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## A Study on Consumer Buying Behavior towards Smartphones

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### ABSTRACT

Customers have smart phones of their own. The behavior of customers buying cell phones was deduced from the given data. We also looked into the elements that can influence Smartphone purchases, such as these (Brand, Price, Reviews, etc). The majority of customers wanted a Smartphone made by both Indian and multinational brands. We also conducted a poll of clients who own a Smartphone. What is the primary motivation for users to purchase a Smartphone? Customers benefit from the purchase of cell phones in their daily lives. Researchers in this research used a questionnaire to conduct a survey on consumer purchase behavior on smart phones with a sample size of 200 people..

*Keywords: Smart phones, Buying Behavior of Customers.*

### 1. INTRODUCTION

Customer behavior in regard to cell phones is increasingly being studied in marketing studies. Consumer behavior in connection to cell phones has been the focus of marketing study, notably in terms of adoption motivation and post-use habits. The outcomes of the study show that regulatory attention influences customers' perceptions, motives, and lifestyles when making Smartphone purchasing decisions. Smart phones have become an essential component of people' personal and professional lives in India as the country's economy continues to grow fast.

As a result of the rise in disposable income, there has been a significant shift in consumer attitudes and wants. The goal of this research is to find out what factors influence a consumer's decision to buy a Smartphone. Consumer perceptions of smart phones and the importance of brands in purchasing decisions are among the other findings. The usage of mobile phones is increasing, and it is affecting people of all ages and genders. As a result, this study uses quantitative analysis to look into some of the factors that are hypothesized to impact client attitudes and actions while acquiring smart phones.

A Smartphone is become a need. Smart phones are capable of much more than making and receiving phone calls. They can also be used to access the internet and social media, as well as for multimedia, selfies, health data tracking, and video calling. The decision to buy a Smartphone is influenced by a number of things. Manufacturers should keep their customers' desires in mind when producing new smart phone models.

Smartphone buyers are affected by a variety of situations, many of which are out of their control. Manufacturers also need to consider what types of features, designs and models, sizes, storage capacities, price points, and after-sales service are available. In this study, we will look at different variables that represent different aspects of smart phones.

### 2. OBJECTIVES

- 1) To discover the influencing elements which play lead role in selecting and purchasing choice of Smartphone buyer.
- 2) To estimate the purchase trend of smart phone customer.
- 3) To know the demo graphic characteristics of responders.

### 3. LITERATURE REVIEW

- 1) The mobile phone usage behavior of Indian customers was investigated by Sheetal Singla (2018). This study focused on the Ludhiana and Sangrur districts of Punjab. The purpose of this study is to examine the difference in the priority of guidance criteria depending on gender when purchasing a mobile phone. Researchers have considered various technical and non-technical factors to better understand consumer satisfaction.
- 2) The buyer's decision-making process is heavily influenced by the capabilities and specifications of the mobile phone. According to the survey results, 57% of men attach great importance to the quality of mobile phones. In Erode, Tamil Nadu, another descriptive study was conducted by Kavitha and Yogeswari (2016) to better understand customer attitudes towards smart phones. Customer satisfaction with smart phones was another focus of this survey. For primary data collection, researchers use convenience sampling.



