

BUYING BEHAVIOUR ON MOBILE PHONES AMONG RURAL CONSUMERS WITH SPECIAL REFERENCE TO SALEM DISTRICT

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Abstract

Consumer Behaviour includes the study what they buy, when they buy it, when they buy it, where they buy it, how often they buy it and how often they use it. Consumer Buying Behaviour refers to the buying behaviour of the individuals and households who buy goods and services for personal consumption. Consumer around the world are different in various factors such as age, income, education level and preferences which may they avail of goods and services. The Mobile phone is an electronic telecommunication device with the same basic capability as a conventional fixed line telephone has, but it is entirely portable as well and not required to be connected with a wire to the telephone network. In addition to the voice function, a mobile phone can support many additional services such as SMS for messaging, packet switching for sending and receiving phones and videos. Now, mobile phone is connecting the world within a moment. Consumer's awareness and their attitude towards the Mobile service providers in Luck now. It is observed that the level of consumer satisfaction, the perception of consumers of the prospects of mobile services and the impact of mobile services in bringing about the social change, depend on the demographic characteristics of the respondents. Mobile phone users many problems, problems pertaining to buying a mobile phones choosing an activation card, tower problem,

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variety to schemes, recharge coupons, roaming and optimum use of mobile phone, facilities are some of the vital issues of the mobile phone users, so the researcher made sincere attempt to analyze the consumer behaviour of mobile phones. They are one's easily available help in case of emergency. They save a lot of time and energy in making multiple calls to track a single person thus they increase direct one-to-one relationship. They also keep loved and near ones well connected by way of SMS. One can also listen to songs, play games, and get live cricket scores, market updates and even the headlines. No matter where one goes, mobile phones are the only hope of keeping families connected without any hassle.

Key words: Consumer Buying Behaviour, Perception ,Mobile Phone Usage, Rural Consumer.

INTRODUCTION

Consumer Behaviour is the behaviour that consumer display in searching for buying, using, evaluating, and disposing of products and services that they expect will satisfy their needs. Consumer Behaviour focuses on how individual consumers and families or households make decisions to spend their available resources (time, money, effort) on consumption – related items. That includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how they evaluate it after the purchases, the impact of such evolutions on future purchases, and how they dispose of it.

Today mobile phones have moved beyond their primary role of voice communications and have graduated to become an essential entertaining device for mobile users. We are in an era where users buy mobile phones not just to be in touch, today's youth use it to express their thoughts, for social networking, to their interests, play games, read news, surf on the internet, listen to music, chat instantly with friends & families with friends & families and even check their bank balances. There are various phone manufacturers providing handsets.

Indian Rural Market Census of India defines rural as any habitation with a population density less than 400 per sq. km., where at least 75 percent of the male working population is engaged in agriculture and where there exists no municipality or board, and the same definition being

accepted for the paper here. A marketer trying to market his product or service in the rural areas is faced by many challenges; the first is posed by the geographic spread and low population density in the villages in the country.

REVIEW OF LITERATURE

Kotler and Armstrong (2001)¹ Consumer Buying Behaviour refers to the buying behaviour of the individuals and households who buy goods and services for personal consumption. Consumer around the world are different in various factors such as age, income, education level and preferences which may they avail of goods and services. This behaviour then impacts how products and services are presented to the difference consumer markets. There are many components which influence consumer behaviour namely: cultural, social, personal, and psychological (Kotler and Armstrong, 2001).consumer behaviour is the study of when, why, how and where people do or do not buy products (Sandhusen, Richard L; 2000).

Kundi J.et al (2008)² Stated that consumer behaviour refers to the mental and emotional process and the observable behaviour of consumer during searching, purchasing and post consumption of a product or services. Consumer behaviour blends the elements from psychology, sociology, sociopsychology, anthropology and economics.

Eric and Bright (2013)³ Conducted a study on factors that determine the choice of brands of mobile phone in Ghana specifically Kumasi metropolis. Accordingly, the results of the study showed that the first most important factor is reliable quality of the mobile phone brand and other factor is user-friendliness of the brand of the mobile phone.

