

# GENDER DIFFERENCE ON FACTORS AFFECTING PURCHASE INTENTION OF SMARTPHONE AMONG GENERATION Z

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## ABSTRACT

*With the rapid growth of technology, the smartphone is becoming a basic device that one must possess. This smart device is now becoming a one-stop solution for the youngsters mainly the population of generation Z. The younger generation uses this device for many purposes including academic, personal, social networking etc. The research investigates the importance of smartphone and also the gender difference among generation z with respect to factors such as product feature, price, social influence, brand name and social need. The study descriptive in nature has conducted a survey based on primary data and secondary from the 600 respondents include high school and higher secondary school students of Ernakulum district who use the smartphone. A multi-stage random sampling was utilized. The research used percentage analysis and t-test to achieve the objective. The result shows that except product feature other factors like social influence, social need, price, the brand name has significant difference among gender of generation z. The result of the study providestrategic planning for smartphone marketing.*

**Keywords:** Smartphones, Generation Z, social factors, social need, brand, Gender and price

## 1. Introduction

Nowadays smartphone has become an integral part of modern digital lives. The growth in the smartphone market is unpredictable as the smart device has become part of their daily life to meet their daily activities, business activities, social networking, academics etc. Companies are penetrating the Indian market due to mega mobile generation .i.e. generation Z. They are born in the 1990's and raised in the 2000s and mostly in schools and colleges. This category who grew up in the digital era and high tech savvy educated users of technology. )Lim, Wong, Zolkepli, and Rashvinjeet (2012) reported that there is even such a trend that youngsters today would sit around together for dinner, but none of them are talking and instead had their eyes glued to their mobile phones texting or surfing. According to the Nielsen survey, Young students turned out to be the "most prolific users of most services and 50% of smartphone users in India are under the age of 25. The number of smartphone users in India is expected to grow by 15.6% to reach 337 million in 2018, according to the report of daze info. So the Indian market is a major place for the smartphone marketers gain market share. With the growth of technology and competition of the smartphone industry the marketers are keenly interested in deeply understanding the factors that affect purchase decision of smartphone among generation z as they are the potential population. Gender is a major concern for marketers and there is always gender difference among various factors influencing the purchase. In this study, the following factors such as social influence, social need, price, brand name, and product feature are taken into consideration. Product features can be defined as the attributes of a product that can satisfy consumers' preferences by having the product, using and applying the product (Kotler & Armstrong, 2007). According to Kotler and Armstrong (2007), social influence means consumers' action is being influenced by people surrounding them. Social needs are the social necessities of a person, the necessity for keeping in touch with friends, family, and associates. Price is the quantity of money that a consumer is willing to exchange for a service or product (Kotler and Armstrong, 2010). A brand can be a name, term, symbol, design or all the above, and used frequently to distinguish a product or services from others.

### Characteristics of Generation Z

- Born into a world facing challenges such as terrorism and environmental concerns
- Witnessed widespread use of electronic gadgets and digital technologies like the Internet and social networking sites
- Characterized as techsavvy, globally connected (in the virtual world), flexible and smarter, and tolerant of diverse cultures
- Brand and Price conscious
- Rely on the experiences of family, peers and reviews.

As the generation z are digital natives and born with the smartphone, study about this potential generation is vital for the marketers to frame marketing strategies.

## 2. Problem Statement

The smartphone industry is changing rapidly due to its digital technology. So competition is more to achieve market share in the smartphone market. The lack of proper knowledge about the customers finds it difficult for the marketers to cater needs of the generation Z. So the factors that consumer consider for their preference towards the purchase of smartphone is necessary. Gender difference in purchasing the smartphone is a major concern for marketers as the purpose, brand difference, product-related factors, social pressure etc are different among genders. So deeply understanding the two groups is necessary to become more focus towards the target market.

## 3. MAIN OBJECTIVES OF THE STUDY

1. To find out if there is any significant difference between male and female consumers in their response to the factors affecting smartphone purchase intention among generation z.
2. To understand the significance of smartphone device among generation z.

