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“CONSUMER BUYING BEHAVIOUR OF FLAGSHIP SMARTPHONES ONLINE AND OFFLINE RETAIL IN VADODARA CITY”

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Abstract: The purpose of the study is to know the perception of consumers towards online shopping of especially for flagship smartphones in the recent period 2020-2021. This study aimed at the behavior of consumers in Vadodara, Gujarat. Do they purchase flagship phones which costs around more than 30-50k from where they prefer to purchase flagship phones online or offline?

Consumers are very much interested and aware of the online stores as they can visit web stores from their homes. Online stores allow the customer to go through various reviews about the product before going for purchases. These online e-commerce sites also have daily offers for the customers looking for discounts and store offerings. Primary data was collected through the questionnaire survey. The questionnaire was prepared after analyzing the various aspects of the topic related subjects. Price, convenience, and timesaving were identified as important factors which influence consumer behavior for online shopping. Online shopping has become a way of life for many Indians mainly in COVID19 situations and the total number of online shoppers is estimated to grow 3.5 times to touch 175 million by 2020. Have online shopping created enough trust so customer can put their money. In 2017, it was estimated 1.66 billion people worldwide purchased goods online. During the same year, global e-commerce sales amounted to 2.3 trillion U.S dollars.

1. Do you purchase Flagship/premium phones?
2. Which flagship smartphone brand to buy
3. From where to buy (online / brick & mortar store)? The store chosen for this purpose is Croma Electronics and Mobile wala shop. And for online focused on Amazon and Flipkart

Keywords: Purchasing behaviour of flagship smartphones, Consumer behaviour Purchasing behaviour of online or offline shopping of Premium/flagship smartphones.

I. INTRODUCTION

The first ever mobile phone was made-up by Martin Cooper on Apr third, 1973, that was just for 2 pounds. the peak of that phone was ten inches, depth three inches and therefore the dimension an in. and a [*fr1] (Motor town, 2003). At that point, it absolutely was the sole thanks to communicate with one another. And at that point, it absolutely was not obtainable to the final population and it absolutely was used for the first-time solely businesses and government. In 1992, the primary Smartphone made-up by IBM, called a Simon Smartphone. This was an enormous breakthrough within the field of technology and for the necessities of individuals. as a result of folks need to attach with one another with in an exceedingly tiny amount of your time. It becomes potential to send messages and causing email to every different with the assistance of Smartphone. to know that one technological device might amendment culture of client, form of living and therefore the whole society. once the invention of Smartphone, a abrupt amendment came into being within the human life and finds the thanks to act within the field of technology. it's impracticable to seek out anyone while not good phone. The good phone is incredibly essential device due to this you'll confer with your purchasers, relations and colleagues. In different words, a wise phone is additionally called notebook computer (PC) with advanced capabilities and practicality. Mobile phones are often thought-about because the 1st style of the transmission mobile technology within the year 1995, the sales of the mobile in Bharat are fantastic. “Nowadays, mobile handsets became associate degree integral a part of human everyday life and private communication across the world. within the current extremely competitive mobile market, makers perpetually fight to seek out further competitive edge and differentiating components to influence shoppers to pick their whole rather than a competitor’s”. To compete in the market companies make phone different and specially high powered and strong processors as a flagship phone which costs higher than usual budget phones(Guleria, Deepa and Singh, Dr. Yashwant Parmar, 2012). With a subscriber base of over 851

