An investigation into the Factors Effecting Switching Behaviour of Cell Phones between Students & Professionals in Peshawar

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Abstract

The research aim is to study the factors that contribute in switching behaviour of professionals and students while purchasing cell phone. The research explores different reasons, why the consumer switches their cell phones from the existing ones the analysis of the research clearly shows that, mainly the factor which is involved for the customers to change their cell phones was 'technology'. The research also has some limitations. Firstly, the factors that have been chosen for the research work were limited. The Practical implications of this research work can be made in cell phone manufacturing companies as well as in the electronic and technological industries.

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Luxurious inventions are the incredible output of technological revolution. Up gradation of communication channels has given a new face to the ways of correspondence among people thousands of miles away from each other. Fixed telephone was invented in 19th century but invention of a "portable" cell phone was a fast turn into the chain of technological expansion. A furious

growth can be seen into the development mobile phone technology.

Every comfort introduced by technological evolution also conveys a few aggressive affects along with. Alike, cell phone technology gets associated the masses in a magical manner but its overweening use has fetched a lot of unfavourable significances as well.

In the modern times the cell phones are getting smaller and compact in size, lighter in weight, designed as per the need of the consumer, multifunctional (like can also play music, camcorder etc) and with much affordable price. The purchase or buying behaviour of the cell phones which are used by the people is strongly affected by the customer's reference group such as friend's family (Bearden and Etzel, 1982; Bourne, 1957).

Consumer behaviour refers the psychological processes that consumers carry out in recognising needs, identifies the means to resolve these needs, making purchase decisions. "Consumer behaviour focuses on how individual consumers and families or households make decisions to spend their available resources (time, money, efforts) on consumption-related items. That includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase, the impact of such evaluation on future purchases, how they dispose of it"(schiffman, kanuk & kumar 2010)

The Youngsters market nowadays is an exceedingly technology-savvy one, a segment of fellowship that has been active in transforming the application and practice of digital technologies in unprecedented paths. Utilizing everything from chat on the web to text electronic messaging on individual cell phones, teenagers have ruled many modes than always to apply technology, and to assert their independency though preventing their parents away from the closed circuit. Most of the students use their cell phones for listening to music, surfing the internet, texting & MMS etc.

They also use their cell phones to connect with their friends and the social community. Many cell phones provide different applications to connect with the social media. The professionals also have the need of having cell phones, all over the world. There are many uses of cell phones in the lives of professionals, like having calls and conference calls, checking e-mails, surfing the Web, mobile banking and e business etc.

Research Objectives

1. To examine consumer buying and switching behaviour of cell phone.
2. To investigate the reason underlying cell phone switch.
3. Differences in reasons for cell phone switching between the segments
4. To examine the level of awareness regarding the feature of cell phone among the consumers.
5. To examine the different factors affecting students and the professional while switching their cell phones.

Literature Review

Several researchers have discussed and point out some of the best use of cell phone. As we all know that all human beings are social animal so they want to interact with their friends, family and peer group so by looking forward to this use of cell phone it clearly identifies that this medium allows students to formulate fresh human relationship and to hold up the existing ones (Power and Horstmanshof, 2004) cell phone usage in case of emergency provide a lot of sense of security(Chapman and Schofield, 1998; Taylor and Harper, 2001) many reasons for which all the parents want their children to have a cell phone but the most important one is for the safety of their children's (Geser, 2004; Ling, 2000a; srivastava, 2005) many of the surveys have frequently shown that young people (students) even prefer their mobile phone to television or the Internet (Enpocket, 2005; Hession, 2001). The

