

CONSUMER BEHAVIOR OVER SOCIAL MEDIA NETWORKING AND SMARTPHONE DEVICES

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Abstract

The market for smartphones has hit the highest point with the introduction of social networks and the Web. The makers of smartphones use common marketing strategies to promote devices. To order to increase the selling of devices, several marketing companies are using human behavior and appearance. Such businesses can not alter the people or anticipate the customer's actions. Nevertheless, it is important to evaluate the consumer's buying actions. The goal of this paper was to investigate the influence of people on the actions of smart phones. A descriptive and exploratory study was carried out in Bangalore City to achieve the objective. All male and female participants were considered for the data. A further analysis received about 287 replies from the participants, 245 of whom were found acceptable. It is observed that the attitude plays an essential role in customer buying decision taking through the use of predictive variables. Because individual personalities remain constant, advertisers can not alter the identity of consumers; however, they can consider the attitude and effect of customers on consumer behaviour. In order to boost the sector, the study provides a detailed review of the shopping behavior.

Key words: Personality, Customer Behavior, Bangalore, Smartphone, Marketing

Introduction

It was important for you to enter the store, locate a car-park, move through traffic, and wait long distances only for a quick order prior to online shopping day. Now you can sit on the couch in your own attire, press a few buttons on your phone or tablet and buy a single product by the power of online shopping and mobile devices. As its success is increasing, 167 million people are expected to shop online this year and invest about \$1,800. This has streamlined the way of shopping.

The power of social media has a huge impact on the way customers purchase between online shopping and mobile devices. The user is now a consultant rather than buying a product they that learn little about. Most customers learn what other people think about goods when visiting social media sites before making a purchase. Social media users trust what they say publicly about a company or the commodity through their peers, families and even aliens. Roughly 51% of online shoppers regard social sites for investigating products and services as useful and trustworthy tools.

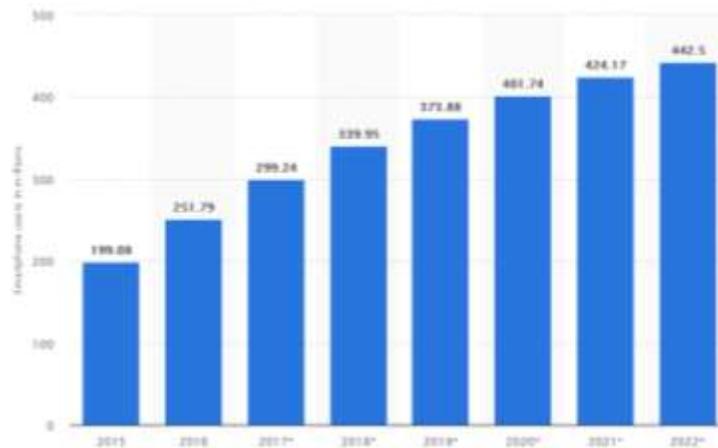
Social media often influence in-store shopping decisions when shoppers utilize their mobile devices to track and score their purchasing choices. 33% of Smartphone users are searching for deals and promotions along with reading analysis. A new trend for customers is the opportunity to search bar codes for further product information or use of certain software.

Sales and marketing campaigns have to adjust as consumer behavior shifts. Companies will sell their goods better, personalise their identities and connect with consumers in new ways. One of the main issues is to please consumers. Consumers may affect other consumers by positive and negative feedback on social media. Positive reviews are always positive, but businesses have to track negative reviews on blogs. A negative review has been shown to have a greater impact on the customer than several positive reviews. Fast response to a customer query can in turn inspire loyalty and improve the reputation of the company.

Although businesses need to change strategy, the influence of social media can also be used by them. Most organizations now use social media and mobile data to track customer behavior and react to their future needs. The typical Indian company has approximately 700 terabytes of stored data, which can be used to evaluate the trends of customers' spending, promote unique offers and products and improve target marketing. Through the use of results, marketers can also use social media to improve customer relations and boost brand loyalty.

As times and technology constantly improve, companies must stay ahead and make use of all new opportunities to enhance sales, marketing and customer loyalty. Technology enables customers to evaluate goods, promote items, and condemn products and so on. Organizations will work hard to maintain the satisfaction of buyers but can also use these devices themselves.

