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“STUDY THE FACTORS INFLUENCING IN THE SMART PHONE SWITCHING BEHAVIOUR”

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ABSTRACT:

As the smart phone industry kicked off from the cellular industry, it might have been expected that the leaders in the cellular industry would retain the lead in the spin-off smart phone market; however this was not the case. There are a number of possible explanations for this but there is no single factor or reason that can determine the demand towards smart phones. Because, the determinants are very complex. A company that does not identify the influential attributes of a product would find it impossible to last long and acquire any form of competitive advantage in this market. The smart phone industry faces more competition. Hence, it is required large investments into the research and development of Smart phone products to attract and retain customers. The 21st century has pushed technology to open doors in new streams such as nano technology, which allows designers to pack more features into each square inch of device as they become smaller. These features are individually may be useful but, in collection, it may be overwhelming to the user. Due to globalisation, technological advancement, increasing educated consumers, wider influence of social networking makes the marketers to satisfy the consumer needs difficult. Hence, there is a need for frequently conducting the research about the switching behaviour of consumer.



KEYWORDS: *Switching Behaviour, Smartphone, Consumer and College Students.*

INTRODUCTION

Today, Marketing has the new sense of satisfying customer needs and wants (Kotler and Armstrong, 2008). It is implied that, if the companies want to gain long-term benefits from its customers, they have to understand marketing in the new sense of satisfying customer needs. If the companies are able to satisfy the needs and expectations of its customers, then customers will repurchase the products or

services of a particular company. After that, customers exhibit loyalty towards the company, regardless of competitor's efforts to distract the customer attention towards them. Now-a-days, mobile phone has become an integral part of human life. In today present day life, cell phone assumes a dominating job. Since, presently a-days cell phone have been utilized by individuals at all dimensions over the world.

The portable media transmission segment has been an excellent factor for monetary development in both created and creating markets. It has been one of the significant viewpoints for the improvement of data innovation. In light of cell phones, different organizations like lodgings, administrations, travel and the travel industry, carriers, and a lot more has been emphatically prospered their organizations.

Henceforth, versatile administrations have turned into an imperative part for the immediate effect on the capacity of an economy (Deloitte, 2012).

The 21st century has pushed technology to open doors in new streams such as nano technology, which allows designers to pack more features into each square inch of device as they become smaller (Glasscock and Wogalter, 2006). These features are individually may be useful but, in collection, it may be overwhelming to the user (Hamilton, et, al., 2005). Due to globalisation, technological advancement, increasing educated consumers, wider influence of social networking makes the marketers to satisfy the consumer needs difficult. Hence, there is a need for frequently conducting the research about the switching behaviour of consumer.

Smart phone consumers often find comfort in the distinguishing factors of a particular brand to assist in the decision-making process during purchases. Hence, even if one is the market leader or amongst the top three brands in this competitive industry, it is critical that product designers understand their consumers' base needs and the on-going changes in the whole ecosystem.

REVIEW OF LITERATURE

Salciuviene, Ghauri and De Mattos (2009) expressed that image advantages are more on outward points of interest that bring to the purchaser while owning the brand. They intently with respect to non-item related ascribes and identify with major requirements for social acknowledgment or self-articulation and external guided confidence. Customer may esteem the brand in term of the glory, elegant or upscale.

Pakola, et. al., (2010) attempted to investigate consumer purchasing motives in cellular phone markets. The outcomes showed that while cost and properties were the most persuasive elements influencing the buy of another cell phone, value, discernability and companion's administrator were viewed as most significant in the decision of the cell phone administrator.

Mollen and Wilson (2010) contended that commitment is the result of consistent communication between the buyer and the brand that fortifies the enthusiastic, mental, or physical duty to the brand. Besides, signs of commitment are depicted in the writing as a dynamic idea that may differ from present moment, very unpredictable, to long haul, moderately stable procedures. Sathish (2011) the factors that influence the consumers in switching the service provider Descriptive research design was used. The area covered under this study was Puducherry due to availability of well mixed population base in Tamil Nadu. Questionnaire was designed and administered to collect samples. Cluster sampling method was chosen. The sample size was 112. The variables considered for the study are consumer demographics, consumer satisfaction with existing service provider, factors influencing the switching behaviour and factors that affect the switching behaviour of consumers and these were grouped into four categories namely customer service, service problems, usage cost and others. It is revealed that call rates plays the most important role in switching the service provider followed by network coverage, value added service and customer care. However, advertisement plays the least important role. It is found that there is a relation between switching the service provider and the factors (customer service, service problem, usage cost, etc.). After analysing the findings of the study, they propose that the mobile providers concentrate on increasing network stability and setting tariff rates competitively.