million, the Mobile telecommunications system in Bharat is that the second largest within the world and it absolutely was thrown receptive non-public players within the Nineties. in line with a market survey company, mobile user base had increased to 407 million users by 2011. And curiously it conjointly claims that there has been higher increase in penetration and tele-density within the rural mobile connections compared to urban Bharat. The enlargement in innovation offers nice possibilities to the marketer to reach the shopper in an exceedingly heap faster, easier and in financial manner. web looking is rising extraordinarily fast as currently. Presently daily the web holds the thought of retail market. an enormous variety of people search on the web. Then again, the shopping for of item from standard market is continuing since years. varied purchasers choose shopping for offline to analyse the item and hold the possession of the item presently once the instalment for the item. during this present time client's steadfastness depends on the predictable capability to convey quality, value and fulfilment. Some choose offline looking, some for on the web and plenty of choose each type of looking. The pay attention of the investigation is on the customer's call to buy on on-line and at the standard stores at the information memorizing amount. Anyway, web looking is less complicated at the people and fewer value than the offline looking. whereas selecting any obtain alternative client ought to notice the medium to shop for whether web looking or the offline looking. client got to select the channel for them which may best suit to them would like and wishes and which may fulfil them. during this serious world however, buyer will select the vehicle for his or her acquisition of merchandise is vital to grasp in associate degree body perspective. (Laing and Lai, 2000) said that the online shopping is the third best and most mainstream action over online after internet shopping next comes the email using, instant informing and online perusing. These are much more significant than watching or getting engage by the online or getting any data or news, this are the two exceptionally basic idea which strikes a chord while considering the online clients do when they are on the online. The conduct of online-based shopping is otherwise called online-based purchasing conduct and online shopping. Purchasing conduct implies the acquisition of good over online utilizing internet browser. Online based shopping likewise comprise similar five stages which is identified with customary shopping conduct. (Chiang and Dholskia, 2003; Lynch, Kent, and Srinivasan 2001) they said that in the normal method of online-based shopping when the purchaser needs some item or administration, they experience the online and peruse or search the things they need and their data. But instead, looking effectively, numerous multiple times potential shoppers are pulled in by the data about the item they need. They see numerous items on the online and pick the best one which suits him/her. At that point they buy that item lastly the exchange happens, and post deals administration gave by the online locales. Online based shopping demeanour and conduct are identified with the buyer. Past contemplated have zeroed in on why the results of the internet shopping is unique in relation to different items. Numerous investigations have centred that the high touch items that the shopper feels when they have to contact, smell or attempt the item.

It requires the offline shopping at the buying stage since it is impossible in the online-based shopping. Indeed, even with the expansion in the online-based shopping and the acknowledgment that online-based shopping is bound to force the weight on offline shopping or customary shopping. The examination is restricted here or field. On the online or e-shopping is a sort of electronic shopping which permit the buyer to buy products over the online legitimately from the dealer utilizing an internet browser. There are some elective names of online-based shopping those are as follow-e-online store, e-shop, e-store, online shop, online-shop, online-store, online store, online retail facade and virtual store. Versatile business or m-trade is portrayed as buying from the online retailer by the portable improved online destinations or (application). (Aldrich Archive, 1982) online-based shopping is imagined by an English business person Michael Aldrich in 1979. (Palmer& Kimberly,2007) Tim Berners Lee is the person who made the primary World Wide Online worker in 1990. It was opened for a business reason. There after numerous mechanical advancements rose in 1994 like the internet banking, the launch of online pizza shop by Pizza Hut, Netscape SSL v2 encryption standard for secure information move, and Intershop's first online-based shopping framework. In 1994 the primary secure exchange was over the online either by Net market or Internet shopping. Amazon was dispatched in 1995, it is the main internet shopping website of the world and after that eBay was presented in 1995. Today numerous nations are doing online-based shopping yet at the same time a few nations are at the beginning stage of the examination of online-based shopping. In 1987, the shipper account was dispatched that assisted the product engineers with selling their product online without any problem. Swreg was the name of first programming and the most established programming that is as yet accessible. Future shop is a book for how new innovation will change the method of shopping and what the client purchase. It was distributed in the year 1992. The book comprises of the theme like what will occur later on date of online business and how the online will happen in the general public. 1994 is the mouth of year of online commerce and Yahoo is launched in this year. In 1995 approx. 12000 domain names were registered in the internet. In 1998 Google entered in the web-based business and yahoo started yahoo store on the web. The customer of online shopping should have internet and a valid method of payment in order to purchase the products from the internet. Amazon, E-bay, flipkart are some of the examples of the successful online shopping sites that use less price of the items and large stocks to attract the consumer.

In general, the population from significant degree of pay and knowledge are more ideal to do internet shopping. The population who are more knowledgeable and more explored to the internet are more into online shopping. The increase in technology will increase the net searching by the buyer. the rise in technology creates a favourable perspective towards the buyer for on-line searching. Based on a thorough review, no studies were found that dealt with premium branding and digital platforms for this promising, new and emerging segment of digital consumers. The lacuna of knowledge to be addressed by this; How do digital platforms affect consumer's premium and budget smartphones purchase behaviours in an emerging market in Vadodara? This study shows how much online purchasing increased and how much online retailers-built trust in the society.

Major smartphone dealers in the country at the moment are:

Online Stores

1. Amazon.com
2. Flipkart.com

Offline Stores in Vadodara

1. Mobile wala
2. Chroma
3. Vijay sales

Objective of the study:

1. To analyze the significant difference between the online and offline consumer groups in terms of demographic, technology use, availability and attitude of the consumer.
2. To examine the factors influencing the consumer to switch from the offline shopping to online shopping and online to offline shopping apart from COVID19 situation as well as the current situation of COVID19.
3. The factor influencing the consumer to shop solely online and solely offline.
4. To analyze whether the qualification of the consumer affect the online shopping and offline purchasing.
5. To know where customers wants/prefer purchase flagship smartphones phones online or offline.
6. Study the perception of the consumer regarding various smartphone brands.
7. To know how much trust consumer have towards e-commerce and to see trust build up past 10 years.

