Chapter-10

FINDINGS, CONCLUSIONS
AND SUGGESTIONS
10.1 Findings, conclusions and suggestions

Predicting the consumer behavior has become a tough challenge for the corporate. The selection and buying decision about product depends largely upon the consumer perception and knowledge about product that further influence their final decision. The companies always remain curious to know answers of various questions in mind like what consumers buy, how they buy, when they buy, from where they buy, what factors influence their final buying decision.

Indian Mobile Sector does not remain galvanized from these questions. Mobile phone markets have hunting the solutions to decode the consumer’s psychology and try to demystify the selection criteria behind their selection for mobile service providers. This research makes an attempt to address the basic question of identifying various factors influencing the consumers to purchase mobile phones. Managerial implications have been suggested few effective marketing strategies to retain the existing customers and to attract the new customers.

On the basis of the review of literature based on past studies following objectives have been formulated:

- To study the behavior of consumers towards Mobile phones.
- To enumerate the usage patterns of consumers.
- To find out consumers preferences in the functions of mobile phones.
- To examine the role of family members in purchase decision.
- To find out the sources of information for mobiles.
- To find out preferences of consumers in mobile handsets at the time of purchase.
The present research has carried out in two cities of Punjab, Ludhiana and Sangrur. Responses have collected and recorded form a sample of 795 consumers from Ludhiana and Sangrur on the basis of stratified sampling. A well structured questionnaire has been used to collect the data.

**Area of sample:** Ludhiana and Sangrur District.

The questionnaire consists of questions to identify the influential source of information, role of family members in final buying decision, usage pattern of mobiles and various preferences in mobiles while making final buying decision. Income, Gender, Qualification and Occupation have considered as demographic variables. Statistical software SPSS has been devised to analysis the collected data and to find the effect of independent variables on buying decision of consumers.

**Results and Findings**

The following section will discuss the findings as they relate to each set of objectives. In addition the issues raised in the discussion associated with each set of objectives will be condensed and discussed in the summary of the objectives which were asked from the consumers of Ludhiana and Sangrur Districts. The research also shows the decision making of consumers for mobiles. The results of this research provide important insights into the dynamic behavior of consumer behavior. This chapter concerns with the summary of the research that figures findings of the study.

**Gender of the Respondents:** Out of the whole respondents, more than half of the respondents were males in both the districts. This shows that most of the mobile phones are purchased by the male members in both the cities. Females as respondents in these
two districts were only one-third from the whole sample size. This indicates that everyone prefers mobile phones irrespective of gender.

**Education of the Respondents:** Among educational category, the need for mobile phones is felt by whole categories in educational class. The research findings suggest respondents with the graduation level have an edge over others in both the districts among primary class, undergraduates, postgraduates.

**Occupation of the Respondents:** The Occupation level category shows most dominant class was service and afterwards there were business class in Sangrur district but in Ludhiana district, service class employees were strongest respondents and others category like self employed follows them.

**Income of the Respondents:** The researcher has divided income level consumer in four categories of lower class, lower middle class, upper class and upper upper class families according to their monthly income criteria.

**Using mobile phones while driving:** In both the districts, use of mobile phones while driving had no effect on Gender, Education, and Occupation and Income level of consumer. Whether there was gender category, occupation, education or income level consumers deny to use mobile phones while driving as 40.60% of consumers in Ludhiana District preferred to never use mobile while driving and In Sangrur District 42.93% of mobiles never preferred to use it while driving.

**Replying to Phone calls:** There is no doubt that the mobile phones have made the life more easy and comfortable. Everyone wants to be in touch with their family members, friends and other known whenever, wherever possible. If anybody wants to
talk with anyone, there is no need to write a letter and have to wait for days to send the message to receiver, just we have to pick the phone and press a number and start talking. Mobile phones are comfortable way of communication over a long distance. Life becomes so easy and fast by holding the mobile phones. So, from the respondents of Ludhiana, while asking from consumers that how frequently they reply to mobile calls, significant association exists between all segments and their response to mobile calls. This shows that consumers always ready to reply all the calls as replying to all the phone calls were more than half of the total respondents in both the districts. The research in this aspect found that the consumers were having the habit of not only using mobile phones but also listening to all the phone calls. Mobile Phones have become an essential part of our lives. Previously it is regarded as a luxury but today it is considered as a basic need of a human being.

