



## ATTITUDINAL DIFFERENCE AMONG THE MOBILE PHONE CONSUMERS IN VELLORE CITY

**Dr.D.Anand\***      **S.Sunitha\*\***

\*Associate Professor (Retired), Research Supervisor and Guide, PG and Research Department of Commerce, Arignar Anna Government Arts College, Cheyyar.

\*\*PhD in Commerce (Part-Time) Research Scholar, Guest Lecturer, Arignar Anna Government Arts College For Women, Walajapet.

### Introduction

Mobile phones and communications are entwined each other and became popular among Indian consumers. The growth of technology liberalization and globalization of Indian economy pave the way to introduce different brands cell phone in Tele communication industry market. At present the mobile phone consumers in rural and urban areas have wide choice of selection and preference. In selecting the mobile phones, attitudinal aspects of consumer play a vital role. The attitude of consumers widely oscillates between volume of choice and cost of mobile phones. It is the consumer psychology of expecting best brand at cheapest price. In this back drop several studies argued that the attitudinal difference among the mobile phone consumers persist among their psychology filled with much information on preference, technology, cost, convenience and quality of brands of mobile phone available in the market.

### Literature Reviews

Tatiana Anatolevena Anisimova (2007) in an investigational study argued the relationship between attitudinal and consumer behavioral loyalty on corporate brand has been investigated. Data collected through structured questionnaire and Cronbach alpha, Structural Equation Modelling were used to establish psychometric properties of the corporate brand constructs. The study reveals that attitudinal and behavioral loyalty represents dependent variables whereas corporate activities, associations, values, brand personality, and consumer benefits are formulated to perform regression equation. The study further reveals that beyond conventional marketing mix, car manufacturers need to raise customer awareness of their core values and organizational culture. In addition, managers should further promote corporate identity and personality in consumer.

Fon Sim Ong, Philip J. Kitchen and Shih Shiuan Chew (2010) in an empirical approach identified the perception of Malaysian consumers towards the purchase of room air-conditioner are examined. Data collected through convenience sampling approach and analysed by conjoint analysis. The study reveals that technological advancement both “intrinsic” and “extrinsic” attributes such as taste, design, performance, brand name, price, warranties had a minimal impact on the decision making. The study further reveals that Consumers place relatively low levels of importance on price, warranty and technological advancement this could be due to the association between quality and price such that a higher price is commonly associated with higher quality, under a multi-attribute judgment situation. It provides a more realistic assessment of the importance of each attribute relative to other attributes.

Victoria Seitz, Nabil Razzouk and David Michael Wells (2010) in this exploratory analysis identified that the significance of brand equity while purchasing the air-condition system are explored. Data collected through self-administered questionnaires. The study identifies that the reliability, serviceability and energy-saving features were the attributes which the consumers desired most, the product information where received from friends and family, websites and brochures etc., The study further reveals that brand name was not an important criterion in the consumer decision-making process for purchasing air-conditioning systems, consumers were willing to pay more for an air- conditioner with a reputation for quality.

Buveneswari, Dr. R.Prakash Ba (2014) in this investigational research revealed that the consumer behavior towards durable goods are analysed. Data collected through structured questionnaire and Stratified random sampling method was employed to analyse The study reveals that various behavioral aspects such as product awareness, brand preference, price, quality consciousness are considered for purchase decision process and the study includes only Refrigerator, washing machine, television, Air-conditioner and Microwave oven. The study further reveals that the changing concept of retail business into retail in detail, establishment of giant sized retail shops in the name of malls and the influx of foreign direct investment in retail business also influence the buying habits of the users’.

MS.Shumeet Kaur, MS.Ashita Chadha (2014) in this analytical observation identified that the buying behavior of consumer are analysed. Data collected through structured questionnaire and the data are ranked by using weighted average method the study shows that rural consumers are highly knowledgeable, exploratory to gather information and they are more concerned about value satisfaction for the money exchanged, brand image and performance. The study further reveals that rural consumers are price conscious and give lot of weightage to the cost of the product, influenced by improved technology advancement and also superior experience.