influencing impact of the cell phone on peer relationship has renovated the peer group into a significant networked society (Williams & Williams, 2005). Tjong, weber and Sternberg (2003) Said that cell phone make the available contact of the individuals, and cell phone also provide ease in their life and most importantly mobility in the life of youngsters. The cell phone ability or the advantage of the cell phone that is the students can directly contact a person give opportunity to the students even more flexibility and freedom in their lives. Students are able to organize or reorganize social functions extremely quickly which leads to a "more melted culture of information social interaction" (Geser, 2004). However, the most important impact the cell phone has had, is to connect students and their peer group. Even the functional use of the mobile phone is intertwined with the relational use; that is, it serves to link peers more closely to one another even more than the fixed phone, as it is done without adult interference. In a New Zealand study 56% of high school students reported that the most important reason for using a mobile phone was to talk and text with friends (Netsafe, 2005). Mobile phone technology allows students to share their experiences with their families and to keep in touch with them. It provides them a mean to fulfil their family roles and to get emotional and psychic support from their families (Chan and Chen 2003). Effective communication enhances the productivity and cell phone usage provides with updated ways of communication among colleagues, family members and peer groups. Students are very much keen about their acceptance in peer groups and they use mobile phone as a medium to get that recognition (Cova, 1994).

"Consumer behaviour involves the psychological processes that consumers go through in recognizing needs, finding ways to solve these needs, making purchase decisions (e.g., whether or not to purchase a product and, if so, which brand and where), interpret information, make plans, and implement these plans (e.g., by

engaging in comparison shopping or actually purchasing a product)".

 Actions which are taken for the replacement or exchange of the currently using brand with another brand which is available for the consumer in the market (Bansal, 1997). Normally, the "customer satisfaction" is found to be the most common factor responsible for the consumer switching actions or behaviour (Fernandes and Santos, 2007). It was clearly concluded by the (Wen-Hua, Wu Z and jing 2010) that if the customer complement's then it would affect the switching behaviour negatively.

Mobile phone choice and use has also been found to be related to prior consumption styles. According to a fresh survey of Finnish young people aged 16-20, it was found that mobile phone choice and espe- cially usage is consistent with respondents' general consumption styles (Wilska, 2003). The research showed that addictive use was common among females and was related to trendy and impulsive consumption styles. Instead, males were found to have more technology enthusiasm and trend-consciousness. These attributes were then linked to impulsive consumption. The study concluded that genders are becoming more alike in mobile phone choice. Because individual differences in consumption patterns are obviously identifiable, we hypothesize that back- ground variables especially have an influence on mobile phone choice. consumer behaviour from the perspective of reference group influence with the broad defined concept. Witt and Bruce (1972) suggested seven influence determinants including perceived risk, expertise of the referent, and the individual's need for social approval.

Researchers believe that interdependent cultures such as in China, Japan, Korea and most East Asian countries emphasise conformity to group norms and social acceptance (Zhou and Hui, 2003). Wong and Ahuvia (1998) also noted that there is a strong tendency for East Asians to consume luxuries conspicuously to show their pertaining to social status and wealth.

Hypothesis

H1: Price influence consumer purchase decision while switching their cell phones.

H2: Design influence consumer purchase decision while switching their cell phones.

H3: Technology influence consumer purchase decision while switching their cell phones.

Research Methodology

The study consists of self-admin set of questions. The questioner has questions related to the features, functions and operations of cell phones of different industries or brands.

The number of questionnaires floated for the responses were 150 from which 136 were returned from which 120 were screened out in useful form.

Findings

Table 1

Pricing role on Switching Behaviour

		Pricing					Total
		SC	C	N	NC	SNC	
Occupation	Professionals	22	17	14	6	1	60
		37	28	23	10	2	
	Students	17	23	12	8	0	60
		28	38	20	13	0	
Total		39	40	26	14	1	120

Note. * Upper values of the table shows the number of respondents
** Lower values of the table shows the percentage of the respondents.
SC: Strongly Considerable, C: Considerable, N: Neutral, NC: Not Considerable, SNC: Strongly Not Considerable

Statistics show professional consider price the most (37%) against the students 28% who are less concern about the price.

Table 2

Resale role on Switching Behaviour

		Resale					Total
		SC	C	N	NC	SNC	
Occupation	Professionals	15	22	13	7	3	60
		25	37	22	12	5	
	Students	11	16	19	9	4	60
		18	27	32	15	7	
Total		26	38	32	16	7	120

Professional do look into the factor of reselling while switching or purchasing the product in comparison to students..

Table 3

Warranty role on Switching Behaviour

		Warranty					Total
		SC	C	N	NC	SNC	
Occupation	Professionals	33	12	5	10	0	60
		55	20	8	17	0	
	Students	36	11	8	4	1	60
		60	18	13	7	2	
Total		69	23	13	14	1	120

Students are highly concerned about product warranty while professional are marginally less concerned.

