Factors Influencing Buying Behavior of Ring Back Tone Service in Nepal*

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Abstract

Today, besides being the most important form of communication, cellular phone acts as a personal identity and the most important individual possession. In addition, to conventional usage of these cell phones for making calls and texting messages, people are using mobile phones increasingly for additional services like ring tones, ring back tones etc. which not only express the preference and identity, but also enrich the customer experience. Hence, present study aims to identify the demographic characteristics and buying patterns of ring back tone users, (2) investigate the factors that influence users to purchase ring-back tones and (3) identify the target customers for ring-back tone users in Nepal. For these purposes, we developed a conceptual framework based on the Technology Acceptance Model using independent variables such as Perceived Usefulness, Perceived Ease of Use, Perceived Motive, Perceived Cost, Perceived Entertainment and Technology Friendliness, and the mediating factors were gender, age, occupation, location, income and mobile expenses. A primary survey was conducted using a set of questionnaire which was distributed to 120 mobile phone users in Kathmandu Valley. For the reliability of data, Cronbach's alpha was calculated using SPSS which was 0.817.

The result showed that (1) demographic characteristics of ring back tone users is age group up to 30 years (72.5%) and occupation of student and private service (62.5%). Most of the users buy the service only sometimes (42.7%), and the choices of tones is dominantly confined to songs (85.3%) and that too same ring back tone for all calling parties (54.7%), (2) influencing factors for users to purchase ring back tone are promotional medias such as advertisements, friends and other user. Perceived quality, contents, updates, ease of use, and entertainment value are motivating factors while price and usefulness are de-motivating users to purchase ring back tone service and (3) both the users and non-users group can be the target market targeting to convert non-uses to users and sometimes’ users to always’ users.

Thus, the target group of ring back tone service is young generation those below 30 years especially students and private service holders. As, ring back tone is perceived as a highly entertaining service, it has good growth potential, however, the cost needs to be minimized to increase the usage and make it affordable to the mass customers.

Keywords: buying behavior, descriptive statistics, ease of use, perceived quality, ring back tone

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