QUESTIONNAIRE
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**Buying Behaviour of Mobile Phone Buyers in Andhra Pradesh: A Case Study of Kadapa District**

**Ph.D. Research Project:** Department of Commerce, S.V. University, Tirupati, (A.P)

<table>
<thead>
<tr>
<th>Research Supervisor</th>
<th>Research Scholar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. M. Venkateswarlu</td>
<td>Mr. D. Subramanyam</td>
</tr>
</tbody>
</table>

1. Name of the user

2. Sex
   - a) Male
   - b) Female

3. Age
   - a) 0-20 years
   - b) 20-40 years
   - c) 40-60 years
   - d) above 60

4. Community
   - a) SC
   - b) ST
   - c) BC
   - d) OC

5. Religion
   - a) Hindu
   - b) Muslim
   - c) Christian
   - d) Others

6. Occupation
   - a) Agriculture
   - b) Employee
   - c) Businessman
   - d) Un-employee
   - e) Self-employees
   - f) Others

7. Educational Qualification
   - a) Illiterate
   - b) Primary and Secondary
   - c) Inter
   - d) Degree
   - e) P.G and Above

8. Marital Status
   - a) Bachelor
   - b) Married
   - c) Divorced
   - d) Widow/Widower

9. Family Structure
   - a) Nuclear
   - b) Joint
   - c) Extended Family

10. Family Members
    - a) 1-2
    - b) 3-4
    - c) 5-6
    - d) More than 6
11. Sources of savings
   a) Nil   b) 1000   c) 2000   d) 3000
   e) 4000   f) Above 4000

12. Annual Income
   a) Below Rs.25,000   b) Rs.25,000-50,000   c) Above Rs.50,000

13. Which type of connection?
   a) Post paid   b) Pre paid

14. Whose views are taken into consideration for purchase of mobile phones?
    a) Father   b) Mother   c) Father and Mother   d) Children’s
    e) Mother and Children’s   f) Father and Children’s

15. Model of the product Aircel
    a) Nokia   b) Samsung   c) Sony   d) L.G
    e) Idea   f) Onida   g) Mortrolo   h) Tata Indicom
    i) Reliance   j) Apple   k) I pod   l) Sony Ericson
    m) Virginia

16. Which type of the service
    a) Airtel   b) BSNL   c) Idea   d) Hutch
    e) Reliance   f) Tata Indicom   g) others (specify)

17. Which type you purchased
    a) New   b) Secondary   c) Others

18. Are you have Any Idea to Change this Mobile
    Yes/No

19. Price of the mobile:

20. Where did you purchase:

21. When Purchase:

22. Dealer Name/Shop Name:

23. Address of the shop or dealer:
24. How long have you been using basic phone service? 
   a) This is first time   b) Since 1 year   c) 2-3 Years
   d) 4-5 years   e) Above 5 years

25. How do you first know about this basic phone service
   a) Through friends / relatives
   b) Advertisement in TV/Radio
   c) Advertisement news paper/Journals
   d) Harding
   e) Others

26. Do you know the existence of mobile phone
   Yes/No

27. Do you use the services all the time
   Yes/No
   If yes, how many times you use the service?
   a) One Time   b) 2-4   c) 5-6 times   d) more than 6 times

28. Would you like to recommend basic phone service to your friends and relatives?
   a) Recommended
   b) Strongly recommended
   c) Hesitantly
   d) Will not recommended

29. While speaking does your phone get disconnected automatically?
   a) Yes
   b) Yes, some time rarely
   c) No, never

30. In your opinion are you satisfied with your service provider?
   a) very much   b) satisfied   c) not satisfied
31. In your opinion the tariff rate is
   a) Low   b) High   c) Very High   d) Normal

32. What is your opinion at the customer care?
   a) Good   b) Very good   c) Average   d) Not good

33. The Quality service?
   a) Good   b) Very Good   c) Average   d) Not good

34. Have you come across advertisements of the phone service? Yes/No
   If 'yes' in which media have you seen than?
   a) Television   b) Radio   c) News Papers

35. How do you rate the overall phone services?
   a) Poor   b) Good   c) Excellent   d) Average

36. Is your connection is a frequent user of roaming
   a) Yes   b) No

37. What factors do you consider before going to any service
   a) Coverage   b) Price   c) Performance
   d) Company Image   e) Value Added Service

