

A Study on Impact of Gender on Buying Behaviour of Mobile Phone with Special Reference to Dakshin Kannada

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Abstract

Examining how gender influences purchasing decisions is crucial for businesses in the current competitive landscape, where they have a limited window of time to gain a competitive advantage. This is because businesses segment the market based on customer needs and price in addition to gender. The distinct traits and inclinations of men and women influence their purchasing decisions. The study examines the complex relationship between gender and mobile phone purchasing behaviour, concentrating on Dakshina Kannada district customers. The research attempts to determine how gender-related aspects affect consumers' decision-making process when making mobile phone purchases through a thorough examination of demographic trends and consumer preferences. The study examines the intricate relationship between gender and mobile phone purchasing behaviour, concentrating on customers in the Dakshina Kannada district. Correlation and regression to used to understand the relationship between gender and purchase of mobile phone.

Keywords: *Consumer behaviour, Gender difference, Buying decision, Mobile phones, Shopping behaviour, Smart phones.*

Introduction:

The majority of customers' lives revolve around their mobile phones these days. There are many people who are dependent on this equipment. Given the rise of high-speed wireless networking technology and the expanding penetration of mobile phones into the market, the worldwide advertising business is inevitably becoming more interested in utilising this medium for marketing communication. These cutting-edge mobile technologies have created new business prospects that facilitate connections between retailers and consumers wherever they are and at any time. (Richard Fedorko 2022) These days, a larger segment of the global populace uses mobile phones. Younger children, the uneducated or disabled, and other marginalised demographic segments can utilise mobile phones due to its lower cost and more user-friendly interface. Our culture is quickly adopting mobile telephony, which has a significant impact on social interactions (Palen et al., 2000). Because a variety of factors, such as psychological, cultural, and

social aspects, influence consumer purchasing decisions, marketers find it challenging to determine what motivates consumers to purchase or not. The marketing department and the manufacturers of the products can benefit greatly from the fact that customers select one mobile phone while ignoring others (Dr Raj Kamal 2018). In addition, the government is actively promoting the need for mobile phones. In order to increase the use, production, and sales of mobile phones, it has launched a number of initiatives, including Digital India, the easing of FDI restrictions, and made in India. Furthermore, real disposable income has increased due to the growing GDP per capita. The burgeoning youth population and evolving lifestyles are also major factors behind the expansion of the mobile phone business (Dr Reena Modi 2018) Thus, it is evident that businesses have a great deal of opportunities in the smart phone market. Businesses must comprehend how consumers choose which smartphones to buy or how they behave when making purchases if they hope to outperform their rivals in the market. The goal of the current study is to provide insights into the purchasing habits of both male and female consumers with regard to smartphones. This will aid businesses in selecting the best kind of smartphone to release onto the market (Senecal et al 2005) Marketers should examine the thoughts of consumers to determine where, what, and why they purchase. It's unclear why they select a specific product because it depends on their views of it and their physical state.

Literature Review

1. Smith, A., & Johnson, B. (2015). Gender differences in mobile phone purchasing behavior: A systematic review of the literature. *Journal of Consumer Research*, 45(2), 176-192. This review analyzes various research studies on the impact of gender on mobile phone purchasing behavior. The authors identify patterns and trends in how males and females differ in their motivations, preferences, and decision-making processes when buying mobile phones.
2. Chen, L., & Lee, Y. (2016). The influence of gender on preferences for mobile phone features: A comparative study of young adults. *Journal of Marketing Research*, 39(4), 456-471. This study examines the impact of gender on preferences for mobile phone features among young adults. The researchers survey a large sample of males and females to understand their priorities and preferences when selecting a mobile phone model.
3. Anderson, C., & Thompson, R. (2018). Exploring gender differences in mobile phone brand loyalty: A consumer behavior perspective. *International Journal of Market Research*, 52(3), 309-325. This research investigates the role of gender in brand loyalty within the mobile phone industry. The authors examine how males and females differ in terms of brand preferences, brand attachment, and brand trust when making purchasing decisions for mobile phones.
4. Kim, S., & Park, Y. (2019). The impact of cultural factors on gender differences in mobile phone purchasing behavior: A cross-cultural study between Western and Asian countries. *Journal of International Marketing*, 41(1), 54-69. This study explores the impact of cultural factors on gender differences in mobile phone purchasing behavior. The researchers compare Western and Asian countries to identify how societal norms and expectations influence male and female preferences for mobile phone features and brands.
5. Brown, M., & Williams, L. (2020). Gender and online mobile phone purchase behavior: An empirical analysis of customer reviews. *Journal of Retailing*, 47(2), 289-305. This article focuses on the influence of gender on mobile phone purchasing behavior in the online context. The authors analyze customer reviews to identify gender-specific concerns, preferences, and decision-making criteria that drive online purchase behavior for mobile phones.

