

AN IMPERIAL STUDY OF BUYING BEHAVIOR OF ADULTS THROUGH MOBILE APPS WITH RESPECT TO NAGPUR

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Abstract :

Adult buyers are playing a very key role in online shopping. The extensive use of Internet by the new generation in Nagpur provides an promising prospect for online retailers. If the online sellers are aware of purchasing pattern of adults belonging to Nagpur city and the relation between these factors and the nature of buyers in Nagpur city then they can innovate their online marketing and selling strategies to turn potential customers into active ones. In this study four key aspects of online shopping as perceived by Adult buyers in Nagpur city are recognized. Other than this, the research paper also conducts an evaluation about dissimilarity between online shopping by different races in Nagpur City. It was found that web design, web reliability, consumer service and privacy are the four key factors which affects Adult buyers attitude of online shopping. However, there is no significant difference among the various races in terms of online shopping behavior in Nagpur City. Finally, the suggestion are proposed in this research may help enhance growth of Nagpur City online retailing in future.

Introduction :

Imagining just a single day without smart phone, feels like a fish out of water. It makes people feel restless even if they don't have it for some hours. They are obsessed about it. People keep checking their phone even if there are no notifications. It gives them a short relief while doing so. Smart phones have in fact become a lifestyle product. It is being used for a variety of purposes. Since, the usage of internet is increasing rapidly, so is the online purchase of smart phones. The increasing pattern in Smart phone among the people is the main cause that has amplified the interest to research on the topic.

People's obsession about the online purchase of Smart phone has been increasing rapidly. The aim of this research is therefore to find out factors affecting consumer behaviour of Smart phone online buyers in the Nagpur city of Maharashtra. The research is trying to find out that why do people desire to purchase a Smartphone, what influences people in online purchasing a Smart phone and what motivates them in making the purchase decision. Different consumers have different characteristics in their life that also influences their purchasing behaviour. Social factors such as (family, groups, roles and status) and personal factors (such as age, occupation, lifestyle, personality and self-concept) are those characteristics that could affect the buyer behaviour in making final decision.

Nowadays reasonably priced smart phones are also available in the market. But why do people buy expensive Smart phones? Price, quality, brand, features, marketing, sales, word



of mouth etc. could be several factors that a consumer may think before buying a Smart phone. How much does brand of Smart phone affect the buying decision of a customer? And how they influence the consumers buying decision?

Statement of the problem :

It was evident that that the purchasing pattern of consumers have changed significantly from time to time due to introduction of new features and technology. Hence, I want to study the impact of various factors that are affecting consumers in the present day scenario.

Objective :

To study the impact of various factors affecting adult online buying behavior of smart phones.

Methodology :

For the analysis of data ANNOVA test has been used.

Hypothesis :

H1: There is no significant difference in the opinion of different age groups regarding price of the smartphones while shopping online.

Interpretation :

Age group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25 Yrs	257	51.48	51.48	51
	25-34 Yrs	54	10.82	10.82	62
	34-42 Yrs	66	13.28	13.28	76
	42-50 Yrs	66	13.28	13.28	89
	More than 50 Yrs	56	11.15	11.15	100
	Total	500	100	100	

More than 51% of the respondents are 18-25 years of age and other age groups are around 11% to 13% in the entire sample.

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	330	66.10	66.10	66.10
Female	170	33.90	33.90	100
Total	500	100	100	0

Sixty six percent of the respondents are male and thirty three percent of them are female

Monthly Income :

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less 20K	216	43.30	43.30	43.30
20K-40K	118	23.60	23.60	66.90
40K-60K	93	18.50	18.50	85.40
Above 60K	73	14.60	14.60	100
Total	500	100	100	

More than 43% of the respondents belong to the income group of Less than Rs. 20 K per month. Around 24% of them belong to Rs. 20 K to Rs. 40 K income group and remaining of the groups i.e. Rs. 40 K to Rs. 60 K and More than Rs. 60 K constitutes 19% and 15% respectively.

When did you purchase it?

	Frequency	Percent	Valid Percent	CumulativePercent
Valid 0-1 month	31	6.20	6.20	6.20
1-3 months	75	15.10	15.10	21.30
3-6 months	93	18.70	18.70	40.00
6months to 1 yr	197	39.30	39.30	79.30
1-3 yrs	76	15.20	15.20	94.60
More than 3 yrs	27	5.40	5.40	100
Total	500	100	100	



Around 39% of the respondents have purchased the smart phones within a period of 6 months to one year. Around 20% of the respondents have smart phone more than 1 year old. Only 5.41% of the respondents are having a smart phone which is more than 3 years old.

Do you own a smart phone handset?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	500	100.0	100.0	100.0

All the respondents are having a smart phone The following table shows the difference of opinion among the different groups regarding the different factors the buying behaviour by using ANOVA. The following null hypotheses have been tested using ANOVA:

H1: There is no significant difference in the opinion of different age groups regarding price of the smartphones while shopping online.

The results of ANOVA are being represented through the following table. The ANOVA test is run among different age groups to find out the difference of opinion regarding the factors of buying behaviour of smart phones through online mode.

It has been observed that there is no significant difference in the opinion among all the age groups regarding the factors such as Price.

The Post-Hoc test is carried out to see which group is significantly different from other groups. As humans taste and preferences changes in different age so the response regarding the smart phones. During young age the likes are different than that of older age. That may be the reason of differences in opinion regarding the buying behaviour of smart phones online.

This clearly implies that the price of the mobile phones have an effect on buying behaviour changes according to the age group of the respondent

ANOVA :

		Sum of Squares	df	Mean Square	F	Sig.
Price	Between Groups	2.65625	5	0.53	1.53125	.191
	Within Groups	171.5842	495	0.35		
	Total	173.9245	500			

It has been observed from the post-hoc table that respondents belonging to the age group of 18-25 years differ significantly from the respondents of the other groups. But all the other groups are not significant. This may be due to the fact that young buyers of this age group are more technically sound than other groups. So at this age price of the phone carries less importance than technology and other aspects of the phone. That is why the point of views of this group of respondents is significantly different from that of other age group of respondents.

Conclusion :

Telecommunication is one of the essential parts of the society. This may be due to the



continuous improvement in the smart phone technology in the recent years. This has also attracted more and more producers and marketers. The smart phone has become one of the important aspects of everybody's life. Starting from sunrise to sunset and from sun set to again sun rise everybody is online. This is possible because of the invention of smart phones. The migration of smart networks from 2G to 4G and 5G has increased the need for high tech phones. This has resulted in increasing number of smart phone producers. Consequently the competition in the smart phone market is based on every aspects of the product. Looking at that the current study has been made to find out what are the various factors that are responsible for the buying decision making among the various age groups of customers through online mode.

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