



## CONSUMER BEHAVIOR TOWARDS MOBILE PHONE MARKETS

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### **Abstract**

Cell phones are one of the moving web-based media nowadays. It's turning into a piece of life as it becomes impeded without this. The cell phone is assuming a significant part that has returned our TV, Radio FM, watch, and so forth in this innovation and cutthroat period, this review will be more fundamental intended for Mobility organizations that their business & profit will be founded on client prerequisites and insights. Every one of the shoppers use cell phones to make their life more straightforward and to embrace the digitalized world by associating the web with the entire world. Highlights/credits that considered by clients while purchasing cell phones are, for example, brand picture, useful, highlights, and applications, battery use, working framework, goal of camera, pixels, stockpiling limit, solidness and similarity, cost. These likewise incorporate various brands like ex-china telephones.

**Key words: Smartphone, highlights, credits, client insight**

### INTRODUCTION TO CONSUMER BEHAVIOR AND MOBILE PHONES

Among the advancement and development of created and creating economies on the planet, Nepal has become one of the quickest developing economies all through the world. Nepal economy has put in the fourth situation continuously 2050 as per Goldman Sachs BRICS. One of the astonishing realities that develop Nepal financial cycle has been the dynamism of the assistance area. The telecom area and its administrations have been perceived as a significant instrument for socio financial advancement for a country. Globalization, Liberalization and Privatization are the three Indian development supporters. The development of telecom area in the pre liberalization has been exceptional. Indian help area overflowed execution is the sent

advance in the developing economies of the world. In the telecom area the critical job of purchasers can't be subverted. The cell phone market is one of the huge regions to concentrate on the innovative unrest in the portable area escort blasting business sector for the cell phones.

The cell phone area in Nepal has become extremely famous these days. Its development is so monstrous that it has crossed the greater part of the businesses. Without a doubt, shoppers have made a permanent milestone on the monetary scene due to their planned significance in reengineering the items and administrations. There is a huge effect of purchaser conduct on the essential choices made by the versatile area organizations. In innovation driven organizations, understanding the voice of shoppers and their purchasing designs has arisen an intense test for the versatile organizations. The justification behind the development of this area is customer inclusion as person invests the majority of his energy in connecting with others. In current business situation purchasers are considered as the commencement point and the last corner of advertising exercises. In the period of expanded rivalry where client is the ruler, achievement relies not just upon the productivity of the supervisors in conveying what they have guaranteed and yet obligation lies on the association to foster such an agreeable air and culture inside the association where an incentive for the administrations are given and quality administrations could be proposed to accomplish the more elevated level inspirational need of consumer loyalty. An association needs to synchronize every one of its exercises towards the improvement and accomplishment of fulfillment of the buyer at each stage. For accomplishing client fulfillment, comprehension of dynamic purchaser conduct is fundamental. Understanding the purchaser conduct is the most unmistakable theme to comprehend by the advertisers so as to outline advertising procedures for consumer loyalty. India being a creating market and being a country of assorted societies and customs it becomes required for portable organizations to have a profound comprehension of purchasing conduct of shopper and purchasing behaviors of cell phones by Indian customers. With the approach of globalization and the continuation changes in the country numerous portable organizations have begun making an introduction to Indian portable market because of its sky-scratching potential. As a consequence of colossal development in versatile area, portable entrance in the portable market has eclipsed any remaining method for correspondence.

#### 1.1.1 Customer and Consumer

#### 1.1.2

Investigation of shopper conduct has arisen as an applied discipline. Advertisers need to manage two indivisible market members – Customers and Consumers. A client is additionally called a customer, a purchaser, a customer or quick buyer or last client of the item. The term 'client' is ordinarily used to allude to one who routinely buy an item from a specific store or organization yet he may not be the real customer of an item. A client can likewise be an astute searcher of the item or administration that will be sold despite choosing to purchase or not to get them. Clients will purchase an item provided that shopper has interest for that product.