When time goes on, the smartphones are inexpensive. This is due to the increasing reach of the Internet. Now almost everyone needs to use their mobile to read online articles and to use apps like Twitter, WhatsApp and Skype. The Indian telecommunications sector is known as one of the world's fastest growing markets. India is actually one of the fastest growing telecommunications markets, and so Indian potential in that region can never be questioned. In the past, only the upper and middle classes may buy and use Smartphones, but now with the passing of time, nearly all people would purchase and use mobile phones. Technology has progressed through advancement. Current statistics indicate that between 2015 and 2022 there were number of Smartphone users in India (Fig 1). For 2017, India has an estimated number of Smartphone users of 299.24 million, with a worldwide estimate of over 2.3 billion users.



Source: Statistica 2019

The contribution of the telecommunications industry to GDP is expected to be 8.2 per cent by 2020 as industry players are to exploit 5 G technology in a fully connected information and service economy to bind world markets, according to the Economic Survey 2018-19. The government plans to prepare India for 5G by 2020, with plans to offer 5G by 2020⁷. As of the end of 2017, there were 2.7 billion unique mobile subscribers in Asia Pacific, accounting for two thirds of the region's population. More than half the world's mobile subscribers live in Asia Pacific – mostly in China and India^{8a}. Personality assessment is very complicated by nature. The appraisal of the person makes uncertainty easier. Laboratory marking allows one easily to understand it, and labeling isn't evil. Concise is convenient and synonym. This law does not work for people, as it is not easy for people to comprehend. People are too complex and challenging to describe in a straightforward description. In addition, the measurement of the person is not accurate or effective. This argument is black and white; at the expense of truth, it provides an illusion of people understanding. What is essential for most citizens because of the complex and structured features of the personage. Decisions and actions of an individual are affected by their character⁴.

Literature on Personality

Personality

The term character is drawn from a name in Latin word Persona's which refers to the mask Personality is a collection of complex and ordered characteristics of a person. Such distinctive characteristics affect human understanding, desires and behaviour⁵. Academics and scholars have tried to understand characteristics from various perspectives and stages. Studies have had difficulty in recognizing the identities of the personality over many decades. After many study and evaluation researchers and scholars have found that five major personality traits are present. The following are these five main characteristics:¹²

Extraversion Personality: This personality is characterized by the attributes like as Excitability, amiability, sociability, loquaciousness, boldness and high amounts of emotional expressiveness.

Agreeableness Personality: This type of personality has attributes like as trust, selflessness, kindness, affection, and altruism.

Conscientiousness Personality: This type of personality has attributes the high levels of thoughtfulness, self-discipline, act dutifully, and aim for achievement; planned rather than spontaneous behavior.

Neuroticism Personality: The attributes of this personality are able to tendency to experience unpleasant emotions easily, such as anger, anxiety, depression, sadness or vulnerability.

Openness Personality: The attributes of this personality are as imagination and insight, adventure, unusual ideas, curiosity, and variety of experience^{4,6}.

Customer Behavior

The main focus of consumer behavior is to study how consumers decide when they buy or make use of any service. Consumer behavior analysis is one of marketing worldwide's top priorities. While many studies investigate consumer conduct concerning their purchase decisions, a lot more needs to be examined⁹.

Research on Customer Behavior towards Smartphones

Rodrigo et al. (2013) observed that personality traits, i.e. extroversion, awareness and intelligence, have a significant effect on loyalty with consumers, for extroversion, and negatively for conscientiousness and intellect, whereas extroversion has a positive impact on Smartphone use. Ironically, accessibility impacts on satisfaction quite favorably, while the use of mobile phones negatively affects satisfaction^{11, 12}. In a similar study in India, most youth are in "Patterns" which indicates that they are more likely to acquire new Smartphone models than any other feature according to current market patterns. Regardless of it, the interaction between transparency and morality in terms of psychological characteristics and behaviors is appealing. Report also says that people with diverse attitudes are challenging targets for fairly simple advertisers. The research by Wilburn Lane Chris Manne explored the association between the actions of purchasing mobile phones and the broad five personalities¹⁴.

Social media and mobile phones

Knowing the behaviour of the mobile phone customer is critical for the success of any mobile phone company in this digital era. In this century mobile telephones have become more regular communicators and are expected to grow in the next few days. This is the age of social networks and the bulk of social networks are powered by mobile devices. Therefore it is important to understand the function of mobile telephones in contact across social networks as it is important to develop social media communication strategies. About 4 billion updates are introduced to the main social networks in each minute and about 2,62 billion are made available by social networks. Most jobs have to do with companies and brands. Victory needs to prepare; the bulk of advertisers recall this term when it comes to personal branding campaigns. Marketers in social media can prevent advertisement mistakes when exploiting thousands of years ' consumer products for labels. Secondly, because of the lack of a good social media strategy for personal branding, several companies struggle. Second, the voice of the company was not described. Thirdly, it is a big mistake to not know the full picture of social networks and not recognize the audience precisely. The use of network resources for social media advertisers to use site software to display content would make the simple difference between social media marketers and social media marketers^{13, 1, 2, 4}.

