

**FACTORS INFLUENCING THE STUDENTS SWITCHING BEHAVIOUR IN THE  
PURCHASE OF SMART PHONE**

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**ABSTRACT**

*Switching behaviour is referred to the times when consumer chooses a competing choice rather than the previously purchased choice on the next purchase occasion. This research made an attempt to identify the factors influencing the students switch over the smart phone in the Pondicherry State. Smart phone product feature, pricing, promotion peer group, brand and internet factors are considered as the influencing factors for switch over behaviour of students in the purchase of smart phone. Descriptive research is applied. For collecting the primary data, questionnaire method survey was employed. By using convenience sampling technique, 152 students were surveyed. Correlation and regression analysis were applied to know the influencing factor. It is found that brand, promotion and pricing factors are influenced the students to switch over the smart phone.*

**Keywords :** Switching Behaviour, Product, Brand, Price, Promotion, Peer Groups, Internet.

## FACTORS INFLUENCING THE STUDENTS SWITCHING BEHAVIOUR IN THE PURCHASE OF SMART PHONE

### Introduction

Consumers use services every day, these ranges from taking the train or opening a bank account to talking on a mobile phone. Businesses also rely on a wide range of services on a daily basis, but on a much larger scale compared to consumers. However, customers are not always satisfied with a particular smart phone that they may be using and often resort to switching their smart phone in order to resolve the issue or pursue better value.

Switching behaviour is referred to the times when consumer chooses a competing choice rather than the previously purchased choice on the next purchase occasion (Babin and Haris, 2011). Switching behaviour reflects the decision that consumers make to stop purchasing a particular service or patronising the service firm completely (Boote, 1998).

### Research Problem

In this global era, technology has become an integral part in our lives. From desktop to laptops, technology has further minimised to smart phone. Since 1983, Smartphone industry has boomed in this country. Since then, there has been many large mobile phone companies 'stepping their foot' into the industry. Due to the large entry of mobile phone companies, many smart phone brand has introduced to the market, namely Apple, Samsung, Sony, Lenovo, HTC, Huawei, LG, Motorola, Asus, Nokia, Blackberry, Oppo, Ninethology, XiaoMi, etc.,

In this 'technology' era, it is very difficult to study, analyse and interpret consumer purchase intention. Smartphone companies as well as telecommunication providers even willing to financially invest in order to study their respective potential consumers purchasing behaviour. Therefore, this research is intended in the quest to study the consumer switching behaviour towards smart phones.

This study able to provide a concept for smart phone firms for better understanding on factors that influence the switch over intention of smart phone among college students in Pondicherry. The importance and attention given to a smart phone is rapidly

increasing every day. The complexity and the sophistication involved in the highly advanced smart phones are making the purchase process of a smart phone getting more intense. In fact, the smart phone purchase is increasing from the past four years.

This research is directed only towards college students are the consumers. This particular research is designed and directed on the college students and the factors that affect their switch over intention towards smart phone.

### **Objective of the Study**

This study aims to analyse the influences of product features, price, promotional factors, brand, peer group and internet on the switching behaviour of students in the purchase of smart phone.

### **Hypothesis of the Study**

Product features, pricing factors, promotional factor, brand factors, peer group and internet factors are influencing the switching behaviour of students in the purchase of smart phone.

### **Research Methodology for this Study**

In order to answer the research objective, descriptive type research applied. Because, students perception was described relating to their smart phone purchase, students are considered as the sample respondents. A sample of 152 students was approached by convenience sampling method. Product features, pricing factors, promotional factor, brand factors, peer group and internet factors are consider as a independent variables and the switching behaviour of students in the purchase of smart phone is treated as a dependent variables. Questionnaire survey method was used to collect the data from the students. The study variables such as 200 questionnaires were distributed, out of 200, 152 sample respondents answer was fit for further analysis. The collected data entered into SPSS version 17. Further, correlation and regression analysis were applied to know the students behaviour in the purchase of smart phone.

