CONSUMER STYLE INVENTORY – ASSESSING THE DECISION MAKING STYLE OF YOUNG INDIAN, A STUDY ON MOBILE PHONE

Shampa Nandi*

Abstract :

Consumer Style Inventory - assessing the decision making style of young Indians: a study on mobile phones

In less than 15 years, the mobile phone has become an essential part of our daily lives. It is no longer a luxury item and has become one of the most commonly used daily consumer goods throughout the world. Indian Mobile market is one of the fastest growing markets and is forecasted to reach 868.47 million users by 2013. A large proportion of Indian population is young and they are a very important market to business today because of their large spending power. They have a very unique behavior to the older generations with research showing that a lot of what they purchase represents their self-expression. Mobile devices are a part of their personal selves and a vital component which connects them with the world and people around them. The present study has tried to focus on the decision-making styles of the young adult consumers with a reference of mobile phone buying and to create decision-making profile of young Indian adults. The research has made use of Sproles and Kendall's (1986) consumer style inventory and has attempted to examine the applicability in Indian context. The factor analysis, the principle components method with Varimax rotation of factors, was performed to identify characteristics of consumer decision-making.

Key Words: *Consumer decision-making, Consumer Style Inventory (CSI), Young adult Consumers, Mobile Phone.*

Introduction :

Telecom industry in India has seen major transformation since introduction of mobile services around 1995. Telephone ownership, once was considered as a luxury, has become necessity of daily life. Multiple factors like introduction of mobile telephony, rising disposable income, easy affordable SIM registration, reduced air time charges and increasing versatility of mobile handsets have contributed to growth in telecom sector in India. Increased penetration of cellular services throughout length and breadth of India has also resulted into steep rise in the demand of mobile handsets and it has created huge handset market. This thriving mobile handset market is attracting many players. Increasing number of players has resulted into cut-throat competition in the sector. Today there are many companies in the market like Nokia, Sony Ericsson, Samsung, LG etc. Some local companies like Micromax, Spice, Lemon, Karbonn, etc. have also entered in the market and attained respectable market position. In such competitive markets each marketer is under increasing pressure to introduce innovative products in the markets.

India is home to 1.237 billion people, out of which 50% of the population are in the age bracket of 0-25 years and 65% are in the age bracket of 0-35 years. Since a huge number of populations is in the young age group, it is an attractive market. The purchasing power of youth has significantly increased, both, in terms of salary and pocket money. Salaries in India rose by 14.4 per cent in 2006 and by 15.1 percent in 2007 as surveyed by Hewitt Associates. An ASSOCHAM survey revealed that the average monthly allowance of urban children in the age group of 10-17 years has

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gone up from Rs 300 in 1998 to Rs 1,300 in 2008. This youth segment of Indian is very attractive due to its size, increasing spending power, large exposure to media and their vast knowledge and adaptability of technology. Young adult consumers are very much drawn in with current trends as compared to other age groups. Typically, most young adult consumers are trendsetters among themselves as well as playing a role as trendsetters to the population at large. While mobile phones are primarily acquired due to new features including color display and polyphonic ring tones, some consumers bought new phones in order to get an innovator and/or opinion leader status. Young people are adopting a lifestyle rather than a technology perspective: they want technology to add value to their lifestyles, satisfy their social and leisure needs and reinforce their group identity. They assess technology according to their needs rather than as a task-oriented artifact.

Basic purpose for using a mobile phone by the young population –

- Fashion/ Status
- Identity/Image
- Necessity in modern times
- Social interaction
- Entertainment
- Safety/ Security
- Cost efficiency
- Lifestyle organizer
- Basic Functionality (call, sms)
- Mobile-Commerce (GPS, Banking services, email, purchase online etc)

Consumer Decision-making Style:

Decision-making style refers to a mental orientation describing how a consumer makes choices. Sproles and Kendall (1986) have defined it as "a mental orientation characterising a consumer's approach to making choices." As it has cognitive and affective characteristics, it is a basic consumer personality (Sproles and Kendall 1986). According to Sproles and Kendall (1986), the research on consumer-decision making styles can be categorized into three main approaches: the psychographic/life style approach, the consumer typology approach, and the consumer characteristics approach. According to the researchers among these three approaches, the consumer characteristics approach seemed to be the most powerful and explanatory as it focused on the mental orientation of consumers in making decisions. Thus, decision-making styles can be determined by identifying the consumer's general orientations towards shopping and buying.

