I J A B E R, Vol. 14, No. 8, (2016): 5627-5641

WOMEN ATTITUDE TOWARDS PURCHASE OF MOBILE PHONE

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Abstract: *Cell phones make the world little as far as change of messages. Cell phones assume a fundamental part in business, correspondence and change of data. Which make requests for items, for example, different Handsets, SIM Cards and different Electronic Devices. The study means to discover the mentalities of the women purchasers towards mobile buy.*

INTRODUCTION

Mobile Industry

Mobile Industry is an industry that makes the world littler as far as change of messages. Mobile phone Industry assumes a fundamental part in business, correspondence and change of data. Mobile phone Industry which makes subordinate requests, for example, different Handsets, SIM Cards, and different Electronic Devices. Two sorts of innovation are utilized as a part of the Mobile correspondence. They are GSM and CDMA.

Global System for Mobile Communication (GSM)

GSM is one of the main advanced cell phone frameworks. GSM utilizes narrowband TDMA, which permits eight synchronous approaches the same radio recurrence. GSM was initially presented in 1991. As of the end of 1997, GSM administration was accessible in more than 100 nations and has turned into the accepted standard in Europe and Asia.

Time Division Multiple Access is an innovation for conveying computerized remote administration utilizing time-division multiplexing (TDM). TDMA works by isolating a radio recurrence into time openings and afterward assigning spaces to different calls. Along these lines, a solitary recurrence can bolster different, concurrent information channels. TDMA is utilized by the GSM computerized cell framework.

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Code-Division Multiple Access (CDMA)

Code-Division Multiple Access, an advanced cell innovation that utilizes spread-range procedures. Dissimilar to contending frameworks, for example, GSM, that utilization TDMA, CDMA does not dole out a particular recurrence to every client. Rather, every channel utilizes the full accessible range. Singular discussions are encoded with a pseudo-irregular advanced succession. CDMA reliably gives better ability to voice and information interchanges than other business portable innovations, permitting more endorsers of interface at any given time, and it is the normal stage on which 3G advances are constructed.

CDMA is a military innovation initially utilized amid World War II by English associates to thwart German endeavours at sticking transmissions. The partners chose to transmit more than a few frequencies, rather than one, making it troublesome for the Germans to get the complete sign. Since Qualcomm made correspondences chips for CDMA innovation, it was conscious of the ordered data. Once the data got to be open, Qualcomm asserted licenses on the innovation and turned into the first to popularize it.

Mobile industry is a quickly developing industry; in which changes have been tackled everyday bases. Telecom administrations covering portable and settled line telephony including broadband, national and global long separation administrations, information administrations and an extensive variety of worth included administrations and applications went for upgrading profitability of undertakings and people.

As the second quickest developing telecom market on the planet after China, India is including phone clients at a rate of more than two million every month. However, regardless of strong development, just nine per cent of India's 1.07 billion individuals have a phone and there were just 400,000 broadband associations in the nation toward the end of June 2005, as per the Telecom Regulatory Authority of India (TRAI).

Mobile Service

In 2006 March 29, Reliance Info comm turns into India's first telecom administrator to dispatch consistent between standard universal meandering administration - 1World, 1Number, with single number on global CDMA and GSM systems.

Indian Telecommunication Industry

The Indian information transfers industry has encountered high development as of late. As indicated by Cellular Operators Association of India (COAI), all out number of portable supporters in India has expanded from around 0.3 million as of March 1997 to roughly 18.85 million as of April 30, 2005. The aggregate number of settled line endorsers has expanded from around 14.5 million as of March 31, 1997 to roughly 37.7 million as of March 31, 2002.

The Indian information transfers business sector is under infiltration and henceforth offers gigantic development potential. The portable and settled line entrance levels in India are lower than those in most created nations on the planet. The accompanying variables are relied upon to add to the development of the Indian Telecommunications Industry:

- Economic Growth and proceeded with advancement of the Indian Economy:
- Higher development rate of administration arranged segment, prompting an expanded interest for telecom administrations;
- Increased utilization of Information Technology and Internet, prompting an expansive interest for information correspondence administrations;
- Declining levy decreased hardware cost and diminished handset costs after some time.
- Increasing client decision and interest for quality included administrations.
- Increasing globalization of the Indian Business, prompting expand worldwide voice and information movement.
- Industry experts expect the telecom administrations industry in India to become quickly.

