

Purchase Intention of Consumers towards Smart Phones in Thiruvallur District

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Abstract: *This paper explores the purchase intention of smart phone users. Smart phone plays significant role in the present scenario. Smart phones bring new changes and gives new birth to the society. Now days we cannot imagine the world without smart phones. As per the report in India nearly 30 million smart phone purchases quarterly and it keeps on increasing every year. In India the modern technological development will make a tremendous impact in 2025 and it may promote 700 million Internet users. There is also a scope for telecom market to touch Rs.10 trillion. The government also facilitates WIFI to 5,50,000 villages by March 2019 and planned policies for future India. The government also formed 5G India 2020 Forum to uplift the Indian economy. Smart phone market creates a greater impact on Indian economy and it contributes a major part in Gross Domestic Product. The decision of Indian economy is always cost oriented, wherever reasonable products sell the highest. Smart phone rendering various services through different apps. This apps supports to the consumers for food supply, booking cabs and online shopping. Mostly educated middle class people using these facilities. Recently, smart phone advertisements create greater impact on buying intention of consumers in the market. In olden days mobile advertisements exposed only about the product, but now they are showing the real face of the society. In the present scenario, India is a huge market for smart phones. Manufacturers are aware of consumer's wants and desires. This attitude may bring lot of changes in the smart phone market. Brand image is the most predominant variable which influences the purchase intention of end users to buy the smart phones. Brand loyalty plays secondary role which is also influencing buyers while buying the smart phones. In the olden days smart phone market in India has grown mushrooming and at present the emergence of smart phone market is highly successful and an eye opening to our society.*

Keywords : *Smartphone, Purchase Intention and Consumers.*

I. INTRODUCTION

The Smartphone is taking the globe by storm. If we examine the mobile advertisements, it conveys much information. In those days mobile advertisements conveyed information only about the product, but in the present scenario smart phone advertisement shows other face of the society with different angle. Now days youth are ridiculing technologically challenged older people those who are not using smart phones. This technology based smart phones having Google Maps which shows directions to people while

travel and they need not ask people to find the way. Smart phones bring new changes and gives new birth to the society. In India the enthusiasm to buy smart phones are increasing today. As per the report in India nearly 30 million smart phone purchases quarterly and it keeps on increasing every year. As per the report of International Data Corporation, the mobile subscriptions in India are expected to rise 1.4 billion by 2021. India has an enormous smart phone market that induces the leading smart phone companies like Apple, Vivo, Oppo and Samsung to keenly watch our market when introduce new features and changes in their mobile products. India is a very popular trading place for smart phones and also manufacturers, sellers and distributors are aware of buyer's needs and desires which will make a greater impact on sales. They go for customer-oriented research in order to better their prospects by boosting their sales. Obviously, next to China, India has over 1.08 billion subscribers and plays second largest tele-communication market in the world. In olden days smart phone market in India has grown mushrooming and at present the emergence of smart phone market is highly successful and an eye opening to our society. Today our economy faces an economic boom by hectic sales in smart phone market. This economic situation gives more contribution to the growth of GDP. India places the fourth largest economy in marketing and consuming the smart phones.

II. STATEMENT OF THE PROBLEM

According to statistics, smart phone products have a total value 100 billion and more in India. The market has been carved up by a numbers of brands. Numerous brands pushed into market in India. Indian consumers enjoy enormous freedom to choose their smart phone brands from among those popular brands. However, the reason why consumers stick to a particular brand in the midst of a wide range of choice remains to be studied in detail. The research problem undertaken for study here rests on the non availability of such data. So it is proposed to go into the marketing strategies prevailing in India in consonance with the demand for certain products among consumers. The different brands provide different service, different product outlooks and different prices. Therefore, Indian consumers have a wide choice possibility when choosing a smart phone. In contrast, how the smart phone product enterprises attract consumers and create purchase intention to buy their products still lacks research, and it becomes an imperative to study it. So this research is necessary to attend

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the problem of understanding the Indian marketing.

