

A STUDY ON CONSUMER'S AWARENESS TOWARDS MOBILE PHONE USAGES IN CHENNAI ENVIRONMENT

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Received: 14 Aug 2019

Accepted: 21 Aug 2019

Published: 30 Aug 2019

ABSTRACT

The usages of mobile phones are common now-a-days, which is used widely and it is used as a portable instrument of communication between people to people in any part of the global society. By usage of mobile phones, there is a lot of opportunity to understand people, organization, culture, society and economy. The present study is attempted to evaluate consumer behavior attitude and intention by the use of Information Technology while using mobile users in Chennai. This research is framed with the help of studying consumers' awareness, consumers' perception, consumers' usage, consumers risk and finally consumer's satisfaction. The study observes that the consumers' intention of information technology usage and adoption in mobile phone is based on technology development and advancement devised by manufacturers. Consumers also must have awareness of mobile phone Information Technology which is devised by the manufacturers. The mobile phone manufacturers must enhance Information Technology up gradation which will strengthen the consumer awareness perception usage satisfaction coupled with consumer's behavior.

KEYWORDS: *Consumer Awareness, Consumers Behavioral Intentions, Information Technology, Technology Development, Consumers Intention*

INTRODUCTION

Mobile phone usage is the essence of everybody in living condition of anywhere in the world. Mobile phones are used by younger generation to older generation of India and globe. It is necessary for only communication purpose but also for business and learning purpose.

Day in, day out technology advancement development necessitates everybody in usage of mobile phones. Even today agriculturist in rural areas also uses mobile phones, which becomes vital for day to day life in rural environment. Indian Economy is an agrarian economy coupled with industrial development.

REVIEW OF LITERATURE

Research Literature review is a tool to overview, analyze and identify the statement of problem, formulation of objectives and hypothesis. Literature review helps to formulate research questions. This present review of literature overviews mobile phone users in various perceptions and their usage coupled with utilization. This study covers areas like awareness, perception usage, risk, and satisfaction and consumer behavior.

Sadahiko Kano (2000) observed the relation between technical advancement coupled with standards; identify the utility of optimal role for developing standards in the innovative process of mobile phone communication technology.

Siddharta DasGupta, Rikpaul and Sanjay Fuloria (2011) identified the behavior of mobile phone users of Indian Consumers. This study identified the vital factors of mobile phone users such as risk, usefulness, image, easy usage, creditability and tradition which are necessary to aware and analyze behavior intentions of mobile phones.

Ramnath Safeena, Nisar Hundawale and Abdulla Kumari (2011) observed that customer adoption of mobile phones is based on the variables such as perceived usefulness ease of usage, risk taken by customers.

Siddartha DasGupta Rik Paul and Sanjay Fuloria (2011) studied the mobile phone user's intention of Indian customers. The study find out the factors for purchase of mobile phones are risk factor, usefulness factor, image of mobile, easy of usage, value of mobiles, easy of usage, value of mobiles, self efficacy, creditability and traditional usage and value of customers.

The literature review has shown in this research is that many researchers have examined the determinations of behavioral intentions to use a new information technology. Hence, this research will study the behavioral intention towards information technology adoption in mobile phone users among customers in Chennai. The results of this study will be useful for the dealers in the telecom sector for formulating appropriate marketing strategies to increase mobile phone services in the future, which will also be helpful to manufacturers as well.

Research Framework

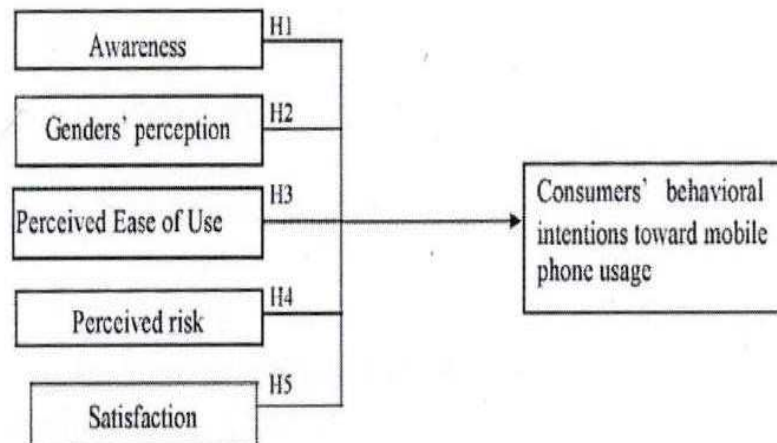


Figure 1

SAMPLING METHODOLOGY

Convenience sampling method is adopted in this study. Totally 600 questionnaires were distributed, and 570 were collected back, out of which 552 were found complete and usable. The sample size of 552 respondents consisted of the following number of users on mobile phone:

The aim of this paper is to study the consumer awareness towards mobile phone users in Chennai. This study is descriptive coupled with empirical nature.

Table 1

1. Student	257
2. Salaried people	247
3. Business people	40
4. Retired people	8
Total	552

DATA ANALYSIS AND INTERPRETATION

The data analysis on consumer awareness towards mobile phone users are studied and analyzed with the help of correlation analysis which are highlighted as under:

Pearson Correlation Analysis between Awareness and Behavioral Intention towards Information Technology Adoption in Mobile Phone

Objective 1: To Find Out The Consumers' Awareness Towards Mobile Phone Usages.

