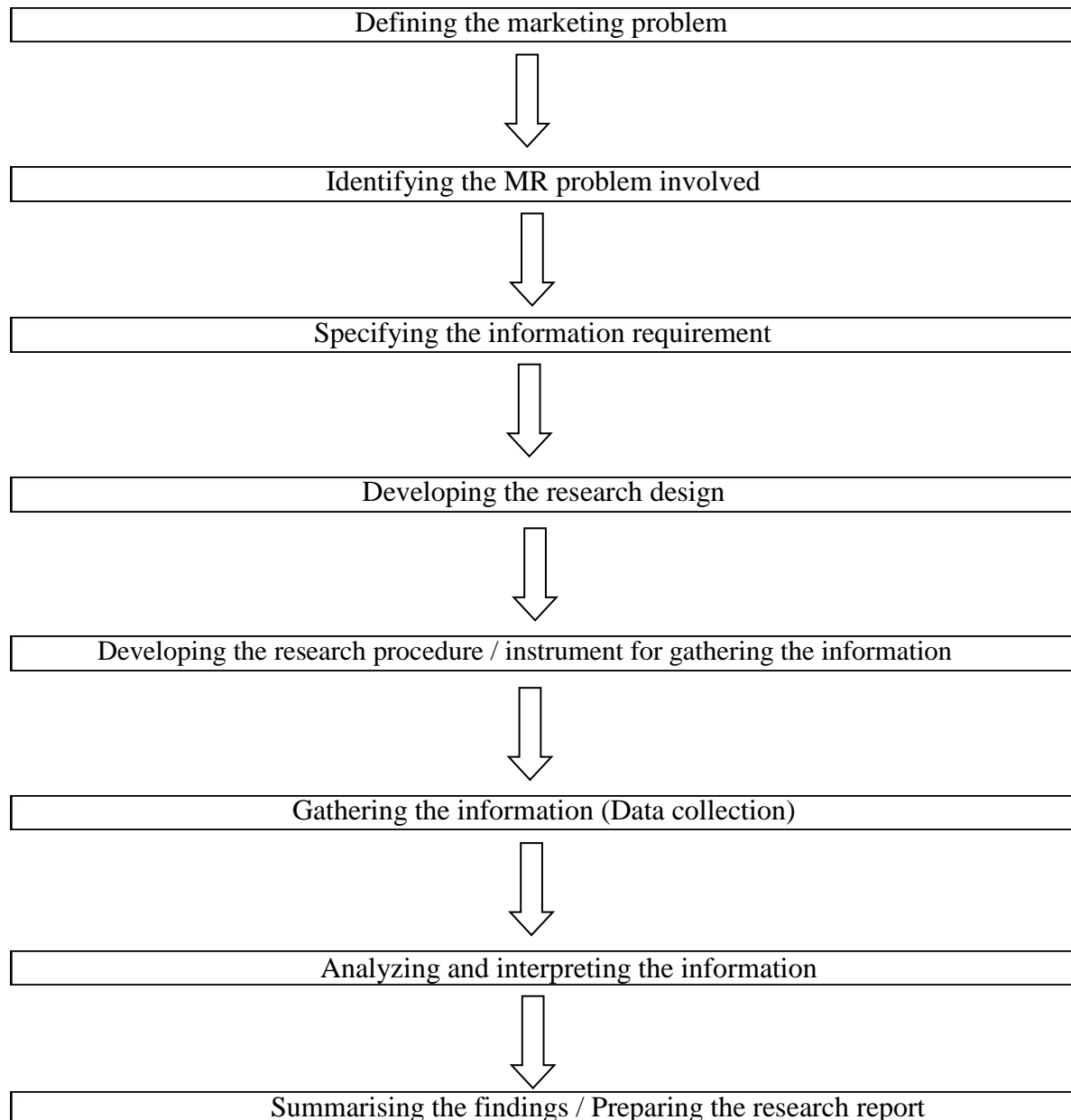
b. Quantitative MR:

My project work is based on qualitative marketing research. It has the following features:-

- It is used more in conclusive research projects.
- Expresses and summarizes data numerically/qualitatively.
- Tackles a large number of respondents; often amounts to large-scale surveys.
- It involves limited probe with limited questions.
- It involves structured questioning/observation
- Is the hard version of MR.
- Provides hard facts on marketing problems.
- Final course of action can depend on its findings.

MARKETING RESEARCH PROCESS

As marketing research is a systemic and formalized process, it follows a certain sequence of research action. The marketing process has the following steps:



3.2 DATA COLLECTION METHOD:.

3.1.1 Primary data:

It is original data, first hand and for the specific purpose of the research project. For this project, I have used the following common research instrument:-

Questionnaire:

Questionnaire development is the critical part of primary data collection job. For this I have prepared a questionnaire in such away that it is able to collect all relevant information regarding the project.