Increasing the high-finish and middle-finish market selling in Indian has become a critical issue that requires resolving. This study exhibits the various factors influencing consumer's purchase intention. It also aims to analyze consumers' satisfaction and purchase intention of consumers with relation to smart phone products. What are the variables affecting the buyers' intention to buy a certain product in an area topographically limited to the Thiruvallur District. In the above cited facts, the researcher has chosen the title "A Study on Purchase Intention of Consumers towards Smart Phone in Thiruvallur District"

III. OBJECTIVES OF THE STUDY

1. To analyze the level of satisfaction of consumers with smart phone products.
2. To evaluate the impact of demographic variables on consumer satisfaction and Purchase Intention regarding smart phone products.

IV. LIMITATIONS

1. The study is confined to four small towns in Thiruvallur District
2. The population is composed of only those consumers' who can afford to buy such smart phones. They belong to above middle class in society.

V. REVIEW OF LITERATURE

Author Name	Year	Findings
Ling, Chai &Piew	2010	They identified purchase intention of undergraduate students in Malaysia. They find out knowledge about the brand and quality are playing major role in purchase intention.
Anosh Muhammad, Naqvi Hamad and Ghulam Shabir	2014	They investigated factors influencing purchase decision of mobile phone devices. This research reveals that most of the consumers using Samsung smart phones. Perception, preference, image and loyalty are the important variables taken into the study. This study finds out all the variables affecting consumers while buying the product.
Akar and Nasir	2015	After reviewing 100 published papers on purchase intention most of the articles revealed that trust creates positive influence and risk create negative influence on purchase intention.
Rex P.Bringula	2018	This study focused factors influencing on - line purchase intention of smart phones. Data was collected from students. Company, personal and technical factors are the factors taken into the study. Trust and Consistency are considered as greater impact among buyers.

VI. RESEARCH GAP

Though adequate research has been done in various aspects of consumer behaviour pattern due to influence on purchase intention it is found no research has been carried especially on smart phone products, that too in the small towns in Thiruvallur District. In this rapidly changing & overly exposed Indian consumers, it is difficult to keep track of their behavior and satisfaction towards smart phone products & its impact on purchase intention. It's the most indispensable aspect, what do they perceive & how do they decide buying in particular smart phone category. This paper therefore is systematically organized & scientifically analyzed. So the research is concerned about the consumer's buying intention of smart phone in Thiruvallur District.

VII. RESEARCH METHODOLOGY

1. The researcher has used both primary and secondary data. Questionnaire method was used to collect the primary data.
2. This study was conducted in Thiruvallur District(Avadi, Pattabiram, Thiruniravur and Veppampattu).
3. The researcher has adopted convenience sample of 154

individuals who used smart phones in various towns of Thiruvallur District, Tamil Nadu, India.

A. Statistical Tools Used

- Percentage analysis
- One-sample t-test
- One way ANOVA
- Bi-Variate Correlation

VIII. SUMMARY OF FINDINGS

Profile of the respondents

The researcher has collected data from the respondents those who are using smart phones. Personal profile of the respondents consist gender, age, education, occupation, monthly family income, marital status and family type. Table 1 clearly shows that majority of men using smart phones. Most of the salaried and high income people buying smart phones.

Table 1. Profile of the respondents

Particulars	Classification	Number of Respondents	Percentage	Results
Gender	Male	80	51.95	Majority of the selected respondents (52.6%) are male.
	Female	74	48.05	
Age	Below 25 Years	47	30.52	Majority of the respondents (39.9%) fall in the age group of 25-35 years.
	25-35 years	55	35.71	
	36-45 years	35	22.73	
	Above 45 years	17	11.04	
Education	School level	39	25.32	Half of the respondents (49.5%) using smart phones are UG/PG graduates.
	Diploma	29	18.83	
	UG/PG	58	37.66	
	Professional	20	12.99	
	Others	8	5.19	
Occupation	Salaried Job	54	35.06	Majority of the respondents (33.6%) using smart phones are salaried employees.
	Business/Self-employed	18	11.69	
	Professional	26	16.88	
	Student	41	26.62	
	Home maker	10	6.49	
	Others	5	3.25	
Monthly family Income	Less than Rs.50,000	75	48.70	Most of the respondents' (70.5%) family income per month is less than Rs.50,000 and they are all using smart phones.
	Rs.50,000 – 1,00,000	52	33.77	
	Rs.1,00,001 – 2,00,000	18	11.69	
	Above Rs.2,00,000	9	5.84	
Marital status	Married	85	55.19	Majority of the consumers using smart phones are married.
	Unmarried	69	44.81	
Family type	Joint	87	56.49	Majority of consumer belongs to joint family.
	Nuclear	67	43.51	

Source: Primary data

Smart Phones brands used by the respondents

Respondents are conveyed information about their smart phone brands. Table.2 explores that the brands used by the respondents in smart phones.

