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Acceptance of Cell Phone Services: An Empirical Dissection on Indian Consumers

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Abstract:

This paper examines the factors that influence consumer buying behavior and also explore various consumer segments such as consumers switching Airtel to Vodafone services. Further, it also examine whether these service differs between males and females. A survey was conducted using a self-administered questionnaire. A total of 100 questionnaires were distributed. The valid questionnaires were 70, thus the response rate is 70 percent. Factor analysis and cluster analysis were employed to lead the conclusion. It also depicts that there is difference in mobile services spending amongst various age groups and also revealing there is no difference in choice of best factor among males and females. This research provides useful insight to companies formulating strategies for market segmentation on the basis of prospects avenues available to them. Previous studies indicate that this potential influence on consumer is pragmatic, but this paper extends previous studies by focusing on specific factors influencing buying behavior of consumers towards various cell phone service providers and more importantly, this is a significant step towards providing better services to their prospects.

Key words: Consumer buying behavior, Cell phone, Market segmentation, Prospects, Services

Introduction

Over the decades there have been growing trend for cell phone service providers. Increasing demand for more sophisticated cell phone services have been seen in recent time. Companies are adopting the innovative ways to market their cell phone services in an efficient way. Developing new processing technologies and formulating new cell phone service applications bought revolutionary changes and plays a significant role to cope up with the changes in consumer behavior that is becoming fragmented and less predictable or consistent for today's cosmopolitan consumers. Moreover, acceptance of cell phone services among consumers is phonemically defined as "relatively enduring cognitive and affective perceptual orientation of an individual". In last decade there has been a significant growth in cell phone service usage; technological developments have created new marketing communication channels. These digital channels have increased the possibilities to reach consumers by allowing personalization of the content and context. Many applications (apps) have been introduced by service providers in last couple of years. This proven the dynamicity of communications among various service providers.

The Mobile Marketing Association (MMA) defines mobile marketing as "the use of wireless media as an integrated content delivery and direct response vehicle within a cross media or standalone marketing communications program". Specific consumer segments—such as the female market—are using cell phones increasingly for multitasking. Moreover, the advantages of mobile marketing are its ability to build and develop customer relationships. Furthermore, the majority of mobile services are used to downloading many applications

such as pictures, send and receive text, games etc. Thus cell phone service marketing is used by marketers, consumers, mobile operators, and others to contact other points and receive a direct response.

Literature background

Francisco et al. (2014) the proposed behavioral model was appropriately adjusted and gender of the user introduces significant differences in the proposed relationships between ease of use and usefulness of the new system, between usefulness, attitude and intention to use, as well as between users' trust and a favorable attitude towards its use.

Smutkuptet et al. (2012) pointed out that there is a high correlation between consumer skills and sense of control related to Internet use and online shopping and accessing product information. *Deng et al.* (2010) concluded that mobile marketing acceptance as "an individual consumer's propensity to accept new technologies and use them in a way that they will find useful". Leads to final words that consumers are tech savvy.

Sultan et al. (2009) consumers are mostly involved in mobile marketing to share text content. Thus the content needs to be relevant and directly accepted by consumers. Digital channel content acceptance was perceived as disturbing by high-involvement consumers and perceived positively by those who are low involvement.

Haghirian et al. (2005) evoked that mobile technologies are crucial in today's businesses, it was explored many opportunities available for marketing activities and communications are to anchored than does traditional media, mobile technology integrates the internet and computers into wireless environment communication.

Balasubramanian et al, (2002) improvement in mobile technology devices opens the door to surf the Internet, find locations with GPS, watch movies, play games, and so on.

Therefore, as consumers are increasingly exposed to mobile marketing, their acceptance is also increasing. Further, more factors that influence consumer acceptance of mobile marketing, studies show that different factors had been addressed (Barnes & Scornavacca, 2004; Barwise & Strong, 2002; Bauer et al., 2005; Carroll et al., 2007; Kavassalis et al., 2003; Leppa¨niemi & Karjaluoto, 2005; Siau et al., 2005).They all were emphasized on different attributes of acceptance of cell phones service in different categories. Moreover, these studies pointed out factors such as providing information, trust, control over the transaction, perceived value, consider risk, etc.

Kim (2002) most mobile marketing use is concerned with providing information to either send or receive mobile marketing's first goal is to present information to the final user. Furthermore, different information is available using phone devices. *Stewart & Pavlou* (2002) the majority of consumers are seeking direct communication to receive information. The network allows people, marketers, and organizations to send and receive relevant information by providing demographic, geographic, and subscriber information.