Research methodology:

This research is conducted by taking the google forms as a source of taking responds to know whether they purchase phones online or offline and in what budget they are purchasing phones. This research is mainly focused on whether they purchase flagship/premium phones or not and which source they have trust the most whether its online or offline. Due to COVID19 only online surveys have been taken to avoid direct contact.

Population and Sample

.100 Respondents

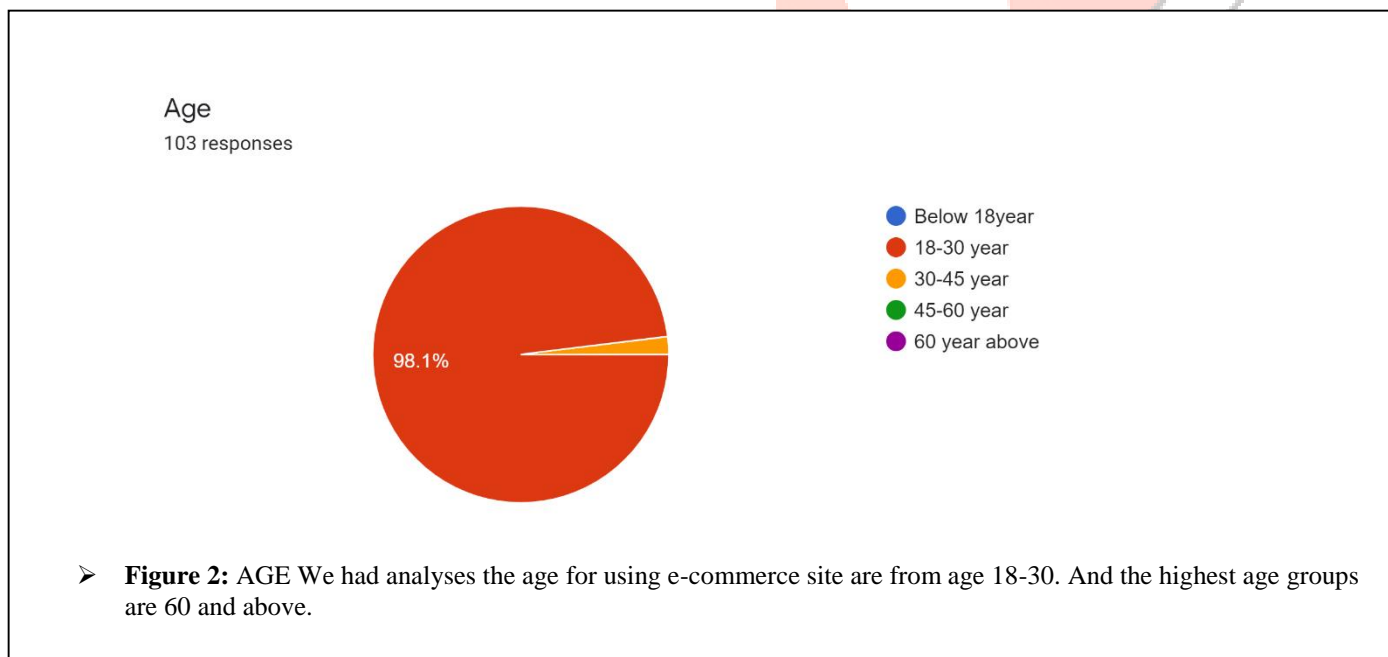
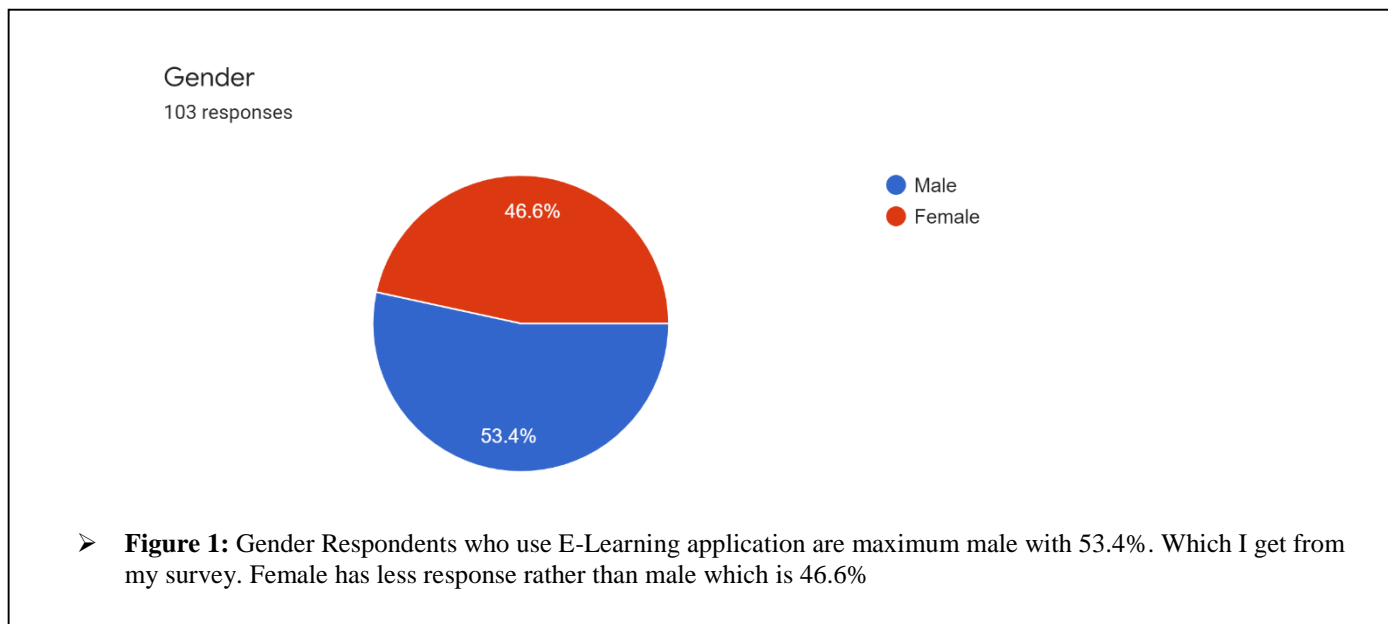
Data and Sources of Data

