

Attributes and Utility of Smart Phone: Affecting Buying Decision with Reference To Lucknow City

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Abstract

In today's century, Communication is one of the gifts of human. It acts as a propeller for the advancement of knowledge, a source of wisdom and the telescope to view the hallucination of the future. The rural sector of India has an important part in mobile revolution. In various aspects, mobiles have influenced many parts of India from communication to business. The current research focuses on the specifications affecting the purchasing behaviour of smart mobiles and usage pattern smart phones of consumers in Lucknow city. Communication, therefore, is kingpin of a trade. For this research, the descriptive research method has been used. The information related to Smartphone consumers were collected through a well-defined questionnaire. The convenience sampling method was used by the researcher to collect the data. Primary as well as Secondary sources of data was used. The sample size is 100. With the help of (SPSS) software, the data collected was modified, coded and administered. The arithmetical tools are used for F-Test and T-Test. There is a major difference between the gender of the respondents and the level of satisfaction of smart phone users. The difficulties faced by the smart are Hanging of phone, problem of charging, Language of phone, Battery life of phone, Slow internet, Network issue, Call Drop, High call rates, Improper support from call centre, Complex Technology, etc.

Keywords: Smart Phone, Smart Phone Usage, Features, Specifications, Customer Satisfaction, User Problems

Introduction

The inventor of telephone is Alexander Graham Bell. In 1878 he made the first phone call, in 1878. Telephones, despite coming a long way, may one day be totally obsolete. During the 1980s, some of the cell phones were firstly introduced to the public by Motorola. These cell phones were totally different with the cell phones of today because they were not at all compressed nor cost efficient by any means. The cost of some of these cell phones is around \$4,000 and the weight over 2 pounds. IBM and BellSouth developed the first smart phone in 1993 and presented it to the public. While comparing the basics to today's standards "Simon" had a touch screen that was having the capability of accessing email and transferring faxes. Smart phones are an extended form of normal cell phones. Cell phones do not have the GSM system, that is the Global System for mobile communications abilities along with a whole collection of other applications but they can make phone calls and some even have video recording abilities. The biggest forms of communication today, especially among the younger folks is text messaging. Smart phones ability does not end at the document editing or at internet access. Smart phones also have the capability to understand and decode information like that form a quick response code that may be on a product's packaging. Smartphone operators have the ability to read the data entrenched in the Quick Response (QR) code that may take them to a coupon, a website or even a social media site because they can download Quick Response (QR) code scanners and other applications.

Mobile is one of the most essential devices for the Indians and therefore the usage of mobile is going through a rapid increase

in the Indians. In the existing century of communication technology and information, the mobile plays an important role in human life and it brought nearly every facets of human life in both rural and urban. As per the census 2011, about 69% of the total population belongs to the rural area. Rural communities understand the potential of mobile telephony to generate economic opportunities and reinforce social networks because of affordable and accessible means of communication. Mobile Phones are now, not an unknown device in the rural part of India. In India, there is 73 percent penetration of mobile as compared to 93% in the world, as per wearesocial.net report. The mobile internet has 11% dispersion and normal time devoted by the internet operators is 2 hour 36 minutes, also that 57% mobile users use social media apps. There are 996 Million total telephone subscribers and amidst them 419 are rural telephone subscribers, according to the TRAI report.

Table 1: Status of Telephone in India

Particulars	Wireless	Wireless	Total
Total Telephone Subscribers(Millions)	969.89	26.59	996.46
Urban Telephone Subscribers (Million)	555.71	21.47	577.18
Rural Telephone Subscribers (Million)	414.18	5.12	419.31
Overall Tele-density	77.27	2.12	79.38
Urban Tele-density	143.08	5.53	148.61
Rural Tele-density	47.78	0.59	48.37
Share of Urban Subscribers	57.30%	80.73%	57.92%
Share of Rural Subscribers	42.70%	19.27%	42.08%

Source: TRAI Press Release 34/2015

Meaning of Smartphone

A Smartphone is a mobile phone that performs a number of functions of a computer specially it has an interface, touch screen, internet access and an operating system which is capable of running the downloaded apps.