## 1.2 Consumer Behavior and Buyer Behavior

Shopper conduct mirrors the entirety of buyer's choice for securing, burning-through and discarding products, administrations, time and thoughts. Buyer conduct is a dynamic interaction just as mental and active work in which a person participates in assessing, securing, utilizing or discarding labor and products. Buyer conduct is "the investigation of people, gatherings or associations and the cycles they use to choose, secure, use and discard items, administrations or thoughts to fulfill needs and the effects that these cycles have on the purchaser and society". Purchaser Behavior is a branch which manages the different stages a shopper goes through prior to buying items or administrations for his end use. Purchaser Behavior is the investigation of dynamic units as they purchase merchandise for themselves or others. Consequently, purchasing conduct especially includes aggregate reaction of purchasers for choosing, assessing, choosing buying and post buying conduct. Purchaser conduct is the investigation of human reaction to administrations and advertising of items and administrations.

## 1.3 Consumer Behavior according to Marketers perspective

The present client is more instructed, educated, learned and profoundly requesting. The advertiser's fundamental point is to persuade them to purchase their items. The worldwide commercial center is an investigation of variety among buyers, makers, advertisers, retailers, promoting media, societies and customs and obviously the individual or mental conduct. The investigation of purchaser conduct is likewise vital to the advertisers since it empowers them to comprehend and anticipate purchasing conduct of buyers in the commercial center.

Shopper research is the strategy used to concentrate on purchaser conduct; it happens at each period of the purchasing system. It begins before the acquisition of an item keeps during the buy and surprisingly later the buy. Analysts saw two various purchasers purchasing similar item for various reasons, followed through on various costs, utilized in various ways and have diverse enthusiastic connections towards the things. The market procedures are outlined and reevaluated over and over to accomplish authoritative goals by knowing and impacting their buyers. In this way, the information and data about customers is basic for making effective promoting techniques. The connection between shopper purchasing conduct and promoting technique should be reliable to accomplish hierarchical destinations.

## 1.4 Buyer Behavior in Mobile Phones

Nepal is the also biggest buyer market on the planet. The Nepal purchaser profile has been changed as far as instruction, pay, age, sex, occupation and reference gatherings. There is a change in customer brand inclinations for day by day need items to high end advances with the blast of innovation. The buyer purchasing inclinations are quickly changing and this outcome to change in the buyer conduct for an item. Items that were recently viewed as extravagance things have turned into a need on account of the changing way of life and rising pay levels. In the present period of correspondence, the customary methods of passing on messages through post and sends have supplanted by messages and cell phones. Utilization of cell phone doesn't remain

confined to higher class however it has turned into a vital piece of lower and beneath destitution line class. Investigation of buyer conduct in cell phone industry has arisen as an intrigued region for analysts. The development of cell phone area in Nepal has become so fabulous that it has outperformed the vast majority of different businesses. The purpose for its fast development is the adjustment of way of life of buyers and in innovation and advancement. Today every individual needs to stay in contact with others constantly and at any cost.

Cell phones have arisen as the best correspondence source as a consequence of this, entrance of mobiles in the section has dominated any remaining means of correspondence. Incessant changes and difficulties in the cell phone industry have been made on standard premise. The infiltration of cell phone handsets and the dispersion of portable innovations have drastically expanding as of late. Albeit a portable telephone was at first intended for voice correspondence, its functionalities have progressively extended to perform different assignments and satisfy various purposes, for example, paying attention to mp3 music, playing WAP games, watching video. Cell phones can be utilized for a rundown of m - trade administrations (Anckar and D'Incau, 2002).

In light of past investigations the utilization of a cell phone can be sorted into four primary classifications: correspondence situated (sending or getting email and so on), entertainment-oriented (paying attention to music, playing a game, and watching a film cut and so forth) individual data situated (utilizing individual coordinator, morning timer, and office applications and so forth) and business exchange situated (checking financial balance, doing shopping, and taking care of bills and so forth) (Sheng and Nah, 2004). The cell phone market has become more extensive inside the last three to five years because of more reasonable cell phones along with lower administration costs. This market is extremely aggressive as it offers similar items what's more administrations with various highlights and various expenses in the telephones which purchasers have decisions to browse. Successful promoting methodologies consistently start with "an intensive comprehension of how and why customers act as they do" (Merenski, 1998).

