



IMPACT OF SMART PHONE SPECIFICATIONS ON MILLENNIAL BUYING BEHAVIOR, WITH SPECIAL REFERENCE TO CHENNAI CITY

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Abstract

In a decade, smart phone has undergone tremendous changes in their size, hardware's and software's. In a competitive market, smart phone companies are competing in introducing new smart phone with the latest technology and updated features so as to grab the minds of consumers. Also, these advanced features were informed by the consumers through advertisement, social media, displaying in the box etc. In this research, researcher aims to find out the purchase pattern of smart phone and the extent of product specification influenced by the millennial on the purchasing decision. In this research, sample size of 130 was used to collect the raw data from the millennial respondents with convenience sampling method. Findings of this study emphasis on the extent of the product specification influence the millennial consumer buying decisions.

Keywords

Consumer behavior, millennial attitude, product specification, smart phone impact

1. Introduction

It is witnessing that the smartphone usages among the people are increasing tremendously. Before emerging of smartphones people use to contact their friends, relatives, convey information's within or outside the business people only through the landline which is connected by the wires. People perceive that sophisticated persons only can contact their friends and relatives who stay very long distance. Because this facility available in limited areas and also added high cost either to contact once or having the permanent connection in their home. The emergency of mobile phones slowly replaces the landline

and also connected the people every corner of the world. In the last decade smart phone plays major role in communication either by oral or text messages. Also smartphone acts as computer like checking mails, creating apps to conduct the business, documents, business meetings through video calls, handling classes for students especially during the period of pandemic, navigating the unknown routes. Add to this user are entertain themselves by using social media like instagram, whatsapp, twitter, facebook, etc., Every Consumers use to buy the smartphone based on their perception, financial status, brand image, specifications, availability of product, price of the product.

Now there has been significant change in the consumers purchasing decisions on smart phone. Nowadays consumers are purchasing their smart phone by evaluating the specifications which are inbuilt in the smart phone. Consumers evaluate the specifications like camera, display size and resolution, connectivity, networking, weight and height, operating systems, processor chipset, GPU, memory and RAM, external body materials, Test passed by the smart phone, certified, etc., Millennial are the largest market segment in India who born between the year 1981 to 1996. In our economy millennial are the powerful operators from both employee and consumer's aspects. In this article, researcher finds how the product specifications stipulate on buying decisions of smart phones among the millennial consumers in Chennai city.

Aim of the study

- To analyze the smart phones buying patterns of millennial consumers.
- To determine the product specifications influence on millennial consumers on buying decisions of smart phones.

2. Review of Literature

Cassavoy (2012) Smart phone makes the users to do all the functions such as making calls, communicating information through text, also smart phone acts as computer, functioning like sending and receiving mails, taking videos, communicating and entertaining through social media and other functions. Harahap, D. A., Amanah, D., & Agustini, F. (2018) Factors of product completeness and price has synchronously influence the consumer buying decisions on Pajusmedan. Ganlari, D. (2016), has pointed out that 65% of the respondents were influenced by the specification of the smart phones such as performance of the product, integration of hardware's and software's, display, quality of camera on their buying decision of mobiles phones. The specifications integrated in smart phones are the maximum critical thing which is taken into consideration via way of means of the consumers while purchasing smart phones. However, all features of mobile phones aren't similarly influenced by the consumers. Mohan, A. (2014) Software and hardware plays major role while purchasing smart phones. Mobile Software influences much on consumer buying decision on Smart phone than hardware. Smart phone designs have

greater impact on consumers purchase decision among the other specifications. (Osman, 2012). Gerhardt, M. W., & Peluchette, J. V. E. (2018). In present scenario millennial are the largest generation in size and workforce. Each generation has its unique identity in the characteristics such as valuing people, influencing the attitudes and behaviour. On the other hand, millennial have greater sparked by the more arguments, controversy and debates.

