A Study on Understanding The Consumer Purchase Intention With Respect To Smart Phones Among Youth In Bangalore.

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Abstract: *Mobile communication has made a greater impact on business today. The purchase intention of youth towards Smartphone is based on various factors like Quality, Country of Origin, Price, Design, Brand image and So on. Therefore, this paper focuses on understanding the youths purchase intention of smart phones and the correlation among country of origin, Quality of the product and brand Image. The focus of this paper to understand the belief of the youth towards various factors of consumer purchase intention and try to understand with facts and figures.*
Keywords: *Purchase intention, Country of Origin, Quality and Brand Image*

I.   INTRODUCTION OF THE STUDY

1.1 Introduction

In today's fast moving world, Mobile phone has become vital and important communication device to connect to different parts of the world. On other side, Smartphone has gained its own importance and place in our life because of its versatile benefits and features which will help us to cater the different segments of needs. Today Smartphone has substituted many devices like Camera, calculator, alarm clock, diary, calendar, radio, torch, compass Etc, Especially for youth, Smartphone has become a part and parcel of their life. Today, Mobile is not just a communication device, it has become an element of prestige also, most of the youths consider the various factors like brand image , Country of origin of the device as scale to assess the quality of Smartphone. The "youth" is best understood as a period transition from the dependence of childhood to adulthood's independence, UN defines 'youth', as those persons between the ages of 15 to 24 years, African youth charter where 'youth' means every person between the ages of 15 and 35 years" (UNSECO).

1.2 Smartphone Usage in India

India is an emerging market for Smartphone industry and there is a large number of Indian and Foreign companies are trying to enter Indian market. According to Counterpoint research ,2017 study by Google and KPMG, Indian has around 650 Million total mobile users , 300 million Smartphone users and roughly 433 Million people are planning to upgrade their phone in next year. It means around 1 Billion Indians do not own mobile, it clearly provide hint for huge opportunity for Smartphone Industry (survey, 2017).

II.   LITERATURE REVIEW

The present study tries to understand the consumer purchase intention towards smart phone among youth.

2.1 Marketing

Marketing can be defined as "The process of identifying and attracting right customer for the right product in order achieve organisational, economic and societal objectives". Marketing is not selling the product to the customer, it is the art of making the customer to buy the product. It is very important to understand the basics of marketing to assess the needs of customer towards purchase of smart phones.

2.2 Consumer behaviour

Consumer behaviour understands the Socio-Psychological factors of consumer purchase decision. It studies various factors like demography and behavioural variables in order to know the needs and wants of people (Jayaraj, 2017) .Consumer behaviour is understood as application of behavioural economics in to consumer behaviour in marketing oriented economies (Foxall, 2001,2002).Consumer behaviour deals with various stages the customers goes through before purchasing a product. Consumer behaviour explicates us to understand the reasons for their purchase, when and how a consumer buys a product (guide).

2.3 Purchase Intention
   Consumers mainly focus on certain factors like price, design, quality, brand and convenience, which impact and influence their intention to buy or not to buy the product (Deng, 2013), these factors impact the consumers, especially youth.

2.4 Product quality
   The product should match the requirement of the consumer needs, as the product is the most important element of marketing mix, getting the quality of the product requires understanding of the customer. (Crentsil Kofi Agyekum, 2015) Product quality is little subjective in nature, Quality is based on the expectations of the consumer from the product and it has impact on consumer buying decision.

2.5 Country of Origin
   Anja Schaefer explains Country of origin is a cue for product information, consumer uses country of origin as cue for assessing the product it has impact on consumer purchase intention (Schaefer, 1997), The Country of origin has impact on consumer purchase intention as it is interlinked with product quality and brand image.

2.6 Brand Image
   Brand image is a general perception and feeling about a product and it has impact on consumer behaviour, Brand image is the key to brand equity. The consumer buying decisions are influenced by the product feature, attributes, design, equity (Zhang, 2015)

III. METHODOLOGY

3.1 Measurement and Data collection
   This quantitative data study gathering empirical data using self structured questionnaire among 107 Bangalore consumers within a period of 3 months. The reliability test, regression and correlations are interpreted and analysed with the help of SPSS.A 5 point likert scale was adopted to measure the variables from 'Strongly agree(5) to Strongly agree(1). The target population was youth but the data is collected from the age group of 18 to 60. The study focuses on youth , age group of 1

3.2 Data Collection Methods
   The primary data is collected through questionnaire and personal interviews. The questionnaire are distributed to more than 300 target respondents (youth) through Google forms and hard copy , able to collect 107 responses only. The secondary data is collected through various journals, web articles and books which helped us to understand the concepts in better manner (the sources are mentioned in Bibliography).

