

Evaluating Influence of Social Factors on Women Buying Behaviour of Smartphones in Delhi NCR (India)



Shashank Goel , Prateek Gupta

Abstract—The present study was performed to keep the objective in view to find out the influence of social factors on women buying behavior of Smartphones in National Capital region, INDIA. Survey research was carried out to develop an understanding about the impact of social factors on women behavior towards buying of Smartphone in Delhi NCR region. Questionnaire which was analyzed for its trustworthiness by applying Cronbach's Alpha was employed to collect the responses of women in five major cities of NCR viz. Delhi, Gurgaon, Noida, Ghaziabad, Meerut. It was revealed from the study that social factors have no noteworthy influence on behavior of working women towards purchase of smartphone. However, social factors had a significant influence on behavior of non-working women towards purchase of smartphone.

The outcomes of the study will enable the marketers to have a better knowledge of the women behavior of buying Smartphone and enable them to understand, how the social factors viz reference groups, family and status influence the buying behavior of women. Better understanding of the buying behavior enables marketers in proper segmentation of the market, targeting the chosen segment with the right set of marketing mix and in positioning its offering on the website.

Keywords—Social, Smartphone, Buying Behavior, Women, Internet, Mobile..

I. INTRODUCTION

Understanding the consumer buying behavior has always been an important area for marketers. The better understanding of the consumers behavior enables marketers to frame the right set of strategies to target them. There is no doubt in the fact that today world economy is driven by women. Over the time as women has become more empowered throughout the world they have not only started taking their own purchase decisions but also largely influenced the buying behavior of their family members and others in their contact. Globally, women control the major share of the annual consumer spending and represent the major portion of the consumer market. Yet, many companies ignore and underestimate the women consumer and thus, losing onto a potential market.

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On the other hand, the companies who have understood the power of women consumers and have developed offers specific to women are in a win-win condition with edge over the market. In order to tap the large market of women consumers, most of the companies have to learn about the buying behavior of women and how it is influenced by the various factors.

The development of smartphones and their rapid adoption has made them essential in carrying out the day to day communication and other life activities globally. In the current scenario, the market for smartphone is highly competitive and various competitors constantly frame strategies to achieve competitive advantage and differentiate their brand from competitors to persuade consumers. In past, a variety of research studies have been processed by researchers to understand and recognize the factors influencing the consumer buying behavior and it was found that every consumer segment is different and depict different buying behavior and gets significantly influenced by different factors for different products. Women consumers make up a lucrative market segment with working and Non-working women as the market sub segments each having its own specific characteristics and needs and therefore understanding their purchasing behavior and influencing significant factors is of utmost importance as it will enable marketers to have enhanced awareness about their buying behavior and further enable them to develop the marketing mix in the best way that meets the specific needs of these sub segments. In the present study efforts are made to find out how behavior of women both working and non-working women, is affected by social factors viz. reference groups, family, and social roles and status, when taking a decision to purchase smartphone.

Women and Indian society

In Indian society, there has been a notable paradigm shift in the status of women. They are no longer viewed as a dormant part of the society who contributed only in family organization and were restricted to the boundaries of the house but today women are being viewed as an active member of the society who are making notable contributions in almost all the disciplines of life. Women have started helping themselves by being a change and leading to change in the society.

Women have proved that they are not only an important part of family but also of the society at a large. Today, women are leading in different walks of life by proving themselves.



They have been successful in occupying prestigious and top positions in different organizations thus, making the society to recognize their potential and individual identity.

With the self-empowerment initiatives and the various governmental and non-governmental initiatives, women in India is today empowered to a great extent to help not only herself but also others in the society. Women are engaged in various societal welfare activities and betterment of the Indian society. The educated Indian girls are opting careers of their own choice and contributing to their country by being a scientist, a doctor, an engineer, lawyer, etc. here it is significant to make a note of that without the contribution of women a fabulous growth of the nation is unimaginable.

Women educational programs related to health care and sanitation have greatly improved the hygiene and sanitation conditions in India leading to healthy life. As a mother, Indian women have been playing a phenomenal role in developing child with strong physical body and emotionally balanced child by being not only the creator but also a mentor who educates her child with strong moral values. Indian women are playing an important role in bringing about a positive social change and this is being proved through their participation in corporate world and coming up with the startups.

