



CONSUMERS SELECTION CRITERIA IN MOBILE PURCHASE DECISION

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Abstract:

The main purpose of the study is to investigate the factor(s) or criteria which every consumer considers before choosing any brand. Selection is the process in which someone chooses something that is best or most appropriate. Everyone has different choice and need when selecting cell phone. Overtime there has been marvellous changes and technological advancement in mobile phone models. So now a day's mobile selection process become complex. Because selection criteria vary from person to person. For conducting this research Primary data was used. The data were produced by designing self-administered questionnaire. Respondent's responses were measured by 5-point LIKERT scale. For the analysis of data many statistical tools were applied through SPSS software. Frequencies, reliability test were applied on the data. Researcher also did the ranking of variables to get the idea that which variable has significant influence on the study. Some conclusions have been drawn by the analysis of the data. Most of the alternative hypothesis were accepted because they have significant impact on the study. The study ends by contributing some insightful contributions to the body of literature and for the concerned personnel on the practical field.

Keywords: Consumers, selection criteria, mobile phone.

Background Of the Study

Selection is the process in which someone chooses something that is best or most appropriate. Everyone has different choice and need when selecting cell phone. Overtime there has been marvellous changes and technological advancement in mobile phone models that has made every consumer very choosy and selective. So now a day's mobile selection process has become complex. Because selection criteria vary from person to person. Some consumers are reflected by prices. Some customer prefers brand rather than price. Some customer thinks quality should be high regardless of the high price. Some customer's demands innovations in mobile.

Now days mobile phones are rapidly using by consumers as device for personal technological help. Many consumers still uninformed about the features, benefits and services of the new models available in the market. They think that for selecting any brand seven factors playing vital rile, these factors are pricing, influence, reliability, look and appearance, basic features of brand, multimedia and emerging services (Heikki, Jeri et al 2005).

Brand loyalty of the networking consumers, group influence, organizational web marketing procedures, and conceived brand recognition are the four criteria that influenced by networking consumer's selection criteria in a different dimensions and extent. The earlier two criteria will affect selection process through consumer's priority. The second two factors have also influenced in selection process indirectly through priority. Through practical study it is concluded by the researcher that promotion has neither remarkable positive impact nor remarkable negative impact on it (Mei- Jian, Haibo & Qoing 2012).

It is concluded by a pragmatic study, consumer thinks that price, quality, access and promotion are the influential factors in mobile purchase process. On the behalf of these factors consumers are able to make decision regarding mobile purchase and leads to higher consumer perception regarding the brand (Khurana, 2011).

The expansion in the mobile phone technology (like Wi Fi, camcorder, wireless, android, mp3, groups etc.) all these technologies has been invented after a long journey of innovation and advancement are constantly modified as a result of which consumer's needs changing rapidly and frequently. By the analysis of all existing communication technologies comparatively it can be say that mobile phone is one of the greatest, most radiative and marvellous device ever invented (Coghill, 2001, p. 28).

Research Questions:

The paper is based on these research questions.

- How significant are the attributes of mobile phone (economic attributes, technological attributes, personal and social attributes) in the selection and evaluation of mobile purchase process?
- Which attribute of mobile phones are more influential on the selection and evaluation process of mobile phones?
- What are the effects of demographic variables on consumer's choice preference of mobile phone attributes?

Problem Statement

Selection is the process in which someone chooses something that is best or most appropriate. Everyone have different choice and need when selecting cell phone. Overtime there has been marvellous changes and technological advancement in mobile phone models. Now a day's mobile selection process become complex. Because selection criteria vary from person to person. So researcher wants to know or identify the selection criteria of the consumers when purchasing mobile phone. Hence to study and to identify the customer preference and selection criteria in mobile purchase decision this research has been conducted

Scope And Objective of The Study

As researcher discussed above that selection criteria vary from person to person. So researcher wants to know or identify the selection criteria of the consumers when purchasing mobile phone. So that cellular companies get idea about consumer preference and they consider the most influential factors before their new offering. In this way consumer selection process becomes easy instead of complex.

The objective of the study is to explore the impact of some variables (like technical, social, economic and personal criteria, durability and reliability) on consumers' mobile purchase decision.

