Vol 6 Issue 12 Sept 2017

ISSN No : 2249-894X

Monthly Multidisciplinary Research Journal

Review Of Research Journal

Chief Editors

Ashok Yakkaldevi
A R Burla College, India

Ecaterina Patrascu
Spiru Haret University, Bucharest

Kamani Perera
Regional Centre For Strategic Studies,
Sri Lanka

Welcome to Review Of Research

RNI MAHMUL/2011/38595 **ISSN No.2249-894X**

Review Of Research Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double - blind peer reviewed referred by members of the editorial Board readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

Address:-Ashok Yakkaldevi 258/34, Raviwar Peth, Solapur - 413 005 Maharashtra, India
Cell : 9595 359 435, Ph No: 02172372010 Email: ayisrj@yahoo.in Website: www.oldror.lbp.world

ISSN: 2249-894X Impact Factor : 5.2331(UIF) Volume - 6 | Issue - 12 | September - 2017

Review Of Research

AN EMPIRICAL STUDY BASED ON CONSUMER PERCEPTION OF BUYING MOBILE PHONES IN INDIA WITH SPECIAL REGARD TO 60+ AGE GROUP

Brajendra Kumar Gupta[1] and Simran Kaur[2]
[1]Research Scholar, Dr. Shakuntala Misra National Rehabilitation University.
[2]Student, Indira Gandhi Institute of Cooperative Management, Lucknow.

1.0 ABSTRACT :

The study focuses on understanding and analyzing the consumer perception of buying mobile phones in India with special regard to 60+ age group sector. Though this age group has a lot of financial potential, it has usually being sidelined by marketers. The study had undergone a review of structured questions by a justified number of respondents coming from different fields. For a better market-winning strategy, a marketer has to be very smart in designing segmentation, and thus, it can turn out to be an out of the box strategy to include consumers from 60+ age group as one of their potential marketing segment.

KEYWORDS :*financial potential , better market-winning strategy , potential marketing segment.*

2.0 INTRODUCTION

Today, people of 60+ age group, are financially stable and still ready to gain more experience of life, so to reduce generation gap. With regard to cellphones, 60+ people either don't possess any cellphone or possess such a cellphone which they are unable to operate efficiently. A basic reason for it is that marketers are busy establishing brands catering to the needs from kids to youth to working individuals. These marketers take 60+ age group people for granted and usually sideline them, considering them as dependents.

The people, who are 60+ years of age, have lots of free time to spend and enough finance to cater to their needs. These needs usually refer to physically and mentally fit and to have a proper record of their savings. If marketers are able to cater to these needs and develop specially designed apps, in exclusive cellphone, like health apps, savings apps, fitness apps, entertainment apps for this special segment of society, this cellphone can turn out to be a brand establisher, earning a good market share for the respective company.

3.0 REVIEW OF LITERATURE

A study in 2005 was conducted by Farley on full mobile telephone history. It covered time duration from 1940s to 2005, to conclude how mobile telephones for decades, which were not an active technology, became the demanding, effective and the most important communication tool of people. Though mobile telephony's early and bulky beginnings, commercial mobile telephony began in 1946, but since 1995 mobiles have become lower in cost, rich in features and used worldwide.

The study of Sinhas and Wagh in 2008 shows theGrowth of Cellular Telecom Sector and awarenessof Consumer's preferences and choices on the useof cell phone. The study was conducted on 58 choices ofconsumers and their preferences regarding mobileservices and mobile usage. It further studied that majority of the consumers were satisfied with service provided by mobile service provider. The study concluded that the coordination amongmobile service providers, manufactures of mobile handsets and users is the important factor as it isrelating to the satisfaction of users and the studymentioned that it was lacking among them. The study also gives varied scope and channelizes the mobileservice providers to providetechnological breakthrough in such a way so thatthis should be able to reach to the common man ofthe country.

4.0 IMPORTANCE OF STUDY

The people 60+ years of age, have spent all their life serving their nation, securing their family. So, at 60+, they want to enjoy their life freely and gain more experience. This enjoyment gets doubled when they realize they are treated special by using branded products. With the increasing change in trends of fashion and upcoming brands, the 60+ people too want to adapt this change. So, it's the responsibility of marketers, with respect to cell phones, to develop and design new features which may be exclusive to the 60+ age group by understanding their perception towards the cell phones.

