Post Purchase Buyer Behaviour Towards Android Phones in Sivakasi

Rifaya Meera M[1], Padmaja R[2], Vishwanath P[3], Kaleeswaran P[4]

[1]Assistant Professor, Department of Commerce, Ayya Nadar Janaki Ammal College, Sivakasi – 626 124, Tamil Nadu, India.

[2, 3&4] Ph.D Research Scholar, Department of Commerce, Ayya Nadar Janaki Ammal College, Sivakasi –626124, Tamil Nadu, India

Abstract

In the present scenario, technology is growing very rapidly. Telecommunication has a major impact on the everyday life of the human beings. Smart phones reach the remote rural villages of India even. Many studies have been undertaken regarding the attitude and satisfaction of the customers towards the android phones. This article is intended to study the post purchase buyer behaviour towards android phones in Sivakasi.

Keywords: Post purchase, buyer behaviour, android phones

1. INTRODUCTION

Android is an operating system for mobile or cellphones and tablets in much the same way that Microsoft windows is an operating system for pc's. the android operation system is maintained by google and come with a range of useful features of standards. Standards android features include google search and google maps, which means we can easily search for information on the web and directions from our phones as we would on our computer. This handling discovering things like train times and setting directions when out and about google services, such as gmail and google earth can also be accessed from cell phones running the android operating systems. We can easily check facebook and twitter profiles too, through a variety of applications (apps) making it ideal for social networking.

There is a huge range of custom apps available to download from the google playshop. For example there are camera apps such as "camera 360" that allows we to take photos with artistic effects and music players apps such as "winmap" that allow you to import mp3 and create playlists, and popular game apps such as "angry birds" that provide great fun entertainment. Android is an open source operating system, built on the open source Linux, Karnel, which meant it can be easily extended to incorporate new cutting edge technological as they emerge, android was brilliantly designed, from the groundup , to enable developers to create compelling apps that can fully exploit all the host's devices capabilities. An app can access all of a phones core functionality such as marketing calls, sending text messages (or) taking photos. The android platform will continue to evolve as the developer community works together to build innovative mobile applications and we can be part of this exciting innovation process with app inventor for android.

2. STATEMENT OF THE PROBLEM

The mobile phone can be used to communicated over long distance without wires. It works by communication with a nearby base station which connects it to the main phone network. Mobile phones have become so cheapest own that they have mostly replaced by phones and phone books except in rural areas with many problems. In this study the researcher is supposed to study the post purchase buyer behaviour towards android phone.

3.SCOPE OF THE STUDY

In this study, the researcher has analyzed the post purchase buyer behaviour towards android phones in sivakasi area only. The usage of android phone is incurring day by day as it make an task communication, there is a wide scope of android phone to be used in all the areas. The preference of android phone may be differ from person to person based on his requirement and nature of the job.

4.OBJECTIVES

The researcher carried out the study with the following.

- To know the Scio, economic profile of the respondents.
- To know their satisfaction level.
- To understand their post purchase dissonance.
- To offers suitable suggestions based on the findings.

5. METHODOLOGY

The study is based on both primary and secondary data. The researcher has collected the primary data from their respondents through questionnaire. The researcher has collected the secondary data through books, journals, magazine, and websites…etc.

6. SAMPLING DESIGN

Convenient sampling technique has been adopted. The respondents accessible at ease, at time and right place has been selected. Care has been taken to include all types of customers, with varying income level. In total the researcher has contacted 80 respondents in sivakasi.

7. STATISTICAL TOOL

- ✓ Percentage
- ✓ Chi-square
- ✓ Likert Scaling Technique
- ✓ Garret Ranking

8. HYPOTHESIS

There is no significance difference between occupation and satisfaction level.

TABLE 1.1
SOCIO ECONOMIC PROFILE

S.No	Particulars	No of the Respondents	Percentage
Gender wise classification			
1.	Male	56	70.00
2.	Female	24	30.00
Age wise classification			
1.	Below 20 Years	24	30.00
2.	21 to 30 Years	52	65.00
	31 to 40 Years	4	5.00
Literacy Level			
1.	SSLC	4	5.00
2.	HSC	5	6.20
3.	UG	31	38.80
4.	PG	37	46.20
5.	Professional	1	1.20
6.	Diploma/IT	2	2.50
Occupation Level			
1.	Government Employee	4	5.00
2.	Private Employee	13	16.20
3.	Professional	5	6.20
4.	Business	6	7.50
5.	Students	52	65.00
Family Monthly Income			
1.	Bellow 10000	33	41.20
2.	10000 to 20000	25	31.20
3.	20000 to 30000	11	13.80
4.	Above 30000	11	13.80
Total		**80**	**100.00**

Source: Primary Data

Majority of the respondents are male in the age group of 21 to 30 years of age. Most of the respondents are educated upto PG. majority of the respondents are students. Most of the respondents are having family monthly income of Below Rs.10000.

