

Consumer Attitude Towards the Cell Phone: A study on Young Generations of Chittagong Metropolitan City, Bangladesh

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ABSTRACT

Due to increased competition, locally as well as internationally, organizations need a distinguishing element that will keep consumers identifying and buying their product. This study employs to analyze the relationship between demographic variables on the brand preference and is identifying the attributes that affect the choice behavior of mobile hand set as well as why the young consumers give special emphasis to some particular factors in Chittagong metropolitan city. From the study we see that though both male and female respondents now using Nokia (57.92%) hand set but about 50.61% of male & 59.85% of female respondent choices Samsung mobile set as their most favorite brand to next purchase because of android operating system. We also see that both newspaper (39.82%) and television (36.18%) has a great influence over the respondents to choose the above mentioned mobile hand set as their favorite brand. About 67.16 % of respondents are willing to spend money more than Tk. 10,000 to get the test of latest features provided by the various mobile set companies.

Keywords: Choice Behavior, Brand preference, Mobile hand set, Young consumers.

JEL Classification Code: E31

1 INTRODUCTION

In a competitive country like Bangladesh, mobile handset companies make an optimistic effect in the consumer mind. Today like other developed and developing countries, Bangladesh has moved into the fast moving communication technologies with the help of mobile handset companies and mobile operators. Now every businessman, every job holders, most of the students, parents, most of the housewives need mobile for communication. It is impossible to move ahead without mobile handset. A mobile phone (also known as a cellular phone, cell phone, and a hand phone) is a device that can make and receive telephone calls over a radio link while moving around a wide geographic area. First and foremost it is used for – Personal Communication (Voice call, SMS & MMS), – Business Communication (Voice call, SMS & MMS), – Multimedia Media Applications (Radio & MP3 Player), – Clock, Scheduler, Calculator, etc – Imaging & internet surfing. (Rashid & Elder 2009) Mobile handset is a highly differentiated and durable shopping product. Once upon a time, it was very rare in our country and even also in the world. It became a part of social fabric and symbol of status of upper class people in our country in the 20th Century. But now it has become progressively cheaper, affordable and part of culture for the most people in Bangladesh. In our country there are lots of mobile companies like Nokia, Samsung, SonyEricsson, Motorola, Symphony, LG, Maximus, Micromax, Siemens, HTC, etc distribute their mobile handsets. Non urban and semi urban are hard core users followed by urban population. Usage of Cell Phone

amongst urban population with higher disposable income are using the product less compared to semi urban population. The first hand-held mobile handset was demonstrated by John F. Mitchell and Dr Martin Cooper of Motorola in 1973, using a handset weighing around 2.2 pounds (1 kg). And at last, In 1983, the DynaTAC 8000x was the first to be commercially available.

In tandem with the growing subscription base, sales of mobile handsets has increased at a phenomenal pace. According to BIS Shrapnel research, Bangladesh's mobile handset market is dominated by first-time users (nearly 85%), as the country is still in its infancy in terms of mobile phone usage. Further, 80% of the handset market is dominated by ultra-low to low-end handsets, available for less than US\$68, due to the country's low per capita income levels (Priyam Shah, 2005).

The current study is aimed to explore the selected aspects of young consumers' attitude and brand choice behavior for mobile handset and also find out which factors influence the purchase decision of them as well as their overall satisfaction level Chittagong metropolitan city. Given the scope of the study, broad treatment of every aspects of brand choice behavior and their satisfaction is impossible, rather the treatment has been selective. The result of the study must be viewed more in a quantitative focus than absolute qualitative terms.

2. OBJECTIVES OF THE STUDY

- To study the demographic profiles (age, gender,

education and amount spent) of the respondents of mobile handset in Chittagong metropolitan city.

- To know the attributes that young consumers are using in their mobile hand set.
- To know the attributes that young consumers prefer in choosing a particular brand for their next purchase.

METHODOLOGY

A survey was conducted over 500 respondents, all the respondents are studying in colleges and universities in graduation and post graduation levels but 8 respondents from them are not taking into consideration because of insufficient data filled up by them. Out of 492 respondents, 243 are male and rests 249 respondents are female who are aged between 18-26. Chittagong region was selected as research area because researchers' working place is Chittagong and it was convenient for the researchers because data were collected by self financing. Data were collected from January to March, 2013. CDMA handsets are not included in this survey.

The present study is based on primary and secondary data as well as the primary data has been collected through self constructed questionnaire considering the objective of the study consisting of questions on multiple choice and close ended type. Data collected through questionnaire survey was checked and edited properly and finally frequency distribution, percentage of frequency of each variable was estimated.