Literature Review:

Sproles (1985) as well as Sproles and Kendall (1986) used data from samples of young consumers in the United States to measure basic characteristics of consumer decision-making styles. They developed and validated a Consumer Styles Inventory (CSI) for this purpose. The above study tried to make a segregation among different university students based on their purchase decision in the following groups -- Brand conscious, Perfectionist, Recreational-Shopping Conscious, Confused by Over choice, Time-Energy Conserving, Impulsive, Habitual, Brand Loyal , Price-Value Conscious.

Bordeau et al. (2002) have discussed about young people's motives to use any products. They also have hedonistic and utilitarian motives for using Internet and mobiles, considering them a source of information, communication, entertainment and an alternative shopping channel. Mobile technologies, particularly mobile phones and text messaging, have been widely adopted by young people and integrated into their everyday lives. To date there has been little description of the ways that young people are adopting and using mobile technologies and so

we have little understanding of the reasons for high levels of use, or the opportunities for designing new technologies that will further support young people's lifestyles. Young people are more favourably disposed towards change and use the new technologies such as the mobile phone from a very early age.

According to Grant and Waite (2003), young-adult consumers provide an interesting topic for the consumer research for at least four reasons. First, at the period of transition from adolescence to early adulthood, the young people seek to establish their own individual personas and form behaviour patterns, attitudes, and values, hence their own consumption patterns. They make purchases to define themselves and to create an identity of their own making. This idea was generated and proven by Holbrook and Schindler (1989). Secondly, young people are able to influence the purchase and decision-making of others . Thirdly, they act as a change agent by influencing society and culture (Leslie, Sparling and Owen 2001). And finally, from a marketing perspective, young adults are recognised as a specialised market segment that forms a powerful consumer spending group in their own way (Moschis 1987; Grant and Waite 2003).

An in depth study of the demographics on consumer mobile buying behavior was done by Bigne, E. et al (2005) and it identified the variables influencing purchase behavior. Young people spend a large amount of their day to day lives with their mobile phone apart from the educational, official or functional purpose. They are tech savvy, innovative and love to shop through online either through laptop or mobile phones. The attitude towards innovation and these differentiated needs are one of the main reasons for the growth in personal computers and mobiles in households. For these reasons, the 'youth market' has become extremely attractive to mobile phone marketers, and mobile phones are increasingly seen as an exciting medium for targeting and interacting with young people.

On this basis the article "Factors Affecting Consumer Choice of Mobile Phones: Two Studies from Finland" done by Karjaluoto, H. et al (2005) it was found that the development of mobile phones is leading the market into a situation where the basic need, communication, is actually broadened to new means of interaction and personal digital assistance. In fact, mobile phone evolution will eventually lead to the convergence of mobile phones and digital personal assistants (PDAs).With the use of a series of focus group interviews (Study 1) with 79 graduate students followed by a survey (Study 2) of 196 respondents, it was found that although the choice of a mobile phone is a subjective choice situation, there are some general factors that seem to guide the choices. The two studies show that while technical problems are the basic reason to change mobile phone among students; price, brand, interface, and properties are the most influential factors affecting the actual choice between brands.

Usage patterns of and attitude about cell phones among university students in a mature market(USA) and a rapidly growing market (India) was investigated and revealed that Indian students use mobile phones differently from their American counterparts (Chakrabarty, S. 2006).

Another study done by Das, B., Mohanthy, S., (2007) suggested that age plays a major role in the purchase decision, while buying a product or service. An intelligent marketer should realize that the best results of a product or service necessarily differ according to the age of the customer. The work of the marketer would be easier if he analyzes the minds of consumers and makes sure what exactly the members of a particular group want. Youth in the age group of 20-30 years use cell phones to the maximum followed by just the elderly group 30-40 years. The youngest and the oldest groups have the least choices for the cell phones.

Subhash Jha (2008) has given a snapshot of how frequently young people use their mobile phones for several embodied functions of the

cell phones. His study was done on the college goers aged between 20 and 29 and shaded light on how gender, monthly voucher amount and years of owning mobile phones influence the usage pattern of this device. The findings show that there is a significant difference in the usage pattern of mobile phones because of these three variables.