Table 4

Size/Weight role on Switching Behaviour

		Size/Weight					Total
		SC	C	N	NC	SNC	
Occupation	Professionals	29	17	9	3	2	60
		48	28	15	5	3	
	Students	22	24	11	2	1	60
		37	40	18	3	2	
Total		51	41	20	5	3	120

As design play vital role in selection of the product so do other factors in it. The professional are very much concern on the size and weight of the product as mean of easy movement and presentation so they constitute 48% as compared to the students concern of 37% of total respondents.

Table 5
Shape role on Switching Behaviour

		Shape				Total
		SC	C	N	NC	
Occupation	Professionals	22	28	9	1	60
		37	47	15	2	
	Students	32	21	7	0	60
		53	35	12	0	
Total		54	49	16	1	120

Students are highly concern on the shape of cell phone while switching to another cell phone that is 53% of total respondent while professional are very less concern regarding the shape of the cell phone that is 37% of respondent.

Table 6
Colour role on Switching Behaviour

		Colour					Total
		SC	C	N	NC	SNC	
Occupation	professionals	27	15	13	4	1	60
		45	25	22	7	2	
	Students	24	21	11	3	1	60
		40	35	18	5	2	
Total		51	36	24	7	2	120

Colour is the preferred factor from the very beginning. Here professional are more conscious as compare to student that is 45% and 40% respectively.

Table 7

Packaging role on Switching Behaviour

		Packaging					Total
		SC	C	N	NC	SNC	
Occupation	professionals	15	15	17	9	3	60
		25	25	28	15	5	
	students	18	15	16	8	3	60
		30	25	27	13	5	
Total		33	30	33	17	6	120

Table 7 shows 25% of professionals strongly considered packaging while switching and choosing their cell phone and 30% of students strongly consider the factor packaging.

Table 8

GPRS/MMS role on Switching Behaviour

		GPRS/MMS					Total
		SC	C	N	NC	SNC	
Occupation	professionals	30	12	11	4	3	60
		50	20	18	7	5	
	students	36	15	7	1	1	60
		60	25	12	2	2	
Total		66	27	18	5	4	120

50% professionals strongly considered GPRS/MMS while switching/choosing cell phone 60% students who strongly consider the factor GPRS/MMS while switching their cell phones.

Table 9

Camera role on Switching Behaviour

		Camera					Total
		SC	C	N	NC	SNC	
Occupation	professionals	35	14	5	4	2	60
		58	23	8	7		
	students	49	9	2	0	0	60
		82	15	5	0	0	
Total		84	23	7	4	2	120

Students are more conscious about the cameras in cell phone and hence the survey clearly shows that 82% of the students are strongly consider cameras before selecting a cell phone while professional are not very much concern with the technology or feature of camera and just 58% of them strongly consider camera before the switch of camera.

Table 10
Video/Music Player role on Switching Behaviour

		Video/Music Player					Total
		SC	C	N	NC	SNC	
Occupation	professionals	26	15	8	7	4	60
		43	25	13	12	7	
	Students	41	13	6	0	0	60
		68	22	10	0	0	
Total		67	28	14	7	4	120

As per the respondents response student 68% prefer music and video player function in cell phone while switching as compared to the professionals 43% which is high in ratio.

Table 11
Operating System role on Switching Behaviour

		Operating System					Total
		SC	C	N	NC	SNC	
Occupation	professionals	19	17	17	5	2	60
		32	28	28	8	3	
	students	24	19	15	1	0	60
		40	32	25	2	0	
Total		43	36	32	6	2	120

In the above table result shows that students are more concern about operating system having 40% of high consideration while switching the cell phone as compared to the professional that is 32%.

Table 12

Wifi role on Switching Behaviour

		Wifi					Total
		SC	C	N	NC	SNC	
Occupation	professionals	22	17	10	7	4	60
		37	28	17	12	7	
	Students	36	13	5	6	0	60
		60	22	8	10	0	
Total		58	30	15	13	4	120

37% professionals who strongly considered WIFI while switching/choosing cell phone and 60% students strongly considered the factor WIFI while switching their cell phones.