The women's active participation in social change and development is an outcome of their enhanced education which is ensured because of their growing interest to educate themselves even if they have to make travel arrangements to attend various literally and other events and activities related to education.

Towards improvement of the present condition of women in India by abolishing the various restrains of the society such as female infanticide, dowry, domestic violence, etc. many people, organizations including government are making sustainable efforts to improve the social situation of the women. Women are themselves involved with such organization to influence the life of others.

By being an active part of the society women is not only influencing others but also getting influenced by others which influences their behavior, roles played by them and the status they enjoy in the society. Hence to understand the influences of different factors on women it is important to conduct such studies on regular interval.

Increasing importance of Smartphone for women

Smartphone has a lot of importance for women as it has equipped women with various capabilities. Smartphone has made various tasks easy and possible through the use of various smartphone applications. Some of the important functionalities that have empowered women are as follows:

- There are many smartphone apps developed by different developers that can be easily downloaded and provide features for women security and safety. These apps once downloaded in the smartphone can be easily used by women to inform their location to police or family for help in case of any emergency or danger from any intruder. Smartphone acts as a tool to protect oneself in any unwanted situation.
- Networking is another word for success in today's world but due to busy schedules people are unable to meet each other on regular basis but technological advancement

has made it possible for people to meet over online social platforms known as social networking sites. Smartphone apps have further made it very easy to build networks and be an active part of them.

- Smartphones are acting as a resource which is helping out women in enhancement of their knowledge. Since, smartphones are so handy that women can obtain any information related to any area of knowledge easily and keep themselves updated.
- Shopping is a favorite activity of almost every women and smartphone apps has enabled them to shop for varieties of products belonging to different brands from different shopping sites from the comfort of their home. Through smartphone apps women are more empowered to make various types of bookings and payment of various bills without taking help of anyone and that too without any difficulty. This has made them more independent also.
- Smartphones usually come with features that make them as a source entertainment. Various audio video apps are available that may be utilized by women during their free time to listen to music, watch videos, play games or develop their hobby by watching video content that may help them to nurture their hobby and also share the same with others.
- Women have become more independent now they can drive their car to new destinations easily following the GPRS system instructions on their smartphone. This has reduced the risk and fear associated with searching a new destination in new location.
- Women can monitor their health on a regular basis with the help of health apps on their smartphone. Especially in rural areas Health Apps may be used on Smartphone to obtain vital information related to health.
- There are large number of apps available that have their own benefits and have resulted in making women more empowered and more independent to take their own decisions.
- Smartphones have played a great role in empowering women entrepreneurs who could now sell their products directly to market by ensuring value for customers and enough profit for themselves which was not possible earlier due to the involvement of mediators and agents who moved the product to market earlier.

II. LITERATURE REVIEW

The researchers in the field of consumer behavior have conducted various studies to found out how different factors influence their buying behavior. In the present study, researches focusing on studying the influence of social factors on Women behavior have been reviewed. Childers & Rao (1992) concluded that consumers come into view to act in a manner that is steady with a social cluster with which they recognize themselves. Study conducted in Nigeria by Falayi Olabusuyi R, Adedokun AJ (2014) on the factors influencing demand for smart phones amongst undergraduates in University of Ibadan (Nigeria) concluded that students' perception of smartphone, its price,



design and feature such as size/weight, keyboard type, operating system, social media connectivity and e-mail client influence and determine the demand for Smartphone. Also, it was concluded that income of students and Smartphone features do not decide the demand for Smartphone. A study conducted on Iraqi consumers by Furaiji Fatimah and et.al. (2012) analyzed in Iraq the various features affecting consumer's behavior in electric appliances market. They concluded from the study that physical factors, social factors and marketing mix parameters were powerfully connected with the buying behaviors of consumers in Iraq.

Another study on consumer buying behavior of mobile cell phones conducted in Ganlari D, et.al. (2016) analyzed various factors that impacted the consumers' Smartphone purchase decision. As per the study, various external factors such as social status, culture and friend influence, mouth publicity and marketing strategies along with many internal factors influences the consumers buying decision. In another study conducted by Goel S, Gupta P (2017) studied the impact of social influence (online) on women behavior of purchasing Smartphone created by social influence through online platforms on the buying behavior of women is of significant level. Also, it was found by them that the belief of working and non-working women remain different from each other with respect to online social influence. In one of their research article Goel S and Gupta P (2017) concluded that smartphones being a technological outcome, are playing a significant role in transforming India by bringing about a revolution in the education sector, Healthcare sector, Banking sector, Agriculture sector, Business and economy as a whole and at the same time empowering women.