Singh, J., & Goyal, B. B (2009) has enlightened in the article "Mobile Handset Buying Behavior of Different Age and Gender Groups," that the gender differences were very conspicuous in 'core technical features' and 'brand'. This is probably due to less familiarity of female consumers with core technical aspects. Though less significant, yet gender differences also emerged in 'value added features' and 'physical appearance'. The female consumers probably due to their overwhelming orientation to 'physical appearance' of handset do not find 'brand' as much important as men do. Users of age group of 18-30 years are less price sensitive than consumers of other groups; rather they consider 'physical appearance', 'brand', 'value added features', and 'core technical features' more important than users of any other age groups. This may be due to the reason that majority of Indian youth seeks excitement in the products and also they are more exposed to new technological developments than other age groups particularly mature ones.

B Rajashekhar, N Udaya Bhaskar (2009) have tried to measure the celebrity impact on the buying decision of mobile phones. There are many variables that affect consumer behavior, such as age, income, gender, geography and personality. The attitude of the consumer's changes with demographics in an urban area while demographics factors do not have any impact on a semi-urban area.

Maznah Wan Omar et al. (2009) in their paper titled "Decision Orientations towards Shopping and Buying among Young-Adult Malays in the Universities" have attempted to measure the "general orientations toward shopping and buying" and samples from undergraduate students from several universities in the northern region of West Malaysia were used. Decision-making styles of young adult Malay consumers from five universities show similarities and the students are Brand Conscious and Price Equals Quality consumers. Respondents who came from large universities were all confused by too many choices of product available to them. On the other hand, students whose university was situated far from big/large town like University Utara Malaysia and UiTM Perlis indicates that they were Recreational-Shopping conscious consumers.

The implications obtained from the findings were that socialization and environment do shape the purchasing patterns of consumers.

Mishra, A. A., (2010) has focused in his paper "Consumer Decision-Making Styles and Young-Adult Consumers: An Indian Exploration," on the decision-making styles of young-adult consumers so as to provide information to marketers interested in the decision-making profile of Indian consumers and thus enabling them to build their marketing efforts accordingly. The study has confirmed the applicability of the original US characteristics as well as two new traits specific to the Indian context.

Need & relevance of the study:

The learning processes that every consumer goes through would be the determining factors to the decisions a consumer makes when one is purchasing a product or paying for a service. As the number of product increases and the variety of goods available in the stores this helps to broaden-up consumer choices. Similarly, with the availability of multi-component products and electronic purchasing capabilities not only it has broadened the sphere of consumer choice, it also adds complication in making a purchase decision. To have a sustainable growth in the present competitive market, marketer must know who their customers are, what they think and how they feel and why they buy a particular brand of mobile phone than any other.

Research problem:

Normally researchers across various countries feel that decision-making styles can vary across cultures. Thus Consumer Style Inventory needs some modifications depending on the culture of different countries. The role of the young especially in consumer decision making should be defined and examined for several reasons. Young people are eager to consume, are conscious of their experience (Sproles and Kendall 1986). Young consumers are recognized as a specialized market segment for a variety of goods and services. The young within the family often influence family purchasing decisions. Though the youth market is lucrative but it is also complex and must be examined carefully. Therefore the present study has made an effort to understand consumer buying behaviour through one aspect—their decision making style.

Objectives of the study:

- To get an insight into the decision making styles of young adult Indian consumers with reference to mobile phone.
- A basic comparison of Sporles & Kendall's (1986) model of "Mental orientation characterizing a consumer's approach to making choices" in Indian context.

This study provides information to marketers interested in the decision-making profile of Indian consumers and thus enabling them to construct their marketing efforts accordingly.

Research Methodology:

Sampling Design

A sample of young-adult between the age group of 18-30 years is considered in this research study. Two primary categories of young people considered are working youth and non-working youth. For non-working group, students' samples picked from the Management Departments from different colleges of Bangalore like, Christ University, Amity School of Business, Welingkar School of Management, RJS Institute of Management Studies, Oxford College of Management. To choose the sample for this study, convenience sampling method was used.

For working category, employees of various reputed organisations are surveyed keeping in mind the age group which is between 18-30 years. The name of the organisations surveyed are HCL Technologies, Wells Fargo Bank, Deloitte, TCS, Verse Innovation, IKYA and some others organizations in Bangalore.

