

Magnificence Style of Women: Consumer Behavior towards Handset in Thanjavur.

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ABSTRACT

The women are the persuasive consumer in the world. The characteristics of each woman may vary from their attitude, knowledge, environment etc. Hence the women's buying decision is influenced by many factors. This paper focused particularly on women consumers buying behavior and decision towards mobile handset. The researcher collected data from 161 respondents from Thanjavur district. The data were collected using convenience sample technique. The researcher used correlation and mean statistical data used to evaluate the data. The statistical data is evaluated using IBM SPSS software. The research result will assist the handset marketers to understand the women purchasing behavior of mobile handset.

Keywords: Behaviour, Buying, Handset, Purchasing, Marketer, Mobile, Women.

1. INTRODUCTION

In this contemporary era, usage of technology is high. There are more number of gadgets were developing day by day. At present the mobile phone has the highest impact among various gadgets. The biggest transformation of mobile phone is smart phone. The whole universe is in our palm with help of the mobile handset. The people use their handsets for different purposes according to their needs and wants. The handset manufacturer also produced variety of features in the handset to attract the consumers. The consumer purchase handset for many reasons. Further, the corporate should have to understand the handset consumer buying behavior for their successive business. Thus, in beginning 21st century the market research of consumer behavior was the major subject. (Mokrysz 2016) mentioned that consumer behavior research would focus towards different brands, offers, sellers and business strategy. Likewise, the buying behavior of consumer towards handset had influence by many factors. This study, focuses the women consumer behavior of handset. The women consumer is one of the game changer in current market. So it is essential to study the women consumer behavior on mobile handset.

2. LITERATURE REVIEW

Kimes (2002); (Sahay 2007) pointed out that the consumer behavior towards purchases was concern about the good prices, market structure, demand, and perception about the product. The researchers found that the consumer gave more preference to the fair price of the products.

Kumari (2017) studied the consumer buying behavior in Tirupur. The researcher stated that the consumer are not influenced by all factors, they may influence by different way at different extent through price, facilities, physical appearance, size etc.

Juwaheer (2012) analyzed the mobile phone impact on young consumers. The researcher explore that the consumer confer more on the price and the brand of the mobile phones. The result also indicates that the mobile phone features also influencing them for their life style.

Uddin and Lopa (2008) studied the factors influencing customers in selecting mobile phones. The results explore that the physical attribute is the important factor of consumer. Further, the study also reveals that the consumer buying behavior affect through the social factors like friends, colleagues and neighbor recommendations and advertising.

Sukumar (2006) analyzed the awareness of consumer about mobiles usage and influencing factors. The study explored that there is significance relationship between and mobile awareness and socio economic factors. Besides, the study revealed that the consumer give more preference to promotional measures like Free and more accessories, service centre and spare parts availabilities, insurance scheme for mobile, mobile exchange system etc.

3. RESEARCH METHODOLOGY

3.1 OBJECTIVES

- To identify the factor influencing hand set buying behavior of women
- To measure the relationship between technology and women buying behavior

3.2 RESEARCH DESIGN

The research contains both quantitative and qualitative methods. The research is empirical study and the research includes both primary and secondary data.

3.3 SAMPLE SIZE

The population of the study is undefined, hence the research forced to choose non probability sampling techniques. The purposive sampling technique was followed by the researcher throughout the study. The samples were gathered from women hand set consumers in Thanjavur town. The sample size of the study was 161 respondents. Hair et.al (1995) and some of the researcher suggested that the more than 100 sample size would be acceptable for the factor analysis tool. Thud the sample size chosen for this study would be good enough.

3.4 MEASUREMENTS

The primary data were collected through the well thought-out questionnaire. The questionnaire detached into two parts. First part contains demographic questions and second part contains factors influencing women consumer behavior. The second part of the questions framed in five point Likert scale. The Likert scale ranging are 1 – Strongly Disagree, 2 – Disagree, 3 – Neutral, 4 – Agree and 5 – Strongly Agree.

3.5 DATA COLLECTION PROCEDURE

The primary data collected from 161 women hand set consumer at Thanjavur town. The questionnaire framed with the help of Google form. Further the questionnaire distributed through whats app and mail to the respondents.

3.6 ANALYTICAL APPROACH

The primary data were evaluated through the statistical analysis. The researcher used exploratory factor analysis and correlation analysis for this study. The exploratory factor analysis used to deduct the items and to club the items with the respective factors. The variables were organized with the particular factor for the further study. The items which are loaded more than 0.4 would be accepted for the further analysis.

The correlation analysis used to find out the relationship among the consumer behavior and technology factors of the study. The result would assist to understand the fine relationship among these variables.

4. RESULT AND DISCUSSION

As a first and initial step, the research found the reliability of data which is very significant to understand the consistency of data.

Table 4.1: Reliability Test

Cronbach's Alpha	0.781
N of items	25

The table 4.1 of the Cronbach's alpha value indicates the consistency was excellent of 0.781. The collected data from the respondent were reliable. The alpha value was recommended by Nunnally (1978).

Table 4.2: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.834
Bartlett's Test of Sphericity	Approx. Chi-Square	4.121
	Df	300
	Sig.	.000

The table 4.2 KMO and Bartlett's test revealed that the internal coherence of the data was suitable (KMO = 0.834), and the significant value was 0.000 level (4.121). Further, the outcome values of the communalities extraction were greater than 0.4 of all the 25 items. Costello and Osborne, J. W. (2005) suggested that the loadings factor of pattern matrix and communalities should be more than 0.40 is acceptable. Thus the result of all communalities values all more than 0.4. The items load for the study was acceptable and must be retained for the further study.