5.0 OBJECTIVES

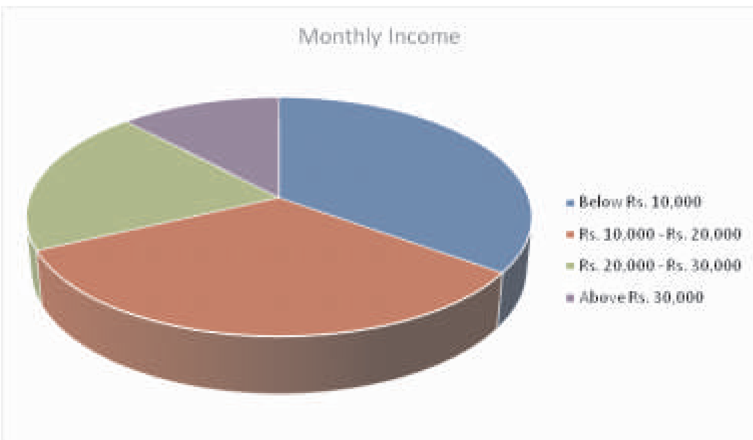
• To bring smile on 60+ people by fulfilling their needs and wants
• To make 60+ people updated with the new technology, bridging the generation gap
• To let 60+ people enjoy the ample amount of time available to them through health apps, entertainment apps, games exclusively for them

6.0 RESEARCH METHODOLOGY

The study is conducted on the consumers of 60+ age group inLucknow City. Total 100 sample size was chosen, out of this, 20 respondents were from banking sector, 20 respondents were from medical sector, 20 respondents were from law sectors, 20 respondents were from administration sector and 20 respondents were employees from government sector. A well-designed questionnaire was prepared with relevant questions according to the objectives and hypothesis of the study for collecting primary data from respondents. Various aspects were covered in the questionnaire which includescell phone features, different applications provided by cell phone brands, income level of consumers. A convenient random sampling was adopted for covering the entire market and using features of the cell phone as the basis of selection. It was also taken into consideration that the respondents should be aware about English language to certain extent and should have some knowledge of functioning of mobile and Internet.

7.0 RESULTS AND DISCUSSION

Question 1: What is your monthly income?



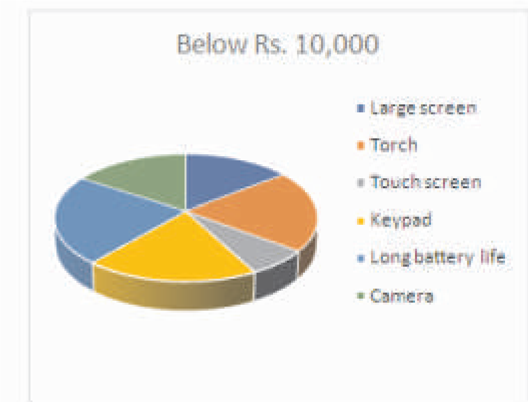
1.1 Monthly income

To start with, the 60+ age group was classified into 4 classes:

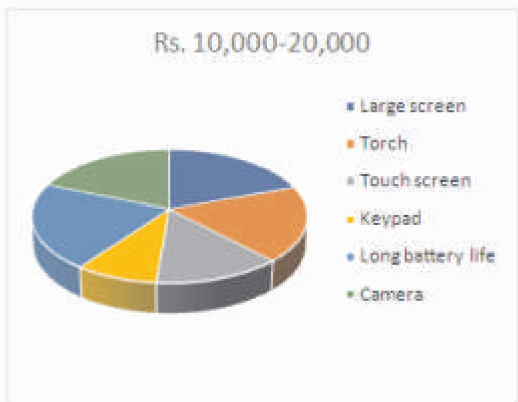
i)Below Rs, 10,000
ii)Rs. 10,000-20,000
iii)Rs. 20,000-30,000
iv)Above Rs. 30,000

On the basis of questionnaire, there was almost equal distribution in these classes, though greater percentage of respondents fell between (i) and (ii) classes. This also shows that 60+ age group is financially stable to a greater extent.