Consumer buying behaviour according to **Kotler & Armstrong (2005)**⁴ is defined as the buying behaviour of consumers' individuals and households who buy goods and services for personal

¹ **Kotler and Armstrong.**, "A study on Customer Purchase Behaviour towards mobile phones with special reference to erode city", IOSR Journal of Business and Management (2001), 1, PP 04-08.

² **Kundi J.et al.**, "A study on Customer Purchase Behaviour towards mobile phones with special reference to erode city", IOSR Journal of Business and Management (IOSR-JBM)(2008), 1, PP 04-08.

³**Eric and bright.** "Consumer Buying Behaviour of Mobile Phone Devices", Journal Of Marketing And Consumer Research- An Open Access International Journal (2013), 2PP.8-15.

⁴**Kotler & Armstrong.**, "A Comparative Study of Buying Behaviour of Mobile Phones among Rural, Semirural and Urban Teenagers of Nepal", Asian Journal of Management Research (2005), 2(1), PP 35-48.

consumption. Consumer can be described as person who acquires goods and services for self-satisfaction. Personal consumers buy goods and services for his or her own needs. Whereas, organizational consumers buy products, equipment's and services in order to run their organization (Kotler & Armstrong 2005). Peter and Olson state that consumer behaviour depends on interactions between people's emotions, moods, affection and specific needs. (Peter jp & Olson j 2004)

Schiff man G. Leon and Kanuklazare Leslie (2012)⁵ Study of the customer Behaviour includes the study what they buy, when they buy it, where they buy it, how often they buy it and how often they use it.

Mamoria C.B. and Mamoria Satish (2012)⁶ Consumer behaviour is the process whereby individuals decide what, when, where, how and from whom to purchase Goods and services.

Nair Suja R (2012)⁷ the success of the firm will be determined by how effective it has been in meeting the diverse customer needs and wants by treating each customer as unique and offering products and services to suit his/her needs.

Shashikumar Sharma L & Chaubey D.S (2012)⁸ assessed the consumer's awareness and their attitude towards the Mobile service providers in Luck now. It is observed that the level of consumer satisfaction, the perception of consumers of the prospects of mobile services and the impact of mobile services in bringing about the social change, depend on the demographic characteristics of the respondents

⁵**Schiff man G. Leon and Kanuklazare Leslie** [://www.ijccr.com](http://www.ijccr.com) international manuscript id : issn2249054x-v2i2m14032012volume 2 issue 2 March 2012.

⁶**Mamoria C.B. and Mamoria Satish** [://www.ijccr.com](http://www.ijccr.com) international manuscript id : issn2249054x-v2i2m14032012volume 2 issue 2 March 2012.

⁷**Nair Suja R** [://www.ijccr.com](http://www.ijccr.com) international manuscript id : issn2249054x-v2i2m14032012volume 2 issue 2 march 2012 .

⁸**Shashikumar Sharma L & Chaubey D.S**“a study on consumer behavior of mobile phones from univercell stores in kerala”, international journal of research in commerce, it & management, (2007) volume no. 2 (2012), issue no. 4 (April)

Sabnavis (2009)⁹ identified three different consumer types of three generations in India. Traditional consumers of pre-liberalization phase (1960-70s) were, stable, inward looking and had limited choices. They kept their family needs on the top and their own personal needs were subordinate to their family needs. They avoided risk. In the transient phase (1980-90s), the consumers were more risk taking than their predecessors. They had experienced multi-choices and had a tendency to be better off than their parents. Economically, they had no fears or concerns. The new millennium consumer tends to enjoy life. He has greater self-control, and looks for personal style and pleasure. Exposures to variety of products and enhancement of economic status have changed the attitudes of the upper middle – class consumers towards brands. Indian society being hierarchical in nature is therefore, status conscious (Sahay and Walsham, 1997). Indians give very high value to brands. In India, a brand is a cue to quality because the quality of the unbranded products varies widely (Johansson, 1997). According to study conducted by Maxwell (2001) on testing of homogeneity versus heterogeneity of global consumption in a cross-cultural price/brand effect model; Indian consumers in comparison to Americans are tougher for the marketers to sell their products. However he found Indian consumers more prices and fewer brands conscious.