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- 3) Residents of Elrod were interviewed for research. The data were analyzed using a descriptive test and a chi-square test. The chi-square test is used to determine the correlation between a respondent's gender and the variables that inspire the respondent. Researchers have not found a link between gender and what inspires people. Studies show that customers buy a variety of smart phones to meet their needs and desires and always prefer one brand of Smartphone or operating system over other smart phones. The results of the survey show that Samsung smart phones are the most popular among consumers.
- 4) The research conducted by Malviya and Saluja (2017) in Indole to identify variables that influence the purchases of Smartphone users in Indole was also of a descriptive nature. The purpose of this research is to identify the most important aspects that influence a customer's purchasing decision regarding smart phones. During the investigation, the investigator selected a sample of 250 people. We used SPSS statistical tools to perform chi-square, factor, and reliability analysis of the data. The results show that Indole people are willing to spend as much money on their smart phones. In addition, according to the survey, aspects such as technology, durability, brand and social image have a great influence on the purchase decision of Smartphone users in the city.
- 5) LayYee, KokSiew, and YinFah (2018) conducted a survey to learn more about Malaysia's Generation Y purchasing habits and preferences. Researchers are also interested in investigating the relationship between brand concerns, pricing, dependency concerns, convenience concerns, and product-social concerns in purchasing decisions. 125 people filled out a self-administered questionnaire as their primary data source. According to her research, buying a Smartphone in the city of Generation Y is related to brand, price, trust, convenience, products, and social interests.
- 6) In Vietnam, Wollenberg and Thuong (2019) conducted a descriptive research study to find out more about customer behavior in the market. The survey was conducted in Thymine, the capital and largest city of Vietnam. The purpose of the survey is to identify key factors that influence Smartphone brand awareness and the purchasing process in the Smartphone market. I'm interested in seeing how brand awareness influences Smartphone purchasing decisions. Advertising, perceived quality, price, and word of mouth are factors that influence a brand's perception. Using a well-structured questionnaire, researchers collected primary data from 170 participants. Pearson's correlation analysis was used to test their theory. They conclude that factors such as advertising, perceived quality, pricing, branding, and word-of-mouth influence Smartphone purchases.
- 7) Researchers in Bangladesh conducted a survey in Khulna, Bangladesh, and found latent variables (factors) that have a significant impact on Smartphone users' purchasing decisions. They examined 34 variables and categorized them into 7 categories. Third, loading and other operational facilities, fourth, height and weight, fifth, recommendations from friends and colleagues, and finally advertising. They included 34 variables in their study. This study is based on the ideas of 160 participants. The data was analyzed using descriptive statistics and factor analysis techniques. They found that physical quality was the most important factor and accounted for 30.992 percent of the variability in purchasing decisions.
- 8) A study by Rani and Sharma (2019) explains how consumers are using smart phones. The main purpose of this research study is to investigate the consumer choice of Smartphone brands in the city of Pune, especially for Samsung, Apple, Nokia and Blackberry, whether gender has a significant impact on Smartphone feature preferences. That is. . . Researchers collected data using expedient sampling and analyzed the results using a random sampling-based t-test. Researchers have used the expertise of the majority of female students and female Smartphone users, according to the findings. In addition, according to one study, Smartphone user choices are influenced by the ability to gain access to various utilities.
- 9) Regarding consumer decision making, this chapter provides an overview of the literature and a summary of its findings. The consumer decision-making process is affected by both internal and external variables. Literature on smart phones and their features is also included in this section. Learn about the aspects that affect consumers' purchases of smart phones. In addition, this chapter describes how important the band's effects are to Smartphone consumers. This chapter uses a consumer decision-making model to describe customer buying behavior in the Indian Smartphone business. The research questions and goals of this study are linked to the content of the literature study.

## 4. RESEARCH METHODOLOGY

- 1) Research design: Descriptive research
- 2) Research equipment: Questionnaire
- 3) Sampling method: non-probability technique
- 4) Sampling frame: Convenience sampling
- 5) Sample design: Data has been presented with the help of bar graphs, pie- charts, etc.
- 6) Sources of data: Both the primary sources and secondary sources of data have been used to conduct the study.



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**Primary source:** The primary data for this study has been collected by approaching the salaried employees via the internet (digital survey Method).