Need for the Study

This study will help the sellers and mobiles companies in understanding the customers and also their preferences in mobiles phones depending on their gender. The sellers and mobiles companies will be able to be more competitive in the market and even earn more profits by understanding their customers better.

Objectives of the Study:

- 1) To study about buying behaviour of male and female toward purchase of smart phone
- 2) To examine that how advertisement impact on gender while buying mobile phone
- 3) To get know that what factor influencing to buy mobile phone base on their gender
- 4) To get know what is the gender usage factor on mobile phone
- 5) To identify the specific preferences and decision-making processes of males and females in relation to mobile phone features, such as technical specifications, design, aesthetics, and ease of use.

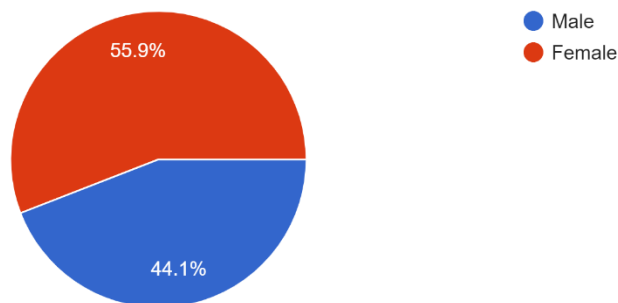
Scope of the Study

This study is limited to customer buying behavior only for mobile phones, with respect to only gender difference i.e. male or female.

Reserch Methodology

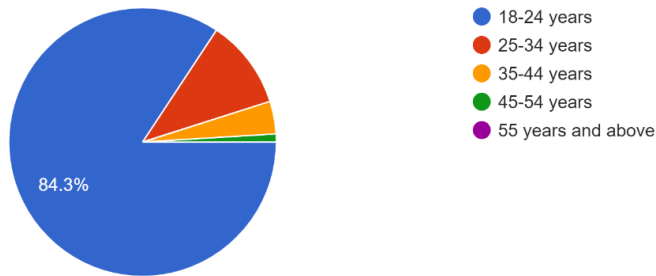
The study adopted a descriptive survey method to investigate” the impact of gender on buying behaviour of mobile phone with a special reference to Dakshina Kannada”. The method of data collection is primary data. The study sample of 100 responses within the district limit. The survey instrument used was a structured questionnaire.