Customer satisfaction

In marketing, consumer satisfaction is a term which is frequently used. It is a method of how goods and services supplied by a business firm meets or outshine the consumer anticipation. Customer satisfaction relates to the number or the percentage of total consumers, who shared their experience with a company, its goods or its services which exceeds specified satisfaction goals.

Review of literature

Dr. T. N. R. Kavitha and Mr. R. Mohana Sundaram (2014) ^[16] they had done a research on the Consumer Satisfaction concerning Samsung Mobile Phone in Erode City. The main objective of this paper was to find out the consumer's choices and preference and their satisfaction level. This paper mainly focussed on one specific brand of mobile phone, Samsung and its quality, price, colour, and the level of satisfaction.

Inderjeet Sethi *et al.* (2014) ^[18] made a research on the impacts put up by the social, cultural and marketing factors on the buying Behaviour of Telecom Users which included of a comparative analysis of urban, semi-urban and rural areas in and around Chandigarh. This research concluded that in the urban area, 57% of the respondents agree while 49% strongly agree that they want the service provider which leads to supreme interaction. In semi urban areas, 74% of the respondents strongly agree on the point that they need supreme interaction while in rural areas, 100% of the respondents strongly agree that they will choose the service provider which leads them for maximum communication with their close ones. As a cultural factor, sex as well, affects the purchasing behaviour of the consumers. In Comparison to rural, semi urban and urban area, the females of rural are more dependent on their husbands. Females who are above the age of 42 are also influenced by their children. In the Semi urban and urban area the female respondents are in a large number are less reliant on their family. The female respondents are literate enough to come up to their own decisions. The urban, semi urban and rural respondents consider the prestige, brand image, improvement in services, social class and Advertisement Campaign.

Khaing Wai Naing and Sirion Chaipoopirutana (2014) studied on the Factors Affecting the buying ambition of a Smart Phone in Yangon which is situated in Myanmar. They found that the strong optimistic bond between product image and consumer aspiration, perceived quality and sentimental value, purchase intention of consumers, and attitude towards product and purchase intention. There is a moderated optimistic bonding between the sentimental value and purchase intention, remarkable quality and buying intention and the product's image and purchase intention. The bonding amid each variable there is a very weak undesirable bonding between the product image and consumer uncertainty and with that the purchase intention.

Uddin *et al.* (2014) ^[22] studied on the factors affecting consumers' Purchasing Decisions of Mobile Phone. It was a study on Khulna City which is situated in Bangladesh. The

factor analysis was applied to abstract the underlying factors which affect the mobile phone purchase decision. The outcomes depicted that the physical attributes is the most significant factor. The other factors are pricing, size and weight, charging and operating facilities, neighbours' advices, friends and colleague's advices and publicity.

Singh *et al.* (2014) studied on the factors influencing the purchasing behaviour of rural customers. 180 Respondents were covered from Kurukshetra district. The eight factors which rural customers take into consideration while summing up to the purchase decisions are price, warranty, quality, brand, advertisement, family member's recommendation, friends' recommendations, and packaging. With a change in age and the income the factors influencing the rural customers also changes. The effect of price and quality on the rural consumer buying behaviour increases significantly with an increase in the age and income.

Vipan Bansal and Bindu Bansal (2013) they had conducted a research on the Customer satisfaction of cell phone service operators using in a district of Punjab, Malwa." The aim of the paper is studying the main motive for buying cell phones and using its applications. According to the research done, SMS is the most commonly used Valued Added Service. Most of the respondents had no complaints with their existing service provider which depicted that most of the respondents were willingly shifting towards Airtel, as per the results.

Mesay Sata (2013) ^[24] studied on the factors impelling the customer buying behaviour of cell phone devices. They found a bonding between six factors i.e. price, durability, social influence, brand, after sales service and product features with the conclusion to purchase a mobile phone device. Consequently, all factors have a positive and an important relationship with the decision of purchasing a mobile phone. The extremely associated factor that influences the verdict to purchase a mobile phone is the retailing value of the mobile phone device. The price is in great consideration when the rural consumers choose to purchase their mobile phone.