In this questionnaire, I have used mostly close-ended questions that are easier to be answered by respondents (consumers) and also easier for interpretation and tabulation & one open-ended question to take the opinion of the respondents in their own words. The questions were asked to the consumers covering perception towards their purchase, price of the product, purpose for using the product, characteristic of the product, brand image, effectiveness of the advertisements, sales promotional activities, overall opinion about the product, etc.

For collecting the answers from the above questionnaire, I have used the following common method:-

➤ **Interview:**

It is the most common method for contacting consumers & collecting primary data. For this project I have used following type of interview:-

➤ **Personal interview:**

It is the most extensively used method. It enables better control of the sample and ensures answers from the respondents. It also provides for a tactful approach to the respondent since it is based on a person-to-person talk. But this method is generally more expensive and time consuming.

For this project each interview was taking 15 to 20 minutes to complete. Interview was also delayed due to un-availability of respondent in house.

3.1.2 Secondary data.

It was collected to add the value to the primary data. Data regarding IMRB, International (Indian Marketing Research Bureau) history, its profile and other necessary records and information was collected by referring to website, magazines, annual reports, reference books, daily newspapers, etc.

3.2 Sample design:

3.2.1 Sample Unit:-

For studying consumer behaviour of samples were selected from Delhi city.

3.2.2 Sample size:-

Sr. no.	Respondent	Number of respondents
1.	Mobile Users	200

3.2.3 Sample procedure:-

Only those respondents are included in samples, who are traders of Reliance. These respondents are questioned thoroughly.

3.2.4 Sample media:-

The respondents in the samples are reached through personal interviews.

3.3 SAMPLING METHODS:

Sampling methods fall under two broad categories:

A. Non-probability sampling methods:-

- a) Convenience sampling.
- b) Judgement sampling.
- c) Quota sampling.
- d) Panel sampling.

B. Probability/random sampling methods:-

- a) Simple random sampling.
- b) Stratified sampling.
- c) Systematic random sampling.
- d) Area sampling.

For this project I followed random sampling method. In this method sample units are selected at random. From random sampling method I selected area sampling method. Area sampling is a form of stratified sampling. In this case, the stratification is based on the criterion of locations. This method selects the sample units in several stages. At each stage a series of intermediary geographical blocks are randomly selected. It is from within these blocks, that the sample units are then selected at random.

Before., North, South, East, West. Out of four zones any one zone was selected. From that zone any one street was selected. After selecting the street, right- hand rule is followed i.e. the outlet coming to right side are selected. Then interview is started.

Methods of data analysis and statistical Techniques :

Different types of data analysis techniques used in the research project should be specifically mentioned. Such as:

- Basic analytical tools, which include Tabular Analysis, Graphical Analysis, Percentage Analysis.

What is Research Methodology?

RESEARCH METHODOLOGY is a way of systematically solve the research problem.

It may be understood as a science of studying how research is done scientifically.

In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only research methods /techniques how to calculate the mean , mode, median or standard deviation or chi-square , how to apply particular research techniques , but they also need to know which of these are methods or techniques , are relevant and which are not , and what would they mean and indicate and why.reseachersalso need to understand the assumptions underlying various techniques and they need to know the criteria by certain problems and others will not .all this means that it is necessary for the researcher to design his methodology for his problem as the same may differ from problem to problem.

SOURCE AND METHODS OF DATA COLLECTION

There are two types of data collection:

- 1) Primary data collection
- 2) Secondary data collection.

Primary Data Collection:

Primary data is generated by the students or the researcher for the preparation of the project and used by the student immediately for collecting data .He / She can use various methods namely;

- 1) Observation
- 2) Survey
- 3) Personal Interview
- 4) Questionnaire

Secondary Data Collection:

Secondary data means data that are already available i.e. they refer to the data which have already have been collected and analyzed by someone else. I have collected secondary data from

Sources for collection of secondary data are,

- 1) Books from library
- 2) Internet
- 3) Report Brochures
- 4) Leaflets

Descriptive research is those studies which are concerned with describing the characteristics of a particular individual, or group

CONSUMER BUYING BEHAVIOUR

The main aim of marketing is meet and satisfy target customers need and wants buyer behavior refers to the peoples or organization conduct activities and together with the impact of various influence on them towards making decision on purchase of product and service in a market. The field of consumer behavior studies how individuals, groups and organization select, buy, use and dispose of goods, service, ideas, or experience to satisfy their needs and desires understanding consumer behavior and knowing customer are never simple. The wealth of products and service produced in a country make our economy strong. The behavior of human being during the purchase is being termed as “Buyer Behavior”. Customer says one thing but do another. They may not be in touch with their deeper motivations. They are responding to influences that change their mind at the last minute. A buyer makes take a decision whether save or spend the money.

Definition of Buyer Behavior:-

Buyer behavior is “all psychological, Social and physical behaviors of potential customers as they become aware of evaluate, purchase, consume and tell others about product & service.

There are following five stages in consumer buying decision process:-

1. Problem identification:-

The buying process starts when the buyer recognizes a problem or need. The need can be triggered by internal or external stimuli.