A study conducted in the city of Lucknow by Kaushal SK, Kumar R (2016), to find out many factors that affect Smartphone purchase intention significantly and to find out if these factors influence male and female respondents differently. They concluded that Social influence, compatibility, and dependency influences purchase intention of smartphones significantly. Convenience was the only factor for which significant differences between male and female choice exists. Goel S, Gupta P (2018) also concluded that Smartphone has played a significant role in the empowerment of women. Smartphone has brought a significant change in their general life style and made them independent both socially and economically. Lay-Yee KL, et.al. (2013) concluded that the variables i.e. Brand Concern, Convenience concern, Product feature concern, Dependency concern, Social influence concern and Price concern bear a significant association with the smartphone purchase decision. The association with product feature concern was found to be the strongest with the smartphone purchase decision and weakest with the Price concern.

Another study conducted in Iraq by Mirzaei H, Ruzdar M (2017) to find out how consumer behavior gets affected by social factors in selecting the characteristics of cars purchased. They concluded that social factors (Family and social status aspect) affect the selection of car. However, the reference group aspect was not found to affect the selection of car. Norazah MS (2013) studied the Students' smart phones dependency lies on social needs, social influences and convenience. It was concluded that the social needs

were the most influential and social influences also significantly affect dependence of students on smartphones. Strong relationship between dependence on smartphones and student's Purchase Behavior was found.

A study specially conducted to trace the women buying behavior by Panicker V, Ahmad MK (2015) aimed to find out the variables that decide purchase behavior among women. The study indicated significant impact of social influences on women buying pattern. In a research conducted by Parmar GR, et.al. (2015) in rural area to study the factors influencing mobile usage there, concluded that all the factors viz. social status and need, apparent usefulness, societal influence, apparent risk control, Product attributes affects the mobile usage in rural areas. A study conducted in Malaysia by Azira R, et.al. (2015) concluded in their study that important influence of product feature, brand name and social influence on purchasing Intention of Smartphone exist. Ramya N and Ali SAM (2016) studied that Cultural factors, Social Factors, Personal Factors, Economic factors, Psychological factors are all involved in influencing the consumer buying behavior. Goel S, Gupta P (2017) conducted a literature review to analyze the Influence of Social, Economic factors on women buying behavior and concluded that the buying behavior depicted by women in the purchase of different categories of products, was found to be influenced, significantly by the social and economic factors considered in those studies. Another study in Malaysia, conducted by Roseli, N. M. et.al.(2016) carried out an analysis that all variable under study viz. social factors, Product related brand name, features, and price have a significant association with the purchasing behavior of Malaysian consumers.

In a research conducted on consumers of Rome-Italy by Sata M (2013), concluded that the factors Product features, Price, product durability, Brand name, after sales service and social influence were found most significant in influencing the mobile phone buying decision of consumers in Rome-Italy. Sethi I and Chawla AS (2014) concluded that various social factors as group opinion, peer pressure, family and friends, Prestige etc influence telecom users' buying behavior strongly. Silva Harsha de, et. al. (2011) concluded that society plays an important key role in mobile purchase. Trivedi R and Raval R (2016) concluded that Price, Brand name, Product feature and convenience factors affects the consumers' purchase intentions strongly.

A study conducted by Vijayalakshmi S. and Mahalakshmi V. (2013) found out the influence of factors such as Product, price, promotion and place along with personal factors, psychological factors, social factors, cultural factors on buying behavior of consumer. It was concluded that social, psychological factors and marketing mix elements strongly affected the purchasing behavior of Indian consumers. Yang J, et.al. (2007), concluded that only utilitarian influence is having significant differences between China and US mobile users. However, the difference for the other two influences, the difference for US and china Mobile users was found to be insignificant.

III. OBJECTIVES OF STUDY

The objectives of the present research are as follows:

1. To understand the various dimensions of Women buying behavior.
2. To analyze the influence of social factors on women (both working and non-working) buying behavior of Smartphone.

