

Customer Preference Towards Online Buying of Mobile Phones With Special Reference to Thrissur District

Andrea Varghese¹, Dr. A Shanthi²

¹Ph.D Scholar(Full time), Department of Commerce ,KPR College of Arts Science and Research, Coimbatore

²Associate Professor and Head, Department of Commerce, KPR College of Arts Science and Research, Coimbatore, shanthi.a@kprcas.ac.in

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ABSTRACT

Mobile phone has become necessity for every human being. The people irrespective of their age, gender, income, occupation, educational qualification and other factors are accepting mobile phones and it has been used during their day to day lives. Customer preference towards mobile phones is changing rapidly, due to the changes in technology. Nowadays, online buying has become more popular for the purchase of variety of products. Through online buying customers can purchase any kind of products at any time and it will be delivered at their door steps also. Online buying of mobile phones are also increasing today as it will help the customers to compare the product features like camera, capacity, battery, storage space and other features and thereby customers can take effective decision to purchase the right product at the right time from the right seller.

Keywords: Customer preference, Online buying, Mobile phones

INTRODUCTION

Customer buying behaviour is defined as the sum total of a customer's attitudes, preferences, intentions and decisions regarding his behaviour in the market place when purchasing a product or service. Online buying means buying products and services online, i.e., using internet and related technologies. Mobile phone has become the basic necessity for every human being which is used for the various purposes and it becomes the daily usage in the life of human. As the need for mobile phones are increasing today and online buying has become more popular, the more and more people began to make online buying of mobile phones. Online buying help the customers to compare the product features like camera, capacity, battery, storage space and other features and thereby customers can take effective decision to purchase the right product at the right time from the right seller. The purpose of the study was to analyse the factors influencing customers to prefer buying mobile phones online, to analyse the problems faced by customers during online buying of mobile phones and to know the customers preference to various mobile brands when they buy online.

STATEMENT OF THE PROBLEM:

The current study is an effort to analyse the customer preference towards online buying of mobile phones with special reference to Thrissur district. This study also attempts to identify various factors influencing customers to prefer buying mobile phones online and to identify the problems faced by them during their online buying.

OBJECTIVES OF THE STUDY:

Main objective of the study is to analyse the customer preference towards online buying of mobile phones with special reference to Thrissur district.

The specific objectives are:

1. To identify the factors influencing customers to prefer buying mobile phones online.
2. To analyse the problems faced by customers during online buying of mobile phones.
3. To know the customers preference to various mobile brands when they buy online.

RESEARCH METHODOLOGY:

Research Design:

Descriptive research design is followed for conducting the study.

Source of Data:

Both primary and secondary sources have been used for the study.

Secondary Data:

Secondary data has been collected from books, journals, reports, websites and newspapers.

Primary Data:

Primary data has been collected using questionnaire.

Population of the Study:

Population of the study covers the customers in Thrissur district who make online buying of mobile phones.

Sampling Design:

Convenient sampling method has been used for the study. Sample size is 100.

Tools of Data Collection:

Questionnaire

Statistical Tools used:

Simple percentage analysis, Likert scale and Weighted ranking scale.

LIMITATIONS OF THE STUDY:

1. The study was carried out only among the customers in Thrissur district.
2. The opinion of the respondents may be biased, which may affect the result of the study.
3. Conclusion was made on the opinion given by the respondents only.

DATA ANALYSIS AND INTERPRETATION:

1.1 Table 1

Level of preference of respondents towards purchasing mobile phones online

Preference	Number of respondents	Percentage
Not at all	11	11
Rarely preferred	30	30
Probably preferred	31	31
Often preferred	11	11
Mostly preferred	17	17
Total	100	100

31 percentage of respondents say that they probably prefer to purchase mobile phones online. Only 11 percentage of respondents not at all prefer to purchase it online. Their preference has been derived from their past experience on buying mobiles online.

1.2 Table 2

Frequency	Number of respondents	Percentage
1-3 times	78	78
4-6 times	14	14

Above 6 times	8	8
Total	100	100

Frequency of which respondents make online buying of mobile phones

78 percentage of the respondents have made online buying of mobile phones for 1-3 times. Whereas 8 percentage of them made it for above 6 times.

1.3 Table 3

Satisfaction level of respondents towards online buying of mobile phones

Satisfaction level	Number of respondents	Percentage
Highly Dissatisfied	11	11
Dissatisfied	30	30
Neutral	31	31
Satisfied	11	11
Highly Satisfied	17	17
Total	100	100

31 percentage of respondents are neither satisfied nor dissatisfied with their experience on online buying of mobile phones. 11 percentage of them say that they are satisfied and another 11 percentage are highly dissatisfied.

