Chapter V

Conclusions and Recommendations

5.1 Introduction

5.2 Major Findings of the Study

5.3 Important Suggestions
5.1 Introduction

Human behaviour is not the same in all situations and predicting it is one of the most difficult tasks. It also applies to the consumer behaviour which is very difficult to predict. It is a challenge for the business organization to understand and predict the consumer behaviour so that they need to introduce the products which satisfy the needs of the consumers. 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.

There has been increasing interest among scholars to know about the buying decision of the consumers who want to buy mobile and factors which affects their buying decision. Media and advertisement and their role in influencing the consumer also play an important role and study extensively dealt with it.

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 understand the consumer preferences while making buying decision. 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.

The current study is one of the important marketing studies related with the mobile phones in the Nanded district of Marathwada region in the state of Maharashtra. The study is based on the primary data collected through structured questionnaire.

According to the plan of the research, the primary data is obtained from 500 respondents having mobile in Nanded district of Marathwada region in the state of Maharashtra by using simple random sampling method. The primary data is analysed in detail under chapter four by using various statistical tools. The data is tabulated and presented as per the need of the objectives of the study.

The current chapter is devoted to present major findings and to give the suggestions to understand the consumer behaviour of mobile phone users while buying the phone in India in general and Nanded district in particular.

**5.2 Major Findings of the Study**

On the basis of the data analysed in the chapter four, following are the major findings of the study presented herewith.
1. There is male domination in the mobile users surveyed during the study. There are lesser female mobile users as compared to the male mobile users in the study area.

2. There were maximum mobile users in the age group of 20 years to 40 years and minimum number of mobile users are in the group of more than 60 years of age. It is found that almost 84% of the respondents were in the age group of 20 years to 60 years. There were very few respondents in the age group of less than 20 years and more than 60 years.

3. There is highest number of males and females in the age group of 20 years to 40 years mobile consumer respondents. It is found that majority of consumers irrespective of gender fall under the group of 20 years to 60 years. There are very few female respondents in the group of more than 60 years.

4. There are maximum number of respondent mobile users are from the urban area. It is also found that there is growing trend in Indian rural areas to have a mobile phone as networks are easily available in rural areas too.

5. It is also found that the male female ratio of using mobile is higher in urban areas as compared to rural areas. It is observed from the data that in rural area there are very less women who are using mobiles as compared to urban area.
6. It is found that most of the mobile users are either employed or doing their own profession. There are few unemployed persons who are using mobiles as it became the need of hour. There are many students also who are using mobiles.

7. There are many respondents who are in marginal income group but still own mobile. There are many dependents too who do not have any income as such but they own mobile because their parents or family members afford to buy mobile for them. The majority of the respondents are in the high income group of more than three lac rupees who owns mobile.

8. Many of the respondent mobile users are well educated as almost 67% of the respondent mobile users are either graduate or post graduates. On the other hand there are few mobile users who are illiterate but still they are using it for one or other reasons.

9. It is found that there are maximum respondents who do not possess smartphones as compared to respondents possessing smart phones. There are lesser smart phone users as compared to other phone users in the study area.

10. It is found that Samsung Mobile is one of the famous brands used in the study area which is an international brand. The second largest brand used by the respondent mobile users is Micromax which is an Indian brand popular in India. There are many other international brands which
are sold in India but not very popular in study area such as Nokia, Sony, Motorola and Apple.

11. It is found that there are most of the consumers who are in the group of owning mobile less than ten thousand rupees. There are very few consumers who are in the group of owning mobile costing more than twenty thousand rupees. It shows that most of the consumers prefer mobiles which are costing less than five thousand rupees.

12. While measuring level of satisfaction it is observed that majority of the consumers are satisfied with the screen of the mobile. There are many consumers who want better camera quality. Majority of the consumers are satisfied with the durability of the mobile. There are more neutral consumers with battery life. It is also found that there are many consumers who do not know about operating system and security in the mobile and hence they are neutral on the same. Overall satisfaction level of the consumers from the study area is averagely good.

13. It is revealed that the first and foremost purpose of the mobile is for communication but it is not the only purpose of mobile. Smart phones and modern mobiles have variety of uses and internet and entertainment are some of the most important uses of modern day mobiles. There are many other uses of mobiles which are enjoyed by the respondent users.