Table 2: Smart Phones brands used by the respondents

Brand Name	Number of Customers	Percentage
Sony	10	6.49
Samsung	61	39.61
Nokia	22	14.29
Lenovo	46	29.87
Others	15	9.74
Total	154	100

Source: Primary data

The above table shows that majority (39.61%) of consumers using Samsung brand in smart phones.

Purchase Intention On Smart Phone Products

Perception towards Purchase Intention

H₀₁: The perception level of the respondents towards Purchase intention does not differ with the average score.

The results of one sample t-test for variables measured for studying the perception of the respondents on Purchase

intention towards smart phone products are displayed in the table 3.

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Table 3. One sample t-test for Purchase intention

Statements	Mean	SD	t-value	p-value	Result
I would buy the product of this brand rather than any other brands available	1.98	0.231	3.452**	<.001	Lower than the average mean score
I intend to purchase the product of this brand in the future	2.76	1.064	2.947**	<.001	Higher than the average mean score
I actively encourage others to buy the product of this brand	3.21	1.865	2.894**	<.001	Higher than the average mean score
I would like to buy the product of this brand for others as a gift	2.45	1.004	3.657**	<.001	Higher than the average mean score
I will not switch over to other brands even if an alternative brand offers more promotions or added values	3.73	0.962	4.237**	<.001	Higher than the average mean score

Table 3 states that the respondents perception on purchase intention towards smart phone product in Thiruvallur District. The t-values of the variables: 3.452, 2.947, 2.894, 3.657 and 4.237 significant at 1% level. The null hypothesis is rejected. This table states that consumers having good buying intention. It also results consumers intend to buy the same brand even the competitor's offers and promoting brand with more added value and benefits.

Influence of respondents' demographic variables on Purchase intention

To test the significant influence of respondents' demographic variables on Purchase intention one way ANOVA is applied to ascertain the influence of respondent's demographic variables on Purchase intention. The following null hypotheses are framed:

H₀2: There is no significant influence of respondents' (a) gender (b) age (c) education (d) occupation (e) monthly family income (f) marital status (g) family type on Purchase intention towards Smart Phone products.

Table 4 indicates the results of influence of respondent's demographic variables on Purchase intention towards Smart Phone products in Thiruvallur District.

Table 4: Influence of demographic variables on Purchase intention

Variable	Category	N	Mean	S D	F- value	Result
Gender	Male	80	0.50	2.66	0.101 (p=.899)	Insignificant at 5% level. Formulated hypothesis accepted
	Female	74	0.44	2.65		
Age	Below 25 Years	47	0.50	2.61	1.021 (p=.162)	Insignificant at 5% level. Formulated Hypothesis accepted
	25-35 years	55	0.43	2.72		
	36-45 years	35	0.47	2.65		
	Above 45 years	17	0.49	2.56		
Education	School Level	39	0.47	2.67	5.321** (p<.001)	Significant at 1% level. Formulated hypothesis rejected. This indicates that the respondents having other education are having better purchase intention and the diploma holders are lacking in purchase intention.
	Diploma	29	0.47	2.56		
	UG/PG	58	0.44	2.58		
	Professional	20	0.46	2.96		
	Others	8	0.46	2.99		
Occupation	Salaried Job	54	0.47	2.67	1.022 (p=.185)	Insignificant at 5% level. Formulated hypothesis accepted.
	Business/Self-employed	18	0.53	2.74		
	Professional	26	0.50	2.73		