3. Research Methodology

In this research, researcher adopts descriptive methodology also it defines to explore the millennial consumer behavior on buying of smart phone based on the specifications rather than the brand name in Chennai city. Raw data can collected from the millennial consumer through the structured questionnaire. The questionnaire includes demographic categories, factors influencing, and preference given on purchasing smart phone from specification point of view. Likert scale, closed ended, open ended questionnaire was used to gather raw data from the millennial respondents within chennai. With the help of Google forms raw data were collected from the respondents and used for the data analysis purpose. Here researcher analysed data and interpret the results from the sample size of (195) 130 for exploring millennial consumers behavior through SPSS Static 21.

3.1 Hypotheses

H0₁: The male and female are equally influenced by the specifications of smart phone on millennial purchase decision of smart phones.

H0₂: There is no relationship between the educational qualifications of millennial and preference of Smart phone through specifications rather by brands.

4. Data Analysis and Interpretation

The demographic profile of the respondents for the study on “Impact of Smart phone Specifications on Millennial buying behavior” shows that majority of respondents are male i.e., 66%. Among the millennial, 60% of the respondents are falling between the age group of 30 to 40. Regarding the respondent’s educational qualification, 45% of the respondents having the qualification of graduation, 28% have completed school level, 17% having diploma qualification and only 10% of the respondents possessing the qualification of post-graduation. Also the researcher observes that the 46% of the respondents are working in private sector, 25% are working as government servant and 30% of them are doing business and engaging himself as self-employed person.

Table 4.1 Showing Demographic Factors

<i>Factors</i>	<i>No. of Consumer</i>	<i>Percentage</i>
GENDER		
Male	86	66
Female	44	34
AGE		
Below 25	24	18.5
26-30	28	21.5
31-35	46	35
36-40	32	25
EDUCATION QUALIFICATION		
School level	36	28
Graduates	58	45
Diploma	23	17
Post graduates	13	10
Job Status		
Working in private	61	55
Working in Government	50	45
Self employed		
Business	12	10.9
Total	130	100

Source: PrimaryDat

Table 4.2 Reliability Analysis**Table 4.2**

Reliability Statistics	
Cronbach's Alpha	No. of Items
0.832	28

From the above table 1, it is analyzed that the data collected by the researcher for carrying out this research was reliable because reliability analysis were made through the Cronbach's alpha and found to be .832.

4.3 Descriptive statistics for influence of product specification on buying decisions of the smart phones

Table 4.3

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Camera features	130	3	5	4.4077	0.60612
Display Size	130	2	5	3.9846	0.6931
Display Resolution	130	2	5	4.2154	0.93994
Operating System	130	1	5	3.4769	1.25886
Processor	130	2	5	4.2308	1.00802
Battery Information	130	2	5	3.9077	1.00731
Memory storage	130	3	5	4	0.52827
RAM speed	130	2	5	3.5154	1.05091
Network	130	2	5	3.2154	0.9233
Connectivity	130	1	5	2.9308	1.06523
Multimedia	130	1	4	2.8615	1.00967
Sensor Information	130	1	5	3.3462	1.15276
Design	130	1	5	3.7154	0.99794
Tests & awards	130	1	5	2.7077	1.14422
Valid N (list wise)					

Source: Primary Data

The above descriptive statistics table discloses that the mean score of camera features is 4.407 with a standard deviation (SD) of .606. Here the SD is less than the one third of the mean. It gives the information to us is most of the respondents are giving priority to the camera features while buying smart phones. The next priority given by the consumer is display resolution (mean score is 4.215) and processor (mean score is 4.23) of the smart phones. Memory storage (mean score is 4.00) display size (mean score is 3.984) and RAM speed (mean score is 3.515) of smart phones would be the next influence of the consumer to buy or intended to buy the smart phones. Rest of the features would also influence the consumers in their buying options.