Kanakaiah Madasi, Ch. Raghupataiah (2013) studied on the buying behaviour towards Mobile Phone which comprises a comparative analysis of Urban and Rural Consumers and found a major difference of features, utilities and brand awareness for buying mobile phone between urban and rural consumers. The research directs that rural customers are less informed about the brand, quality and functions of mobile phones as compared to urban customers. The study indicates that rural consumer mostly use T.V., friends and mobile phone retailer as the source of material, the buying decision is taken by self-decision, with the help of relatives and friends.

Mridanish Jha (2013) ^[20] In his research he compared the buying behaviour of urban customers and rural customers towards cell phones in Bihar and revealed that the urban buyers of Bihar give their first preference to the brand title, then the qualities of the mobile like dual sim followed by its nature of user friendly. The rural consumer of Bihar places their first choice to the feature like Hindi settings, dual sim, etc. while acquiring a mobile phone. One of the factors influencing the purchase decision is the price of the mobile phone. At the third place, the advertisement of the mobile phone is ranked.

Problem statements

Despite of the view of smart phones in India which is very common, research and survey study is very important to know

the behaviour of the consumer towards smart phone usage. Moreover, because most of the studies made before mainly focused on usage of particular mobile applications, therefore the complete information about Indian smart phone market is indistinct; also the data is hard to avail. Hence, the main objective of this study is to deliver the information about preferences of the consumers about smart phones and the behaviour of using it in India. This type of data is very significant for both Practitioners and Academicians. From the academic perspective, the overall information related to the choices and preferences of the consumers of smart phone market in India, provides them a base on which they can make a progress in their research design. Also, specialists of application developers, relevant stakeholders and mobile phone manufacturers will appreciate this type of information as they can use such data to make decisions regarding marketing strategies and make plans for further directions.

Research methodology for the study

Methodology

The present study has been done on the exploratory research method. The data and information was collected from the primary sources. A field survey was held, on random sample basis a well-designed questionnaire was prepared, which covered the retail customers of Lucknow city, Uttar Pradesh. The data that has been collected from company data base, product profile of the company, newspapers and magazines direct interview with the company personnel other websites are known as the secondary data. The secondary data is used for literature review and theoretical reference. The size of sample is 100.

Research Design

Research design for the research has been prepared on primary field survey which is calculable and on the basis of the analysis and interpretation of the information by using SPSS tools, the conclusions are drawn. The data collected from the field survey was entered in (SPSS) software and the outcomes were taken from there itself as tables and graphs. The arithmetical tools are used F-Test, T-Test.

Coverage of the Study

The research brings out the behaviour of the customers using smart phone and the study of features of smart phones Lucknow city, Uttar Pradesh.

Sample Size

The sample size was 100 respondents from whom data was collected, the samples was collected from different parts of the city.

Limitation of the Study

The study is Limited to only Lucknow City. The number of respondents are also very less comparatively to the population of the city. Hence the outcome of the study cannot be generalised in the other parts of the state.

Objective of the Study

- To analyse the customer satisfaction level towards smart phone usage.

- To find out important specifications which puts a great influence on the purchasing decision of a smart phone.
- To study the Usage pattern of smart phone in Lucknow City.

Data analysis and interpretation

Table 2: Profile of Respondents

Variables	Characteristics	No. of respondents	Percentage
Age	15-25 years	22	22%
	26-35 years	46	46%
	36-45 years	24	24%
	Above 45 years	08	08%
	Total	100	100%
Gender	Male	80	80%
	Female	20	20%
	Total	100	100%
Occupation	Private sector	45	45%
	Government sector	15	15%
	Business man	12	12%
	Students	20	20%
	Farmers	08	08%
	Total	100	100%
Monthly Income	Below 10,000	16	16%
	10,001-15,000	10	10%
	15,001-20,000	14	14%
	20,001-25,000	24	24%
	Above 25,000	36	36%
	Total	100	100%
Monthly Expenditure on Mobile Phone	Less Than 200	24	24%
	200-400	36	36%
	400-600	22	22%
	600-800	14	14%
	800-1000	04	04%
	Total	100	100%
No of mobile in house	1	18	18%
	2	41	41%
	3	22	22%
	4	15	15%
	5	04	04%
	Total	100	100%
Hours Spent on mobile	Less Than 2 Hours	52	52%
	2 - 4 Hours	24	24%
	4 - 6 Hours	10	10%
	6 - 8 Hours	10	10%
	8-10 Hours	04	04%
	Total	100	100%
Educational Qualification	Graduate	26	26%
	Postgraduate	54	54%
	M.Phil	08	8%
	PhD	12	12%
	Total	100	100%
Area	Rural	48	48%
	Urban	52	52%
	Total	100	100%