Objectives

1. To study the structure and growth of mobile industry in India.
2. To study the awareness level of mobile phones and applications among rural consumers in Coimbatore region.
3. To identify the factors which influence buying of mobile phones among rural consumer.
4. To analyse the behavioural aspects on various features of mobile phones among rural consumers in Coimbatore region.

MOBILE PHONE COMMUNICATION IN INDIA

India has come in a close second in the sale of mobile phones in the year 2006. China has led the race of mobile sales being the highest in the world. In India however the GSM phones rule over the CDMA handsets. Leading the categories are Nokia, Samsung, Sony Erickson while Reliance

⁹ **Sabnavis** “Mobile Handset Buying Behavior of Different Age and Gender Groups” *International Journal of Business and Management*,(2009)Vol. 4, No. 5pp-179-187.

takes a large size share in the corporate segment. Subscribers in India are basking in the glory of the ever increasing number of subscriber patronage. They want to be seen with better handsets as there is a quaint feeling that the mobile should match the designation or just make a status statement with a smart and expensive phone. Hence with such attitudes ruling the market everyone wants to stand out with the handset they own. Mobile Phones have a huge market in the world and especially in India. The sharks in this system like Motorola, Nokia, Samsung, Sony Ericsson, LG, Vodafone etc. continuously introduced latest Mobile Phone models at regular intervals in order to keep the smaller fishes aware of their superiority in the business.

PROFILE OF SALEM DISTRICT

Salem district of Tamil Nadu state in southern India, Salem is the district headquarters and other major towns in district include Mettur, Omalur and Attur. Salem is surrounded by hills and the landscape dotted with hillocks. Salem has a vibrant culture dating back to the ancient Salem nadu ruled by Mazhavar kings. As a district, Salem has its significance in various aspects; it is known for mango cultivation, silver ornaments, textile, sago industries and steel production. As of 2011, the district had a population of 3,484,056 with a sex-ratio of 954 females for every 1,000 males. Salem is one of the biggest cities in Tamil Nadu.

Salem district has many educational institutions including government schools, private schools and hundred years traditional institution Government Arts & Science College (Autonomous) Government Arts College of Women and the Government College of Engineering and Periyar University, the Salem handloom industry is one of the most ancient cottage industries and producing quality sari, dothi and angavasthrtam out of silk yarn and cotton yarn. In the past, home furnishing items are also woven, mainly for export purpose s. more than 75,000 handlooms are working and the total value of cloth produced per annum is estimated at Rs 5,000 crores. The Salem region also houses the Tamil Nadu largest number of sago industries which are engaged in the production sago foods starch. In Salem District alone, 34,000 hectares of land is under tapioca cultivation which is the raw material for the sago industries and there are 650 units engaged in tapioca processing.

Salem steel plants, a special steel unit of Steel Authority of India Ltd have their plant located in Salem which produces cold rolled stainless steel and hot rolled stainless steel/carbon steel. The plant can produce austenitic, ferrite, martensitic and low – nickel stainless in the form of coils and sheets with an installed capacity of 7,000 tones/year in cold Rolling mill and 1,86,000tones/years in hot rolling mill. In addition, the plant has country's first top-of-the-line stainless steel blanking facility with a capacity 3,600 tone/years of coin blanks and utility blanks /circles.

The region around Salem is rich in mineral ores. Salem has one of the largest magnetite, and bauxite and also irons ore deposits in India. It has many magnetite factories operated by private and public sectors such as burn standard & co. Dalmia magnesites and Tata Re factories, SAIL refractoriness. The Madras Aluminum Company Ltd (MALCO) is part of Vedanta resources plc, a London stock exchange listed FTSE 100 diversified metals and mining major.

