



“A STUDY ON CUSTOMER BUYING BEHAVIOR ON SMART PHONES”

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ABSTRACT:

The Customers have their own smart phones. We had identifying from the above data the behavior of the customers for buying a smart phones. We had also studied the factors which can be influencing to the buying a smart phones factors likes that (Brand, Price, Reviews, etc). The most of the Customers had preferred a smartphone which is manufactured by the Indian companies as well as Multi-National companies. We had also survey from the customers who are having a smart phones What is the main purpose of the customers for buying a smart phones. The Purchase of smart phones is beneficial for the customers in the daily life. Researcher has here in this paper studies the consumer buying behavior on smart phones with the sample size of 156 by conducting the survey through questionnaire from the Ratlam city. India.

KEY WORDS:

Smart phones, Buying Behavior of Customers.

INTRODUCTION

ABOUT THE COMPANY:

The increasing trend in Smartphone among the people is the main reason that has amplified the interest to research on the topic. People's obsession about the Smartphone has been increasing rapidly. The aim of this research is therefore to find out consumer behaviour of Smart phone buyers in Indian Market. The research is trying to find out that why do people desire to purchase a smartphone, what influence people in purchasing a smartphone and what motivate them in making the purchase decision.

Different consumers have different characteristics in their life that also influences their buying behavior. Social factors such as family, groups, roles and status) and personal factors (such as age, occupation, lifestyle, personality and self-concept) are those characteristics that could influence the buyer behavior in making final decision.

Nowadays cheaper smart phones are also available in the market. But why people buy expensive smartphones? Price, quality, brand, country of origin, marketing, sales, word of mouth etc. could be several factors that a consumer may think before buying a Smartphone. How much does brand of smartphone affect the buying decision of a customer? As there are various types of smartphones available in market with varying price; what is the difference between them? And how they impact the customer buying decision?

This research also aims on the marketing strategy of the smartphone companies to influence the buying behavior of customer. These strategies include Promotional campaigns, Tie-Ups with network carrier etc.

MAJOR COMPANIES IN THE SECTOR:

SAMSUNG
NOKIA
XIAOMI
HUAWEI
LG

REALME
ONEPLUS
HONOR
OPPO
VIVO

LITERATURE REVIEW

Rani and Sharma (2014) conducted a descriptive study on consumer behavior towards usage of smart phone. Leading motives behind this research paper is to analyze the consumer preference for brand of smart phone in Rohtak city and another to determine whether gender playing significant role to determine preference for feature of smart phone with special reference to Samsung, Apple and Nokia, Blackberry. Researcher used convenience sampling to collection of data and independent sample t-test used for analysis. Study showed that researcher involved maximum female Smartphone users in research study and mostly female are student. Study also reveals that Smartphone user's decision is influenced by features which them enable to access many utility i.e. apps and internet

Kushagra (2017) stated that the modern y generation customers who are young and dynamic are very tech-savvy and adventurous as far as adaptability to a new product is concerned. They give very much emphasis on the attributes of a mobile like camera quality, processor speed for gaming, battery power etc

Prasad S (2016) in their study attempts to study about the role of customers using smartphones and factors responsible to select the smartphones on the basis of android or windows. For this study questionnaire had been collected among sample size 400 technical and nontechnical students and executives in India and the solution were found. The SEM of customer preferences has developed through the factor analysis of 20 statements on the different smartphone companies and used for the study to find that the consumer buying a variety of smart phones which satisfy his wants and they are always influenced by his

purchasing activities by some considerations which led him to select a particular brand or a particular operating systems in preferred to others

Adhinarayanan (2011) examined the problems faced by the customer with Reliance postpaid services and consumer preferences and analyzed the level of awareness about Reliance products. The study was carried out in Salem city. In this study, opinions of 500 customers were taken for analysis. The tools used for collecting data were structured questionnaire and unstructured interview. For analysis purposes chi-square, rank correlation and the percent-age method were used. The result revealed that lack or degradation in any of the services may affect the company badly. With the excellent rural awareness and rural market share in telecom services, the company should also try to boost up their urban market share.

Singh (2011) conducted a mobile phone satisfaction survey in the Punjab with a sample of size 100 respondents. The seven major parameters viz. convenience, responsiveness, reliability, tangible, assurance, network quality, and economy were studied. These parameters were further classified into 31 important factors which were related to the customer satisfaction of mobile phone users. The analysis of collected data was done by using Factor Analysis, which yielded 9 factors as critical factors out of the studied 31 factors which were accurate services followed by availability of modern equipment, timely delivery of bills; fulfilling the needs of the customer, ease of understanding of schemes and service offering.

OBJECTIVES

- To identify the customer buying behavior towards smart phones.
- To find out the factors influencing the customer to buy smart phones.
- To know the demographic characteristics of respondents.
- To know which brand used by respondents.

RESEARCH METHODOLOGY

Research design- Survey research

Source of data: Primary data

Secondary data

Sampling frame: Smart phones users of different age group & different profession in RATLAM region.