**Secondary source:** The secondary data are collected from articles published on various websites (desk research).

**Plan of analysis:**

- Diagrammatic representation through graphs and charts
- Suitable inferences will be made after applying necessary statistical tools.
- Findings & suggestions will be given to make the study more useful

**Methods for Data Collection:**

- Primary Data
- Secondary Data

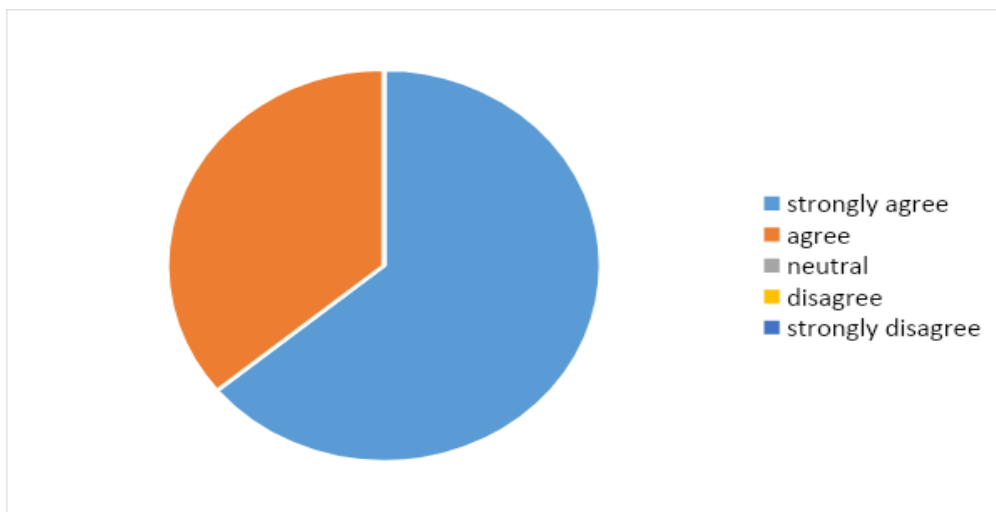
**Primary Data:** Primary source of data was collected by questionnaire.

**Secondary Data:** Secondary source of data was collected from books journals magazines websites.

## 5. DATA ANALYSIS AND INTERPRETATION

What impact do attitude and subjective norm have on Indian consumers' use of Smartphone?

| SI No | Option            | Respondents | (%)  |
|-------|-------------------|-------------|------|
| 1.    | Strongly agree    | 128         | 64%  |
| 2.    | Agree             | 72          | 36%  |
| 3.    | Neutral           |             |      |
| 4.    | Disagree          |             |      |
| 5.    | Strongly disagree |             |      |
|       |                   | 200         | 100% |



**Interpretation:**

Here we can see that majorities of employees (64%) are strongly agree with the impact do attitudes and subjective norms have on Indian consumer's use of smart phones of 36% of employees are agree with an clear instruction on responsibilities. It shows impact does attitudes and subjective norms have on Indian consumers' use of smart phones.

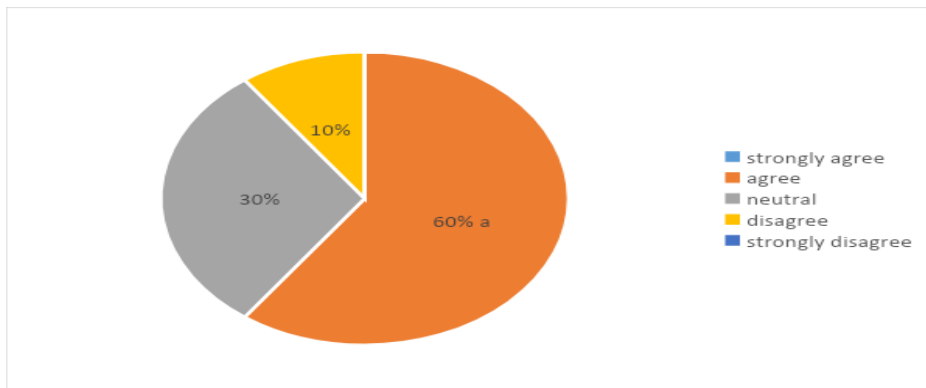


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Culture, social position, and marketing tactics all play a role in Indian smart phone purchases.