Marketers need to identify the circumstances that trigger a particular need. By gathering information from a number of consumers, Marketers can identify the most frequent stimuli that spark an interest in a product category. They can then develop marketing strategies that trigger consumer interest.

2. Information Search:-

The consumer tries to collect information regarding various products/service. Through gathering information, the consumer learns about completing brands and their features. Information may be collected form magazines, catalogues, retailers, friends, family members, business association, commercial, chamber of commerce, telephone directory, tradefair etc. Marketers should find out the source of information and their relative degree of importance the consumes.

Personal Sources: Family, friends, neighbor, as acquaintances.

Commercial Source: Advertising, sales persons, dealers, packaging, displays.

Public sources: mass media, consumer, rating organizations.

Experimental sources : Handling. Examine, using the product.

3. Evaluation of alternative:-

There is no single process used by all consumers by one consumer in all buying situations. There is several First, the consumer processes, some basic concepts are:

First, the consumer is trying to satisfy need.

Second, the consumer is looking for certain benefits from the product solutions.

The marketer must know which criteria the consumer will use in the purchase decision.

4. Choice of purchasing decision:-

From among the purchase of alternatives the consumer makes the solution. It may be to buy or not to buy. If the decision is to buy

The other additional decisions are:

Which types of bike he must buy?

From whom to buy a bike ?

How the payment to be made? And so on.

The marketer up to this stage has tried every means to influence the purchase behavior, but the choice is properly consumers. In the evaluation stage the consumer forms preferences among the brands in the choice set. The consumer may also form an intention to buy the most preferred brand.

5. Post Purchase Behavior:-

After purchase the product, the consumer will experience the same level of product. The Marketer's job not end when the product is bought must monitor post-purchase satisfaction, post-purchase action, post-purchase use and disposal

Post Purchase Satisfaction:-

The buyer, S satisfaction is a function of closeness between the buyer, S expectation and the products Perceiver performance.

The larger the gap between expectation and performance the greater the consumer dissatisfaction.

Post purchase Action:-

The Consumer, S satisfaction or dissatisfaction with the product influence subsequent behavior. If the consumer satisfied, he or she will exhibit a higher probability of purchasing the product again.

Dissatisfaction consumer may abandon and return the product.

Post-Purchase Use or Disposal:-

The marketer should also monitor new buyers use and dispose of the product. If the consumer store the product in a close, the product is probably not very satisfying. If the consumer throws the product away, the marketer needs to know how they dispose of it; especially it can be hurt the environment.

Characteristic of Buyer Behaviors

The chief characteristics of the buyers behaviors are as follow:-

(1) It consists of mental and physical activities which consumers undertake to get goods and services and obtain satisfaction from them.

(2) It includes both observable activities such as walking through the market to examine merchandise and making a purchase and mental activities-such as forming attitudes, perceiving advertising material, and learning to prefer particular brands.

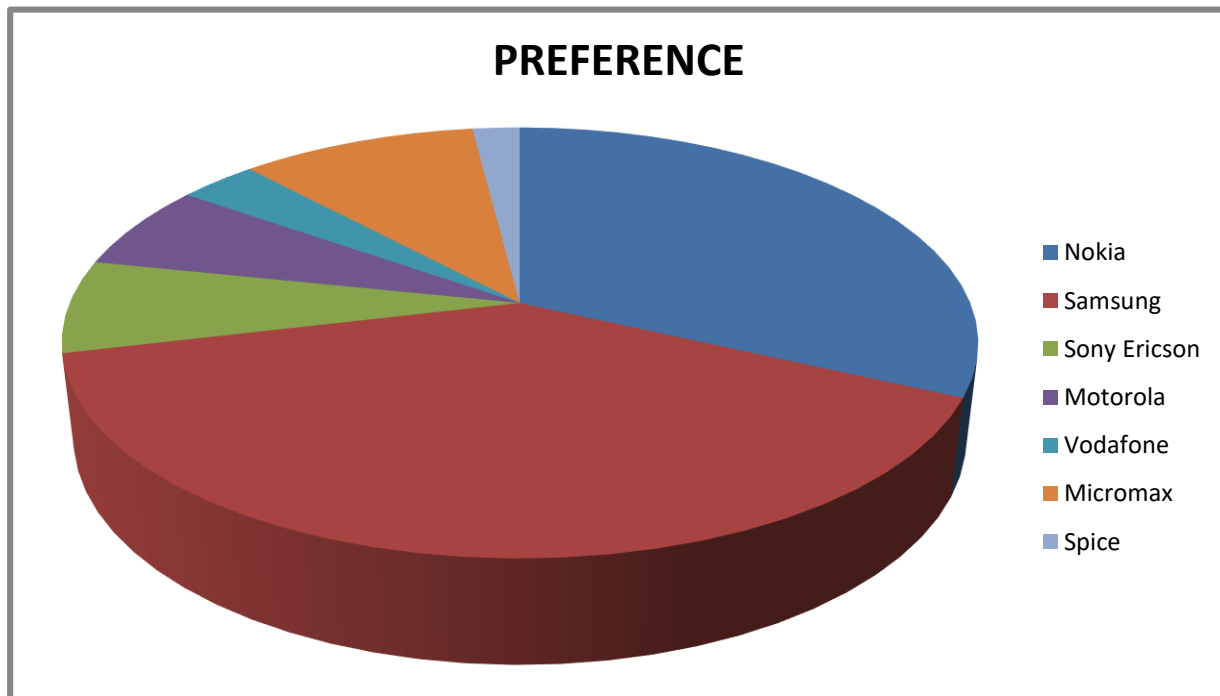
(3) Consumer behaviors are very complex and dynamic to constantly changing. And therefore, management needs to adjust with the change otherwise market may be lot.

