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# **A Study on Young Buyer's Perception Regarding Online Purchasing of Smartphones in Anand City**

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DOI: <https://doi.org/10.55248/gengpi.2022.3.10.59>

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## **ABSTRACT**

Online purchasing of smartphones is not something new to young Indians these days. Since most of the youth at present have grown up with the developing technology, they are much more comfortable purchasing their requirements online while sitting and relaxing at their homes. Therefore, it is vital to identify the perception of young buyers regarding the online purchasing of smartphones. With this regard, a study was conducted in Anand city by surveying 130 young people aged up to 30 years. The sample was taken from the convenience non-probability method and statistical tools like percentage analysis, graphs and tables were used to analyze and interpret the data collected. According to the results of the study, it is found that young buyers have a positive perception regarding online purchasing of smartphones. The most preferred smartphone brands were Samsung, Apple and Oneplus. The factor that influences them the most while purchasing smartphones online is the 'discounts' offered to them while the factor 'ratings from previous buyers' prevents them from purchasing smartphones online. It is also found that the most important characteristics young buyers look for before purchasing smartphones online are brand, price, and camera. This study is helpful to online sellers to understand the view and expectations of young buyers towards online purchasing of smartphones.

**Key words:** online purchasing, smartphones, mobile phones, perception, young buyers, smartphone characteristics

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## **1. INTRODUCTION**

Online purchasing of our requirements such as food, electronics, furniture etc. is very much common these days in India. What basically happens in online purchasing is that we search an item that we intend to buy on online selling platforms also known as e-commerce sites and we can order it from anywhere if they deliver to that location. We can do this using a smartphone, tablet, or a computer with internet connection. Those online platforms offer various payment options like debit/credit card payments, net banking, UPI payments and cash on delivery etc. for our convenience.

The main difference between a mobile phone and a smartphone is that a mobile phone can be used to call, send messages and to perform other basic functions while smartphones are advanced in technology and perform many advanced functions like brows internet, emailing, camera, editing of documents and videos etc. As many other electronic devices, smartphones are also available to purchase through online in many online platforms. These platforms are used by sellers to sell their products and buyers to buy those products. Some of the most used such platforms/e-commerce sites in India at present are Amazon, Flipkart, and Cashify.

The young people aged up to 30 years old have grown up with the developing technology day by day. Nowadays it is very rare to find someone at this age without a smartphone as it helps in many ways to them apart from calling and sending messages. People these days handle their businesses using smartphones and the smartphone was very helpful for students specially during the covid-19 pandemic as their studies were conducted online. Therefore, purchasing smartphones online by the young buyers is a common scenario in India these days. This study was an attempt to identify and understand the perception of young buyers regarding smartphones in Anand city.

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## **2. OBJECTIVES OF THE STUDY**

- To study and understand the perception of young buyers regarding smartphones.
- To know the most preferred smartphone brands among young buyers.
- To study the factors influencing and preventing young buyers in purchasing smartphones online.
- To study and find out the main characteristics of smartphones young buyers look for before purchasing them online.

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### 3. SCOPE OF THE STUDY

As online purchasing of smartphones is popular these days among young buyers in India, it is vital to understand the perception they carry regarding online purchasing of smartphones. With regard to this situation, a study was conducted in Anand city by surveying 130 young people whose age up to 30 years. This study mainly analyzes the perception they carry and important characteristics they look for before purchasing mobile phones online. The entire study was conducted for a period of 45 days from September 2022.

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### 4. LIMITATIONS OF THE STUDY

- This study was limited to young people in Anand city. Therefore, the perception of young buyers in other cities may be different regarding online purchasing of smartphones.
- The sample size is limited considering the population in the area selected.
- The responses given by the young people may be subjected to personal bias.

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### 5. RESEARCH METHODOLOGY

To study the young buyer's perception regarding online purchasing of smartphones in Anand city, I have undertaken a descriptive research study by surveying the young people living in Anand city using a self-constructed close ended questionnaire keeping in mind the objectives of the study. The questionnaire was delivered to the respondents through google forms. The gathered data were analyzed using Microsoft Excel.

**Sources of data:** Both primary and secondary data were used in this study. Primary data were collected by surveying 130 young people currently living in Anand city, Gujarat and the secondary data were gathered from the already available sources like online journals, websites, newspapers, and books etc.

