

Factors Influencing the Female Consumers in Buying Mobile Phones – with Special Reference To Pollachi Taluk

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INTRODUCTION

Consumer buying is not mere transfer of item from seller to buyer. Consumers like to see touch and feel the commodities that they want buy. Consumers are individuals and households who buy the firm's product for their personal consumption. The activities taken by a consumer when obtaining, consuming and disposing of products and services is known as Consumer behaviour. It involves studying how people buy, what they buy, when they buy and why they buy. The behaviour of consumers during the purchase is being termed as Buying Behaviour. The price and brand of the products play an important role in the buying decision. A change in the price of a particular brand affects the buying decisions of the consumers. Future expectations about price changes can be another influential factor. The brand in itself plays a vital role in shaping an image about the products in the minds of the consumer. Manufacturers attract the consumers by making advertisements, price offers, etc., Consumers while buying a product consider many factors. In majority of the family female are the decision makers in buying things. Female, decides the things that are needed for their family and purchases those products. But how far in Mobile Phones? How do they purchase mobile phones? What factors influence them to purchase Mobile Phones?. This article paves a way for these questions.

OBJECTIVES

To find out the factors which influence the female consumers to buy mobile phones.

METHODOLOGY

Primary data and Secondary data was collected for the purpose of data collection. SecondaryData was collected from journals, newspapers, web portals etc,Primary data was collected by issuing a structured questionnaire to the female consumers residing in Pollachi Taluk.

Data was collected by convenient random sampling method. 250 questionnaires were issued for collecting data. Out of which only 216 were in usable form.Collected data has been analysed using Simple percentage.

ANALYSIS AND INTERPRETATION

Particulars	SA	A	N	DA
	Number of Respondents	Number of Respondents	Number of Respondents	Number of Respondents
Innovative features				
Built in Camera	163 (75.5%)	47 (21.8%)	4 (1.8%)	2 (0.9%)
Large Memory capacity	148 (68.5%)	62 (28.7%)	5 (2.3%)	1 (0.5%)
Multimedia	107 (49.5%)	89 (41.2%)	19 (8.8%)	1 (0.5%)
Bluetooth	92 (42.6%)	97 (44.9%)	25 (11.6%)	2 (0.9%)
Audio & Video recoding	131 (60.6%)	66 (30.6%)	17 (7.9%)	2 (0.9%)
Colour Screen	153 (71%)	51 (23.6%)	11 (5.0%)	1 (0.5%)
FM and Mp3	106 (49.1%)	90 (41.6%)	19 (8.8%)	1 (0.5%)

Design and Styling	151 (69.9%)	53 (24.6%)	10 (4.6%)	2 (0.9%)
Image				
New Product	151 (70%)	49 (22.6%)	11 (5.1%)	5 (2.3%)
Brand image	138 (63.9%)	60 (27.8%)	13 (6.0%)	5 (2.3%)
Expensive	70 (32.4%)	104 (48.1%)	31 (14.4%)	11 (5.1%)
Price				
Model at reduced price	140 (64.9%)	53 (24.5%)	18 (8.3%)	5 (2.3%)
Special offer	131 (60.6%)	65 (30.1%)	17 (7.9%)	3 (1.4%)
Personal Recommendation	79 (36.6%)	96 (44.4%)	39 (18.1%)	2 (0.9%)
Durability and portable				
Light weight	163 (75.5%)	40 (18.5%)	11 (5.1%)	2 (0.9%)
Size	155 (71.7%)	52 (24.1%)	5 (2.3%)	4 (1.9%)
Battery	151 (69.9%)	56 (25.9%)	8 (3.7%)	1 (0.5%)
Media Influence	87 (40.3%)	86 (39.8%)	31 (14.4%)	12 (5.5%)
Post – Sales Service				
Guarantee & Warranty	139 (64.4%)	48 (22.2%)	21 (9.7%)	8 (3.7%)
After Sale Service	64 (29.6%)	114 (52.8%)	29 (13.4%)	9 (4.2%)

SA – STRONGLY AGREE A – AGREE N – NEUTRAL DA - DISAGREE

FINDINGS

Innovative features

Majority of the female consumers have strongly agreed that Built in Camera, Large Memory Capacity, Multimedia, Bluetooth, Audio and Video Recording, Colour Screen, FM and MP3, Designing and Styling influenced them to purchase the mobile phones.

Image Features

Majority of the female consumers have strongly agreed that New Products, Brand Image, Expensive factors offered by Mobile Phones influenced them to Purchase Mobile Phones.

Price

Majority of the female consumers have strongly agreed that Good Model at reduced price, Special Offer and Personal Recommendation influenced them to purchase the mobile phones.

Durability and portable aspects

Majority of the female consumers have strongly agreed that Light weight mobile phones, Size of the mobile phone and Battery life of the mobile phones influenced them to purchase the mobile phones.

Media Influence

Majority of the female consumers have strongly agreed that Post – Sales Service, Guarantee and Warranty and After Sales Service influenced the female consumers to purchase the mobile phones.

SUGGESTIONS

Based on the above findings, the following suggestions are made.

This world is a competitive one. In every industry the companies compete each other to survive. Similarly in mobile industry lot of brands are available. Here are some suggestions for the companies to improve to their products (mobile phones).

Price offers can be given when purchasing two mobile phones at a time. Like any other electronic product exchange, in mobile phones also exchange offers can be introduced.

Female consumers can be given special attention, because they are the decision makers in many situations. In order to attract many female consumers, mobile phones can be manufactured in attractive colours and attractive sizes (toy shapes etc.)

Pouches for carrying mobile phones for female consumers can be offered freely at the time of purchasing mobile phones.

Most of the consumers prefer phone for touch screen facility and camera. So good quality of camera shall be installed.

CONCLUSION

Mobile phones have become an integral part of human's daily life and personal communication across the globe. The development of mobile phones and technologies has been extended to new innovation and advancements of technologies. Even though there are so many advances made in favour of consumer's needs, the consumers are not satisfied (like applications). So many new applications are introduced, but the consumers expect some user friendly applications, because many applications in mobile phones are systematic. So the mobile phone companies should do some more effective implementations.

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