The individuals specific behaviors in the market place is affected by internal factor, such as need , motives, perception, and attitudes, as well as by external of enviourmental influences such as the family social groups, culture, economics and business influences.

DATA ANALYSIS

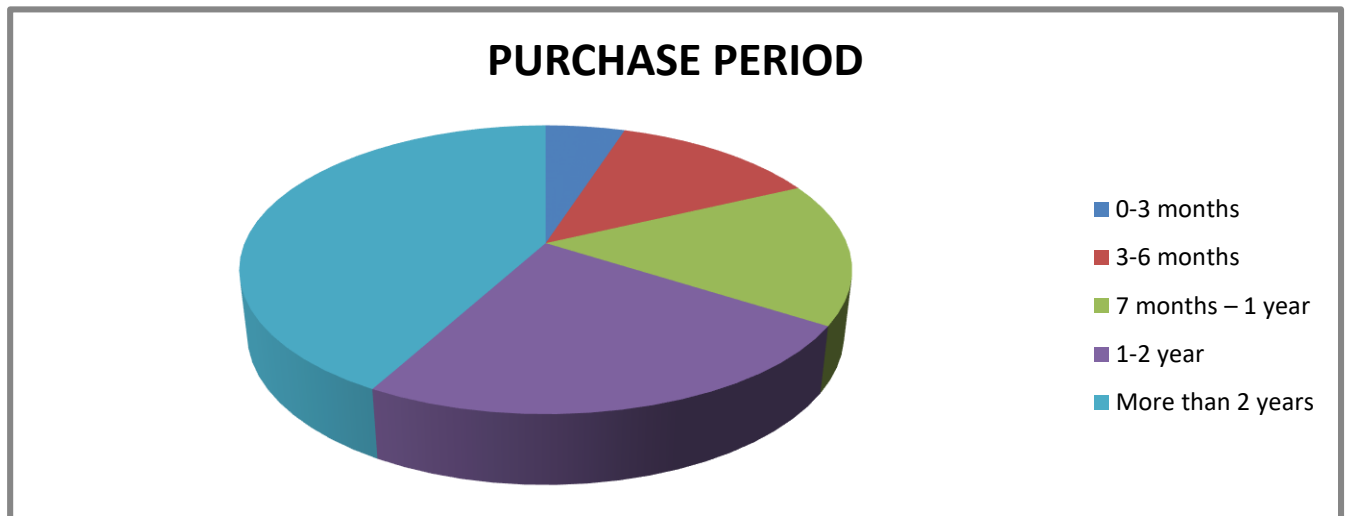
❖ Table showing preference of mobile phones

Brand	No of respondent	Percentage (%)
Nokia	64	32
Sony Ericson	14	7
Motorola	13	6.5
Samsung	79	39.5
Vodafone	6	3.3
Micromax	20	10
Spice	4	2
Total	200	100



❖ Table showing purchase period

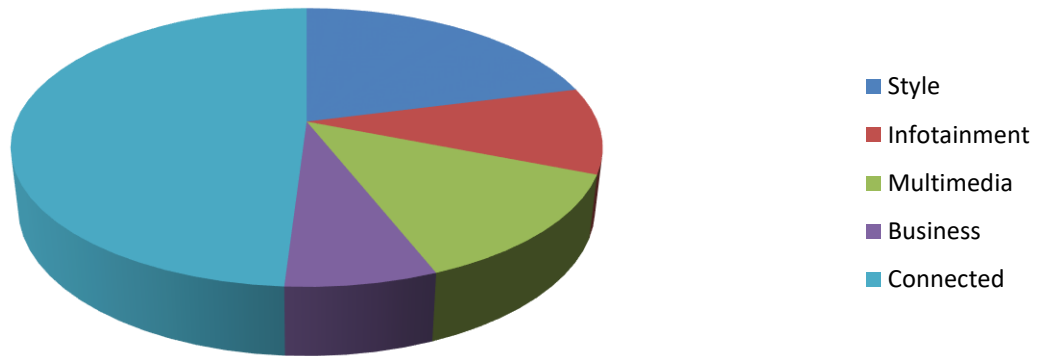
Period	No of respondent	Percentage
0-3 months	10	5
3-6 months	26	13
7 months – 1 year	32	16
1-2 year	48	24
More than 2 years	84	42
Total	200	100