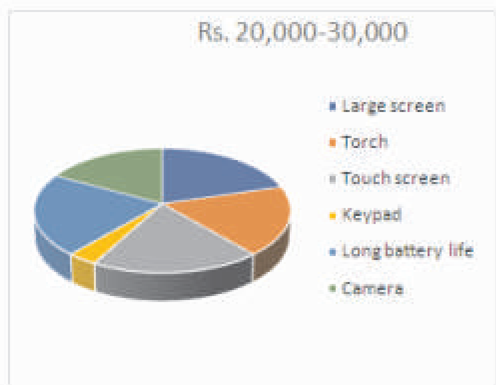
Question 2: What are the basic features you want in your cellphone?



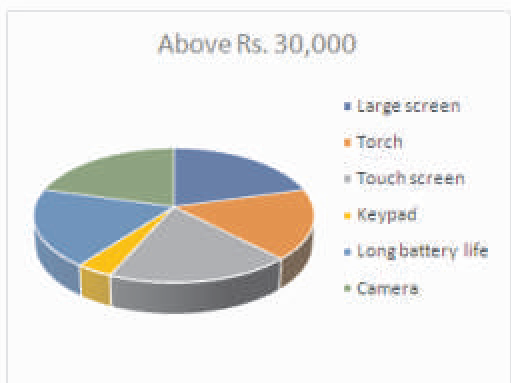
2.1 Below Rs. 10,000



2.2 Rs.10,000-20,000



2.3 Rs.20,000-30,000



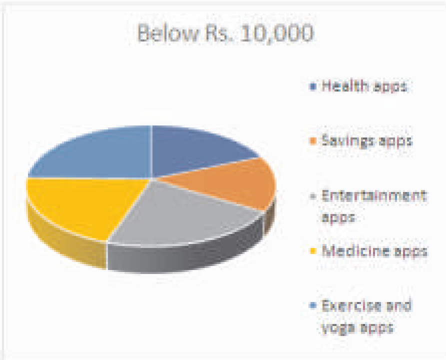
2.4 Above Rs.30,000

Every cellphone has some basic features. The above charts (2.1,2.2,2.3,2.4)have been differentiated on the basis of respondents coming from various income groups. These charts depict how different people want different features as their needs in their cellphones.

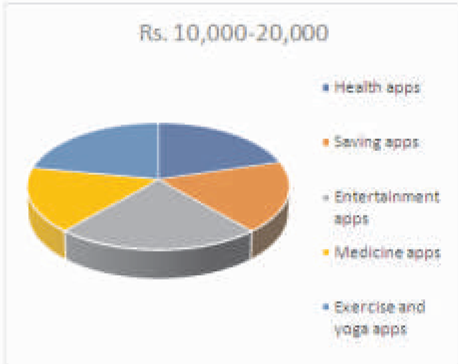
Comparing each chart one by one, chart 2.1 shows that respondents from below Rs.10,000 income group emphasize on torch and keypad next to their priority of long battery life and large screen. Similarly, chart 2.2 shows that respondents coming from Rs.10,000-20,000 income group emphasize on torch and camera as their basic needs after long battery life and large screen. The chart 2.3 shows respondents of Rs.20,000-30,000 emphasize on touch screen and torch as their basic needs, apart from large screen and long battery life. The chart 2.4 shows respondents from above Rs.30,000 emphasize on touch screen and camera as their priority, apart from large screen and long battery life.

Looking on common priority, respondents from different income groups emphasize on long battery life and large screen as their basic need in cellphone.

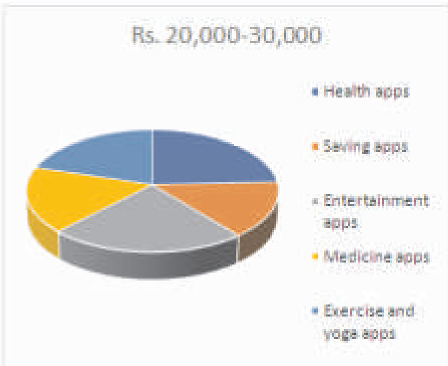
Question 3: What are the basic apps you want in your cellphone?