Sampling method: Convenience sampling

Sampling size: 156 Respondents

Nature of data: Primary data as well as secondary data were collected from journals, internet, websites, & magazines from previous research related to smart phone.

Method of primary data collection: Questionnaire

Type of questionnaire: Structured questionnaire with suitable scaling.

Type of questions: Closed ended, Likert scale, Ranking questions & Multiple-Choice questions.

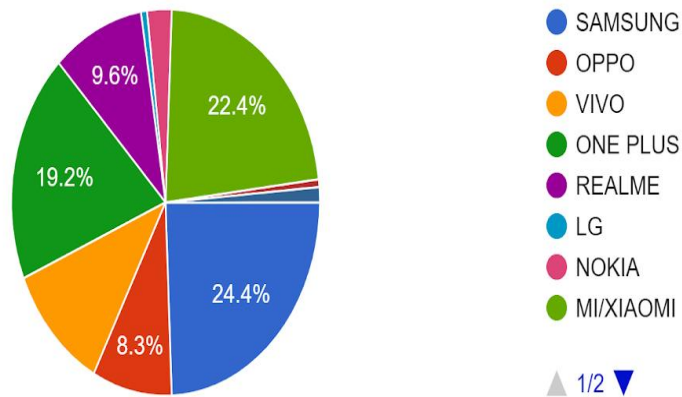
Area of study: Ratlam, (M.P)

DATA ANALYSIS & INTERPRETATION

Q WHICH BRAND OF SMARTPHONE DID YOU PURCHASE LAST?

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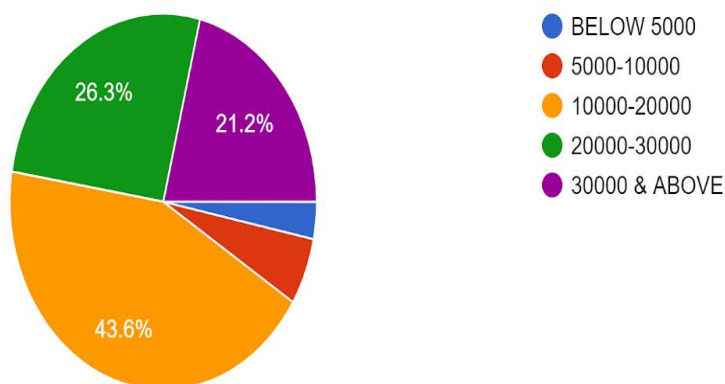
156 responses



Q HOW MUCH ARE YOU WILLING TO PAY FOR A SMARTPHONE OF YOUR CHOICE?

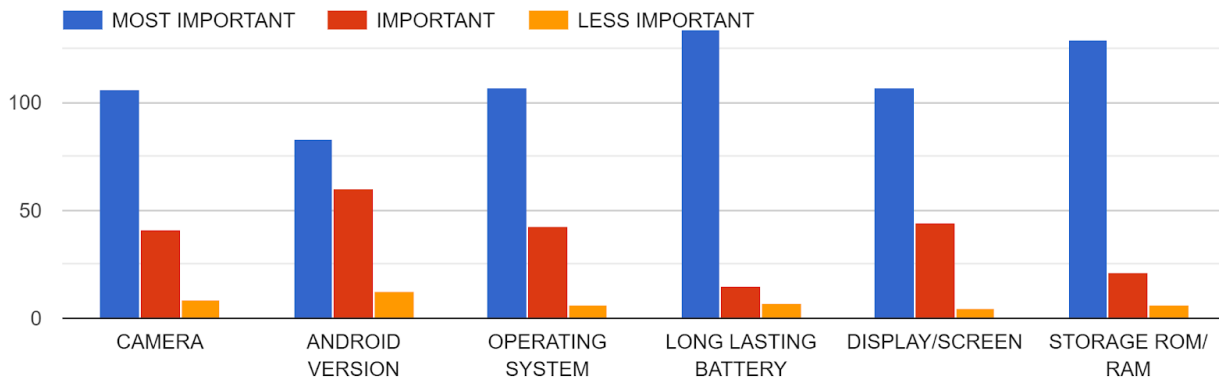
HOW MUCH ARE YOU WILLING TO PAY FOR A SMARTPHONE OF YOUR CHOICE?

156 responses



Q WHICH FEATURES INFLUENCE MORE TO BUY A SMARTPHONE?

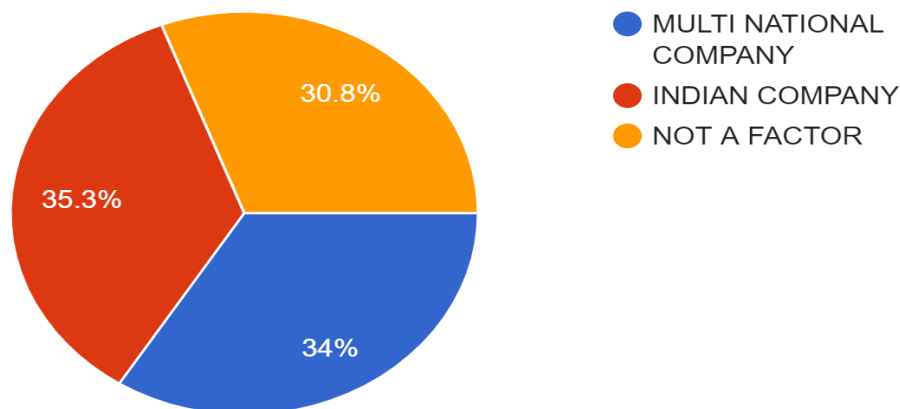
WHICH FEATURES INFLUENCE MORE TO BUY A SMARTPHONE?