Kavassalis et al. (2003) using mobile marketing opens the door for people to access abundant content. Mobile marketing allows people to access more content than do traditional and email channels. Studies find that information privacy content obtained by mobile users is a concern that can be mitigated by other factors. The probability of accessing different content relies heavily on expectations, experience, and mobile devices.

Peng & Spencer (2006) personal attachment is one of the important constructs that represent the self through personalized features. These self features include ringtones, wallpapers, special content, etc. Studies that examine personal attachment are rare. *Cronin et al.* (2000) pointed out that perceived value is a "trade-off between what customers receive, such as quality, benefits, and utilities, and what they sacrifice,

such as price, opportunity cost, time, and efforts". Present paper will establishes the relationship between psychographic attributes of consumers and the services provided by various service providers. Hence, the consumers segments are taken into consideration with profiling of customers in the form of clusters.

Objectives of the study

The objectives of this article are:

- To determine the consumer service usage preferences behavior and the possible market segments for Indian mobile (cell phone) services industry.
- To determine the factors influencing consumer buying behavior.
- To determine various consumer segments, the company should identify for their prospective customers.

Research methodology

Research Approach

The quantitative research method is used in this research paper. It is a form of an exploratory research design.

Sample Plan

100 questionnaires were distributed to the customers in North Delhi. Out of distributed questionnaires only 76 were received and out of those only 70 questionnaires were valid, 5 were incomplete and 1 questionnaire were rejected due to misleading information, thus the response rate is 70 percent. The present sample size is (***n=70***).

Sampling technique

The convenience sampling technique is employed.

Research instrument

Data was collected using the structured direct method. A close ended questionnaire having a mix of demographic questions, psychographic questions and behavioral questions was given to the respondents. Five point Likert scale was used to collect the relevant data.

Sample adequacy (KMO and Bartlett's Test)

Figure 1:KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.652
Bartlett's Test of Sphericity	Approx. Chi-Square	608.831
	Df	136
	Sig.	.000

The KMO value is 0.652, which shows that sample is mediocre according to **Andy Field** (2005). Furthermore, it can be deduced that sample is enough to draw inferences.

Data Analysis and Interpretation

Data Analysis Techniques

Basic data analysis was performed on the primary data for inspecting, cleaning, transforming, and modeling data with the goal of highlighting useful information, suggesting conclusions, and supporting decision making.

Factor analysis was performed on the data to identify the factors influencing the consumer buying behavior for cell phone services.

Hierarchical clustering and K means clustering was applied on the data to identify the market segments.

1) Basic Data Analysis

The basic analysis of data was carried out. The purpose of this analysis was to understand goodness of data. Below were performed over data:

- Cross tabs.

- ANOVA, for finding if the groups are distinctly different.

Cross tabs

The cross tabs show the Frequency count and % distribution of the usage pattern against the variables.

Table 1: Age Vs Loyal Reason

Age Vs Loyal Reason		Loyal Reason			Total
		Network	Call Charges	Internet	
Age	Less than 21 years	0	4	2	6
	21-30	18	6	4	28
	31-40	21	2	1	24
	40-59	7	0	0	7
	60 or above	2	3	0	5
Total		48	15	7	70

Table 2: Occupation Vs Mobile Service Spending

Occupation Vs Mobile Service Spending		Mobile Service Spending				Total
		<= 200	200 - 500	501 - 1000	1001 - 2000	
Occupation	Student	9	5	0	0	14
	Service	2	23	9	2	36
	Business	0	0	0	2	2
	Housewife	3	7	4	0	14
	Others	4	0	0	0	4
Total		18	35	13	4	70

Table 3: Gender Vs Best Factor

Gender Vs Best Factor		Best_Factor					Total
		Network availability	Price/Call charges	Advertisement	Internet Services	Peer /Friend Suggestion	
Gender	F	25	5	0	4	1	35
	M	22	10	0	3	0	35
Total		47	15	0	7	1	70

ANOVA

ANOVA technique was used to understand if the group means are significantly different at 95% significance level. One way

ANOVA was chosen for variables age, occupation and lifestyle, taken individually.

One-way ANOVA of mobile services spending against AGE

H0: There is no significant difference in mobile services spending amongst various AGE groups.

H1: There is a difference in mobile services spending amongst various AGE groups.

