Smartphone Purchase Behaviour across Generations

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Abstract - The use of smartphones has progressed dramatically in last fifteen years. 65% of the population of India consists of young persons and they are the extensive users of mobile phone. There are unending ranges of choices of smartphones with features to satisfy almost every individual. The necessity of mobile phones has increased, irrespective of age, gender, education, occupation or place. In the purchase of smartphones, the expectations of the users differs; the expectations of these three generation X, Y, and Z are different. The study aims at understanding the differences in the purchase preferences of mobile phones among different generations. This will help the smartphone manufacturers or marketers in devising their production and marketing strategies to satisfy the preferences across different generations.

Key words: Behavior, Gen X, GenY, Gen Z, Purchase, Smartphones.

I. INTRODUCTION

Smartphone has become an integral part of human life and used extensively for both personal and official use, with the increasing use of technology for mediating communication. The development of technology and smartphone have extended to satisfy the needs and preferences of the users. A mobile telecommunication sector is the important aspects for the development of information technology. In the present day smartphone users are forecast to reach more customers, using the cell phone services for personal as well as professional work. There are various educational apps that help the students to learn more new. Smartphones comes with various operating systems like Android, Apple iOS and Windows. Applications like Skype were used to communicate with clients in business. It also helps a lot in daily life too. With the help of smartphone can pay all the bills and can make payments through net banking etc. Booking cabs, tickets and online shopping also make through smartphones with the help of internet. Also can click pictures and it acts like a compass and navigate that helps to save time and money.

II. REVIEW OF LITERATURE

Literature reviews includes theoretical and methodological contributions to this particular research topic. The articles relating to the topic were collected and presented here as follows:

Dr. Achut and P. Pednekar (2018) in their research article attempted to analyze the usage of mobile phone brands, preference of mobile phone brands before making a purchase and factors affecting brand preference among college students. The data was collected from 150 students as primary data. The data was taken from both primary data and secondary data. The findings exposed that 63 students prefer Samsung mobile because of its features and affordable price, 120 students prefer due to display, 83 students prefer due to camera, and 82 students prefer for memory space. The study results that there is no relationship between genders and there is a important relationship between affordable price, camera, memory space, display, features and mobile phone brand.

Muhammad Adnan , Asad Habib , Hamid Mukhtar and Gohar Ali (2017) in their research article attempted to observe usefulness, ease of use and adaptiveness of smart app in smart phones that used for learning and to determine how smart phones helps students in learning and to make understand easily with the learning smart apps. To analyze which learning apps will give best materials to the students for their learning purpose. The study was developed with the primary data collected with the students. 50 undergraduate students were respondents for the study. The findings revealed that smart phone is very useful for the students in their learning. This make easy to understand the students.

Prabha V, Manjunatha and Prakash (2017) in their research article attempted to analyze the access quality of mobile phone by youngsters. To access the pattern and daytime sleepiness of youngsters due to artificial light from electronic gadgets. The study was conducted only with 50 young male students in the age of 18 – 25 years. Pittsburgh Sleep Quality Index (PSQI) was used to assess the sleep pattern and quality. Score was ranges from 0 – 21. They assumed higher the score was indicates the worst sleep of the youngsters. The findings revealed that the poor sleep of the youngsters due to continuous usage of the tablets and smart phones.

SyamlySivadas and Manoj M.G (2017) in their research article attempted to know the impact of mobile phones on adolescents in selected nursing college and to fine the access knowledge of those students regarding the impact of mobile phones. This research was made in selected nursing college in udupi district, Karnataka state. Descriptive research method was adopted to collect the data with 50 nursing students in various nursing colleges. This study was used non probability purposive sampling technique. The finding of the research study revealed that the majority of sampling 88% was collected from 18 – 19   years, 90% are females, and 60% are from Bsc nursing, 64% from rural area, 80% belongs to Christian religion, 68% belongs to nuclear family, and 62% got information from television or internet. According to knowledge 59.5% had more knowledge, and 31% knows about the impact of social media and had knowledge on psychological impact of using mobile phone, and 24% had academic impact of mobile phone.