Data collection tool/method: sending self-constructed close ended questionnaire to respondents through google forms.

**Target population:** young people whose age up to 30 years old and currently living in Anand city

**Sample size:** 130 respondents

**Sampling technique:** convenience non-probability technique

**Area of the study:** for this study, I have selected Anand city in Gujarat, India

**Period of study:** the entire study was conducted for a period of 45 days starting from September 2022

**Statistical tools:** percentage analysis, tables and graphs are used to analyze and interpret the data collected.

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### 6. REVIEW OF LITERATURE

**Deepika Gaulari, Pradeep Kr. Deka and Chandan Dutta (2016):** in this research 'a study on consumer buying behavior of mobile phones', conducted with a sample of 60 respondents in the age between 18-35 they have found that the branding, product design and its performance as well as price have an influence on people's buying decision process. The study also shows that the majority of consumers have a positive attitude towards smartphones as maximum number of respondents were using smartphones. They have also found that the both internal and external factors have the influence of consumer buying behavior. In this study they have proven the impact of the brand on consumer buying behavior.

**Mr. J. Sureshkumar, Mr. M. Mohanraj, Dr.A.T. Jaganathan (2019):** in this study 'a study on customer buying behavior towards mobile phones in online shopping - Erode district' conducted by surveying 75 individuals in Erode district of Tamil Nadu state have found that the customers prefer to purchase mobile phones through online in order to satisfy their needs. It is also found in this study that the price and other factors also are playing an important role in online purchasing of mobile phones.

**PreetamSahu, Dr. Archana Agrawal (2020):** this study named 'a study of consumers purchasing behavior towards mobile phones with special reference to Bilaspur city of central India' has conducted by surveying 100 respondents in Bilaspur city of central India. It was observed in this study that the consumers mostly prefer online shopping for purchasing mobile phone and most preferred mobile brands were Xiaomi, Samsung, Apple and Oneplus. It was verified in the study that brand name, mobile feature, way of shopping and way of selecting model of mobile phones all these elements have a significant positive association with the customer perception and buying behavior of mobile phones.

**Mohan Iyer, Shubham Shrivastav, Tushar Pradhan (2021):** in this study 'consumer buying behavior of flagship smartphones online and offline retail in Vadodara city' they have surveyed 103 individuals at Vadodara city and analyzed the data. The results show that the majority of individuals prefer to buy premium phones offline rather than online e-commerce sites. It is also found that greater selection of products and lower prices offered by the e-commerce sites are highly influencing factors for online shopping. According to the results of the study awareness of online payments, online shopping and many digital revolutions have been increased creating a trust between consumers and e-commerce sites since the last 10 years.

## 7. DATA ANALYSIS AND INTERPRETATIONS

### 7.1 Gender analysis

Table 1 – Gender distribution

Gender	Frequency	Percentage
Male	69	53.1
Female	61	46.9
Total	130	100

**Interpretation:** The above analysis of the sample respondents. Majority of respondents in this study were male (53.1%) respondents.

table 1 demonstrate the gender

### 7.2 Age analysis

Table 2 – Age distribution

Age	Frequency	Percentage
Belove 20	35	26.9
20 – 25	86	66.2
25 – 30	09	6.9
Total	130	100

**Interpretation:** The above table 2 demonstrate the age analysis of the sample respondents. Majority of respondents (66.2%) were young people aged between 20 – 25.

### 7.3 Have you ever purchased a smartphone online?

Table 3 – Online purchasing experience

	Frequency	Percentage
Yes	74	56.9
No	56	43.1
Total	130	100

**Interpretation:** The above table 3 demonstrate the analysis of online smartphone purchasing behavior of the sample respondents. According to the result we can see that majority (56.9%) respondents have purchased smartphones online and have experience in online purchasing.

### 7.4 Do you think it is safe to purchase smartphones online?

Table 4 – safety perception regarding online purchasing of smartphones

	Frequency	Percentage
Yes	72	55.4
No	24	18.5
Maybe	34	26.1
Total	130	100

**Interpretation:** The above table 4 demonstrate the analysis of safety perception of the sample respondents. Majority (55.4%) of respondents feel safe to purchase smartphones online.