❖ Table showing choice of purchase of mobile phone

Statement	No of respondent	Percentage
Style	42	21%
Infotainment	20	10%
Multimedia	26	13%
Business	14	07%
Connected	98	49%
Total	200	100%

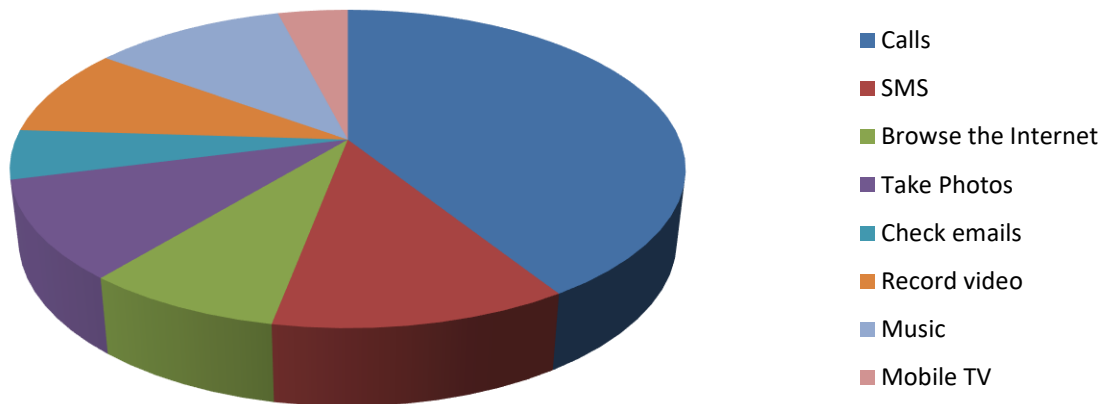
CHOICE



❖ Table showing mobile option which consumer uses

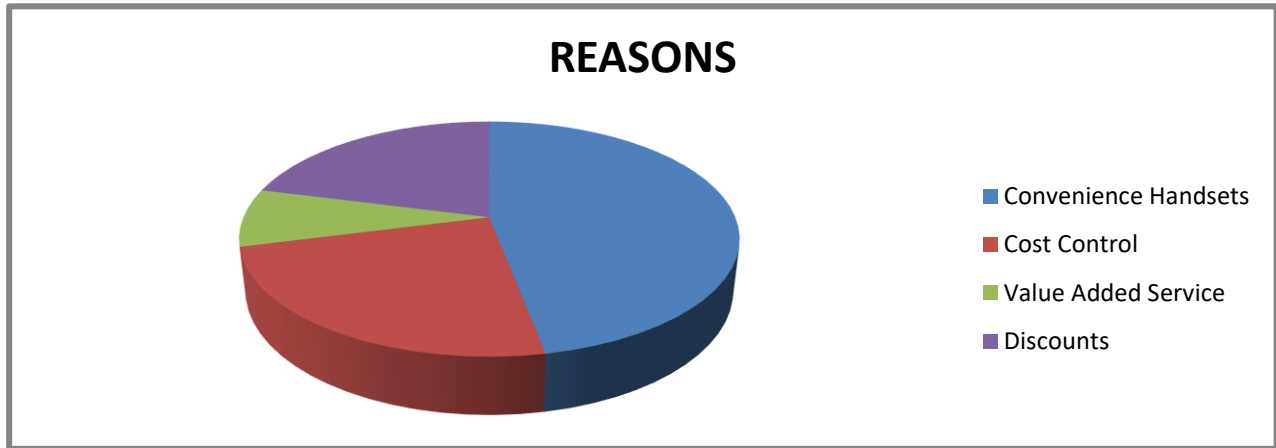
Option	No of respondent	Percentage
Calls	82	41%
SMS	24	12%
Browse the Internet	16	08%
Take Photos	20	10%
Check emails	10	05%
Record video	18	09%
Music	22	11%
Mobile TV	08	04%
Total	200	100%

