



CONSUMER BEHAVIOR AND FACTORS INFLUENCING PURCHASE DECISION OF XIAOMI SMART PHONES

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Abstract:

Consumer Behaviour is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use. Consumer behavior can be broadly classified as the decisions and actions that influence the purchasing behavior of a consumer. What drives consumers to choose a particular product with respect to others is a question which is often analyzed and studied by marketers. Most of the selection process involved in purchasing is based on emotions and reasoning. Consumer behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions.

Key Words: Consumer Behaviour & Xiaomi Smart Phones

Introduction:

Studying consumers enables businesses to create the most appropriate marketing strategies for their target audience. It allows them to understand issues including how consumers think and rationalize before they select a product from the choices available, what influences them, their behaviour when they shop and gaps that exist in information available with consumer. This presents them with the knowledge required to create marketing campaigns that elicit the desired response from the consumer. Consumer behaviour, besides its application in marketing strategy, is also used in social marketing to connect with the customer. Beliefs and Attitudes surround a consumer's view of a product and also build the brand image, thereby affecting their buying behaviour. This triggers a marketer's interest in them. By introducing specially tailored campaigns, marketers attempt to change consumers' attitudes and beliefs. Consumer behaviour refers to the psychological process that leads to a consumer's decision to buy a product or service offering. This process involves decisions in terms of what, when, where, how and from which vendor to make the purchase. Xiaomi Inc. is a privately owned Chinese electronics and software company headquartered in Beijing. It is the world's 5th largest smartphone maker in 2017. A smartphone is a cellular telephone with an integrated computer and other features not originally associated with telephones, such as an operating system, Web browsing and the ability to run software applications.

Factors Influencing Customers:

- ✓ Psychological factors such as the personal thinking process that includes motivation, personality, perception and the consumer's attitude, the process of making the decision in marketing, consumer's interaction with friends, family and peers and making the choice of where to buy from, based on cost, features and product appeal
- ✓ Internal factors such as demographics, lifestyle, personality, motivation, information, beliefs and attitude
- ✓ External factors such as reference groups, culture, family, race, social status, marketing mix

Review of Literature:

Androulidakis; G. Kandus (2011) correlated the brand of mobile phone to users' security practices. Users show different behavior in an array of characteristics, according to the brand of the mobile phone they are using. As such, there is a categorization of areas, different for each brand, where users are clearly lacking security mind, possibly due to lack of awareness. Such a categorization can help phone manufacturers enhance their mobile phones in regards to security, preferably transparently for the user.

Tajzadeh Namin A. A.; RahmaniVahid; Tajzadeh Namin Aidin (2012) analysed that the process of deciding over (choosing) a brand may be influenced by situation and content. The findings suggest a significant relationship between the variables "brand attitude", "corporate attitude", and "product (cell phone) choice". In addition, no significant relationship was found between individual decision making processes (independent or mediated) and product choice.

Rodolfo Martínez Gras; Eva Espinar Ruiz (2012) highlight a new dimension in information and technology with respect to teenagers in Spain. The main objective of this article is to analyze the relationship between Information and Communication Technologies and Spanish adolescents. Specifically, researchers have studied, through qualitative methodology, the characteristics of teenagers' access and uses of technological devices. and analyzed the purposes that motivate the utilization of Information and Communication Technologies, highlighting a close relationship between technologies and peer communication and

entertainment. On the contrary, there is an under-utilization of all these devices for teaching and learning purposes

Objectives of the Study:

To identify for the above questions the researcher framed the following objectives are as follows:

- ✓ To study the socio-economic profile of the selected customers
- ✓ To identify the factors influencing for purchase decision

Statement of the Problem:

The increasing trend in Smartphone among the people is the main reason that has amplified the interest to research on the topic. People’s obsession about the Smartphone has been increasing rapidly. The aim of this research is therefore to find out consumer behaviour of Xiaomi Smart phone buyers in Indian Market. The research is trying to find out that why do people desire to purchase a smart phone, what influence people in purchasing a smart phone and what motivate them in making the purchase decision.