1.4 Table 4

Factors influencing online buying of mobile phones

Factors	Number of respondents	Percentage
Availability of variety of brands	49	49
Easy comparison	23	23
Home delivery	53	53
Fast shopping	32	32
Trust	12	12
Brand conscious	8	8
Convince and time saving	32	32

For 53 percentage of respondents, the most influencing factor to prefer online buying of mobile phone is 'Home delivery'. For 8 percentage of them 'Brand conscious' is the most influencing factor.

1.5

1.6 Table 5

Problems faced by the customers during online purchase of mobile phones

Problems	Number of respondents	Percentage
Delay in delivery	36	36
Product return	24	24
Product damage	29	29
Payment not successful	9	9
Quality issues	28	28
Additional charges	21	21
Total	100	100

Delay in delivery is the most frequent problem for 36 percentage of respondents. For 9 percentage of them the problem is they are not able to make the payment successfully.

1.7 Table 6

Frequency by which the respondents face problems while buying mobile phones online

Frequency	Number of respondents	Percentage
Never	28	28
Rarely	38	38
Sometimes	20	20
Often	10	10
Always	4	4
Total	100	100

38 percentage of respondents say that they rarely face the problems while buying mobile phones online. Only 4 percentage of them always face the problems.

1.8 Table 7

Preferred websites of respondents when buying mobile phones online

Websites	Rank	1	2	3	4	5	Total Weights	Mean	Rank
	Weights (x)	5	4	3	2	1			
Flipkart	f	47	24	10	9	10	100	3.89	I
	fx	235	96	30	18	10	389		
Amazon	f	35	34	13	11	7	100	3.79	II
	fx	175	136	39	22	7	379		
Myntra	f	15	20	38	23	4	100	3.19	III
	fx	75	80	114	46	4	319		
Snapdeal	f	12	22	20	36	10	100	2.90	IV
	fx	60	88	60	72	10	290		
Others	f	19	16	20	21	24	100	2.85	V
	fx	95	64	60	42	24	285		

From the above table it is clear that, Flipkart is the most preferred website for the customers when they buy mobile phones. Amazon is the second preferred website.

1.9 Table 8

1.10 Preferred mobile brands of respondents when buying it online

1.11 Mobile Brands	1.12 Rank	1.13 1	1.14 2	1.15 3	1.16 4	1.17 5	1.18 6	1.19 7	1.20 8	1.21 Total Weights	1.22 Mean	1.23 Rank
	1.24 Weights	1.26 8	1.27 7	1.28 6	1.29 5	1.30 4	1.31 3	1.32 2	1.33 1			
	1.25 (x)											
1.34 Samsung	1.35 f	1.36 30	1.37 24	1.38 20	1.39 13	1.40 9	1.41 11	1.42 7	1.43 10	1.44 100	1.45 6.15	1.46 II
	1.47 fx	1.48 240	1.49 168	1.50 120	1.51 65	1.52 45	1.53 33	1.54 22	1.55 70	1.56 615		
1.57 Redmi	1.58 f	1.59 27	1.60 33	1.61 14	1.62 10	1.63 11	1.64 7	1.65 10	1.66 10	1.67 100	1.68 6.18	1.69 I
	1.70 fx	1.71 216	1.72 231	1.73 84	1.74 50	1.75 55	1.76 33	1.77 40	1.78 70	1.79 618		

1.80 Appl e	1.82 f	1.83 4 3	1.84 2 0	1.85 1 0	1.86 1 0	1.87 0	1.88	1.89 0	1.90 0	1.91 100	1.92 6 .33	1.93 I
1.81	1.94 fx	1.95 3 44	1.96 1 40	1.97 6 0	1.98 5 0	1.99 0	1.100	1.101 0	1.102	1.103 63 3		
1.104 Opp o	1.105 f	1.106 7	1.107 3 1	1.108 6	1.109 4	1.110	1.111	1.112	1.113	1.114 10 0	1.115 5 .74	1.116 I V
	1.117 fx	1.118 36	1.119 2 17	1.120 9 6	1.121 0	1.122 8	1.123 2	1.124	1.125	1.126 57 4		
1.127 Viv o	1.129 f	1.130 5	1.131 2 1	1.132 2 5	1.133 2	1.134	1.135 0	1.136	1.137	1.138 10 0	1.139 5 .49	1.140 V I
1.128	1.141 fx	1.142 20	1.143 1 47	1.144 50	1.145 6 0	1.146 8	1.147 0	1.148	1.149	1.150 54 9		
1.151 Real me	1.152 f	1.153 8	1.154 2 9	1.155 2 3	1.156 5	1.157	1.158	1.159	1.160	1.161 10 0	1.162 5 .74	1.163 I V
	1.164 fx	1.165 44	1.166 2 03	1.167 38	1.168 3 5	1.169 6	1.170 1	1.171 0	1.172	1.173 57 4		
1.174 Poc o	1.176 f	1.177 2 2	1.178 2 1	1.179 4	1.180 6	1.181	1.182 0	1.183	1.184	1.185 10 0	1.186 5 .51	1.187 V
1.175	1.188 fx	1.189 76	1.190 1 47	1.191 8 4	1.192 8 0	1.193 8	1.194 0	1.195 0	1.196	1.197 55 1		
Others 1.198	1.199 f	1.200 6	1.201 1	1.202 9	1.203 2 3	1.204	1.205	1.206	1.207 5	1.208 10 0	1.209 5 .03	1.210 V II
	1.211 fx	1.212 28	1.213 1 7	1.214 14	1.215 15	1.216 6	1.217 2	1.218	1.219 5	1.220 50 3		

