

Study of Relationship between Behavioral Characteristics and Demographic of Customers and Their Expected Advantages in Smart Cellphone Market

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Abstract:

The aim of the present research is to study relationship between behavioral characteristics and demographic of customers and their expected advantages in smart cellphone market. The period of investigation is 2015 and its locations are cellphone stores and software and hardware repair shops in Bandar Abbas. So, 270 samples selected for analysis using questionnaire by two-phase sampling. Questionnaire contents validity studied, improved and finally confirmed by marketing and management professors in PHD degree, questionnaire reliability obtained using 0.879 Chronbach Alpha. One-way variance analysis test, Chi-squar independence Kruskal Wallis used to analyze behavioral and demographic characteristics.

15 factors selected as customer's expected advantages include: phone vitals, longevity and durability of the phone, phone operation system, price, security, auxiliary facilities, quality, software feature, phone connectivity, memory, ease of use, the ability to capture and view photos and videos, after-sales service and processor 3 parts of market identified by cluster analysis implementation on extracted factors each part has its own characteristics. Clusters are different based on variables such as material status, employment status number and income of family members, education, loyalty and consumption; but there was not any difference between clusters in terms of sex and age.

Keywords: customers' expected advantages smart cellphones, behavioral characteristics, demographic characteristics

1- INTRODUCTION:

Smart cellphones usage increase by second and third generation of communication technology. Also, changes in people lifestyle and their more technology causes people consider cellphone as essential goods (Birjandi et.al 2013). For any reason, there is various

reasons that people want to use cellphone specially smart cellphones, it is clear that making cellphones with dazzling characteristics. The so-called smart which have possibility to install advanced processing programs, accessibility to internet and play PDF or Microsoft office files and targeted advertisements in related to these characteristics, less price of smart cellphones than in the past, encourage customers to buy and replace their old cellphones with these types of cellphones (Brite 2002). In spite of spreading, competitive and importance of this market, there is a little studies to investigate relationship between personal and behavioral characteristics of customers and smart cellphones, characteristics as customer's expected advantages. Therefore, it is increasingly necessary to implement a research about classifying smart cellphones market and effective behavioral and demographic variables on purchase of customers of these types of cellphones. So, necessity of study this objective is important.

2- Theoretical and literature review

1-2- Segmenting the market based on behavioral factors

Segmentation based on behavior consumer groups on the basis of the purchase, the customer's product, attitudes toward the product or the use of the product, the time of purchase, the loyalty, the readiness of consumers and opinion about the product divided into various groups. Many marketers believe is the most appropriate method of segmenting based on behavioral factors.

1-2-1 Usage rate

Most important of all, in this context, is usually the 'rate' of usage, to which the Pareto 80-20 Rule applies. Kotler's 'heavy users' are likely to be disproportionately important to the brand (typically, 20 percent of users accounting for 80 percent of usage and of suppliers' profit). As a result, suppliers often segment their customers into 'heavy', 'medium' and 'light' users; as far as they can, they target 'heavy users'.

1-2-2 Loyalty

Brand loyalty is more than simple repurchasing. Customers may repurchase a brand due to situational constraints (such as vendor lock-in), a lack of viable alternatives, or out of convenience (Jones, Michael and David, 2002). Such loyalty is referred to as "spurious loyalty". True brand loyalty exists when customers have a high relative attitude toward the brand which is then exhibited through repurchase behavior (Dick, Alan and Kunal Basu, 1994). This type of loyalty can be a great asset to the firm: customers are willing to pay higher prices, they may cost less to serve, and can bring new customers to the firm (Reichheld et.al, 1990), (Reichheld et.al, 1993). For example, if Joe has brand loyalty to Company A he will purchase Company A's products even if Company B's are cheaper and/or of a higher quality.

From the point of view of many marketers, loyalty to the brand - in terms of consumer usage - is a key factor.

A second dimension, however, is whether the customer is committed to the brand. Philip Kotler, again, defines four patterns of behavior:

1. Hard-core Loyals - who buy the brand all the time.
2. Split Loyals - loyal to two or three brands.
3. Shifting Loyals - moving from one brand to another.
4. Switchers - with no loyalty (possibly 'deal-prone', constantly looking for bargains or 'vanity prone', looking for something different).