LIMITATIONS

Every research has some limitations. In conducting this research the following limitations are faced.

- One limitation of this study is the use of a relatively small sample, only the young generations are considered here.
- This study being restricted to city of Chittagong metropolitan area which may not reflect the whole picture of Bangladesh.
- Another limitation is that some mobile handsets (Walton, Huawei Tecno, and some Chinese handsets) are not considered here.

FINDINGS AND ANALYSIS

Age and Gender of Respondents:

Gender	Range of Age	No of Respondents	Percent
Male	19-26	243	49.39%
Female	18-25	249	50.61%
Total	18-26	492	100%

Table 1: Age and gender of respondents

Table-1 exhibited that the entire respondents are between 18 to 26 years of age where male respondents are 243 (49.39%) and female respondents are 249 (50.61%). The age of the respondent shows that the survey has conducted over young generations only.

Current mobile set uses by the respondent:

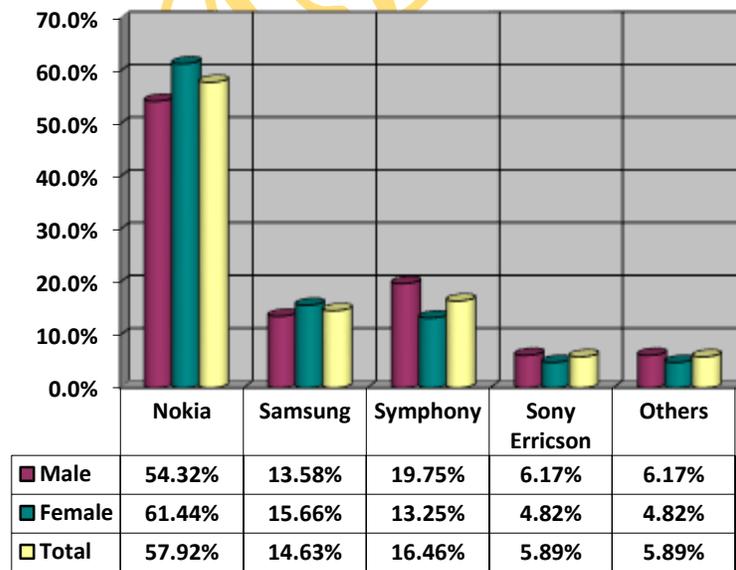


Figure 1: Mobile Handset used by the respondents at present

From the survey it is observed that both male and female respondents preferred more to Nokia (about 57.92%) as their mobile hand set. Out of 132 are male (54.32%) and 152 are female (61.44%). After Nokia, male respondents use Symphony (19.75%) & then Samsung (13.58%) mobile set and female respondent use Samsung (15.66%) & then

Symphony (13.25%) as their mobile hand set. So Samsung users are together 72(14.63%) and Symphony's total users are 80(16.46%). Finally 28 respondents (5.89%) use another brand SonyEricsson and rest another 5.89% uses by others likely Motorola, LG, Maximus, Micromax, Siemens, HTC, etc.

Reasons behind the using of existing brands:

Reasons	Male Respondents		Female Respondents		Total	
	f	%	f	%	f	%
Price of the handset	170	70.19%	185	74.28%	355	72.15%
Durability of the handset	136	56.16%	170	68.20%	306	62.19%
Brand value	204	84.17%	183	73.53%	387	78.65%
Just for communicating	208	85.60%	224	89.78%	432	87.80%
GPRS	211	86.78%	225	90.45%	436	88.61%
Send or receive email	99	40.58%	82	32.79%	181	36.79%
As a modem	141	58.37%	162	65.15%	303	61.58%
Fast download	110	45.49%	125	50.33%	235	47.76%
Huge storage	167	68.73%	181	72.84%	348	70.73%
Taking picture and video	135	55.49%	163	65.33%	298	60.57%
Playing games	37	15.22%	33	13.17%	70	14.22%
Battery charging Capacity	91	37.40%	101	40.43%	192	39.02%

Table 2: Frequency distribution of respondents both male and female (in percentage) according to the reasons behind using of existing mobile hand set

Among the different reasons in (Table-2), GPRS (88.61%) is the main reason for choosing the above mentioned mobile handset followed by Just for communicating (87.80%). Brand value (78.65%), price of the handset (72.15%), Huge storage capacity (70.73%),

durability of the handset (62.19%), as a modem (61.58%), taking picture and video (60.57%), fast download (47.76%), battery charging Capacity (39.02%), send or receive email (36.79%), playing games (14.22%) are other important reasons for preferring mobile handset.