Hypothesis:

1: Ho: Durability and portability has no impact on selection criteria

H1: Durability and portability have impact on selection criteria

2; Ho: Technical criteria does not impact on selection criteria

H2: Technical criteria does impact on selection criteria

3: Ho: Personal criteria is not an influential factor in mobile selection criteria

H3: Personal criteria is an influential factor in mobile selection criteria

4: Ho: Social criteria has no impact on selection criteria

H4: Social criteria has impact on selection criteria

5: Ho: Economic criteria is not an influential factor in mobile selection criteria

H5: Economic criteria is an influential factor in mobile selection criteria

6: Ho: Quality has no impact on selection criteria

H6: Quality has impact on selection criteria

7: Ho: Media and other influences has no impact on purchase decision

H7: Media and other influences has impact on purchase decision

Literature Review

Now days mobile phones are rapidly using by consumers as device for personal technological help. Many consumers still uninformed about the features, benefits and services of the new models available in the market. They think that for selecting any brand seven factors playing vital role, these factors are pricing, influence, reliability, look and appearance, basic features of brand, multimedia and emerging services. Innovative features show variability among variables and statistical analysis showed that people want more innovative features. In fact, people give value those mobile phones which have new and more innovative features. This is what the reason consumer wants to change their existing brand with new one. Moreover, it is also suggested to manufacturers, distributors and other intermediaries is that for the purpose of promoting the brand in advertising instead of delivering what features having the brand they should focussed on highlighting that on the behalf of such features what task they can perform and what benefits and advantages they can get from the proposed brand (Heikki, Jeri et al 2005).

User's attributes, brand perception and knowledge about brand are heavily depends upon the past experience or background of the brand. Brand loyalty or preference may be defined as the degree at which customer favours or decide to choose services provided by the present company, by comparing services provided by the other company which they want to consider (Alamro and Rowley 2011).

In consumer selection criteria regarding mobile purchase decision, various factors such as brand image, physical features, style and design, pricing packaging, extra vegans, after sale services like guarantee and warrantee, user friendliness, promotional tactics, family and friends' recommendations and innovative features have significant influences (Soomro et al, 2001)

Brand loyalty of the networking consumers, group influence, organizational web marketing procedures, and conceived brand recognition are the four criteria that influenced by networking consumer's selection criteria in a different dimensions and extent. The earlier two criteria will affect selection process through consumer's priority. The second two factors have also influenced in selection process indirectly through priority. Through practical study it is concluded by the researcher that promotion has neither remarkable positive impact nor remarkable negative impact on it. Conceived brand recognition does not bring direct effect on selection behaviour through preferences, but affected by networking consumers through brand emotions. They further describe that consumer psychology influenced when consumer chooses mobile phone; it is more influenced by group. In Chinese mobile markets IPHONE4 and fashion IPHONE4 usually as perceived by how a great business opportunity which is brought by psychologies (Mei- Jian, Haibo & Qiong 2012).

International Scenario:

The research titled "Chinese consumer behaviour in the mobile market". Researcher described the "Nokia case". The successful strategies of Nokia which made it brand by considered the working with natives, maintaining customer satisfaction, versatile offerings, distinctive product portfolio, building strong brand perception, by preferring consumer's need first, by developing local R&D centres, enhanced coverage and channel distribution, by implementing low price with high quality strategy in Chinese markets. The all above successful strategies seemed to do well and fascinating lot of customers (Zhou. N & Shanturkovska. G, 2011).

Chinese customers have lot of diversifications and proved they very unpredictable. They showed that the needs to be approached thoughtfully and individually. The researcher concluded one very important aspect that any well-established brand cannot be successful if they do not be found them according to their culture and values (Zhou. N& Shanturkovska. G, 2011).

