



CONSUMER BUYING BEHAVIOUR ON SMARTPHONES AT PONDICHERRY

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Abstract:

Buyer Behaviour is the process of understanding the perception of the consumer in purchase of products and services. This paper is about the study made in Pondicherry to know the buying behaviour of smartphones in Pondicherry. The objective of this study is to find the demographic profile and factors influencing for the purchase of the smartphones. This study clearly explains that students in Pondicherry are major user of smartphones and both genders preferring the usage of the smartphone. Features like price, quality, performance of the product and family members and friends influential played a major role in the behavior of the Smartphone Buyers.

Introduction:

In 2020, during the COVID 19 Pandemic situation or Post Pandemic situation Smartphone plays an important role in Human life. During Lock down or after lock down people fear to communicate in person or do the routine activities of their life. People struggle to come out because of fear. In these crisis situation smart phones helps the people to do interact with other and also to spend their time during and after lockdown. During lock down social media were very busy and all mobile networks faced traffics in their network. This paper is about the buying behavior of Smartphone during COVID 19 pandemic situation.

Consumer Behavior is the process of selection of products and services based on their attitude, perceptions and taste and preferences. A. Krishna (2011) characterizes tangible showcasing as 'promoting that draws in the buyers' detects what's more, influences their practices". It is expressed that precisely sense-based enthusiastic relations between the organization and the customer are generous and long haul.

Objectives

- To study the demographic profile of the smart phone users in Puducherry region
- To study the factors influencing in choosing the smart phone

Literature Survey:

Consumer buying behavior depends on several components like Social, Internal or Psychological, personal and Economic factors. Personal factors are individual income or family income which intends the ability of those consumers to buy products. Income of the individual will decide the needs and wants of that family or individual. The ability of the individual will depend on the income of that individual. The surplus income of the family or individual staying after the consumption on the fundamental necessities of the family is made accessible to purchase shopping products, durables and extravagances. Apart from family income there are other personal factors like life style, age and individual asset will have some influence in buying behavior of consumers.

Customer Behavior includes the examination of people 's needs, motivations, and habits of deduction used in picking one thing over another and the instances of purchasing different items and endeavors. (Orji et al., 2017). There are a couple of factors in the establishment expecting an enormous task to take customers to an authority end. Thusly, it is indispensable for the exhibiting gathering to appreciate the factors that sway the customers purchasing cycle and buying decision.

The purchasing conduct can likewise be dictated by association evaluating, advancements, item quality and brand esteem. Cost to a segment of exchange, or a game plan that occurs among two get-togethers customarily show as a buyer and a vendor, it demonstrates as what ought to be given up by the buyer to the seller to accomplish something presented ((Ejye 1997). The impact of cost and purchase Behavior depends upon the choice of the decisions, nevertheless, various factors can moreover affect, accolades, esteem insensitivity, and availability of a brand to be the top pick (Story and Hess, 2006) The procedures of deals advancement impact clients before picking; customers consider whether a headway exists that helps with picking which thing to purchase when two things are comparably charming (Alvarez and Casielles, 2005)

Religion is a significant social factor to contemplate in light of the fact that it is quite possibly the most general and powerful social establishments that have huge effect on individuals' mentalities, qualities and Behaviors at the individual and cultural levels (, Adam, Naomi, & David, Daniele, 2016, Mokhlis, 2009). Religious factors will boost the customer to buy the products and it will have impact over the decision of

purchasing. H. Markus and S. Kitayama (1991) [10], J. Nezlek et al. (2008) [11], D. Watkins et al. (1998) [12] accentuate that shopper conduct in the market relies upon a circumstance and individualistic or then again collectivistic culture of a nation.

An investigation by Lin and Lin (2005) characterized the buyer drive purchasing as unintended, quick just as unreflective purchasing conditions. Hausman (2000), drive purchasing is named a typical approach that empowers purchasers to choose items. In another investigation, Millner (2002) found that the buyers are barely to shop in an objective way.

Smart phone's assume a wide part in the 21st century and an enormous segment of those conveyed from 2012 onwards have quick flexible broadband 4G net, development sensors, and highlights of portable installment. Knapman (2012) found customers of Smartphone are unequivocally swayed by brand with respect to picking Smartphone. Knapman similarly inferred various opportunities for Smartphone makers to take on new techniques with the clients of Smartphone and to present brand utility-by understanding the explanation behind understudy brand most ideal alternative and perceive the fundamental positions that brand play in Smartphone tendency.