Primary Data: - All relevant data is collected by distributing questionnaire to the selected consumers who are aware of e-commerce site. Primary research was conducted by studying the buying behaviour at the Croma Store, mobile wala and collecting actual user data by devising structured questionnaires on Google forms for them to understand their decision-making process.

Secondary Data: - The secondary data is obtained from published or unpublished literature on the topic and journal, newspaper, online sites, books, magazines, case studies, or any other relevant service.

Data analysis and interpretation

Introduction As mentioned, the data has been collected from 103 respondents.



If you want to purchase premium phones which platform will u choose
56 responses

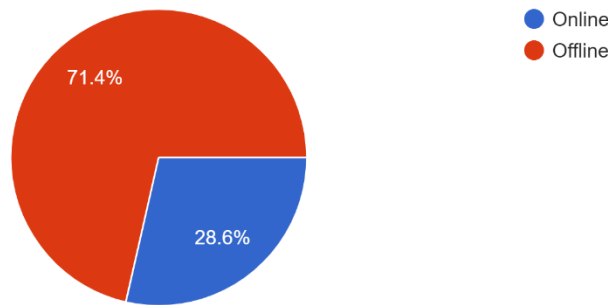
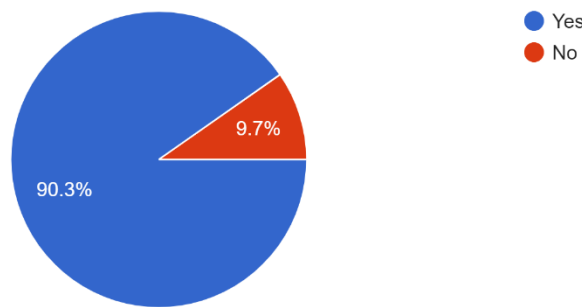


Figure 6:

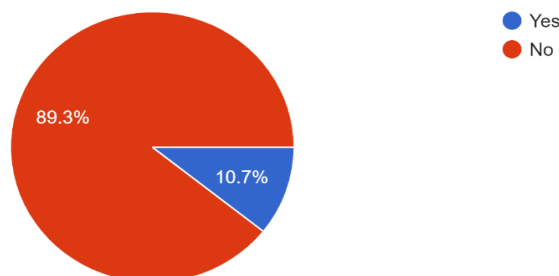
- The Results shows around 71.4% selected for offline to purchase premium phones only 10.7% selected for online for the premium phones.

103 responses



- **Figure 4:** Around 90.3% respondents purchase mobile from e-commerce site and 9.7% are not purchasing from online e-commerce site.