TABLE 1.2
USE OF PHONE IN A FAMILY

S. No	Particular	No of Respondents	Percentage
1.	One	33	41.20
2.	Two	27	33.80
3.	More than one	20	25.00
	Total	**80**	**100.00**

Source: Primary Data

It is found from the study that most (41.20 per cent) of the respondents are using only one phone in their family.

TABLE 1.3
BRAND NAME

S. No	Particular	No of Respondents	Percentage
1.	SAMSUNG	22	27.50
2.	SONY	11	13.80
3.	MOTOROLA	6	7.50
4.	MICROMAX	15	18.80
5.	INDEX	5	6.20
6.	HCL	1	1.20
7.	BLACKBERRY	2	2.50
8.	LAVA	9	11.20
9.	LENOVO	6	7.50
10.	ANY OTHER SPECIFY	3	3.80

	Total	80	100.00

Source: Primary Data

It reveals that most (27.50 per cent) are using Samsung Mobile.

TABLE 1.4
FACILITIES AVAILABLE IN ANDROID PHONES

S. No	Particular	No of Respondents	Percentage
1.	Yes	72	90.00
2.	No	8	10.00
	Total	80	100.00

Source: Primary Data

It is found from the study that majority (90.00 per cent) of the respondents are having facilities in their phones.

TABLE 1.5
TYPE OF FACILITY

S. No	Particular	No of Respondents	Percentage
1.	Camera	24	33.34
2.	Processor High	8	11.11
3.	Wi-Fi	6	8.33
4.	Internet	18	25.00
5.	Updated version easily	8	11.11
6.	All application used	8	11.11
	Total	72	100.00

Source: Primary Data

It is inferred that most (33.34 per cent) of the consumer are having camera facility in their mobile phone.

TABLE 1.6
MOBILE BANKING

S. No	Particular	No of Respondents	Percentage
1.	High level	40	50.00
2.	Normal level	31	38.80
3.	Low level	9	11.20
	Total	80	100.00

Source: Primary Data

It is under stood that that majority of the respondents (50.00 per cent) are having benefits at high level.

TABLE 1.7
CAMERA

S. No	Particular	No of Respondents	Percentage
1.	High level	49	61.20
2.	Normal level	28	35.00
3.	Low level	3	3.80
	Total	80	100.00

Source: Primary Data

It is under stood that that majority of the respondents (61.20 per cent) are receiving benefits of camera at high level.

TABLE 1.8
SMS SERVICE

S. No	Particular	No of Respondents	Percentage
1.	High level	46	57.50
2.	Normal level	28	35.00
3.	Low level	6	7.50
	Total	80	100.00

Source: Primary Data

It is under stood that that majority of the respondents (57.50 per cent) are using SMS service at high level.

TABLE 1.9
PROCESSOR SPEED

S. No	Particular	No of Respondents	Percentage
1.	High level	49	61.20
2.	Normal level	29	36.30
3.	Low level	2	2.50
	Total	**80**	**100.00**

Source: Primary Data

It is under stood that that majority of the respondents (61.20 per cent) felt that the processor speed is high.

TABLE 1.10
EXPECTATIONS LEVEL

S. No	Particular	No of Respondents	Percentage
1.	Yes	38	47.50
2.	No	42	52.50
	Total	**80**	**100.00**

Source: Primary Data

It is lucid from the above data that most of the respondents (52.50 per cent) have some expectations level on android phones.

TABLE 1.11
ASPECTS OF EXPECTATIONS LEVEL OF ANDROID PHONES

S. No	Particular	No of Respondents	Percentage
1.	Low Processor Speed	10	26.30
2.	Camera Quality	16	42.10
3.	Rare Availability of Spares	7	18.40
4.	Water Proof & Dust Proof	5	13.20
	Total	**38**	**100.00**

Source: Primary Data

It is lucid from the above data that most of the respondents (42.10 per cent) are having some expectations towards camera quality.

TABLE 1.12
PROBLEM FACED

S. No	Particular	No of Respondents	Percentage
1.	Battery down	39	48.80
2.	Poor camera clarity	11	13.80
3.	Damage in lens	2	2.50
4.	Touch	14	17.50
5.	Hang	10	12.50
6.	If other Specify	4	5.00
	Total	**80**	**100.00**

Source: Primary Data

It is lucid from the above data that most of the respondents (48.80 per cent) are having some problem with battery in android phone.

9. HYPOTHESIS

There is no relationship between occupation and satisfaction level in using the android phone.

