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Females' Buying Behavior for Cell Phones – An Analytical Study

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ABSTRACT: The cell phones have all qualities which highlight it to qualify to be called as a small computer. Such handheld compact contraption that offers both communication and computing are known as shrewd phones'. A further inquiry about it presents that India has overwhelmed indeed the U.S. and has become the world's second-largest Smartphone showcase by the users. This prompted the authors to study the nuanced behavior of female buyers in Shegaon, Maharashtra, concerning the procurement of portable sets. With the exponential development of portable innovation, understanding buyer behavior gets to be pivotal for businesses to tailor their promotional procedures viably. The investigator utilizes subjective and quantitative strategies to assemble bits of knowledge into components affecting female buyers' choices, such as brand discernment, highlights prioritization, budget imperatives, feature and social impacts etc. By analyzing information accumulated through studies, interviews, and observations, the study points out to profitable bits of knowledge for portable set producers and marketers to better cater to wants and inclinations of female customers in Shegaon. Understanding these elements is essential for concocting focused showcasing campaigns and item improvement techniques to improve client fulfillment and brand dependability.

Understanding shopper behavior, especially among female buyers, within the setting of obtaining versatile sets is crucial for businesses showcase to cater viably to assorted showcase portions. This study examines the components affecting female consumers' decision- making forms when procuring portable sets in Shegaon, India. Counting on studies and interviews, the authors investigate different determinants such as brand inclination, highlights prioritization, obtaining channels, and socio-culture impacts. Discoveries uncover nuanced bits of knowledge into obtaining behavior of female buyers in Shegaon, shedding light on their inclinations, inspirations, and challenges.

KEYWORDS: smart phones, technology, perception, innovation, Recognition, way of life.

I. INTRODUCTION

The present research paper is based on a study of consumers and their behaviors i.e., how the consumers make decisions to spend their income on various items. This decision is a process through which a customer chooses, purchases, uses, and discards goods and services. Consumers are not uniform for all consumptions neither for all the products. Such study would help in taking appropriate business decisions.

Research on consumer behavior using smartphones is becoming more and more prevalent in marketing. Research in the field of marketing has focused a lot of attention on behavior in the Smartphone business, specifically on post usage behavior and adoption incentive. This study's findings support the fact that regulatory focus affects consumers' perceptions, motivations, and lifestyles, which in turn influences their behavior when making Smartphone purchases. India's economy is among the fastest growing in the world, and the country's Smartphone market is expanding quickly as well. Customers are becoming integral components of both personal and professional lives. The amount of disposable income is constantly rising. And consumer attitude and aspiration have significantly changed. The purpose of this study is to evaluate this attitude and aspiration.

The acquisition of mobile sets, often colloquially referred to as smart phones, is a critical aspect of modern life, connecting individuals to a vast digital world and facilitating communication, information access, and entertainment. The mobile phone market has evolved significantly over the years, with numerous brands, models and features vying for consumers' attention. This dynamic landscape is not only influenced by technological advancement but also by the diverse preference and behaviors of consumers.



Understanding the behavior of female buyers in the acquisition of mobile sets hold substantial Importance in the context of Shegaon, a town located in Maharashtra under Buldhana district. Shegaon, like many other regions, has witnessed a surge in Smartphone adoption, driven by factors such as urbanization, increasing disposable income, and the ever-growing role of technology in daily life. Despite the fact that mobile phones are now widely used, consumer preferences, interests, and considerations are important factors in the Shegaon mobile phone industry.

II. LITERATURE REVIEW

Many studies are found in the literature pertaining to mobile phone buying behaviors in females some of which are captured below:

- 1) **Kolter and Armstrong (2001)** suggest that the purchasing habits of women pertain to the actions of individuals and households that purchase products and services for their own use. Globally, women differ in a number of ways, including age, income, level of education, and tastes, which may have an impact on how they use goods and services. The presentation of the product and service to the various consumer markets is subsequently impacted by this behavior. Women's behavior is influenced by a wide range of factors, including cultural, social, psychological, and personal factors.
- 2) **Kundi J. et al. (2008)** opine that "Woman behavior" refers to a woman's cognitive and affective processes as well as her visible actions when looking for, acquiring, and using a product or service. The behavior of women combines aspects of economics, sociology, psychology, and anthropology.
- 3) **Kumar R and Kaushal SK (2016)** carried out a study in the city of Lucknow to determine the many factors that have a major impact on respondents' intentions to acquire smart phones and whether these factors have a different effect on male and female respondents. They came to the conclusion that the intention to buy a Smartphone is influenced by social influence, compatibility, and dependency. Notably.
- 4) **According to Ganlari et al. (2016)** the buyer's decision-making process model includes the evaluation of alternatives as a fundamental component and requires customers to make trade-offs in other areas in order to receive their preferred things. Additionally, Ganlari asserted that price is a determining element in consumer purchasing decisions. The researcher came to the conclusion that a product's high price will immediately affect and encourage a customer's intention to buy.
- 5) **Goel S. and Gupta P. (2017)** investigated the considerable impact of social influence (online) on women's Smartphone purchasing behavior. The study found that women are significantly influenced by social media on online platforms. They also discovered that, when it comes to online social impact, the beliefs of working and non-working women continue to diverge from one another.
- 6) **Azira R. et al. (2015) Norazah MS (2013)** have quoted that according to their research by students' reliance on smart phones is mostly influenced by their social needs, social influences, and convenience. The study found that social needs have the greatest impact on students' Smartphone dependence, while social influences also have a major impact. There is a clear correlation between students' purchase behavior and their reliance on smart phones.
- 7) The study by **Panicker V. and Ahmad MK. (2015)** was specifically designed to track women's purchasing patterns and sought to identify the factors influencing women's purchasing patterns. The study shows that social influence has a major impact on women's purchasing habits.
- 8) **Azira R. et al. (2015)** found out in their study conducted in Malaysia that there was a significant influence from product features, brand name, and social influence on the propensity to purchase a Smartphone.
- 9) The results of the study by **Sata M. (2013)**, which was carried out in Rome, Italy, showed that the variables brand name, price, product durability, product features, after-sale service, and social impact were the most important in influencing Rome customers' decisions to purchase mobile phones.
- 10) **Vijayalakshmi S. and Mahalakshmi V. (2013)** investigated the effects of individual, psychological, social, and cultural factors on customer purchasing behavior in addition to product, price, promotion, and location factors. It was determined that social, psychological, and parts of the marketing mix had a significant impact on Indian



consumers' purchasing decisions.

III. RESEARCH METHODOLOGY

Objectives: The present study was carried out primarily with following objectives in mind.

1. To analyze the factors influencing female buyers’ decisions while purchasing mobile set in Shegaon.
2. To identify the specific mobile features and brand that appeal most to female buyers in Shegaon.
3. To examine the preferred channels and platforms used by female buyer in Shegaon to acquire mobile sets.
4. To identify the primary motivation and need that drive female buyers in Shegaon to purchase mobile phone.

Data collection method:

1. **Primary Method of Data Collection:-**
 - Questionnaire method
 2. **Secondary Method of Data Collection:-**
 - Corporate website
 - Internet/Books/Journals and other written data about company and Topics
 - **Research type:** Descriptive type of research
- ✓ **Sample size:-** 100