Accessories in existing handset used by the respondent:

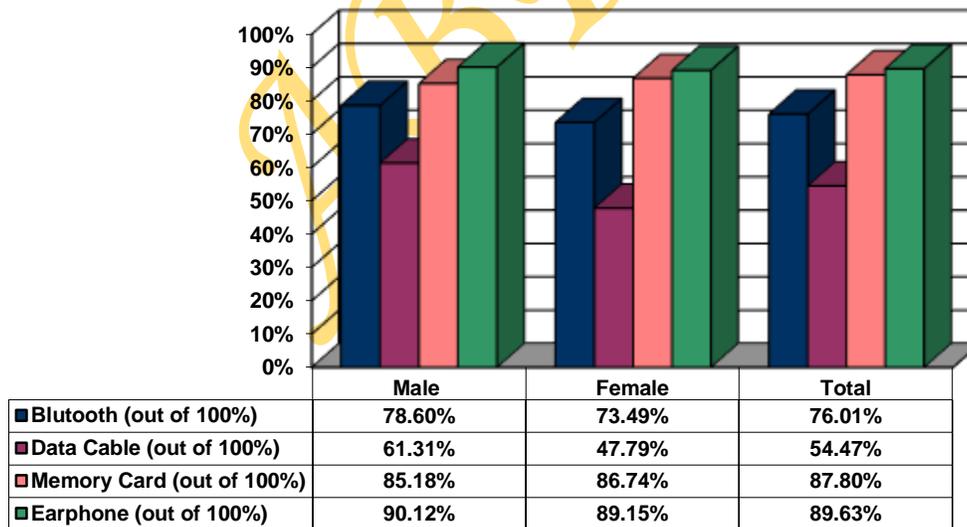


Figure 2: Frequency distribution of respondents both male and female (in percentage) using different accessories in the existing mobile handset.

Figure 2 shows that most of the respondents both male and female are frequently used the accessories like earphone (89.63%) and memory card (87.80%). It indicates

their tendency to listening the songs, radio etc. Data cable and Bluetooth head set are also important accessories for their using.

Latest mobile facilities using by the consumer with their respective handset:

Mobile Facilities	Male Respondents		Female Respondents		Total	
	f	%	f	%	f	%
GPRS	175	72.09%	190	76.14%	365	74.12%
3G	28	11.52%	12	4.81%	40	8.13%
MMS	51	20.98%	108	43.37%	159	32.31%
Bluetooth	191	78.60%	182	73.49%	373	76.01%
Video Call	117	48.14%	93	37.34%	210	42.68%
Design and appearance	176	72.56%	199	79.88%	375	76.21%
Brand image	178	73.49%	180	72.19%	358	72.76%

Table 3: Frequency distribution of respondents both male and female (in percentage) expressing their latest mobile facilities by their respective handset.

From the above table-3 we see that both male and female respondents are using GPRS (74.12%), Bluetooth device (76.01%) as their latest mobile facilities. It indicates their interest on internet facilities to chat, networking, video call, (through Bluetooth device) internet browsing in their desktop computer or laptop as well as design and

appearance (76.21%) carrying the great importance followed by brand image (72.76%).

Favorite brand in mobile set

Favorite brand choices for next purchase by male and female respondent:

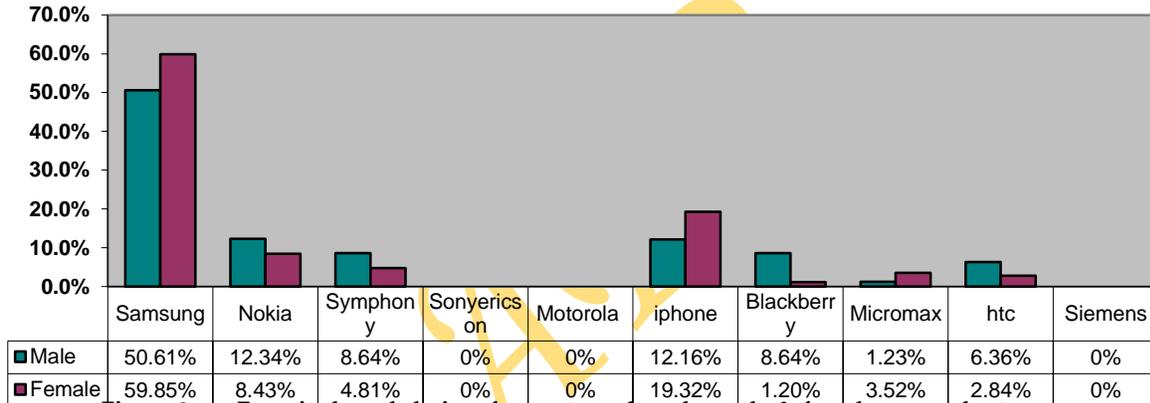


Figure 3: Favorite brand choices for next purchase by male & female respondent

From the above figure-3 we see that about 50.61% of male respondents choice Samsung mobile hand set as their most favorite brand to purchase because of their newly introduced high-end products, then Nokia (12.34%), iphone (12.16%) and Symphony (8.64%) as their favorite