## 4. HYPOTHESIS OF THE STUDY

### The null hypothesis are:

H<sub>01</sub>: There is no significant difference between male and female consumers with respect to social influence among generation z.

H<sub>02</sub>: There is no significant difference between male and female consumers with respect to product feature among generation z.

H<sub>03</sub>: There is no significant difference between male and female consumers with respect to price among generation z.

H<sub>04</sub>: There is no significant difference between male and female consumers with respect to brand name among generation z.

H<sub>05</sub>: There is no significant difference between male and female consumers with respect to social need among generation z.

## 5. REVIEW OF LITERATURE

Based on the research conducted by (Karjaluo et al., 2005) the influencing factors of consumer behavior on Smartphone were product design, features, price, performance, branding etc. The result shows that differences exist between males and females with regard to what attracts a user to buy a particular mobile phone. Bishal Nagarkoti (2009) studied on Factors influencing consumer Behavior of Smartphone users. According to the empirical results, social factors had no effect on purchasing behavior especially male participants because they liked to take purchasing decision independently. Based on the research conducted by (Economides & Grousopoulou, 2009) show that in Greece female students are concerned about appearance and design and bothered about price. While the male students were more concerned about battery life, phone security and processing speed. Another study conducted by Ogunyemi (2010) reveal that Females preferred smaller phones that look good with fewer features while males prefer bulky phones with more features. Hargittai and Kim (2010) in his study proved that there is no statistic differences between males and females regarding entertainment-related purchasing factors of mobile phones. Mohd Azam Osman, Mazianisabudin, Azlanosman, & Tan shiang-Yen (2011) conducted a study on "Consumer Behaviors towards usage of Smartphone" and concluded that the male & younger consumers are generally greater target market for smartphone & majority of male consumers had higher acceptance towards various mobile contents such as Game, application software, e-mail, Internet Browsing. A study by Vikrant Awasthi (2012) titled "Consumer Buying Behavior towards smartphone" and reported that there was no relationship between gender and features and brand name of the smartphone. According to Liao Yu-Jui (2012) "Consumer Behavior on Smartphone" commented that most of the females belong to camera group and males belong to performance & outer image. Based on the study done by (Tsai, 2012) Taiwan students were interested in the entertainment functionalities whereas female students particularly interested in social related applications. S.K Kaushal & Rakesh Kumar (2016) in their study revealed that there is no significant difference between male and female with respect to price, brand name and social factor. A study by Dhevika & Aishwarya (2017) titled a study on the factors influencing the purchase intention of the smartphone in Tiruchirappalli city agreed that there is no association between gender and factors such as price and social influence.

**6. RESEARCH METHODOLOGY**

The target population of this research is high school and higher secondary school students in Ernakulam District. A total of 600 completed and usable questionnaires were received from the respondents who comprised high school and higher secondary students in Ernakulam District, Kerala. Among the four educational districts in Ernakulam, Muvattupuzha educational district was selected for the study. A multi-stage random sampling method was utilized where every unit in the population had an equal chance to be selected. To be selected as a respondent in this study, the respondents were required to have a smartphone. Data were collected through a structured questionnaire on a five-point Likert scale. Descriptive statistics such as percentage analysis was used to assess the demographic profile of the respondents to make the analysis more meaningful, clear and easily interpretable. Inferential statistical tools such as t-test was applied for analysis by using SPSS 17.

**7. DATA FINDINGS AND DISCUSSION**

Descriptive statistics and Inferential Statistics techniques were used for statistical analysis.