| SI NO | Options           | Respondents | (%)  |
|-------|-------------------|-------------|------|
| 1.    | Strongly agree    |             |      |
| 2.    | Agree             | 30          | 60%  |
| 3.    | Neutral           | 15          | 30%  |
| 4.    | Disagree          | 5           | 10%  |
| 5.    | Strongly disagree |             |      |
|       |                   | 200         | 100% |

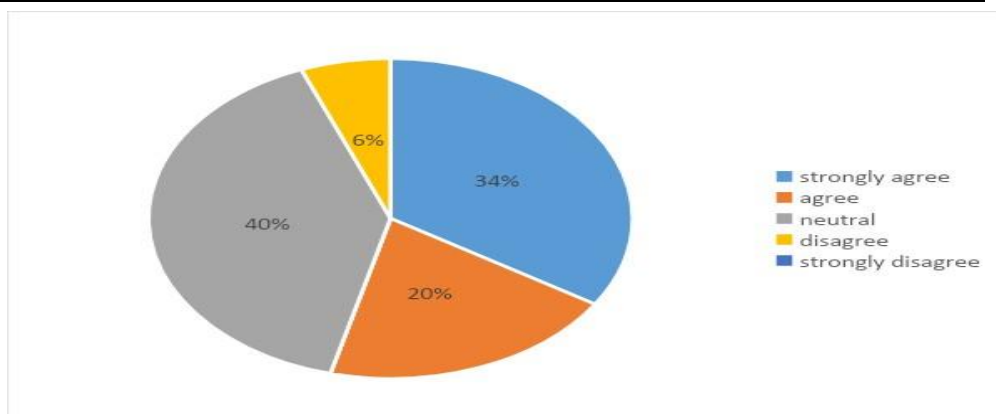


**Interpretation:**

60% of respondents think that culture, social standing, and marketing strategies all play apart in Indian smart phone purchases, whereas 30% of respondents are indifferent and 10% disagree.

The Respondents' Satisfaction with their current Smartphone

| SI NO | Options           | Respondents | (%)  |
|-------|-------------------|-------------|------|
| 1.    | Strongly agree    | 68          | 34%  |
| 2.    | Agree             | 80          | 40%  |
| 3.    | Neutral           | 40          | 20%  |
| 4.    | Disagree          | 12          | 6%   |
| 5.    | Strongly disagree |             |      |
|       |                   | 200         | 100% |





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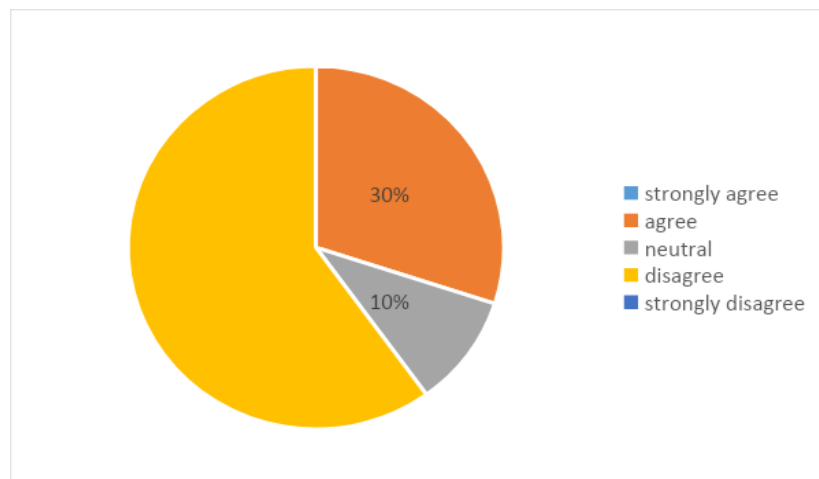
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## Interpretation:

According to the above figure, 34% of respondent slightly agreed with The Respondents' Satisfaction with their current Smartphone and 40% of respondents agreed, 20% of employee's were indifferent, and 6% of employees disagreed with the of respondents.