### **1.5 Scope of the Study**

The essential point of study is to analyze the near purchasing conduct of buyers of Butwal Nepal towards the acquisition of cell phone. Likenesses also dissimilarities between purchasing conduct of metropolitan and semi metropolitan regions towards the acquisition of cell phone have evaluated in the examination study. Ideas have made to the portable assembling organizations about creative advertising methodologies according to the adjustment of tastes and inclinations of purchasers and their execution in metropolitan as well as semi metropolitan business sectors. Based on audit of various investigations by the specialists different examinations has taken on purchasing conduct of shoppers in mobiles and similar investigation have performed on the elements (Price, Quality, Style, Look and Brand) for the acquisition of cell phones. The exploration is advantageous in tracking down the different wellsprings of data utilized by the shoppers. Different elements have been recognized and the degree to which this element

influences the decision making of shoppers has dissected in this research. This review is helpful in planning the promoting systems to get market share by seeing the purchaser's perspectives towards cell phones. The discoveries of the current exploration can be involved by directors for occasional checking of administration quality as seen by clients. The review region is restricted to Butwal Nepal.

## 2.1 Review of writing

Buyer conduct has arisen as the focal point for detailing procedures due to increased contest and development pressure got on the corporate. The investigation of shopper conduct has considered as one of the most multi-layered themes in current business situation. Analysts show various reasons of choosing purchaser conduct as the subject of exploration as of late. Purchaser purchasing conduct is considered as a section of the forming promoting techniques and investigates the way how the people, gatherings or associations pick, purchase, use and arrange the items. The elements, for example, their past experience, taste, cost and marking on which the shoppers their buying choices are based is likewise concentrates tremendously. The basic audit of writing has directed on accessible examination studies and important book substance to fabricate a stage for research plan and to convey the current exploration study to cutting edge level. Subsequent to leading serious examination, it has seen that buyer conduct concentrate in versatile area depends on five urgent aspects. The audit of writing dependent on five aspects, has examined as underneath:

### 2.1 Study Related to Consumer Behavior

This aspect illuminates the perspectives and examination discoveries of the scientists with respect to purchaser conduct and their dynamic cycle. An endeavor has made to discover the different elements impacting buying conduct of shoppers through logical investigation of past explores.

**Kerby (1975)** fostered a model on customer conduct. Later acknowledgment of his need, shopper assesses the different accessible choices to fulfill his need. The consequences of this stage are known as purposive activities.

**Duncan and Olshavsky (1982)** directed a study and examine the data search conduct of the buyers by assessing accessible choices of data like commercials in web, TV and on paper media. It has seen that persuasive data has gathered through informal organizations like loved ones by the purchasers.

**Bitta and Della (1988)** saw that purchaser conduct assumes basic part in choosing show casing fragments and advertising procedures. They suggest that buyer conduct is considered to demystify the elements impacted by their conduct or anticipated.

**Henthron et al. (1997)** analyzed the three precise phases of independent direction cycle of purchasers (issue acknowledgment stage, data looking through stage and last choice for buy stage)

**Lovelock (1999)** underscored on arising headways and difficulties in administrations promoting. He examines the job of shopper in planning administrations, conveying and performing quality support of the shoppers for determining consumer loyalty. Different dangers and difficulties in planning administration promoting methodologies have examined with required arrangements in fierce advertising circumstances.