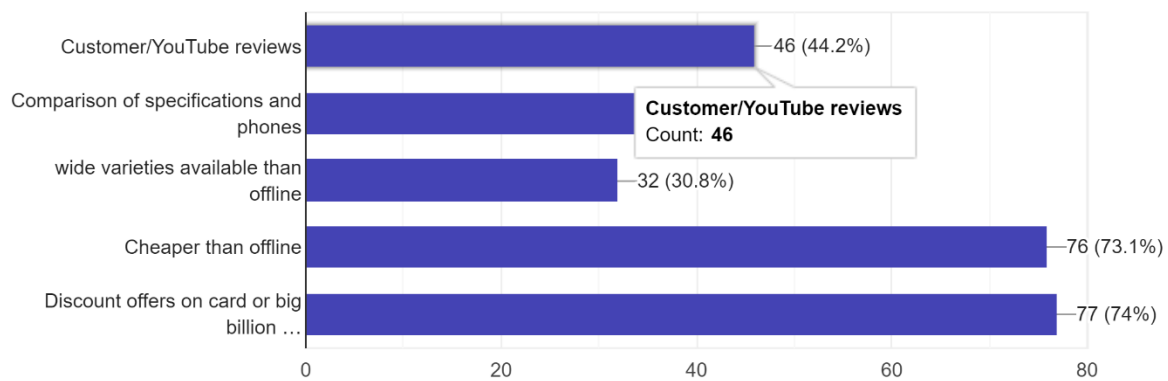
Have you ever purchased any phone which costs more than 50000+ in online platform?
103 responses



- **Figure 5:** The Result of the question of have you ever purchased any phone which costs more than 50000+ in online platform? In which 89.3% respondents don't purchase mobile online which cost around 50000+ and rest of the 10.7% purchased and willing to purchase

What motivates you to buy phones online? (you can choose multiple items)

104 responses

**Figure 7:**

- As per the question what motivates you to buy phones online around 44.2% motivated by YouTube reviews
- Around 40.5% motivated by specifications and phone brands
- 30.8% were motivated towards the variety offered
- 73.1% motivated towards price because online is cheaper than offline
- 74% motivated due to huge discounts available on debit/credit cards or in special sales



Which e-commerce site trustable pls tick(you can choose multiple options)

104 responses

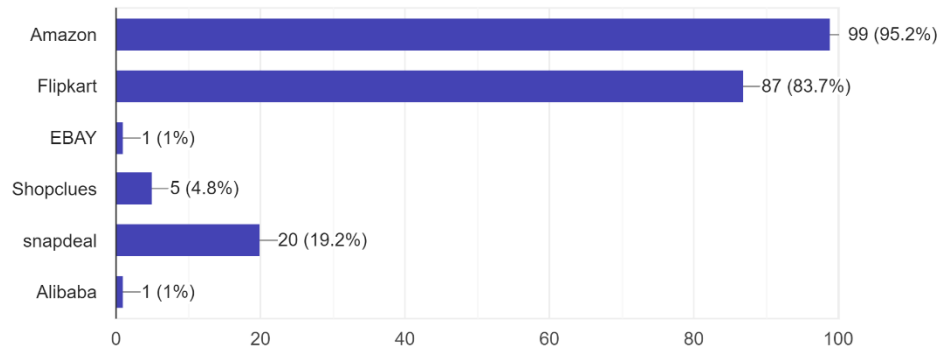


Figure 8:

- Results for Which e-commerce site trustable
 - Amazon 95.2%
 - Flipkart 83.7%
 - E-bay 1%
 - Shopclues 4.8%
 - Snapdeal 19.2%
 - Alibaba 1%

How risky is online purchasing is??

104 responses

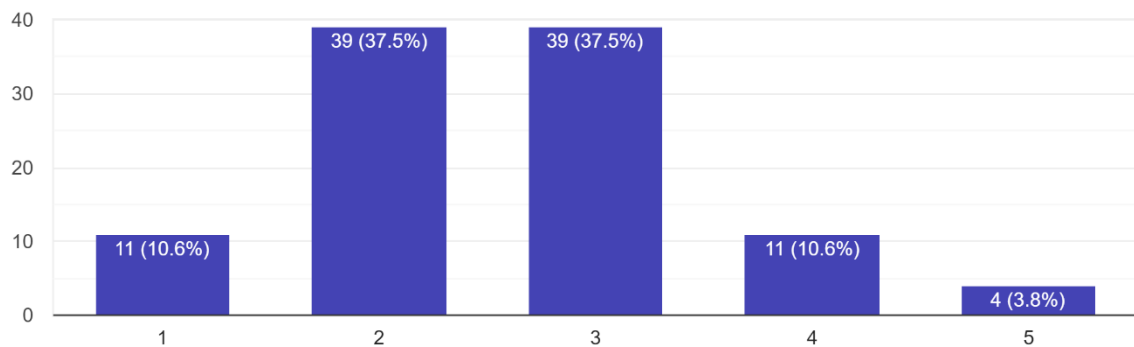


Figure 9:

- Results of how risky online purchasing is
 - 10.6% respondents fully trust online purchasing.
 - 37.5% respondents somewhat trust the online purchasing.
 - 37.5% respondents nor like or nor dislike online purchasing.
 - 10.6% somewhat do not like online purchasing.
 - 3.8% fully do not like online purchasing at all.