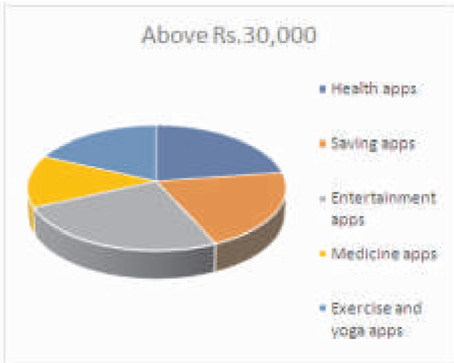
3.1 Below Rs. 10,000



3.2 Rs. 10,000-20,000



3.3 Rs.20,000-30,000



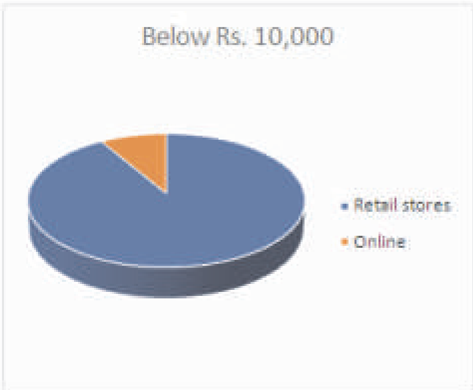
3.4 Above Rs.30,000

Today, there are various apps which have been developed to make life of people easier. Everything remains at fingertips. Apps may differ from people of one age group to another, according to their necessities. If we consider the age group of 60+, some of the apps which may be useful include health apps, saving apps, entertainment apps, medicine apps, exercise and yoga apps. The expectations of different apps can be also classified according to the different income group, as is evident in charts 3.1,3.2,3.3,3.4.

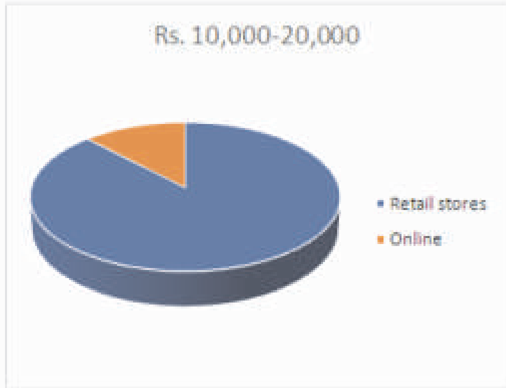
Comparing the charts, we can see there are mixed results about the priority of apps. The chart 3.1 shows that respondents from below Rs.10,000 income group prioritize apps in the manner of exercise and yoga apps on the top of the list, followed by entertainment apps, medicine apps, health apps and lastly savings apps. The chart 3.2 shows that respondents belonging to Rs.10,000-20,000 income group emphasize their priority on entertainment apps, followed by exercise and yoga apps, health apps, saving apps and lastly, medicine apps. The chart 3.3 shows that respondents in income group of Rs.20,000-30,000 rate health apps highest on their app list, followed by entertainment apps, exercise and yoga apps, medicine apps and lastly savings apps. The chart 3.4 depicts that respondents of income group above Rs.30,000 pay emphasis on entertainment apps, followed by health apps, saving apps, exercise and yoga apps and lastly on medicine apps.

Thus, a conclusion can be drawn that most of the respondents are basically concerned of entertainment apps. This refers to the fact that if they are being entertained, they will be healthier.

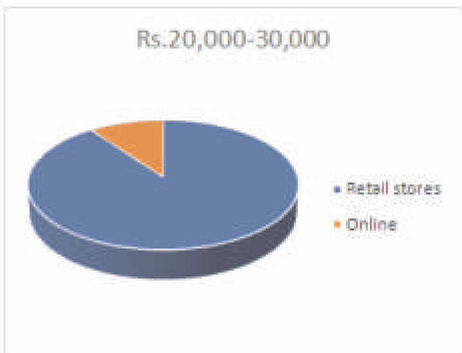
Ques. 4: Will you prefer buying cellphone in retail stores or online?