TABLE 1.13

S. No	Occupation	Satisfaction			Total
		Low	Medium	High	
1.	Govt. Employee	1	2	1	4
2.	Private Employee	1	12	0	13
3.	Professional	1	4	0	5
4.	Business	1	3	2	6
5.	Student	10	36	6	52
Total		**14**	**57**	**9**	**80**

Source: Computed Data

From the above table it is found that out of 80 respondents, 52 respondents are students towards agree factors of medium level of satisfaction. The result of chi-square test is presented in the following table.

TABLE 1.14

Chi-Square Test			
	Value	**Df**	**Asymp. Sig. (2-sided)**
Person Chi-Square	7.781[a]	8	.455
Likelihood Ratio	8.900	8	.351
Linear-by-Linear Association	.005	1	.946
N of valid cases	80		
a. 11 cells (73.30%) have expected count less than 5. The minimum expected count is .45.			

Source: Computed Data

Inference:

From the chi – square table it is found that the significant value obtained is 0.455 which is greater than alpha value 0.05. hence the null hypothesis is accepted and **there is no relationship between occupation and satisfaction level of android phones.**

10. LIKERT SCALING TECHNIQUE

In order to analyze factors influencing their satisfaction level, likert five-point scaling technique has been used. Likert scaling technique is one of the technique used to find out which one of the aspects has the most positive outlook. for this analysis, the researcher has prepared 8 factors in statements on a five point scale and asked the member to give their opinion. In this study, he has used totally 8 statements.

The weightage is given for each column ranging from five to one point in order to find out the total scores and mean score.
The researcher has assigned following weight to the respondents opinions.

Highly Satisfied	= 5 Points
Satisfied	= 4 Points
Neutral	= 3 Points
Dissatisfied	= 2 Points
Highly Dissatisfaction	= 1 Points

TABLE 1.15
LEVEL OF SATISFACTION ON EXPECTATIONS

S. No	Factors	HS	S	N	DS	HDS	Total
1.	Budget	31	41	6	1	1	80
2.	Style	34	34	10	2	0	80
3.	Services	29	32	14	4	1	80
4.	Performance	29	42	6	3	0	80
5.	Features	33	34	8	5	0	80
6.	Effectiveness	28	35	13	3	1	80
7.	Storage	33	33	7	6	1	80
8.	Comfort	30	39	8	2	1	80
Total		247	290	72	26	5	640

Source: Primary Data

TABLE 1.16
CALCULATION OF LIKERT SCALING TECHNIQUE

S. No	Factors	HS*5	S*4	N*3	DS*2	HDS*1	Total/80	Mean Value
1.	Budget	155	164	18	2	1	340/80	4.25
2.	Style	170	136	30	4	0	340/80	4.25
3.	Services	145	128	42	8	1	324/80	4.05
4.	Performance	145	168	18	6	0	337/80	4.21
5.	Features	165	136	24	10	0	335/80	4.18
6.	Effectiveness	140	140	39	6	1	326/80	7.075
7.	Storage	165	132	21	12	1	331/80	4.13
8.	Comfort	150	156	24	4	1	335/80	4.18
Total		1235	1160	216	52	5	2668	

Source: Primary Data

TABLE 1.17

LEVEL OF SATISFACTION ON EXPECTATIONS

S. No	Factors	Mean Value	Rank
1.	Budget	4.25	I
2.	Style	4.25	I
3.	Services	4.05	VI
4.	Performance	4.21	II
5.	Features	4.18	III
6.	Effectiveness	7.075	V
7.	Storage	4.13	IV
8.	Comfort	4.18	III

In this table 1.17 It is clear that, style & budget has got first rank, performance has got second rank, feature & comfort has got third rank, storage has got fourth rank, effectiveness has got fifth rank and service has got sixth rank.

GARRET RANKING ANALYSIS
TABLE 1.18

S. No	Factors	I	II	III	IV	V	Total
1	Economy	21	11	9	19	20	80
2	After Sales Services	10	10	22	14	24	80
3	Availability of accessories	10	32	17	12	9	80
4	Speed	23	19	14	18	6	80
5	Connectivity	16	8	18	17	21	80
	Total	**80**	**80**	**80**	**80**	**80**	**400**

Source: Primary Data

Garret Scores

The garret ranks are calculated by using appropriate Garret ranking formula. then based on the garret ranks, the garret Table value is ascertained. the Garret Table value and score of each purpose in multiplied to record scores in table 1.18 finally by adding each row, the total garret scores are obtained.