**Acebron et al. (2000)** dissected the impact of past experience on purchasing conduct of new food sources, especially mussels. Underlying condition demonstrating has applied to distinguish the connection between the propensities and past experience on the buyer purchasing choice. Their discoveries show that individual propensities and past experience on of the buyers straightforwardly affect the buyers' buy choice in the case of buying new mussels. They additionally tracked down that the picture of the item critically affects the buying choice of the purchaser and further suggested that the item picture ought to persistently be worked on to energize the customers towards buying.

**Chernev (2003)** observed that buyer dynamic cycle is normally directed by currently framed inclinations for a specific other option. This implies that buyers are liable to settle on the decision between choices dependent on restricted data search action and without nitty gritty assessment of different other options. The analyst found that numerous choice procedures utilized by buyers can change because of individual, setting and task explicit component.

**Hawkins et al. (2004)** set down different variables influencing purchaser conduct for purchasing like segment and social impacts (family and family), bunch impact, effect of publicizing and inside impacts (learning, insight, disposition and so on) The book explained the themes like kinds of customer choices, buy contribution and item association. The outcomes underscored on individual judgment also suggested that the capacity of a person to recognize comparable upgrades is called tactile segregation which could include numerous factors connected with person inclinations.

### **Study Related to Marketing Strategy in Mobile Sector**

In the period of digitalization of data, plan of successful advertising methodologies to draw in the shoppers in portable area has demonstrated a difficult one to figure out for the corporate. It has turned into an order part of study to examine the aftereffects of different showcasing procedures portrayed in the past investigates. The accompanying segment talk about different promoting procedures took on by the corporate:

Leonard L. Berry and A. Parasuraman (1991) saw that enlivened administration, a client disapproved of corporate culture, astounding assistance framework plan and proficient utilization of data and innovation have demonstrated essential for accomplishing prevalent assistance quality furthermore administration advertising. Unrivaled assistance quality has demonstrated a fundamental element to support victory. They demanded that consumer loyalty through mix of administration quality all through the framework should be the focal point of any organization.

Bolton and Drew (1991) fostered a model of how clients with related involvements also assumptions evaluate administration execution levels, in general help quality, and administration esteem. The model was applied to private clients' evaluations of neighborhood phone administration. The model was assessed with a two-stage least squares method through study information. Results showed those private clients' evaluations of value and esteem is essentially a component of disconfirmation emerging from inconsistencies between expected and seen execution levels. Notwithstanding, saw execution levels likewise were found to have a significant direct impact on quality and worth appraisals.

Dirks and Danniell (1991) read up different explanations behind creating advertising methodologies also observed that individual interests and setting down corporate approaches are a portion of the significant reasons. The consequences of study showed that presenting new items or administrations, venturing into new business sectors, separating items or administrations, Revitalizing items, administrations or markets, de marketing of existing item or administration, assessing monetary or lawful dangers of chances and improving organization picture, brand or notoriety have arisen as vital elements behind chalk down advertising methodologies.

Kotler and Armstrong (1997) gave their endorsement to the customary promoting blend as a bunch of controllable instruments to deal with the wild and dynamic showcasing climate and comprise of four significant component value, item, advancement or promoting correspondence and spot.

### **Study Related to Mobile Industry**

This part will edify the perspective on scientists on the improvement of versatile industry in various periods of innovation. This will help us in fostering the stage for innovation based development rate in versatile industry. The investigates depicting development of versatile industry has referenced beneath:

Pigato (2001) investigated that cell phones have multiplied at an astounding rate in emerging nations Since the 1990s. South Asia and sub-Saharan Africa, two of the least fortunate and remotest areas of the world, have getting up to speed quickly in versatile access. Third era versatile communication (3G) is the replacement to the 2G and 2.5G frameworks. 3G worked on past frameworks by giving upgraded security and encryption highlights, upgrades in screen shows and the capacity to deal with interactive media information, for example, designs and video web based. 3G permits quicker information trade with information transmission rates up to 1920kbits each second, which empowers the help of more noteworthy voice and information clients. Backing can be accommodated a wide assortment of portable gear. 3G advancements were first presented in Japan in 2001 and spread to Europe and the USA in 2002. UMTS (Universal Mobile Telecommunications System) is the third era cell phone innovation mostly utilized in Europe and furthermore in Japan. It utilizes the GSM framework and UMTS/GSM double mode telephones sold in Europe can make and get approaches the two organizations.