Cronin and Taylor (1992) found that the satisfaction felt after the central primer of a brand guided customers to lean toward comparative brand in their decisions to repurchase it. (Oliver, 2003) explored the association between customer steadfastness and brand reliability, and found a positive association between these two components. The examination found that the overall brand were preferred over the close by brands as the overall results suggest that people adored an enormous part of the features of those brands which were the worldwide brands state Nokia and Samsung. Other than this all of the four elements, for instance, concealing choice tendency, brand picture tendency, Smart Features and social effect are generally tremendous Arif, et.al.,(2015). "Brand Preferences can be described as the theoretical, insightful and lead tendencies which sway purchaser's tendency toward a brand" Mohan Raj.,(2016).

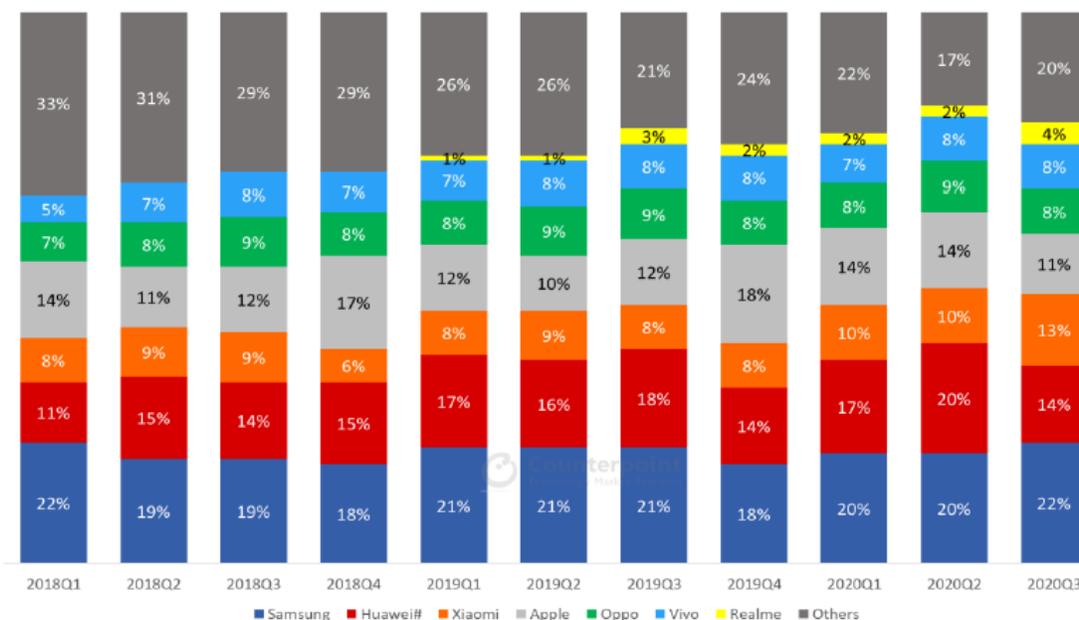
Harish and Rajkumar (2011) dissected help quality and customers tendency of cell flexible expert associations in India, using 125 versatile clients. The examination found that customers' understanding varied according to the correspondence quality, call organization, esteem, customer care and expert association's quality. The assessment found that cost has basic beneficial outcome on purchasers' perspective on a media transmission expert association. Hague et al. (2010) additionally propose that value, administration quality, item quality, and limited time special assume a significant job when buyers pick media transmission specialist organization. Sharma M., (2012) shopper inclinations characterize as the individual tastes, as estimated by utility, of different kinds of products. Notice that inclinations are autonomous of pay and costs. Capacity to buy products doesn't decide a purchaser's preferences or abhorrence's. Brand inclination is reliant on different factors which are client utilized, that deliberate by utility.

During 2020, COVID 19 pandemic had a major role in usage of Smartphone's. People who were in lockdown spend their major time in smart phone. Their routine tasks have been affected due to lockdown and smart phone serve as a tool for connecting the people to carry out their herculean task. Smart Phone paves a way for a replacement of their routine task.