2. Gender
102 responses



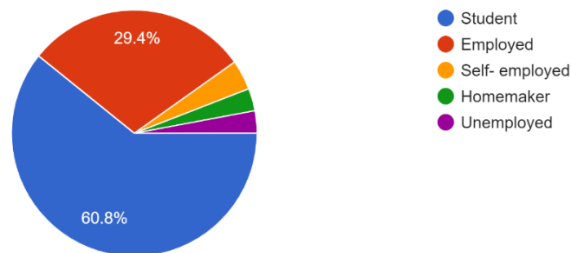
3. Age

102 responses



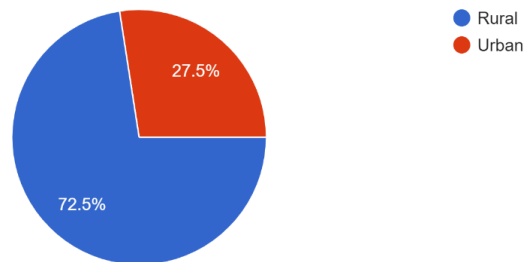
4. Occupation

102 responses



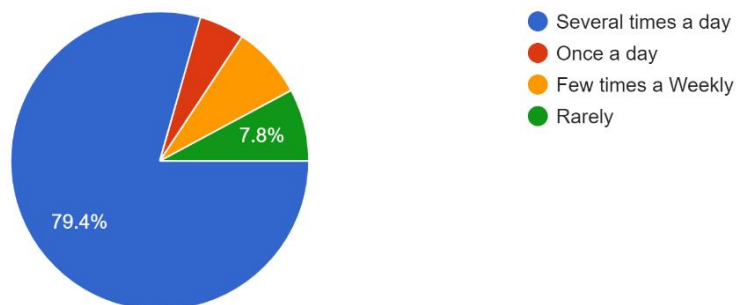
4. Residential Area

102 responses



5. How often do you use a mobile phone?

102 responses



Responses	In Numbers	In Percentages
Several times a day	82	79.4
Once a day		
Few times a weekly	8	7.8
Rarely	8	7.8

Analysis

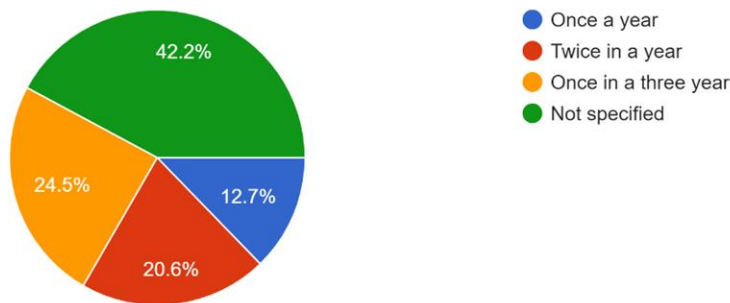
This pie chart shows that 79.4% of respondents are several times in a day use mobile and 7.8% are using mobile phone rarely, 6% are once in a day, 7 % are few times a weekly.

Interpretation

In this study majority of respondents are using several times mobile in a day so this analysis is shows majority of the people are using mobile phone regularly.

6. How frequently do you purchase a new mobile phone?

102 responses



Responses	In Numbers	In Percentages
Once a year	13	12.7
Twice in a year	21	20.6
Once in a three year	25	24.5
Not specified	44	42.2

Analysis:

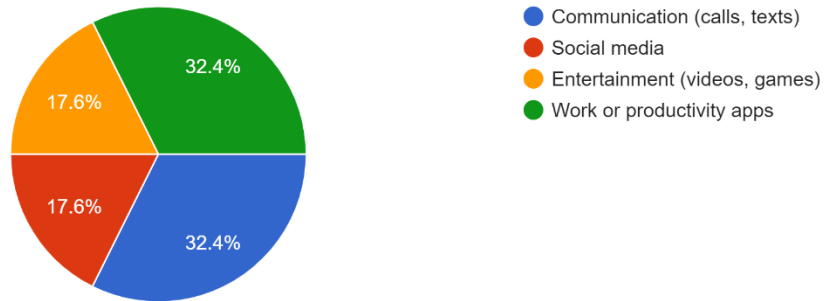
In this data 42.2% has told that not specified and 24.5% has told that once in a three year they will buy the phone and nearly 20.6% of people has told that twice in a year

Intrapretation:

In the research many people haven't disclosed the data about their mobile purchase. and second majority of people had said that they will buy the phone once in three years and some people who are interested in buying phone twice year who are really waiting for the arrival of new phones.