Deitel et al. (2002) uncovered that 1G frameworks depended on simple signs which are radio transmissions sent in a wave-like structure. The cell phone sends the waves to a base station where the sign is remade as precisely as could be expected and transferred to its objective. Observable contrasts in quality happen because of mistakes reproducing the sign wave. Moreover, simple signs are moderately simple to capture, as they are sent free First era organization - 1G.

Leonard Waverman et al. (2003) explored into telecom area and saw that as cell phones in less evolved economies are assuming the very pivotal part that fixed communication played in the more extravagant economies during the 1970s and 1980s. Cell phones substitute for fixed lines in helpless nations, yet supplement fixed lines in rich nations, inferring that they have a more grounded development sway in helpless nations. Fast versatile communication development with significantly less speculation has accomplished by numerous nations with immature fixed-line networks have accomplished.

## **Research Design**

Research design is a framework for the research. Research design is a pattern or an outline of a research project's working. It is a statement of the essential elements of a study, those that provide the basic guidelines for the details of the project. The present study being conducted followed a descriptive in nature where efforts will be made to explore the characteristics of the customer behavior with the help of relationship marketing strategies.

## **Significance of study**

The current review should be visible with more extensive degree for corporate world in figuring successful procedures to draw in customers. The review has led remembering the changing present situation, passage of private versatile players in the portable market, showcasing procedures of various public and private area players in Nepal and one of the main goal for directing this review is to break down the conduct of customer towards mobiles. The space of shopper conduct in Indian portable area has never been given need in later stages as the cell phones are particularly useful not exclusively by a solitary classification like understudy, businessperson, any expert yet in addition to the business leaders in their business advancements. In nineties, the Government of Nepal permitted private administrators to come in versatile administrations. However, with the Liberalization of Nepalese Economy the opposition has sneaked in and Private Sector organizations are giving extreme contest to Public Sector portable organizations in Nepal.



## **Objective of the Study**

The current review has embraced with the primary target to be aware of the conduct of buyer towards portable area markets. All the more explicitly coming up next are the destinations of the review:

- To concentrate on the conduct of buyers towards mobile phones.
- To list the use examples of buyers.
- To discover buyers inclinations in the elements of cell phones.
- To inspect the job of relatives in buy choice.
- To discover the wellsprings of data for mobiles.
- To discover inclinations of buyers in portable handsets at the hour of procurement.

## **Variables of Study**

Different ward factors and free factors have recognized through writing study and conversations with specialists. Sexual orientation, Education level, Occupation and Pay level has considered as free factors and their effect has concentrated on the reliant variable. Factors (Use of mobiles while driving, recurrence of answer to cell phones, recurrence of telephone use for nearby calls, recurrence of telephone use for sending instant messages, recurrence of telephone use for messing around, recurrence of telephone use for downloading, recurrence of telephone use for sending picture messages and recurrence of telephone use for settling on STD decisions) have utilized as an intermediary for customer utilization design for mobiles. Factors (value, style, quality, highlights and brand) have utilized as intermediary for buyers inclination while buying mobiles.

## **Hypothesis of the Study**

H1: Consumer usage pattern has significant influence on purchase decision of consumers.

H2: Consumers' preference has significant influence on purchase decision of mobiles.

H3: Family members have significant influence on purchase decision of consumers.

H4: Information has significant association with purchase decision of consumers.

H5: Consumer preference has significant association with purchase decision of consumers.

H6: Satisfaction level has significant association with purchase decision of consumers.

### **Sample Size:**

Sample size consisting of 150 customers of Butwal city

### **Sampling Technique:**

Convenient sampling is used to conduct this research. Convenient sampling technique is characterized as a strategy took on by scientists where they gather statistical surveying information from a helpfully accessible pool of respondents. It is the most ordinarily utilized inspecting method as its staggeringly quick, straightforward, and conservative. By and large, individuals are promptly receptive to be a piece of the example.