**Purpose of Using Mobile Phones:** In both the districts, from all the attributes like Receiving Calls, Sending text messages, Playing games, Downloading, MMS, Std Calls; consumers use mobile phones for attending local calls more by getting more than 90% of the consent from the whole attributes. After attending phone calls preference is given to doing text messaging and making STD calls. Attending local calls is edging high as for sharing information, asking well being of their relatives, friends, family members, social networking, relationship building etc. It has become a mandatory part of today’s life. Mobile phones are the perfect way to stay connected with others and provide the consumer with a sense of security. In the event of emergency, having it can allow help us to reach quickly and could possibly save lives. Today's technically advanced Mobile phones are capable of not only receiving and placing phone calls, but storing data, taking pictures, and can even be used as Walkie Talkies, to name just a few of the available options.
Preference for Mobile phones: The research suggests various preferences for mobile phones as Ludhiana consumers even with lower income has taken purchasing mobile phone as important for life by giving vast majority of consumer to purchase a mobile phone by spending their some proportion of income on its purchase and Sangrur consumers also have the same viewpoint by giving 47.47% votes to purchase it even by lower income. class. Mobile phones are long range, portable and wireless electronic device of communication. A few years back, when mobile phones were not so common, the device was expensive and communication costs pretty good to the user. But in last a few years as the use of mobiles increased, their cost is decreased considerably and this factor helped a lot to make them available for common men.

Factors taken into care while Purchasing Mobile Phone: Consumer of Ludhiana gives more preference to looks of mobile phone irrespective of all the attributes like price, its availability, status symbol, security, size by giving maximum weight age to looks of mobiles from whole attributes. As price is not a big influencing factor for them. Sangrur as a city of average class population with mediocre earnings as compared to Ludhiana, consumer gives more preference to price overcome the preference of looks for mobile phones. So from this, it can be concluded that for the population of Sangrur, price remains a tempting factor for any purchase as compared to Ludhiana population.

Desired Features in Mobile Phones: In both the districts (Sangrur and Ludhiana) most of the respondents gave preference to Internet Browsing feature in their mobile phones from the whole sample. In today digital revolution era, everyone wants to access latest information as soon as possible even before its competitors and peers with the help of digital technology. Mobiles are now every one's first choice gadget. It
is like a status symbol now. Every persons hand is equipped with latest mobile models and everyone has its own reason to have this gadget in his hands. The consumers especially the young generation is fond of using latest applications and features provided in new handsets. People like the new ring tones, hello tunes and wallpapers. Among all, Internet facilities are attracting the consumers most.

**Importance Given to Mobile Attributes:** Out of the whole consumers, Quality is the first most important rating factor and Price is the second most important factor in Ludhiana district. Quality is the first choice criteria among the Sangrur district consumer. So, due to technology driven and rapid changing atmosphere, consumer is having more awareness of new innovations. To fulfill never ending demands of consumers, companies have to come up with mobiles with good quality in lesser prices of handsets to increase revenue of their concerns. Consumer is the ultimate beneficiary for this. New technologies have had a lot of effects on consumer’s lives and largely caused to change their life styles.

**Influencing Role in the Purchase Decision:** Today’s generation is independent and aware. They are free to take decisions about their mobile phones. They have more awareness about mobiles as compared to their parents. From the findings, it is found that after the consumer himself he has given authority of taking purchase decisions of their belongings to their father. Respondents from both the districts irrespective of different segments supported the fact that they themselves take decision in the purchase of mobile phones for themselves. In Ludhiana less than half of the consumer have taken independent decision to purchase mobile phones and father has got second preference for the decision making and in Sangrur approximately half of the consumer prefer to purchase mobile phones by themselves and father is the second decision making authority.
Importance Sources of Information: A good way to ensure that information remains up-to-date and accessible is to get shared information from the different information sources pertinent to best dealing areas. There are numerous information sources that are very accessible to decision making. Consumers still look first to their friends and then for other sources for getting suggestion regarding their purchase decisions. From the findings of this research it is found that among all the information sources for mobiles like newspaper, magazines, TV, Internet, Radio, Retailers, the most influencing and reliable source of information is getting advice and suggestions from the friends. In Sangrur district also, feedback from friends and Internet has emerged as the first and second most influential sources of information after feedback from friends. So it is found that friends and internet are the two most influencing factors among the respondents of both the districts.