## Analysis and Discussion

**Table -1 Product features and switching behaviour**

Product feature	Switching behaviour	
	r- Value	P-value
Device speed	0.396	0.001*
Compatibility	0.563	0.001*
Physical appearance	0.733	0.001*
Connectivity	0.390	0.001*
Camera Pixcels	0.754	0.001*
Social Networking	0.627	0.001*
Storage Space	0.692	0.001*
Operating system	0.347	0.001*
Goodwill	0.212	0.001*
Value-added	0.632	0.001*

Source : Primary Data Computed

Ho: Product features such as device speed, compatibility, physical appearance, connectivity, camera pixel, social networking, storage space, operating system, goodwill and value added services are not having relationship with switching behaviour of consumer.

Pearson correlation test was applied to verify the above stated hypothesis. The result is posted in the table 1. The calculated r-values are between 0.754 and 0.212. The P-values are found to be 0.001, which are significant at one percent level. Hence, the stated hypothesis is rejected. It is inferred that product features are having the relationship with consumers switching behaviour. From r-values, it is observed that the camera pixcel is having strong (0.754) and positive relationship with switching behaviour of college students followed by physical appearance (0.733), storage space (0.692), value added services (0.632), Social networking (0.627), compatibility (0.563), device speed (0.396), connectivity (0.390), operating system (0.347) and goodwill (0.212). Here, camera, physical appearance, storage space, social

networking, value added service and compatibility factors are having strong relationship with consumer switching behaviour. However, good will, operating system, connectivity and device speed are having weak relationship with consumer switching behaviour.

**Table 2 Pricing factors and switching behaviour**

Pricing factors	Switching Behaviour	
	r-Value	P-Value
Price is an important factor when purchasing smart phone.	0.431	0.001
I compare prices of other Smartphone's brands and store brands before I choose one.	0.252	0.001
I buy Smartphone because they are worth to use regarding between with their price & usage quality.	0.275	0.001
I buy Smartphone even though the price is higher	0.751	0.001
I buy which Smartphone's brands provide real value for money in terms of product quality.	0.574	0.001
The cheap prices of some Smartphone's brand suggests to me that they may have some risks, such as low quality	0.763	0.001

Source : Primary Data Computed

Ho: Pricing factors are not having relationship with switching behaviour of consumer.

Pearson correlation test was applied to verify the above stated hypothesis. The result is displayed in the table 2. The calculated r-values are between 0.763 and 0.252. The P-values are found to be 0.001, which are significant at one percent level. Hence, the stated hypothesis is rejected. It is inferred that pricing factors are having the relationship with consumers switching behaviour. From the r-values, it is observed that college students felt that the cheapest prices smart phone brand have some risks, such as low quality (0.763) which is having more and positive relationship with switching behaviour followed by high price with high quality (0.751), real value for money in terms of product quality (0.574), Price is important

factor when purchasing smart phone (0.431), price and usage quality ( 0.275) and comparison of prices to other smart phone brands, stores(0.252). Here, the pricing factors are having strong relationship with consumer switching behaviour. However, price and usage and comparing the price with other brands and stores are having are weak relationship with consumer switching behaviour.

**Table 3 Promotional factors and switching behaviour**

Promotional factors	Switching Behaviour	
	r-Value	P-Value
Exhibitions / Trade fairs	0.195	0.000
Influence of sales man	0.235	0.000
TV advertisement	0.557	0.000
Discounts	0.123	0.000
Seasonal	0.293	0.000
Paper advertisement	0.108	0.000
Shop display	0.428	0.000
Exchange offer	0.469	0.000
Celebrity endorsement	0.137	0.000

Source : Primary Data Computed

Ho: Promotional factors such as Exhibitions, Influence of sales man, television advertisement, discounts, Seasonal offers, paper media advertisement, shop display, exchange offer and celebrity endorsement are not having relationship with switching behaviour of consumers.