Source: Primary Data

Interpretation

It is ascertained from the above table 22% of respondents felt in the category of below 15-25 years, it is also ascertained that 46% of the respondents belong to the age group of 26 –35, 24% of the respondents belong to the age group of 36-45 years a minimum of 08% of respondents are in the age group of above 45 years. It is ascertained from the above table that the male respondents are at a maximum of 80.0% whereas the female respondents are 20.0%. The above table directs that the female respondents are less in number as compared to the male respondents. From the above table distribution, it is ascertained that 45% of the respondents are working in private sector. It is also observed that 20.0% of the respondents are students, 15% and 12% of the respondents are working in government sector and Business man respectively 08% of the respondents are in farmers' category.

The above table shows that 36% of the respondents' monthly income in above 25,000 and the 24% of the respondents' monthly income in above 20,001-25,000. The 16% of the respondents' monthly income in below 10,000, and the 14% of the respondents' parents' monthly income in 15,001-20,000, finally the 10% of the respondents' monthly income in 10,001-15,000. The above table shows that 54% of the respondents are studying post-graduation, 26% of the respondents are studying graduation, 08% of the respondents are studying M. Phil, and 12% of the respondents are studying PhD. It clearly depicts

that the major part of the respondents are having post-graduation degree.

The above table shows that the 48% of the respondents are living in rural area and the 52% of the respondents are living in urban area. It clearly depicts that maximum number of the respondents are living in urban area i.e. (52%)

Table 3: Classification of the Respondents Based on Gender and Satisfaction Level of Smartphone Users Independent Sample T-test

Gender	No. of Respondents	Mean	S.D	T-Value	P-Value
Male	80	48.55	7.692	0.293	0.052
Female	20	36.48	6.325		
Total	100				

Hypothesis

H0: There is no significant difference between the satisfaction level of Smartphone users and gender of the respondents.

Interpretation: Since P value is more than 0.05 (0.052), the alternative hypothesis is rejected whereas the null hypothesis is accepted at 5% level of significance. Hence, it might be concluded that there is no significant difference between the satisfaction level of Smartphone users and gender of the respondents.

Table 4: Classification of the Respondents Based on Education Qualification and Satisfaction Level of Smartphone Users One-Way (ANOVA)

Educational Qualification	No. of Respondents	Mean	S.D	F-value	P-value
Graduate	26	59.98	3.775	1.895	0.128
Postgraduate	54	56.89	8.629		
M. Phil.	08	51.02	10.018		
PhD.	12	60.97	6.265		
Total	100				

Hypothesis

H0: There is no significant difference between the satisfaction level of Smartphone users and educational qualification of the respondents

Interpretation: Since p value is more than 0.05 (0.128), the null hypothesis is accepted and the alternative hypothesis is rejected at 5% level of significance. Hence, it is concluded that there is no significant difference between the satisfaction level of Smartphone users and educational qualification of the respondents.

Reliability Test Alpha: On 5 point likert scale, for 15 statements, the respondents were asked to respond. Out of the given 15 statements, 13 statements were selected for further analysing. In order to check the reliability of scale Cronbach's Alpha was calculated and it was obtained 0.898 for present scale.

Table 5: Cronbach's Alpha

Reliability Statistics	
Cronbach's Alpha	No. of Items
.898	13

Lee Cronbach in 1951 developed a reliability test Cronbach's Alpha, in order to provide a method of the internal steadiness of a test or scale. The expressions of number are between 0 and 1. (Tavakol *et al.* 2011) being a thumb rule that if the value of alpha is greater than 0.7 it is satisfactory and good.

