



A study on consumer buying behavior of samsung vs one plus

Varun Arpitkumar Patel (Student, Parul University)

Axita Thakkar (Assistant Professor, Parul University)

ABSTRACT

Consumer's use of smartphones is becoming an increasingly important topic for brands and marketing researchers. Research in the area of brand marketing, particularly consumer behaviour, is increasingly focusing on the customer's behaviour in the smartphone business, from adoption, motivation, and post-usage behaviour. An Android smartphone may be used for much more than just making and receiving phone calls; it's also a multimedia hub, a tool for tracking one's health and fitness data, and a means of video conferencing. The findings of the study show that consumers' perceptions, motivations, and lifestyles are influenced by the regulatory emphasis on smartphone purchases.

The goal of this research is to discover and examine the underlying external and internal elements that influence a consumer's decision to purchase a smartphone in today's highly competitive market. the study. Some of the most important elements that consumers' attitudes and

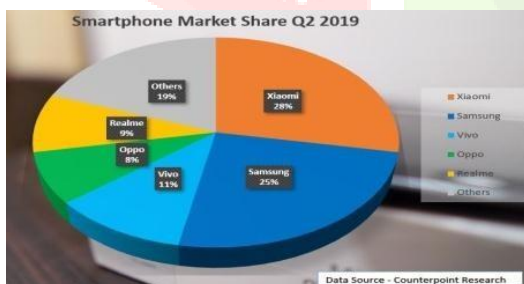
actions toward purchasing a smartphone are examined quantitatively in this study. Using 154 samples, this study aims to demonstrate the moderating influence of product quality and consumer psychology on Samsung and one plus buying behaviour towards market. Purposive sampling is used in Sempel methods. Product quality and consumer psychology on samsung and one plus buying behavior towards market There is a considerable amount of data analysis being done here. Product quality and consumer psychology were utilized as independent factors in a regression study to examine the impact on purchase choices of samsung and one plus phones.

INTRODUCTION

Today, a smart phone is a need. There are a wide range of uses for a smartphone beyond just making and receiving phone calls, such as accessing the internet, social networking, and taking selfies. Smartphone purchasers are influenced by a wide range of factors. Manufacturers of smart phones should keep in mind the preferences of their customers while creating new models. Smartphone customers'

purchasing decisions and actions may be influenced and determined by several important aspects. The sort of features, designs, models, sizes, memory capacities and pricing range that manufacturers should take into account are other important considerations. There are a variety of variables in this research that reflect various aspects of the smart phone.

Over 400 million smartphones are in use in India, making it the second-largest mobile market in the world behind the United States. About a third of all phones sold fall between the Rs. 11,000 to Rs. 18,000 price brackets, according to counterpoint study. This is the fastest-growing market. Because of massive internet discounts and aggressive product releases, Indian mobile firms are able to sell a lot of devices. The Indian smartphone industry is dominated by Chinese manufacturers, with Samsung, Asus, Apple, and Google accounting for the remainder.



There are three major players in India's smart phone market: Apple, Samsung, and HTC. According to the figures, Xiaomi Smart phone has a market share of 28%, followed by Samsung with 25%. In addition, Vivo and Realmeis each account for 11% and 9% of the market. Samsung comes in a close second, according to these figures. Realme is a relatively young company, but it's already making a name for itself in the Indian smartphone industry. Realme is an online-

only business that aims to provide consumers with the most value for their money by using all of the many social media platforms available. Apple, Lenovo, Motorola, LG, Google, and Asus each have a market share of less than 3% in India.

OBJECTIVE OF THE STUDY

- ❖ To study influencing factors that affects consumer towards Samsung and One Plus.
- ❖ To know about the customer preference level for Samsung and One Plus.
- ❖ Perception of consumer before and after purchasing of products

SCOPE OF THE STUDY

The results of this study will be used to better understand the purchase habits of certain segments of the consumer base and to keep track of the company's whole product line. With this research, we're hoping to learn more about what makes customers purchase and how they feel about using the product.

This study helps to identify the factors that influence a buyer's decision to purchase a mobile phone. Research is focused on the brand preference for mobile phones such as samsung and one plus and so on as well as the buyer's attitude, which falls into three income brackets: low to medium and high.

HYPOTHESIS

H0: There is no correlation between the mobile brand and customer buying behaviour.