14. It is found that the calling feature is frequently used by the mobile respondents. In case of SMS and MMS there are many users who are not the frequent users of it and those who are frequent users now they are
shifting to other modes of messaging like Whatapp and Viber. Use of camera is also one of the frequently used and moderately used features in the mobile. Now a days internet became the need of hour and it is found that there is moderate use of internet. Video calling feature is not very frequent as many respondents do not have phones capable of video calling. Radio is used moderately by the respondents. Due to emergence of the smart phones very high end 2D and 3d games are also possible to play and it is the moderately used feature in the mobile. Social media applications are also moderately used by the respondents. Voice recording is not much widely used by the respondents. Banking and shopping are very rarely used features on mobile but now a days it is one of the emerging trend in modern business.

15. There are many respondent mobile users who believe that they are good at taking decision and they listen to all and take their own decision of buying mobile. Friends and relatives are second important people who influence buying decision of the mobile buyers. There are very few who takes help of parents before buying decisions. As people of young generations knew more about the technology they do not take suggestions from parents.

16. It is found that there are maximum number of respondents who would like to change the mobile phone after use of more than three years. There are very few consumers who would like to change the mobile
within one year of the purchase. There are majority of the consumers who would like to change their mobile after two year onward.

17. It is found that price, brand, battery backup and appearance are most important factors which affect buying decision of the mobile. After sales services, resale value and technology and features are some of the factors which have lesser impact on buying behaviour as compared to the other factors. At the same time it is worth to note that Indian consumer takes due care about durability of the product and its guarantee and warrante before taking buying decision.

18. It is found that family sources and commercial sources are most important sources of information for the consumers. In the modern world internet and other public sources are also helpful in getting information about product, prices, features and available alternatives. There are many consumers who would like to handle the product in actual before buying it and hence they use experimental sources of gathering information.

19. TV advertisement which is one of the best forms of audio visual advertisement is mostly preferred and attracted by the consumers and it has positive effect on the buyers of the product. Radio and internet are moderate form of advertisements preferred by the consumers in the study area. Hoardings are least preferred media for mobile advertisement as it is not attracted the buyers in case of mobiles. There
are many other forms of advertisements such as newspapers, magazines, pamphlets etc. are also preferred by the mobile consumers.

20. It is found that brand ambassador for a particular product has its own advantages and disadvantages too. While measuring the impact of brand ambassador on the mobile consumer it is found that there is an impact of brand ambassador on a very small group of consumers. Majority of the consumers denied the impact of brand ambassador on their buying decision of mobile.

21. It is found that sportsmen are the most favourite as brand ambassador in endorsing mobiles. There is subsequently competitive response to the actors and actress favoured by the consumers as brand ambassadors for mobile phones. Kids are other favourite as brand ambassador for mobile phones.

22. It is found that nearest retailer works as an important source of information gathering regarding the prices of the mobiles in Nanded city. Internet is still lesser used option for price comparison but it is one of the best sources of information available in modern marketing age. Newspapers and advertisements are also important sources for comparing prices of the mobiles.

23. It is found that gift offers, discounts, EMI facilities and advertisements have positive response on respondent consumers and it motivate consumers to buy mobile. On the other hand Discount on Referrals, Free
Internet and Talk time and Additional Warranty may have very little impact on the consumers buying decision.

24. It is found that major consumers are expected to have improvement in the camera, durability of mobile, battery life, improved internal and external memory of the phone and updated operating system. Majority of consumers do not want major change in screen, security and number of SIM slots.

25. It is found that there is change in the old and expected buying pattern of the mobile brands of the consumers in the study area. It is found that consumers are attracted more towards the brand of the mobiles and many consumers are trying to go for the higher brands of the mobiles like Samsung, Apple, Sony and Motorola. There is significant expected reduction in Nokia although it is well known brand. It is found that some of the Indian brands also lost their momentum as many customers don’t want to buy the brands like Micromax and Karbonn in future.

