

A comparative analysis on the factors affecting choice criteria of consumers for mobile handsets in Ludhiana and Sangrur district

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ABSTRACT

Mobile has now come up with a big impact in India. Mobile users today want their handsets to be filled with multiple functions, entertainment being the most important among them. They want their mobile to be fully loaded with top-end features, but at the same time they want all these at affordable costs. Furthermore, the research was conducted in order to identify and compare key attributes that influence mobile phone purchasing between Sangrur and Ludhiana consumers. The rationale of this paper is to explore the factors that influence customers loyalty of mobile customers. The samples were collected from 795 consumers in Ludhiana and Sangrur cities. The paper is an attempt to analyze the variables that influence the perception of the mobile phone users to remain loyal to their existing service providers that is, why they are loyal to the company, to judge their satisfaction, dissatisfaction level of customers and the impact of family in the decision making of mobiles by the consumers.

KEY WORDS : Mobile handsets, Key attributes, Fully loaded, Service providers

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The hasty growth and development in information technology and mobile devices have made the Indian mobile phone service markets more and more competitive. Mobile phones have become an integral part of human daily life and a major source of personal communication across the universe. By the end of 2007, there were approximately 3.3 billion mobile phone users worldwide which is equivalent to a penetration rate of 49 per cent of the last year. According to the Ministry of Information and

Communication Technology (2008), the mobile phone penetration rate in India increased its growth rate to over 50 per cent in 2006 in comparison to 35 per cent in 2005. The mobile phone market grew by 41.3 per cent between 2003 and 2007. Within this competitive market, it is essential for mobile phone companies to better understand purchasing behaviour to enable them to acquire new customers and retain existing ones. Blackwell *et al.* (2001) demonstrated that culture has a profound influence on 'how' and 'why' consumers purchase a range of products and services. Furthermore, Foxall *et al.* (1994) stated that the consumer's motivation of product and service choices as well as lifestyle could be shaped by cultural dimensions. According to a Gartner report, after China, India would be fastest growing mobile telephony market in Asia Pacific. Cellular penetration would increase to 38.6 per cent in 2011 with 58 per cent of rural population and 95 per cent of urban population possessing mobile phone. The market will be driven by prepaid connections, which will account for more

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