



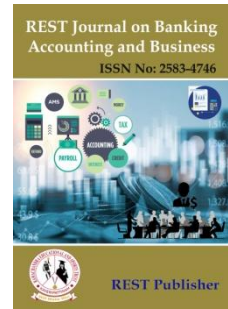
REST Journal on Banking, Accounting and Business

Vol: 2(4), December 2023

REST Publisher; ISSN: 2583-9721(Online)

Website: <https://restpublisher.com/journals/jbab/>

DOI: <https://doi.org/10.46632/jbab/2/4/2>



A Study on Rural Students Online Behaviour towards Purchase of Branded Smart Phones in Namakkal District

*J. Suresh kumar, A.T.Jaganathan

K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode, Namakkal District, Tamilnadu,
India.

*Corresponding Author Email: bhuvi39.grt@gmail.com

Abstract: Brand preferences are usually studied by attempting to profile and understand loyal consumers. It is the indicator of the strength of a brand in the hearts and minds of customers. Brand preference represents which brands are preferred under assumptions of equality in price, battery durability, camera resolution and so on. In recent times smart phone plays a significant role among the users to meet up their numerous objectives by operating their desired smart phone. This research is intended to describe and analyze student's level of brand preference mobile phones purchase buying behaviour in Namakkal district. The study used to collect data through questionnaires based survey. 300 college students are selected to this survey in rural district of Namakkal District. The collected data were analyzed through chi-square analysis. Results indicated that brand choice, value/ worth of the mobile phones, frequency of changing mobile phones, screen size have significantly effects on the satisfaction of the students. This will give a conclusion on how do students perceived brand among different criteria in order to take the decision in purchasing the brandedmobile.

Keywords: Smartphone, Students, Mobile Phone, Brand Choice, Satisfaction.

1. INTRODUCTION

Mobile phones are beneficial to the society and to the everyday life of an individual there are a number of disadvantages to the use of mobile phones. There are many parts of a mobile phone that are unnecessary and do not add to the usefulness. There are also certain specific health impacts, potential accident risks and an increased risk of crime associated with the use of the mobile phone. In addition to this, the behavior of young people deteriorates and becomes inappropriate when using a mobile phone. Majority of companies wants to retain existing students; marketer needs to know the behavior and specific needs of students. The study of buying behavior examines how individuals make decisions in spending their available resources, time, money, effort on various aspects such as whom to buy from, where to buy, how often they buy and how often they use it. The study of student behavior understands of how individuals behave in purchasing mobile phones. New generation can be called as smart phone generation as they love to busy with their smart phone all the time. And it becomes a very necessary instrument in their life. So before choosing their instrument of passing time they spent considerable amount of time for selecting smart phone. There are many factors to consider and brand is one of them. Knapman (2012) found consumers of Smartphone are strongly influence by brand when it comes to choosing smart phone.

A smart phone is a mobile phone with an advanced mobile operating system which combines features of a personal computer operating system, with more advanced computing capability and connectivity with other features useful for mobile or handheld use by offering advanced technologies for information management, mobile calls, email sending, and internet access. While offering a standardized platform for application developers a smart phone performs everything a personal computer can do, and because of its mobility, much more. It combines a cell phone with very advanced features in smart phones internet, instant messenger e-mail, media player, video games, GPS navigation unit, digital camera, voice dictation for messaging and a voice search for asking questions about anything.

2. REVIEW OF LITERATURE

Dr. V. Maheswari (2015) is conducted the study on “Brand choice of mobile phone users in Chidambaram town”. The objectives of this study is to highlight the key players in mobile phone market, to study the criterion on mobile phone users in Chidambaram town, and to study the level of satisfaction on usage of mobile phones users in the study area. The research conclusion from the study, the small local players like Micro max, Karbonn, Lava, Lemon, spice and a like will have to quickly rethink their product, marketing and service strategy fresh according to the small towns like Chidambaram to put their house in order.

Nabaz T. Khayyat and Almas Heshmati (2012) have conducted the research on “Determinates of mobile phone student’s satisfaction in the Kurdistan region”. The main objective of this research is to identify and to quantify the impacts of the factors that drive student’s satisfaction in the mobile telecommunications business, and to determine the relationship between the demographic variables and the degree of student’s satisfactions. The findings of this study can help mobile phone operators in their operation and their strategic plans of marketing. The studies have implications for competition in the market and the flows of investment resources to the targeted market segments for potential expansion.

Vasita and Rajpurohot (2011) refers outcome of resulting from the customer's pre-purchase comparison between of expected performance and actual performance with affordable cost is customer satisfaction. If the actual performance of service provider more than customers’ expected that means customers are satisfied. When situation is opposite as like actual performance is less than expected that means customers are dissatisfied.