Sample size:

A total of 375 respondents were surveyed with a structured questionnaire but few of them rejected because of incompleteness. Mostly students' form MBA and Final Semester BBM were included in the survey. First and second semester BBM students were also asked to fill up the questionnaire with close supervision. The data used in this study were collected in three months period from July to September 2013. Students from different types of Institutes, and employees from various organisations are chosen as the sample should represent young population of different financial, educational and social backgrounds. Respondents were encouraged to give their honest answers with simple self explanatory questions.

Data collection Tool:

A structured questionnaire with 25 different statements with Likert scaled 1 (strongly disagree) to 5 (strongly agree), was used for the purpose of identifying the different styles of decision making. For reliability of the test a pilot study was conducted and Cronbach Alpha was measured.

Method of Analyzing Data:

For analyzing data, factor analysis, the principle components method with Varimax rotation of factors, was performed to identify characteristics of consumer decision-making.

Data Analysis and Results:

Scale: Reliability Analysis with a pilot study of 35 respondents

Reliability Statistics

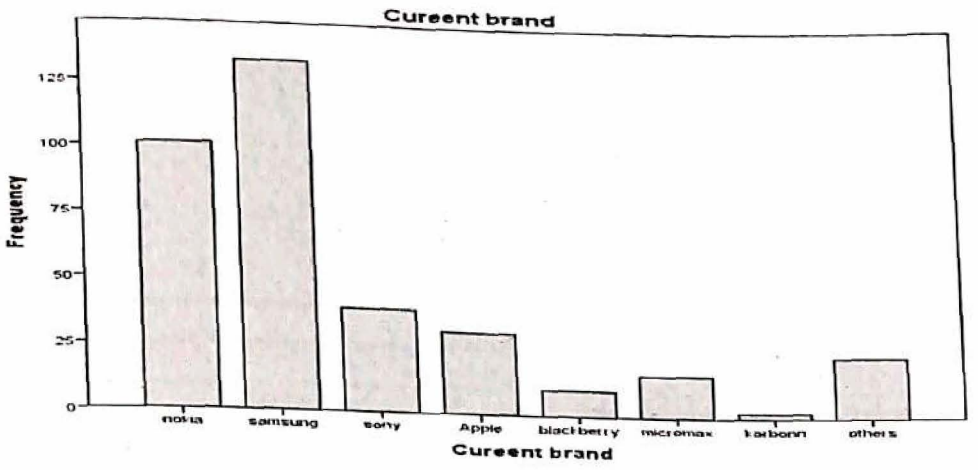
Cronbach's Alpha	No of Items
0.763	35

The overall statistical results for reliability analysis (overall alpha) of this dimension give a value of 0.763 which portrays satisfactory level of internal consistency among the responses in this dimension.

Demographic Characteristics of Respondents

Group	Respondents' Characteristics	Number of Respondents	Percentage
Gender	Male	212	59.7
	Female	143	40.3
Age in years	18-20	85	23.9
	21-23	146	41.1
	24-26	83	23.4
	27-30	41	11.5
Education(last degree completed)	PUCII	78	22
	Graduation	190	53.5
	Post Graduation	80	22.5
	Others	7	2
Occupation	Student	216	60.8
	Service	112	31.7
	Business	3	0.8
	Homemaker	3	0.8
	Others	21	5.9
Monthly Household Income (in Rs)	Below 15,000	77	21.7
	15001-30,000	121	34.1
	30,001-45000	54	15.2
	45,001-60,000	26	7.3
	Above 60,000	77	21.7
Financial Independent or not	No	188	53
	Yes	167	47

Current Brand Owned by respondents:



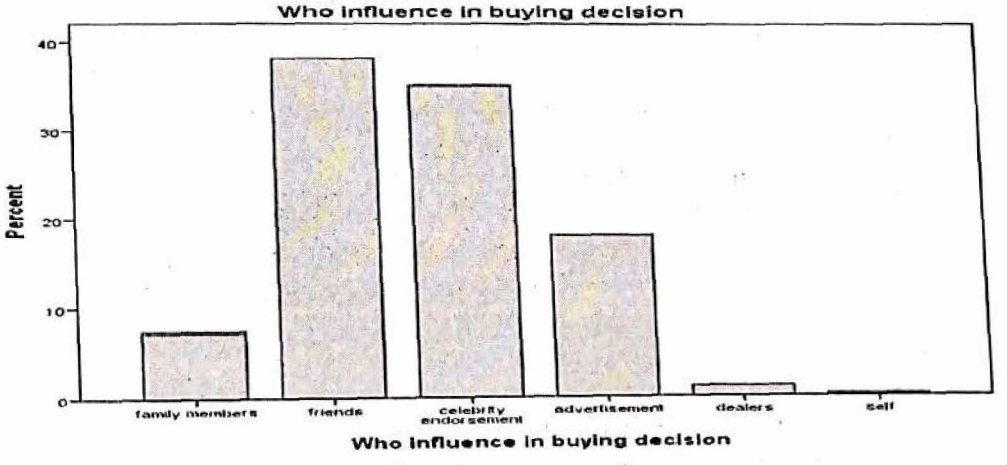
Most popular brand among young consumers are Samsung, followed by Nokia, Sony, Apple etc.