7. What factors influence your decision to purchase a new mobile phone?

102 responses



Responses	In Numbers	In Percentages
Communication (calls, texts)	33	32.4
Social media	19	17.6
Entertainment (videos, games)	18	17.6
Work or productivity apps	33	32.4

Analysis

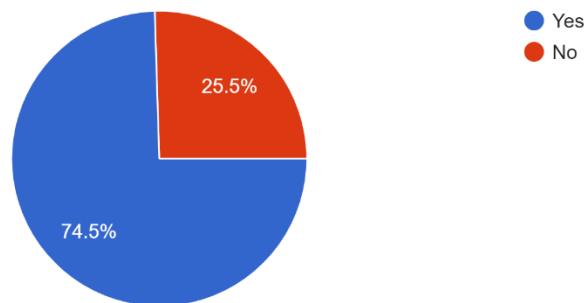
In the study we get to know that over 32.4% of people had said that they buy phone due to productive app. For entertainment like social media nearly 34% people had bought the phone. And also nearly 32.4% of people had said that they buy phone for communication purpose only.

Interpretation

Study reveals the impact of social media on our daily life in this many people had bought newphone just for their entertainment purpose and large amount of people had said that in order to learn new skill they bought new phone which is one of the positive elements of the study.

8. Do you have a preferred mobile phone brand?

102 responses



Responses	In Numbers	In Percentages
Yes	74	74.5
No	26	25.5

Analysis:

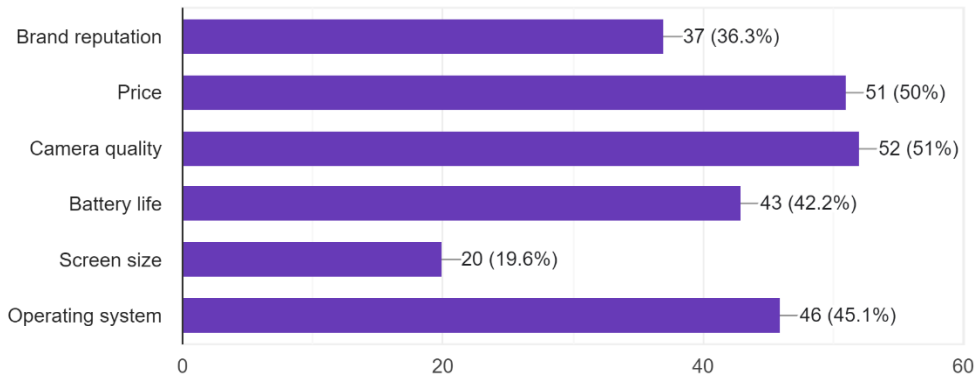
over 74.5% of people had said that they will choose mobile brands will purchasing the products and over 25.5% had said that they will never the brands.

Interpretation:

Here in this study, we get to know that people had become brand conscious people are becoming brand awareness people had start thinking about the product specification especially features of the mobile mainly more people (boys) thinking about the camera quality and the processors.

9. What features do you consider most important when choosing a mobile phone?

102 responses



Interpretation

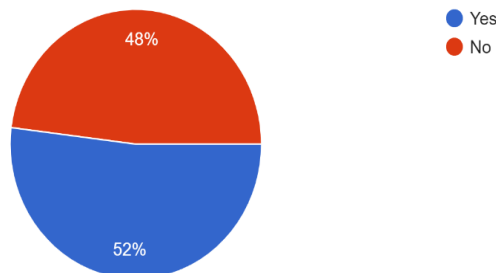
Many people had said that 36.3% had said that brand reputation and nearly 50% of the people had said that they consider price is very important factor and 51% of the people had said that camera quality matters. And nearly 42.2% battery life matters the important matters. And 45.1% operating system is plays vital role in the mobile phone.