H1. An operating system's impact on customer buying behaviour is insignificant, according to.

H2. There is no correlation between mobile features and customer buying behaviour.

H3. There is no correlation between customer buying behaviour and the form of choosing of a mobile phone

REVIEW OF LITERATURE

Indian customers' mobile phone use patterns were studied by Sheetal Singla (2020). Punjab's Ludhiana and Sangrur districts were the focus of the research. The goal of this research is to discover the differences in the weight that men and women place on various deciding variables when it comes to buying a mobile phone. Researchers have attempted to explain how different technological and nontechnical aspects affect consumer satisfaction. Price is confirmed by research.

In determining which phone to purchase, consumers are heavily influenced by price, model, and other specifications. According to the findings of the survey, 57% of all males place a high value on the quality of their cell phone. In Erode, Tamil Nadu, another descriptive research was undertaken by Kavitha and Yogeswari (2018) in order to better understand the customer's attitude about the smart phone. Customers' contentment with their smart phones was also examined in this survey. Researchers obtain primary data through convenience sampling. In Erode, a study was done on 50

persons. Data was analysed using descriptive and chi-square tests. Motivational variables and gender are examined using a Chi-Square test. Researchers found no correlation between gender and the things that inspire people. Researchers have discovered that customers purchase a wide range of smart phones in order to meet their various demands and desires, but they always prefer to use a branded phone or operating system. Research shows that Samsung smartphones are the most popular.

In addition, Malviya and Saluja (2013) did a study to identify characteristics that impact smart phone users in Indore's purchasing decisions. The goal of this study is to identify the most important aspects that influence customer behaviour while making a smart phone purchase choice. A representative sample of 250 people was selected by the researchers. The SPSS statistical tool was used to perform chi-square, factor analysis, and reliability analysis on the data. People in Indore are buying smart phones regardless of the price, according to the research. Other factors such as technology and durability, brand name social image play an important influence in the purchasing choices of city residents who use smart phones. Study by Lay, Yee, Kok and Fah (2013) sought to learn more about Malaysian Generation Y's purchasing habits. Besides brand concern, price, reliance, convenience and product & social concern in purchasing decisions, researchers are also interested in the relationship between these factors. A self-administered questionnaire was used to gather primary data from 125 participants. There is a favorable correlation between acquiring a smart phone and brand, price, dependence and convenience

concerns in Generation Y cities, according to their research.

A descriptive research study was also carried out in Vietnam by Wollenberg and Thuong (2014) in order to learn more about customer behaviour in the market. Chi Minh, Vietnam's biggest city, was the site of a study by researchers. As a starting point, the research aims to identify the most important factors that impact consumer perception and the purchasing process for smart phones. They aim to see whether brand perception has a role in people's decision to acquire a smartphone. Brand impression is influenced by advertising, perceived quality, pricing, and word of mouth, according to researchers. Using a well-structured questionnaire, researchers gathered primary data from 170 participants. They tested their hypotheses using Pearson Correlation analysis. Adverts, perceived quality, pricing, brand, word of mouth are all factors that influence the purchase of a smart phone, they conclude.

Bangladeshi researchers did a study in Khulna, Bangladesh, in order to find the latent variables (factors) that play a leading role in the purchasing decisions of smartphone users.. 34 variables were studied and categorized into seven characteristics, including physical qualities; price; charging and other operational facilities; size and weight; friends and colleagues' recommendations; advertising; as well as other aspects. A total of 160 people were surveyed for their thoughts and views for this study. Data was analyzed using descriptive statistics and factor analysis techniques. There was a 30.992 percent variation in their judgement that physical qualities are the most essential aspect in purchasing decisions.

A research by Rani and Sharma (2014) described how consumers use their smartphones. Among the primary goals of this study are to examine customer choice for brand of smart phone in the city of Pune and to evaluate if gender has a major influence in determining preference for feature of smart phone with particular reference to Samsung, Apple, Nokia, and Blackberry. The data was collected through convenience sampling and analysed using an independent sample t-test. Researchers found that the majority of students were female, and that the majority of smartphone users were female. In addition, a study found that smartphone users' decisions are impacted by characteristics that allow them to access a wide range of useful applications.