Reason to Purchase a Mobile Handset: With so many handsets, choosing a new mobile phone could be a daunting task. The best way to simplify this process is to think about the actual usage of mobile phone and decide to purchase the most eye soothing mobile phone adjoining with the latest advanced features needed by the consumer the most. On-the-go convenience topped the list as the most popular reason for those consumers that made a purchase on their mobile phone rather than other reasons with 50.6% of consumers selecting this as a reason in their purchase decision. In Ludhiana district, purchasing a handset due to its demo effect has emerged as the second most preferred reason after the purchase of the phone when needed. In Sangrur district also neediness is the first reason to purchase a mobile phone after selecting demo effect as the second most prioritized reason to purchase a mobile phone.
Type of Mobile handsets Preferred Mostly: There are many types of mobile phones on the market today. Finding the right Mobile phone that fits a consumer is very important. We all love our mobile phones. The selection of these mobile phones has become very diverse. A few years ago, mobile phones were just a means of communication. Today these represent much more. These represent style and status.

The bar style phones are become quite popular among the consumer of both the districts. They have become popular due to their large screens which allow for a more pleasurable multimedia experience. Viewing videos and pictures are much easier than any other phone. It is found that consumer from both the districts prefer a Bar type of mobile phones followed by slider phones. In both the districts one third of the consumer population prefer bar type mobile phones first and 25.8 % of slider phones as second preference. In Sangrur district 40.4 % of bar type phones are preferred by consumers and 28.2 % of consumers prefer slider phones as their second preference.

Respondents prefer bar type the most as it is easier to use, more reliable and need less care than other categories. Bar type design in mobile phones has given the first preference by all the respondents under all segments whereas slider phone has emerged as their second preference. Respondents prefer bar type the most as it is easier to use, more reliable and need less care than other categories.

Satisfaction Level of Consumer: Consumer behavior is the actions of individuals directly involved in obtaining and using economic goods and services that satisfies their demands. Mobile phone was developed in 1979. In India it was introduced in 1994. But it becomes familiar only in the beginning of year 2000. Now mobile phone users are scattered over the world. Every second Indian is having a mobile phone. It is a very fast source of communication. It helps one to send and receive information anytime and anywhere. The effective and efficient usage of mobile
phone largely depends upon the attitude and behavior of mobile phone consumers. As this study is related to consumer behavior towards mobile phones it is concluded from the research findings that consumers are satisfied with their mobile phones. They are giving more than one half of the proportion to show their satisfaction level towards their recent mobile phones.

**Brand of Mobile Used:** Nokia grabs the priority of getting more than one half of respondents and other half has been shared by rest of the companies. A company of mobile is also a most important factor for consumer to behave positively or negatively for its purchase. From the findings Nokia is being selected as the first preference because of its superior features like reliability, better performance, low cost, user friendly, better customer care services, strong positive brand image in customers’ mind etc. over other mobile brands.

**Other Findings**

The research reveals that the majority of consumers prefer Nokia to other available brands. Samsung is the second most preferred brand.

The research analysis revels that playing games and downloading are the two features used by the consumers in mobile phones after listening and sending text messages.

After price and looks, availability of handset is the third preference given by consumers among the factors taken into consideration while purchasing mobile phones.

In Ludhiana, consumer give preference to camera and Mp3 player after Internet browsing but in Sangrur, Mp3 player and Camera has been given second and third preference among preferred features.
Features of the mobile phone, brand and its style are the three important components that have been taken into care by the consumers.

