

Marketing of Mobile Handsets and its Impact on Consumers Buying Decision in Amravati City

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ABSTRACT- Modern mobile handsets support a wide variety of other services such as text messaging, MMS, E-Mail, Internet access, Short rang wireless communications. The first hand mobile phone was demonstrated by Dr. Martin Cooper of Motorola in 1973 using a handset weighing around 1kg 1983. The first mobile phone was launched in India during 1990s. Samsung, Nokia, Motorola, Sony, and other multinational Mobile handsets manufacturing company plans to sustain the excitement in the market place through new product introductions across different mobile phone segments coupled with innovative advertising company and consumer outreach programs. The manufacturer, wholesaler and retailer adopted marketing activities for successful selling of mobile handsets and awareness their product, qualities, features, brand, price etc. to the consumers. The manufacturer, wholesalers and retailers opting marketing activities for selling and awareness of their mobile handsets to consumers and therefore positive impact on consumers for taking a decision for buying mobile handsets. The population from which the researcher was collecting data was very large and random sampling was chosen for research study.

Keywords: Marketing, Handsets, Impact, Consumers, Buying, Decision.

I. INTRODUCTION

Mobile handsets also known as cellular phone, cell phone, and a hand phone is a device that can make and receive telephone calls over a radio link moving around a wide geographic area its does connecting to a cellular network provide by a mobile phone allowing access to the public telephone network. Radio phones have and varied history going back to regional invention and share to ship demonstration of radio telephony through the second world war with military used of radio telephony links. The first mobile telephone call made from a car occurred in St. Louis, Missouri, U.S.A on June 17,1946 using bell systems mobile telephone service. In 1956 the world first partly automatic mobile system Martin cooper, a Motorola researcher and executive is considered to be the inventor of the first practical mobile phone for handheld use in a non-vehicle setting after a long race again the bell labs for the first portables mobile handsets using a modern it somewhat heavy portable handset, cooper made the call on handheld.

II. REVIEW OF LITERATURE

Gemma Roach, consumer perception of mobile phone marketing a direct innovation 2009: The purpose of this paper is to present the finding of recent study which explores consumer perception of the relative advantages compatibility and complexity associated with mobile handsets marketing and influenced their intention to accept marketing communication sent via this channel. Jogwinder Singh and B.B Goyal, mobile handsets buying behavior of

different age and gender groups 2009: The mobile telecom services are now being widely consumed by the Indian society. Rather these have become an essential part of their lives. Therefore, the study was the carried out among consumers of different age and gender groups to understand the importance of factors that influence their mobile handsets buying. The intense competition between manufactures has forced them to expand their market base. This is probably due to the high price difference between mobile handsets with highly advanced technical features and other handsets. Also female consumers gave only low to moderate reference to this factor. As most of the respondents were above 30 years of age and owed obligation therefore they have a chance to seek these feature in other produce also. Sheetal Singh, mobile phone usage patterns among Indian consumers 2010: In recent years the adoption of mobile handsets has been repaid so fast not only in India but also in the whole world owning a mobile phone was considered a luxury in India till the late 1990's. However, with the reduction on service charges and the cost of handsets the number of mobile users have become a need than fashion accessory. The aim of the study is to investigate and understand the behavior of consumers in Ludhiana district. And further capture their satisfaction level that is influenced various technical and non-technical factor. The study indicates that while price and features are most influential factors affecting the purchase of a new mobile handsets, its price network accessibility are also regard as the most important in the choice of mobile handsets.

III. METHODOLOGY

SELECTION OF THE PROBLEM

Marketing vital role playing for technical and scientific development. Alteration in cultural, social and economic. The manufacturers, wholesalers and retailers opting marketing activities for selling and awareness of their mobile handsets to motivated consumer which kind of marketing strategy opted by wholesalers and retailers to selling mobile handsets which promotional schemes adopted by sellers, wholesalers to convenience consumers. Marketing has positive impact on consumers for decision making to buying mobile handsets so that the problem would be choose for the study under the title “Marketing of mobile handsets and its impact on consumers buying decision in Amravati city.”

OBJECTIVES OF RESEARCH

Marketing of mobile handsets are growing because marketing activities has way of success to achieve the target of selling and its motivated to consumer for buying mobile handsets. Mobile handsets wholesalers and retailer achieving their objectives through marketing because it has provided effective publicity of mobile handsets. In marketing activities consumers getting information about mobile handsets company, what is price of mobile handsets, which new mobile handsets launched in market knowing about features which has involved in mobile handsets. Marketing is consumers oriented activities which is involved sales promotion and advertisement to motivate consumers for buying the product. It has very effective activity which has been positive impact on consumers for taking a decision concerning to mobile handsets buying. Hence, the main objective of the study is to identify the role of marketing regarding to mobile handsets.