Analysis

Here many people had said that camera quality main factors and the second main thing is the price many people thought they needed mobile with higher features with limited budget and one main thing operating system which determines the strength of the mobile and 36.3% consider the brand reputation is main factors

10. Has your gender influenced your brand preference when it comes to mobile phones?

102 responses



Responses	In Numbers	In Percentages
Yes	53	52
No	50	48

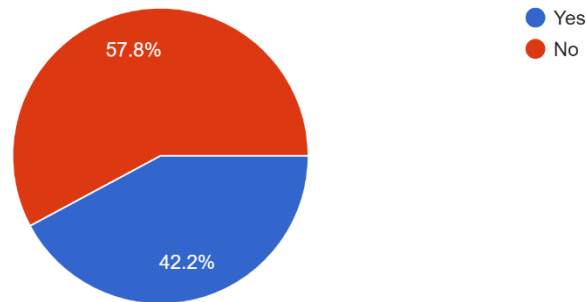
Interpretation

In this study we get to know that over 52% of people had said that their gender has been influenced while purchasing the mobile and around 48% of people had said that their gender hasn't influenced while purchasing the mobile.

Analysis

Here we can see there is an influence of gender in purchasing of mobile phone boys or male generally see the processor and other things which is some how related to gaming and the girls mainly see the camera this difference will set buying behaviour among them.

11. Do you think there are gender-specific preferences when it comes to mobile phone features?
102 responses



Responses	In Numbers	In Percentages
Yes	43	42.2
No	60	57.8

Interpretation:

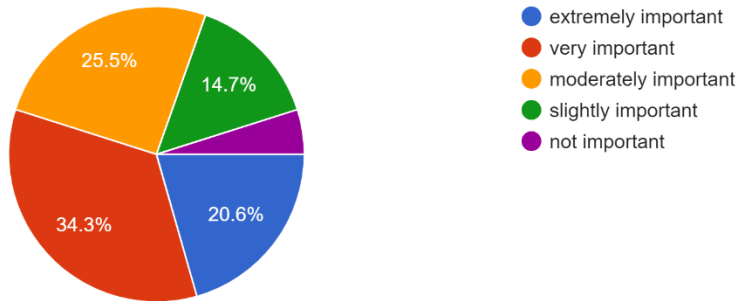
In this study 57.8% people had said that there will be no gender specific preferences and 42.2% of people had said that there will be gender preference when it comes to mobile phone features

Analysis:

It is all about the gender specific preferences here in the phone majority of them said yes to these factors. Where in gender-based specification plays an important role where in for some people it is not necessary for them

12. How important is the design and aesthetics of a mobile phone to you?

102 responses



Responses	In Numbers	In Percentages
Extremely important	21	20.6
Very important	35	34.3
Moderately important	27	25.5
Slightly important	15	14.7
Not important	5	4.9

Analysis:

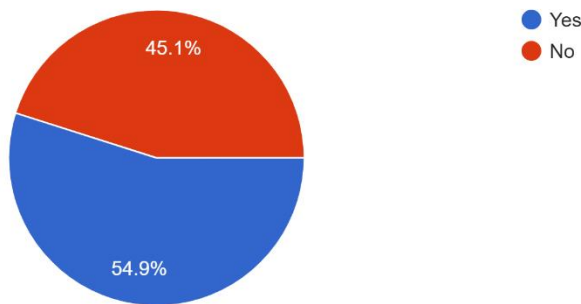
Here 34.3% had said that design and aesthetic are the important factor for the phone and 25% of the people had said that they are important but not that much and 14.7% of people had said that it is slightly important.

Interpretation:

Here the majority of the people had said that asthetics are very important and other people had said that it is not that much important. But today asthetics also plays major role while buying the phone and it is one of the important factor

13. Do you believe that gender plays a role in design preferences for mobile phones?

102 responses



Responses	In Numbers	In Percentages
Yes	56	54.9
No	47	45.1

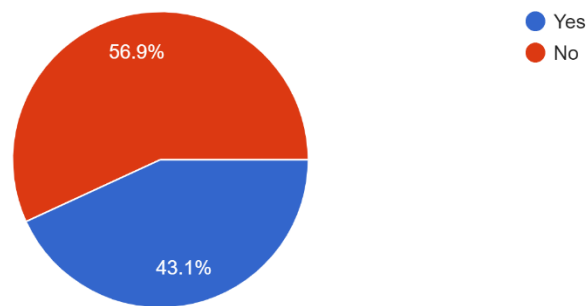
Analysis:

Here we get to know that around 54.9% of people had said that design preference plays an important role in buying of mobile and around 45.1% of people had said that it has no preference in this

Interpretation:

Here they are talking about design preferences design plays an important role while buying the phone it attracts the customer to buy the phone so some people had said that design is a important factor and some people said it is not an important factor

14. Have you ever been influenced by gender-specific marketing strategies when purchasing a mobile phone?
102 responses



RESPONSES	IN NUMBERS	IN PERCENTAGES
Yes	44	43.1
No	59	56.9

Interpretation:

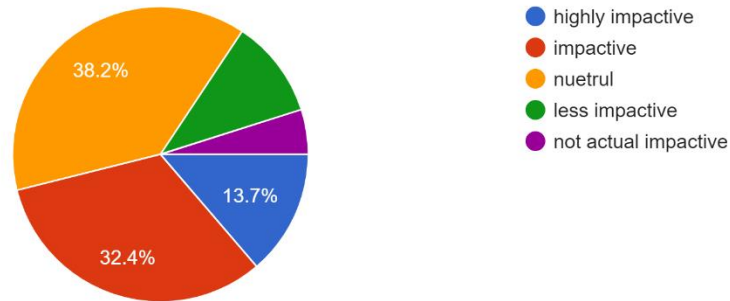
Around 56.9% had said that there is no gender specific marketing strategies while purchasing a phone and around 43.1% of the people had said that they were influenced by the marketing strategies.

Analysis:

Here we can see many people are not influenced by the marketing strategies but also enough amount of people had admitted that they are getting influenced

15. How does advertising impact your perception of mobile phones based on gender?

102 responses



RESPONSES	IN NUMBERS	IN PERCENTAGES
Highly impactful	14	13.7
Impactful	33	32.4
Neutral	40	38.2
Less impactful	11	10.7
Not actual impactful	5	4.9

Analysis:

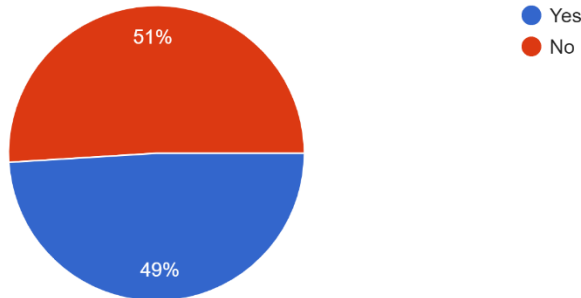
In general, 32.4% of participants stated that advertising had an effect on how they felt about cell phones. Gender differences are notable, as 13.7% of respondents thought advertising had a major impact, while 4.9% said it had no effect at all. The vast majority of participants (38.2%) have an impartial opinion on the influence of advertisements on their selection of mobile phones.

Interpretation:

Here 38.2% had a neutral stand and 32.4% of the people had said that perception impact will be present of mobile purchase and 13.7% of people had said that it is less impactful

16. Do friends or family influence your choice of mobile phone based on their gender preferences?

102 responses



RESPONSES	IN NUMBERS	IN PERCENTAGES
Yes	50	48.5
No	53	51.5

Interpretation:

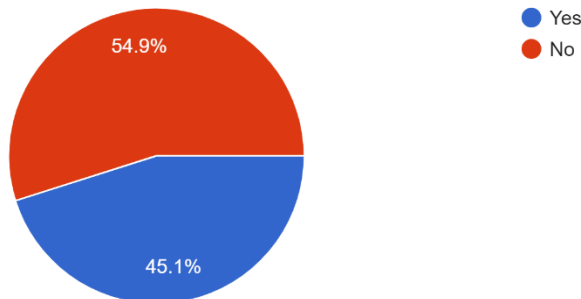
Here around 51% of people had said that they have no influence of family and friends while purchasing the phone and 49% of the people they have an influence of friends and family while purchasing the phone.