OPTIONS



❖ Table showing reasons for choosing of mobile brand

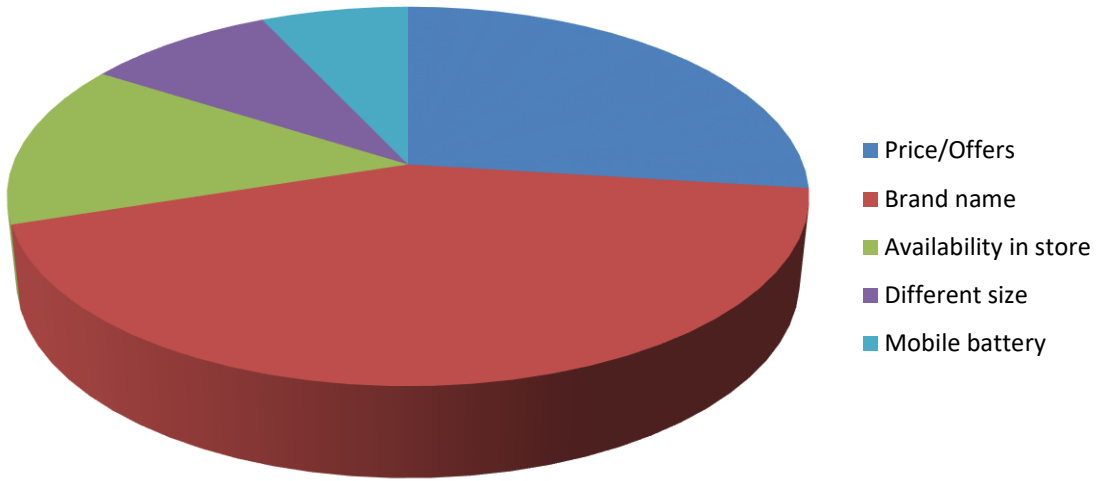
Reason	No of respondent	Percentage
Convenience Handsets	94	47%
Cost Control	48	24%
Value Added Service	16	08%
Discounts	42	21%
Total	200	100%



❖ Table showing influencing factors of purchasing

Influencing factor	No of respondent	Percentage
Price/Offers	54	27%
Brand name	86	43%
Availability in store	28	14%
Different size	18	09%
Mobile battery	14	07%
Total	200	100%

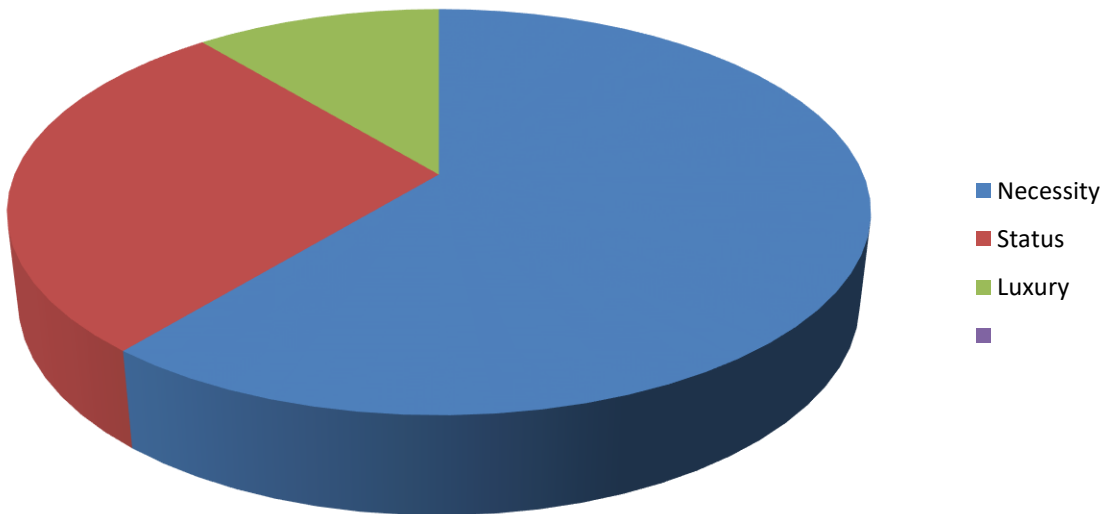
INFLUENCING FACTORS



❖ Table showing consider owing a mobile handset as a

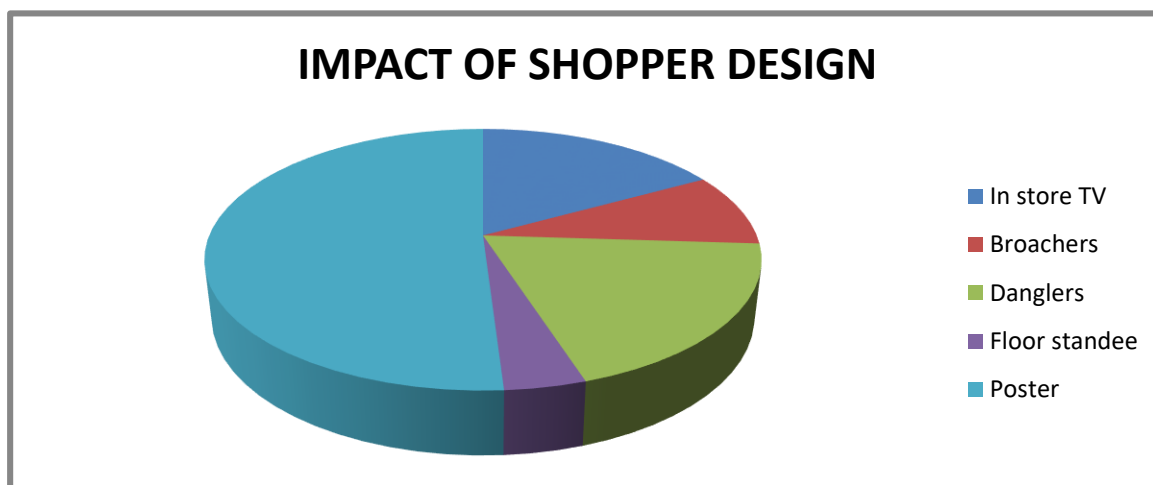
Option	No of respondent	Percentage
Necessity	122	61
Status	56	28
Luxury	22	11
Total	200	100