RESEARCH METHODOLOGY

Research is based on primary data that is collected through questionnaire and secondary data is collected from websites, journals and previous studies

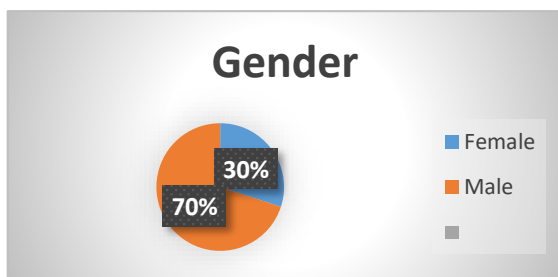
The sample size for this research was 154.

DATA ANALYSIS AND INTERPRETATION

percentage of respondents who are 46 years old or older is 9 percent

Q1- Gender

Gender	No. of Respondents	Percentage
Female	49	30
Male	105	70



Interpretation

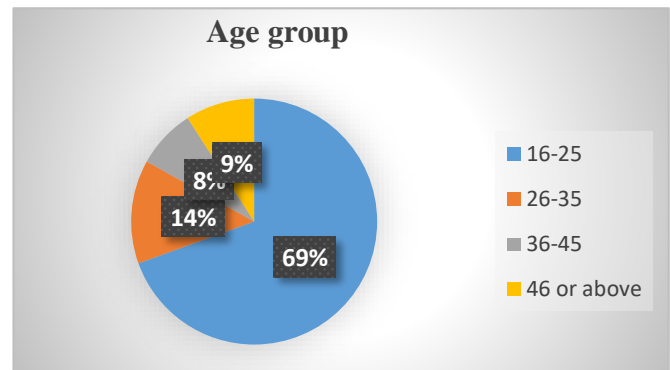
The above table and graph analysis represents that 70 percent of the respondents are male and the remaining 30 percent of the respondents are female. Its interprets that Majority of the respondents found in the survey are male.

2.Age group

Age group	No of Respondents	Percentage
16-25	107	69.5
26-35	21	13.6
36-45	12	7.8
46 or above	14	9.1

Interpretation

According to the data in the tables and graphs above, 69 percent of respondents are between the ages of 16 and 25, 14 percent are between the ages of 26 and 35, and 8 percent are between the ages of 36 and 45. The



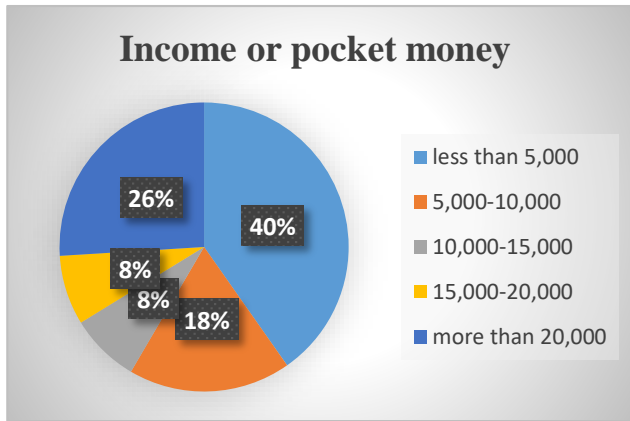
3.Work status

Work status	No. of Respondents	Percentage
Student	102	66
corporate employee	23	15
government	5	3
business	20	13
freelancer	0	0
unemployed	4	3

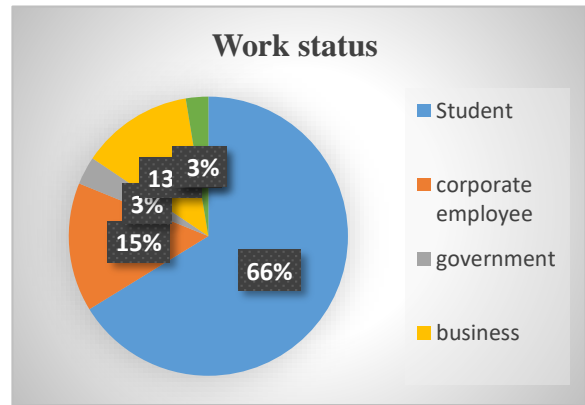
Interpretation

The following chart clearly shows that out of the whole survey item had to get the respondent's 66% students, 31% working and remaining 3% unemployed

4. Income or pocket money



5. how much would you spend to buy smartphone?