	Student	41	0.45	2.55		
	Home maker	10	0.41	2.67		
	Others	5	0.35	2.56		
Monthly Income	Less than Rs.50,000	75	0.46	2.61	2.698* (p=.012)	Significant at 5% level. Formulated hypothesis rejected. This exposes that the respondents earning more than Rs.2,00,000 per month are having better purchase intention level and the respondents earning less than Rs.50,000 are having lesser purchase intention.
	Rs.50,000 – 1,00,000	52	0.46	2.80		
	Rs.1,00,001 – 2,00,000	18	0.45	2.64		
	Above Rs.2,00,000	9	0.62	2.82		
Married Status	Married	85	0.48	2.67	0.132 (p=.438)	Insignificant at 5% level. Formulated Hypothesis accepted
	Unmarried	69	0.46	2.65		
Family type	Joint	87	0.47	2.65	0.268 (p=.475)	Not significant at 5% level. Formulated hypothesis accepted
	Nuclear	67	0.46	2.67		

* Significant at 5% level ** Significant at 1% level

Relationship between Purchase intention and Customer satisfaction towards Smart Phone products

To find out the significant relationship between Purchase intention and Customer satisfaction towards Smart Phone bi-variate correlation is applied to evaluate the significant relationships between consumer satisfaction and purchase intention. The following null hypotheses were framed:

H03: There is no significant relationship between Customer satisfaction and purchase intention towards Smart Phone products.

Table 5: Correlation analysis for relationship between Purchase intention and Customer satisfaction

	Customer satisfaction		Result
	r-value	p-value	
chase intention	0.536**	<.001	It shows positive relationship. Null hypothesis is rejected at 1% level. This shows that Customer satisfaction develops Purchase intention towards Smart Phone products by 53.6%.

** Significant at 1% level

IX. SUGGESTIONS AND CONCLUSION

India has grown rapidly in smart phone market and also announced various liberal policies to meet the consumer demand. Of late, the tele-communication industry plays a leading role in job providers and employment generators in India. As per the report of Randstad India, the telecommunication industry will create over four million direct and indirect jobs in the forthcoming years. Internet usage in smart phones enhances sales in smart phone market; the government also takes necessary steps and put forth the efforts to develop technology in rural regions. The IDC pointed out Indian market will exceed the US smart phone market in the forth coming years. Low price smart phones and their life period are the major reasons for the accelerating growth of Indian smart phone market. The decision of Indian economy is always cost oriented, and also selling the product at reasonable rate. After 2012 the sale of smart phone market

is very high in India. Every smart phone producers are ready to offer budgeted smart phones with good sales deal to increase the sales. Mostly low cost smart phones quickly moving in the market and it also leads to improve consumer base marketing. In the modern scenario, we can see most of the smart phones moving in India with high discount deals through online marketing. Festival offers, Aadi sales, opening offers, seasonal sale and low cost phone with less EMI are the major factor which influences lower middle class consumers to buy the smart phones. Recently, smart phone advertisements create greater impact on buying intention of consumers in the market. Smart phones rendering enormous services through different apps. This apps supports to the consumers for food supply, booking cabs and online shopping. Mostly educated middle class people using these facilities. After the existence of 4G, the sales of smart phones have been touched a great high. In India the modern technological development will make a tremendous impact in 2025 and it may promote 700 million Internet users. There is also a scope for telecom market to touch Rs.10 trillion. The government also facilitates WIFI to 5,50,000 villages by March 2019 and planned policies for future India. The government also formed 5G India 2020 Forum to uplift the Indian economy. There are numerous brands in smart phone and often new models are coming up. The innovation of smart phone models and buying intention of consumers ensure hectic competition among new, upcoming and existing brands in the market. The Indian smart phone industry introducing innovative brands and also gives opportunity to already existing products. Recently, smart mobiles are available to all cadres of economic people and these budget phones promote greater impact among educated middle class. Smart phone industry supplies plethora of brands and gives more space to educated middle class consumers. On the other hand, smart phone industry distributes costlier model of smart phones to gain popularity among consumer market. Of course, it is not too hard for India to become an efficient leading market in smart phone industry.

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In the forth coming years we can see the smart workers with smart phones and it is a time to make a digital India.

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Dr.S.Sangeetha, working as Assistant Professor of Post Graduate Department of Commerce in Pachaiyappa's College, Chennai-600 030. She has 15 years of experience in UG and PG. .She has completed her B.Com (2000) and M.Com (2002) in Jaya College of Arts & Science, Thiruninravur affiliated to university of Madras. She pursued her full time Ph.D in Commerce (Awarded on 22nd January 2007) in The New College, Chennai-600

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