

A Model On Understanding Mobile Buying Behaviour Of Migrant Workers With Consideration To Kerala Region

Akshay Prakash, Avinash Shivdas

Abstract: Mobile phones have become the part and parcel of human life and it was once considered to be a luxury and now it has become a necessity and with this there have been a large number of companies and India is one of the leading markets for mobile phones based on several factors and there are large number of companies offering medium range phones to this segment. It has become a bit difficult for people to choose mobile phones and also companies are finding it challenging to differentiate from the clutter, so the companies will have to understand the factors that influence the purchase decision of audience and in the recent past there has been a large increase in migrant laborers traveling across India and this segment has a unique set off filters based on which they select mobile phones. This paper aims at understanding how this market of migrant laborers choose mobile phones and what factors influence their choice and for this purpose migrant laborers located in tier two and tier three city were selected. one of the major differences found from other papers is the importance of advertisement being in the top priorities of the factors affecting the buying behavior. The other factors that affect the buying decision are camera, storage, battery, offers, experience etc. this study gives an insight to the migrant labour market.

Index Terms: Buying, Migrant, India, Mobile phone, Kerala, features.

I. INTRODUCTION

While mobile phones have become an essential part in person's day to day communication throughout the world. Over the last ten years, the researchers have focused very little on the motives of selecting a phone and the decision-making processes of choosing a mobile phone. Mobile phone are the gadgets which have had one of the fastest reception rates in cutting-edge technological advancement in this world, day - to - day communication in human life and individual's interaction across the globe are happening mainly through these devices which has made mobile phone handsets a part of our daily life. (Comer and Wikle, 2008) While purchasing a mobile phone there are large number of complex factors, which consists of macro as well as micro economies which affect the buying decision. Like, technological growth of the mobile phones market and motives of the consumers to select a mobile phone. The development is based on customers future needs, the better the company can predict the need and provide the product they can be more successful. (Brown,

1991; Hamel and Prahalad, 1991; Kumar, 1997; Nagel, 2003)

The growth of smartphones is one of the high rates in India compared to the world, mobile phone market is one of the fastest growing market in India. Going through statistics we are able to see that there is an overall growth of 11% in mobile phone during 2018, we also observed a growth of 10% in smartphone shipments during 2018, a growth of 10% is registered with feature phones. Growth was also observed in sales the market grew 19% during 2018, leading brands being Samsung, Xiaomi, Vivo, OPPO and Apple. (Counterpoint feature report, 2019)

Globalization has helped players to enter into Indian market. Globalization has also led to more job opportunities. Migrants travel transnational, domestic and global, Long term migrant leaves his home ground and for job at least for 1 year. (Langhorne & Richard, 2006) The reason for migration can be Push as well as Pull factors. Pull means migrants are going because of the situation at destination, push means people are going because of the situation at the Origin. (Todaro) In a study conducted by Gulati Institute of Finance and Taxation it was found out that around 2.5 million inter-state migrant workers are estimated to be in Kerala. The study also shows that Ernakulam, Trivandrum, Kozhikode, Kollam, Thrissur has highest number of migrant population. large portion of workers who come are young in age and have low-level education. These people are from West Bengal, Odisha, Bihar, Assam, Uttar Pradesh, and Uttarakhand. These people are employed in both rural and urban area, and their jobs are diversified, their job includes construction workers, casual laborers, agricultural and plantation workers, road workers, domestic workers, carpenters, masons, plumbers, electricians etc. (Narayana et al, 2013) As on date there has been very extremely scanned research on migrant .In the recent past researchers has focused on looking at buying behavior of mobile phones but there has been limited study within the country .This paper is organised as follows - focuses on daily workers who have migrated to Kerala for finding the reasons for selecting the mobile phones they use. Unstructured interview was conducted on the sample of migrant workers and the proceeding were scripted. Text analysis was used in this study to identify the influencing attributes which affect the buying behavior from the interview. We have discussed the findings and implications for practice & for industry and academic purposes.