Q DO YOU PREFER A SMARTPHONE MANUFACTURED BY?

DO YOU PREFER A SMARTPHONE MANUFACTURED BY?

156 responses



Q Are you satisfied with your Smartphone?

H0: Significant are not more satisfied with their smartphone

H1: Significant are more satisfied with their smartphone

Q How much are you willing to pay for a Smartphone of your choice?

H0: Significant are not more willing to pay for a Smartphone of your choice

H1: Significant are more willing to pay for a Smartphone of your choice

For this study we will use 95% of level of confidence. So we will check Chi-square table @ in 0.05%

Observation Frequency

	Below 5000	5000-10000	10000-20000	20000-30000	30000 & above	Total
Yes	5	6	61	37	32	141
No	0	3	7	4	1	15
Total	5	9	68	41	33	156

Expected Frequency

	Below 5000	5000-10000	10000-20000	20000-30000	30000 & above	Total
Yes	$\frac{141*5}{156}$ =4.5	$\frac{141*9}{156}$ =8.13	$\frac{141*68}{156}$ =61.46	$\frac{141*41}{156}$ =37.05	$\frac{141*33}{156}$ =29.83	141
No	$\frac{15*5}{156}$ =0.48	$\frac{15*9}{156}$ =0.86	$\frac{15*68}{156}$ =6.54	$\frac{15*41}{156}$ =3.94	$\frac{15*33}{156}$ =3.17	15
Total	5	9	68	41	33	156

Data		O	E	(O - E)	(O - E) ²	(O - E) ² / E
Yes	Below 5000	5	4.5	0.5	0.25	0.055555556
	5000-10000	6	8.13	-2.13	4.5369	0.55804428
	10000-20000	61	61.46	-0.46	0.2116	0.00344289
	20000-30000	37	37.05	-0.05	0.0025	6.74764E-05
	30000 & above	32	29.83	2.17	4.7089	0.157857861
No	Below 5000	0	0.48	-0.48	0.2304	0.48
	5000-10000	3	0.86	2.14	4.5796	5.325116279
	10000-20000	7	6.54	0.46	0.2116	0.03235474
	20000-30000	4	3.94	0.06	0.0036	0.000913706
	30000 & above	1	3.17	-2.17	4.7089	1.485457413
					Total	8.098810201

Degree of freedom: 4

TABLE VALUE = 9.49 & CALCULATION VALUE = 8.09

Here the table value is greater than the calculation value

For the above questions **The Null Hypotheses are Accepted** because here the calculation value is less than the table value.

The conclusion for the above problem there are the significant are not more willing to pay for a Smartphone of your choice because the null hypothesis are accepted in the above situations. And from the above problem we could finding the there are the significant are satisfied with their smartphone.

FINDINGS

- ❖ Buying behavior is an attractive option for the every customers for the buying a Smart phone from our data there are 24.4% are choose a Samsung brand, 8.3% are choose Oppo brand, 10.9% are choose Vivo brand, 19.2% are choose One Plus brand, 9.6% are choose Realme brand, 0.6% are choose LG brand, 2.6% are choose Nokia brand, 22.4% are choose MI / Xiaomi brand, 0.6% are choose Huawei brand, 1.3% are choose Honor brand, Smart phones for buying.
- ❖ There are 99.4% respondents who are having a own smart phone and 0.6% respondents who are not having own smart phone. There are 90.4% respondents are satisfied with their smart phone and 9.6% are not satisfied with their smart phone.
- ❖ There are 3.2% are willing to pay Below 5000 for Smart phone of their choice, 5.8% are willing to pay 5000 – 10000 for Smart phone of their choice, 43.6% are willing to pay 10000 – 20000 for Smart phone of their choice, 26.3% are willing to pay 20000 – 30000 for smart phone of their choice, 21.2% are willing to pay more than 30000 for smart phone of their choice.
- ❖ There are 34% respondents are prefer a smart phone manufactured by the Multinational companies, 35.3% are prefer Indian companies and 30.8% are prefer there is not a main factor.

CONCLUSION

From the above analysis and findings, It can be concluded that most of the Customers have their own smart phones. We had identifying from the above data the behavior of the customers for buying a smart phones. We had also studied the factors which can be influencing to the buying a smart phones factors likes that (Brand, Price, Reviews, etc). The most of the Customers had preferred a smartphone which is manufactured by the Indian companies as well as Multi-National companies. We had also survey from the customers who are having a smart phones What is the main purpose of the customers for buying a smart phones. The Purchase of smart phones is beneficial for the customers in the daily life.

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