### 7.5 How much rupees would you be willing to spend on purchasing a smartphone online?

Table 5 – Willingness to spend on online purchasing of smartphone

Rs.	Frequency	Percentage
Less than 10000	01	0.8
10000 – 15000	17	13.1

15000 – 20000	38	29.2
20000 – 25000	48	36.9
More than 25000	26	20.0
Total	130	100

**Interpretation:** The above table 5 demonstrate the analysis of amount of money the respondents were ready to pay for purchasing a smartphone online. Majority (36.9%) of respondents were ready to pay an amount of Rs. 20000-25000 to purchase a smartphone online.

#### 7.6 If you were to purchase a smartphone online, which brand would you choose?

Table 6 – Preferred smartphone brand

Brand	Frequency	Percentage
Apple	35	26.9
Samsung	45	34.6
Xiaomi	11	8.6
Realme	10	7.7
Oneplus	16	12.3
Oppo	02	1.5
Vivo	02	1.5
Other	09	6.9
Total	130	100

**Interpretation:** The above table 6 demonstrate the analysis of preferred smartphone brands of the sample respondents. According to the above analysis it is clearly visible that the most preferred smartphone brand amongst respondents is Samsung (34.6%) and the second most preferred smartphone brand is Apple (26.9%) while Oneplus (12.3%) is the third most preferred smartphone brand. Vivo (1.5%) and Oppo (1.5%) brands are the least preferred smartphone brands amongst the sample respondents in Anand city.

#### 7.7 What do you think encourages you to purchase smartphones online?

Table 7 – Factors encouraging young buyers to purchase smartphones online

Factors	Frequency	Percentage
Warranty	36	27.7
Discounts	62	47.7
Exchange old mobile	17	13.1
Ratings from previous buyers	15	11.5
Total	130	100

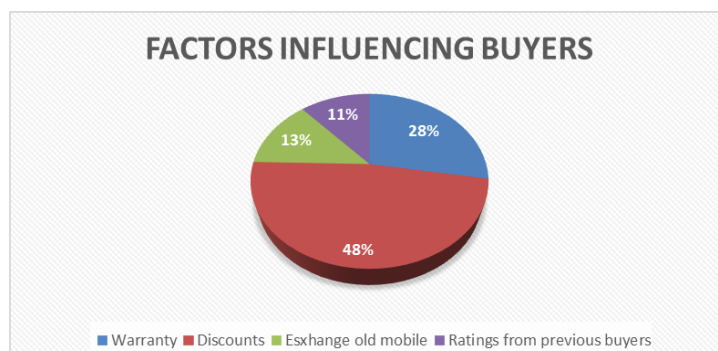


Figure 1 – pie chart presentation of table 7

**Interpretation:** The above table 7 and figure 1 demonstrate the analysis of factors influencing and encouraging the sample respondents to purchase smartphones online. The most influencing factor to purchase smartphones online is discounts (47.7%) given to customers by online e-commerce sites. The second most influential factor that encourages young buyers to purchase smartphones online is the warranty (27.7%) provided by e-commerce sites.

### 7.8 What do you think prevents you from purchasing smartphones online?

Table 8 – Factors preventing young buyers from purchasing smartphones online

Factors	Frequency	Percentage
Delivery time	18	13.8
Delivery charges	13	10.0
Payment method	17	13.1
Ratings from previous buyers	82	63.1
Total	130	100

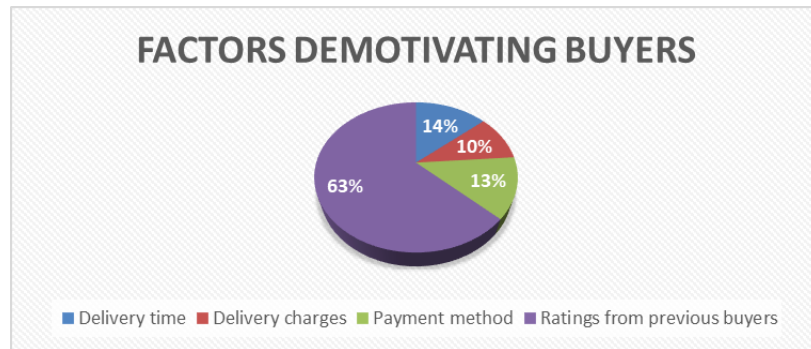


Figure 2 – pie chart presentation of table 8

**Interpretation:** The above table 8 and figure 2 demonstrate the analysis of factors demotivates or prevents the sample respondents from purchasing smartphones online. The most demotivating factor is the ratings from previous buyers (63.1%) of smartphones followed by the delivery time (13.8%), payment method (13.1%) and the delivery charges (10%) charged by the e-commerce sites.