### **Nature and sources of Data:**

The data collection is Quantitative which is to be analyzed by using Questionnaire and secondary data collection. Participants include from various college students. The primary data has been collected by developing a questionnaire and secondary data through online websites, journals article and other relevant sources.

**Primary data:** The primary data collection technique was used to collect data using a self-administered questionnaire. The Questionnaire titled “this survey titled “consumer behavior towards mobile phone markets in nepal” is being conducted to assess the influence The customer buying behavior towards Smartphone's in Nepal.” was distributed through Google form and sending Mails or through Facebook to local residents in Nepal and Secondary information was used to collect data from published and unpublished source. Published source of data were collected from text books, articles pertaining to the subject, newspapers etc.

### Tools for data collection

For measuring various phenomena and analyzing the collected data effectively and efficiently to draw sound conclusion, data will be analyzed statistically using Microsoft excel and Statistical Package for Social Science (SPSS). The results of the analysis are presented in form of table, graphs and charts for interpretation. Cornbrash's Alpha will be calculated to ensure the reliability and validity of the questionnaire. ANOVA and multiple regression will be used for the inferential analysis propose.

### Demographic profile

Demographic variables	Frequency	Percentage
<b>Gender</b>		
Female	195	67.7
Male	93	32.3
Total	288	100.0
<b>Education</b>		
SLC/SEE	2	7
Undergraduate	45	15.6
Graduate	161	55.9
Master level	66	22.9
Total	288	100.0
<b>Occupation</b>		
Student	87	30.2
Job holder	93	32.3
Unemployed	4	1.4
Business	94	32.6
Other	10	3.5
Total	288	100.0

The table 1 depicts the demographic profile of the respondents which includes information on Gender, Education, Occupation, features and Information. As the Gender of respondents is concerned, 67.7% is female and 32.3% is male. Education wise, SIC/see, undergraduate, graduate, masters level respondents are 0.7%, 15.6%, 55.9%, 22.9% respectively. Occupation wise student, job holder, un-employed, business, others respondents are 30.2%, 32.3%, 1.4%, 32.6%, 3.5% respectively.

### Reliability Test

#### *Reliability Test*

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.790	.795	22

According to Malhotra (2002), the alpha coefficient below 0.6 shows weak reliability of the variables. If the alpha coefficient ranges from 0.6 to 0.8, they are considered to be moderate strong. If the alpha coefficient is in the range of 0.8 to 1.0, they are considered to be very strong. In this study; it illustrates the reliability of five variable on an average. Cronbach's alpha was use to examine internal reliability of items and used to measure the 5 constructs. Based on table 4.9, the results have revealed that the internal reliability is 0.790 which is considered to be moderate strong.