Major players in Telecom Industry

BSNL; Bharthi; IDEA; MTNL; Dishnet; Hutch (BPL); TTSL; Aircel; HFCL; Spice; Shyam Telelink.

Regulatory Framework

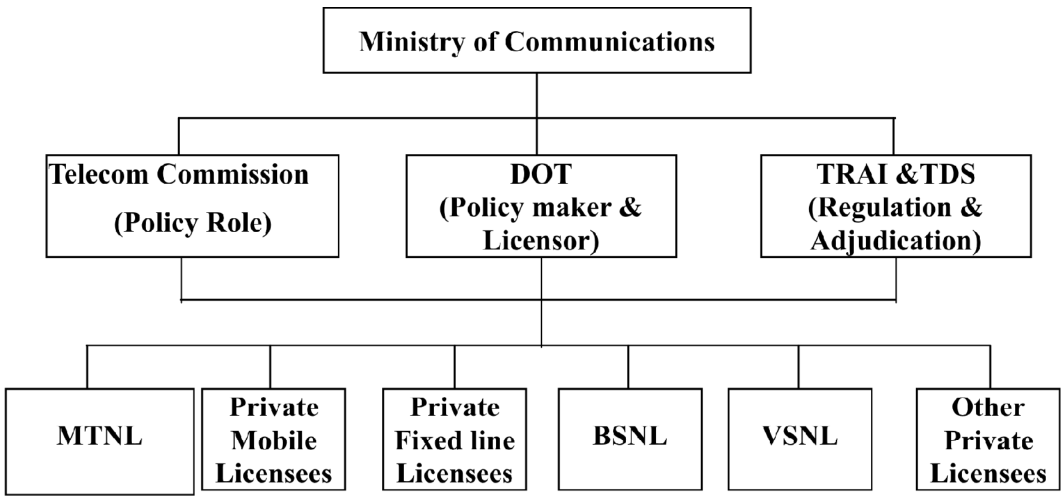
The administration has changed the telecom administrations segment and opened it for private support. The administrative foundation for the specific telecom administrations is as per the following:

- **Mobile administrations**: Four licenses have been recompensed in each of the 22-telecom circles. Three licenses have been honored to private administration suppliers and one to the administration administrator. The private licenses have been issued in view of an offering procedure.
- **Fixed line Services**: There is no confinement on the quantity of players in the altered line fragment. The licenses have been honored in light of an altered passage expense, issued on a non-selective premise for a time of 10 years, extendable by 10 years on end.

- **National and International Long Distance Services**: There is no limitation on the quantity of players in the long separation markets. Licenses are issued taking into account a section expense, on a non-selective premise for a long time, extendable by 10 years on end.
- **Internet Services**: There is no confinement on the quantity of players in the ISP section.

Industry Structure

The present operational regulatory structure of telecommunications services industry in India is set forth below:



Extent of the study

The Indian Telecommunication industry has developed into a billion-dollar industry. In this unforgiving exceedingly aggressive industry it is accomplishing something right that matters as well as about doing nothing incorrectly. Making benefit does mean a substantial client base as well as, relies on upon use level of the administrations, gave to the clients. Henceforth it is important to study this industry in profound. To do that, this specific paper endeavors to concentrate just the buy conduct of the ladies client of the cellular telephone.

Objectives

- To study buy conduct of cellular telephone among ladies section.
- To study buy conduct of portable taking into account demography.
- To study impact variable in picking administration supplier.

Impediments of the study

- The legitimacy and Reliability of the information got relies on upon the reactions from the clients.
- Time at the transfer for the exploration was constrained.
- The test when contrasted with the populace was too little. In this manner the outcomes couldn't be summed up to a bigger populace.