1.221 The above table shows that, Apple is the most preferred mobile brand among the customers when buying it online. Redmi and Samsung are the next preferred brands by the customers.

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1.223 Table 9

Attractive features of preferred mobile brands

Attractive features	Rank	1	2	3	4	5	6	Total Weights	Mean	Rank
	Weights (x)	6	5	4	3	2	1			
Price	f	38	23	16	9	10	4	100	4.58	III
	fx	228	115	64	27	20	4	458		
Functions	f	53	14	7	13	5	8	100	4.73	I
	fx	318	70	28	39	10	8	473		
Brand image	f	28	32	19	8	8	5	100	4.49	IV
	fx	168	160	76	24	16	5	449		
Battery life	f	53	16	6	10	3	12	100	4.70	II
	fx	318	80	24	30	6	12	470		
After sale service	f	15	29	17	13	14	12	100	3.82	VI
	fx	90	145	68	39	28	12	382		
Warranty	f	33	22	11	14	4	16	100	4.18	V
	fx	198	110	44	42	8	16	418		

From the above table it is clear that, the most attractive feature of a mobile brand is its Functions. The second most attractive feature is its Battery life.

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1.225 FINDINGS:

1. When analysing the level of preference of customers towards buying mobile phones online, it is found that majority of the respondents probably prefer to purchase online.
2. Majority of respondents have a neutral satisfaction with their experience on buying of mobile phones online.
3. Home delivery is the most influencing factor for the customers to prefer buying mobile phones online. The second most influencing factor is availability of variety of brands when they buy online.
4. For majority of the customers, delay in delivery is the frequent problem they face when buying mobile phones online. The second most frequent problem is related to the quality of the product delivered.
5. Flipkart is the most preferred website among the customers when they buy mobile phones. Amazon is the second preferred website. Myntra and Snapdeal are the next preferred ones.
6. Apple is the most preferred mobile brand among the customers when buying it online. Redmi and Samsung are the next preferred brands by the customers.
7. For majority of the customers, the Functions offered by the mobile brand is the most attractive feature they look into when they buy mobile phones online. The second most attractive feature is its Battery life.

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1.227 CONCLUSION:

1.228 The usage of mobile phones is increasing day by day. The taste and preference of the customers are changing due to the rapid changes in technology, changes in their income, changes in standard of living, etc. As a result of penetration of internet customer used to purchase each and every items online. Mobile phones are also purchased online thereby customers can make effective purchase decision by comparing the products in online with other products. The present study is an attempt to analyse "Customer preference towards online buying of mobile phones with special reference to Thrissur district". From the study it is found that majority of the respondents probably prefer to buy mobile phones online. Majority of the customers prefer online buying of mobile phones because of the home delivery facility. Availability of variety of brands is another important factor that influence the customer for its online purchase. Delay in delivery of the product and getting less quality products and damaged products are the most frequent problems faced by the customers. Flipkart and Amazon are the most preferred websites among the customers. Most preferred mobile brand is Apple. Redmi and Samsung are next preferred brands.

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2. SUGGESTIONS:

1. The customers faced some problems such as delay in delivery, product damage etc. while making online buying of mobile phones. So, when making further purchase customers have to make sure that they are purchasing it from the reliable sources. And mobile phones sellers and websites should look into such issues and need to take necessary steps on it.
2. As price and functions of the mobile phone plays a vital role in brand preference, smart phone makers can increase the brand loyalty among smart phone users by offering discounts if they buy their brand.
3. The period of warranty and exchange activity of smartphone can be increased to make the customer to trust the smartphone and buy it.

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