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II. LITERATURE REVIEW

The mobile phone is seen as an essential tool for communication. After spreading wireless communication networks, it turned out to be imperative. Many studies have been carried out to investigate mobile phone buying behaviour.

According to Gwin and Gwin (2003), a product's attributes indicates its feature or characteristic which may be intrinsic or extrinsic in nature. Intrinsic attributes are performance software, this context is protection technique for safe operation, memory capacity and technological capability, while extrinsic attributes define the design, materials, features, and style of a smartphone (Gwin et al., 2003)

In a study by Bell (2002), it was seen that the purchase of mobile phone decision is taken because of the users existing phones capacity is seen inferior to the new models which are released, feature like high storage, HD camera, Wi-Fi dual band width and more features also the display clarity. Expectation from this study is new features will influence users to select their mobile phones. (Bell, 2002). There was a belief that screen size effect the buying behaviour, On the contrary Dabholkar(1996), found that in Asian mobile phone users there was no impact on decision making of choosing a phone on basis of their size, the reason for this result maybe because of the fact that the mobile phones available in the market were of almost similar sizes. (Dabholkar, 1996).

Another study showed Price and features as the important factors influencing the consumers decision. Though Nokia is leading in the market, consumers are shifting their loyalty from Nokia, to other brands like Samsung, Blackberry and Apple. The reason found for the same is the reluctance of Nokia to accept new technology and the improved quality of Samsung products in the market. This study also uses multiple regression analysts to test some independent variable effects (price, durability, social influence, brand name, product feature, and after - sales service). Brands need to conduct data collection on a regular basis to understand the customers wants and needs. Most of the mobile manufacturing companies are paying a lot more attention on durability and quality, and as a result focus on improvising their products by employing cost reduction measure to provide it at a lower rate in the market. (Mesay Sata,2013)

Jagwinder Singh and B.B. Goyal in their paper studied how different age groups and gender use different factors to buy a mobile phone. Using a primary data collection method, it was found that mobile phone users of the age group of 18-30 years, are more concerned about factors like the physical look, "brand", 'value-added features' and 'core technical features', and as a result are willing to pay more. On the contrary, people who fall under the age group of 50 and above gives more importance to price' than customers of other age groups. (Singh, J., & Goyal, B. B. ,2009)

Muazzam Khanna, Apoorva Kulkarni and Vijayakumar Bharathi studied the mobile buying behaviour of the consumers in an emerging market. Following a data collection which is based on image, among college students, the finding what affect the customers most price, brand and brand ambassador, study reviled that brand and brand ambassador have significant effect. (Khan, M., Kulkarni, A., & Bharathi,

S. V. ,2014)

Abu-Shanab and Abu-Baker in their paper studied the buying and consuming behaviour of smartphones in Jordan. Using a sample of 233 responses from a heterogeneous mix, they found that Jordanians primarily used mobile phones to communicate, watch and alarm, and send messages. They also said the major reasons for buying mobiles were: the presence of the camera feature in phones, the ease of utilizing them, and the convenience of using a phone. (Abu-Shanab, E. A., & Ala'a, N. ,2014)

Fang-Mei Tseng and Hsin-Yen Chiang studied how innovative changes in mobile phones lead to upgrading intentions in the minds of consumers. An integrated post and pre adoption theory was performed by conducting a test with the help of 2G and 3G customers, where the upgrading plan of customers with respect to their mobile phone was tested. The result of the study showed that the value assessment can affect the mobile users plan to upgrade to a 3G mobile handset or next generation products, and that users of 2G handsets were happy with the current generation mobile phone, unwilling to upgrade to 3G handsets. The study concludes by saying the 2G users are seeing the leap to 3G as a transitional product, and are waiting for next generation option to upgrade., the 4G. (Tseng, F. M., & Chiang, H. Y. ,2013)