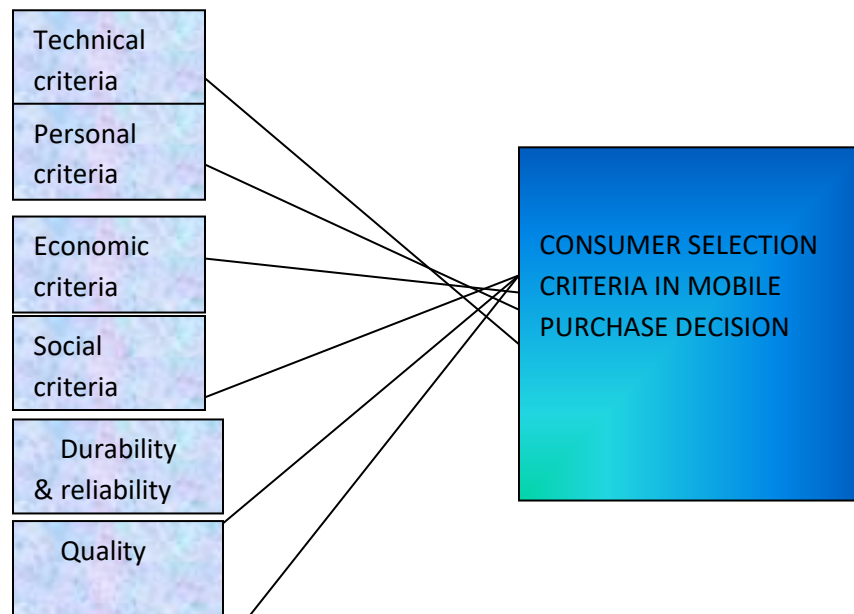
Researcher further argued that another foremost reason that Chinese consumer choose to Nokia brand is due to some unique cultural distinctiveness. According to them communalist culture do what others do/ follow the general tendency is one of the exclusive distinctiveness of Chinese culture. If you march into a mobile phone selling shop in china, it is common to discover out that most consumers have a propensity to inquire the question do many people favor this phone. If the answer is yes, then the consumer most expected will acquire that phone. In addition, the sturdy brand outcome of Nokia with huge word of mouth, there is no reason that not to have one they additional feel that the facade culture also makes chines consumers chooses Nokia phones. It is easy to get into a situation that people ask you why not have a Nokia phone since everyone has it or has had it. It is expected to make someone losing face if he or she does not own one (Zhou. N & Shanturkovska. G, 2011).

Conceptualization And Hypothesis Development:

After the study of variables in this study various articles. Researcher selected some important factors and included those factors as research. On the behalf of those variables different hypothesis has been formulated. And hypothesis testing has done by variable ranking which shows major and least important factors of the study.

Research Model:

Figure 1 Conceptual Model for Mobile Purchase Decision



Methodology

Research methodology means to design the research in a way that the requisite data can be gathered and analysed to arrive at a solution. Moreover, methodology is concern with how to gather data. Simply methodology refers to the principles, tools or instruments employed by researcher to gather empirical evidence. This research was qualitative research. Qualitative research is a research in which respondents express their opinion and suggestions regarding the study. Furthermore, the results of qualitative research were quantified by using the likert scale so as to analyze the data to derive out the results

Sampling

While conducting research, it is totally impossible for the researcher to approach the entire population. So researcher use sample as a medium to gather data. Sampling is the process of selecting a number of individuals for study in such a way that the individuals represent the larger group from which they were selected. The population of this research was mobile users of Karachi city. It is not possible to taken response from entire city mobile user's. So researcher taken sample of population which actually depict the entire population. Researcher selected simple random sampling plan for her study. The sample size is consisting of 100 respondents. Which have been taken from different universities students, professionals, and household women.

Instrumentation

For the investigation of the above-mentioned matter data were gathered which provided information about "CONSUMER SELECTION CRITERIA IN MOBILE PHONE PURCHASE DECISION". The data were produced by designing self-administered questionnaire. Respondent's responses were measured by 5 point LIKERT scale followed by high level (1) "strongly disagree" from (5) "Strongly agree". Some questions were asked on NOMINAL scale. Questions in questionnaire were based on different variables regarding the topic. Variables were selected after literature review of some articles.

Research Variables:

- a. Durability and Reliability
- b. Technical Criteria
- c. Personal Criteria
- d. Economic Criteria
- e. Social Criteria

- f. Quality
- g. Influence
- h. Recommendation

Data Analysis:

For the analysis of data many statistical tools were applied through SPSS software. Frequencies, variable computation and ranking were applied on the data. Researcher also did the ranking of variables and got idea that which variable has significant influence on the study. And which variable has least impact on the business failure. And which factors have no impact on it. Reliability of the data was also calculated by the software.

Analysis Of Demographics of Respondents:

Data analysis was done by SPSS software by using different techniques so as to find out the demographic results and reliabilities of the factors as well as the hypothesis testing. Respondent’s demographics like gender, age, income and qualification were analysed by their frequencies. This provided information that how many males and females were participated in the study?