RESEARCH METHODOLOGY

Descriptive study was undertaken to study the sample units and describing the characteristics of sample units. Which include surveys and fact-finding enquiries. The advantage of this method is that the researcher has no control over the variables; one can just report what has happened or what is occurring. This study includes accumulation of essential information from the general population of Chennai. Data are collected through structured Questionnaire. The sample size is 120, consists of Sixty Sample elements are taken from existing Mobile phone user and the remaining Sixty Samples are those intending to use mobile. The statistical Tools used for data analysis were Percentage Analysis and Weighted Average

RESULTS AND DISCUSSIONS

Comparison between Existing User and Intending to Buy Mobile among Brand

Factors	*Existing Users*		*Prospective Buyers*	
	No (s)	*%*	*No (s)*	*%*
Airtel	22	37%	16	27%
Aircel	14	23%	15	25%
Hutch	14	23%	16	27%
Reliance	07	12%	07	12%
BSNL	03	5%	06	10%
Total	60	100%	60	100%

The above table shows that among mobile users 37% use Airtel and Aircel & Hutch 23%. Among those intending to use mobile 27% are favoring Airtel, 25% are favoring Aircel, and Hutch is favoured by 27%. When comparing these data, for Reliance and Aircel purchase intentions are same.

Comparison between Post-paid Connections Based On Occupation

Factors	*Existing Users*		*Prospective Buyers*	
	No (s)	*%*	*No (s)*	*%*
Working	6	67%	8	62%
Homemaker	2	22%	5	38%
Student	1	11%	**	**
Total	9	100%	13	100%

It is clear from the above table that among the existing mobile users 67% are from working class, 22% are Homemakers, 11% are students. Homemakers highly prefer post-paid connection. A reason for choosing postpaid connection is the cheap outgoing call rate and no necessary to recharge often. Students were not interested in choosing post-paid connections.

Comparison between Prepaid Connections Based on Occupation

Factors	*Existing Users*		*Prospective Buyers*	
	No (s)	*%*	*No (s)*	*%*
Working	20	39%	26	55%
Homemaker	17	33%	17	36%
Student	14	27%	04	9%
Total	51	100%	47	100%

Among the existing mobile users 39% are working, 33% are Homemakers, 27% are students using Prepaid Connection. Among those intended to buying, 55% are Homemakers, 36% are working, and 9% are students using Prepaid Connection. Reasons for choosing Prepaid are the free SMS and easy listing of Balance status. Over 95% of students are using prepaid connection.

Comparison between existing user and prospective buyers based on mobile bought

Factors	*Existing Users*		*Prospective Buyers*	
	No (s)	*%*	*No (s)*	*%*
Self	23	38%	25	42%
Family Members	22	37%	17	28%
Self with Friends	07	12%	11	18%
Self with Husband	06	10%	05	8%
Friends	02	3%	02	3%

The study clarifies that among the Existing mobile users, 38% of the mobiles are bought by self and 37% are bought by Family members. Among the family members 68% of the mobile are bought by father. Among prospective buyers, 42% of the mobiles are bought by self and 28% by self with friends.

Comparison between existing user and prospective buyers based on handset suggestion

Factors	*Existing Users*		*Prospective Buyers*	
	No (s)	*%*	*No (s)*	*%*
Friend	24	40%	32	53%
Family Members	19	32%	13	22%
Husband	09	15%	11	18%
Self	08	13%	04	7%

The study elucidate that 40% & 32% of the suggestions are received from friends and family members respectively among the Existing mobile users. Among prospective buyers 53% of the suggestions are gained from friends. Both existing and prospective buyer's suggestions are from friends.

Comparison between existing user and prospective buyers based on service provider suggestion

Factors	*Existing Users*		*Prospective Buyers*	
	No (s)	*%*	*No (s)*	*%*
Friend	27	45%	34	57%
Family Members	14	23%	13	22%
Husband	10	17%	09	15%
Self	06	10%	03	5%
Retailer	03	5%	01	2%

It is understood from the study that most of the suggestions about the service provider are that from Friends. 14% of suggestions are from family members. Less attention to the retailer in selecting the service provider.