Sampling Techniques: Simple random sampling

Collection of data through: Through online using Google Forms

3. Limitations:

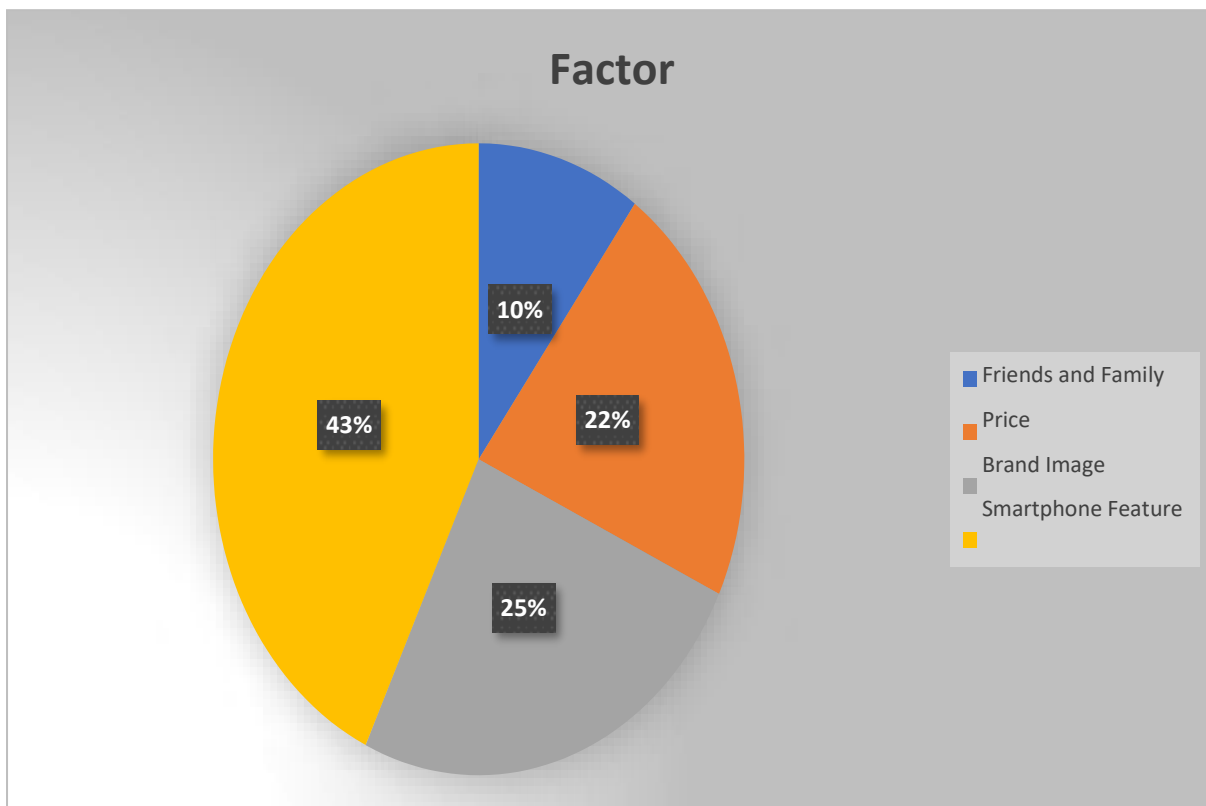
1. Area is Limited
2. Sample Size is Limited
3. Data is collected on the basis of Candidate responses
4. People are avoiding disclosing original Fact.

IV. ANALYSIS AND INTERPRETATION

Analysis

1. Factors Influencing Female Buyer while Purchasing Smartphone:

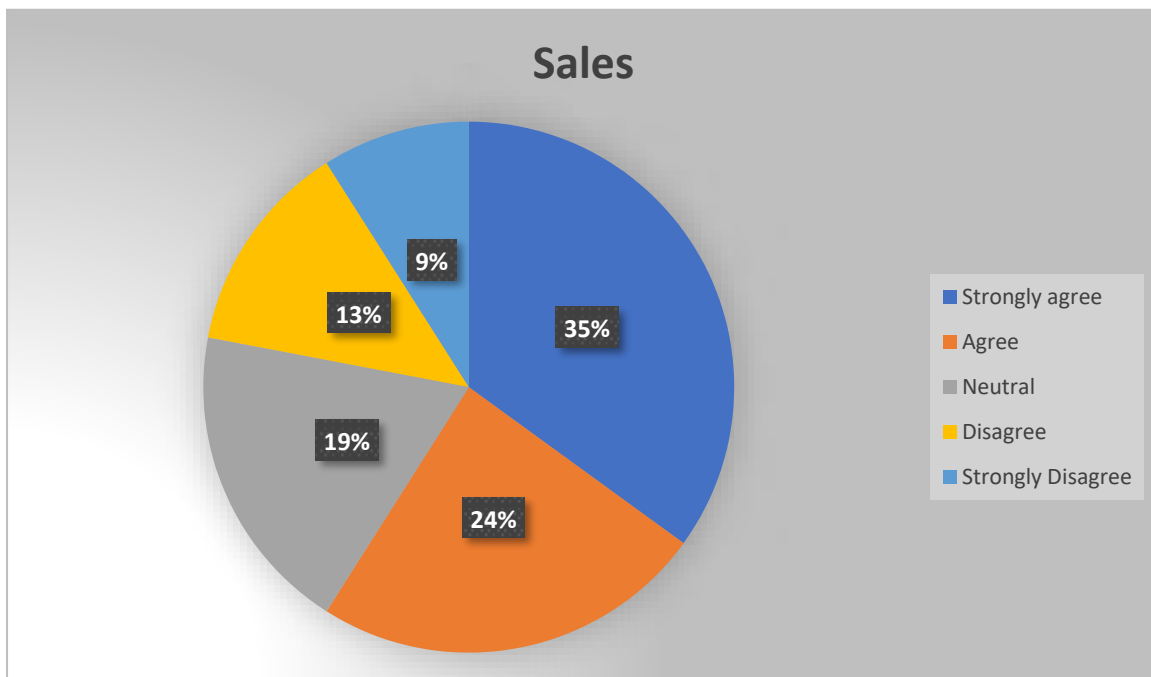
Factor Influencing Female Byers while purchasing the smart phone	
Factors	Responses
Friends and Family	10
Price	22
Brand image	25
Smartphone Feature	43
Total	100