Table 1 Frequency for the Gender

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	Male	49	49.0	49.0	49.0
	Female	51	51.0	51.0	100.0
	Total	100	100.0	100.0	

Out of 100 respondents 49% male and 51% female was participated in the study.

Table 2 Frequency of Age

		<i>Age</i>			<i>Cumulative Percent</i>
		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	
Valid	18-22	45	45.0	45.0	45.0
	23-27	31	31.0	31.0	76.0
	28-32	12	12.0	12.0	88.0
	33-37	6	6.0	6.0	94.0
	38-42	1	1.0	1.0	95.0
	above 42	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

Out of 100 respondents 45% respondent belongs to age group 18-22, 31% from 23-27, 12% from 28-32, 6% from 33-37, 15 from 38-42 and 5% respondent belongs to above 42 age.

Table 3 Frequency of Income

		Income			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	29	29.0	29.0	29.0
	10,000-20,000	44	44.0	44.0	73.0
	20,000-30,000	16	16.0	16.0	89.0
	30,000-40,000	3	3.0	3.0	92.0
	above 40,000	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

Respondent's income range varies. Researcher made 4 different income ranges. 29% respondent did not mention their income. 44% respondent having range 1 income, 16% respondent having range 2 income. Only 3% respondent having 3 income range while 8% respondent having above 40k income range.

Table 4 Frequency of Education

		Education			
		Frequency	Percent	Valid Percent	Cumulative Percent
V	Matric	3	3.0	3.0	3.0
al	intermediate	18	18.0	18.0	21.0
id	graduate	45	45.0	45.0	66.0
	Masters	30	30.0	30.0	96.0
	Others	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

It is important to know how much literate the respondents are. Therefore, this research also acquired the data about customer demographics, like the education of all the respondents. Respondent's qualification also varies from person to person. So in this study only 3% matric students. 18% intermediate students, 45% graduate, 30% masters and 4% other professional participated in the study.

Table 5 Frequency of Number of Phone held by Respondent

		no. of mobile			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	63	63.0	63.0	63.0
	2	25	25.0	25.0	88.0
	3	9	9.0	9.0	97.0
	4	3	3.0	3.0	100.0
	T				
	otal	100	100.0	100.0	
	al				

This research also found out number of cell phones a customer wants to hold. After the results generated it was found that out of 100 respondents 63% owns 1 cell phone, 25% owns 2 mobile sets, 9% 3 mobile phones and 3% respondent owns 4 mobile phones at a time.

Table 6 Frequency for brand Chosen by Respondent

		Brand			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nokia	63	63.0	63.0	63.0
	Samsung	10	10.0	10.0	73.0
	Q mobile	11	11.0	11.0	84.0
	LG	4	4.0	4.0	88.0
	Others	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

Out of 100 respondents almost 63% respondent prefers Nokia brand, 10% owns Samsung brand, 11% Q mobile, 4 % LG and 12% owns other brands. These are customer choices that is reflected through the data acquired for this research.

Table 7 Frequency for cellular Network

		cellular network			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	mobilink	23	23.0	23.0	23.0
	Telenor	49	49.0	49.0	72.0
	u fone	19	19.0	19.0	91.0
	Warid	4	4.0	4.0	95.0
	Zong	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

Almost 23% respondents prefer to own mobilink as their cellular network, 49% owns Telenor, 19% Ufone, 4% Warid and 5% respondents own Zong network.

Table 8 Frequency for Billing Mode

		billing mode			
		Frequency	Percent	Valid Percent	Cumulative Percent
valid	Prepaid	83	83.0	83.0	83.0
	postpaid	9	9.0	9.0	92.0
	Both	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

Out of 100 respondent's maximum no of respondent (83%) uses prepaid billing mode, 9% postpaid and 8% respondent uses both type of billing method.

Reliability

It is important to check the reliability of a factor, that either it is loading on its own factor, or it is contributing to another. Here in this case the results of reliability statistics are as follows:

Table 9 Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.673	34

Reliability may be defined as the extent to which the data collection method will give way reliable judgment. To ensure the reliability of the study. Structured questionnaire was designed to collect the data from the respondent. Researcher applied the reliability test on the data and got .673 cronbach's Alpha value which shows good reliability

Through descriptive statistics researcher ranked all questions of different variables. Through which one can easily understand or identified the factors having significant influence and least influence in mobile phone selection process.