Methodology:

The data for the purpose of the present study have been collected through primary and secondary data. Primary data has been collected through structured questionnaire. The sources of secondary data include published data such as data from books, journals, periodicals, brochures, reports, etc.

Area of the Study:

The study was undertaken in Tirur taluk. Sample Size: A total of 100 respondents residing in the Tirur taluk form the sample. Purposed sampling technique was followed for collecting response from the respondents.

Tools for Analysis:

The statistical tool used for the purpose of this study is simple Percentage.

Profile of Selected Consumers:

In Tirur taluk there are 50 consumers were taken for this study by adopting purposed sampling method. The demographic factors of selected consumers include variables such as age, gender, marital status, educational qualification, occupation, and monthly income. It is presented in table 1.1.

Table 1.1

Particulars		Number	Percentage
Age	Up to 15 years	10	10
	15-25 years	50	50
	25-35 years	20	20
	35-45 years	10	10
	Above 45 years	10	10
Gender	Male	70	70
	Female	30	30
Marital Status	Single	65	65
	Married	35	35
Educational Qualification	Up to school level	10	20
	Plus two	10	10
	Degree/Diploma	50	50
	Post-graduation	30	30
Occupation	Student	40	40
	Employer	30	30
	Business	30	30
Monthly Income	Upto15000	20	20
	15001-20000	50	50
	More than20000	30	30

There are certain factors which are influencing purchase decision it is presented in table 1.2

Table 1.2

Factors Affecting Purchase Decision	Number	Percentage
Product Features	10	10
Durability	10	10
After Sales Service	2	2
Brand Names	25	25
Battery	3	3

Larger Memory Capacity	20	20
Friends Recommendation	10	10
Camera	2	2
Model At Reduced Price	18	18

Source: Primary Data

From the table 1.1 and 1.2 we can clearly understand that majority of the respondents (50.00%) are belonging to the age group of 15-25 years. Most of the consumers (70.00 %) are male, Majority of the consumers (65.00%) are unmarried, most of the consumers (60.00%) are under graduates and graduates, majority of the consumers (50.00%) monthly income between Rs.15001 – Rs.20000. Most of the consumers (18.00%) are feel that Brand name and model at reduced price as the primary factor while purchasing their products.

Findings:

- ✓ Majority of the respondents (50.00%) are belonging to the age group of 15-25 years.
- ✓ Most of the consumers (70.00 %) are male,
- ✓ Majority of the consumers (65.00%) are unmarried,
- ✓ Most of the consumers (60.00%) are under graduates and graduates.
- ✓ Majority of the consumers (50.00%) monthly income between Rs.15001 – Rs.20000.
- ✓ Most of the consumers (18.00%) are feel that battery and model at reduced as the primary factor while purchasing their products.

Suggestions of the Study:

- ✓ Possession of mobile phones is high among the graduates and plus two holders. It is better for the Xiaomi manufacturers to manufacture user friendly mobile phones in order to reach the people having primary level education.
- ✓ If Xiaomi give more attention to after sales services and if the service centers should be able to carry out fast repairs It can attract more customers.
- ✓ Since the majority of the Xiaomi Mobile users are males, it is suggested to produce attractive and fashionable models catering specially to the females.
- ✓ The buyers of the consumer of mobile phone should insist that all the technical information are revealed on the use of mobile phones to enable them to use the products without any technical fault leading to frequent repairs.
- ✓ The company should take initiative to insist buyers for free servicing of the mobile phones during the guarantee period.

Conclusion:

From the study it is clear that consumer chooses smart phone after evaluating all the factors and analyzing all the alternatives on basis of their lifestyle, desire and need. The data finding clarifies that consumer purchase the product after analyzing the external and internal influence which motivates them to make the purchase decision. So therefore, the producer of smart phone should understand consumer interest much to find higher sale of their products. Marketers communicate with consumers and try to convince through every possible media. To achieve success in the market, it has become highly inevitable to produce goods as preferred by the customer, as he is the kingpin around whom the entire marketing activity revolves. Thus, a marketer who understands the behaviour of the consumers and plan his marketing strategies to suit the needs and aspirations of the target market will definitely have an advantage over his competitors.

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