An Opinion Survey on Purchasing a New Smart Phone of the Same Brand.

| SINO | Options           | Respondents | (%)  |
|------|-------------------|-------------|------|
| 1.   | Strongly agree    |             |      |
| 2.   | Agree             | 60          | 30%  |
| 3.   | Neutral           | 20          | 10%  |
| 4.   | Disagree          | 120         | 60%  |
| 5.   | Strongly disagree |             |      |
|      | Total             | 200         | 100% |



## Interpretation:

An Opinion Survey on Purchasing a New Smartphone of the Same Brand finds that 30% of respondents agree, 10% are indifferent, and 60% disapprove. According to An Opinion Survey on Purchasing a New Smart Phone of the Same Brand, a large majority of respondents disapprove of the findings.

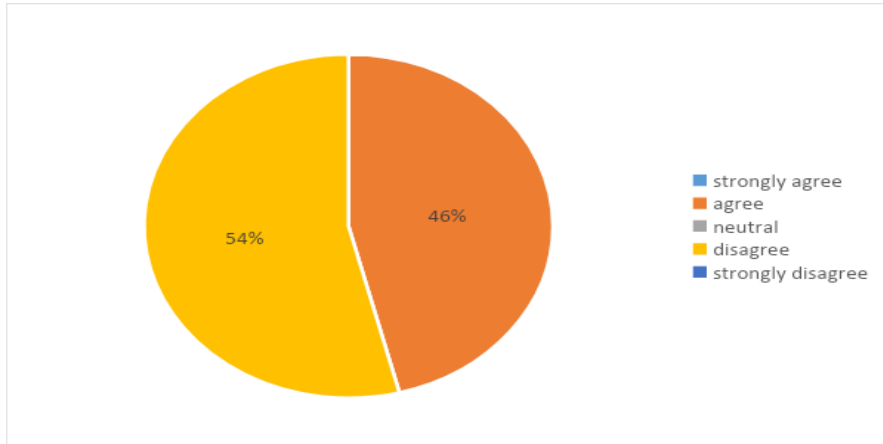
Factors that influence Smartphone purchases

| SINO | Options           | Respondents | (%)  |
|------|-------------------|-------------|------|
| 1    | Strongly agree    |             |      |
| 2    | Agree             | 92          | 46%  |
| 3    | Neutral           | 0           | 0    |
| 4    | Disagree          | 108         | 54%  |
| 5    | Strongly disagree |             |      |
|      |                   | 200         | 100% |



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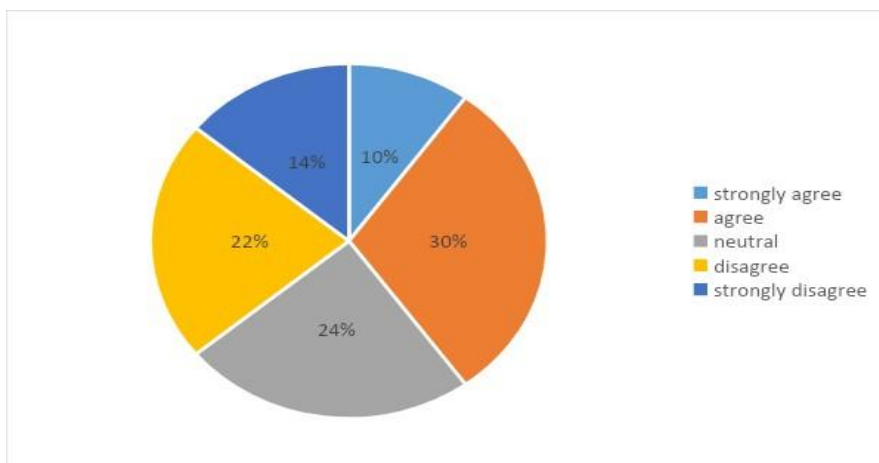


**Interpretation:**

Analyses show that 46 percent of respondents say they are a factor in deciding whether or not to get a Smartphone. A majority of respondents (56 percent) disagree that they are not aware of the factors that impact smart phone buying decisions. The vast majority of respondents argue that there are no factors that impact the purchasing of a Smartphone.