OWING REASON



❖ Table showing impact of shopper's purchase decision for mobile phone

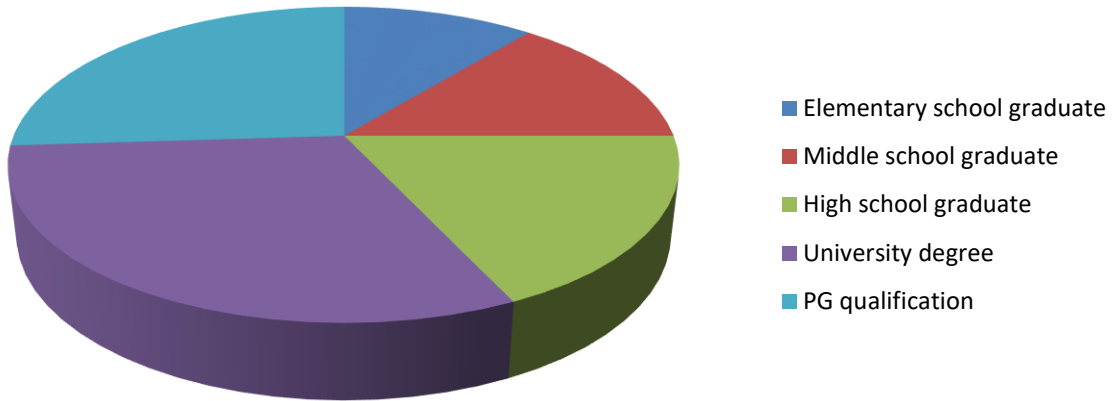
Option	No of respondent	Percentage
In store TV	34	17%
Broachers	18	09%
Danglers	38	19%
Floor standee	08	04%
Poster	102	51%
Total	200	100%



❖ Table showing the highest level of education

Option	No of respondent	Percentage
Elementary school graduate	22	11
Middle school graduate	28	14
High school graduate	36	18
University degree	62	31
PG qualification	52	26
Total	200	100

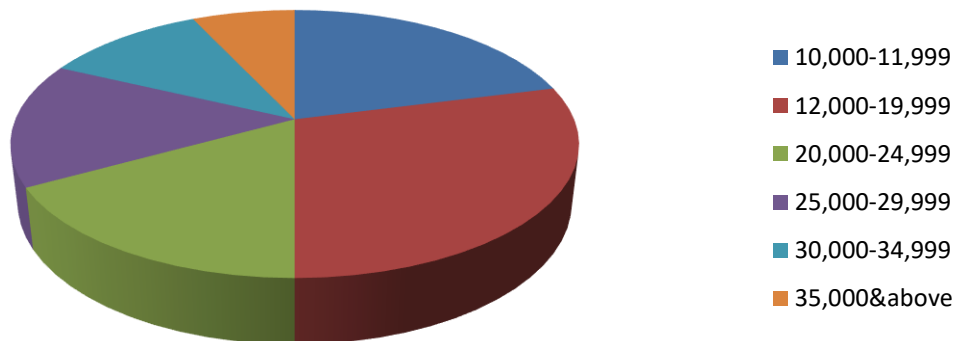
HIGHEST LEVEL OF EDUCATION



❖ Table showing respondent's monthly income

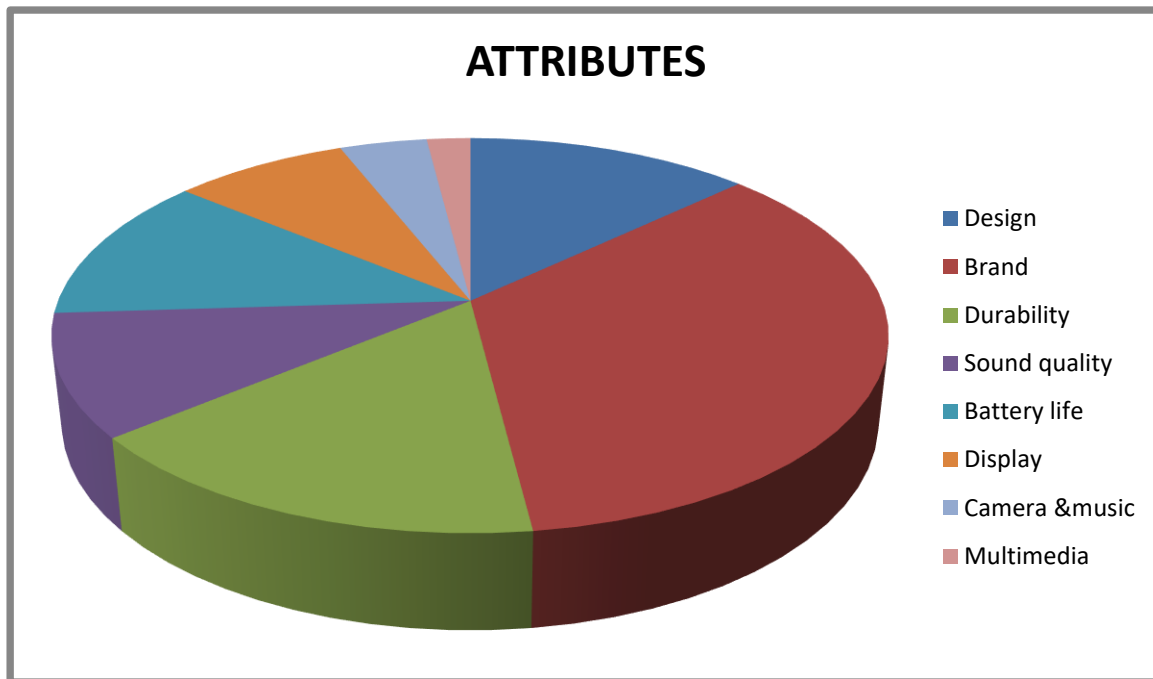
Option	Respondent	%
10,000-11,999	42	21
12,000-19,999	58	29
20,000-24,999	34	17
25,000-29,999	30	15
30,000-34,999	22	11
35,000&above	14	7
Total	200	100