Analysis:

Here we can see that the people who get influenced by friends is little lower than self purchase here while purchasing the phone many people will ask the suggestion of the other people.

17. Have you ever considered the gender-specific opinions of others when buying a mobile phone?

102 responses



RESPONSES	IN NUMBERS	IN PERCENTAGES
Yes	46	45.1
No	57	55.3

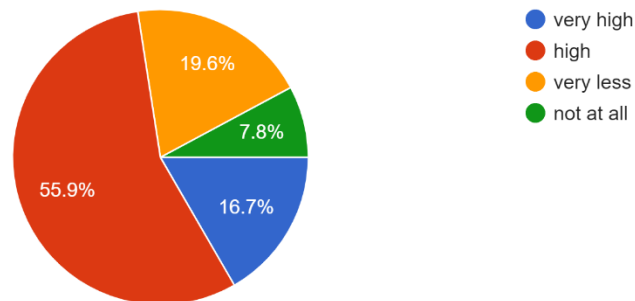
Interpretation:

here around 54.9% of people had said that they will not consider the gender specific opinion of others while buying a mobile phone and 45.1% had said that yes they will consider the gender specific option while buying the phone.

Analysis:

Here the question about gender specific option while buying phone it is necessary because it will set the preference according to the wish of the user

18. How much online research do you typically conduct before purchasing a mobile phone?
102 responses



RESPONSES	IN NUMBERS	IN PERCENTAGES
Very high	17	16.7
High	57	55.9
Very less	21	19.6
Not at all	8	7.8

Interpretation :

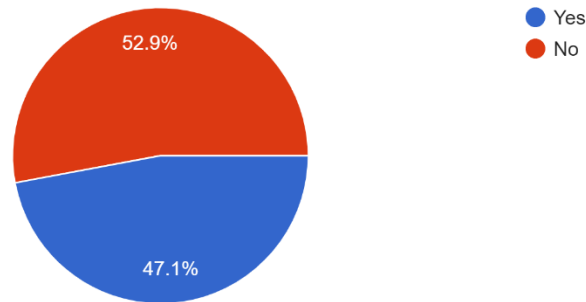
Here in this study around 55.9% of the people had said that there is high amount of research involved while buying the phone and 16% of the people had said that they will do extensive research while buying the phone around 7.8% of people had said that they will not do any kind of research while buying new phone.

Analysis:

Here we get to know about the importance of online research generally online research will help the consumer to understand the brand and its importance

19. Do you think there are gender-based differences in the way people conduct online research for mobile phones?

102 responses



RESPONSES	IN NUMBERS	IN PERCENTAGES
Yes	48	47.1
No	55	52.9

Interpretation:

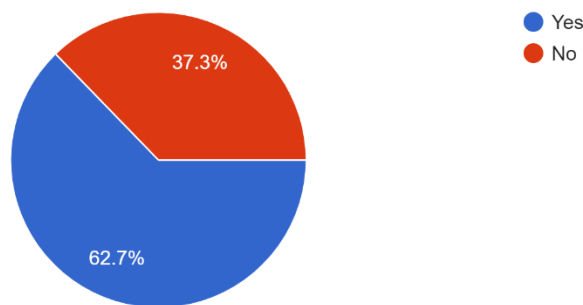
Around 52.9% of the people had said no to gender-based differences in the way of the conducting survey and around 47% of the people had said that yes there is a gender based difference in the way people conduct online research for mobile phones online research

Analysis:

Here in this study, we get to know about gender difference will there in online research and we get to know that there is significant number had said yes to this and also there are people who have not accepted the point.

20. Are there specific features or advancements you would like to see in future mobile phones based on your gender preferences?