H1: Awareness is positively associated with behavioral intentions towards mobile phone usage.

From the above correlation analysis (table 2), there was a positive relationship between awareness and behavioral intention towards information technology adoption in mobile phones, which ($r = 0.611$, $p < .01$) implied that these two variables positively associated. These outcomes were consistent with the previous studies of Kowalski and Goldstein (2006), Khan and Allil (2010), Wang and Li (2012) who indicated that consumers got proper understanding of functionality concepts in latest mobile phones in the market. These outcomes were contrasted with previous studies of Laforet and Li (2005), Islam, Khan, Ramayah and Hossain (2011) who indicated that consumers were lack of awareness and understanding of the benefits provided by mobile phones. Therefore, H1 can be accepted, and it has been confirmed that awareness had a positive influence over the consumers' behavioral intention towards information technology adoption in mobile phone usages.

Table 2: Correlation Analysis for Hypothesis H1

		Awareness	Behavioral Intention
Awareness	Pearson Correlation	1	.611**
	Sig. (2-tailed)		.000
	N	552	552
Behavioral Intention	Person Correlation	.611**	1
	Sig. (2-tailed)	.000	
	N	552	552

Correlation is significant at the 0.01 level (2-tailed)

Source: Computed data.

Pearson Correlation Analysis between Genders' Perception and Behavioral Intention towards Information Technology Adoption in Mobile Phone

Objective 2: To Identify The Genders' Perception Toward Mobile Phone Services.

H2: Genders' perception is positively associated with behavioral intentions towards mobile phone usage.

According to Table 3, there was a positive relationship between genders' perception and behavioral intention towards information technology adoption in mobile phones, which ($r = 0.565$, $p < .01$) implied that these two variables

positively associated. These outcomes were consistent with the previous studies of Gelderblom, Dyk and Biljon (2010), Karim, Oyebisi and Mahmud (2010), Walsh, White, Coxand Young (2011), Zhou (2011), Balakrishnan and Raj (2012) who identified that mobile phone was a fairly new technology, both genders might attract and contribute to the enhanced mobile telephony of its use. These outcomes were contrast with the previous studies of Bigné, Ruiz and Sanz (2007), Okazaki and Hirose (2009), Brouwer and Brito (2011) who disclosed that both genders should have clear about their thoughts intended to buy mobile phone with latest technologies such as 3G, 4G. Therefore, H2 can be accepted, and it has been confirmed that genders' perception had a positive influence over the consumers' behavioral intention towards information technology adoption in mobile phone usages.

Table 3: Correlation Analysis for Hypothesis H2

		Genders' Perception	Behavioral Intention
Gender' perception	Pearson Correlation	1	.565**
	Sig. (2-tailed)		.000
	N	552	552
Behavioral Intention	Pearson Correlation	.565**	1
	Sig. (2tailed)	.000	
	N	552	552

Correlation is significant at the 0.01 level (2-tailed).

Source: Computed data.

Pearson Correlation Analysis between Perceived Ease of Use and Behavioral Intention towards Information Technology Adoption in Mobile Phone

Objective 3: To Examine Perceived Ease of Use Among the Consumers' Adoption in Mobile Phone Usages.

H3: Perceived ease of use is positively associated with behavioral intentions towards mobile phone usage.

Based on Table 3, there was a positive relationship between perceived ease of use and behavioral intention towards information technology adoption in mobile phones, which ($r = 0.674$ $p < .01$) implied that these two variables positively associated. These outcomes were consistent with the previous studies of Kuo and Yen (2009), Vatanparast (2010), Suki (2011), Choi and Totten (2012) who indicated that consumers who were more inclined to try new products or who had a higher demand for new things feel that value-added services are easy to use, and operate in the process of using them. These outcomes were contrasted with the previous studies of Liu, Li and Carlsson (2010), Lewis, Palmer and Moll (2010), Ismail and Razak (2011), Abdulkadir, Galoji and Razak (2013) who declared that consumers felt less confident in their ability to learn in using advanced mobile phone services. Therefore, H3 can be accepted, and it has been confirmed that perceived ease of use had a positive influence over the consumers' behavioral intention towards information technology adoption in mobile phone usages.

Table 4: Correlation Analysis for Hypothesis H3

		Perceived Ease of Use	Behavioral Intention
Perceived ease of Use	Pearson Correlation	1	.674**
	Sig. (2-Tailed)		.000
	N	552	552
Behavioral Intention	Pearson Correlation	.674**	1
	Sig. (2-Tailed)	.000	
	N	552	552

Correlation is significant at the 0.01 level (2-tailed).

Source: Computed data.

Pearson Correlation Analysis between Perceived Risk and Behavioral Intention towards Information Technology Adoption in Mobile Phone

Objective 4: To Understand The Effect of Perceived Risk in the Adoption of Mobile Phone Usages.

H4: Perceived risk is negatively associated with behavioral intentions towards mobile phone usage.