Table 4: Mobile Services Spending Vs AGE

Mobile Services Spending					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	12.985	4	3.246	6.227	0.00
Within Groups	33.887	65	0.521		
Total	46.871	69			

Inference

The F test of ANOVA table, shows p value lesser than 0.05 at 95% Confidence level. Hence, NULL hypothesis is rejected, this is highly indicative that there is difference in mobile services spending amongst various AGE groups at 95% Confidence level.

One-way ANOVA of Best Factor against Gender

H0: There is no significant difference in choice of best factor among males and females.

H1: There is a difference in choice of best factor among males and females.

Table 5: Best Factor Vs Gender

Best Factor					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	0.057	1	0.057	0.055	0.816
Within Groups	71.086	68	1.045		
Total	71.143	69			

Inference

The F test of ANOVA table shows p value greater than 0.05 at 95% Confidence level. Hence we accept the NULL hypothesis, this is highly indicative that there is no difference in choice of best factor among males and females at 95% Confidence level.

One-way ANOVA of Loyalty Reason against Occupation

H0: There is no significant difference in reason for remaining loyal to the various occupation groups.

H1: There is a difference in reason for remaining loyal to the various occupation groups.

Table 6: Loyalty Vs Occupation

Loyal Reason					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	17.502	4	4.375	21.092	0.00
Within Groups	13.484	65	0.207		
Total	30.986	69			

Inference

The F test of ANOVA table, shows p value lesser than 0.05 at 95% Confidence level. Hence, we accept the ALTERNATE hypothesis, this reveals that there is difference in reason for remaining loyal to the various occupation groups at 95% Confidence Level. Further, it also reveals that about 52 percent of the respondents have service as their occupation and they are loyal to their service providers.

Advanced data analysis

Factor analysis

By use of Factor Analysis, we extracted the most important factors for the consumer behavior towards use and purchase of mobile services. On running the factor analysis, we get the below Total Variance Explained Matrix and Rotated Component Matrix, suggesting that there are 5 factors –

Total variance explained

Table 7: Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.405	25.909	25.909	4.405	25.909	25.909	3.023	17.782	17.782
2	3.059	17.992	43.901	3.059	17.992	43.901	2.894	17.026	34.808
3	1.614	9.497	53.398	1.614	9.497	53.398	2.555	15.029	49.838
4	1.378	8.107	61.505	1.378	8.107	61.505	1.817	10.689	60.527
5	1.242	7.306	68.811	1.242	7.306	68.811	1.408	8.284	68.811
6	.950	5.589	74.400						
7	.848	4.990	79.390						
8	.797	4.691	84.081						
9	.586	3.446	87.526						
10	.519	3.051	90.577						
11	.405	2.385	92.962						
12	.334	1.963	94.925						
13	.321	1.888	96.813						
14	.226	1.330	98.142						
15	.170	1.001	99.144						
16	.094	.554	99.697						
17	.051	.303	100.000						

Rotated Component Matrix –

Table 8 :Rotated Component Matrix[a]

	Component				
	1	2	3	4	5
Gender	-.257	.655	-.122	-.032	-.196
Age	.118	-.006	-.872	.000	-.178
Occupation	.247	-.323	**-.794**	.203	.050
Lifestyle	.131	-.276	.605	.102	-.022
Mob_Srvc_Spending	.318	.280	.137	**.757**	-.121
Current_Provider	-.059	.015	.146	.021	**.878**
Pre_Post	.042	.060	-.049	**.818**	-.030
Earlier_Provider	.278	-.102	.039	-.461	-.038
Best_Factor	**-.861**	-.164	.278	.053	.018
Loyal_Reason	**-.870**	-.098	.264	.022	.123
Main_Purpose	.544	.627	.166	-.197	-.133
Prefer_Over_Others	.203	.685	.036	.222	.163
Serv_Qual	.246	**.796**	.070	.239	-.010
Official_Work	.314	**.729**	.058	.278	-.135
Network	**.679**	.240	.076	.235	-.123
Internet	-.398	.175	.658	.048	-.285
Price	-.260	-.202	-.337	-.162	.611

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.
Rotation converged in 7 iterations. [Group together the factors in group, where absolute value is close to 0.7]

So the 5 factors, we get here, are –

Factor 1 = {Network, Loyal Reason, Best Factor}

Factor2 = {Service Quality, Official work}

Factor3 = {Occupation}

Factor4 = {Mobile Services Spending, Type of Connection (Pre or Post paid)}

Factor5 = {Current Provider}

The above stated 5 factors have explaining the approximately 69 percent of the variance means the stated 5 factors will be crucial to study the behavior of consumers towards mobile phone services.