Making use of social networks raises Smartphone purchases but is not fast. Social media provides great ways to support personal products and is open, but not a profitable endeavor for many companies and advertisers. More than 70% of people today utilize social networks to obtain support in buying decisions. In today's digital world. Sixty percent of such users utilize social networks to communicate with products before settling on final transactions. It will be suggested by a majority of consumers with good experience. Consumers that invest in social networks pay more than 30 percent. Fifty retail parents view social media as an effective

marketing platform for mobile customers^{6, 8}. Social networks play a major role in the purchase of mobile brands on consumer journeys. Social networks sensitize Smartphone products and affect customer perception. Social networks also affect decision-making and loyalty growth. Such targets can be accomplished by means of social networks by creating a cohesive social media strategy for smartphone products. The first step towards a comprehensive strategy for social networks is to train workers directly. Through incorporating several cameras, businesses will enhance the illusion of physical presence. The social media creates a gap between the environment of online and offline. This functions if it is correctly implemented to draw Smartphone consumers.

Objectives

Since each individual has a unique set of personality traits and therefore the self-image, these characteristics and self-image influence this consumer's purchase patterns. There are two methods, sometimes people want to match their brand decisions to their personality and at some time consumers can select a particular brand or product to take their own image. Mobile Sets have become a worldwide, especially in India, as a status symbol. It offers everyone the chance to change the picture of them. It is very important to look at this area and follow its advertising tactics for the mobile industry in Pakistan. The following areas are discussed on the basis of literary and conceptual frameworks research.

1. To know the personality and motives for using Smartphone
2. Identify personality components influencing the purchase of Smartphones.
3. To study and explore the mobile personality development.

Research Methodology

Study is descriptive and exploratory in nature. Data collected from the both male and female in Bangalore city using questionnaire, research tool used is Likert scale. Cluster sampling method was used to get data. Primary data was collected from 287 respondents out of which 245 responses were considered to be fit for further analysis. Factor loading and Cronbach's Alpha technique were used to make sure that item statement in questioners is relevant and reliable.

Results and Discussions

Data collected with respect to personality tested by using Factor analysis. Tables obtained as result of factor analysis include, variance, component matrix and communalities are presented in the following tables.

Table 1: KMO and Bartlett's test for personality

KMO measure of sampling adequacy	0.710
Bartlett's test – chi square	159.674
Sig.	.000

Table 2: Communalities for Personality

	Initial	Extraction
The usage of Smart phones reflects my personality.	1.000	.612
I will be more appreciated in my group, when I use Smart phones.	1.000	.671
Smartphone usage reflects my self – image	1.000	.599
Principal component analysis		

Table 3: Component Matrix for Personality

The usage of Smartphones reflects my personality.	0.983
I will be more appreciated in my group, when I use Smartphones.	.711
Smartphone usage reflects my self – image	.758
Principal component analysis	.795

Table 4: Total variance explained for personality

Dimensions	Total	% variance	Cumulative %
1.	.691	28.3	28.3
2.	.583	17.4	45.7
3.	1.68	54.3	100.0

Findings

Three dimensions of mobile personality investigation were examined in this research. These are mobile usages which reflect my character; I'm appreciated more in my group; mobile usage reflects my personality. 54 percent of the total difference implies that Smartphone usage represents their nature, and that they are more comfortable because their self-image involves the use of certain web apps and mobile products.

Conclusion

Individual personalities are unique and consistent, while characteristics represent a long-term behavior. Trait could be frank, moody, impulsive, and friendly. The latent power that individuals cannot regulate controls the personality. Because smartphones are more than a communication device, their identities are synonymous with mobile brands. Therefore, knowing different types of individuals, their preferences and how the people associate Smartphone products with self-image is very critical for mobile manufacturing companies. Organizations will determine the identities of their potential customers systematically, critically and empirically and interact with brands. In order to improve the firms' profits, the research is useful for marketing companies.

Limitations and Future Research

This research is done in a multicultural environment in Indian context. In similar research, such as personal motives, expectations, self-esteem and behaviors, certain contextual considerations can be identified. The analysis is carried out on data from India. The same work on a different country will reflect different findings in the light of Indian economic conditions.

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