Global Smartphone Shipments Market Share (%)											
Brands	2018 Q1	2018 Q2	2018 Q3	2018 Q4	2019 Q1	2019 Q2	2019 Q3	2019 Q4	2020 Q1	2020 Q2	2020 Q3
Samsung	22%	19%	19%	18%	21%	21%	21%	18%	20%	20%	22%
Huawei#	11%	15%	14%	15%	17%	16%	18%	14%	17%	20%	14%
Xiaomi	8%	9%	9%	6%	8%	9%	8%	8%	10%	10%	13%
Apple	14%	11%	12%	17%	12%	10%	12%	18%	14%	14%	11%
Oppo	7%	8%	9%	8%	8%	9%	9%	8%	8%	9%	8%
Vivo	5%	7%	8%	7%	7%	8%	8%	8%	7%	8%	8%
Realme	-	-	-	-	1%	1%	3%	2%	2%	2%	4%
Others	33%	31%	29%	29%	26%	26%	21%	24%	22%	17%	20%



Global Smartphone Market Share (2018 Q1 - 2020 Q3)



Source: MOBILE DEVICES MONITOR – Q3 2020 (Vendor Region Countries)

According to the counterpoint research, Smartphone sales have been increased from year 2018 to 2020. The above table shows the market share of each industry. There is change in the market share for all industries because of the buyer behavior. The purchasing behavior of smart phones will determine the market share of each industry.