Table 4.3 Total variance of factor analysis

Factor	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	8.555	34.219	34.219	8.155	32.620	32.620	6.914
2	3.171	12.684	46.902	2.750	10.998	43.618	4.464
3	1.940	7.761	54.663	1.558	6.232	49.850	4.947

4	1.447	5.788	60.451	1.060	4.240	54.091	4.324
5	1.199	4.796	65.247	.720	2.881	56.972	2.953
6	1.040	4.160	69.406				

Extraction Method: Principal Axis Factoring.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

The table 4.3 revealed that the total variance of the factors and the factors were categorized into five main factors, which are named as perception factor, technology factor, strategy factor, convenience factor and social factor. The five factors had 56.972 of the variation of influence of women’s consumer behavior. The first group which is labeled perceptive factor had the most eigenvalue (8.555). Also, this factor explained 34.219% of the total variances of the variables. The second group, labeled technology factor, is comprised of four items. This factor with Eigen value 3.171 explained 12.684% of the total variances of the variables. The third group, labeled strategy factor, is comprised of five items. This factor with Eigen value 1.940 explained 7.761 % of the total variances of the variables. . The fourth group, labeled as convenience factor, is comprised of five items. This factor with Eigen value 1.447 explained 5.788 % of the total variances of the variables. The fifth group, labeled social factor, is comprised of two items. This factor with Eigen value 1.040 explained 4.160 % of the total variances of the variables.

Table 4.4 Pattern Matrix

Pattern Matrix					
	Factor				
	Technology	Perception	Social	Strategy	Convenience
T3	.817				
T1	.764				
T4	.734				
T2	.702				
T5	.687				
S1				.677	
S3				.598	
SO1			.582		
SO5			.570		
SO2			.550		
C3					.711
C5					.470
S5				.441	
P1		.739			
P4		.607			
P5		.716			
P3		.496			
P2		.475			
C1					.611
SO4			.784		

SO3			.745		
S2				.703	
S4				.715	
C4					.731
C2					.417

The table 4.4 shows the pattern matrix values women’s behavior influencing factors towards handset. Therefore all the 25 items were loaded with more than 0.4 to their corresponding factors. The items were clubbed into five factors and in each factor 5 items were loaded respectively.

1. **Technology Factor:** *Default Application (T1), High memory capacity (T2), Long battery capacity (T3), High speed (T4), Special features (T5).*
2. **Perspective Factor:** *Brand Name (P1), Style (P2), Outlook appearance (P3), Colors (P4), Trend and Fashion (P5)*
3. **Social Factor:** *Friends & Relatives (SO1), Shopkeeper suggestion (SO2), Familiarity (SO3), Attracted through advertisement (SO4) and Status (SO5)*
4. **Convenience Factor:** *Easy to access (C1), Very handy (C2), Can use dual SIM (C3), Nearby Service centre (C4) and Easy EMI facility (C5)*
5. **Strategy Factor:** *Low Price (S1), Exchange offer (S2), Availability of Discount (S3), Warranty & Guaranty (S4) and Special offers & Gifts (S5)*

Further, the study also found the relationship between technology factor and women buying behavior towards handset.

Hypothesis Statement of Correlation analysis:-

1. H0: There is no significance relationship between technology factor with women consumer buying behavior towards hands
2. H1: There is a significance relationship between technology factor with women consumer buying behavior towards hands

Table 4.5 Correlation analysis of technology factor and women consumer behavior

Correlations							
		WBC	T1	T2	T3	T4	T5
WCB	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	161					
T1	Pearson Correlation	.587**	1				
	Sig. (2-tailed)	.000					
	N	161	161				
T2	Pearson Correlation	.496**	.533**	1			
	Sig. (2-tailed)	.000	.000				

	N	161	161	161			
T3	Pearson Correlation	.596*	.366**	.351**	1		
	Sig. (2-tailed)	.020	.000	.000			
	N	161	161	161	161		
T4	Pearson Correlation	.612*	.058	.125*	-.027	1	
	Sig. (2-tailed)	.017	.353	.044	.669		
	N	161	161	161	161	161	
T5	Pearson Correlation	.670**	.109	.233**	.009	.143*	1
	Sig. (2-tailed)	.000	.079	.000	.883	.021	
	N	161	161	161	161	161	161

Note:

- a. **. Correlation is significant at the 0.01 level (2-tailed).
- b. *. Correlation is significant at the 0.05 level (2-tailed).

The above table 4.5 shows the relationship between the technology factor and women consumer buying behavior towards hand set. The women consumer behavior (WBC) is the dependent variable and T1, T2, T3, T4, T5 (Technology factor) is the independent variables. The result shows that the T1, T2 and T5 were highly correlated with consumer buying behavior (WBC) with Pearson value of 0.587, 0.496 and 0.670 respectively. Further T3 and T4 were moderately correlated with the consumer buying behavior (WBC) with the Pearson value of 0.596 and 0.670 respectively. Therefore the entire technology factor had relationship with women consumer behavior. Consequently, from the above hypothesis statement the null hypothesis should be rejected and the alternate hypothesis is accepted.

6. CONCLUSION

The research identified the influencing factors of women consumer behavior towards handset. The 25 influencing factors were classified into 5 and items were grouped with the help of factor analysis. Further, the 5 factors were named after the items were clubbed. This analysis would assist the researcher for the further study in the study area. The loaded factors were the real influencing factors of women buying behavior.

The researcher also explored the relationship between the technology factor and women consumer buying behavior. The results shows all the independent variables were correlated with dependent variable. Moreover the variable T5 (Special feature) had high relationship with the 0.670 Pearson value on women consumer behavior. The result indicates that the women mostly consider the hand set special features while purchasing in the study area.

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