RESPONDENT MONTHLY INCOME



❖ Table showing the attributes of mobile phones

Attributes	No. Of consumer	%
Design	26	13
Brand	70	35
Durability	32	16
Sound quality	20	10
Battery life	24	12
Display	16	8
Camera &music	8	4
Multimedia	4	2
Total	200	100



QUESTIONNAIRE

Respondent Details

Name :

Age :

Gender :

Address :

Mobile :

Q1 which mobile do you prefer?

- A) Nokia
- B) Sony Ericson
- C) Motorola
- D) Samsung
- E) Vodafone
- F) Micromax
- G) Spice

Q2 How long ago did you purchase it?

- A) Less than three month ago
- B) 3-6 month ago
- C) 7-12 month ago
- D) Within past 2 years
- E) More than 2 years ago

Q3 Which of the following statement is best choice you when purchasing a mobile phone?

- A) Style
- B) Infotainment
- C) Multimedia
- D) Business
- E) Connected

Q4 Which one of the following option you choose when purchasing a mobile phone?

- A) Calls
- B) SMS
- C) Browse the internet
- D) Take Photos
- E) Check emails
- F) Record video
- G) Music
- H) Mobile TV

Q5 For what reason you choose the mobile brand?

- A) Convenience Handset
- B) Cost control
- C) Value added Service
- D) Discounts

Q6 Which factors influenced you in purchasing the mobile brand you are currently using?

- A) Price/Offers
- B) Brand name
- C) Availability in store
- D) Different size
- E) Mobile battery

Q7 Select following option is in store marketing materials that may impact shopper's purchase decision for mobile phone?

- A) In store TV
- B) Broachers
- C) Dangler
- D) Floor standee
- E) Poster
- F) Leaflet

Q8 You consider owing a mobile handset as a

- A) Necessity
- B) Status
- C) Luxury

Q9 Which one of the following best describes your current employment status?

- A) Employed full time
- B) Employed part time
- C) Self employed
- D) Full time home maker
- E) Full time student

Q10 which is the following best describe the highest level of education you have completed?

- A) Elementary school graduate
- B) Middle school graduate
- C) High school graduate
- D) University degree
- E) Post graduate

Q11 What is your monthly income?

- A) 10,000-11,999
- B) 12,000-10,999
- C) 20,000-24,999
- D) 25,000-29,999
- E) 30,000-34,999
- F) 35,000 and above

Q12 What other brands of mobile phone regardless of type have owned in the past?

	Currently Own	Owned in the past
A) Nokia	_____	_____
B) Sony Ericson	_____	_____
C) Motorola	_____	_____
D) Samsung	_____	_____
E) Vodafone	_____	_____
F) Spice	_____	_____
G) LG	_____	_____

Q13 Which one of the following features you choose when purchasing mobile phone?

Attributes

- A) Design -----

- B) Brand -----
- C) Durability -----
- D) Sound quality -----
- E) Battery life -----
- F) Display -----
- G) Camera & music -----
- H) Multi Media -----

Q 14 Which mobile do you prefer considering attributes like design,brand,durability,sound quality, battery life, display, camera & music, multimedia ?

- a)NOKIA
- B)Sony ericsson
- C)Motorola
- D)Samsung
- E)Vodafone
- F)Spice
- G)LG

Q15 As a consumer what are your expectations from camera phone regarding different brands?

Nokia Sony LG Motorola Samsung
Ericson

- A) Celebrities icon
- B) By mail
- C) Brand store
- D) Magazine ads
- E) TV ads
- F) Posters
- G) From relatives
- H) Newspaper ads