Interpretation

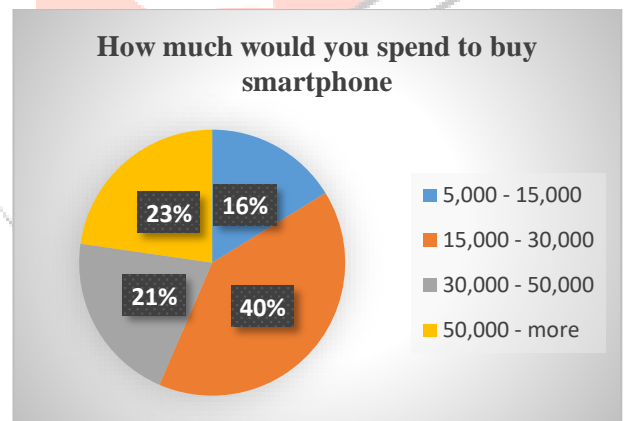
The following chart clearly shows that out of the

Income	No. of Respondents	Percentage
less than 5,000	62	40.3
5,000-10,000	28	18.2
10,000-15,000	12	7.8
15,000-20,000	12	7.8
more than 20,000	40	26

whole survey, over 40% of the respondent's income goes to workers earning less than 5000 and 18 percent of the pay goes to workers earning 5000-10000. 8% of the pay goes to workers earning 10000-15000, 8% of the pay goes to workers earning 15,000-20,000, 26% and more than is 20,000, This clearly shows that annual Income based classification of the Respondents.

smartphone?

Prices	No. of Respondents	Percentage
5,000 - 15,000	25	16
15,000 - 30,000	62	40
30,000 - 50,000	32	21
50,000 – more	35	23

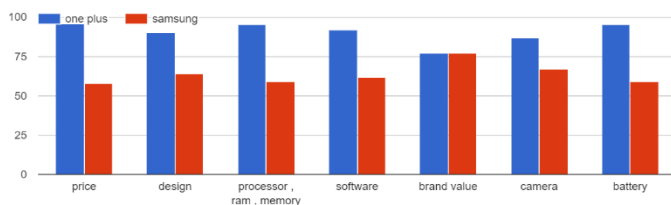


Interpretation

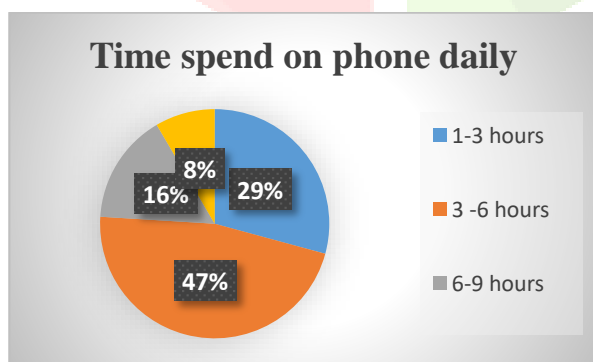
The following chart clearly shows that out of the whole survey, 16% of those polled said they spent 5,000 to 15,000 on a smartphone, 40% said they spent 15,000 to 30,000, 21% said they spent 30,000 to 50,000, and the last 23% said they spent 50,000 or more

Criteria	Oneplus	Samsung
Price	96	58
Design	90	64
Processor , RAM, Memory	95	59
Software	92	62
Brand Value	77	77
Camera	87	67
Battery	95	59

6. Time spend on phone daily?



Hours	No. of Respondents	Percentage
1-3 hours	45	29
3 -6 hours	72	47
6-9 hours	24	16
more than 9 hours	13	8



Interpretation

Out of all of the surveys, this graph clearly demonstrates that According to the survey, 29 percent of respondents use their phones for less than one hour each week, 47 percent for three to six hours, 16 percent for seven to nine hours, and 8 percent for more than 9 hours per wee

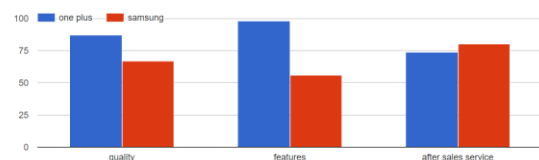
7.which company you pick for given options?