**7.1 DESCRIPTIVE STATISTICS**

In descriptive statistics, percentage analysis covering demographic profile has been analyzed. The results are tabulated below:

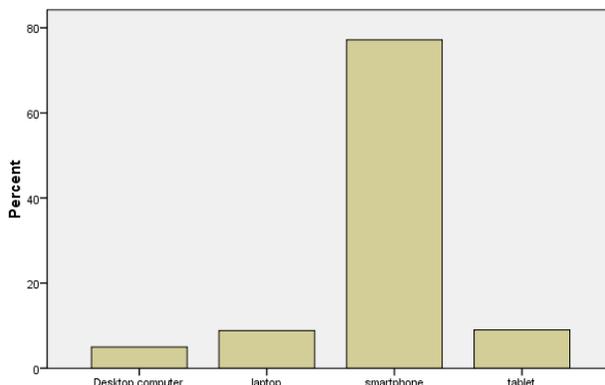
**Table 1: Percentage Analysis on Demographic Profile of Respondents**

Sl. No.	Groups	Class	Frequency	Percentage	Cumulative Percentage
1	Gender	Girls	300	50.0	50.0
		Boys	300	50.0	100
		<b>Total</b>	<b>600</b>	<b>100.0</b>	
2	Age	15 years	171	28.5	28.5
		16 years	183	30.5	59.0
		17 years	204	34.0	93.0
		18 years	42	7.0	100.0
		<b>Total</b>	<b>600</b>	<b>100.0</b>	
3	Occupation of Parent	Private Sector	186	31.0	31.0
		Public Sector	169	28.2	59.2
		Self-Employed	226	37.7	96.8
		Unemployed	19	3.2	100.0
		<b>Total</b>	<b>600</b>	<b>100.0</b>	

The gender of respondents is equally considered representing 50% each from boys and girls. Majority of them were in the age of 17(34 %), followed by age of 16 (30.5%). Accordingly, the majority of the respondent's parents are Self –employed (37.7%) followed by the private sector which was (31%). Moreover, there are few respondents parents considered as unemployed (3.2%)

**Table 2: Regularly using electronic gadget by students**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Desktop computer	30	5.0	5.0	5.0
laptop	53	8.8	8.8	13.8
smartphone	463	77.2	77.2	91.0
tablet	54	9.0	9.0	100.0
Total	600	100.0	100.0	

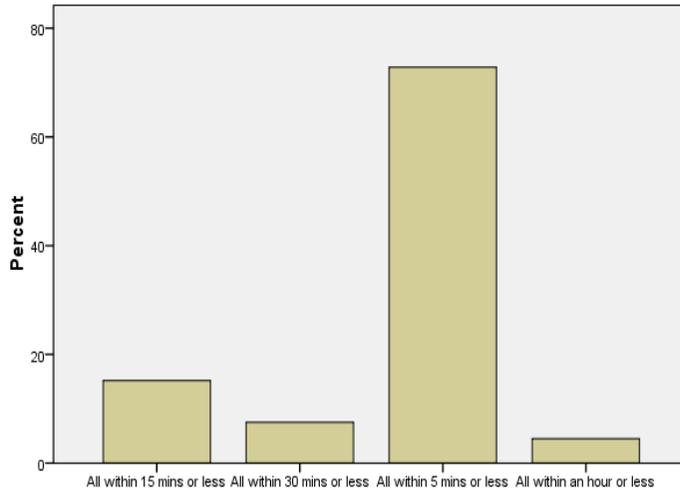


**Figure 1.Regularly using electronic gadget by students**

From the above chart, 77 % of the respondents use smartphones as their main gadget. This shows that smartphone became part of their life.

**Table 3: Frequency of smartphone access by students**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid All within 15 minutes or less	91	15.2	15.2	15.2
All within 30 minutes or less	45	7.5	7.5	22.7
All within 5 minutes or less	437	72.8	72.8	95.5
All within an hour or less	27	4.5	4.5	100.0
Total	600	100.0	100.0	

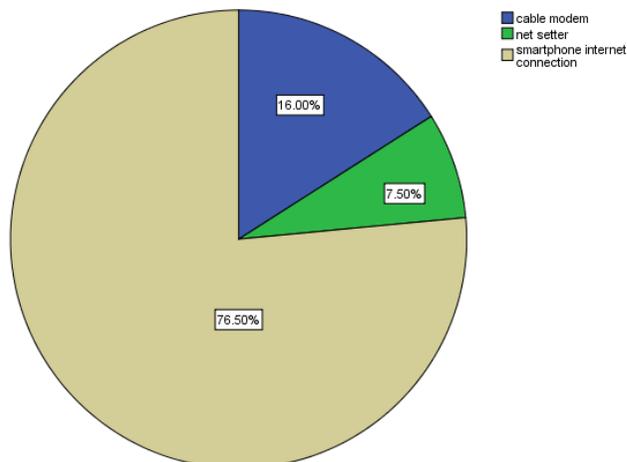


**Figure 2: Frequency of smartphone access by students**

The above chart shows that all within 5 minutes or less the younger generation check their smartphone.