In order to examine the above stated hypothesis, Pearson correlation test was applied. The result is presented in the table 3. The calculated r-values are between 0.557 and 0.108. The P-values are found to be 0.001, which are significant at one percent level. Hence, the stated hypothesis is rejected. It is inferred that promotional factors are having the relationship with consumers switching behaviour. From r-values, it is observed that the television

advertisement is having strong (0.557) and positive relationship with switching behaviour of college students followed by exchange offer (0.469), shop display (0.428), seasonal offer (0.293), influences of sales man (0.235), exhibition (0.195), celebrity endorsement (0.137), discounts gifts (0.123) and paper media advertisement (0.108). Here, television advertisement, exchange offer, shop display, seasonal offer and influences of sales man are having strong relationship with consumer switching behaviour. However, the exhibition, celebrity, endorsement, discounts gifts and paper advertisement are having weak relationship with consumer switching behaviour.

**Table - 4 Brand factors and switching behaviour**

Brand factors	Switching Behaviour	
	r value	P value
Brand image increase my status in the society	0.284	0.001
Brand image is more attraction for me to purchase a smart phone.	0.154	0.001
I consider the brand image when buying a smart phone with higher price.	0.510	0.001
I make my purchase according to my favourite's smart phone brand, regardless of the price.	0.525	0.001
Smartphone brand name is my priority when making a purchase decision.	0.281	0.001
I consider the reputation of smart phone brand before purchasing it.	0.553	0.001

Source : Primary Data Computed

Ho: Brand factors are not having relationship with switching behaviour of consumer.

Pearson correlation test was applied to verify the above stated hypothesis. The result is posted in the table 4. The calculated r-values are between 0.553 and 0.154. The P-values are found to be 0.001, which are significant at one percent level. Hence, the stated hypothesis is rejected.

It is inferred that brand factors are having the relationship with consumers switching behaviour. From r-values, it is observed that brand is reputation of more (0.553) and positive relationship with switching behaviour of college students followed by high price (0.510), status (0.284), brand identity (0.284), brand name is (0.154). Here, students are consider the brand reputation of smart phone is having strong relationship with consumer switching behaviour. However, favourite smart phone brand is having week relationship with consumer switching behaviour.

**Table - 5 Peer group factors and switching behaviour**

Peer group	Switching Behaviour	
	r-values	P-Values
I like to know what smart phone makes good impressions on my friends.	0.382	0.001
It is important that my friends like the brand of smart phone I'm using.	0.347	0.000
I achieve a sense of belonging by purchasing the same smart phone that my friends purchase.	0.089	0.001
If I want to be like someone. I try to buy the same smart phone that they buy.	0.328	0.000
I identify with my friends by purchasing the same smart phone they purchase.	0.046	0.000
I ask the opinion from my friends when buying a smart phone.	0.514	0.000

Source : Primary Data Computed

Ho: Peer group factors are not having relationship with switching behaviour of consumer.

Pearson correlation test was applied to verify the above stated hypothesis. The result is displayed in the table 5. The calculated r-values are between 0.514 and 0.920. The P-values are found to be 0.001, which are significant at one percent level. Hence, the stated hypothesis is rejected. It is inferred that peer group factors are having the relationship with consumers switching behaviour. From r-values, it is observed that friends opinion (0.54) is having positive and higher relationship with switching behaviour of college students followed by makes good impressions on their friends (0.382), friends like the brand (0.382) feel they want to be like someone (0.328) and belongingness with friend (0.089). Here, friends' opinion having strong relationship with consumer switching behaviour.

**Table - 6 Internet factors and switching behaviour**

Internet Factor	Switched Behaviour	
	r-values	P-values
Comparison of appearance	0.598	0.001
Comparison of brands	0.614	0.001
Comparison of price	0.625	0.001
Comparison of model	0.920	0.001
Availability of all information	0.169	0.001
Customer review	0.452	0.001
Compare ratings	0.105	0.001
Reliable result	0.532	0.000

Source : Primary Data Computed

Ho: Internet factors such as comparing the appearance, comparing the brands, comparing of price, comparing the model, availability of all information, customer review,

compare ratings and reliability result are not having relationship with switching behaviour of consumer.