Comparison between existing user and prospective buyers based on handset model

Factors	*Existing Users*		*Prospective Buyers*	
	No (s)	*%*	*No (s)*	*%*
Nokia	36	60%	27	45%
Others	11	18%	11	18%
Sony Erission	04	7%	08	13%
Motorola	03	5%	08	13%
LG	03	5%	03	5%
Samsung	03	5%	03	5%

Nearly 53% of the respondents prefer Nokia Handset, because of its User Friendliness and Durability. Among those prospective buyers segment, 13% are willing to buy Motorola and Sony Erission. Respondents prefer Nokia, due to its User friendliness.

Comparison between Existing User and prospective buyers Based On Family Members

Factors	*Existing Users*				*Prospective Buyers*			
	Prepaid	*Postpaid*	*Sum*	*%*	*Prepaid*	*Postpaid*	*Sum*	*%*
Father	11	5	16	46%	7	4	11	25%
Brother	2	6	8	23%	0	8	8	18%
Husband	4	1	5	14%	16	6	22	50%
Sister	0	3	3	9%	0	2	2	5%
Mother	1	1	2	6%	0	0	0	0%
Uncle	1	0	1	3%	1	0	1	2%
Total	19	16	35	100%	24	20	44	100%
Percentage	54%	46%	1		55%	45%	100%	

Among existing mobile users 54% are postpaid and 46% are prepaid users. Among those intending to buy mobile 55% are for postpaid and 45% are for prepaid. Fathers and husbands are mostly using postpaid connection.

Voice Clarity among Service Providers

Voice Clarity	*Airtel*	*Aircel*	*Vodafone*	*Reliance*	*BSNL*
Highly Satisfied	10	4	4	4	1
Satisfied	10	7	6	3	1
Neutral	2	2	4	0	1
Dissatisfied	0	1	0	0	0
Weighted Average	1.36	1.00	1.00	1.57	1.00

Among the service providers Reliance is highly satisfied in Voice clarity with weighted average value of 1.57 and the second rating was given to Airtel with weighted average of 1.36 and remaining service providers BSNL, Aircel, Vodafone are rated equally after Reliance and Airtel.

Coverage among Service Providers

Coverage	*Airtel*	*Aircel*	*Vodafone*	*Reliance*	*BSNL*
Highly Satisfied	12	3	2	6	2
Satisfied	8	5	9	1	0
Neutral	2	6	2	0	1
Dissatisfied	0	0	0	0	0
Highly Dissatisfied	0	0	1	0	0
Weighted Average	1.45	0.79	0.79	1.86	1.33

Among the service providers Reliance is highly satisfied in network coverage

Tariff among Service Providers

Tariffs	*Airtel*	*Aircel*	*Vodafone*	*Reliance*	*BSNL*
Highly Satisfied	5	1	1	1	0
Satisfied	9	7	8	1	1
Neutral	6	5	4	4	2
Dissatisfied	0	1	1	1	0
Highly Dissatisfied	2	0	0	0	0
Weighted Average	0.68	0.57	0.64	0.29	0.33

Among the service providers Airtel is highly satisfactory in tariff. Since Reliance had no free SMS facility, it gets low score.

Response to Customer Complaints among Service Providers

Response to customer complaints	*Airtel*	*Aircel*	*Vodafone*	*Reliance*	*BSNL*
Highly Satisfied	5	0	4	3	0
Satisfied	11	7	6	3	1
Neutral	6	6	4	1	1
Dissatisfied	0	1	0	0	1
Weighted Average	0.95	0.43	1.00	1.29	0.1

Among the service providers Reliance is highly satisfactory in Responding to customer complaints.

Overall Satisfaction among Service Providers

Overall Satisfaction	*Airtel*	*Aircel*	*Vodafone*	*Reliance*	*BSNL*
Highly Satisfied	7	2	1	3	0
Satisfied	11	9	10	4	2
Neutral	3	3	2	0	1
Dissatisfied	1	0	1	0	0
Weighted Average	1.09	0.93	0.79	1.43	0.67

Among the service providers Reliance is highly rated in Overall satisfaction. Airtel was second highly rated service provider. Aircel rated as third service provider with high overall satisfaction among the mobile users. BSNL rated as least overall satisfaction index followed by Vodafone.