From Table 5, there was a negative relationship between perceived ease of use and behavioral intention towards information technology adoption in mobile phones, which ($r = -0.313$, $p < .01$) implied that these two variables negatively associated. These outcomes were consistent with the previous studies of Cocosila, Turel, Archer and Yuan (2007), Luo, Li, Zhang and Shim (2010), Safeena, Hundewale and Kamani (2011), Yang, Lu, Gupta, Cao and Zhang (2012) who identified that consumers' concern about inefficiencies within the device such as security and privacy concerns, cost, hardware and software functionality of information technology adoption in mobile phones. These outcomes were contrasted with previous studies of Teng, Lu and Yu (2009), Lewis, Palmer and Moll (2010), Sangle and Awasthi (2011), Tanakinjal (2012) who stated that consumers who perceived a higher risk for adopting information technology in mobile phones will be affected by how easy it can be used. Therefore, H4 can be accepted, and it has been confirmed that perceived risk had a negative influence over the consumers' behavioral intention towards information technology adoption in mobile phone usages.

Table 5: Correlation Analysis for Hypothesis H4

		Perceived risk	Behavioral Intention
Perceived risk	Pearson Correlation		.674**
	Sig. (2-Tailed)		.000
	N	552	552
Behavioral Intention	Pearson Correlation	-.313**	1
	Sig. (2-Tailed)	.000	
	N	552	552

Correlation is significant at the 0.01 level (2-tailed).

Source: Computed data.

Pearson Correlation Analysis between Satisfaction and Behavioral Intention towards Information Technology Adoption in Mobile Phone

Objective 5: To Evaluate the Satisfaction of Consumers' Adoption towards Mobile Phone Usages.

H5: Satisfaction is positively associated with behavioral intentions towards mobile phone usage.

As shown in table 6, that there was a negative relationship between perceived ease of use and behavioral intention towards information technology adoption in mobile phones, which ($r = 0.755$, $p < .01$) implied that these two variables negatively associated. These outcomes were consistent with the previous studies of Vlachos and Vrechopoulos (2008), Kuo, Wu and Deng (2009), Mokhtar, Maiyaki and Noor (2011), Haverila (2011), Kim (2012) who noted that consumers were satisfied with current mobile phones and will adopt a technology when they find it easy to understand and Implement. These outcomes were contrasted with the previous studies of (Abeeku (2009), Tung (2010), Tseng and Lo (2011) who mentioned that consumers were less familiarity with current models of mobile phones and mobile trends, and they would thoroughly inquire all aspects of market offer and carefully consider their needs. Therefore, H5 can be accepted, and it has been confirmed that satisfaction had a positive influence over the consumers' behavioral intention towards information technology adoption in mobile phone usages.

Table 6. Correlation Analysis for Hypothesis H5

		Satisfaction	Behavioral Intention
Satisfaction	Pearson Correlation		.755**
	Sig. (2-tailed)		.000
	N	552	552
Behavioral Intention	Person Correlation	.755**	1
	Sig. (2-tailed)	.000	
	N	552	552

Correlation is significant at the 0.01 level (2-tailed)

Source: Computed data.

Summary of Findings of Awareness of Mobile Usages in Chennai

The study indicated that hypothesis analysis of awareness through Pearson's correlation ($r = 0.611$, $p = .000$) which had a positive relationship with the consumers' behavioral intention towards information technology adoption in mobile phone usages.

The findings implied that consumers were likely to be aware in understanding of functionality concepts must be taken into consideration during adoption of information technology in mobile phone.

The study also supported with Kaul and Nielsen who showed that awareness levels in 3G services have risen from 64 percent in November 2010 to 80 percent in July 2011, which seemed to be increase in future and revealed that upgrade in mobile handset for consumers were largely driven by them seeking more advanced features on their phones such as 3G, 4G services.

Consumers were also increasingly seeking internet connectivity via their mobile phone, hoping to finally connect to the growing online community and services.

These points to the fact that the telecom market retains its robust demand going forward and the consumers' aspiration to upgrade will continue to be a strong driver.

Hence, consumers recognize those current mobile phones' features and its latest technologies to achieve a high level of confidence in utilization.

CONCLUSIONS

Awareness as well as proper understanding of latest mobile phone technology concepts should be taken into consideration during adoption with it. Manufacturers should conduct the awareness campaign or training program to the customers for making better understanding and knowledge in utilization of information technology in the latest mobile phones by providing sufficient information on the benefits of its features, applications. Mobile phone companies offer comprehensive support, including customer care through an online FAQ page, chat and email contacts in order to boost awareness of mobile phone usages. Consumers must find themselves which mobile phone is the best suit for their needs and should compare different types of provisions and functionalities. Marketers must distribute the appropriate instruction leaflets and manuals to potential consumers during marketing the latest mobiles with welcoming helpdesk should be available. Consumers should inquire about latest mobile phones' features and its applications through their friends who earned on awareness of mobile phones. Thus, the study suggested that it is necessary for the manufacturers should make awareness strategies to the mobile users, and customers understand themselves about the availability of latest mobile phone technologies, and its value-added features would have a greater impact on awareness in adoption of mobile phones.

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