Pearson correlation test was applied to verify the above stated hypothesis. The result is placed in the table 6. The calculated r-values are between 0.920 and 0.105. The P-values are found to be 0.001, which are significant at one percent level. Hence, the stated hypothesis is rejected. It is inferred that internet factors are having the relationship with consumers switching behaviour. From r-values, it is observed that the comparing the model in the internet is having strong (0.920) and positive relationship with switching behaviour of college students followed by comparing price (0.625), comparing brands (0.614), comparing experience (0.590), reliability of result (0.532), availability of all information (0.169), and customer review (0.017). Here, comparing the models, price, brands, appearance are having strong relationship with consumer switching behaviour. However, compare ratings and customer review factors are having weak relationship with consumer switching behaviour.

**Table - 7 Factors influencing the switching behaviour**

Model summary	Predictors	Unstandardised		Standardised	t - value	P- value
		B	Std. Error	Beta		
R=0.957 R <sup>2</sup> =0.915 Adj R <sup>2</sup> =0.914 F=590.969 P=0.001*	(Constant)	3.523	.157		22.417	.000
	Product	-.282	.019	-.365	14.592	.000
	Pricing factors	.707	.114	.404	6.207	.000
	Promotional	1.597	.076	1.188	21.067	.000
	Brand factors	1.076	.093	-.768	11.619	.000
	Peer group	-.099	.042	-.086	-2.379	.018

	Internet	-.287	.069	-.209	-4.164	.000
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Ho: product features, price, promotions, brand, peer group and internet are influencing the switching behaviour of students in the purchase of smart phone.

To verify the above stated hypothesis, linear regression is applied. From the regression model summary, the adjusted R-square value is found to 0.914, which is significant at one percent level. It is inferred that product features, price, promotions, brand, peer group and internet factors are influencing the students switching behaviour at 91.4 percent level. From the unstandardised beta value, it is noted that promotional offer, brand image, and pricing are positively influenced the student to switch over the smart phones. But, product feature internet impact and peer group influence are negatively influenced the students purchase the smart phone.

### **Findings and Recommendation**

Camera, physical appearance, storage space, social networking, value added service and compatibility factors are having strong relationship with consumer switching behaviour. However, good will, operating system, connectivity and device speed are having week relationship with consumer switching behaviour. The pricing factors are having strong relationship with consumer switching behaviour. However, price and usage and comparing the price with other brands and stores are having are week relationship with consumer switching behaviour. Television advertisement, exchange offer, shop display, seasonal offer and influences of sales man are having strong relationship with consumer switching behaviour. However, the exhibition, celebrity, endorsement, discounts gifts and paper advertisement are having week relationship with consumer switching behaviour. Students are considering the brand reputation of smart phone is having strong relationship with consumer switching behaviour.

However, favourite smart phone brand is having week relationship with consumer switching behaviour. Friends' opinion is having strong relationship with consumer switching behaviour. Comparing the models, price, brands, appearance are having strong relationship with consumer switching behaviour. However, compare ratings and customer review factors are having week relationship with consumer switching behaviour. Promotional offer, brand image, and pricing are positively influenced the student to switch over the smart phones. But, product

feature internet impact and peer group influence are negatively influenced the students purchase the smart phone. Solaiyappan and Jothi Jayakrishnan (2010) also found that the promotional offer, brand image and pricing factors are highly contributed towards purchase of electronic products. Vetrivel, et al., (2015) also found that promotional offers and pricing are determined the students purchase particularly electronic products.

## Conclusion

People are becoming more and more rely on technology especially when communicating with others. Smart phone is one of the highly technology communication device that allowed users to connect with each other and transfer information to around the globe. Smart phone has brings huge benefit to the society. This research identified that students are switch over the smart phone due to brand, promotion, price and product.

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