Na Zhou and Gergana Shanturkovska in their study provides a clear and comprehensive picture of the successful strategy of Nokia to penetrate the Chinese market. Focus group and online data collection methods are used to get an in-depth understanding of the Chinese consumer market. It was found out that Nokia's Success are working well with local people, by creating strong brand image, giving high importance to satisfaction of customers, providing a wide variety of products to choose from, widening distribution channels, setting up local research lab so that the new products are available at affordable rates, and providing high quality products at lower prices. These ways have been proven successful in Chinese markets. The strength of brand created through brand image and mouth to mouth publicity has a huge importance and are important factors in a market like China. (Zhou, N., & Shanturkovska, G. ,2011)

Md. Abdullah, godmother. Shahadat and Md. In their paper, Rakibul studied factors that influence mobile phone users ' behaviour in switching their telecommunications operators. Using a sample of 100 respondents, they found that tariff package, internet facility and promotional activity had a major influence on the behaviour of the consumers leading them to switch brands. The study shows call charges and tariff plan plays an important role in switching service providers, followed by network coverage, quality, internet package, advertising, promotion, value-added services, and customer care. (Abdullah, A. J., Shahadat, H. S., & Rakibul, H. ,2015)

Siddharth, Paul and Sanjay examined consumer behavioural intentions towards the use of mobile banking. The study investigates the background to behavioural intent of Indian customers using mobile banking. After analysis, factors such as perceived image, perceived value, self - efficacy, perceived credibility and tradition, all have a significant impact on



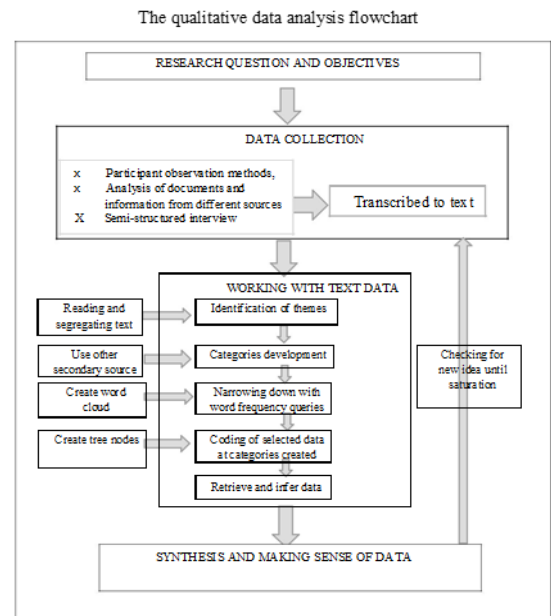
mobile banking compliance intentions, as well as traditional TAM variables such as PPU and perceived use facilities. (Dasgupta, Paul and Fuloria ,2011)

A study about factors affecting famous buying decision of mobile phone in Bangladesh's Khulna City. Over a period of years mobile phones have become efficient and at the same time became reliable mean/source to different people at different/same time. People's dependency on Bangladesh Telegraph and Telephone Board (BTTB) came to an end with the adaption of mobile. Mobile phone not only comes with calling facility but also with other features like messaging, email, Bluetooth, games, radio etc. Mobile companies like Nokia, Samsung, Micromax, HTC, etc. in Bangladesh gave people many options to purchase as per their choice. Hence this research tries to undercover those factors which consumers thinks in their mind while purchasing a phone. There are many variables such as price, friend's recommendation, advertisement, etc. which customers come across when it comes to brand selection and hence this paper tries to focus the issues that customers judge in the mobile market. (Uddin, M.R., Lopa, N.Z. and Oheduzzaman, M., 2014).

III. METHODOLOGY

For this paper an exploratory approach is used. The research method used for this paper is qualitative so the study is inductive. In-depth interview method was used to collect data (Makararaby, 2008). A qualitative content analysis is a research method for subjective interpretation of text content by a process of systematic coding and identification of themes or patterns (Hsieh and Shannon, 2005). Interview method was done because there was no much study done regarding this topic and it was convenient and purposeful. The data is collected from waged migrant workers who are working in area of Thrissur and Vallikavu.

