

A Study on Consumer Buying Behaviour For Smartphones

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ABSTRACT

The purpose of this research paper is to investigate the Consumer buying behavior towards smartphones and how smartphones impact the social life of modern society. This study is to understand all aspects of society including the positive and negative aspects and the concept of buying behavior of smartphones which affect the purchasing decisions of the Consumers. This study focuses on the Consumer preferences performed for the selection of the smartphones and which factors plays the most important role. The data has been collected through a survey from 85 smartphone users. There are variations in the level of income of Consumers and the Consumer attitude changes towards buying a smartphone as per their personal, business and social life. The outcome of the analysis shows that brand aspect has a significant effect on the purchasing intention of smartphones.

KEYWORDS: Purchase intention, preferences, smartphone, brand aspect, Consumer attitude.

I. INTRODUCTION

The main aim of this research is to know about Consumer buying behavior for smartphones. There is exponential growth of smartphones demand around the world. Now a day's smartphones are going to take important place in life of humans. Mobile phone industry is growing fast and shows positive healthy growth rate year on year basis in India. Smartphones are becoming smarter day by day.

Mobile phones has brought dramatically change in the history of communication. Now a day's smartphones are being used for professional and personal work and for to stay connected with other. India has large population and majority of them are youths so it is lucrative market for smartphones manufacturer. India took second rank in world's largest smartphone market after USA. Penetration of smartphone in India is increasing day by day because majority of population of India is between age group of 18-35. India opens its door for

private players in 1990s. In this changing world smartphones became very popular because of its feature which are never in ordinary mobile phones. A smartphone offered many features at one place like it offer high resolution camera, GPS, calendar, calculator, navigation, Internet facility and many others. Smartphone is also used for gaming. Some used it for entertainment purpose. Smartphone gives high connectivity through Internet, calling and texting facilities. Smartphone is used to gather information and also used to read documents, eBooks, text and emails.

People's obsession to buy smartphones is increasing and they vary upon different factors which influences the people's resolution to buy smartphones. There are a lot of cheaper and expensive smartphones in the market but Consumers look for quality, price, features, look, brand, etc. as per their needs and wants. Buying branded smartphones has now become a trend. Youngsters are replacing their smartphones frequently.

The internal and external factors which influences the Consumer buying behavior are Personal Factors (age, gender, education, earnings, savings, family income, lifestyle, marital status, occupation) , Psychological Factors (attitude, perception, beliefs, learning and motivation) , Social Factors (status, role, peers, family and reference group) , Cultural Factors (social class, culture, religion, customs, nationality and beliefs) , Technological Factors (automation, information and communication) , Situational Factors (change in a situation , buyer's mind set and purchase decision) , Marketing Factors (product, price, packaging, positioning, place and promotion) , Geographical Factors (place , accessibility, availability, affordability).

II. LITERATURE REVIEW

According to (Kardes, F., Cronley, M. and Cline, T., *Consumer Behavior*, Mason, OH, South-Western Cengage, 2011 p.7) Consumer behaviour is referred as the activities related with the purchase,

use and disposal of goods and services, including the consumer's emotional, mental and behavioural responses that follow these activities. American Marketing Association referred consumer behaviour as the changing interaction of affect and cognition, behaviour, and environmental events by which person conduct the exchange aspects of their lives. Kotler (2009) says that Consumer behaviour is the study of how individuals or groups buy, use and dispose of goods, services, ideas or experience to satisfy their needs or wants.

Marc Andreessen (American entrepreneur, software engineer and investor) said that "I think 2012 is the year when consumers all around the world start saying no to feature phones and start saying yes to smartphones." Then Eric Schmidt the CEO of Google gives statement on mobile consumption and pronounced that "Mobile use is growing faster than all of Google's internal predictions."

Bristol and Manglegurg (2005) say "Peer influence plays a key role in an individual's decision making towards purchase of consumer goods." Consumer behaviour on smartphones has been studied so universally across the globe and manifests the significance of technology, brand and prices as a factor for decision making for smartphones. The research has been conducted by Singh and Goyal (2009) Mobile Handset Buying Behaviour of Different Age and Gender Groups and come to an end that mobile handset that are used by 18 to 30 years of age group are less price sensitive than any other age groups. The age group of 50 years and above gives utmost significance to price than any other age group in the research. Male respondents in research gave their highest significance to brand and followed by physical appearance however, female respondents in research shows that they gave significance towards physical appearances of handset and least importance to technical features.