### Research Gap

After reviewing the national and international literature the research identified a two conspicuous gaps which are unaddressed and they are stated as follows:

1. The existence of attitudinal difference among the consumers.
2. How these difference are distributed over the demographics, in order to address these two issues the researcher conducted this empirical research.

Based on these questions the researcher framed the following objectives and hypothesis of the paper.

### Objectives of the Study

1. To study the attitudinal difference that exists among the cell phone consumers in Vellore district.
2. To find the distribution of attitudinal difference over the demographic variables of cell phone consumers.

**Hypothesis:** There is no significant difference in the perception of mobile phone consumers

**Methodology:** The study is based on both primary and secondary data. Primary data is obtained from customers of mobile phones in Vellore district through the structured questionnaire. It consists of both demographic variables in the optional type and five point Likert's scale for complete perception of mobile phones.

**Pilot Study:** In order to find the reliability of the questionnaire, the researcher collected 60 samples from different parts of Vellore district and applied cron bach alpha method, the value obtained is 0.766 which is above the bench value of 0.75. This implies that the questionnaire is highly reliable and suitable for main study.

**Main Study:** The researcher collected 224 responses from the customers of mobile phones in Vellore district. The researcher has taken special care to collect the responses from both rural and urban customers in Vellore district. The researcher applied convenient sampling method to collect the responses. Hence the sample size of the research is 224.

**Data Analysis:** The researcher used k-means cluster analysis to identify the factors of perception and subsequently used cross tab and chi-square analysis of association for the estimation of distribution of demographic variables over the factors of customer's perception.

**Analysis and Discussion:** The researcher applied K-means cluster analysis on the attitudinal factors of mobile phone customers in Vellore district namely, awareness, preference, purchase decision and satisfaction. The following results are obtained:

**Table 1**

Perception	Cluster 1	Cluster 2	Cluster 3
Awareness	2.15	3.17	4.12
Preference	2.23	3.65	4.26
Purchase decision	2.74	3.72	4.35
Satisfaction	2.62	3.69	4.04

**Table 2**

Group	Frequency	Percentage
Cluster 1	42	18.75%
Cluster 2	93	41.52%
Cluster 3	89	39.73%
Total	224	100.00%

From the above table 1 and 2, it is found that first cluster consists of 42 customers (18.25%) with disagreements for the attitudinal factors awareness, preference, purchase decision and satisfaction. Therefore, this cluster can be named "Lethargic customers". The second cluster comprises with 93(41.52%) moderate customers agreement for all the attitudinal factors. Hence they can be named as "Normal customers".

The third cluster consists of customers strongly agree for the attitudinal factors 39.73% customers with strong agreements for awareness, preference, purchase decision and satisfaction. Therefore this cluster can be called "Dynamic customers". The distribution of this cluster over the demographic variables gender, age, occupation, income and educational qualification revealed the following results:



**Table 3**

Variable	Chi-square	p-value
Gender	23.724	0.000
Age	3.172	0.001
Occupation	4.274	0.000
Income	16.271	0.000
Education	14.540	0.000

From the above table, it is found that all the chi-square values are statistically significant at 5% level, therefore, it can be concluded that there is a deep association between attitudinal difference of mobile phone customers in Vellore district and their demographic profile.

### **Findings and Conclusion**

The empirical study revealed that the hypothesis is rejected at 5% level and concluded that there is an attitudinal difference among the mobile phone customers of Vellore district. This difference among them is classified into three groups namely, lethargic customers, normal customers and dynamic customers. The study also revealed that the attitudinal difference among them is due to their demographic variables gender, age, education, occupation and income. It is concluded that their attitudinal difference among them mobile phone customers exists due to their variation in awareness, different reference, various purchase decision strategies and fluctuating satisfaction level.

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