### Normality Test

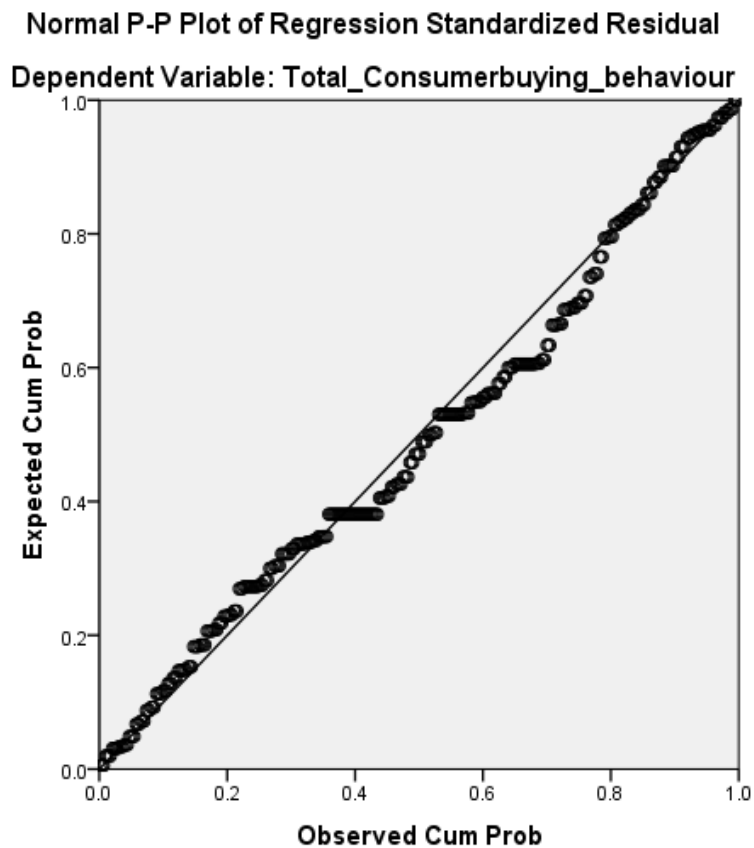


Figure 1 Normality test

**Which brand of Smartphone do you want to buy?**

	Frequency	Percent
Apple	33	21.6
Samsung	16	10.5
oppo	21	13.7
Vivo	48	31.4
others	35	22.9
Total	153	100.0

According to this, we can see that the fast-selling brand is Vivo with 48 respondents that mean 31.4% of total samples. The remaining are 21.6% from Apple, 13.7% are of oppo, 10.5% are of Samsung, 32.9% are of other brands.

**Which range of price you are willing to spend on a Smartphone?**

	Frequency	Percent
5000-10000	15	9.8
Valid 10000-20000	98	64.1
20000 AND Above	40	26.1
Total	153	100.0

According to this table 15% 98% 40% in this we see that buying price level among the customers, most of them are willing to buy 10000- 20000 range of smartphones at 98% of total samples. The remaining are 40% from 5000-10000, 15% are of 20000 and above.

**Why do you like the above brands which you have chosen?**

	Frequency	Percent
Promotion	6	3.9
feature	27	17.6
price	36	23.5
brand image	48	31.4
quality	36	23.5
Total	153	100.0

In this, we can see that which is more influencing to buy a particular Smartphone and also with comparison from the above-chosen brand. The customers are more influencing by brand image only with 48 respondents that mean 31.4% of the total sample. The remaining are 36% of price, 36%of quality , 27% are of feature, 6% are of promotion.

## For which purpose you buy a Smartphone?

	Frequency	Percent
work	21	13.7
status	31	20.3
need	50	32.7
General Purpose	51	33.3
Total	153	100.0

This query indicates that for what sake the customers are buying the Smartphone. Bulk customers are buying the Smartphone to satisfy their General purpose with 33.3% respondents that means 32.7% of total samples customers are buying the Smartphone to satisfy their need. The leftover customers buying behavior are of 20.3% towards status, only 13.7% are of them buying Smartphone work purpose.

## What is the most important factor in choosing a specific brand of smartphones?

	Frequency	Percent
brand loyalty	24	15.7
trust	36	23.5
warranty	27	17.6
emi	51	33.3
offer	15	9.8
Total	153	100.0

This question says that why customers are stick on to one certain particular factor. Most of the customer's important factor is brand loyalty with 51 respondents that means 33.3% of total samples. The remaining says 23.5%, 17.6%, 15.7%, 9.8% are of trust, warranty and brand loyalty and offer .

## CONCLUSION

In view of the aftereffects of the current exploration, the accompanying ends have drawn,

In the period of advanced data, it has a reasonable observer that job of print media (papers,

Magazines) and radio has definitely fallen.

Shoppers lean toward the plan which is not difficult to work and require less upkeep.

Buyer purchasing an assortment of cell phones which fulfill his needs and they generally

Affected by his buying actives by some thought which lead him to choose a  
Specific brand/store

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