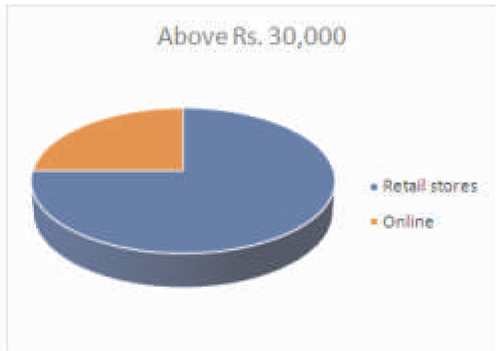
4.1 Below Rs.10,000



4.2 Rs.10,000-20,000



4.3 Rs.20,000-30,000



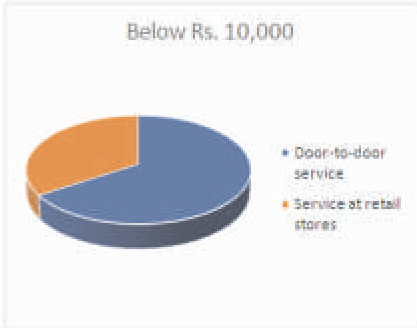
4.4 Above Rs.30,000

With the advent of technology, online shopping has become a trend. But, if we observe 60+ age people, they still are happier to adapt to the traditional approach of shopping at retail stores than going online for shopping.

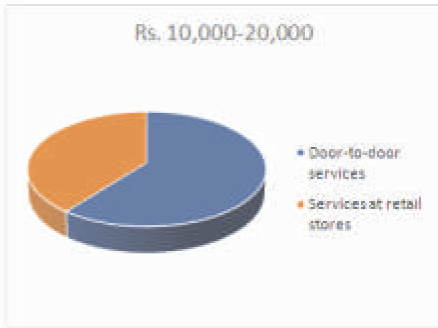
Studying the charts, the chart 4.1 shows respondents from below Rs.10,000 income group emphasize on going to retail stores to buy cellphones. Similarly, the chart 4.2 shows respondents from Rs.10,000-20,000 income group prefer to go to retail stores to buy cellphones. In the same manner, chart 4.3 and chart 4.4 shows that respondents from Rs.20,000-30,000 and above Rs.30,000, respectively, prefer retail stores over online stores.

This analysis leads to the fact that the people of 60+ age still shop on the basis of their real experience rather than virtual experience. They want to invest only when they experience the cellphone features and apps in real sense in retail stores, rather than comparing virtually over the Internet and going by others' ratings and reviews.

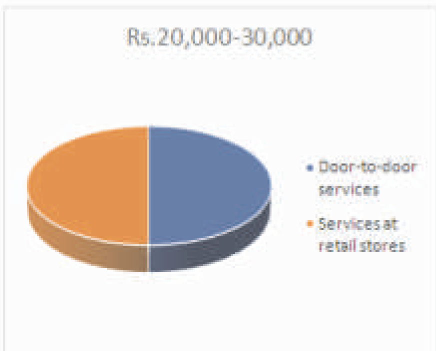
Ques 5: What type of after sales service you want?



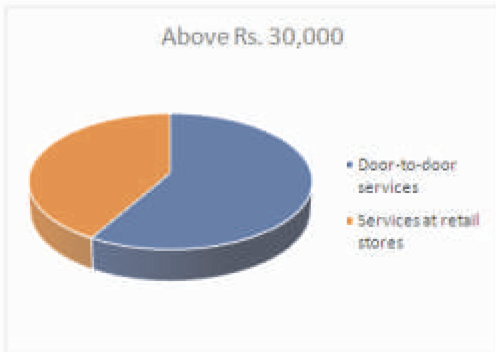
5.1 Below Rs. 10,000



5.2 Rs.10,000-20,000



5.3 Rs.20,000-30,000



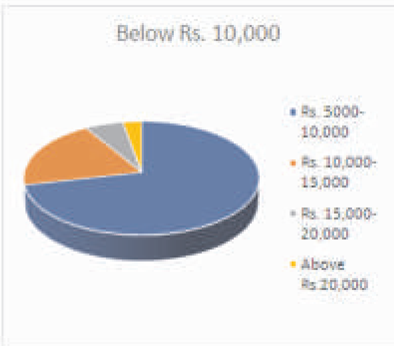
5.4 Above Rs. 30,000

The 60+ age group can be termed as highly volatile group. They get irritated and frustrated very easily. So, if they incur any problem, they are impulsive to burst out their anger without considering the surroundings. It can be understood as human tendency affected by aging.

