

An Empirical Exploration on the Influence of Customer Profession in Buying Behavior

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Abstract

Customer buying behaviour depends on a large number of factors. When it comes to smart phones, the buying behaviour is influenced by additional factors like profession of the customer, technological perspective and lifestyle. The research was conducted in Chennai among the smart phone users. Descriptive research methodology was used and it was found that the profession of the customer had a significant influence on the buying behaviour. The choice of smart phone was based on the perspectives of marketing, utilitarian, hedonic, customer interest and technological.

Keywords: Smart Phone, Customer Profession, Buying behaviour, Chennai, Choice

INTRODUCTION

Customers are the most important stake holder for any business. It is true in the business of smart phone also. The needs of the customer with respect to their lifestyle and demographic factors play a significant role. Any organization should focus on identifying these needs. Over a period of time, they should work on developing customer loyalty to increase their brand value. The gadget industry is growing at a fast pace and there is a plethora of new products. The customers using these products choose this based on their needs, affordability and suitability. In this paper, a perspective on how the profession of the consumer influences the buying behavior had been analyzed. Understanding the behavior of smart phone buyer, such as their preferences towards technological factor and marketing factors, influence the purchase. This study had analyzed the factors that influence the smart

phone choice technology and marketing factors with the help of standard statistical tools such as ANOVAs. To support the analysis of customer choice of smart phone, the influence of demographic factor such as gender, age, occupation, educational qualification, monthly income were also taken into consideration.

LITERATURE REVIEWED

Mohd Azam Osman and Maziani Sabudin, et al (2011) in their article provides practitioners the niche information to strategize the marketing plan for smart phones. Specific unique operations like smart phone blogging are carried out which needs different strategies for marketing them to such customers.

Nitin Gupta (2011) in his article had studied the effect of materialistic values among the customers of India and its aftermath. Earlier study on this had been conducted by Chaudhuri and Haldar (2005) and Cleveland et al. (2009) has conducted research on materialism among Indian customer with respect to their cultural adherence. The demographic factors and the regional differences and their influence had also been studied. Student sample had been used in these studies, the outcomes cannot be generalized as such.

NEED FOR THE STUDY

Smartphone provides a total and advanced operating system, and provides customer an opportunity to use features, like e-mail, e-book, and USB functions. The best depiction is that Smartphone is a small computer, which also works as a phone. With emergence of many smart phone brands, the demand for these `computer like` telephones are growing faster. Smart phone marketers are facing more knowledgeable and demanding consumers and since business exists to satisfy the needs of consumer they often change their product offering.

METHODOLOGY

The present study makes use of descriptive research design. Since this research describes customer preference towards the Smartphone choice technology versus marketing and brand effect in Chennai market, it is descriptive in nature. Besides, the study is completely based on determined objectives, research design, sampling. Data collection, processing of collected data and reporting. Hence this study is descriptive in nature. Primary data were collected from the respondents who are using Smartphone in the study area. First hand information was collected from three hundred and twenty five respondent living in

Chennai. The data were collected with help of questionnaire (structured) from the respondents.

PROFESSION

Profession of an individual plays a significant role in the choice of the products. The profession reflects the prestige associated with it. We find the high end and luxury products being used by business executives and elite group. Every year one percent of the middle class group upgrades to the premium products range. This could be due to increase in income, social status and lifestyle. Hence profession is one of the significant determinants.

Table 1: Profession of smart Phone users in Chennai market

Profession	Frequency	Percentage
Salaried	92	28.3
Professional	73	22.5
Business	76	23.4
Student	84	25.8
Total	325	100.0

Source: Primary Data

The above table shows that 28.3% of smart phones users were salaried, 22.5% Professionals, and 23.4% were doing business, and 25.8% of respondent belonged to student category. Compare to all other occupation, employed category is high in representation.

HYPOTHESIS

Null Hypothesis: There is no significant difference between professions with respect to dimension of Smart Phone choice.

Table 2 : ANOVA Significant differences between professions with respect to Dimension of Smart Phone choice

Dimension of Smart Phone choice		Profession				F value	P value
		Employed	Professional	Business	Student		
Marketing Perspective	Mean	23.50 ^b	22.53 ^{ab}	21.70 ^a	21.70 ^a	3.293	0.021*
	SD	(3.82)	(3.88)	(4.71)	(5.07)		
Utilitarian Behavior	Mean	18.51	19.71	19.39	19.00	1.483	0.219
	SD	(4.34)	(3.33)	(3.93)	(3.70)		
Hedonic Behavior	Mean	12.39 ^b	12.21 ^b	11.26 ^a	12.39 ^b	2.626	0.050*
	SD	(2.96)	(3.22)	(2.81)	(2.85)		
Customer Interest of Smartphone	Mean	25.07	26.44	25.08	24.55	2.040	0.108
	SD	(4.79)	(4.05)	(5.55)	(5.24)		
Technological Perspective	Mean	30.70	32.89	31.72	30.68	1.970	0.118
	SD	(6.61)	(6.26)	(6.89)	(6.70)		

Note 1 * denotes significance at 5% level

Note 2 different alphabet between professions denotes significance at 5 % level using DMRT

Since P value is less than 0.05 null hypotheses is rejected with 5% level of Significant with regard to marketing perspective and Hedonic behavior. Hence there is a significance difference between marketing and Hedonic behavior with regard to occupation.

Based on DMRT, the employed are significantly differs with business people and student at 5% level in marketing perspective but there is no significances between professional, businessmen and student. In hedonic behavior the business people significantly differs with employed, professional and student.

Since P value is greater than 0.05 the null hypothesis is accepted at the 5% level of significance with regard to the Utilitarian Behaviors, Customer Choice of Smartphone and Technological Perspective. Hence there is significance difference between profession and smart phone dimension such as Utilitarian Behaviors, Customer Choice of Smartphone and Technological Perspective.

FINDINGS

The occupation status of the smart phone users in Chennai was studied. ANOVA test for measuring the significant differences between Occupations with respect to dimension of Smart Phone was employed and it is witnessed that there is a significance difference between occupation and marketing .

CONCLUSIONS

The present study concludes that smart phone choice technology is influenced by the profession of the customer and there is a significant relationship. The study heightens understanding of consumer behavior which is very much inclined by a product's features and other related factors such as occupation have impact on buying behavior. It is also obvious that consumers make their purchase decisions on the basis of their evaluation of various technical factors. As gadgets like smart phones had become inevitable these days, the factors influencing their purchase provides a rich source of inputs for the companies. The study here has concluded that profession is one significant determinant in the buying behavior. Scope exists for widening the sample and identifying the other factors.

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