Percentage of a smart phone's purchase price spent on social media

| SI NO | Options           | Respondents | (%)  |
|-------|-------------------|-------------|------|
| 1.    | Strongly agree    | 20          | 10%  |
| 2.    | Agree             | 60          | 30%  |
| 3.    | Neutral           | 48          | 24%  |
| 4.    | Disagree          | 44          | 22%  |
| 5.    | Strongly disagree | 28          | 14%  |
|       |                   | 200         | 100% |



**Interpretation:**

10% of respondents highly agree, and 30% of respondents agree with the percentage of a smart phone's purchase prices penton social media; 24% of respondents disagree, and the remainder 14% of Percentage of a Smartphone's purchase price spent on social media are respondents who strongly disagree.

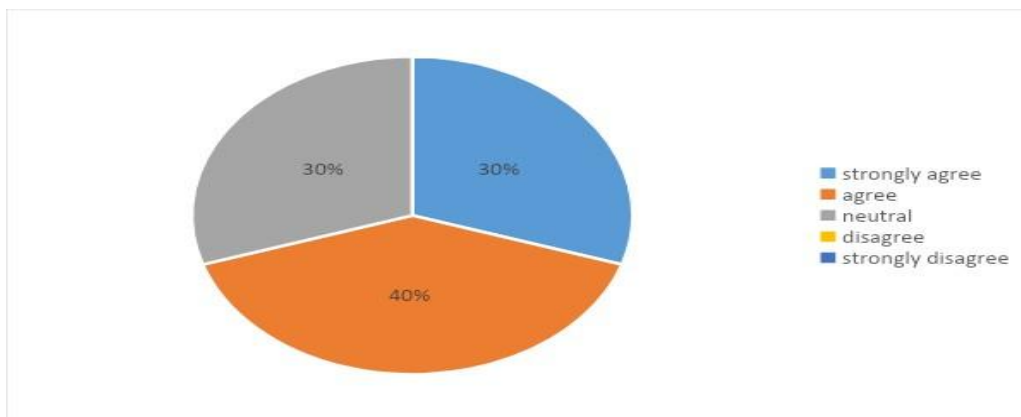


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## Considerations to Make Before Making a Smartphone Purchase

| SI NO | Options           | Respondents | (%)  |
|-------|-------------------|-------------|------|
| 1.    | Strongly agree    | 60          | 30%  |
| 2.    | Agree             | 80          | 40%  |
| 3.    | Neutral           | 60          | 30%  |
| 4.    | Disagree          |             |      |
| 5.    | Strongly disagree |             |      |
|       |                   | 200         | 100% |

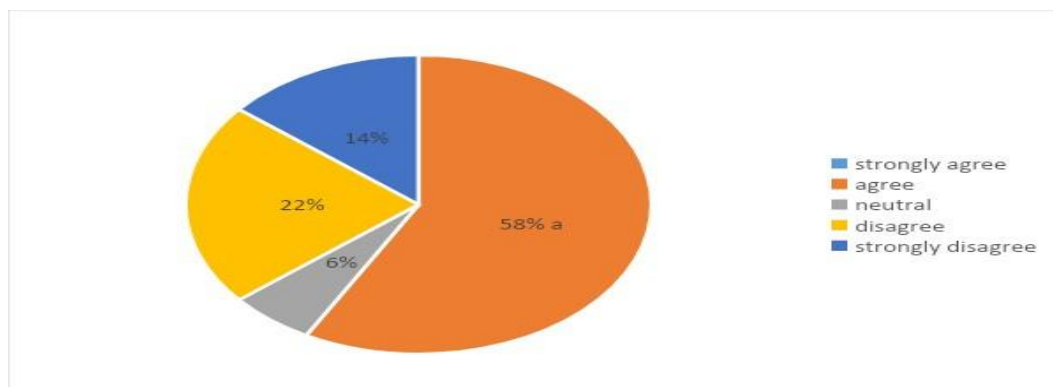


### Interpretation:

Thirty-five percent of respondents strongly agreed with the statement, forty percent agreed, and thirty percent were neutral. If you're going to buy a Smartphone, consider these things first.