Elder, Mother and friends are the other three decision making authorities for purchasing mobile phones.

Internet and T.V are the other information sources preferred by the consumer to search for the information. The research analysis reveals that price and looks plays an important role in motivating the consumers to buy a particular product.

**Conclusion**

On the basis of the results of the present research, following conclusions have been drawn:

The research study analysis depicts that friends are the most influential sources of information followed by the internet. Advice from friends on the basis of their past experience influences the purchasing decision up to significant level. The role of internet can’t undermine in this segment. With the availability of internet on mobiles and cheap access of internet, the role of TV as an influential source has gradually decreasing. In the era of digital information, it has witnessed that role of print media (newspaper, magazines) and radio has minimized.

The results also depicts that father is the second most influential member in the family that affect the purchasing decision. In today's age of information, the level of awareness has increased with easy access of latest information on internet and from friends. Young generation has become independent and can make decisions. Father, being the main earning hand of family, has an authority and rights to guide his family and play a significant role in making purchasing decision in mobiles. Elders also play an important role. The research depicts that role of mother in making purchasing decision
in mobile is not significant. Looks of the mobile has emerged as the major influencing factor for the respondents from Ludhiana. This is followed by the price of mobiles. Whereas in case of Sangrur district, Price of mobile has emerged as the major influential factor while making purchasing decision. Look of mobile has ranked second in the influential factor list. Consumers can switch their brand loyalty because of quality and availability of latest features in the mobiles. In today’s age of information, internet has become an integral part of young generation. The increasing popularity of social network application like Whatsapp, Facebook, Twitter, sending and receiving photos and files, Availability of GPS, has further enhanced the importance of internet. It has witnessed from the results of current study that availability of internet at high speed has become the most influential criteria while making purchasing decision in mobiles. This is followed by quality and power of camera and music player in the mobiles.

Design of mobiles influences the purchasing decision of consumers. Consumers prefer the design which is easy to operate and require less maintenance. Bar design in mobiles has emerged as the most influential design followed by slider phones. Word of mouth is the most influential advertising strategy in Ludhiana and Sangrur region. Customers from all segments influenced from the opinions and experience of their friends. If their feedback is positive the sale of product would be increased and vice versa. Traditional advertisement channels like television, newspapers, radio do not remain as the effective advertisement channel as compared to word of mouth to attract consumers. Due to lack of time and overflow of information, people do not have time to evaluate and review each one so they believe on the feedback of the experience that their friends, relative got after using the phones.
Price of mobile has not been remained as the most influencing factors for all the respondents as the disposable income of people has increased. It has witnessed from analysis of consumers’ usage pattern that majority of consumers use mobiles for making Local and STD calls, downloading and playing games.

In India, a number of mobile companies competing to provide efficient and quality services to their customers. Government and private operators are competing at close margin and are trying to provide multiple value added services to people. Hence the mobile phone market should strive to provide cost effective quality equipments, affordable and competitive call tariffs for connectivity at various levels and customized services in order to satisfy and delight their consumers.

The study in hand reveals that consumers prefer a particular mobile phone service provider on the basis of looks, price and other value-added services. The consumers are highly clouted by their family members, friends and internet as a major source in selecting or buying a mobile phone. They generally prefer to use mobile phone for their personal use and for both incoming and outgoing calls. The study also unveils the fact that consumers are satisfied with their current mobile phones used by them. The advancement in this field in the past ten years shows that there is a very bright scope for expansion and modernization in cellular area with a very short span of time.

Thus, mobile phone service providers have to understand the ever changing preferences and the behavior of consumers constantly in order to serve them better and satisfy them. In this age of ever increasing competition, it is very important for mobile phone operators to keep a constant eye on preferences and behavior of their consumers in order to capture the large untapped market both in rural and urban areas of India.
Managerial Implications of Study

The present research work has been produced some thought provoking results that may act as guidelines for developing effective marketing strategies for the marketing managers of mobile companies. While formulating marketing strategies, managers and strategic arm of company must target to hit the most influential source of information for consumers and try to convey their product information through that source. They should understand the influential role of family members in purchasing decision and must make them a part of their marketing strategies.