The researcher has done in-depth analysis with the interview. Semi-structured interviews were conducted, the participants were daily waged workers working as masons, helper boys, distribution boys, factory workers etc. The interview was focused on the buying behavior of the mobile phones the features they look for what attracted them to buy and other factors, the questions were focused to this aspect. The content analysis was done with help of NVivo software (version 12.0). computer software had to be used but the use of the this is limited because of the nature of qualitative research, Qualitative research are unstructured, complex, the richness of data and how the findings and theories emerge from the data (Roberts and Wilson, 2002). The below illustration shows how qualitative data analysis process works.



IV. RESULT AND ANALYSIS

Because NVivo was used for this study. NVivo was developed for the researchers to conduct analysis on unstructured data like audio, video and unstructured text. For sake of this study the trial version of the software package was used. The oral interview was scripted into Microsoft document format which is suitable input format for NVivo. From the data word frequency query was used to identify most frequently repeated words. Generalization option was selected to combine the similar words to a category and a character restriction was put for words less than 3 characters. The result from analysis is portrayed in word cloud format. The result also is displayed in dendrogram to show the co-occurrence of words.



Fig 1: word cloud explains the attributes and its impact on the attributes affecting the buying behaviour of mobile phones by migrant workers.

The word cloud generated from the analysis performed in the software NVivo firstly highlights that the two most prominent attributes are camera and advertisement. The attributes storage and battery have major presence in the word cloud. These findings conform to the aim of the



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article that is to identify the most influencing factors while buying a mobile phone. However, the attributes screen, discount, photos and music appear but only as a lower order time. The article also identifies offers, functions and experience as minor terms reflecting the aim of the article. The advertisement attribute is found to be a major buying preference specific to this consumer segment of migrant workers, as the general consumer behaviour on smart phone purchase in India shows sound as major purchase preference. In addition, there is no attribute of lifetime of the mobile phone.

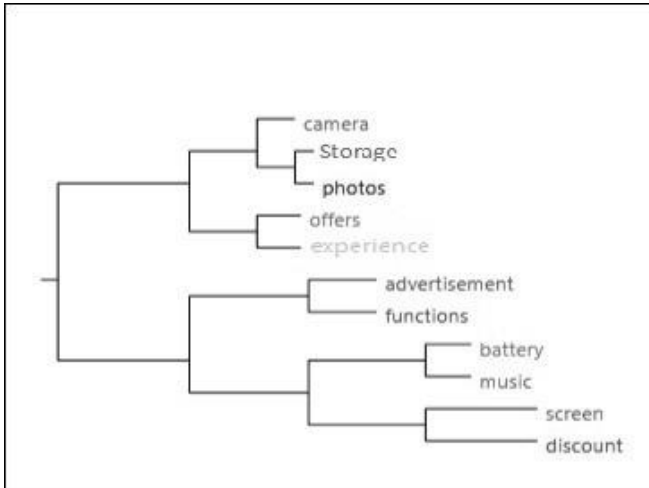


Fig 2: Dendrogram explaining the attributes affecting the buying decision of mobile phones by migrant workers.

As per the analysis, the result obtained from dendrogram clearly shows that the camera has a direct relationship with storage and photos. Because as per the buyer's requirement they need a mobile with a good camera quality which gives high clarity images and since, good quality images require a larger storage space so the storage of phone should be more. From the above figure, we can also infer that offers are also related to experience, because the more the offer will be appealing to the buyer more their experience will be enhanced. Advertisement and functions are related to each other because buyers are more attracted towards the features and specification shown through advertisements. The battery and music are directly related to each other because playing continues music for a longer period of a time drain a lot of battery so it requires a huge amount of mAh. From the buyer perspective, we came to know screen and discount are related to each other because in terms of exchanging a broken display replaced with original display cost a huge sum of money so discount is related to screen.