CONSUMER BEHAVIOUR

Shopper conduct is the investigation of people, gatherings or associations and every one of the exercises related with the buy, use and transfer of merchandise and enterprises, including the purchaser's passionate, mental and social reactions that go before or pursue these exercises (Blackwell, et. al., 2006). Purchaser conduct rose during the 50s as an unmistakable sub-discipline in the showcasing region. Purchaser conduct is a between disciplinary sociology that mixes components from brain science, humanism, social humanities, ethnography, showcasing and financial matters, particularly social financial matters. It analyzes how feelings, dispositions and inclinations influence purchasing conduct. Qualities of individual purchasers, for example, socioeconomics, character ways of

life and conduct factors, for example, utilization rates, use event, steadfastness, brand support, eagerness to give referrals, trying to comprehend individuals' needs and utilization are altogether explored in formal investigations of buyer conduct. The investigation of customer conduct additionally researches the effects on the purchaser, from gatherings, for example, family, companions, sports, reference gatherings, and society when all is said in done (Keaveney, 2001).

The investigation of customer conduct is worried about all parts of obtaining conduct - from pre-buy exercises through to post-buy utilization, assessment and transfer exercises. It is additionally worried about all people included, either legitimately or in a roundabout way, in obtaining choices and utilization exercises including brand-influencers and conclusion pioneers. Research has demonstrated that shopper conduct is hard to foresee, notwithstanding for specialists in the field. In any case, new research strategies, for example, ethnography and customer neuroscience are revealing new insight into how shoppers decide. Consumers are those individuals who purchase goods or services for the individual or household purpose. Consumer behaviour is the decision making process and physical activity of an individual who engages, when he or she is evaluating, acquiring, using, or disposing of goods and services (Loudon and Betta, (2013).

SWITCHING BEHAVIOUR

Consumers use services every day, these ranges from taking the train or opening a bank account, to talking on a mobile phone. Businesses also rely on a wide range of services on a daily basis, but on a much larger scale compared to consumers. However, customers are not always satisfied with a particular smart phone that they may be using and often resort to switching their smart phone in order to resolve their issue or pursue better value.

SWITCHING DETERMINANTS

Switching behaviour is referred to the times when consumer chooses a competing choice rather than the previously purchased choice on the next purchase occasion (Babin and Haris, 2011). Switching behaviour reflects the decision that the consumer makes to stop purchasing a particular service or patronising the service firm completely (Boote, 1998).

Lee and Murphy (2005) stated that there are several factors that determine consumers to stay with their current service providers or to switch.

Price is rated as the most important reason for switching. Brand trust leads to commitment towards brand, which then reduces the consumers' behaviour to switch the service provider. Switching costs are also important switching determinant because switching costs such as monetary loss and uncertainties with new service provider deter switching regardless of dissatisfaction.

Reference groups, which plays a significant role in influencing consumer to switch the service provider in order to conform to others, norms, broad values and behaviour. Bruhn and Georgi (2006) divided the switching behaviour into three groups they are,

1. Customer-Related Switching: It is concerned with customer characteristics with a more or less direct connection with the product. Characteristics concerns customers age, sex, preferences, lifestyles, etc and are directly connected to customers' needs.
2. Provider-Related Switching: It is closely connected to cause customer retention. It is concerned with perceived service quality and customer satisfaction. Marketers can easily manage this category of reasons. It is the most important source for avoiding customer defection.
3. Competition-Related Switching: It leads to customer defection because consumer behaviour not often depends on the current product or service but also on its competitors. For example, when a mobile phone customer's basic criterion of buying is price, and then they compare the price system of their current product service and other product service (Bhrun and Georgi, 2006).

OBJECTIVES OF THE STUDY

- To study the influence of product, price, place, promotion, brand image, peer group and social media factors in the switching behaviour.

- To compare the students switching behaviour in terms of product features, price, brand image, peer group and social medial factor with their demographic profile.

RESEARCH METHODOLOGY

The research methodology adopted for this study. System alludes to the different strategies and methods connected in the exploration work. This section talks about and features on the system, which is utilized to break down the gathered information, how the exploration is completed. This part includes a few sub-segments, for example, examine configuration, look into apparatus, development of research device, pilot think about, dependability of hardware, estimation of scales, testing plan, information accumulation strategies and techniques for information investigation to respond to the fundamental research questions.