Rate flipkart as per your experience or knowledge

104 responses

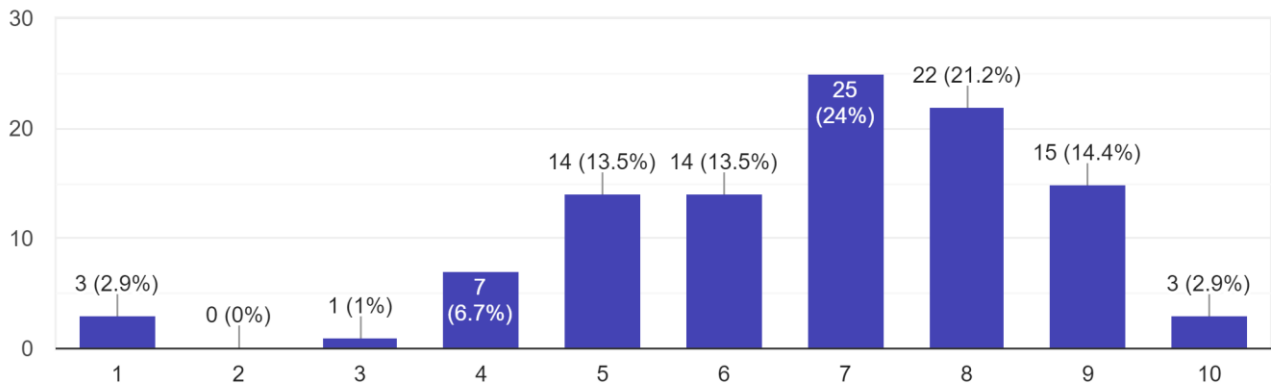


Figure 10:

Rate amazon as per your experience or knowledge

104 responses

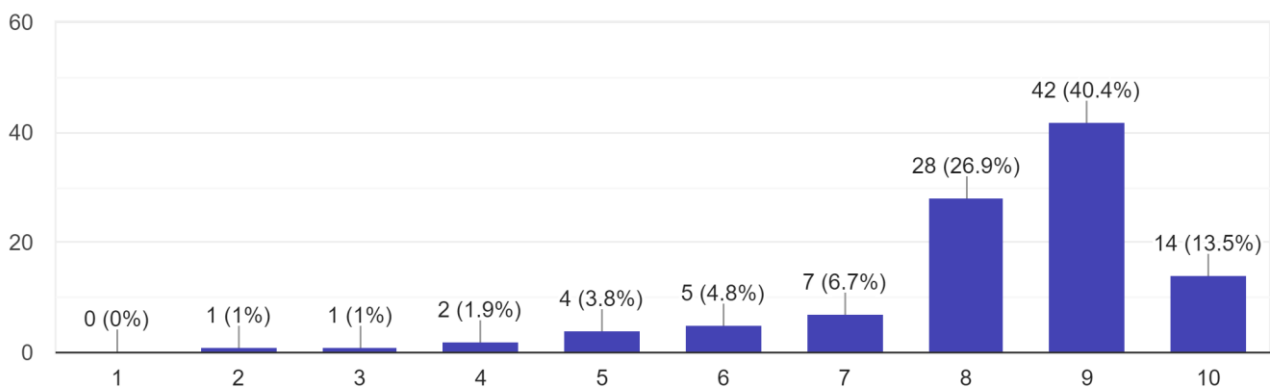


Figure 11:

Results: Respondents are in favour of Amazon than Flipkart, but study shows that people mostly prefer to buy from these two online e-commerce sites rather than any other sites like we have seen in the figure 10 and 11 and as we seen in the figure 8 respondents mostly prefer Amazon 95.2% and Flipkart 83.7%.

Do you know e-commerce site provide after sale service

104 responses

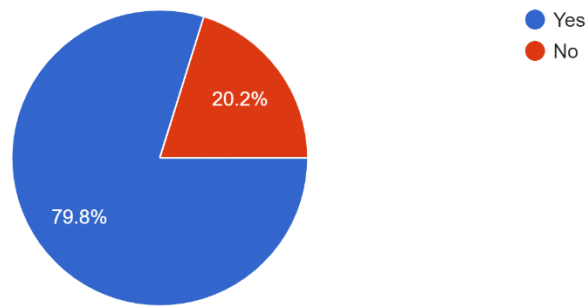


Figure 12:

➤ As per the data 79.8% knows that e-commerce site is giving after sale services but 20.2% don't know or don't know.