Cluster analysis

This section describes the 2-steps approach we have applied to derive the clusters for data. We have followed below steps –

Step 1 – Run the hierarchical clustering technique to identify the number of clusters in data.

Step 2 – With number of clusters provided by step1, run the k-means clustering technique to identify the cluster membership/significant cluster variables/develop consumer profiles.

The I-circle is attached in the form of annexure. Hence, it deduces that the clusters are representing the cluster domains to be taken care for the service providers.

Hierarchical clustering

It is a method cluster analysis which seeks to build a hierarchy of clusters , it is also a tool of data mining.

Agglomeration schedule

We get the below agglomeration schedule, showing highest jump at stage 67, means we should choose number of clusters = (total cases minus stage of highest jump) = (70 – 67) = 3.

Table 9: Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
1	62	68	2	0	0	4
2	10	21	2	0	0	20
3	2	65	3	0	0	22
4	53	62	3	0	1	10
5	23	55	3	0	0	24
6	26	46	3	0	0	15
7	22	31	3	0	0	33
8	5	28	3	0	0	28
9	64	69	4	0	0	31
10	53	63	4	4	0	14
11	50	61	4	0	0	27
12	17	34	4	0	0	23
13	3	4	4	0	0	44
14	32	53	4.5	0	10	32
15	15	26	4.5	0	6	34
16	12	52	5	0	0	27
17	18	41	5	0	0	29
18	27	35	5	0	0	35
19	9	29	5	0	0	33
20	10	20	5	2	0	44
21	11	19	5	0	0	30
22	2	57	5.5	3	0	25
23	13	17	6	0	12	39
24	23	51	6.5	5	0	25
25	2	23	6.667	22	24	36
26	45	60	7	0	0	41
27	12	50	7.5	16	11	39
28	5	47	7.5	8	0	50
29	18	37	7.5	17	0	32
30	1	11	7.5	0	21	35
31	64	66	8	9	0	34
32	18	32	8	29	14	36
33	9	22	8	19	7	52
34	15	64	9.333	15	31	40

35	1	27	10.5	30	18	56
36	2	18	10.625	25	32	49
37	58	67	11	0	0	47
38	8	30	11	0	0	41
39	12	13	11.083	27	23	56
40	15	56	11.333	34	0	42
41	8	45	11.5	38	26	52
42	15	38	11.714	40	0	48
43	43	48	12	0	0	59
44	3	10	13.333	13	20	55
45	16	59	14	0	0	58
46	7	39	14	0	0	53
47	14	58	14.5	0	37	51
48	15	54	15	42	0	49
49	2	15	16.095	36	48	54
50	5	49	16.333	28	0	62
51	14	25	17.333	47	0	55
52	8	9	17.625	41	33	61
53	7	36	18	46	0	57
54	2	40	19.13	49	0	61
55	3	14	19.3	44	51	62
56	1	12	19.429	35	39	63
57	7	33	20	53	0	60
58	16	24	20	45	0	60
59	6	43	24	0	43	68
60	7	16	25.333	57	58	64
61	2	8	25.448	54	52	63
62	3	5	25.861	55	50	65
63	1	2	27.797	56	61	66
64	7	42	35.714	60	0	67
65	3	44	36.846	62	0	66
66	1	3	40.081	63	65	69
67	7	70	40.25	64	0	68
68	6	7	49.889	59	67	69
69	1	6	76.316	66	68	0

We label these groups as:

Figure 2: Group Label

Group	Label
Group1	'Network for Money' Users
Group 2	Business Users
Group 3	Communicators

Findings

The findings are listed below in the form of groups-

Profiling

- **Group 1**
  - Group 1 consists of males in majority.
  - Group 1 consists of people who are of age group 31-40.
  - Group 1 consists of people who are in service.
  - Group 1 People like traveling.
  - Group 1 people spend on mobile services between 200 and 500.
  - Group 1 people mostly use mobile services for personal communication.
  - Group 1 people are mostly those people who use **VODAFONE** mobile services.
  - Group 1 people are mostly those people who switched from **AIRTEL to VODAFONE** mobile services.
  - Group 1 people are in agreement that they **prefer VODAFONE** to other providers.
  - Group 1 people are sensitive to call charges/**PRICE and Network**.
- **Group 2**
  - Group 2 consists of males in majority.
  - Group 2 consists of people who are of age group 31-40.
  - Group 2 consists of people who are in service.
  - Group 2 People like traveling.
  - Group 2 people spend on mobile services between 200 and 500.
  - Group 2 people use mobile services for both, the personal communication and business communication.