Price of the Mobile handset owned by the respondents:

Descriptive Statistics

	No.	Minimum (Rs)	Maximum (Rs)	Mean (Rs)	Std. Deviation (Rs)
Price	355	500	60000	14766.68	11815.949
Valid N (listwise)	355				

The penetration rate of mobile phone among youth is 100%, as all of the respondents possess a mobile handset. Therefore it is seen that mobile phone has become an essential commodity, especially in young generation. The price range of the handset is from Rs 500 – Rs 60,000.



Surprisingly most important influencing factor for young population is friend, and even advertisements endorsed by celebrities have a very good impact in the buying decision of young people.

Factor Analysis:

This mechanism is used to extract the components or the dimensions that each of the variables or questions is focusing at in order to confirm if it is in line with the predefined dimensions. It is also used to gauge the factor loadings for each of the variables or questions associated with each of the factors so that the factor loadings are multiplied with each of the variables for every respondents and the average to be taken for each dimension thus showcasing the true measure for each dimensions and ultimately the total construct.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.812
Bartlett's Test of Sphericity	Approx. Chi-Square	2583.543
	Df	300
	Sig.	0.000

The Kaiser-Meyer-Olkin Measure value of 0.812 showcases the strong sample adequacy depicting that the samples are sufficient and adequate in carrying out this mechanism. The high significance (since the significance value of .000 is less than 0.05 the accepted and benchmarked 5% significance level) propels that at least there is one component or factor that can be extracted.

Communalities

No.	Statements	Extraction
1	Using mobile phone to make calls(both STD & local) is cheaper than using landline	.707
2	It is easy to afford a cell phone than to acquire a landline service	.625
3	Easy and low cost SMS service is available in mobile phone	.517
4	Mobile phone is the basic priority in life.	.565
5	Having a mobile phone make me feel safe at any time	.545
6	I can communicate with my parents when I am out and they stop worrying about me.	.651
7	I can communicate with anybody in emergency	.686
8	Without mobile phone I feel out of the world	.631
9	If I miss my phone one day I feel handicapped	.698
10	With the mobile I can arrange any social get together at any time	.528
11	I always keep my phone on.	.308
12	For official purpose I always communicate with my mobile.	.420
13	I feel sad if I miss even one call.	.405
14	If you have a mobile phone you will never feel bored	.524
15	I use it for playing games, watching videos, or listening to music	.628
16	I use it for accessing internet and for m-services	.567
17	Carrying a latest handset model reflects who I am	.564
18	It's fun to have a mobile phone	.432
19	To be successful in the world today you definitely need a mobile phone	.483
20	I seldom use my mobile for other than making a phone call	.532
21	I lost my privacy to a certain extent because of cell phone	.511
22	I often use my cell phone to schedule my appointments	.503
23	It is very addictive	.555
24	It distract me from my important work.	.693
25	I feel awkward if the cell phone rings in public places	.475