Consumers in India's Smartphone market are subject to internal influences such as perception, motivation, and emotion.

| SI NO | Options           | Respondents | (%)  |
|-------|-------------------|-------------|------|
| 1.    | Strongly agree    |             |      |
| 2.    | Agree             | 29          | 58%  |
| 3.    | Neutral           | 3           | 6%   |
| 4.    | Disagree          | 11          | 22%  |
| 5.    | Strongly disagree | 7           | 14%  |
|       |                   | 50          | 100% |





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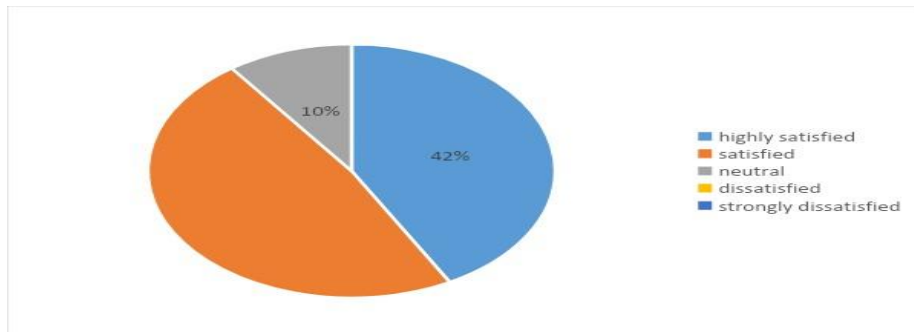
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**Interpretation:**

Consumers in India's Smartphone market are vulnerable to internal effects, such as perception, motivation, and emotion, according to a study that revealed 58% of respondents agreeing with this statement, while 22% disagree, while 6% are indifferent, and the remaining 14% strongly disagree. In the Smartphone market in India, consumers' perceptions, motivations, and emotions all play a role.

Is the use of a Smartphone influencing consumer purchasing decisions?

| SI NO | Options             | No of Respondents | (%)  |
|-------|---------------------|-------------------|------|
| 1.    | Highly satisfied    | 84                | 42%  |
| 2.    | Satisfied           | 96                | 48%  |
| 3.    | Neutral             | 20                | 10%  |
| 4.    | Dissatisfied        |                   |      |
| 5.    | Highly dissatisfied |                   |      |
|       |                     | 200               | 100% |

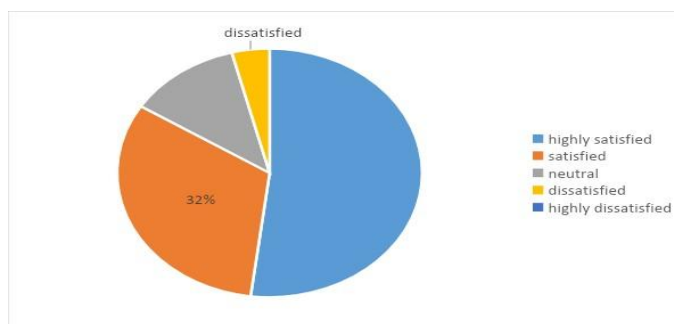


**Interpretation:**

There are 42 percent of those interviewed who claim that their smart phone use affects their purchasing habits, while 48 percent claim that it does. When it comes to making purchases, cell phone use has an impact. Only 10% of individual have an objective assessment of them. Mobile device have been found to influence customer purchasing decisions.