- Group 2 people are mostly those people who use **AIRTEL** mobile services.
- Group 2 people are mostly those people who have not switched from **AIRTEL.**
- Group 2 people are in agreement that they **prefer AIRTEL** to other providers.
- Group 2 people prefer to use mobile services having a **GOOD NETWORK.**

❖ **Group 3**

- Group 3 consists of females in majority.
- Group 3 consists of people who are of age group 21-30.
- Group 3 consists of people who are in service.
- Group 3 People like traveling.
- Group 3 people spend on mobile services between 200 and 500.
- Group 3 people mostly use mobile services for personal communication.
- Group 3 people are mostly those people who use **BSNL** mobile services.
- Group 3 people are mostly those people who have not switched from **BSNL.**
- Group 3 people are in agreement that they **prefer BSNL** to other providers.
- Group 3 people are **very** sensitive to call charges/**PRICE**.

Discussions and implications

The results obtained in this study offer some important aspects of marketing and advertising practitioners in regards to assess the nature of Indian consumers buying behavior. It sheds more light on the ability of those companies which can categorize customers on the basis of clusters and further more impart

customized strategies to increase their markups. Specifically, it offers partial confirmation of previous results between customer satisfaction and cell phones in terms of their profiling as group 1 consumers are basically using Vodafone cell phone services and they are quite sensitive towards call charges and network, while group 2 consumers prefer mobile services having a good network, at last group 3 customers are sensitive to call charges and a large proportionate is captured by females. This group also sticks with BSNL service provider's .Most of the consumers are spending between Rs200-Rs 500 on cellular services.

Future research might look into various augmented concerns related with cell phone services. This study will act as a catalyst to make inputs to develop new insights and hence will establish as a benchmark for academicians, marketers and researchers.

Conclusion

Based upon the analysis done over the researched data, following are the conclusions –

- The network is a very important factor when consumers choose mobile services.
- Other important factors are service quality and call charges.
- There are below 3 market segments –
  - A segment which will not mind paying extra for a very good network.
  - A segment which wants the mobile services at low call charges.
  - A segment which wants a good network at a cheaper price.

Given that the properties of cell phone service provider are not distinctive in today's turbulent world, the service provider should concentrate on the consumers' characteristics; especially beliefs and knowledge .The reason are so vital leading from

consumer innovativeness to weaker relationship with service customization. Dissemination of information on the various augmented services by service provider in cell phone service sector should concentrate possible on the ways of increasing the service continuum .Furthermore, the target group for the launching of new services or existing one has to be dealt strategically and according to money spent by the customers Rs 500 have to be targeted with differentiated strategy.

It is vital to clearly define the market within the domain of marketer which reveals the services are competing, however one had to consider these issues as strategic and will need to look at their costs and visualize the new prospective services; even these companies had to adopt the similar services. Moreover, it was found from the paper that the gender discretion is almost negligible in supporting of companies have prospective avenues to augment their service either as specialized or customized ones. The service providers have scope to emphasize on suspects as well as on prospects to diversify their services as majority of the customers are loyal towards their service providers and almost 52 percent of the respondents were fallen in the range of Rs 200- Rs 500 as their expenses to avail the services. Hence, this will act as catalyst to accelerate the diffusion rate amongst the consumers to tap the vast market for their huge markups and to maintain the sustainability in the market.

Recommendations

Mobiles services provider should focus on building a good mobile service network when entering into the market. Apart from this, they should create attractive offers to create the customer base. In long term, they would succeed only if they are successful in providing a consistent good network. For further research to be carried on the above stated findings it will be recommended that the different service providers should have

biometric digitalized network adapters who traces the location of user with his/her movements in order to achieve the principle of authorization. Moreover, it will be suggested that the service providers should focus on intensity of network availability rather than frequency of network accessibility and with respect to customer needs they have to formulate proactive strategies in order to tap the market with integrity. So, present paper tries to focus only on some of the attributes of consumer and it still has prospects to conduct more research.

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Annexure

Icicle

Figure 3: Icicle