Factors influencing brand loyalty:

It has been suggested that loyalty includes some degree of pre-dispositional commitment toward a brand. Brand loyalty is viewed as multidimensional construct. It is determined by several distinct psychological processes and it entails multivariate measurements. Customers' perceived value, brand trust, customers' satisfaction, repeat purchase behavior, and commitment are found to be the key influencing factors of brand loyalty. Commitment and repeated purchase behavior are considered as necessary conditions for brand loyalty followed by perceived value, satisfaction, and brand trust (Punniyamoorthy, et.al, 2007). Fred Reichheld, One of the most influential writers on brand loyalty, claimed that enhancing customer loyalty could have dramatic effects on profitability. Among the benefits from brand loyalty — specifically, longer tenure or staying as a customer for longer — was said to be lower sensitivity to price. This claim had not been empirically tested until recently (Reichheld, 19969). Recent research found evidence that longer-term customers were indeed less sensitive to price increases (Dawes, 2009). However, the claims of Reichheld have been empirically tested by Tim Keiningham and not found to hold.[10] Byron Sharp showed empirically that behaviour affects attitudinal response not the other way round. Longer term customers are less sensitive because it is harder for them to completely stop using the brand (Kotler, 1991), (Jacoby, J. and Chestnut, R.W., 1978).

2-2 Market segmentation based on demographic variables

Marketing includes a broad range of business activities that range from research and development to promotion and support after the sale. To concentrate on a particular type of customer, many businesses engage in market segmentation. This process involves taking a larger target audience and breaking it down to a smaller, more select market. Demographics segmentation is a common strategy where several socioeconomic traits are used to categorize customers, including age, gender, marital status, race or ethnicity, income, education and occupation.

Some research has been done on marketing and assess relationship between behavioral characteristics and demographic of customers and their expected advantages in the following states:

Another study (Uronen, 2008), the market for mobile phone based on various criteria such as the characteristics of psychological, behavioral, geographic and benefits were expected to purchase mobile phone, but in this study to determine the relative lack of comprehensive feature mobile phone and advanced statistical methods appropriate to the subject of study were not used.
In a study that Amandyp (2012) did on products FMCG, especially health care products, concluded that gender and education of consumers in the purchase of products for personal care is effective.

Victoria K. Wells, Shing Wan Chang, Jorge Oliveira (2010) in their study present an idea that benefit sought are more powerful basis of brand choice. They also reveal the idea that demographic attributes are not very effective in case of brand choice and in price selection. The
demographic variables of interest were age, gender, household size, occupation, education and level of income.
Results of this study shows the demographic influence on choice of retail outlet is partial with household size, education and income having a significant effect on the choice of retail outlet selected. This study shows that some of the demographical factors like education, income and household size effect the choice of retail outlet and definitely the choice of brands also (Salma Mirza, 2010). In a different way Rajiv kamineni (2009) present the idea that demographic is now failed to effective segmentation and only psychographic is not sufficient to segment today's complex market in which consumers have a different type of ideology. This study gives an idea about new basis of segmentation that can be applicable with the help of Enneagram that is an ancient technique of personality indicator. This technique has a combination of psyche and spirituality of personality. This study gave a different idea about segmentation which is not in practice but can be proved very useful.
Amandeep singh (2011) reveals in his study that earlier demographic factors were considered as best basis of segmentation but they are no longer effective for segmentation in FMCG sector. An investigation of 500 consumer's purchase routine and their demographic attribute are found non-associated in this study. This study shows that purchasing of FMCG products specially personal care products is indifferent of age, educational level. But there is an effect of gender and educated and non-educated consumers on the purchase routine of personal care products. It means there is a need for developing more effecting marketing segmentation basis. This study is related to only one industry may not be applicable to others. But it is rightly proved that demographic which are considered as most effective attribute that influence the purchase of consumer not powerful enough in today life.

3- **Research Conceptual Pattern**

In this research buying research interests approach for classifying smart cellphones is used. This research investigates that can we classify cellphone customers based on their expected advantages; as each part differs from the others parts in behavioral and demographic

characteristics? In this regard direct and independent variables of the research define as follow:

Research Dependent Variable: customers' expected advantages from smart cellphone purchase

Research Independence Variable: Research independence variable are:

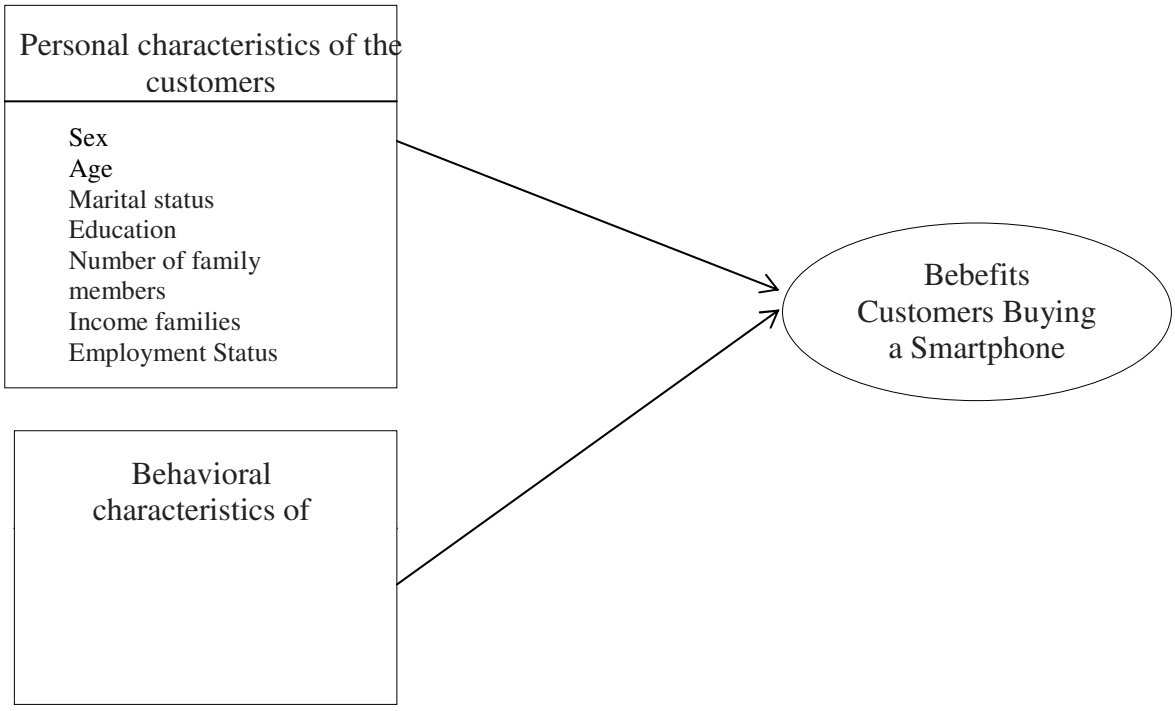
-customer's demographic characteristics: age, marital status, education, sex, family income, family size

- Customers' behavioral characteristics:

-Customers' usage, customers' loyalty to market

In this regard, predicted relationships between research variables can be shown as following conceptual model pattern.

Fig 1: Conceptual Model Pattern



4- Research Hypotheses

4-1- The Main Hypotheses

- There is significant relationship between personal characteristics of market of Bandar Abbas smart cellphone customers and their expected advantages from this market.

- There is significant relationship between behavioural characteristics of Bandar Abbas smart cellphone customers and their expected advantages from this market.

4-2- Secondary Hypotheses

1- There is significant relationship between expected advantages of smart cellphones users of Bandar Abbas and their sex.
2- There is significant relationship between expected advantages of smart cellphones users of Bandar Abbas and their marital status.
3- There is significant relationship between expected advantages of smart cellphones users of Bandar Abbas and their family members.
4- There is significant relationship between expected advantages of smart cellphones users of Bandar Abbas and their education.
5- There is significant relationship between expected advantages of smart cellphones users of Bandar Abbas and different jobs.
6- There is significant relationship between expected advantages of smart cellphones users of Bandar Abbas and their age.
7- There is significant relationship between expected advantages of smart cellphones users of Bandar Abbas and family member's income.
8- There is significant relationship between expected advantages of smart cellphones users of Bandar Abbas and their usage.
9- There is significant relationship between expected advantages of smart cellphones users of Bandar Abbas and their loyalty.

5- Research Methodology

The present research data collecting method is among descriptive survey, and it is among applied researches due to its usage in marketing, market segmentation and consumers' behavior, and according to data certainty it is a definitive research (hypothesis testing) due to having hypothesis; population of this research include owners and buyer of smart cellphone in BANDAR Abbas, minimum of sample size is 242 people using Cronbach formula with 95 percent coefficient and 0.0623 error that in order to increase research validity, 300 questionnaires distributed and collected and finally 270 questionnaires used.