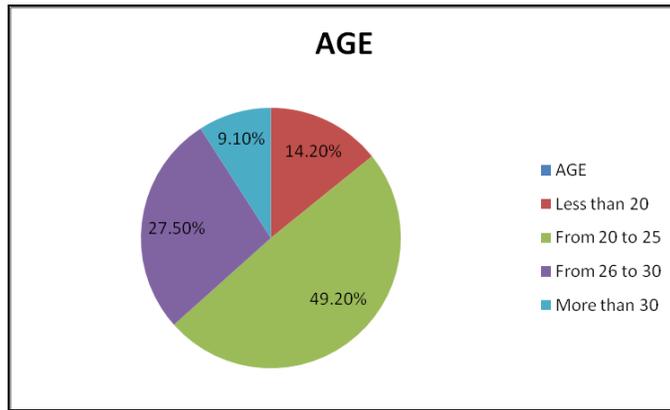


Fig: 1 The age of buyers is between 20 to 25

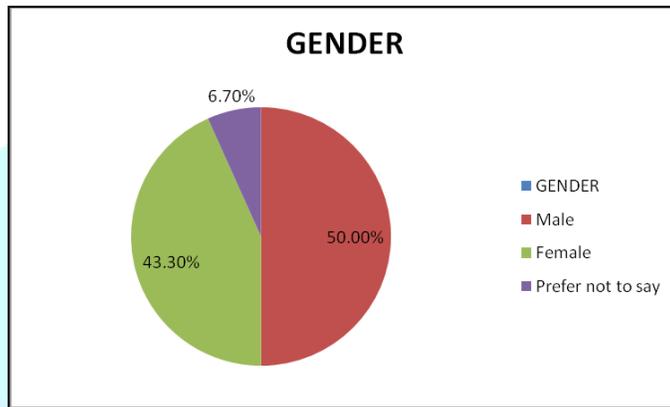


Fig 2: Most of the respondents are Male

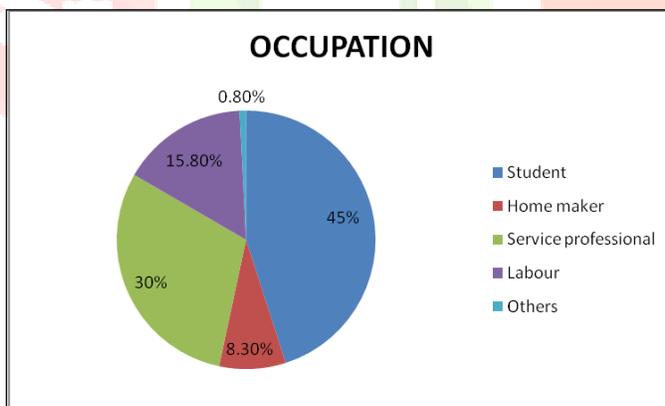


Fig 3: Nearly 45% of the buyers are students

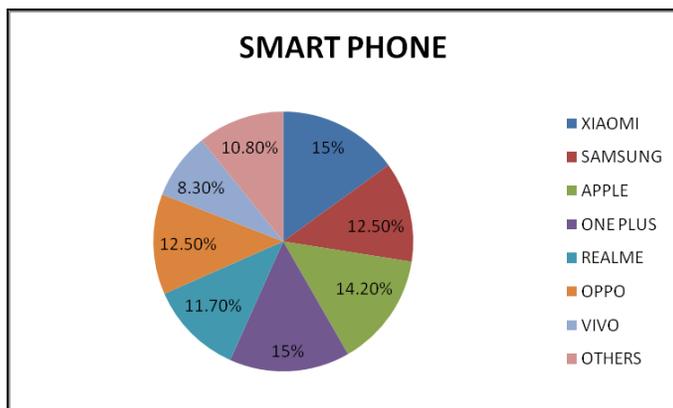


Fig 4: Most of the buyers using One plus brand

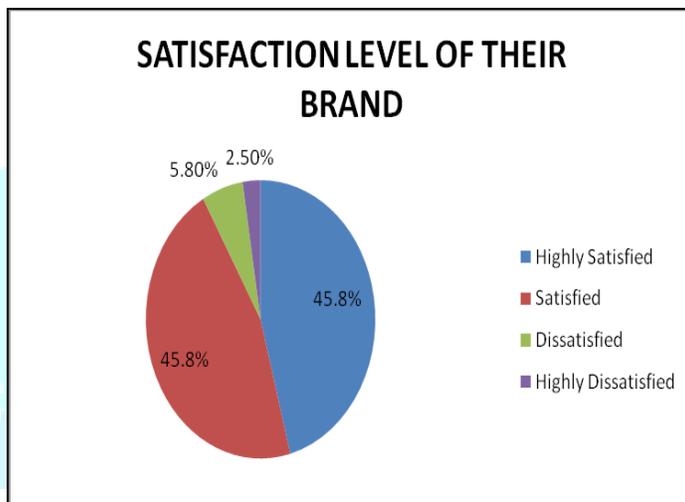


Fig 5: Nearly 80% of the respondents satisfied with their Brand smart phones

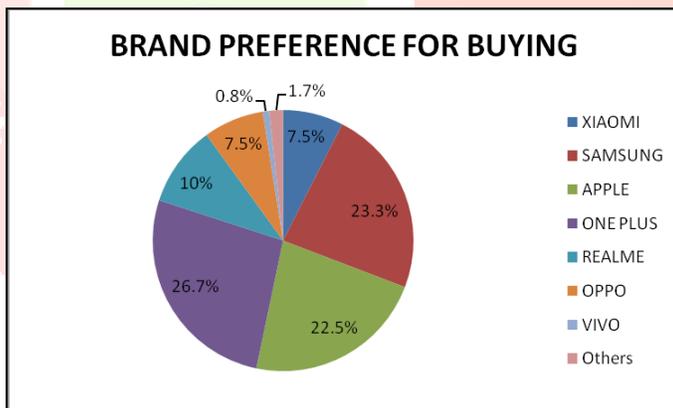


Fig : 6 Most of the respondents using Samsung and Oneplus Smart phones

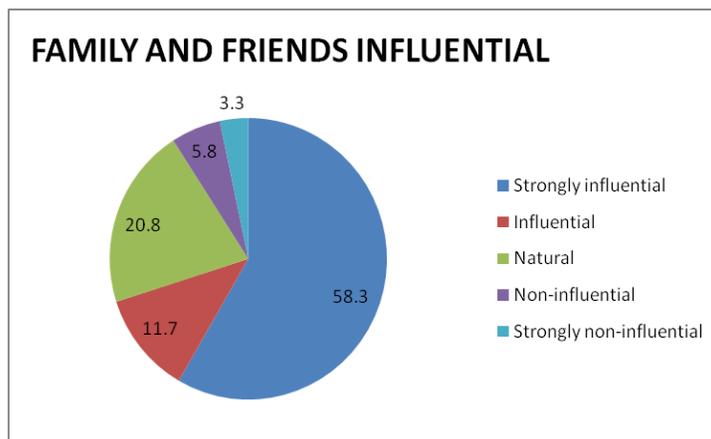


Fig 7: Around 60% of the respondents said that Family and friends influence over the smart phone