Limitation

1. Due to time and budget constraints this study has been undertaken within the geographical limits of Salem district.
2. This study has been undertaken only with a sample size of 75 respondents.

Research Design

Exploratory research design was used and brought the findings on the basis of primary data collection. Survey method was adopted for data collection. Questionnaire has been confined with closed ended question. This study focused on the rural consumer and 50 respondents have been randomly in Salem district for the study.

Primary Data & Secondary Data

Primary data was collected from the rural consumers with reference to Salem district at different regions based on the convenience of the researcher. Secondary data was obtained from the various in newspapers, magazines, and websites.

Sample Size: 50

Methods of Data Collection

Data has been collected from the rural consumers by personal interview with the help of designed questionnaire.

Statistical Tool: the study includes simple percentage calculation and pie chart.

Table No. 1 Demographic Variable

Demographic Variable		No of Respondents	Percentage
Gender	Male	35	70
	Female	15	30
Age group (years)	20 years	0	0
	20-30	5	10
	30-40	30	60
	40-50	15	30
	Above 50	0	0
Occupation	Business	20	40
	Agriculture	15	30
	Housewife	15	30
	Student	0	0
Income	Above 5000	25	50
	5000 – 10000	10	20
	10000 - 15000	10	20
	Above 15000	5	10
Source of Buying about Mobile Phones	Media	25	50
	Friends	10	20
	Family	15	30
Total		50	100

Source: Primary Data

Interpretation:

According to the survey 60% of the respondents belong to the age group of 30-40 and 10% belong to 40-50. It is known that 70% of the respondent belong to male and 30% belongs to female, who participated in this study and it is clear that, 40% of them are involving in their business, 30% are doing agriculture and 30% of them are homemaker.

Table No 2. Source of Buying about Mobile Phones

S.No.	Factors	Respondents in Number	Percentage
1	Media	25	50
2	Friends	10	20
3.	Family	15	30
Total		50	100

Source: Primary Data

Interpretation:

According to the primary data collection, 50% of the respondent states that media is the main important role in promoting the buying level.

Table no 3: Consumer's Satisfaction Level towards Mobile Phones

S.No.	Level of Satisfaction towards Mobile Phones	No of Respondents	Percentage
1	Micromax	15	20
2	Samsung	10	20
3	Nokia	10	20
4	Sony	10	20
5	Motorola	5	10
Total		50	100

Source: Primary Data

Interpretation:

Show that in case of consumer's satisfaction level regarding customer care service of their mobile phones service provider, significant difference was found. The satisfaction level of

consumers regarding customer care services is high in case of Micromax, Samsung, and Nokia compare with Sony and providers.

Findings

1. 70% of the respondents are buying their requirement from the mobile shops.
2. 60% of the respondents are aware about the mobile phone sector.
3. Only 50% of the respondent states that media is the main important role in promoting the awareness level.
4. As per the data, 90% of the respondents showed interest to buy in mobile sector.
5. It is noted that data, 90% of the mobile attracting more consumer and it is the popular mobile sector.

Conclusion

After analysis we found that small differences exist in the Profit level that implies the different groups prefer or opinion differs on consumer buying behavior. It created a curiosity to us to find out which group really differing on the opinions. By the help of Post we found out that the dependent differ the opinion among other class. It may be due to the decisions taken by Young Rural Consumers. Every person plays multiple roles in their daily life, professional role or social role. Each of these roles has a certain effect on consumers buying behavior. Each role has a particular status in society and consumer behavior is considerably depended on the status factor .If the Mobile marketers easily understand the factors that mainly influence in buying decision the sales can be increased a lot. The study offers an assessment of the symbolic devices that celebrity and peers adopts to persuade the audience. The visual expression model is supported in that the study suggests why advertisers use celebrities of different gender and age groups and expertise areas in commercials for certain products and cultural values.

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