Analysis of the Study

Table 1.1 Students importance towards the various features

Importance factor	Mean	Std. Deviation
Product Features	4.40	1.06
Due to pricing factors	4.24	1.10
Due to promotional factors	4.05	1.27
Due to brand factors	3.58	0.95
Due to peer group	3.42	1.19
Due to social media	3.36	1.11

Source: Primary data computed.

Table 1.1 explains the student’s level of importance towards product features, price, promotion, brand, peer group and social media when they switch over the smart phone. Level of importance is measured with five point likert scale. Further, mean and standard deviation values are calculated .The mean values have ranged from 3.36 to 4.40. The standard deviation values are between 1.27 and 0.95. From the mean values, students have given more importance towards product features (4.40) followed by price (4.24), promotional factors (4.05), brand (3.58), peer group (3.42) and social media (3.36). It is inferred that students are having more importance to product features, price, promotion and brand, when they switched over the smart phone.

Table 1.2 Relationship between Product features and switching behaviour

Product feature	Switching behaviour	
	r- Value	p-value
Device speed	0.396	0.001*
Compatibility	0.563	0.001*
Physical appearance	0.733	0.001*
Connectivity	0.390	0.001*
Camera Pixels	0.754	0.001*
Social Networking	0.627	0.001*
Storage Space	0.692	0.001*
Operating system and apps facility	0.347	0.001*
Goodwill	0.212	0.001*
Value-added service	0.632	0.001*

Source: Primary data computed.

*Significant at One percent level

Ho: Product features such as device speed, compatibility, physical appearance, connectivity, camera pixel, social networking, storage space, operating system, goodwill and value added services are not having relationship with switching behaviour of consumers.

Pearson correlation test was applied to verify the above stated hypothesis. The result is posted in the table 1.2. The calculated r-values are between 0.212 and 0.754. The p-values are found to be 0.001, which are significant at one percent level. Hence, the stated hypothesis is rejected.

It is inferred that product features are having the relationship with consumers switching behaviour. From r-values, it is observed that the camera pixel is having strong (0.754) and positive relationship with switching behaviour of college students followed by physical appearance (0.733), storage space (0.692), value added services(0.632), social networking (0.627), compatibility (0.563), device speed (0.396), connectivity (0.390), operating system (0.347) and goodwill(0.212). Here, camera, physical appearance, storage space, social networking, value added service and compatibility factors are having strong relationship with consumers switching behaviour. However, good will, operating system, connectivity and device speed are having weak relationship with consumers switching behaviour.

SUGGESTIONS

In order to sustain in the market, smart phone manufacturers should be adopt to make user friendly operating system with latest technology, new positioning strategies, flexible service benefits to retain its brand image.

The different positions of smart phone companies are reflected on the model on the basis of customer priority for the operating systems. Customers have given highest priority to the factor like brand followed by physical appearance, value, accessibility, connectivity, capacity and looks respectively. The findings of this study observed that social and technological factors affect consumer brand choice. Hence, managers must keep in mind that in order to attract and retain consumers, they must focus on marketing campaigns and promotional activities. Promotion must be informative and attractive to retain the consumer satisfaction and long lasting association.

CONCLUSION

In this modern era, smart phone is just not only the want but also of the hour. The most extreme respondents referenced advanced mobile phone as their need. Clearly, PDA have changed the manners in which that they used to live, impart and interface with individuals everywhere. Understudies can surf web with only a touch in an advanced mobile phone, regardless of whether to peruse the breaking news, or think about the costs or highlights of an items while shopping, booking the movement tickets, associating with informal organization or monitor their bundles conveyed any place they are, etc. Advanced mobile phone highlights like, content to discourse; GPS and social combination are a few models, which can help gathering of individuals to effectively stay coordinated with society.

Every one of the understudies concurred that advanced cell is extremely fundamental to make their day by day life simpler. Surely advanced mobile phone have made understudies more astute by arranging their lives with a solitary gadget and giving access to the overall data readily available. It doesn't just sort out every day life by putting logbooks, plan for the day and shopping list at one spot yet in addition helps understudies associated from everywhere by coordinating contacts, messages, long range interpersonal communication, informing and even video visits. It has made lives simpler for everybody. Understudies use it for instruction reason, work related undertakings, data search and amusement reason.

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