



A STUDY ON CONSUMER BEHAVIOR TOWARDS CELL PHONE WITH REFERENCE TO RAMANATHAPURAM DISTRICT

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ABSTRACT

Today the achievement of any firm relies on the purchaser accomplishment. Consumer is king the announcement conveys significant accuracy in it. The organizations should think about the conduct of the buyers for satisfying their purchasers. Purchaser conduct is characterized as the demonstration of devouring or utilizing the administrations. The way of life of current purchaser is changing quickly on account of the changing innovation and development. In these conditions understanding customer is an extremely troublesome task. The investigation of purchaser conduct concentrates on how people settle on their choices to spend their accessible resources on utilization related things or utilization related viewpoints. It is additionally a research of people, associations and the procedures buyers use to seek, select, utilize and administrations, experience, and thoughts to complete and needs and its effect on the shopper and society. The present study is an observational research in light of review strategy through comfort. The gathered information was coded, figured and the assistance of measurable devices is utilized in this analysis.

Keywords: *Consumer behavior, mobile phone services, customer satisfaction, consumer preference.*

INTRODUCTION

Buyer conduct is the analysis of human reactions to items or administrations and the advertising of items and administrations. Customer conduct is characterized as a demonstration of utilizing or expending merchandise or administrations. The investigation of buyer conduct concentrates on how people settle on their choices to spend their accessible



assets on utilization related things or utilization related angles it is additionally forms buyers use to seek, select, utilize and discard items, administrations, experience, or thoughts to fulfill needs and needs and its effect on the customer and society. The individual and ecological impacts the purchaser conducts. Frequently, customer in India buys the merchandise and enterprises, which they need, others to acknowledge. A comprehension of purchasing conduct is fundamental in showcasing and arranging programs the way of life of present day purchaser is changing quickly in view of the changing innovation and advancement. It is said that need is the mother of development. In the regularly Day, there were a great deal of unsophisticated way and methods for correspondence like winged creatures, dispatcher, postal mail, It is accounted for that after the innovation and presentation of mobile phones the rate of encompassing landline is at a diminishing rate and the quantity of clients is expanding even step by step. Utilization of mobile phones is not confined to urban talk and instructed youth. Buyer is one who obtains merchandise or administrations for coordinate utilize or proprietorship instead of for resale or use underway and fabricating.

CELL PHONE

Today, Communication is one of the endowments of individuals. It goes about as a storehouse of astuteness; Correspondence is the life blood of business. A cell phone is otherwise called, wireless, portable or hand telephone. It is versatile electronic gadget which acts as an ordinary phone. The immeasurable majority of cell phones utilize a mix of radio wave transmission and traditional phone circuit exchanging, through parcel exchanging is as of now being used for a few sections of the cell phone arrange.

STATEMENT OF THE PROBLEM

Phone is one of the fundamental media transmission media between the general populations. The general population inclines toward, since it is the point to point correspondence in a fast manner. The productive and compelling use of this media of correspondence to a great extent relies on the conduct of the endorsers. They are continually giving mobile phone assortment of administrations. A few components are affected to buy the mobile phone. So as to examine the buying conduct of the general population in the research had been attempted.

NEED FOR THE STUDY

The current year witnesses quick and sensational changes in the field of media transmission. Over the most recent of years an ever increasing number of organizations both remote and residential came into mobile benefit market and offer extensive number of item and administrations to the general population. In Ramanathapuram district the fundamental customers. The wireless causes them to complete their business proficiently and viably. A



considerable lot of the clients in Ramanathapuram District Municipalities are associated with send out the business. So their business won't be finished without mobile phone.

SCOPE OF THE STUDY

In the examination range, there is more number of enterprises like they are giving more business chances to the general population in Ramanathapuram city. So the uses of mobile phones are likewise more in Ramanathapuram. Scope for an assessment on the brand inclination of mobile phone in the research region the primary reason for the present test is to recognize the elements affecting the brand choice of mobile phone and the shopper of the study range.

OBJECTIVES OF THE STUDY

- ❖ To analyze the history, development and advancement of mobile phone
- ❖ To know the selection of brands of the shoppers and the explanations behind the same
- ❖ To give summarize of the discoveries, recommendations and conclusion

METHODOLOGY

Methodology is a fundamental part of any exploration or examination. It empowers the specialist to take a gander at the issue in an efficient, important and organized way. The present Research has been embraced with the target to comprehend the brand inclinations of cell phones among the general population in Ramanathapuram of cell phones is reachable in the marketplace, The present Study of both Primary and Secondary information.