Preference of Smartphone Specifications

The respondents' preferences on the features of Smartphone device are presented in the Table 6. On this basis table, the smart phones' design and music player has been noted as the most communal specification that the consumer takes into consideration while purchasing a smart phone, whereas approx. 83% of the respondents consider it to be considerable feature. It is found that the design becomes the most significant specification to many customers, as it is the first impression for the customers while purchasing. Preceding studies have resulted same outcome that design was considered as the most significant factor in success of sale of new products. Moreover, Clarkson, Crilly and Moultrie have proclaimed that design is the physical property of any product that is a chief factor in influencing responses of the consumers and success of the product.

Table 6: Importance of Device Specifications/Features

Specifications	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Design	22	59	09	08	02	100
Built-in Wi-Fi	11	41	27	14	07	100
Compatibility	32	44	12	08	04	100
Processor	17	28	37	13	05	100
Brand	30	46	15	06	03	100
Screen Size	19	42	21	11	07	100
Selfie Camera	14	43	28	10	05	100
Colour/Resolution	21	51	16	08	04	100
Simplicity	04	21	22	36	17	100
Music Player	29	57	06	05	03	100
Memory	26	40	21	09	04	100
Price	28	51	13	03	05	100
Battery Life	24	48	16	07	05	100

Source: Primary Data

Interpretation

According to the available data, Price is the second most communal feature that is significant to customers. As the data reveals that 79% customers are agreeing that price of a smart phone is an essential feature. 08% customers think that the price is not a preferably important whereas 13% are neutral.

The Brand of a smartphone as well as its compatibility are also the essential features while purchasing it as the table shows that 76% of respondents respectively are agreeing that they look into both the features while purchasing the smart phone. Whereas 15% & 12% are neutral for both the features and 9% and 12% disagree for the importance of these features in their purchase.

Again, the two features have a same percentage of importance from their respondents as the table above is representing i.e. 72%, Colour/ Resolution and Battery Life of the smart phone are very important features for which purchaser looks at and should be taken into consideration by the companies as to focus

upon for the sale of their product. 16% and 12% respondents are neutral and disagree respectively.

Memory of the smart phone is considerable important feature for the respondents as 66% agree with it 21% and 13% respondents are neutral and disagree respectively.

The features which are down the list for the respondents preferences in their purchasing for a smart phone are screen size, selfie camera and built in Wi-Fi. The facts drawn from the table are that the respondents agree on the importance of these features by 61%, 57% & 52% respectively. Whereas 21%, 28% & 27% respondents are neutral for having these features in their smart phone on the other hand rest of the other respondents disagree with these features for considering in their purchasing decision making.

Amazingly, only 25% of the total respondents stated that simplicity is an important factor in the decision of purchasing a smart phone. Whereas other 75% respondents are neutral or are disagree with this feature of a smart phone.

Table 7: Usage Patterns of Smartphone in Lucknow City

Usage	Daily	Few Times a week	Weekly	Rarely	Never
Calling	89%	07%	02%	02%	00%
Check e-mail	21%	17%	09%	14%	39%
Business Purpose	24%	19%	14%	11%	32%
Entertainment	49%	21%	17%	08%	05%
Studying	19%	28%	09%	18%	26%
Web Browsing	45%	17%	16%	08%	14%
SMS	21%	17%	08%	15%	39%
Instant messaging	57%	22%	11%	04%	06%
GPS	09%	17%	11%	25%	38%
Read PDF/Word	13%	18%	11%	19%	39%
Others (Alarms, Reminder, Task, etc.)	28%	07%	05%	16%	44%

Source: Primary Data

Interpretation

According to Table 7, the most common usage of smart phone is still linked to its core functionalities which are to make phone call, and instant messaging. This would imply that smart phone is another important platform for the customers to interact with others through instant messaging and that they no longer solely need to depend on computers to send instant messages. One of the reasons why instant messaging has become increasingly popular is because it is commonly free of charge, whereas sending ordinary SMS will incur communication fee for the customers. Nonetheless, instant

messaging is to be expected more act as complimentary to conventional SMS, instead of substitution of the SMS. This is because among different instant messaging clients such as MSN, What's App, and Talk Box, incompatibility issues may occur. Consumers may face complications to send instant message to those users that use different client applications. More importantly, if the consumer has subscribed for unlimited data plan, or has access to the Wi-Fi connection, instant messaging is only then possible and practical.