Criteria	one plus	Samsung
Quality	87	67
Features	98	56
after sales service	74	80

Interpretation

This graph is obviously the most influential element in influencing people to acquire cellphones one plus, according to all polls price- 96. Design- 90, processor RAM and memory -95; software 92; brand value 77; camera 87; and battery 95. Samsung price - 58, design- 64, processor ram memory – 59, software -62, brand value 77, camera 67, battery- 59.

8. most affective factor that influence to buy smartphones?



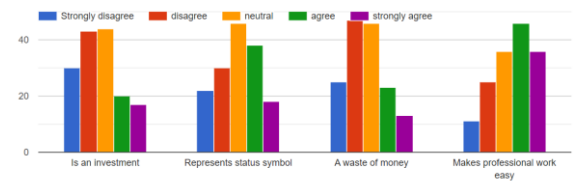
Interpretation

Out of all of the surveys, this graph clearly One plus mobile Quality 87, Features 98, and after-sales services 74 percent as well as Samsung quality 67,features 58 , after- sales service 80 percent.

9. Would you switch over to alternative brands, if they offer a similar smartphone for low price?

Number	Criteria	Number of responders	Percentage
1	Strongly agree	70	45.45
2	Agree	37	24.2
3	Neutral	29	18.8
4	disagree	9	5.8
5	strongly disagree	9	5.8

2	Disagree	43	30	47	25
3	Neutral	44	46	46	36
4	Agree	20	38	23	46
5	Strongly agree	17	18	13	36



WOULD YOU SWITCH OVER TO ALTERNATIVE BRANDS, IF THEY OFFER A SIMILAR SMARTPHONE FOR LOW PRICE



Interpretation

From the above analysis of table/chart it is clearly interpreted that for status symbol we get neutral response, for investment 38 % people agree on that and 46% neutral, for waste of money 47% disagree and for make professional work easy 46% agree and 36% strongly agree.

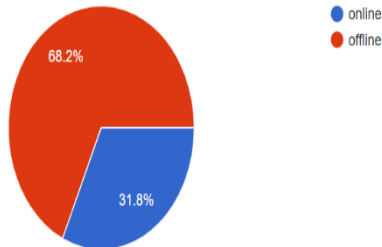
Interpretation: -This graph included 70 respondents who strongly agreed, and 37 who agreed. 29 for neutral, there are 9 responses for disagree and 9 responses for strongly disagree.

10. According to you purchasing a premium smartphone?

Sl Number	Criteria	Represents status symbol	Is an investment	A waste of money	Makes professional work easy
1	Strongly disagree	30	22	25	11

11. which platform you prefer to buy smartphones?

platform	No. of Respondents	Percentage
online	49	31.8
offline	105	68.2

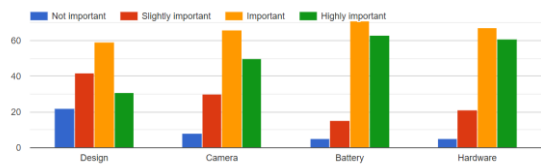


Interpretation

in this chart shows that 68.2 % people are interested in offline buying and 31.8 people go for online market

12. Rate the importance of the following factors with reference to your premium smartphone purchase?

Sl Number	Criteria	Design	Camera	battery	Hardware
1	Not important	22	8	5	5
2	Slightly important	42	30	15	21
3	Important	59	66	71	67
4	Highly important	31	50	63	61



Interpretation: - in this response of design is slightly important 42% and important for 59%, camera is important for 66% and highly important for 50%, battery is important for 71% and hardware is important for 67%.

Q-13 Rate the importance of the following factors with reference to your premium smartphone purchase?