3.2 Hypothesis
Hypothesis 1: There is significant relationship between Product Quality and Country of Origin of the Product.
Hypothesis 2: There is significant relationship between Product design and Product price.

IV. DATA ANALYSIS AND INTERPRETATION

4.1 Reliability Test
Cronbach's alpha test is conducted to measure the internal consistency and reliability of items. The result is 0.821 which shows that the data is reliable and we can go for testing

Table No.4.1 Cronbach's Alpha test for Reliability testing

Reliability Statistics	
Cronbach's Alpha	N of Items
.821	7

Descriptive Statistics: As a mean is high, the data clearly depicts that the product quality is the highest factor (3.35) while purchasing the product followed by product design and Corporate image (3.23), Product brand (3.06), Product price (3.00), Country of origin (2.88).

Table No. 4.2 Frequencies – Descriptive Statistics

		Avg product design	Average brand	Average COO	Average corp image	Average quality	Average price
N	Valid	107	107	107	107	107	105

	Missing	0	0	0	0	0	2
Mean		3.2346	3.0660	2.8804	3.2346	3.3505	3.0095
Std. Deviation		.68764	.85606	.85720	.68764	.86246	1.15605

The above data clearly shows that product quality has highest impact on consumer purchase intention followed by product design and Brand Image and very less impact for Country of Origin among youth. The youth focuses on product quality, design and Brand when they are purchasing the smart phone rather than country of origin.

Table No. 4.3 Pearson's Correlation Coefficient

Correlations					
		Avg product design	Average price	Average COO	Average quality
Avg product design	Pearson Correlation	1	.243[*]	.368[**]	.406[**]
	Sig. (2-tailed)		.013	.000	.000
	N	107	105	107	107
Average price	Pearson Correlation	.243[*]	1	.211[*]	.306[**]
	Sig. (2-tailed)	.013		.030	.002
	N	105	105	105	105
Average COO	Pearson Correlation	.368[**]	.211[*]	1	.570[**]
	Sig. (2-tailed)	.000	.030		.000
	N	107	105	107	107
Average quality	Pearson Correlation	.406[**]	.306[**]	.570[**]	1
	Sig. (2-tailed)	.000	.002	.000	
	N	107	105	107	107
*. Correlation is significant at the 0.05 level (2-tailed).					
**. Correlation is significant at the 0.01 level (2-tailed).					

Hypothesis 1: There is significant relationship between Product Quality and Country of Origin of the Product. The above results shows that there is a significant positive correlation between Product quality and Country of Origin of the product (0.570, P<0.01)
Hypothesis 2: There is a small or weak relationship between Product design and Product price. The above result shows the there is weak correlation between Product design and Product price (0.243, p<0.01) The above data clearly shows that the product quality is strongly related to country of origin. It depicts that customers make buying decisions based on considering country of Origin as the important factor for product quality.

V. CONCLUSION

The purpose of this study was to investigate the consumer purchase intention with respect to Smart phones among youth in Bangalore. Specifically this study examined the relationship between product quality, product design, country of Origin of the product, Product price of Smart phone with respect to purchase intention. Two hypothesis were presented to test the relationship between the independent variable ; Product Quality, Country of origin, Product quality and Product design. The study indicated two hypothesis were supported. Data was gathered from 107 youth in Bangalore. This study confirmed that product quality and country of origin was significantly positive and related to purchase intention (H1). The findings shows that there is significant and positive relationship between Product quality and country of origin at p=0.01 level. However the correlation between product design and product price was weak and low (H2). The study indicates that the Product quality, Country of origin has greater impact on consumer purchase intention towards purchase of smart phones among youth. Smartphone companies can focus on product quality and price. In conclusion, the present research helps us to understand the importance of product quality, product design, product price, Country of origin on purchase intention of smart phone among youth . future studies need to be carried out to understand the other factors impacting the consumer purchase intention of smart phone. In sum, the study shows that the smart phone companies shall focus more on quality, design and price in order to attract and retain youth towards purchase of smart phone.

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