4.4 A comparison of gender and specifications influences on millennial buying decisions of smart phones

Table 4.4

	Gender	N	Mean Rank	Sum of Ranks	Man Whitney U	p-value
Specifications influences on buying decisions of smart phones	Male	86	66.34	5705	1820	.701
	Female	44	63.86	2810		
	Total	130				

The above table discloses the mean rank of Male is 5705 and Female rank is 2810. here the hypothesis is rejected because the p-value is greater than the assumed significance value i.e., 0.05. Hence the male and female are not equally influenced on smart phone specifications of millennial buying decisions of smart phones.

4.5 Comparisons of Millennial Educational qualification and Preference of Smart phone through specifications rather than the brand name.

Table 4.5

ANOVA						
I prefer Specification rather than Brands						
	Sum of Squares	df	Mean Square	F	Sig.	
Between Groups	4.028	3	1.343	2.003	0.117	
Within Groups	84.464	126	0.67			
Total	88.492	129				

The above ANOVAs table discloses relationship of Educational qualification and preference of product specifications. The above analysis shows that H0 is accepted because p- value is 0.117 is greater than assumed level of significance 0.05. Hence the researcher concludes that there is no significant relationship between the educational qualification and preference of smart phone based

on the specifications rather than the brand names.

4.6 Product Specification intends me to buy smartphones.

Table 4.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	4	3.1	3.1	3.1
Neutral	28	21.5	21.5	24.6
Agree	64	49.2	49.2	73.8
Highly Agree	34	26.2	26.2	100.0
Total	130	100.0	100.0	

From the above percentage analysis it is easily we can observe that majority i.e.,75% of the millennial agreeing that are purchasing or intended to buy smart phones based on the product specifications which is available in the smart phones. 21.5% of the respondents are neither agreeing and nor disagreeing about smart phone specification influenced on buying decisions. Only 3 % of the millennial are not considering product specification while buying smart phones.

4.7 Millennial consumers suggesting to their friends and relatives to look at smart phones specification information.

Table 4.7

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	18	13.8	13.8	13.8
Neutral	31	23.8	23.8	37.7
Agree	39	30	30	67.7
Highly Agree	42	32.3	32.3	100
Total	130	100	100	

From the above percentage analysis, it is inferred that the 62 % of the millennial respondents are suggesting to their friends and relatives to look at product specification like camera features, display, processor etc., while purchasing smart phones. Only 13% of millennial are not sharing any information to their friends and relatives about smart phones.

4.8 Millennial feels satisfied after purchasing smart phone by referring specification

Table 4.8

	Frequenc y	Percent	Valid percent	Cumulative Percent
Disagree	16	12.3	12.3	12.3
Neutral	32	24.6	24.6	36.9
Agree	44	33.8	33.8	70.8
Highly Agree	38	29.2	29.2	100.0
Total	130	100.0	100.0	

From the table 4.8 we observe that 63% of the millennial consumers feels satisfied on their buying decisions of smart phones by giving importance to specification rather than brand. 24 % of the millennial are neither feels satisfied nor dissatisfied on their buying decisions on smart phones. Only 12% of the millennial respondents are not satisfied about their buying decisions of smart phones.

5. Results and Discussion

This study aims to determine the smart phone specifications influence on millennial consumers on buying decisions of smart phones. In this study researcher finds that most of the millennial are changing their smart phones once in two years. While changing the smart phones millennial are showing keen interest on referring and verifying specifications of mobile phones.

They are verifying and referring the features of both Hardware's and software's. From the statistical evidence male and female are not equally influenced, also their educational qualifications doest have any impact on the buying decisions of smart phones. Millennial giving much priority to the camera features among the other specification. Next to camera, display resolution, size and processor plays vital role in selecting the smart phones.

From this study we inferred that most of millennial buying decisions are influenced by the specifications of the smart phones, also they would like to share the specification information's to their friends and relatives and insisting them to buy the smart phones based on the specification rather than brands. Knowledge about the specification of smart phones are educated by the Social media, advertisement, sales promotion, word of mouth, you tube reviews and general browsing. Though product specification influences on buying decisions but still some of the consumers are crazy about the brands.

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