Camera: Most of these customers use phone to take pictures and do video call to their loved ones in their native. They prefer to have a high clarity camera for both these purposes, this is a main feature they look into. The customers prefer a high-quality camera on basis of mega pixel, they also give importance to the clarity.i.e., resolution.

Advertisement: They spend a lot of time online, most of the customers find these mobile phones through advertisements especially in online platforms. These people get attracted by YouTube advertisements and popup advertisements, they get the knowledge of these phones and their features, by repeated exposure to the advertisement and some positive review from

other sources these phones get into their mind, which make them consider to buy these phones.

Storage: The customers of these phones take a lot of photos and stores large amount of music and videos which requires much larger storage area. While buying mobile phones customers give importance to this for them the size of storage is explained in terms of number of photos that can be stored or number of songs that can be stored. The new mobile is able to cater their needs within affordable price range.

Battery: The customers who use the phones need larger battery backup in a single charge as these customers are workers, they and plays lots of music while working, there is a high use of battery, they prefer high capacity battery because they get few chances to charge their phone in worksite. So, the phones with higher mAh is preferred.

Offers: The customers are looking for a phone which cater to their needs in a price range. But providing less price offer on repair and warranty has also affected their buying decision with a good offer in hand they spend a bit more than they decided.

Experience: The customers sometimes are affected by the experience they had with the phone. This can be a phone by a co-worker or a relative. The experience they consider includes the extra benefit they get with the purchase like free display replacement enriched their experience.

Functions: The customers are attracted by the functionality of the phones. Hence customer seeks for more functions in the phone before making any kind of buying decision, as a result of that many mobile manufacturing companies focus their concentration on mobile functionality in order to create a sense of appetency.

Screen: The customers who buy the phone like wider screen, they watch a lot of videos, do video calling so these customers prefer to have high clarity. They also work in bright conditions where there is a lot of sun exposure so they prefer phones with high brightness too.

Discount: the customers are also attracted through this providing discount to customers makes them have a feeling of high cost goods at lower price and value for money will be higher in customers mind. The customers of the phones are workers providing then discount in accessories or even discount in after sales attract them a lot.

Music: The customers like to listen to music, which is usually played at high volume. This the quality of speaker should be good and the speakers should be lasting longer, quality of speaker is measured by the clarity and effect of music played.

Photos: The customers of these phone roam around and they take lot of pictures, which may be used for self or shared amongst friends and family. So, they prefer phones with high quality image capacity like Fulda, 2K, 4K.

V. DISCUSSION AND CONCLUSION

Mobile phones have become a part of our daily lives, in past few years it has made its way to be an important part of our daily lives. If we go through the statistics in India, in 2015 smartphone users were 199.08 million which has shown a continues increase



irrespective of region and in 2019, it has reached to 378.88 million and expected to reach 442.5 million by 2022. With introduction of new competitors in telecom market in India and mobile data available for very low prices because of competition created interest in the minds of people to use smart phones. (Statista, 2016)

State	Percentage share
Uttar Pradesh	14.83
Assam	20.28
West Bengal	15
Bihar	18.1
Orissa	8.67
Others	23.13

Fig3: Origin or migrant workers working in Kerala

The above table shows the distribution of workers from different parts of India working in Kerala.(Gulati Institute,2013) This paper is mainly focused to identify those factors that highly influence the mobile buying behavior of migrant workers working in the urban and rural region of Kerala. The respondents are the users of smartphone The Software used was NVivo, a highly advanced coding software to identify the potential relation between the coded data.

The major findings of the proposed papers are factors like camera, advertisement, storage, battery, offers, experience, functions, screen, discount, music and photos. However, the study in this article is limited due to the particular geographical region in India.

From this paper, though not a conclusive result as the paper is bounded by geographical constraint, we can understand that advertisements play an important role in the mobile phone buying preference of the consumers, that too fall in the mid-range smartphones among the migrant workers in India. As we identified some factors in our paper those factors bring us to an assumptive conclusion that migrant workers don't go for high range smartphones as it requires lot of safeguarding and the repair cost is high.

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