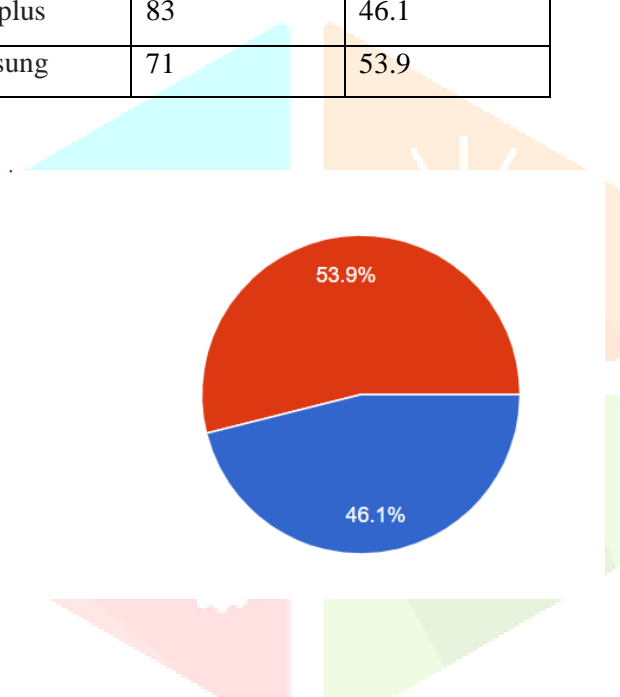
Sl Number	Criteria	Brand name	Operating system	performance	Water and dust resistance
1	Not important	24	7	6	14
2	Slightly important	46	18	21	18
3	Important	51	71	60	62
4	Highly important	27	58	67	60

Interpretation: - brand name of company important

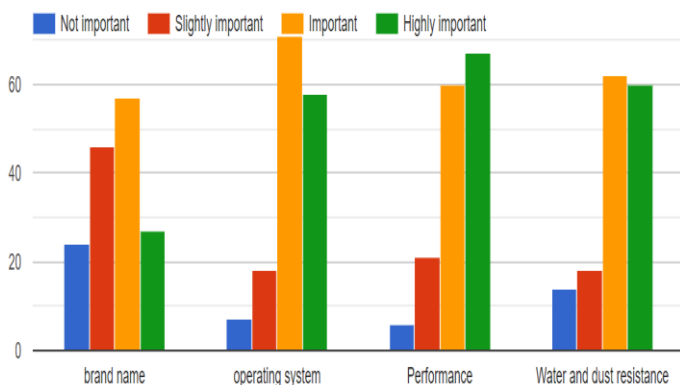
for 33.11% of reponses, operating system are important for 46% and highly important for 37.66% , performance are important for 39% of reponses and 43.5 % for highly important , for water and dust resistance 40% people are thing that feature is important for mobiles .

Q-14 which company advertisement attract you more?

company	No. of Respondents	Percentage
One plus	83	46.1
Samsung	71	53.9



Interpretation: - in advertisement Samsung advertisement are more attractive 53.9% and one plus 46.1%



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FINDINGS

- The following chart clearly shows that out of the whole survey ,16% of those polled said they spent 5,000 to 15,000 on a smartphone, 40% said they spent 15,000 to 30,000, 21% said they spent 30,000 to 50,000, and the last 23% said they spent 50,000 or more
- All features related graph goes with one plus except service centre, according to all poll one plus higher than Samsung .
- People are more comfortable for buying phones offline (68.2%)
- People find every features (camera , hardware , battery , design , etc.) important but performance is highly important for people.
- people find Samsung advertisement more attractive for Samsung 53.9% responses and one plus for 46.1 %

SUGGESTIONS

- After-sales service is critical to the success of consumer goods sales, thus the company should prioritise it
- When promoting a product, a company should always keep in mind the value it will offer to its customers once they purchase it.
- Marketing strategies like offering complimentary key chains, calendars, and T-shirts may be used by a company to promote its brand.
- In order to make customers aware of the product, dealers want more advertising done via local newspaper and cable TV commercials in their area.
- The company's goods should be advertised with emphasis on their quality and key characteristics.
- Premium items need market segmentation and the development of marketing strategies to match.
- The corporation should concentrate on these softer parts, such as the welcome call and follow-up call, in order to establish a good connection with its customers.
- Create the service center at a location where customers may easily reach it.
- Repeated advertising is a great way to get your message out to customers.

CONCLUSION

- There are a number of factors that impact a consumer's decision-making process when he or she is shopping for a new cell phone, including the brand, features, method of selection or the store where he or she purchases it. Mobile phones from Samsung and one plus are the most popular choices among consumers. According to the findings, there are a slew of variables that consumers consider when making their mobile phone purchase decisions. Performance, camera, design, and gaming
- Markets tend to be driven by customer demand in today's monopolistic competitive environment.
- Study shows that people are more driven to one plus brand because of what people what (performance) they provided at good price .

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