Extraction method – Principle Component Analysis

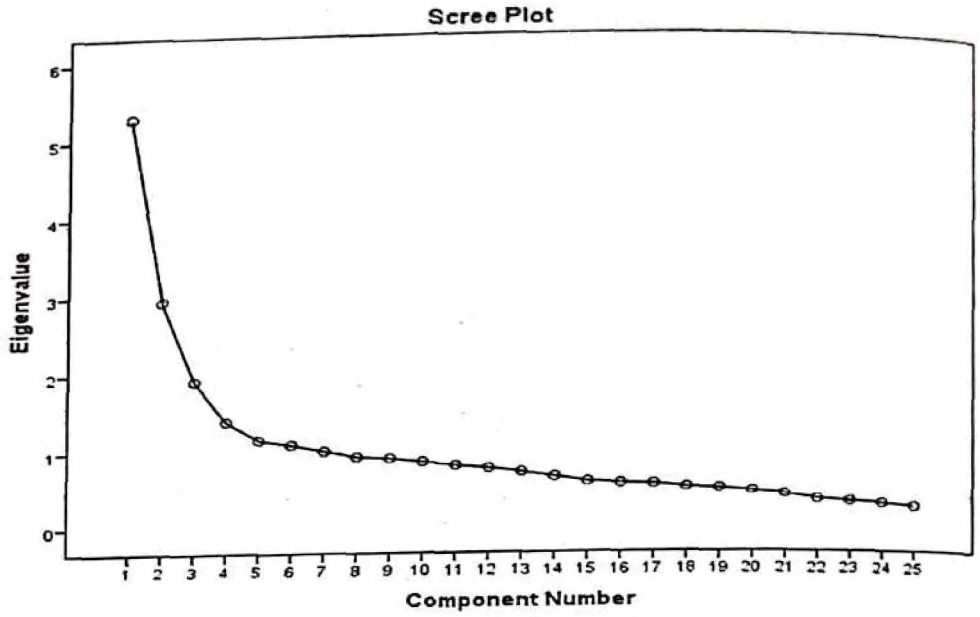
In the above table, most of initial communalities are quite high indicating that all the variables share a good amount of variance with each other, an ideal situation for factor analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.304	21.216	21.216	5.304	21.216	21.216	3.208	12.831	12.831
2	2.938	11.751	32.968	2.938	11.751	32.968	2.613	10.454	23.285
3	1.913	7.651	40.619	1.913	7.651	40.619	2.539	10.158	33.443
4	1.383	5.533	46.152	1.383	5.533	46.152	2.003	8.011	41.453
5	1.143	4.570	50.723	1.143	4.570	50.723	1.744	6.978	48.431
6	1.077	4.309	55.031	1.077	4.309	55.031	1.650	6.601	55.031
7	.991	3.962	58.994						
8	.913	3.650	62.644						
9	.889	3.557	66.201						
10	.841	3.365	69.566						
11	.794	3.175	72.742						
12	.756	3.024	75.765						
13	.705	2.819	78.584						
14	.644	2.576	81.160						
15	.579	2.317	83.477						
16	.557	2.230	85.707						
17	.545	2.179	87.887						
18	.501	2.002	89.889						
19	.485	1.940	91.829						
20	.448	1.791	93.620						
21	.401	1.603	95.223						
22	.339	1.355	96.577						
23	.310	1.240	97.818						
24	.290	1.162	98.979						
25	.255	1.021	100.000						

Extraction Method: Principal Component Analysis

This output gives the variance explained by the initial solution. This table gives the total variance contributed by each component. We may note that the percentage of total variance contributed by first component is 21.216, by second component is 11.751 and by third component is 7.651 and so on. It may noted that percentage of total variances is the highest for first factor and it decreases thereafter. It is also clear from this table there are six distinct factors for the given set of variables.



The Scree Plot gives the number of components against the Eigen values and helps to determine the optimal number of components. The factors having steep slope that larger percentage of total variance is explained by that factor. The shallow slope indicates that the contribution to total variance is less. In the above plot, the first six factors have steep slope, and later on the slope is shallow. It may be noted from the above plot that the number of factors for Eigen value greater than one are six. Hence, the ideal number of factors is six.

Rotated Component Matrix[a]