RESEARCH DESIGN

Descriptive research studies are chosen for research which are concerned with describing the characteristics of particular persons or group. The collected the data from consumers.

SAMPLING DESIGN

The population of this research study consisted of all those respondents who bought mobile handsets in Amravati city. The population from which was collecting data very large and so that random sampling was chosen for research study.

SAMPLE

134 sample was selected from consumers. The respondents in the sample were only included on account of their being available on the places. The different shops of mobile handsets categories which was involved wholesale shops, retailers shop and sample collected from different categories of consumers.

DATA COLLECTION

Primary data is collected from personally from consumers with the help of questionnaire. While the secondary data from various journals, articles books and websites.

IV. ANALYSIS AND DISCUSSION

After the data collection, the raw data are tabulated from various tools, such as percentage, calculation etc. were used to prepared table since there is vast variation in the questionnaire.

S.No.	Variables	Particulars	No.of Respondents	Percentages%
1	Age	18 to 25 years	44	32
		25 to 40 years	53	40
		40 to 55 years	24	18
		55 years above	13	10
		Total	134	100
2	Gender	Male	77	57
		Female	57	43
		Total	134	100
3	Annual Income	Less than 2,00,000	36	27
		2,00,000 - 4,00,000	51	38
		4,00,000- 8,00,000	28	21
		8,00,000- more than	19	14
		Total	134	100

Table 1: Respondents Socio-economic Profile.

Source- Primary Data

After tabulating all the respondent belonging to different age group it was found that the maximum number of respondents 53(40%) were in the age group of 25 to 40 years, followed by the group of youth 44(32%) in the age group of 18 to 25 years. Some 24(18%) respondents in the age group of 40 to 55 years were found to be on third position and few respondents 13(10%)were of age group of 55 years above. In gender 77(57%) respondents were male, while 57(43%) respondents were female, from the above table it is shown that most of the respondents are male. In the annual income most of 51(38%) respondent’s annual family income was 2,00,000 to 4,00,000. 36(27%) respondent annual family income was less than 2,00,000. While 28(21%) respondent’s family income was 400000 to 800000. Some 19(14%) respondent’s family income was 8,00,000 above.

Table 2: Marketing play vital role for sales promotion

Sr.No.	Preference for sales promotion	No.of respondents	Percentages%
1	Store visit	36	27
2	Store display	51	38
3	Exhibition	33	25
4	Other	14	10
	Total	134	100

Source-Primary Data

As can be seen from the above table it is clear that the sales promotion schemes increased mobile handsets selling. Most of the 51(38%) respondents preferred to visit store display for purchasing mobile handsets. It is an effective activity which is achieving selling target. 36(27%) respondents visit store for buying mobile phone, while 33(25%) respondents purchase mobile handsets from exhibition. Few number 14(10%) respondents preferred other sales promotion activities.

Table 3: Marketing help consumers to know different brand, features and price of mobile handsets.

Sr. No	Opinion regarding brand and features	No. of Respondents	Percentage%
1	Yes	93	69
2	No	41	31
	Total	134	100

Source-Primary Data

From the above table most of the 93(69%) respondents said that marketing help to know different brand name and features of mobile handsets but 41(31%) respondents said that without marketing they knew about different brand and features.

Sr. No.	Factor impact on buying decision	No. of Respondents	Percentage%
1	Brand Name	19	14
2	Quality	23	17
3	Features	18	13
4	Price benefit	26	19
5	Discount	31	23
6	All the above	17	14
	Total	134	100

Table 4: Factors impact on buying decision.

Source-Primary Data

Table shows that majority of 31(23%) respondents thought that discounts had good impact on buying decision to purchase mobile handsets. While 26(19%) and 23(17%) respondent’s opinion was that Price benefit and Quality impact on buying decision. Some 19(14%) respondents felt that brand name impact on buying decision and some 18(13%) respondents opinion was Features impact on buying decision. Few respondents thought that all the factors had positive impact on buying decision.

V. CONCLUSION

It is found that Store display and store visit is effective sales promotion activities in marketing and mostly consumer purchase mobile handsets during promotional schemes. They believe that such scheme brings out the reduction in the price of mobile handsets. It is observed that most of consumers know about brand, price and features of mobile handsets because of marketing. It is found that price and discount are good impact on buying decision of mobile handsets on consumers too.

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