From the above pie chart we observe that 10% of the respondents are influenced by the Friends and family, 22% respondents are Influence by the Price of the Smartphone, 25% of the respondents are influence by the Brand image and 43% of the respondents are influenced by the Smartphone Feature. Thus the features of Smartphone have impact on the largest share of female buyers.

2. Impact of features of Smartphone on Female Buyers’ decisions:

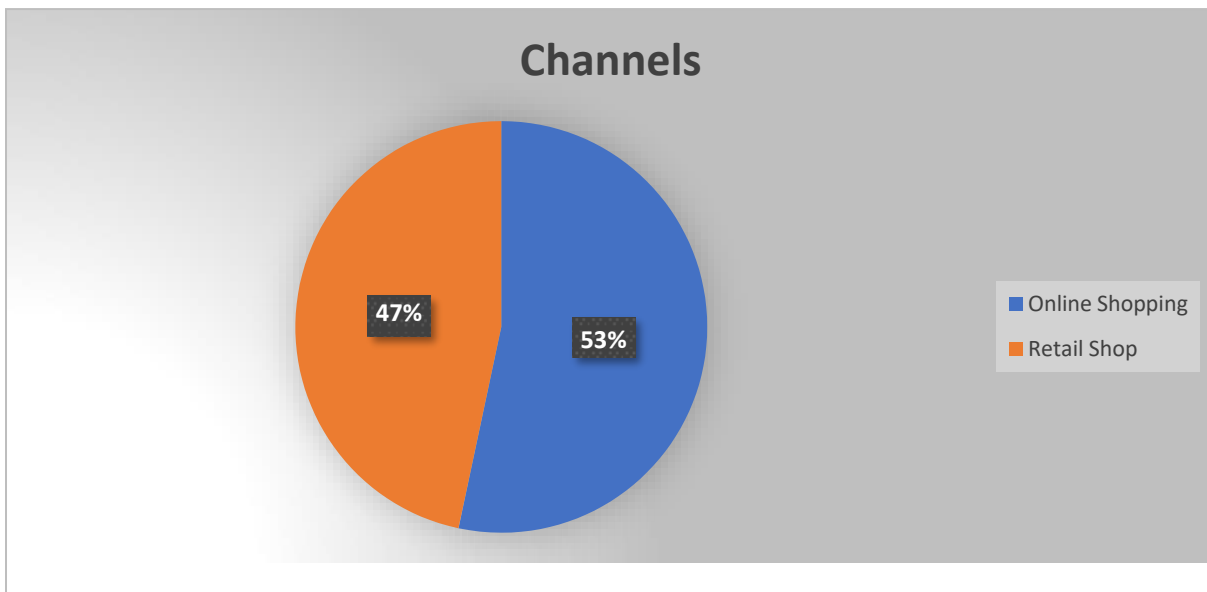
Features Impacting Female buyers’ decisions						
	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Features	35	24	19	13	9	100



From the above chart we observe that 35% of the respondents strongly agree to the statement about impact of features of Smartphone on female buyer’s decisions, 24% of the respondents agree to it, 19% respondents are neutral, 13% of the respondents disagree to the statement and 9% respondents strongly disagree about the feature of the smart phone are impacting on decisionmaking of female buyers. Thus this also suggest in favor of features of Smartphone impacting the most in female buyers’ decision making.