3. OBJECTIVES OF THE STUDY

To identify the brand choice for mobile phones among rural district students.

4. RESEARCH METHODOLOGY

Definition of research: Defining of and redefining problems, formulating hypothesis or suggested solutions; collecting, organizing and evaluating data; making deductions and reaching conclusions to determine whether they fit hypothesis.

Type of Research: Descriptive research: This study aims at describing the nature of respondent’s behaviour using customer satisfaction on toilet soap. Therefore, this research is can be called as descriptive research. Descriptive research includes surveys and fact finding enquires of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present.

Sample Size: The sample size of the study is 300.

Data collection: The study is solely based on the primary data and the source of primary data is the questionnaire. With the help of the questionnaire distributed among the respondents, the researcher collected the relevant information from the respondents.

Construction of questionnaire: The questionnaire was constructed based on the inputs from the relevant review of literature. The questionnaire thus drafted was given to experts in the field of research in order to get their suggestions. The questionnaire was again modified and then a pilot study was conducted. In the pilot study 76 questionnaires were distributed in order to get the respondents on the questionnaire in the areas of clarity, wholeness and relevance of the questions asked in the questionnaire. Based on the inputs from the pilot study, the questionnaire was again fine tuned. The finalized questionnaire was distributed to the respondents in order to conduct the survey research.

Framework of analysis: The data collected are fed in the SPS software (SPSS). The data are analyzed using the SPSS programme. The data are analyzed using descriptive statistics, chi-square analysis,. The outputs of the analysis are taken and a report is prepared in the MS word file.

Chi-square: The chi-square test is an important test amongst the several tests of significant'. Chi theoretical variance Square, symbolically written as χ^2 , is a statistical measure used in the context of sampling analysis for comparing a variance to a.

This can be calculated using the formula

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

Where

O = Observed frequency.

E = Expected frequency (Pillai & Bagavathi, 1999).

5. METHODS AND MATERIALS

TABLE 1. Educational qualification and purchase decision when particular brand of smart phone.

	Calculated Value	DF	Table value
Pearson chi-square	6.589	3	6.25

Source: Primary data

Inference: It is evident from the table 4.1 that the calculated value is more than the table value. Therefore, the null hypothesis is rejected. It is inferred that there is a significant relationship between educational qualifications and purchasing decision when particular brand of smart phones.

TABLE 2. Income and the amount spent to purchase branded smart phone product in Rs (Per month)

	Calculated Value	DF	Table value
Pearson chi-square	193.637	9	14.68

Source: Primary data

Inference: It is evident from the table 4.2 the calculated value is more than the table value. Therefore, the null hypothesis is rejected. It is inferred that there is a significant relationship between incomes and the amount spent to purchase branded smart phone product in Rs (Per month)

6. CONCLUSION

This research is intended to describe and analyze student’s brand choice of mobile phones. The purpose of this research report is to analysis on choice of branded mobile among the students in Namakkal district. The results of the report clearly states that how students perceive brand among different criteria in order to take the decision for purchasing the branded mobile. This research is a unique examination of a modern day phenomenon, young people’s pre-occupation with their cell phones. This study facilitated the investigation of an emerging pattern of cell phone usage. Cell phone usage is so strongly integrated into young people’s behavior that symptoms of behavioral addiction, such as cell phone usage interrupting their day –to-day activities. Despite of the positive benefits like using cell phone to connect/call family, friends, etc, This study also identifies the characteristics of those teens and young adult at risk of developing an over involvement with their cellphones.

REFERENCES

- [1]. Arif, H., Ahmed, S., and Farrukh, M., (2015) Factors affecting customer’s preferences to buy Cellular Phone for local versus international brands: (A Case Study in Pakistan), *Journal of Marketing and Consumer Research*, www.ijste.org ISSN 2422-8451, An International Peer-reviewed Journal Vol: 10, 2015.
- [2]. Cronin, J., & Taylor, S. (1992) Measuring service quality, *Journal of Marketing*, 56(3), 55-68.
- [3]. Hafeez, S., Riaz, A., & Hanif, M., (2010) Factors affecting customer satisfaction. *International Research Journal of Finance and Economics*, 60, 11-49.
- [4]. Harish, R., & Rajkumar, P., (2011) Service quality and customer preference of cellular mobile service providers, *Journal of Technology Management and Innovation*, 6(1), 13-41
- [5]. Matti Haverila (2011) has conducted the research on “Mobile phone features choice, students’ satisfaction and repurchase intent among male users”. *Australasian Marketing Journal* 19 (2011) 238 –246.
- [6]. Mohan Raj, P., (2016) Brand preferences of Newspapers-factor analysis approach, *Research Journal of Economics and Business Studies*, 5(11).