As per the data analysis and interpretation, excitingly, 49% of the respondents use smart phone for their daily entertainment.

Another major type of smart phone usage is Entertainment. The usage of photography, music playing, games and movies is referred to as Entertainment. Therefore, the finding proposes that other than as a means of communication, smart phones are used by customers as a source of entertainment or media.

Fascinatingly, the survey shows that about 62% of the respondents use their smart phone for browsing web pages; however, 24% of the respondents use their smart phone to browse webpage once in a week. This number illustrates that web browsing in smart phone is comparatively mutual among the users.

Besides, around half of the customers never had read PDF file or word documents on their smart phone. This may denote that even though reading documents is possible on smart phone, but because of the limited screen, it is not practical enough. It thus recommends that more ideas and efforts are needed to make the reading of the document possible on the smart phones more effective, efficient and feasible.

Findings

1. Inferential Statistics

- It is ascertained from the above table 68% of respondents are below 35 years, 08% of respondents are in the age group of above 45 years.
- It indicates that majority of the respondents are under the age group of 26-35 years.
- It is ascertained from the above table that the male respondents are at a maximum of 80.0% whereas the female respondents are 20.0%. The above table directs that the female respondents are less in number as compared to the male respondents.
- From the above table distribution, it is ascertained that 45% of the respondents are working in private sector, 08% of the respondents are in farmer's category. It shows that majority of the respondents fathers are working in private sector.
- It is ascertained from the above table that the majority of respondents are having a monthly income of more than 20,001 rupees.
- The table indicates that more than 60% respondents Monthly Expenditure on Mobile Phone is less than Rs 400
- More than half the respondents spend less than two hours on their mobile phones.

2. Descriptive statistics

- There is no significant difference between the educational qualification of the respondents and the satisfaction level of Smartphone operators.
- There is no significant difference between the gender of the respondents and the satisfaction level of Smartphone operators.
- Design, Music Player and Price of the smart phone are the most important specifications on which the purchasing decision of the consumer lies.
- According to the research, the least important feature that is considered while purchasing a smart phone is its simplicity.
- Calling, Instant Messaging and Entertainment are the main usage of the smart phone users.

- As per the study, GPS facility, Reading Word & PDF are the least preferred activities performed by the smart phone operators.

Conclusion

Most of the college students are using mobile phones to access the web, download apps, especially as Smartphone ownership grows and because they would expect to get information quickly via mobile. The technology of mobile phone has developed so much which brings the world to our fingers.

The objective of current study was to examine satisfaction level of consumers grounded on the gender of smart phone operators and their educational qualification, the usage pattern of smart phone in Lucknow City and the specifications that affect the decision of purchasing a smart phone. The result was that major portion of the respondents spends almost 200 Rs monthly on mobile and that too spend at most 2 hours per day. The study came out with some difficulties faced by users were Phone's language, Hanging of phone, problem of charging, Battery life of phone, Complex Technology, Network issue, High call rates, Call Drop, Improper support from call centre, Slow internet etc. which could be considered by the companies for rectification and place for necessary actions.

This research has conveyed a brief summary of the shifts of smart phones and the changes in the usage behaviours in Lucknow city Uttar Pradesh which can be also being applied in nearby developing states also. This study will serve as a base for further improvements in the smart phones. For case, experimental research can be conducted to scientifically test and identify the factors that are involved in purchasing decisions of smart phone; also the study influences the marketing tactics on the basis of the demand of smart phones and their respective usages. Furthermore, this study has discovered various determinants that are significant while making the decision purchase of smart phones such as design, compatibility, price, performance, and thus influence social and market style. The further researchers can adopt particular philosophy or idea to theorize the determinants related to smart phone and tests their relations. With the elements discovered in this study, academics could develop a perspective regarding usage and implementation of smart phones for experts, this study would help them by enhancing their knowledge about the market of smart phone in Uttar Pradesh, and thus inspire them to come out with new inspiring products.

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