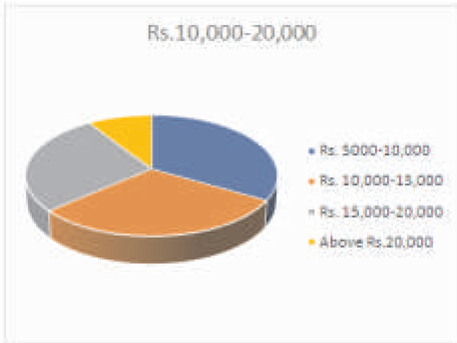
When observed upon their reactions to the type of after-sales service they want, charts have been depicted on the basis of income groups. The chart 5.1 shows that respondents from below Rs.10,000 want door-to-door after-sales service as a convenient option. The chart 5.2 shows that respondents in Rs.10,000-20,000 want their problems to be solved at home, rather than going to service outlets. The chart 5.3 shows that respondents from Rs.20,000-30,000 income group are comfortable with going out to service outlets as well as door-to-door services for solving their complaint. Inversely, respondents coming from above Rs.30,000 would be happy if their problem is solved through door-to-door services rather than going to service outlets.

Interpreting the comparison, it is evident that most of the respondents would prefer door-to-door services rather than going to service outlets for solving their problem or complaint.

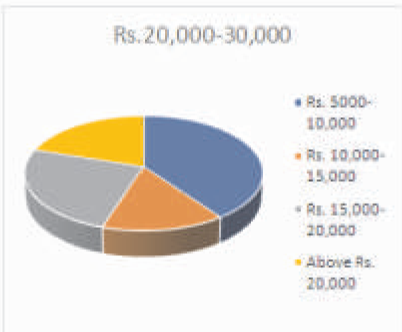
Ques 6: How much amount are you willing to pay for cellphones designed to provide you above mentioned basic features and apps?



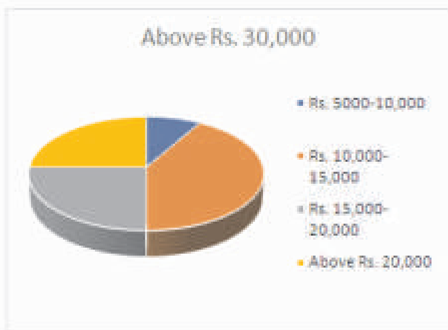
6.1 Below Rs.10,000



6.2 Rs.10,000-20,000



6.3 Rs.20,000-30,000



6.4 Above Rs.30,000

A little similarity has been found in the people willing to invest in the cellphone. It is being seen more respondents are willing to buy cellphone worth within group Rs.5000-10,000.

Understanding the willingness of respondents through charts, chart 6.1 states that with income group below Rs.10,000, respondents want to buy such cellphone, that provide them with all the basic features and exclusive apps like health apps, saving apps, entertainment apps designed for 60+, that come within the range of Rs.5000-10,000. The chart 6.2, though represents a mixed reaction, greater number of respondents with the income group of Rs.10,000-20,000 still would invest in cellphone worth Rs.5000-10,000. Similarly, the chart 6.3 represents that more respondents from income group of Rs.20,000-30,000 would go for cellphone worth Rs.5000-10,000. But, on the other hand, in the chart 6.4 with respondents of income above Rs.30,000, would prefer luxurious cellphone, in comparison to other three income groups.

On the basis of above analysis, it is evident that people of 60+ age would prefer to have cellphones with basic features like large screen, torch, keypad, long battery life, clubbed with exclusive apps of entertainment and health, at a lower range of Rs.5000-10,000. If marketers want to tap 60+ years of age as their customers, they need to produce such a cellphone that fulfils all the basic requirements within the minimum range of price possible.

8.0 LIMITATIONS

- Some of the people were not responsive.
- Possibility of error in data collection because many of the respondents may have not given answer to the questionnaire.
- Sample size is less to represent the whole population.
- The time period of research was short.

• Respondents behaviour may be casual.
• Financial resources are not available.

9.0 REFERENCES

Ashmeet Singh Khanuj, Retrieved from Consumer Perception Towards Smartphones
Prof. (Dr.) Sameer Sinha, Prof. Sunil Mishra, A Study on Consumer Perception towards Mobile Handsets, Retrieved from www.internationaljournalssrg.org