### 7.9 What is the most important characteristic of smartphone that you look for when purchasing it online?

Table 9 – Characteristics of smartphones

Characteristics	Frequency	Percentage
Brand	81	62.3
Price	24	18.5
Colour	00	0.0
Size and weight	00	0.0
Speed and storage capacity	17	13.1
Maximum mobility with 5G	02	1.5
Camera	02	1.5
Battery life	04	3.1
Total	130	100

**Interpretation:** The above table 9 and demonstrate the analysis of characteristics young buyers look for when purchasing smartphones online. It is clearly evident that the most important characteristic for majority (62.3%) of respondents was the brand.

**7.10 What is the second most important characteristic of smartphone that you look for when purchasing it online?**

Table 10 – Characteristics of smartphones

Characteristics	Frequency	Percentage
Brand	19	14.6
Price	63	48.4
Colour	01	0.8
Size and weight	01	0.8
Speed and storage capacity	26	20.0
Maximum mobility with 5G	04	3.1
Camera	04	3.1
Battery life	12	9.2
Total	130	100

**Interpretation:** The above table 10 demonstrate the analysis of characteristics young buyers look for when purchasing smartphones online. According to the analysis it is clearly noticeable that the second most important characteristic that young buyers look for when purchasing smartphones online is the price (48.4%).

**7.11 What is the third most important characteristic of smartphones that you look for when purchasing online?**

Table 11 – Characteristics of smartphones

Characteristics	Frequency	Percentage
Brand	06	4.6
Price	09	6.9
Colour	06	4.6
Size and weight	07	5.4
Speed and storage capacity	23	17.7
Maximum mobility with 5G	11	8.5
Camera	50	38.5
Battery life	18	13.8
Total	130	100

**Interpretation:** The above table 11 demonstrate the analysis of characteristics young buyers look for when purchasing smartphones online. It is noticeable that the third most important characteristic that young buyers look for when purchasing smartphone is the camera (38.5%) of the smartphone.

**8. FINDINGS OF THE STUDY**

- Majority (53.1%) of respondents were young males.
- Majority (66.2%) of respondents were in the age category of 20-25 years.
- Most of the respondents (56.9%) have previously purchased smartphones online at least once.
- Majority of respondents (55.4%) think that it is safe to purchase smartphones online.
- Majority (36.9%) of young buyers are willing to spend Rs.20000-25000 for purchasing a smartphone online.
- The most popular smartphone brands among young buyers in this location are Samsung (34.6%) followed by Apple (26.9%) and Oneplus (12.3%).
- The most influencing factors that encourages the young buyers to purchase smartphones online are the discounts (47.7%) provided in e-commerce sites followed by warranty (27.7%) and availability of exchange old mobile (13.1%) facility.
- The factors that prevent young buyers from purchasing smartphones online are the ratings from previous buyers (63.1%) followed by

delivery time (13.8%) and payment method (13.1%).

- The most important characteristic of smartphones that young buyers look for before purchasing it online is the brand (62.3%) of the smartphone.
- The second most important characteristic of smartphones that young buyers look for before purchasing it online is the price (48.4%) of the smartphone.
- Finally, the third most important characteristic of smartphones that young buyers look for before purchasing it online is the camera quality (38.5%) of the smartphone.

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## 9. CONCLUSION

With conclusion to this study 'a study on young buyer's perception regarding online purchasing of smartphones in Anand city,' it is evident that the young buyers have a positive perception regarding online purchasing of smartphones as it is clearly noticeable in the analyzed data that the majority of young buyers have experience purchasing smartphones previously and majority of them feel safe to purchase smartphones online.

The two most preferred smartphone brands are Samsung smartphones followed by Apple smartphones. The most influencing and encouraging factor to purchase smartphones online is the discounts offered by e-commerce sites while the factor ratings from previous buyers is the factor that mostly prevents young buyers from purchasing smartphones online.

The first, second and third most important characteristics that young buyers look in smartphones before purchasing them online are the brand of the smartphone, price of the smartphone and the camera features of the smartphone respectively.

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