3. Channels and Platforms referred to by Female Buyers for buying a mobile Phone:

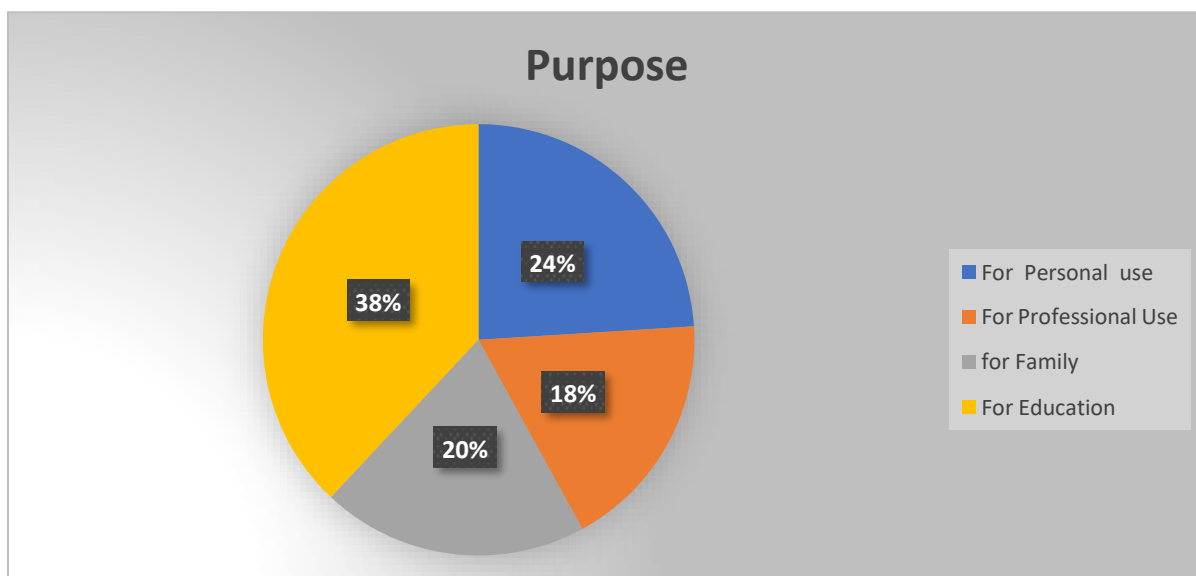
Preferred channels and platforms used by female buyer in Shegaon	
Channels and platforms	Responses
Online Shopping	53
Retail Shop	47
Total	100



From the above chart we can observe that 53% of respondents are getting Smartphone through online shopping followed by 47% of the respondents are getting Smartphone from the retail shop. Hence by and large for a female buyer of Smartphone online shopping is the preferred destination.

4. Purpose behind getting a Mobile Phone by Female Buyers:

Purpose of buying Smart phone	
Purpose	Responses
For Personal use	24
For Professional Use	18
For Family	20
For Education	38
total	100





In this pie chart we can observe that 24% of respondents are getting smart phone for personal use, 38% of respondents are getting smart phone for Education, 18% respondents for the Professional and 20% are getting smart phone for family Purpose. It indicates the use of Smartphone by female buyers for educational purpose which is a very positive sign amongst the female users of this technology.

V. CONCLUSIONS

The objective of this research was to investigate into those factors that determine the decision to purchase cell phone devices by females. It is observed in general that the female buyers are not sensitive to prices of the smart phones. They are coming forward to adapt new technology.

1. Smart phone features rank at the top amongst all the influencer factors for cell phone buying by females. This finding of the present research is aptly supported by another finding according to which the largest number of female respondents uses the smart phones to meet their educational needs. Obviously therefore those features of smart phones which facilitate its use for meeting educational needs of the female users will make it more demanding in the market. The very satisfying fact that emerges from this research is that the cell phones are not used for communication purpose but also for value addition to the user.
2. Another important finding of this research is that these female buyers of cell phones prefer online shopping more for the acquisition of a cell phone set than buying it physically from a nearby retail store. The cell phone manufacturing companies thus need to push their cell phones more through online platforms to capture this market segment. The retail outlet follows marginally behind as against 53% of online buyers there are 47% buyers from retail outlets.
3. It is suggested, however, that further researches can be done to identify the popular age groups of female buyers, education levels of female buyers to help companies develop their niche strategies of marketing cell phones to potential and actual female users of cell phones.

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