brand. About 59.85% of female respondents choice Samsung mobile set as their most favorite brand and then iphone (19.32%) as their favorite brand to purchase This is because of android smart phone set is the main reason to choose their favorite brand.

Media Influencing Respondent to Prefer Particular Brand

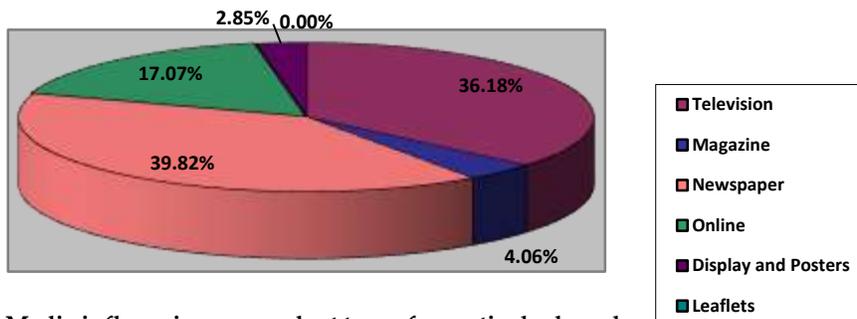


Figure 4: Media influencing respondent to prefer particular brand

From the above figure we see that both newspaper (39.82%) and television (36.18%) advertisement has a

great influence over the respondents to choose the above mentioned mobile hand set as their favorite brand.

Willing to pay for Mobile Phone Set by the Respondent

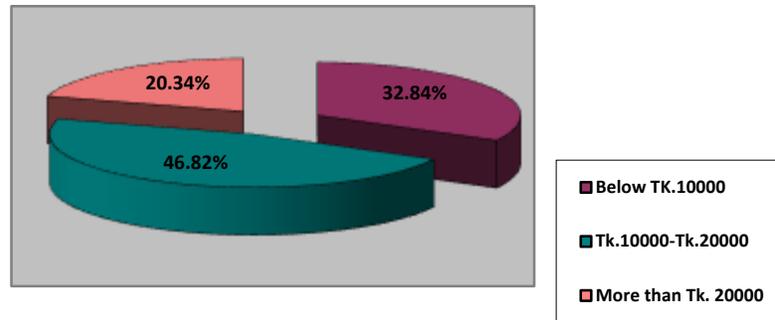


Figure 5 : Willing to pay for mobile phone set by the respondent

From the above figure we see that about 46.82% are willing to spend money between TK. 10,000-20,000 and about 20.34% of respondent are willing to spend money more than 20,000 to purchase their favorite mobile hand set. It indicates that they are willing to spend more money to get the test of latest features provided by the various mobile hand set companies.

CONCLUSION

Bangladesh is emerging as one of the fastest growing mobile hand set market across the globe. Respective of the age between 18-26, from the survey it is observed that both male and female respondents use Nokia (about 57.92%) as their mobile hand set because of GPRS (88.61%), Just for communicating (87.80%), Brand value (78.65%), price of the handset (72.15%), Huge storage capacity (70.73%), durability of the handset (62.19%), as a modem (61.58%), taking picture and video (60.57%). But now Samsung is found to be the most favorite brand (50.61% of male and 59.85% of female respondents) among the mobile handsets for their next purchase decision because of their introducing features-android

operating system and high-end products. Young respondents are ready to spend more money (near about to Tk. 20000 and more than Tk. 20000) to enjoy the different latest features. Android operating system, GPRS, Bluetooth device, Brand value, lucrative design, video calling system and respectively newspaper and television advertisement as the important attributes for preferring a specific mobile handset.

However, young respondents emphasize less importance on durability, price, others advice and opinion because of their swift switching attitude. As a whole, Samsung is competing with industry leader Nokia, Symphony, SonyEricsson and other brands to grab a share of the youth market.

The findings of the study may be used as an index for improving their products and formulating marketing strategy accordingly. Future research on mobile handset market in Bangladesh, its problems and prospects could examine a wider respondents base across other cities of Bangladesh. A large sample size would also enable separate analysis across different income groups, gender and age categories.

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