Comparison of Incoming and Outgoing Calls

Seconds	*Incoming Call*		*Outgoing Call*	
	Count	*Percentage*	*Count*	*Percentage*
0 – 20	02	3%	12	20%
21-40	05	8%	22	37%
41-60	31	52%	22	37%
61-80	18	30%	03	5%
81-100	04	7%	01	2%
Total	60	100%	60	100%

Mostly incoming calls are received from friends. Mostly outgoing calls are made to Family members and friends. Nearly 52% are receiving 41-60 Incoming calls / per day. Nearly 37% are making 21-40 calls/per day.

Comparison of Occupation and Brand

Brand	*Homemaker*	*Student*	*Working*	*Total*
Aircel	15	04	10	38
Airtel	11	11	16	30
BSNL	05	01	03	29
Hutch	12	02	16	14
Reliance	10	01	03	09
Total	53	19	48	120
Percentage	44%	16%	40%	100%

44% of the respondents are homemakers, 16% of the respondents are students and 40% of the respondents are working segment

Making Calls from Mobile to Mobile Phone

Calls	*Mobile to Mobile*		*Mobile to Landline*	
	Count	*Percentage*	*Count*	*Percentage*
1 – 20	03	3%	71	59%
21-40	03	3%	27	23%
41-60	19	16%	17	14%
61-80	51	43%	4	3%
81-100	44	37%	1	1%
Total	120	100%	120	100%

37% of outgoing calls are made to mobile. Nearly 43% percentage of respondents' uses 61-80 calls to Mobile.59% are using their mobile, to make calls to landline between 1 to 20 calls per day. Most of the respondents are not making calls to landline from their mobile phone, because they feel that it is costly.

Awareness of various schemes

Media	*Lifetime Offers*		*Unlimited SMS @ 30/Month*		*1 India Plan*		*R-World*	
	No	*%*	*No*	*%*	*No*	*%*	*No*	*%*
No idea	20	28%	87	73%	66	55%	100	83%
TV	36	51%	13	11%	40	33%	8	7%
Banner	8	11%	10	8%	3	3%	3	3%
Newspaper	7	10%	7	6%	8	7%	2	2%
Radio	**0**	**0%**	2	2%	**0**	**0%**	**0**	**0%**
Word of Mouth	**0**	**0%**	1	1%	3	3%	7	6%
Grand Total	71	100%	120	100%	120	100%	120	100%

From the above table it is clear that, 59% of respondents are aware of Lifetime offer. Regarding the media through which lifetime offer awareness is created, 51% is through TV, 11% is through banner and 10% is through Newspaper. 38% of respondents are aware of Unlimited SMS Offer. Regarding the media through which Unlimited SMS offer awareness is created, 11% is through TV, 8% is through banner and 6% is through Newspaper. 60% of respondents are aware of 1 India plan. Regarding the media through which awareness of 1 India plan offer awareness is created, 33% is through TV, 7% is through Newspaper, 3% is through Banner and Word of mouth. 33% of respondents are aware of 1 India plan. Regarding the media through which R-World offer awareness is created, 7% is through TV, 6% is through Word of mouth, and 3% is through Banner.

Lifetime Offer

Lifetime Offer	*Count*	*Percentage*
Interested	29	24%
Not Interested	91	76%
Total	120	100%

From the above table it is observed that 76% of respondent are not interested in Lifetime offer. Respondent feel that outgoing calls are charged heavily and No Free SMS.

Changing of Mobile Connection

Brand	*Count*	*Percentage*
Aircel	7	37%
Airtel	4	21%
BSNL	4	21%
Hutch	3	16%
Reliance	1	5%
Total	19	100%

From the above table it is observed that 37% of Aircel, 21% of Airtel, 21% of BSNL, 16% of Hutch and 5% Reliance Customers are willing to change their mobile connection. Reliance customers are highly satisfied with the service provided.

Readers of Dailies

Newspaper	*Count*	*Percentage*
The Hindu	70	55%
Daily Thandhi	25	20%
Business Line	11	9%
Daily Malar	11	9%
Others	11	9%
Total	128	100%

From the above table it is observed that 55% of the respondents read The Hindu, 20% read Daily Thandhi and 9% read Business Line newspapers.