Table 10 Descriptive Statistics for each Factor

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Tc	100	14.33	38.56	27.6133	6.58280
Ec	100	4.25	16.25	13.3125	2.29525
Q	100	3.33	11.67	9.7333	1.91397
Gc	100	2.33	11.67	9.7233	2.03563
Dr	100	3.33	11.67	8.8833	1.95882

<i>Sc</i>	<i>100</i>	<i>3.33</i>	<i>11.67</i>	<i>8.2267</i>	<i>2.08618</i>
<i>PC</i>	<i>100</i>	<i>2.33</i>	<i>11.67</i>	<i>7.9567</i>	<i>2.05243</i>
<i>I</i>	<i>100</i>	<i>3.33</i>	<i>11.67</i>	<i>7.8300</i>	<i>1.60491</i>
<i>R</i>	<i>100</i>	<i>2.33</i>	<i>11.00</i>	<i>6.6500</i>	<i>1.90716</i>
<i>Valid N (listwise)</i>	<i>100</i>				

Through descriptive statistics researcher ranked all 9 variables of this study. Which showed the top most and least influencing variable? By the analysis of descriptive statistics researcher concluded that large number of consumer usually prefers technical features before purchasing any brand. After technical aspects consumer judge economical factors like resale value, after sales services, price which justifies quality. Quality is also preferred by consumers. General criteria and durability and portability are also considered by consumers. Social and personal criteria have little bit influence on consumers. While influence (like advertisement, sales promotion and direct marketing) and recommendations (like sales person, family and friend) has least impact in mobile phone purchase decision..

Major And Minor Criteria:

Table 11 Major and Minor Criteria in this research

<i>S. NO</i>	<i>FIVE MAJOR CRITERIA</i>	<i>FIVE MINOR CRITERIA</i>
<i>1</i>	<i>Price is the most significant factor in purchase decision.</i>	<i>Sales promotion is a significant factor in selection decision.</i>
<i>2</i>	<i>Quality is first preference of consumer in mobile purchase decision.</i>	<i>Innovative feature like touch screen is necessary in brand.</i>
<i>3</i>	<i>Quality is the more influential variable in purchase decision.</i>	<i>I consider friends' recommendation in mobile selection decision.</i>
<i>4</i>	<i>Consumer prefer brand due to its price which justifies the quality.</i>	<i>Direct marketing has impact on purchase decision.</i>
<i>5</i>	<i>Consumer prefer brand because of good performance.</i>	<i>I consider brand on sales person's recommendation.</i>

The table above shows the examples of Minor and major criteria used in this research. These were used in the questionnaire format to elicit the correct responses.

Hypothesis Testing

Table 12 Results of Hypotheses Testing

<i>VARIABLE</i>	<i>HYPOTHESIS</i>	<i>ANALYSIS</i>	<i>STATUS</i>	<i>SUPPORT</i>
<i>Durability & portability</i>	<i>H1</i>	<i>Major</i>	<i>Accepted</i>	<i>Yes</i>
<i>Technical Criteria</i>	<i>H2</i>	<i>Major</i>	<i>Accepted</i>	<i>Yes</i>
<i>Personal criteria</i>	<i>H3</i>	<i>Major</i>	<i>Accepted</i>	<i>Yes</i>
<i>Economic Criteria</i>	<i>H4</i>	<i>Major</i>	<i>Accepted</i>	<i>Yes</i>
<i>Social Criteria</i>	<i>H5</i>	<i>Major</i>	<i>Accepted</i>	<i>Yes</i>

<i>Quality</i>	<i>H6</i>	<i>Major</i>	<i>Accepted</i>	<i>Yes</i>
<i>Media & other Influence</i>	<i>H7</i>	<i>Minor</i>	<i>Rejected</i>	<i>No</i>
<i>Recommendations</i>	<i>H8</i>	<i>Minor</i>	<i>Rejected</i>	<i>No</i>

From the hypothesis testing, the research generates some valuable insights. Most of the hypotheses were inferred, except a few. The ones that have been inferred shows the importance of the factors. On this basis and on the mean value that each factor drove out, the rankings were assigned to each variable, as it can be seen in the table below.