38. What factors influence by the mobile
   a) F.M. Radio   b) Voice Recording   c) Video Recording   d) Playing Games
   e) Camera   f) Others

39. Are you satisfied after sales service
   Yes/No

40. Any effect of the advertising on purchasing of mobile
   Yes/No

41. Any suggestion to improve quality of the phone

42. any suggestion to improve sales of mobiles
In the recent past, mobile phones have become an essential means for every one of us in our day to day life. Every two out of five have been habituated to use mobile phones. However, rich own costly mobile phones whereas middle class and the poor are using mobile phones of moderate to low cost mobile phones. Keeping this in view the researchers have conducted a survey to know the behaviour pattern of mobile phone buyers in Kadapa district. Certain buyer's behaviour influencing factors are considered for analyzing the data. For the preparation of the present paper the researchers have used both primary and secondary data. The roles that are played by different members in the family are also considered for the preparation of the present paper.

Keywords:

Introduction:

Mobile phone has become one's own first choice in irrespective his/her age. It also has become a status symbol in the present day life. Every one of us owns. Every day new models of mobiles arrive into market replacing the older ones to lure the users. The interested users are especially young generation. They are very fond of the latest features provided in new handsets. People like the new ring tones, "hello" tunes and wallpapers. With this, mp3 and video recording facilities, MMS and internet facilities are attracting the users to mobile world. Mobile users cannot even imagine their world without their handsets in their hands. The importance of mobiles can be imagined by the reaction of people if they are asked to leave their handset separate from them for a day; they feel that they are like fish out of water.

In the recent past, mobile phones have become an essential means for every one of us in our day to day life. Every two out of five have been habituated to use mobile phones. However, rich own costly mobile phones whereas middle class and the poor are using mobile phones of moderate to low cost mobile phones. Keeping these things in view the researchers have conducted a survey to know the behaviour pattern of mobile phone buyers in Kadapa district. Certain buyer's behaviour influencing factors are considered for analyzing the data. For the preparation of the present paper the researchers have used both primary and secondary data. The roles that are played by different members in the family are also considered for the preparation of the present paper.

There is no doubt that the mobile phones have made our life more easy and more comfortable. Everyone is in touch with their family members, friends and other familiar. If we want to talk with anyone, there is no need for us to write a letter and have to wait for days to send the message. The receiver just has to pick up the phone and press a number and start to talking. Mobile phones are easy way of communication over a long distance. Life becomes easy through mobile phones.

Factors influencing buyer behaviour
The consumer behaviour in the case of mobile phone set is influenced by both external and internal factors. The external factors include cultural dimensions, social and situational influences, respondent influences, influences of sales persons and advertising influence. The internal factors include information, motivation, involvement, perception, learning attitude and education. Some of the relevant and important external and internal factors are discussed in detail in this chapter relating to the mobile phone buying behaviour of respondents in Kadapa district in Andhra Pradesh.

The major objective of the study is to find out the external and internal influences on the buying behaviour of mobile phone buyers.

HYPOTHESES
a. "There is no significant difference between income and savings of mobile phone buyers".

b. "There is no significant difference between the levels of education and purchasing behaviour of mobile phone buyers".

SCOPE OF THE STUDY
The scope the study is restricted to Kadapa district of Andhra Pradesh for a couple of reasons. Firstly, it offers a great deal of convenience to the researcher since research native from Kadapa in making the study successfully. Secondly, it is restricted to Kadapa District alone because of financial and time constraints. Further, it covers the mobile phone owners who purchased mobile phones in the end of 2011.

SOURCE OF DATA
Primary data relating to total number of respondents having different mobile phones was collected through a respondent's preliminary investigation, and data relating to back ground of owners of mobile phones and their buying behaviour were collected with the help of structured schedules.

SAMPLE SIZE
Simple random sampling technique is employed for the present study. The selection of sample respondents having mobile phones are drawn from three revenue divisions consists rural and urban areas. They are...
n = (20 x 12 x 20) x (20 x 12 x 20) = 480

Samples taken from urban areas are 300 and from rural areas are 160 in Kadapa District based on the simple random sampling technique.

Tools of Analysis

Data collected from primary and secondary sources are processed systematically applying methods of classification, tabulation, and analysis. Chi-square and Spearman's Rank Correlation is also employed at appropriate places.