PRIMARY DATA

Primary data have been gathered from the cell phone customers. The analyst has restorative knowledge in gathering information.

SECONDARY DATA

Secondary data have been collected from various Journals, Magazines, Newspaper, Books and websites so on.

SAMPLING DESIGN

Considered the uncertain universe and the time and the transfer of the scientist, it was chosen to receive the helpful testing system to choose the phone clients. The example chose was Male and females, absolutely 50 clients of mobile phone with respect to clients.

ANALYSIS OF DATA

The analysis of brand favored by the respondents, the components affecting the buy of mobile phone, issues confronted by the respondents in utilizing the wireless and different angles are clarified in detail.

AGE WISE OF THE RESPONDENTS

Table 1

S. No	Age	No. of respondents	Percentage
1.	Up to 25 years	10	16.7
2.	26 - 30 years	15	46.70
3.	31-40 years	10	16.7
4.	41-50 years	6	10.0
5.	Above 51 years	9	10.0
	Total	50	100.00

Source: Primary data

Inference: The most of the respondents (46.70 per cent) are in the age group of 26 - 30 years of age.

GENDER WISE THE RESPONDENTS

Table 2

S. No	Gender	No. of respondents	Percentage
1.	Male	25	50.00
2.	Female	25	50.00
	Total	50	100.00

Source: Primary data

Inference: There is both of male and female respondents are same.

BRAND PREFERENCE OF CELL PHONE

Table 3

S.No	Brand Name	No. of respondents	Percentage
1	Samsung	12	20.0
2	Lenovo	12	20.0
3	Miramax	3	13.3
4	Vivo	10	16.7
5	Corpan	10	16.7
6	Redmi	3	13.3
Total		50	100.0

Source: Primary data

Inference: The most of the respondents (20.00 per cent) are used Samsung and Lenovo Cell Phone.

COST OF CELL PHONE

Table 4

S. No	Cost	No. of respondents	Percentage
1	Below Rs.5000	10	13.3
2	Rs.5001 to Rs.10000	18	46.7
3	Rs.10001 to Rs.20000	12	26.7
4	Above 20000	10	13.3
Total		50	100.0

Source: Primary data

The most of the respondents (46.7 per cent) are used Rs.5001 to Rs.10000 cell phone

RESPONDED SELECTING FOR THE PARTICULAR SHOP

Table 5

S. No	Reason	No. of respondents	Percentage
1	Different model	25	33.3
2	Favorite shop	10	26.67
3	Relation Shop	9	23.3
4	Nearer to my house	6	16.7
	Total	50	100.0

Source: Primary data

FINDINGS

- ❖ It is discovered that the greater part of the respondents (46.70 for every penny) are in the age gathering of 25 - 30 years old.
- ❖ It is clear that both male and female respondents are same.
- ❖ It is start that a large portion of the respondents (20.00 for each penny) are utilized Samsung and Lenovo Cell Phone.
- ❖ It is obviously denoted that the most of the respondents (46.7 per cent) are used Rs.5001 to Rs.10000 cell phone.
- ❖ It is gauged from the above analysis that most of the respondents (33.3 per cent) are different model is the main reasons for purchased cell phone in particular shop

SUGGESTIONS

The shopper needs an ever increasing number of elements so phone producers should expand the quantity of components. As the buyer inclines toward informal exchange or counseling somebody technically knowledgeable, so advanced mobile phone brands must keep up their cooperative attitude and increment administrations. Cell phones can expand the quantity of clients by letting down their costs to conservative level.



CONCLUSION

Country advertising will fail if the showcasing methodology and activity designs are just extrapolation or minor adjustment of the urban promoting system and plans. Creative organizations who embraced a coordinated of the urban promoting system and plans and Creative organizations who embraced an incorporated approach have prevailing with regards to using market openings that provincial zones offer. Acquiring conduct includes convoluted administrations of jolt and reaction. These boosts are called as intentions. These thought processes might be communicated or unexpressed and depend on profound situated needs or all the more straightforwardly felt wants when somebody the buy something, the individual mentally fulfills both a need and a need.

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