Table 13

Dual-Sim role on Switching Behaviour

		Dual-SIM					Total
		SC	C	N	NC	SNC	
Occupation	Professionals	21	12	12	9	6	60
		35	20	20	15	10	
	Students	14	12	15	12	7	60
		23	20	25	20	12	
Total		35	24	27	21	13	120

35% professionals strongly considered dual-sim while switching/choosing their cell phone while 23% students who strongly consider the factor dual-sim

Table 14

Touch screen role on Switching Behaviour

		Touch Screen					Total
		SC	C	N	NC	SNC	
Occupation	Professionals	20	11	14	10	5	60
		33	18	23	17	8	
	students	19	17	14	9	1	60
		32	28	23	15	2	
Total		39	28	28	19	6	120

Here students and professional are almost having same strong preferences for the touch screen function while switching for the cell phone that is 33% by professional and 32% for the students.

Group Statistics T-Test

Table 15
Group Statistics T-Test

	Occupation	N	Mean	Std. Deviation	Std. Error Mean
Price	professionals	60	2.1111	.85628	.11054
	Students	60	2.1672	.67580	.08725
Design	professionals	60	2.1125	.94938	.12256
	Students	60	1.9583	.63807	.08237
Technology	professionals	60	2.1648	.82883	.10700
	Students	60	1.8259	.44273	.05716

In the above statistic price do not contribute much into the switching behavior of professionals and students where as there mean value is 2.11 and 2.16 respectively.

Design is a considerable factor that is considered while switching cell phone between students and professionals, that is professional are not much concern about design of the product 2.11 and students are highly concern about it with the mean value of 1.95.

Students are also very much concern about the technology factor and always study it or analyze it before the purchase which is cleared by their mean value 1.82 against Professionals mean value 2.16

Independent Samples T-Test

Table 16

Independent Samples T-Test

		Levene's Test for Equality of Variances				
		F	Sig.	t	df	Sig. (2-tailed)
Price	Equal variances assumed	2.213	.140	-.398	118	.691
	Equal variances not assumed			-.398	111.955	.691
Design	Equal variances assumed	1.421	.236	1.044	118	.299
	Equal variances not assumed			1.044	103.269	.299
Technology	Equal variances assumed	11.759	.001	2.794	118	.006
	Equal variances not assumed			2.794	90.134	.006

The table shows T-test and according to the analysis the p value of price is .691 which shows that there are insignificant differences and t statistics is -.398 which shows that there is negative relation between the factor price and the switching over or choosing behavior of professionals and students. The p value of design is .299 which shows that there are insignificant differences and t statistics is 1.044 which shows that there is positive relation between the factor price and the switching over or choosing behavior of professionals and students.

the p value of technology is .006 which shows that there are significant differences and t statistics is .001 which shows that there is positive relation between the factor technology and the switching over or choosing behavior of professionals and students.

Conclusion

On the basis of our calculation of Significant (2-tailed) value of H1 = 0.691, H2= 0.299, and H3=0.006. Thus on the basis of the above mentioned sig (2-tailed) value H1 and H2 were rejected and only hypothesis that were accepted was H3 as its value was < 0.05.

Under the above mentioned finding the conclusive points are highlighted.

Under the major factor price, warranty is the sub factor that influenced the most. Beside warranty is a tool for majority to attract toward the cell phones. The data shows that 75% of the professionals and 78% of students consider warranty as the major sub factor while switching their cell phone. And the factor pricing was rated the lowest by the students and by the professionals the resale is the factor which influenced the least. As far as design was concerned, shape was the most rated sub factor by students as well as professional's i-e 83% and 82% respectively. And packaging was rated the lowest by both groups. Under the major factor technology the sub factor Bluetooth and camera both were rated equally by the students i-e 91% while professionals rated camera only 82% while switching over their cell phone. And the sub factor which was least rated by professionals were touch screens. And students rated Dual SIM the least. As far as brands are concerns the sub factor ease of use and durability were highly rated by the student's i-e 88% and only durability was rated high by the professional's i-e 87%. And advertising was the factor that was rated the least by both the groups.

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