Sampling method in this research is two-stage sampling. Closed questionnaire is used to collect needed data for research hypotheses test. These questionnaires completed with direct method by sample members and by self-report. In order to complete questionnaires first, we explain for respondents and then they answered to the questions. Also, before questionnaires distribution, asked customers if they have a smart cellphone or whether they refer to buy smart cellphone or not? Designed questionnaire consists of three parts. The first part consist of questions in order to study demographic status of participants such as age, sex, marital status, job status, education, family income and family size. The second part consists of technical questions in order to answer to the questions and research hypotheses. 78 closed questions have been raised in order to achieve required information for hypotheses test. In designing this part it is tried to provide questions which are understandable as much as

possible. In third part of the questionnaire there are 3 questions in order to study customers' usage. In this research 5 pieces Likert scale is used which is among the most widely used scales in researches specially in behavioral sciences. In designing this questionnaire in order to identify customers' expected advantages from buying smart cellphones, it is used existed literature in this field and semi-open interview from 30 people of smart cellphones buyers in Royal Bazar of Bandar Abbas and also obtained data of two reliable and online websites Digikala and GSM. Birjandi questionnaire (2010) is used to measure customers' usage and customers' loyalty to smart cellphones mark. In this research content or external validity method is used in order to estimate questionnaire validity. That contents of the questionnaire studied was amended and approved by 5 marketing professors in PHD degree. SPSS software version 20 and Cronbach Alpha method were used to determine reliability of this questionnaire. Cronbach Alpha for research questionnaire in 270 pieces sample is equal to 0.879 and shows that used questionnaire has required reliability and validity and suitable result constant over time. In Table 1 Cronbach Alpha amounts are shown research variables separately in final sample and generally.

Table1: Cronbach's alpha values of different variables and final samples in general

Cronbach's alpha coefficients (percent)	Variable
0/897	➢ **benefits customers buying a smartphone mobile**
0/812	➢ **Customers' usage**
0/791	➢ **customer loyalty to the brand of phone**
0/879	➢ **all questions**

6- Research Data Analysis

In this research descriptive statistics used to describe data and cluster analysis and agent analysis used for market segmentation. After identifying market parts using one-way variance analysis, Chi-square independence test and H test hypotheses test is studied.

6-1- Research Descriptive Statistics

In table 2 demographic data of this research are described. Among 270 people who answered this question and their data is accessible, 168 people (62.2 percent) were male and 102 people (37.8 percent) were female, most of respondents were between 20 to 30 years old. About marital status of respondents, 144 people (53.3 percent) were married and 126 people (46.7 percent) were single. Most of respondents education level is diploma or degree. Family of 99 people (36.7 percent) of them have 3 to 4 members. About relatively income of studied sample family members, 66 people (24.4 percent) of them have about 1.5 to 2 millions

income monthly. Job status of 102 people (37.8 percent) of them are employees. Table 2 studied research demographic data.

Table 2: Describe the demographic research

Frequency	Abundance	Variable components	Variable type
62.2	168	Male	**sex**
37.8	102	Female	
17	46	Less than 20 years	**age**
37.4	101	Between 20 to 30 years	
31.5	85	Between 31 to 40 years	
10.4	28	Between 41 to 50 years	
3.7	10	Between 51 to 60 years	
53.3	144	Married	**Marital status**
46.7	126	Single	
17.8	48	Lower than a diploma	**Education**
33.7	91	Diploma and Degree	
26.7	72	License	
21.9	59	Master's degree or higher	
20.7	56	2-1	**Number of family members**
36.7	99	4-3	
27.8	75	5-6	
14.8	40	More than 7	
3.3	9	Housekeeper	**Employment Status**
37.8	102	Employee	
30.7	83	Students	

23	62	Self-employed	
5.2	14	Other	
23.7	64	Less than 1 million	**Income families**
17.8	48	Between 1 and 1.5 million	
24.4	66	Between 1.5 and 2 million	
14.8	40	Between 2 to 2.5 million	
12.6	34	Between 2.5 and 3 million	
6.7	18	3 million and more	

6-2- Research Hypotheses Test and its Result

With the implementation of factor analysis 15 factors were extracted among 78 variables (questionnaire question). Following factors selected as selection factors of smart cellphones (expected advantages of customers of smart cellphones): video phone system, phone vitals, longevity and durability of the phone, phone operating system, phone price, phone security, phone auxiliary facilities, phone quality, phone software features, phone communication features, phone memory, phone ease of use, the ability to capture and view videos and photos, after-sales services and phone processor.