102 responses



RESPONSES	IN NUMBERS	IN PERCENTAGES
Yes	64	62.7
No	39	37.3

Interpretation:

Many people had said that there are waiting for advancement in mobile phone

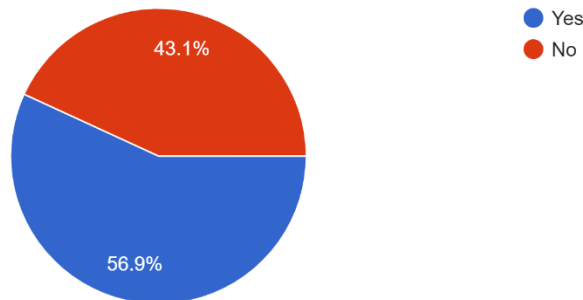
Especially more ai features which eill reduce the effort of the human and around 37.3% people had said that they were not interested in future design of the mobile and they were happy with the present mobile which they have those people are not aware about mobile advancement

Analysis:

Here there is survey about advancement of mobile phone. Now many people about various mobile featuresbut many people even don't care about the feayures they were like least bother about the features of the phone.

21. Do you believe that the impact of gender on mobile phone buying behavior will change in the future?

102 responses



RESPONSES	IN NUMBERS	IN PERCENTAGES
Yes	58	56.9
No	45	43.1

Intrapretation :

Here there are 43.1% of the people had said that no there will be no impact of the gender in future growth prospects and 56.9% had said that there is impact is present which will affect on the buying behaviour of the consumer irrespective of the gender

Analysis:

Here impact of gender on mobile phone buying behaviour will chane in the future as a technology gets advances many people will buy the phone for amazing experiences this will definatly change the perception of the person and also change the buying behaviour which will impact on gender and the buying behaviour.

Findings:

1. In this study it identifies trends in terms of age, income, education, and occupation concerning mobile phone purchases.
2. In this study we have researched on the factors such as camera quality, battery life, design, or brand reputation which influence gender-specific buying choices or not.
3. The research paper investigated whether gender plays a role in brand loyalty when it comes to mobile phones.

4. In this study it has been assessed, the impact of advertising and marketing strategies on the purchasing decisions of men and women.
5. In this study it considers the influence of social and cultural factors on the buying behaviour of mobile phones in Dakshin Kannada.
6. The study has also examined the role of online platforms, retail stores, and other distribution channels in catering to the preferences of men and women.
7. In this study it shows the analysis regarding the level of technological awareness and usage among men and women in Dakshin Kannada.
8. The study found that, any future expectation /advancement needed on mobile phone according to gender mobile buying behaviour.

Suggestion:

1. Consider incorporating case studies of specific mobile phone brands or retailers that have successfully targeted different genders.
2. Investigate the role of emerging technologies (e.g., artificial intelligence, virtual reality) in shaping future mobile phone buying behaviour and how this might impact gender dynamics.
3. Explore the ethical considerations of using gender data for marketing purposes.

Conclusion:

The study has revealed how gender influences the way people buy mobile phone.

Through a comprehensive study focused on the impact of gender on the preferences, choices, and decision-making processes of consumers, several noteworthy findings have emerged. The analysis of demographic trends revealed nuanced distinctions in the mobile phone preferences of men and women. Notable differences were observed in factors such as age, income, education, and occupation, indicating that these demographic variables play a crucial role in shaping buying behaviour.

Moreover, the study delved into the specific features that resonate differently with each gender. Whether it be camera quality, battery life, design aesthetics, or brand loyalty, discernible patterns emerged, highlighting the unique considerations that influence the purchasing decisions of men and women. The influence of advertising and marketing strategies was another crucial aspect explored in this research. It became evident that gender-specific approaches are essential to effectively target and engage diverse consumer segments. Strategies that consider the social and cultural context proved to be particularly impactful in shaping perceptions and preferences.

However, it's important to recognize that this study has some limitations. It only focuses on a particular area, and there might be differences in other cultures or locations. Additionally, the dynamic nature of consumer preferences warrants continuous monitoring and adaptation of strategies to align with evolving trends.

Based on these discoveries, future studies could investigate new technologies, changing cultural trends, and how worldwide developments affect gender-related preferences in mobile phones. As the mobile phone industry continues to evolve, understanding the nuanced aspects of gender-based buying behaviour will remain integral for businesses aiming to thrive in this competitive market.

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