**Table 4: Device used by students to access internet**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid cable modem	96	16.0	16.0	16.0
net setter	45	7.5	7.5	23.5
smartphone internet connection	459	76.5	76.5	100.0
Total	600	100.0	100.0	



**Figure 3: Device used by students to access internet**

From the above table, it is clear that the generation z consumers (76.50%)use the smartphone to access the internet.

**8.2 INFERENTIAL STATISTICS**

As part of inferential statistics, T-Test has been conducted and the results are tabulated below:

**Table 5.t-test for testing Significant difference between male and female consumers in their response towards the factors influencing purchase intention of smartphone.**

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
brand	Equal variances assumed	4.073	.044	4.175	598	.000	1.77333	.42473	.93920	2.60747
	Equal variances not assumed			4.175	578.359	.000	1.77333	.42473	.93914	2.60753
Product feature	Equal variances assumed	1.776	.183	1.709	598	.088	.70333	.41164	-1.0511	1.51178
	Equal variances not assumed			1.709	567.501	.088	.70333	.41164	-1.0520	1.51187
price	Equal variances assumed	10.413	.001	4.465	598	.000	1.87333	.41954	1.04938	2.69729
	Equal variances not assumed			4.465	558.641	.000	1.87333	.41954	1.04926	2.69741
Social factor	Equal variances assumed	20.188	.000	2.408	598	.016	.98000	.40702	.18064	1.77936
	Equal variances not assumed			2.408	534.823	.016	.98000	.40702	.18045	1.77955
Socialneed	Equal variances assumed	20.521	.000	2.205	598	.028	.91333	.41424	.09979	1.72688
	Equal variances not assumed			2.205	536.496	.028	.91333	.41424	.09960	1.72706

From the above table 6 sig(2-tailed) value for brand is .000, value for price is .000,value for social factors is .016,value for social need is .028 .. Since the sig (2-tailed) value is less than  $\alpha$  i.e.; 5%, Hence the null hypotheses ( $H_{01}$  ,  $H_{03}$ ,  $H_{04}$ &  $H_{05}$ ) are rejected. It means there exists a significant difference between gender and other factors such as price, social influence, brand name, and social need among generation z. The value for product feature is .088 and hence it shows that male and female student’s responses have no significant difference with respect to product feature among generation z.

**9. LIMITATIONS OF THE STUDY:**

The present study was confined to school students only .Further, the data collected from the samples may not be completely appropriate. The study considered only five factors influencing purchase intention of smartphone.

**10. Conclusions**

The study reviewed the various literature and has investigated the significant difference among gender that affects factors influence the purchase of the smartphone. The result shows that smartphone is the electronic gadget usually preferred by students and also they spend more time on accessing smartphone. The study also reveals that the students access the internet through the smartphone. These findings proved the significance of smartphone among generation z.

The current study aims to ascertain the significant difference between male and female consumers in their response to the factors affecting consumer’s smartphone purchase. The key findings of the study revealed

that there is a significant difference among gender with respect to social factor, price, brand name, and social need. The study also reveals that male and female respondent's response was not significant only for the product feature. Both male and female of generation z expect the same product feature while they have a difference in response to other factors such as social influence, price, brand name, and social need. The result of this study is important for smartphone manufacturers in India to focus independently the needs of male and female customers.

### 11. SCOPE FOR FUTURE RESEACRH

It would be very interesting to conduct another study within the same area of research include all the factors influencing generation z to purchase a smartphone which will give the more integrated result to the topic.

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