Table 1

<table>
<thead>
<tr>
<th>Revenue Division</th>
<th>No. of Family Members Involved in the Purchase Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rapparela Division Urban Rural</td>
<td>Father 12, Mother 15, Son 30, Daughter 10, Children 10</td>
</tr>
<tr>
<td>Kadapa Division Urban Rural</td>
<td>Father 10, Mother 15, Son 29, Daughter 10, Children 10</td>
</tr>
<tr>
<td>Jammalamadugu Division Urban Rural</td>
<td>Father 16, Mother 15, Son 25, Daughter 10, Children 10</td>
</tr>
<tr>
<td>Kadapa District Urban Rural Total</td>
<td>Father 41, Mother 107, Son 64, Daughter 28, Children 24</td>
</tr>
<tr>
<td></td>
<td>Father 181, Mother 218, Son 134, Daughter 50, Children 34</td>
</tr>
</tbody>
</table>

Source: Primary Data

Note: Figures in the parentheses represent percentage to the total.

Table 2

<table>
<thead>
<tr>
<th>Income (Rs.)</th>
<th>Type of Mobile Phone Set</th>
<th>New</th>
<th>Second Hand</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below Rs 25,000</td>
<td>110</td>
<td>82</td>
<td>192</td>
<td>274</td>
</tr>
<tr>
<td>Rs 25,000 to 50,000</td>
<td>218</td>
<td>102</td>
<td>320</td>
<td>538</td>
</tr>
<tr>
<td>Rs 50,000 above</td>
<td>53</td>
<td>07</td>
<td>60</td>
<td>120</td>
</tr>
<tr>
<td>Total</td>
<td>379</td>
<td>101</td>
<td>480</td>
<td>580</td>
</tr>
</tbody>
</table>

Source: Primary Data

Note: Figures in the parentheses represent percentage to the total.

The influencing factors in the family decision-making for the purchase of mobile phone sets

Table 3

<table>
<thead>
<tr>
<th>Savings (Rs.)</th>
<th>Type of Mobile Phone Set</th>
<th>New</th>
<th>Second Hand</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nil</td>
<td>97</td>
<td>14</td>
<td>111</td>
<td>111</td>
</tr>
<tr>
<td>1000</td>
<td>76</td>
<td>23</td>
<td>99</td>
<td>99</td>
</tr>
<tr>
<td>2000</td>
<td>41</td>
<td>11</td>
<td>52</td>
<td>52</td>
</tr>
<tr>
<td>3000</td>
<td>53</td>
<td>10</td>
<td>63</td>
<td>63</td>
</tr>
<tr>
<td>4000</td>
<td>37</td>
<td>17</td>
<td>54</td>
<td>54</td>
</tr>
<tr>
<td>Total</td>
<td>379</td>
<td>101</td>
<td>480</td>
<td>480</td>
</tr>
</tbody>
</table>

Source: Primary Data

Note: Figures in the parentheses represent percentage to the total.

From the table 2, majority of the mobile phones are 228 (47.50 per cent) belonging to income range of Rs.25,000 to Rs. 50,000. Followed by 162 (34.50 per cent) respondents belong to below income of Rs. 25,000 and only 60 (12.50 per cent) respondents belonging to above income of above Rs. 50,000. To know the impact of income for purchase of mobile phone set the chi-square test is applied. The calculated value of chi-square is 125.47 and the table value of chi-square with 5 per cent significant level is 5.05. Since calculated value is greater than the tabulated value, the hypothesis is rejected. It clearly shows that there is a significant association between income and type of mobile phone sets purchased: Distribution of select sample respondents over different savings ranges and the type of mobile handsets they own during the period 2010-11 is shown in table 3.

From the table 3, majority of the mobile phone respondents 162 (33.75 per cent) belonging to savings of Rs.4000 followed by 99 (20.63 per cent) respondents belonging to savings of Rs. 1000. 83 (17.29 per cent) respondents belong to savings of Rs. above 4000. 52 (10.63 per cent) respondents belong to savings of Rs. 2000. 21 (4.38 per cent) respondents belong to Rs. nil savings in Kadapa district. The chi-square test is applied to know the impact of savings for purchase of type of mobile phone sets.

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The calculated value of chi-square is 37.44 and the tabulated value of chi-square with 8 per cent significant level is 11.07. Since calculated value is greater than the tabulated value, the null hypothesis is rejected. It clearly shows that there is significant of savings and type of mobile phone sets in Kasaba period.