6-2-1- First Security Hypothesis Result

First Hypothesis: There is significant relationship between expected advantages of smart cellphones users of Bandar Abbas and their sex.

Chi-square independence test used to test this hypothesis, in which the value of the test statistic was 1.920, freedom degree 1, and test confidence 0.166. Because test confidence level was 0.166 and it is more than 5 percent, so H_0 hypothesis is accepted. Obtained results of Chi-square test showed that there is not significant relationship between smart cellphones users sex and buying interest research which is presented in parts patterns. Therefore, in classifying market based on expected advantages of smart cellphones, users' sex variavle is a redundant and it's data will mislead researcher. Similar to the obtained result of this research, Birjandi (2010), Mortezavi et.al (2003) also confirmed lack of significant relationship

between sex and purchasing interest research, however, in Safari (2004), Qulizadeh (2003) and Keshvari (2005) the reverse is confirmed.

6-2-2- Second Secondary Hypothesis Research

Secondary Hypothesis: There is significant relationship between expected advantages of smart cellphones users of Bandar Abbas and their marital status.

Chi-square test was used to test this hypothesis, in which the value of the test statistic, 8.333, freedom degree 1, and confidence level 0.004, because test confidence level is less than 5 therefore we can say that in 95 percent confidence level H_1 hypothesis is accepted. Obtained results of Chi-square test showed that there is significant relationship between marital status of smart cellphones users and purchasing interest research which is presented in parts patterns. So, manufacturers, sellers and marketers should pay more attention to marital status of smart cellphones users while decision making about product mixed. Implemented studied by Mortazavi et.al (2011), Birjandi (2009), Qulizadeh (2002), Safari (2006), confirmed significant of relationship between marital status and purchasing interests research.

6-2-3- Third Secondary Hypothesis Research

10- Third Hypothesis: There is significant relationship between expected advantages of smart cellphones users of Bandar Abbas and their age.

For this purpose one-way variance analysis test is used. Because test confidence is 0.739 and is more than 5 percent, so we can say that with 95 percent confidence H_0 hypothesis is confirmed. Obtained results of one-side variance analysis showed that there is not significant relationship between smart cellphones users age and purchasing interests research which is presented in parts pattern. Therefore, in classifying smart cellphone market base on expected advantages of customers, age variable of smart cellphone users is not considered as effective variable. In research results of Mortazavi et.al (2011), Safari (2006), Qulizadeh (2002), Keshvari (2006) significant relationship between customers ages and their expected advantages is confirmed. However, in this research and Birjandi (2010) research the reverse is confirmed.

6-2-4- Fourth Secondary Hypothesis Research

Fourth Hypothesis: There is significant relationship between expected advantages of smart cellphones users of Bandar Abbas and family population.

For this purpose Kruskal-Wallis test is used. The value of test statistics obtained 13.816, freedom degree 4 and test confidence 0.008. Because confidence level 0.008 is less than 5 percent so, we can say that with 95 percent confidence level H_1 hypothesis is confirmed and there is significant relationship between family population of smart cellphones users and purchasing interests research which is presented in parts pattern. In Birjandi (2010), Keshvari (2006) researches they concluded that there is significant relationship between family population and expected advantages of customers which is adopted with result of this

research, while in Safari (2006) and Qulizadeh (2003) lack of significant relationship between family population and expected advantages of customers was studied.

6-2-5- Fifth Secondary Hypothesis Result

Fifth Hypothesis: There is significant relationship between expected advantages of smart cellphones users of Bandar Abbas and different jobs.

Chi-square independence test is used to test this hypothesis, the value of the test statistic achieved 1.090, freedom degree 4, and confidence is less than 5 percent, the test confidence level was 0.0, because test fore we can say that with 95 percent confidence H_1 hypothesis is confirmed. Obtained results of Chi-square test showed that there is significant relationship between smart cellphones users' job and purchasing interest research which is presented in parts patterns. Therefore, smart cellphones producing companies, sellers and marketers should pay more attention while decision making about product mixed with smart cellphones users' jobs. Because people jobs because of income and social prestige leads to people consider their employment status in selection and goods purchasing. Nowadays smart cellphones a tool to show social prestige and position and leads to people with high posts want to have smart cellphones with famous brands in order to resolve their expected advantages. Customers' different jobs can be an important and effective variable an expected advantages of customers in Birjandi (2010), Keshvari (2006), Safari (2006), Mortazavi et.al (2011) and obtained result of this research is matched with mentioned researches.