VeenaShenoy, Jacob Alexander and Divya A Reddy (2018) in their research article attempted to understand the demographical impact of usage of smart phones and to know the factors influencing the using of smart mobile phones by college students. The data was collected from totally 267 students. Primary and secondary data was collected for the study from both questionnaire method and interview method. The findings revealed that there is a strong relationship between usages of smart phones with demographical factors of responses using statistical tool Chi-square test. The results explain that there is a significance relationship between socialization factors and learning. The study shows that there is a significance relationship between purposes with usage of mobile phones by college students.

On an understanding of the above literature reviews, it was evident that the topic of mobile phone buying preferences, attitudes, product satisfaction and switching preferences are well taken for study by researchers in the recent past. The factors that determine the purchase decision among different generations of consumers at a particular point of time was little explored which could be of immense help to the manufacturers and marketers in devising strategies on product design and development. Hence this study was undertaken by the researcher.

III. OBJECTIVES OF THE STUDY

The following objectives are framed in order to study the determinants of smartphone purchase across the three generations:

1. To define the demographic characteristics of the respondents across different generations of users and

2. To analyze the buying behaviour of smartphones across generations.

IV. RESEARCH METHODOLOGY

A) Research Design

The design used in this study is descriptive type of research where the researcher has no control over the variables.

B) Pilot Study

Pilot study was carried out before collecting the original data. For this purpose a structured questionnaire was developed and distributed to 50 users of the mobile phone to various generations. From the study made through the pilot study, few changes were made in the questionnaire and finally a well structured questionnaire was developed for the study.

C) Sources of Data Collection

To accomplish the objectives of the study, the researcher gathered data from primary data.

D) Area of Study

The study area is limited to Coimbatore in the state of Tamil Nadu.

E) Sample

The sample size of research is 330 respondents having smartphones across generations. The data was collected from the three different generations of users mentioned for the sake of comparison. The three generations defined for the purpose of this study is as follows: Generation X are those consumers using smartphones born between 1958 and 1978 (107 respondents); Generation Y between 1979 and 1998 (120 respondents) and Generation Z between 1999 and 2018 (103 respondents). The users more than sixty years of age were not taken into consideration.

F) Statistical Tools applied

The collected data have been analyzed with the help of statistical tools such were Percentage Analysis and Chi-square Analysis.

V. RESULTS AND DISCUSSION

Analysis of buying behaviour in the above section indicates that Samsung is the highest used brand and Lenovo the lowest used brand with all three generations.

With respect to the online purchase of smartphone, Gen Y and Z show more interest than Gen X.

Regarding the price paid for smartphones, majority of Gen X respondents paid below Rs. 10,000 and 98% of them paid below Rs. 20,000 for the gadget. But the younger generations were willing to pay higher price for the same. Payment by instalment is most preferred by Gen Y than X and Z.

A high percentage of Gen X users exchanged their old phones during purchase which was lesser with other generations.

The tenure of usage upto 3 to 5 years was high with Gen X followed by Y and Z.

Chi-square tests were performed to identify the association between the demographic characteristics and buying behaviour of smartphone users. The results revealed that the income factor in Gen X and education factor in Gen Y is associated with brand of their smartphone. With respect to the price paid for the phone, it is income factor in Gen X and Y, gender and occupation in Gen Z that is associated. The education factor in Gen Y is associated with the mode of purchase. Regarding the tenure of usage education factor in Gen X and income factor in Gen Y is associated.

VI. CONCLUSION

The following are the outcomes of suggestions which are derived out of the research undertaken to analyse the buying behaviour of smartphones across the three generations of users identified for the purpose of this study:

1. The research indicated that Samsung brand was the highest used one and Lenovo the lowest used one in this survey. This helps the respective brands to analyse their strengths to capitalize on them and weaknesses to overcome them.
2. With respect to online purchase of smartphones, Gen Y and Z are more active than Gen X and hence digital marketing may be targeted towards these generations.
3. As the Gen X consumers are price conscious regarding their smartphones, the manufacturers and marketers may have to consider this while deciding pricing strategy for phones for this generation.
4. Instalment purchase seems to be high with Generation X and exchange of old phones and tenure of usage of phones is higher with Generation X. These factors are to be considered while deciding sales strategies for them respectively.

This research offers valuable insights into what the different generation of users look for while making the purchase decision of smartphones. The observations and suggestions offered in this research will help the marketers in devising strategies in the design and development of smartphones so as to fulfil the requirements of different generations of users.

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