Switching to a new brand that provides additional features in customer purchasing habits.

| SI NO | Options             | Respondent | (%)  |
|-------|---------------------|------------|------|
| 1.    | Highly satisfied    |            | 52%  |
| 2.    | Satisfied           | 16         | 32%  |
| 3.    | Neutral             | 6          | 12%  |
| 4.    | Dissatisfied        | 2          | 4%   |
| 5.    | Highly dissatisfied |            |      |
|       |                     | 200        | 100% |



**Interpretation:**

Above pie chart shows that there is Switching to a new brand that provides additional features in customer purchasing habits because majority of 52% of respondent have said that Switching to a new brand that provides additional features in customer purchasing habits, 32% of respondents are satisfied, 12% of respondents are neutral, & 4% of respondents are dissatisfied. It can be said that Switching to a new brand provides additional features in customer purchasing habits.





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## 6. FINDINGS

Here we see that the majority of employees (64%) agree on the impact of attitudes and subjective norms on the use of Smartphone by Indian consumers. 36% of employees agree that responsibilities need to be clearly assigned. This shows the influence of Indian consumers' attitudes towards smart phone use and subjective norms.

60% of respondents think that culture, social standing, and marketing strategies all play apart in Indian smart phone purchases, whereas 30% of respondents are indifferent and 10% disagree.

According to the figure above, 34% of respondents strongly agree with respondents' satisfaction with current smart phones, 40% of respondents agree, 20% of employees are indifferent, and 6% of employees. Did not agree with the respondents' satisfaction.

An Opinion Survey on Purchasing a New Smartphone of the Same Brand unearths that 30% of respondents agree, 10% are indifferent, and 60% disapprove. According to An Opinion Survey on Purchasing a New Smartphone of the Same Brand, a massive majority of respondents disapprove of the findings.

According to the analysis, 46% of respondents say that it is a deciding factor whether to buy a Smartphone. The majority of respondents (56%) do not agree that they are unaware of the factors that influence smart phone purchase decisions. The majority of respondents argue that there are no factors that influence Smartphone purchases.

10% of respondents strongly agree with the percentage of smart phone purchase price spent on social media, and 30% of respondents agree. Twenty-four percent of respondents disagree, and the remaining 14% of smart phone purchases spent on social media are totally disagreeable..

Thirty-five percent of respondents strongly agreed with the statement, 40% agreed, and 30% were neutral. These are the first things to consider when buying a smart phone.

According to one study, consumers in the Indian smart phone market are susceptible to internal effects such as perception, motivation and emotion, with the remaining 14% explicitly rejecting this. The Indian smart phone market involves consumer perceptions, motives and emotions. Forty-two percent of respondents say that smart phone use affects their buying habits, while 48% say they do. When it comes to shopping, the use of mobile phones has an impact. Only 10% have an objective rating. Mobile devices have been found to influence customers' purchasing decisions.

Above pie chart shows that there is Switching to a new brand that provides additional features in customer purchasing habits because majority of 52% of respondents have said that Switching to a new brand that provides additional features in customer purchasing habits, 32% of respondents are satisfied, 12% of respondents are neutral, & 4% of respondents are dissatisfied. It can be said that Switching to a new brand provides additional features in customer purchasing habits.

## 7. CONCLUSIONS

In-depth research of the numerous aspects that influence people's choice to purchase a smart phone. According to the results of studies, consumers' smart phone purchase decisions are influenced by more than just one or two factors. Seven variables were found in the examination of the data to be responsible for the wide range of smart phone purchase decisions. According to the findings of the study, the most important factors individuals evaluated when buying a smart phone were the price, the latest technology, and the memory capacity.

The quality of the device, the brand's reputation, and customer satisfaction all play apart in a consumer's choice to purchase a smart phone. People are also influenced by special promotions and advertisements for smart phones.

A study has shown that many purchasers are interested in the phone's technical specifications and after-sale support. A wide range of elements have been identified in the study as being important when making a decision about a smart phone. It's not always the case that all factors have the same impact on a person.

To ensure that their products are available to the widest possible audience, smart phone makers should not only focus on the newest technological advancements and product quality, but also on the cost of production. In order to sell their goods at reduced rates, corporations should put more effort into producing high-quality and inexpensive smart phones and less time into cutting costs.

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