6-2-6- Sixth Secondary Hypothesis Result

Sixth Hypothesis: There is significant relationship between expected advantages of smart cellphones users of Bandar Abbas and their education.

Chi-square test is used to test this hypothesis, the value of the test statistic 75.360, freedom degree 3, number of test confidence 0.000. Because test confidence is less than 5 percent, so we can say that with 95 percent confidence H_1 hypothesis is accepted. Obtained results of Chi-square test showed that there is significant relationship between education of smart cellphone users and purchasing interest research which is presented in parts patterns. Therefore, products companies of smart cellphones, sellers, and marketers should consider this point that educated people are aware and know advantages, disadvantages, characteristics and features of smart cellphones with different marks. In the other hand, education has direct relation with income and purchasing power of people and effects on decision making of customers and users of smart cellphones. Also, Birjandi (2009), Keshvari (2006), Safari (2006), Qulizadeh (2003) in their researches showed that there is significant relationship between customer's education and purchasing interests research however result of research Mortazavi et.al (2011) match with result of this research.

6-2-7- Seventh Secondary Hypothesis Result

Seventh Hypothesis: There is significant relationship between expected advantages of smart cellphones users of Bandar Abbas and family members income.

Chi-square test is used to test this hypothesis, which the value of the test statistic was 60.600, freedom degree 5, test confidence 0.000. Because test confidence is less than 5 percent, so we can say that H_1 hypothesis accepted with 95 percent confidence. Obtained results of Chi-square test showed that there is significant relationship between smart cellphone users' income and purchasing interest research which is presented in parts patterns. Income is one of the important economic-social variables which has significant effect on purchasing behaviour of customers and users of smart cellphones and commodities selection and smart cellphones type. Because, income create purchasing power and because people have different income, their purchasing power is also different, this difference in purchasing power causes different purchasing behavior between users of smart cellphones. Therefore, producers companies, sellers and marketers of smart cellphones should identify sensitive parts to the price to when pricing determine as much as possible lower prices. Obtained result of this research is similar to research of Birjandi (2009), Safari (2006), Qulizadeh (2003) and Keshvari (2006) which show that there is significant relationship between income and expected advantages of customers. In other hand in Mortazavi et.al (2011) the reverse is approved and the result was there is not significant relationship between income and expected advantages of customers.

6-2-8- Result of eighth Secondary Hypothesis Result

Eighth Hypothesis: There is significant relationship between expected advantages of smart cellphones users of Bandar Abbas and their usage.

Chi-square test is used for test this hypothesis, the test statistic number was 2, number of degrees of freedom 4 and test confidence 0.000, because test confidence is less than 5 percent, therefore we can say that H_1 hypothesis accepted with 95 percent confidence. Obtained results of Chi-square test showed that there is significant relationship between smart cellphone users' usage and purchasing interest research which is presented in parts patterns. Usually, people who use high a product have similar demographic and psychological variables. So, some of the marketers classify their marketers based on usage. Therefore, producers companies, sellers and marketers of smart cellphones should pay much attention to this variable while the formulation of marketing strategh and product comolex and produce special smart cellphones with special equipments and advantages for families which much use than smart cellphones. Researches of Birjandi (2009) and Keshvari (2006) match with obtained results of this research and significant relationship between customers usage and their expected advantages is confirmed, however in researches of Safari (2006) and Qulizadeh (2003) the reverse is approved.

6-2-9- Ninth Secondary Hypothesis Result

Ninth Hypothesis: There is significant relationship between expected advantages of smart cellphones users of Bandar Abbas and their loyalty.

For this purpose one-way variance analysis is used. Because test confidence 0.001 is less than 5 percent, so we can say that H_1 hypothesis accepted with 95 percent confidence. So, obtained results of one-way variance analysis showed that there is significant relationship between

smart cellphone users loyalty purchasing interest research which is presented in parts patterns. So, producers companies, sellers and marketers of smart cellphones should pay much attention to people that are more loyalty to mark and attach special rates for these groups. Also, in researches of Birjandi (2009) and Keshvari (2006) confirmed that there is significant relationship between loyalty and expected advantages of customers.

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