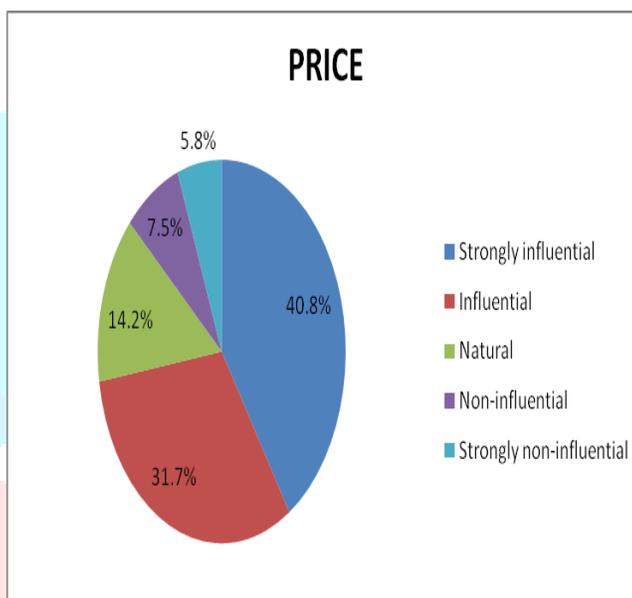


Fig 8: Nearly 40% of the respondents agreed that price is the influencing factor for buying smart phone

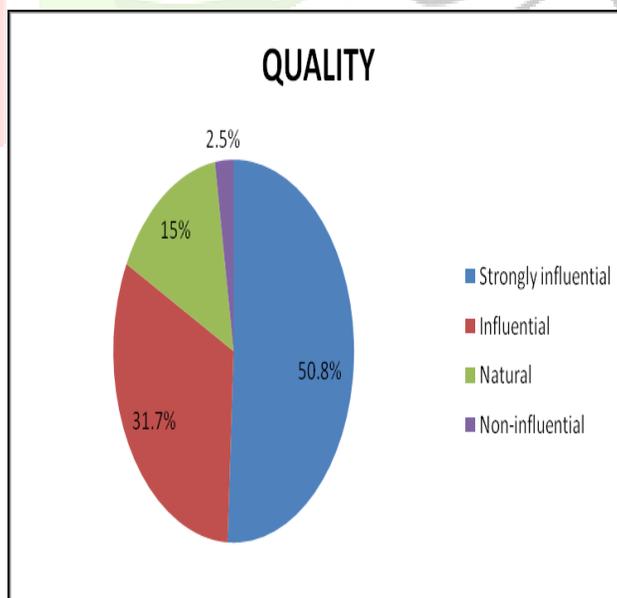


Fig 9: Majority of the respondents said that quality influenced them to buy the product

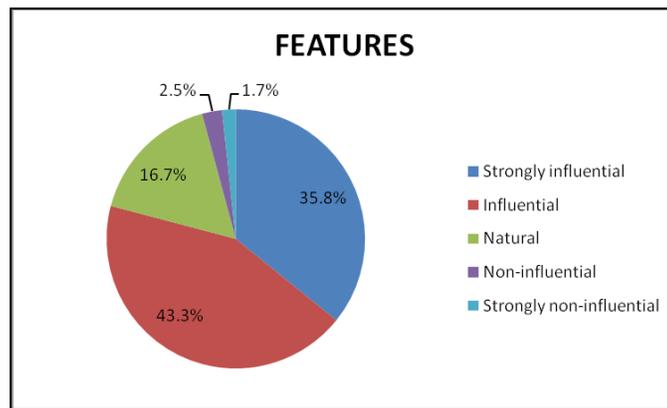


Fig 10: Most of the respondents said features of product influenced them to buy the product

FINDINGS AND CONCLUSION:

From the study it is found that in Pondicherry, Smart phones were used by all genders. From the above study it is found that in Pondicherry majority of smartphone users are students and people using all types of brands. They were satisfied with their brand and Price, Quality and features influenced them to buy that products. In Pondicherry, Buyer behaviour is good and they feature, quality and price are factors which influence the buying behaviour.

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