Variable Ranking

Table 11 Ranking of Variables on the basis of their significance

<i>S.NO</i>	<i>VARIABLE NAME</i>	<i>MEAN</i>	<i>RANK</i>
<i>1</i>	<i>QUALITY</i>	<i>4.1</i>	<i>1</i>
<i>2</i>	<i>ECONOMIC CRITERIA</i>	<i>4.0</i>	<i>2</i>
<i>3</i>	<i>DURABILITY & RELIABILITY</i>	<i>3.6</i>	<i>3</i>
<i>4</i>	<i>SOCIAL CRITERIA</i>	<i>3.5</i>	<i>4</i>
<i>5</i>	<i>TECHNICAL CRITERIA</i>	<i>3.38</i>	<i>5</i>
<i>6</i>	<i>PERSONAL CRITERIA</i>	<i>3.36</i>	<i>6</i>
<i>7</i>	<i>MEDIA & OTHER INFLUENCE</i>	<i>3.2</i>	<i>7</i>
<i>8</i>	<i>RECOMMENDATIONS</i>	<i>2.8</i>	<i>8</i>

From the above, it is easy to understand that this research has contributed some valuable data to the body of literature. According to the data, and it's analysis, the factor that influence the buying decision of mobile phones among different customers is the Quality. And similarly the one which has been least significant is the factor of recommendation from sales person.

Result And Conclusion

Hypothesis # 1 has significant impact on consumer selection criteria in mobile purchase decision. So we infer our alternate hypothesis H1 which states Quality has impact on selection criteria and reject the null hypothesis Ho.

Hypothesis # 2 has also significant impact on consumer selection criteria in mobile purchase decision. So we accept our alternate hypothesis H1 which states that economic criteria is an influential factor in purchase decision and reject the null hypothesis Ho.

Hypothesis # 3 has significant impact on consumer selection criteria in mobile purchase decision. So we accept our alternate hypothesis H1 which states that durability & reliability has impact on purchase decision and rejects the null hypothesis Ho.

Hypothesis # 4 has impact on consumer selection criteria in mobile purchase decision. So we accept our alternate hypothesis H1 which states social criteria has impact on purchase decision and reject the null hypothesis Ho.

Hypothesis # 5 has significant impact on consumer selection criteria in mobile purchase decision. So we accept our alternate hypothesis H1 which states technical criteria does impact on selection process and reject the null hypothesis.

Hypothesis # 6 has significant impact on consumer selection criteria in mobile purchase decision. So we accept our alternate hypothesis H1 which states personal criteria does impact on selection process and reject the null hypothesis

Hypothesis # 7 has no significant impact on consumer selection criteria in mobile purchase decision. So we reject our alternate hypothesis H1 and accept the null hypothesis

Hypothesis # 8 has no significant impact on consumer selection criteria in mobile purchase decision. So we reject our alternate hypothesis H1 and accept the null hypothesis.

Through mean ranking of variables researcher concluded that quality is the most influential factor in mobile purchase decision. Consumer's first preference is quality and consumer prefer brand because of its high service delivery. Economic criteria like reasonable pricing, sometimes high pricing which justifies the quality (brand loyalty) after sale services and resale value has significant impact on selection process and consumer usually prefers all above. Consumer wants long lasting mobile se and portability is also an important feature of mobile phones. Most consumers showed their interest in light weight mobile set. Maximum number of users want internet and social sites (like facebook, twitter,whatsapp etc) facilities in their brand. Large memory capacity, camera, Bluetooth, mp3 is appealing features of moble phone. Some consumer wants both touch n type feature in their brand while other thinks that in mobile phone should only touch screen. Style, design and look is also important feature of mobile phone according to mobile users. Media and other influential factors has least impact in selection process. And sale person's recommendation has no impact in selection process. But consumers usually consider their friends' recommendations in selection process and sometimes little bit family recommendation considered.

Recommendations:

After the completion of the study researcher is ables to recommend that mobile phone companies should focus on quality, and economical factors like after sale services and resale value. Innovative features like android, Wi fi, operating system, mega pixel camera, memory capacity, and other technological advancement should be enhanced further. Companies should introduce new design and style in mobile phones so as to engage more and more customers and build the trust of customers to enhance their profit margins.

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