	Component					
	1	2	3	4	5	6
PIII1	.008	-.036	.778	.161	.262	-.071
PIII2	-.138	.096	.757	.110	.131	-.003
PIII3	.298	.001	.649	-.077	.035	-.025
PIII4	.678	.104	.284	-.075	.040	-.084
PIII5	.448	.323	.407	-.247	.114	-.020
PIII6	.183	.192	.373	-.197	.634	.003
PIII7	.171	.060	.462	-.188	.634	.056
PIII8	.729	.263	-.029	.163	.052	.030
PIII9	.797	.205	-.078	.106	.034	-.033
PIII10	.621	.077	.021	-.004	.248	.273
PIII11	.316	.122	.120	.135	.400	.031
PIII12	.399	-.023	.223	.001	.271	.370
PIII13	.285	.429	-.157	.129	-.150	.275
PIII14	.301	.593	.079	.124	-.043	.242
PIII15	.081	.761	.018	-.030	.204	-.009
PIII16	-.026	.607	.161	.047	.405	.072
PIII17	.141	.545	.281	.171	-.288	.236
PIII18	.339	.551	-.075	.013	.042	.072
PIII19	.374	.261	.121	-.043	-.358	.361
PIII20	-.002	.063	-.124	.129	-.023	.704
PIII21	-.097	.018	.094	.574	-.203	.349
PIII22	.029	.207	-.011	.054	.072	.672
PIII23	.315	.337	-.046	.572	.104	-.055
PIII24	.031	-.001	-.153	.799	.114	.131
PIII25	.037	.037	.252	.618	-.165	-.021

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 9 iterations.

This table is most important table for interpretation. The maximum in each row (ignoring sign) indicates that the respective variable belongs to the respective factors. For example, in the first row the maximum is 0.778 which is factor 3; this indicates that the Q1 contributes to third factor. In the second row maximum is 0.757 which is again factor 3. Q2 contributes to factor 3, and so on.

Results of exploratory factor analysis:

Factor and item description (a)	Factor loadings
Factor 1: Absolutely dependent & think it's a necessity in modern times	
P4-Mobile phone is the basic priority in life.	0.678
P5-Having a mobile phone make me feel safe at any time	0.448
P8- Without mobile phone I feel out of the world	0.729
P9- If I miss my phone one day I feel handicapped	0.797
P10- With the mobile I can arrange any social get together at any time	0.621
P12- For official purpose I always communicate with my mobile.	0.399
P19- To be successful in the world today you definitely need a mobile phone	0.374
Factor 2: Contemporary, recreational and M-service users	
P13- I feel sad if I miss even one call.	0.429
P14- If you have a mobile phone you will never feel bored	0.593
P15- I use it for playing games, watching videos, or listening to music	0.761
P16- I use it for accessing internet and for m-services	0.607
P17- Carrying a latest handset model reflects who I am	0.545
P18- It's fun to have a mobile phone	0.551
Factor 3: Price-value conscious Consumers	
P1- Using mobile phone to make calls (both STD & local) is cheaper than using landline	0.778
P2- It is easy to afford a cell phone than to acquire a landline service	0.757
P3- Easy and low cost SMS service is available in mobile phone	0.649
Factor 4: Negative opinion holder	
P21- I lost my privacy to a certain extent because of cell phone	0.574
P23- It is very addictive	0.572
P24- It distract me from my important work.	0.799
P25- I feel awkward if the cell phone rings in public places	0.618
Factor 5: Safety & security conscious consumers	
P6- I can communicate with my parents when I am out and they stop worrying about me.	0.634
P7- I can communicate with anybody in emergency	0.634
P11- I always keep my phone on.	0.406
Factor 6: Functional users	
P20- I seldom use my mobile for other than making a phone call	0.704
P22- I often use my cell phone to schedule my appointments	0.672

Conclusion:

Young people do play a great role in consumer decision making because they are at an age level, where they have the capability and are economically able in making decision of their own in terms of what, how, when and where to buy. Even within such a small age group (18-30 years) of cell phone users—there are six distinct groups in terms of their attitudes toward their cell phone usage and in terms of the levels of integrating cell phones into their lives.

The first group shows a similarity in the decision orientation and they give lot of priority to the mobile device, they feel handicapped without it, and they use mobile phone to arrange any social meeting. They are so much dependent on it that they feel out of the world without it. Carrying a mobile phone gives them some sort of security. This group of respondents can be termed as **"Absolutely dependent & think it's a necessity in modern times consumers".** Mobile phone is a valuable item which they carry all the times and its an integral part of their lives.

The second group consists of a large number of respondents who see mobile phone as a source of fun and entertainment. They use it for accessing internet, downloading games and music, videos, and they have a lot of hedonistic pleasure associated with it. They are also majority user of Mobile-commerce. For the mobile phone manufacturer and marketers this group of consumers form an attractive market. Since they value the latest model and other features, most of the companies are targeting this group with all the latest feature and technologies. This group could be coined as **"Contemporary, recreational and M-service users".**

Consumers with particularly high consciousness of sale prices and lower prices in general, who use mobile phone as they think it is a cheaper option of connecting people than the landline. Mobile phones are more affordable and low cost SMS services are an added advantage. This group's name was given as "Price-value conscious Consumers".