IV. HYPOTHESIS

The hypotheses framed in the present study are as follows:

H₀₀: There is no significant influence of the social factors their decision to purchase a new Smartphone. The questionnaire framed for this study consisting of 20 questions based on social factors viz. Family, reference groups and role & status was tested for reliability using Cronbach alpha coefficient which was found to be 0.731 and greater than 0.70. (Cronbach alpha's value greater 0.70 is considered appropriate for the tool to be reliable for research). The samples were collected from five major cities of Delhi NCR viz. Delhi, Noida, Gurgaon, Ghaziabad and Meerut for both working and non-working women using stratified random sampling. The minimum size for each strata (each for working women & non-working women)

on working women behavior of buying Smartphone.

H₀₁: There is significant influence of the social factors on working women behavior of buying Smartphone.

H₁₀: There is no significant influence of the social factors on non-working women behavior of buying Smartphone.

H₁₁: There is significant influence of the social factors on non-working women behavior of buying Smartphone.

V. RESEARCH METHODOLOGY

The study was carried out in the Delhi NCR region of India with the objective of understanding the women buying behavior and the impact of various social factors influencing was calculated using the sample size determination formula given by Cochran (1977).

The formula is as following:

$$n = (z/e)^2pq = (1.96/0.044)^2 * 0.25 = 496$$

(1)

Out of the 496-questionnaire distributed to working women through online and offline mode, 483 were found to be complete and valid and out of 496-questionnaire distributed to non-working women, 485 were found to be complete and valid. The samples so collected were used for data analysis and interpretat

VI. ANALYSIS AND INTERPRETATIONS& RESULTS

The primary data was analyzed and presented with the help of the following tables along with their interpretations.

A. Correlation Test

Table 1.1 Correlations

		Working women	Non-working women
		10b1_Decision_to_buy_a_new_smartphone	10b1_Decision_to_buy_a_new_smartphone
10b1_Decision_to_buy_a_new_smartphone	Pearson Correlation	1	1
	Sig. (2-tailed)		
	N	483	485
11a_collect_info_from_family_before_making_choice_of_Smartphone	Pearson Correlation	-.028	.417**
	Sig. (2-tailed)	.542	.000
	N	483	485
11b_seek_info_from_Friends_about_smartphone	Pearson Correlation	.073	.479**
	Sig. (2-tailed)	.109	.000
	N	483	485
11c_refer_&_seek_info_from_peer_&_colleagues_about_smartphone	Pearson Correlation	.064	.422**
	Sig. (2-tailed)	.163	.000
	N	483	485

11d_refer_&_seek_info_from_relatives_about_smartphone	Pearson Correlation	.018	.302**
	Sig. (2-tailed)	.692	.000
	N	483	485
11e_seek_info_from_neighbours_about_smartphone	Pearson Correlation	.000	.195**
	Sig. (2-tailed)	.999	.000
	N	483	485
11f_collect_info_from_Past reviews/people/experts_about_smartphones	Pearson Correlation	.001	.338**
	Sig. (2-tailed)	.976	.000
	N	483	485
11g_family_decides the_smartphone_that_I_should purchase	Pearson Correlation	.057	.210**
	Sig. (2-tailed)	.211	.000
	N	483	485
11h_I_buy_what_my_friends_approves_me_to_purchase	Pearson Correlation	.062	.140**
	Sig. (2-tailed)	.173	.002
	N	483	485
11i_I_buy_smartphone_popular_among_peer_&_colleagues	Pearson Correlation	.052	.156**
	Sig. (2-tailed)	.253	.001
	N	483	485
11j_I_have_to_buy_smartphone_approved_by_my_peer	Pearson Correlation	.078	.188**
	Sig. (2-tailed)	.086	.000
	N	483	485
11k_I_buy_smartphone_popular_among_people_of_my_age	Pearson Correlation	.066	.284**
	Sig. (2-tailed)	.146	.000
	N	483	485
11l_I_purchase_Smartphone_possessed_by_my_favourite_celebrities	Pearson Correlation	.077	.208**
	Sig. (2-tailed)	.091	.000
	N	483	485
11m_purchase_Smartphone_possessed_by_associative groups	Pearson Correlation	-.025	.240**
	Sig. (2-tailed)	.580	.000
	N	483	485
11n_prevent_purchase_of_smartphone_used_by_dissociative-group	Pearson Correlation	.069	.153**
	Sig. (2-tailed)	.129	.001
	N	483	485
11o_purchase_smartphone_used_by_people_equal_&_above_my_status	Pearson Correlation	.016	.154**
	Sig. (2-tailed)	.729	.001
	N	483	485
11p_I_don't_take_advice_&_purchase_whatever_i	Pearson Correlation	.032	-.074