5.3 Important Suggestions

In view of the above discussion and findings, the following observations and suggestions are made:

1. The study reveals that there are less number of women who are using mobiles in rural as well as urban areas too. It is observed that lower rate of literacy can be the reason for the same. Poor families cannot afford more than one mobile and hence mobile is with the male member of the
family. Introduction of low cost mobiles with local languages included in it may give better opportunity for the companies to sell their mobile to women.

2. It is evident that younger generation is much frequent user of mobile and almost all its features. Most of the parents are spending on mobiles of their children. There are greater opportunities to cater the market of young generation.

3. It is observed from the study that buying decision of the mobile is not a hazy decision rather consumers are taking logical decision as they are spending good amount of money to buy mobile. The companies need to undertake extensive consumer behaviour survey to understand the need of the consumers and design their product accordingly.

4. There is a need of research and development in the mobile industry in India. Most of the researches which are taken place in the west may not be useful here. So the need of the consumers should be properly satisfied.

5. Market of mobile is too diverse and it is frequently changing. Mobile manufacture need to satisfy needs of all demographic set up. Needs of the consumers vary as per age, sex, income, habits, occupation etc. there is no one solution for all. Hence, the manufacturer need to introduce different product with different features to satisfy needs of different consumers. This is very much possible and most of the manufacturer doing this. At the same time there are few manufacturers who are
dealing with either only premium consumer segment such as Apple, Oppo, Sony, Motorola etc. or low income group consumer segment such as Maxx, spice etc. There are few manufacturers who are dealing in all segments such as Samsung, Nokia, LG etc.

6. In the recent past many Chinese manufacturers entered in the Indian market very low cost product. These products are of very low quality but it pressurizes many brands to lower their prices. But there are many brands who are still believe in quality of product to the consumers. Hence there is needs to take care of the quality of service.

7. There are many problems of after sales service in the mobile market. There are many companies which take much time for repair and replacement of the product. The issue of after sales services needs to be handled carefully to retain the consumer for future.

8. Mobile became one of the important status symbol in modern age. There is a need to look at the appearance of the mobile. It includes size, colour, thickness, case of mobile etc. As it is one of the important attribute which is taken into consideration while buying mobile. Configuration and elegance are two important features of handsets, which are related to social status of consumers and highly demanded by them.

9. There is a need of continuous updating of the mobile software as well as hardware. There are growing needs of the consumers and hence the manufacturer must ready to satisfy the need of the consumers. There is a need of periodical researches and surveys of the consumers to take
review of their product and make necessary changes in the product to satisfy the consumers.

10. There is much technological advancement taken place in the recent years in the mobile industry. The companies need to spend money on manufacturing indigenous products, designs and spare parts of mobile. There are many efforts taken by the government through ‘Make n India’ campaign to invite foreign companies to manufacture in India as well as to motivate Indian companies to take steps in manufacturing of the products which are exclusively made in India. These effort must be appreciated and widely communicated among the young entrepreneurs and motivate them to start their manufacturing units.

11. There is a need of innovations in mobile manufacturing in India. This is possible through granting research grants to students of IITs and NIITs to work on the mobile based agricultural and educational products.

12. The consumers are influenced by both logical and emotional-related product features. Therefore, the mobile handset producers should consider the best combination of two groups’ features for producing a product. And those features should be highly demanded by consumers and maximize the satisfaction of their needs and desires.

13. The most important handset features such as quality of voice and network, camera, radio, music and video players etc. should be consider as a basis for manufacturing and designing new products. There is need
to enhance the quality of camera, radio signals, speakers and internet speed so that it will increase satisfaction of the consumers.

14. There is positive impact of advertisement on the consumer. Modern day consumer prefers innovative, informative, socially responsible, creative and logical advertisements. TV is most preferred media of advertisement in modern era as it is one of the best audio visual media with longer impact on the minds of consumers. The manufacturer must be careful while choosing the media of advertisement to get effective results.

15. Brand Ambassador has its own importance. Many brands are known because of their brand ambassador. Hence care must be taken to choose the brand ambassador for the mobile.

16. It is observed that there is positive relationship between education and high end mobile users. To attract less educated consumers to buy high end expensive smart phones there is need to make these phones supportive to local language. This can help in increasing the sale of the phones to less educated consumers too.