$$\text{Per cent Position} = \frac{100\,(R_{ij} - 0.5)}{N_j}$$

Where: R_{ij} = Rank given for the ith variable by the jth respondents

N_j = Number of variables ranked by the jth respondents

TABLE 1.19
PER CENT POSITION AND GARRET VALUE

S. No	$\dfrac{(R_{ij} - 0.5)\,100}{N_j}$	Calculated Value	Garret Value
1	100(1-0.5)/5	10	76
2	100(2-0.5)/5	30	61
3	100(3-0.5)/5	50	50
4	100(4-0.5)/5	70	40
5	100(5-0.5)/5	90	25

TABLE 1.20
CALCULATION OF GARRET SCORE

S. No	Factors	Rank					Total
		1	2	3	4	5	
1	Economy	1596	671	450	760	500	3977
2	After Sales Services	760	610	1100	560	600	3630
3	Availability of accessories	760	1952	850	480	225	4267
4	Speed	1748	1159	700	720	150	4477
5	Connectivity	1216	488	900	680	525	3809

Source: Primary Data

TABLE 1.21
RANKING SCORE

S. No	Factors	Garret Scores	Average	Rank
1	Economy	3977/80	49.71	III
2	After Sales Services	3630/80	45.37	V
3	Availability of accessories	4267/80	53.33	II
4	Speed	4477/80	55.96	I
5	Connectivity	3870/80	47.61	IV

Source; Computed Data

The above table 1.22 shows that the Garret scores and the average scores of the own brands. The average scores are ranked according to their values. the first rank is given to speed, second rank goes to availability of accessories, third rank for economy and Fourth rank to connectivity and Fifth rank goes to after service their own brands.

Finding of the Study

✓ It is found from the study that most (41.20 per cent) of the respondents are using only one phone in their family.

✓ It reveals that most (27.50 per cent) are using Samsung Mobile.

✓ It is found from the study that majority (90.00 per cent) of the respondents are having facilities in their phones.

✓ It is inferred that most (33.34 per cent) of the consumer are having camera facility in their mobile phone.

✓ It is under stood that that majority of the respondents (50.00 per cent) are having benefits at high level.

✓ It is under stood that that majority of the respondents (61.20 per cent) are receiving benefits of camera at high level.

✓ It is under stood that that majority of the respondents (57.50 per cent) are using SMS service at high level.

✓ It is under stood that that majority of the respondents (61.20 per cent) felt that the processor speed is high.

✓ It is lucid from the above data that most of the respondents (52.50 per cent) have some expectations level on android phones.

✓ It is lucid from the above data that most of the respondents (42.10 per cent) are having some expectations towards camera quality.

✓ It is lucid from the above data that most of the respondents (48.80 per cent) are having some problem with battery in android phone.

✓ In the hypothesis testing, the researcher finds there is no relationship between occupation and satisfaction level of android phones.

✓ It is clear that, style & budget has got first rank, performance has got second rank,

feature & comfort has got third rank, storage has got fourth rank, effectiveness has got fifth rank and service has got sixth rank.

✓ It is coherent that the garret scores, the average scores are ranked according to their values. the first rank is given to speed, second rank goes to availability of accessories, third rank for economy and Fourth rank to connectivity and Fifth rank goes to after service their own brands.

Suggestions

1. 8.5 per cent of the respondents opined that the processors speed of android phone at low level. hence it is suggested that, the producers as well as network service providers have to concentrate on the improvement of processors speed.

2. 42.1 per cent of the respondents expected further quality of camera in android phone. thus it is suggested with the use of advanced technology manufacturing should develop the quality of camera.

3. 48.8 per cent of the respondents have faced lot of problems with battery down. it is a major of problem of android phone. so the researcher suggested the manufacturer to take special initiatives for reducing battery down.

4. According to garret ranking scores, service has got last rank. hence it is suggested that the service provider have to provide a very good after sales service to the customers for retaining them.

Conclusion

Once a customer buys a product they will enter some degree of post purchase behaviour. these bahaviour based on their satisfaction or dissatisfaction, will either built customer equity and brand loyalty or lead to evolving sales and brand image issues. this all related to their relationship between their expectations and the perceived performance of the product in their hands. In this study, the above said suggestions will be carried out, the producers may reach the satisfied customers and transform their experience into one that leads to a profitable relationship.

Reference

1. Amrit Mohan (2014) " A Study on Consumer Behaviour Towards Smartphone Industry in Indian Market", http://esource .dbs.ie/bitstream/hande/10788/18mba_a_2014.pdf ?sequence=1

2. Sinha S. K and Wagh Ajay; "Analyzing growing of cellular telecom sector and understanding consumer's preferences and choices on the use of cell phone", Indian journal of marketing, September 2008, pp 27-51.

3. Satya Sundaram, "Cost Reduction top priority in telecom sector" facts for you, Vol-28,no.4, January 2008,pp21-23.