On the basis of above findings of the present study, following implications have pen out for the corporate strategic teams while chalk out marketing strategies:

Father has emerged as the second most influential family member after the respondent itself. In Indian culture, father has considered as the major earning hand of family so his decision definitely be the most influential in purchasing the mobiles. The strategic arm of corporate and marketing managers must target to influence the father among the family members towards their products. They must consider father as the epicenter while advertising their product and formulate other marketing strategies.

Friends have emerged as the most influential source of information for the consumers. As man is a social animal therefore, the prevalent review about the product in the social circle influences his purchasing decision. Marketing manager must consider the friend circle and social circle of consumers an integral part of their advertising strategy and develop their strategies by giving importance to the bonding among friends.

Marketing manager must not overlook the aesthetics of mobiles (Look, design) and must highlight them in their advertising and marketing strategies as these are some of the most influential features for the consumers. Companies must work upon the look of
the mobile as it can attract more consumers to itself and can influence their buying decision.

Downloading, playing games and making Local and STD calls have emerged as the most usage pattern among consumers. Mobile manufacturer and R&D team must focus upon battery life, graphics and sound quality of phones to coax the consumers.

**Scope for Future Researches**

Consumer behavior has emerged as vast concept of marketing. The scope of consumer behavior has widened by its significant contribution in formulating marketing strategies. This study has made an attempt to cover consumer behavior from factors influencing final buying decision of consumers in mobile services. All aspects related to consumer behavior can’t be covered in one research. There is huge scope of future researches in this area. The following suggestions have made to conduct future studies in this segment:

- To demystify consumer behavior from psychological point, the future researchers may incorporate psychographic variables in their studies.
- The future researcher may target the comparative analysis of consumer behavior among urban and rural population for mobile services.
- Consumer behavior in mobile service sector can be explored further by conducting a future research in relationship based study between consumer perception and relationship marketing strategies adopted by mobile service providers.

**Limitations of Study**

Some shortcomings have noticed that are expected to overcome by future research studies in the same area. The present research is confined to only Ludhiana and Sangrur
district. The future research studies of similar area may target other districts of Punjab or other regions of India in their research work to produce outcomes in more depth. With change in technology and social scenario, many new influential factors may emerge and become more significant than current scenario. Future researchers may include those emerging variables in the research work that may have significant effect on purchasing decision of consumers in mobiles.

**Suggestions**

Possession of mobile phones is high among he graduate students. It is important for the manufacturers to manufacture user friendly mobile phones in order to reach the people of primary level of students also. They should give more attention to after sales services. The service centers should be able to carry out fast repairs. Since the majority of the Mobile users are males, it is suggested to produce attractive and fashionable models catering specially to the females.

Mobile companies should do marketing by taking female celebrities in their advertisements so to tap the female customer also. Create a new niche for extremely basic phones, as some people do not care about features. Many handsets have a low ring volume. Especially in a country like India where crowds and noises are the common features, a loud ring is necessary. Some attractive warranty packages should be given to lure buyers.

The introduction of 3G mobile facility is expected to create a boom in the mobile market. New services offered by the service providers in 4G would be an added attraction. Service providers should start offering good value for money schemes in 4G mode. There are cheap mobile phones available for very low price and countries like China and Korea manufacture them mostly.
It is suggested that the State could come down heavily on those sets as they are mostly without International Mobile Equipment Identity (IMEI) which poses a security threat. Majority of the mobile users are unaware of the health hazards caused by mobile phones. Hence, it is strongly suggested to keep them informed with regard to the side effects due to the excessive use of Mobile phones. Educating people about the proper use of Mobile phones will help in getting rid of avoidable health hazards. Mobile phone users must be advised to use it only when there is a need. Call rates in India are the lowest in the world. It is stated that the SMS rates should be cut down so much to counter the attitude of consumers in giving the missed calls. Therefore, efforts must be made to attract the consumers to other usages.