Will you purchase phone Which is premium and expensive around 50000+

104 responses

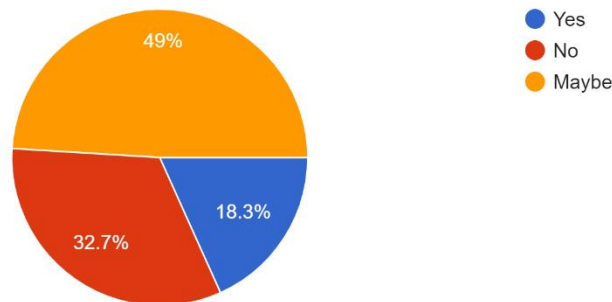


Figure 13:

➤ As per the data most of the respondents around 49% are in doubt that maybe I will purchase otherwise not and 32.7% are strictly saying no to that maybe because of trust issue or simply the platform of e-commerce is wrong for the premium phones and rest of the 18.3% are saying yes confidently because e-commerce site gained trust on them that they can put huge amount of money on e-commerce.

Do you prefer to buy phone around 1000-100000 segment or above on e-commerce which will be convenient to you(you can choose multiple options)

104 responses

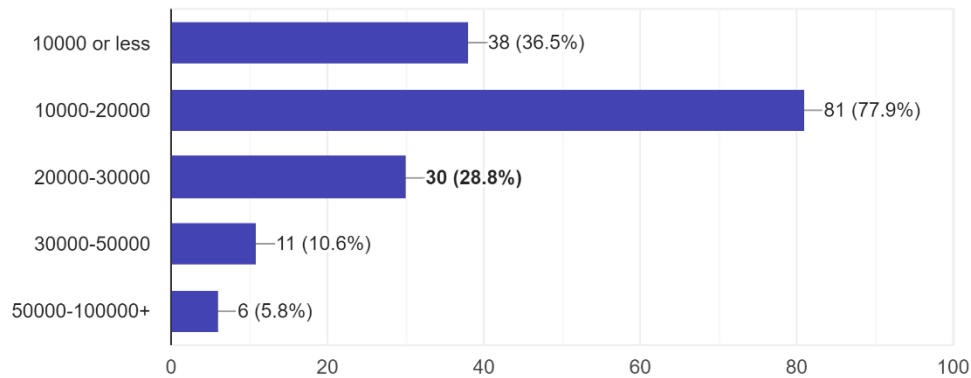


Figure 14:

- Results for do you prefer to buy phone around 1000-100000 segment or above on e-commerce which will be convenient to them as per the data only 5.8% people are willing to put 50k or 100k+ on e-commerce for phones, 10.6% people are willing to put 30k-50k, 28.8% people are willing to put 20k-30k, around 77.9% people are willing to put 10k-20k on the mid-range smartphones and 36.5% people are willing to put 10k or less on the budget smart phones.
- Still, most of the people are not willing to put money because of the many factors affecting customers while purchasing on e-commerce i.e. Trust or the price.



If you are ready to buy premium phone online which will be more than 30000 which brand will you chose

104 responses

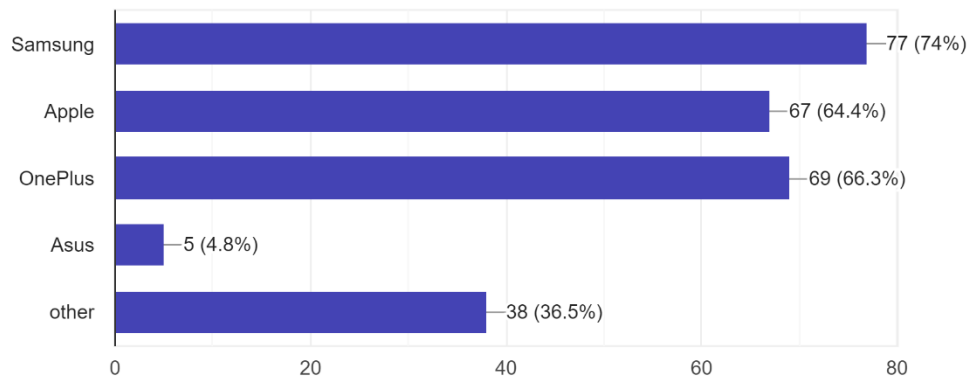


Figure 15:

- Respondents mostly prefer Samsung smart phones around 74%
- Secondly Apple with 64.4%
- Third One plus with 66.3%
- Asus with 4.8%
- Others with 36.5%

Do you know e-commerce have 10 days return policy and what are its terms?
104 responses

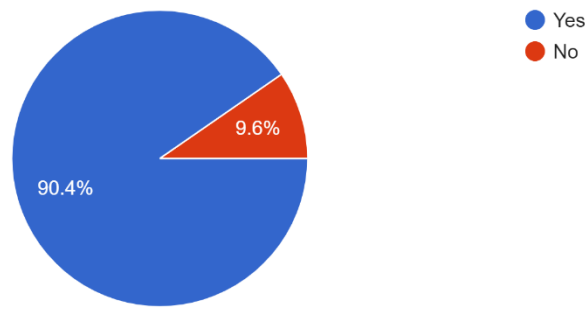


Figure 16:

- 90.4% Respondents knows e-commerce have 10 days return policy so it’s good news for the e-commerce site because the awareness is increasing about it.
- Only 9.6% Respondents does not know that.

How much satisfied are you using e-commerce on mobile purchasing
104 responses

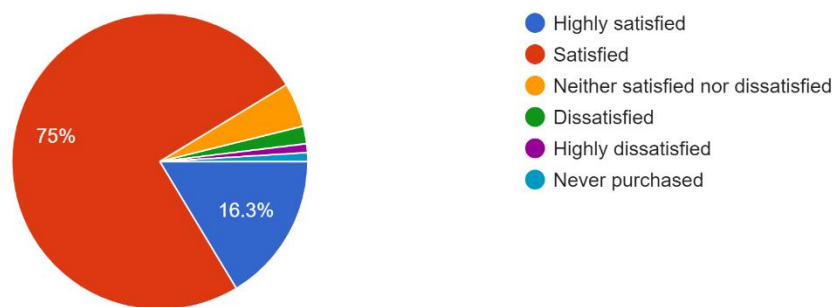


Figure 17:

- Here’s the satisfaction level of the customers around 75% are satisfied with the e-commerce that’s a good news that we are getting digitalized
- 16.3% are highly satisfied with the e-commerce and are happy with the price, service, and offers
- 4.8% are neither satisfied or dissatisfied they are having ok-ok experience with the e-commerce
- 1.9% are highly dissatisfied maybe because of poor service, late delivery, damaged goods with no returns, etc
- 1% are never bought or not willing to buy on e-commerce

CONCLUSION

- In this monopolistic competitive world, markets are normally consumer driven in the present economy. Even though the online shopping or ecommerce is comparatively new to the online shoppers; they were very much familiarised with the advantages and disadvantages or ups and downs of this business. In order to make it more successful and less disapproval, the online marketers first need to understand consumer 's perception and make necessary adjustment in accordance with it.
- While buying premium smartphone customer thinks a lot and research before putting any money on the e-commerce site.
- From the study it is clear that the greater selection of products and lower price offered by the online companies plays the most positively influencing factor compared to other retail market price motivate rural customers to shop online. Purchase through online saves time and more convenience due to availability and large number of brands with their images are displayed in the portals helps customers to know about their products how it actually looks at the particular websites. Like other, online shopping also has some discouraging factors because customers prefer to examine the products physically before they place any orders, people are having trust issues while buying goods through online shopping as they think that online company will fool them and will send them different things in delivery. Also the delivery system and the detail information about the products is also not clear in the minds of consumer. Generally consumers are indifferent in purchase decisions. So by conducting deep study and analysis, marketers can adopt appropriate marketing strategies to attract new consumers and retain existing consumers. Consumers' tastes and behaviour are changing within no time, so continuous study about the consumer behaviour is very important and helpful for companies to adopt suitable marketing strategies to attract them towards the business is not up to the expectation of the rural consumers.
- As per the study since last 10 years the awareness of the online payment, online shopping, after sale service and many other digital things have been increased that creating trust between the customers and e-commerce risk is in every where and the innovation and perfections never going to be ended so the trust and awareness is indeed rised since the last 10 years
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- The speed of online e-commerce is raising soon offline mobile shops will be getting loss because of huge price difference between online and offline in which online prices are more preferable
- Like offline shops providing after sales service same as online started to give the same and creating awareness of the particular service along with it
- Trust are getting increased towards the e-commerce site mainly on amazon and flipkart

Hence online is much more efficient, cost saving, time saving, more offers, no cost EMI, online transaction, secure delivery option like Amazon prime and flipkart plus. In future from now 10 years after online will be the only best source of purchasing smartphones either for budget or for premium

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