A group of consumers feel mobile phone actually disturbing their works, their privacy is lost to a certain extent due to it, and they even feel awkward if mobile rings in public places. Some of them find mobile phone is very addictive. This group of respondents are termed as **"Negative opinion holder".** It is a big challenge for the mobile companies to convert them a loyal customers.

There is a group of respondents termed as **"Safety/security conscious"** who find mobile phone can be used in emergency and family members can contact them through it whenever they feel anxious. It gives them a kind of security. And cell phones are not much integrated into their lives and they carry it in case of emergencies and for safety reasons.

The last group of consumers is called as **"Functional users"** as hardly they use this device for anything other than making a call or schedule an appointment.

The three groups **"Price-value conscious Consumers", "Functional users"** and "Negative opinion holder" gives less importance to mobile phone. They use mobile phone as it is cheaper than landline or convenient to use. Few even hold a negative opinion about the mobile phones, as it is distracting from work. Different mobile phone companies should find new ways to convince them so that they integrate mobile phone as part of their lives and become habitual users.

Towards sustainable growth:

This present study has classified the general consumer decision making characteristics of young-adult Indian consumers. Some similarities and differences both in factors as well as individual item loadings were found between the Indian consumers and other countries. It shows variation from Sproles and Kendall (1986) buying characteristics. Thus, it has emerged from this study that the Consumer Style Inventory is sensitive to the cultural and economic background of the consumers. In

other words, it can be said that consumer decision-making styles are culturally dependent.

The profile of consumer decision-making has a broad application in the field of consumer behavior. Information on CSI will be of much use for organisation targeting young consumers in Indian Markets. It will be beneficial for the marketers to segment and target the young Indian market, especially for mobile phone. Apart from a representative sample of the population, specific consumer groups (say for example the elderly or rural or less educated) can be targeted for the development of the scale. Additionally, consumer decision-making in various product categories can also be looked into. Information on young-adult consumers' decision-making style will be of much use for organisations targeting Indian markets. It is very much likely that consumers scoring high on certain decision making characteristics will be having clear needs associated with those characteristics and thus, will enable marketers to target and segment them. Researchers can add these decision-making characteristics to their existing inventory of psychographic and lifestyle studies.

To have a sustainable growth in the present competitive market, marketer must know who their customers are, what they think and how they feel and why they buy a particular brand of mobile phone than any other. The Indian telecom sector has grown leaps and bounds in the last decades. The mobile phones are progressively becoming cheaper and affordable for people in the country with the increase in disposable income that improves the quality of life in India. Young people are tech-savvy , fashion conscious and love to explore with different brands and on the other hand there are huge options of different handsets with the access of internet, new schemes, and technology advancement has resulted in more and more consumers to switch to new mobile phones. The varieties of different models of mobile phone in the market helps to broaden-up consumer choices and along with that different methods of shopping add complication in making a purchase decision. The cellular companies are also aggravating the situation by introducing latest mobile phone models having attractive features and Internet services facility. Every single cellular company is trying hard to keep their share intact as there is a cut-throat competition among different companies as well as different models of same company. As the young people have a great tendency to switch to a new phone just for hedonistic pleasure or to acquire a "innovator" status it is absolutely necessary for the mobile companies to understand their customers and their buying decisions. In our present study it was observed that with in a small age group (18-30years) there are six different types of consumers based on their mental orientation characterising decision making choices. So it's a challenge to the marketer how well they would be able to provide the desired products to the consumers and get the maximum satisfaction from them. If a company can acquire the competitive advantage that is long term and stable by creating products that cannot be duplicated or imitated by other firms , they will be the market leader with a core competencies, as we have seen in case of Apple Inc. But as we know Core competencies are not constant. They tend to change as the organization changes as well as with time. With the advancement of technology no single company can claim that their products or technologies cannot be duplicated easily. Therefore, it's important that the competencies are flexible and not etched in stone. Finally it is concluded that the Hamel and Prahalad (1989) strategies through which any company can achieve a sustainable growth by the flowing three factors:

- **Provide potential access to a wide variety of markets.**
- **Focus on the perceived value with which a customer measures a product.**
- **Makes it difficult for competitors to duplicate.**

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