Influence of Advertising

Communication is a key element in marketing strategy. It is an effective tool which helps the marketers in influencing the prospective buyers to buy the products and services. Fundamentally, the communication process consists of the following elements: sender, message, media, and receiver. Among all the elements, media plays the greatest role in carrying the advertising message in the audience.2 Distribution of select sample respondents mobile phone owners over the media which influenced the purchase of mobile hand sets during the period 2010-11 is presented in table 4.

Table 4
Distribution of Select Sample Respondent Mobile Phone Owners Over the Media Which Influenced the Purchase of Mobile Hand Sets During the Period 2010-11

<table>
<thead>
<tr>
<th>Media</th>
<th>Number of Respondents</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>22</td>
<td>12.35</td>
</tr>
<tr>
<td>Newspaper</td>
<td>20</td>
<td>11.67</td>
</tr>
<tr>
<td>Magazines</td>
<td>12</td>
<td>7.12</td>
</tr>
<tr>
<td>Journal</td>
<td>9</td>
<td>5.44</td>
</tr>
<tr>
<td>Total</td>
<td>176</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data
Note: Figures in the parentheses represent percentage to the total

Table 4 shows that out of 391 sample respondents noticed advertisement highly affected by news paper 225 (57.54 per cent), second rank goes to television 65 (17.39 per cent), next radio 36 (9.7 per cent), magazines 24 (6.14 per cent), journal 9 (2.29 per cent) others 15 (3.84 per cent) it can be concluded that news papers are powerful advertisement media for mobile phones in Kasaba district especially.

Impact of Education

Education can impact strongly on a person's earnings and consumption spending potential. Education allows upward social mobility and helps determine a consumer's life style. Educational background of the respondents may govern the buying behaviour. It is tried to know the impact of the education on the purpose of mobile phone sets in Kasaba district.

Distribution of select sample respondent mobile phone owners over the education levels in three revenue divisions during the period 2010-11 is shown in table 5.

Table 5
Distribution of Select Sample Respondent Mobile Phone Owners over the Education Levels in Three Revenue Divisions During the Period 2010-11

<table>
<thead>
<tr>
<th>Level of Education</th>
<th>Rajamahendravaram Revenue Division</th>
<th>Kasaba Revenue Division</th>
<th>Jammalamadugu Revenue Division</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>40</td>
<td>28</td>
<td>25</td>
<td>93</td>
</tr>
<tr>
<td>B</td>
<td>59</td>
<td>47</td>
<td>38</td>
<td>144</td>
</tr>
<tr>
<td>C</td>
<td>10</td>
<td>8</td>
<td>6</td>
<td>24</td>
</tr>
<tr>
<td>Total</td>
<td>159</td>
<td>113</td>
<td>69</td>
<td>341</td>
</tr>
</tbody>
</table>

Source: Primary Data
Note: Figures in the parentheses represent percentage to the total

Table 8 Spearman's Rank Correlation of Coefficients

<table>
<thead>
<tr>
<th>Revenue Division</th>
<th>Education Level of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rajamahendravaram Revenue Division</td>
<td>0.60</td>
</tr>
<tr>
<td>Kasaba Revenue Division</td>
<td>0.30</td>
</tr>
<tr>
<td>Jammalamadugu Revenue Division</td>
<td>0.40</td>
</tr>
</tbody>
</table>

Source: Primary Data

Based on the above analyses the formulated hypothesis i.e. education affects the purchase of mobile phone sets is accepted. Therefore the level of education in a family is one of the determining factors of owning a mobile phone set.

Conclusion

The main objective of the research is to study the various types of marketing strategies adopted by market to acquire the attention and cupidity of both existing and potential consumers, and to study what role these marketing strategies play in consumer buying process, i.e. at which stage do these strategies influence consumer behaviour.

Thus, firms should review market continuously and create and innovate marketing strategies that affect the need arousing behaviour of the potential consumer of the existing customers in the market to increase share and thus, profitability of the firm. Influence of mother is the dominating factor to take decision while purchase of mobile phone set followed by influence of father and mother, influence of father, children, mother and children, father and children in the study area. So, more emphasis should be laid on the influence and image shown and exhibited by marketing strategists in the minds of consumers for long term survival as a competitive advantage to both sides.