like	Sig. (2-tailed)	.477	.105
	N	483	485
11q_keep_replacing_Phone_to_maintain_good_image_in-group	Pearson Correlation	.070	.228**
	Sig. (2-tailed)	.126	.000
	N	483	485
11r_purchase_smartphone_which_suits_to_my_role_&_status_in_society	Pearson Correlation	-.081	.274**
	Sig. (2-tailed)	.076	.000
	N	483	485
11s_purchase_smartphone_which_matches_professional_status	Pearson Correlation	-.029	.226**
	Sig. (2-tailed)	.524	.000
	N	483	485
11t_buy_smartphone_that_supports_my_role_&_status_in_family	Pearson Correlation	.033	.199**
	Sig. (2-tailed)	.469	.000
	N	483	485

* At the 0.05 level (2-tailed), Correlation is significant. ** At the 0.01 level (2-tailed), Correlation is significant.

From the above Table, it can be drawn that “Decision to buy a new Smartphone” (dependent variable) has almost no relation with the social factors under study for working women. However, it may be noted from the table that dependent variable i.e. decision to buy a new smartphone is found to bear a positive relation with the social factors under study. It may be further interpreted from the table that the influences of family, peer & friends, relatives and past reviews have a moderate positive relation with the dependent variable. However, it may be noted that other variables under study have been found to have weak positive correlation.

B. F- Test

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	19.524	20	.976	1.493	.079 ^b
Residual	302.158	462	.654		
Total	321.681	482			

Table 1.2 ANOVA (For working women)

From Table 1.2 (F Test) it may be noted that the value of significance is 0.079 which is greater than 0.05 (level of significance) and there are not enough evidences to reject null hypothesis H₀₀. Therefore, the alternate hypothesis H₀₁ stands rejected and H₀₀, the null hypothesis was accepted. It may be defined that there is no influence of social factors on working women buying behavior of Smartphone significantly.

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	274.116	20	13.706	17.621	.000 ^b
Residual	360.906	464	.778		
Total	635.023	484			

Table 1.3 ANOVA (For Non-working women)

From table 1.3 it may be noted that the value of significance is 0.000 which is less than 0.05 (level of significance) and computed F value (17.621) is greater than the table value (1.592). Hence, there is enough support to decline null hypothesis (H₁₀), whereas the alternate hypothesis (H₁₁) is accepted. Therefore, it may be interpreted that social factors carry significant influence on non-working women buying behavior of smartphone.

C. Regression Test

Table 1.4 Coefficients (For non-working women)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	-.633	.343		-1.846	.065
11a_collect_info_from_family_before_making_choice_of_Sm artphone	.225	.060	.186	3.751	.000
11b_seek_info_from_Friends_about_smartphone	.218	.052	.202	4.197	.000
11c_refer_&_seek_info_from_peer_&_colleagues_about_sma rtphone	.191	.046	.190	4.172	.000
11d_refer_&_seek_info_from_relatives_about_smartphone	.075	.040	.082	1.856	.064
11e_seek_info_from_neighbours_about_smartphone	.030	.039	.032	.764	.445
11f_collect_info_from_Past reviews_people_experts_about_smartphones	.255	.050	.201	5.079	.000
11g_family_decides_the_smartphone_that_I_should_buy	.068	.042	.071	1.599	.111
11h_I_buy_what_my_friends_approves_me_to_buy	-.015	.051	-.014	-.303	.762
11i_I_buy_smartphone_popular_among_peer_&_colleagues	-.030	.045	-.030	-.653	.514
11j_I_have_to_buy_smartphone_approved_by_my_peer	.012	.045	.013	.266	.791
11k_I_buy_smartphone_popular_among_people_of_my_age	.088	.042	.101	2.069	.039
11l_I_purchase_smartphone_posseessed_by_my_favourite_celebrities	.110	.050	.115	2.196	.029
11m_purchase_Smartphone_posseessed_by_associative_group	-.031	.050	-.031	-.617	.537
11n_prevent_purchase_of_smartphone_used_by_dissociative_group	-.120	.045	-.126	-2.695	.007
11o_purchase_smartphone_used_by_people_equal_&_above_my_status	.015	.045	.017	.325	.746
11p_I_don't_take_advice_&_purchase_whatsoever_i_like	.016	.035	.019	.455	.649
11q_keep_replacing_Phone_to_maintain_good_image_in_group	.094	.047	.107	1.987	.048
11r_purchase_smartphone_which_suits_to_my_role_&_status_in_society	-.033	.050	-.039	-.652	.515
11s_purchase_smartphone_which_matches_professional_status	.117	.046	.140	2.522	.012
11t_buy_smartphone_that_supports_my_role_&_status_in_family	-.020	.049	-.023	-.399	.690