Readers of Magazines

Magazines	*Count*	*Percentage*
Others	28	32%
Kumudam	20	23%
Business World	13	15%
Kungumam	11	13%
Readers Digit	8	9%
Women's Era	7	8%
Total	87	100%

From the above table it is observed that 23% of Kumudam, 15% of Business World, 13% of Kungumam Readers of Magazine.

Radio Stations

Radio Stations	*Count*	*Percentage*
Suriyan FM	32	52%
Radio Mirchi	17	27%
Rainbow FM	13	21%
Total	62	100%

From the above table it is observed that 52% of the respondent to are listening Suriyan FM, 27% Radio Mirchi and 21% to Rainbow FM.

Viewers of Television

Television Channel	*Count*	*Percentage*
Sun TV	78	49%
Kalaignar TV	15	9%
Jaya TV	11	7%
SS Music	11	7%
NDTV	10	6%
Set Max	5	3%
Others	30	19%
Total	160	100%

From the above table it is observed that 49% of the respondents view Sun TV, 9% Kalaignar TV, 7% (Jaya TV & SS Music) and 6% NDTV.

FINDINGS

- Sizable number (47%) of respondents are student segment, they are not continues sticking in a single brand, they are continuously changing their brand according to their usage.
- Sizable number (25%) of respondents are Homemakers, are send SMS in the range of (5 - 10) in a day. Major parts of homemakers are not using SMS service.
- Majority (82%) of respondents are using prepaid connection because of there convenient and control over calls.
- Majority (87%) of reliance customers are highly loyal to their brand of service provider in voice clarity and network coverage.
- Majority (62%) of respondents are agree that Television and Newspaper are powerful media that reaches the people more effectively.
- Sizable number (49%) of respondents is influenced by friends while choosing their service provider.
- Sizable number (40%) of respondents are from married segment decision on purchasing mobile phone is taken by self.
- Sizable numbers (49%) are from unmarried segment buying decision are taken by family members (74% - Father).
- There is no relationship between the brand and family member brand.
- Majority (83%) of respondent are using monthly recharge pack and nearly 14% are tried e-recharge.
- Sizable numbers (64%) of respondent are making outgoing calls to Family members.
- There is no relationship between the occupation and amount of recharge.

SUGGESTIONS

Some of the suggestions that have evolved / recognized by the researcher to the company, during the study are given below.

- When compared to GSM service provider, Customer switching over cost is very high. So GSM customer are Slow in moving in to Reliance CDMA mobile, the down payment is very high rather than changing a SIM in a GSM Mobile. Alternate arrangements have to been made, to reduce the cost of switching customer by providing any offer of exchanging a GSM mobile with an affordable cost.
- Mostly student segment are not using Reliance CDMA, because student are changing the service provider according to their usage and nearly 85% of student are using SMS most probably.
- New customers have to been given a chance to use Reliance CDMA mobile in trial bases of usage of product in affordable cost.
- Most of them while buying a mobile, they do not consider about Reliance CDMA service as an option, this is due to huge one time investment and lack of resale value of mobile.
- To attract a customer, more value added service has to been launched, such as Missed Call Alert, Voice Mail. Etc. with low rental.
- To create a basic about the Reliance mobile and benefits of using a Reliance Mobile.
- A separate package is to been issued with free SMS facilities.
- To view a cricket score separate recharge coupons (like Free SMS Card) have to been provided rather than charging by SMS.
- Dual option of providing both GSM and CDMA in single Handset, it will reduce customer switching over cost.
- Reliance brand is position by through jingles (Such as Nokia Standard Tunes).

CONCLUSION

The Chennai Mobile phone business sector is an extremely aggressive business sector. The piece of the overall industry of the pioneer won't be a steady and could change whenever. **"It is no sufficiently more to fulfil client. You must enchant them"**. Among the existing users, Reliance clients are exceedingly fulfilled in light of voice clarity and great system scope all over city of Chennai. In a Business **"Today you need to run speedier to stay in the same spot".** Likewise the study uncovers a few variables like buy conduct of cell telephone among women segment taking into account their occupation, impact component of purchasing choice.

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