a. Dependent Variable: 10b1 Decision to buy a new smartphone

Table 1.4 presented the regression analysis of relationship between dependent and independent variables for non-working women in this research. By looking at the independent variable in this research, the regression equation is made as follows:

$$Y_{NWW} = 0.186X_{11a} + 0.202X_{11b} + 0.190X_{11c} + 0.082X_{11d} + 0.032X_{11e} + 0.201X_{11f} + 0.071X_{11g} - 0.014X_{11h} - 0.030X_{11i} + 0.013X_{11j} + 0.101X_{11k} + 0.115X_{11l} - 0.031X_{11m} - 0.126X_{11n} + 0.017X_{11o} + 0.019X_{11p} + 0.107X_{11q} - 0.039X_{11r} + 0.140X_{11s} - 0.023X_{11t}$$

Table 1.5 Model Summary (For Non-Working Women)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.657 ^a	.432	.407	.882

From the table 1.5, it may be noted that social factors have a value of R to be 0.657. It may be analyzed that social variables (independent variable) have a moderate correlation of 65.7% with the choice to buy a new smartphone and the factor of determination i.e. coefficient of correlation (R^2) is found to be 0.407 which shows that 40.7% of the influence in non-working women buying behavior is formed by the social factors while the remaining 100% - 40.7% = 59.3% are affected by other factors (which are not discussed in this research study)

VI. HYPOTHESIS TESTING

Table 1.6

Hypothesis	Hypothesis statement	F calculate d Value	F table value	P value (sig.)	Significance level	Remark
Null Hypothesis H_{00}	There is no significant influence of the social factors on working women behavior of buying Smartphone.	1.493	1.5933	0.079	0.05	Accepted
Alternate Hypothesis H_{01}	There is significant influence of the social factors on working women behavior of buying Smartphone.	1.493	1.5933	0.079	0.05	Rejected
Null Hypothesis H_{10}	There is no significant influence of the social factors on non-working women behavior of buying Smartphone.	17.621	1.592	0.00	0.05	Rejected
Alternate Hypothesis H_{11}	There is significant influence of the social factors on non-working women behavior of buying Smartphone.	17.621	1.592	0.00	0.05	Accepted

It may be noted from table 1.6 that H_{00} is accepted and H_{01} which is an alternative hypothesis is rejected as calculated p value is more than the level of significance and the calculated F-value is less than the F critical value. Also, it may be noted that H_{10} which is a null hypothesis is rejected and H_{11} which is an alternate hypothesis is accepted as calculated p value is less than the significance level (0.05) and the calculated F-value is more than the F critical value.

VII. FINDINGS OF THE STUDY

On the analysis of data, it is found that the influence of independent variable (social factors) viz. reference groups, family and role and status (Kotler Philip) on dependent variable i.e. decision to buy a new smartphone for non-working women is significant. However, the influence of social factors on decision to buy a smartphone for working women is found to be insignificant. In other words, it may be drawn that the non-working women buying behavior of smartphone is significantly influenced by the social factors whereas working women buying behavior of Smartphone is not significantly influenced by the social factors.

VIII. LIMITATIONS

The present study focused only on women belonging to selected cities of Delhi-NCR. The geographical coverage is restricted Delhi-NCR.

IX. CONCLUSION

The present paper draws conclusions from the analysis of the primary data and provides suggestions about women buying behavior of smartphone which in turn enhances the marketer’s know-how, especially of those who are into the business of Smartphone. It enables marketers to frame strategies to target women consumers in a more focused way. It may also be concluded that social factors play important role in influencing the behaviour of non-working women and determine their behaviour in buying a new smartphone. Also, it may be summarized that social factors do not influence the buying behaviour of working women significantly in decision to buy a smartphone. From this, it may be further concluded that factors other than brand name, price, product feature and after sales service, etc. might determine and influence the buying behavior depicted by working women in decision to buy a new Smartphone..

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