(Subramanyam, D & Venkateswarlu, 2012) carried on a study to understand the various tactics of marketing acquired by the seller to fascinate the existing consumers, potential consumers and effect on the buying behaviour of mobile phones. The outcome of the study showed that the education and income level of the family ascertain the factors of the consumer buying decision. A smartphone is a mobile phone with a

boosted mobile operating system which integrates the features of a computer operating system with other features useful for phone as a handheld device (Don, 2012).

(A. S., Suresh & Singh, 2019) carried on a study on "Factors affecting Consumer Purchase Decision for Smartphones in India." The study says that good quality at reasonable prices are the most important factor for companies and they should focus on camera centric devices and advertising as it is the most important compelling factor which affects the buying decisions of the consumer. Shabrin, Nushrat; Khandaker, Sarod; Kashem, SaadBin & Susila, (2017) choose to study on the seven most important factors that influence purchasing of smartphones, namely brand concern, convenience, dependency, price, product features, social influence, social needs. The thorough investigation shows that brand name, product feature, and social influence had a significant impact on buying behaviour. In distinction to, convenience, dependency, price, and social needs had an insignificant influence on buying behaviour.

RESEARCH OBJECTIVES

1. To know the Consumer purchasing intention according to their income
2. To determine the Consumer preferences which impacts the purchasing decision of buyers
3. To examine the factors that influences the Consumer preferences towards brand aspect
4. To find out the satisfaction level of Consumer

RESEARCH METHODOLOGY

The finding of the data collection was the core part of this research paper. We have used questionnaire survey as a main primary data collection method to analyse the Consumer buying behaviour for smartphones. The survey was distributed by online survey form to 85 smartphone users. All the data collected from the survey were exported in a spread sheet for proper data analysis.

DATA ANALYSIS AND DATA INTERPRETATION

The following descriptive statistics has been prepared to analyse the targeted data using different types of graphs, charts and illustrations. Further, the findings are analysed in respect to the research objectives.

Demographics:

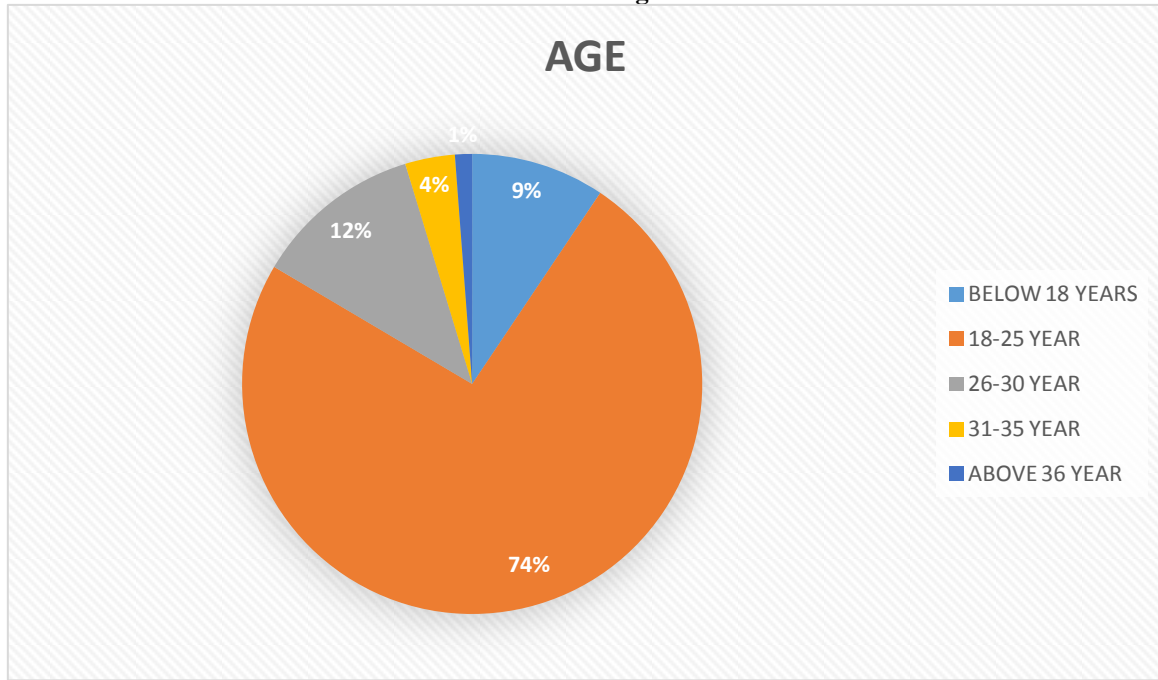
Table 1: Gender

BASIS	MALE	FEMALE	TOTAL
RESPONDENTS	62	23	85

PERCENTAGE	72.9%	27.1%	100%
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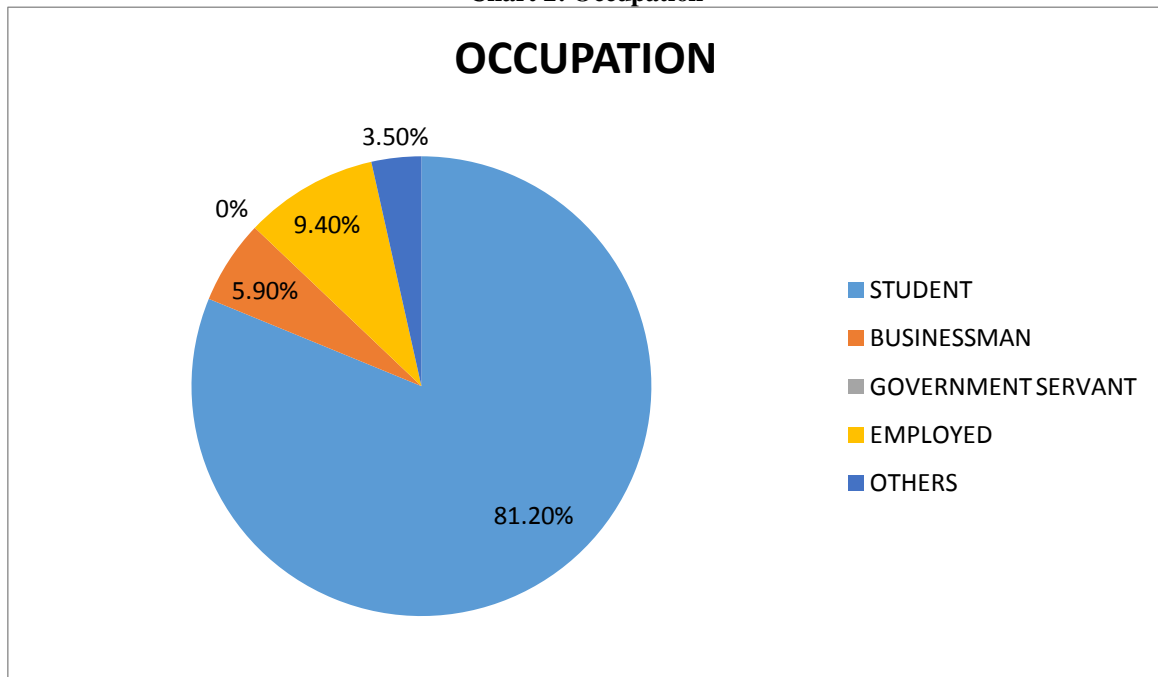
The total numbers of respondent were 85 people consisting of 62 male i.e. 72.9% and 23 female i.e. 27.1% from the sample.

Chart 1: Age



The figure shows that 74.1% of the people were the highest number of respondents under the age group of 18-25 years. The respondents below 18 years were 9.4% and the respondents under the age group of 26-30 years were 11.8%. The least number of respondents were 3.5% and 1.2% under the age group of 31-35 year and above 36 year respectively.

Chart 2: Occupation



The majority of the respondents were students i.e. 81.2%. Followed by employees with 9.4% and businessman with 5.9% .The rest of the respondent were 3.5% in others category. None of them was government servant.

We have asked a set of questions to the respondents to analyse the Consumer purchasing behaviour towards smartphones. These questions are framed to understand the consumer perception, Consumer attitude, Consumer satisfaction, Consumer brand preferences.

RESEARCH OBJECTIVE 1 (RO1): To know the Consumer purchasing intention according to their income.

RO1- Q1 (A) what is your income level?

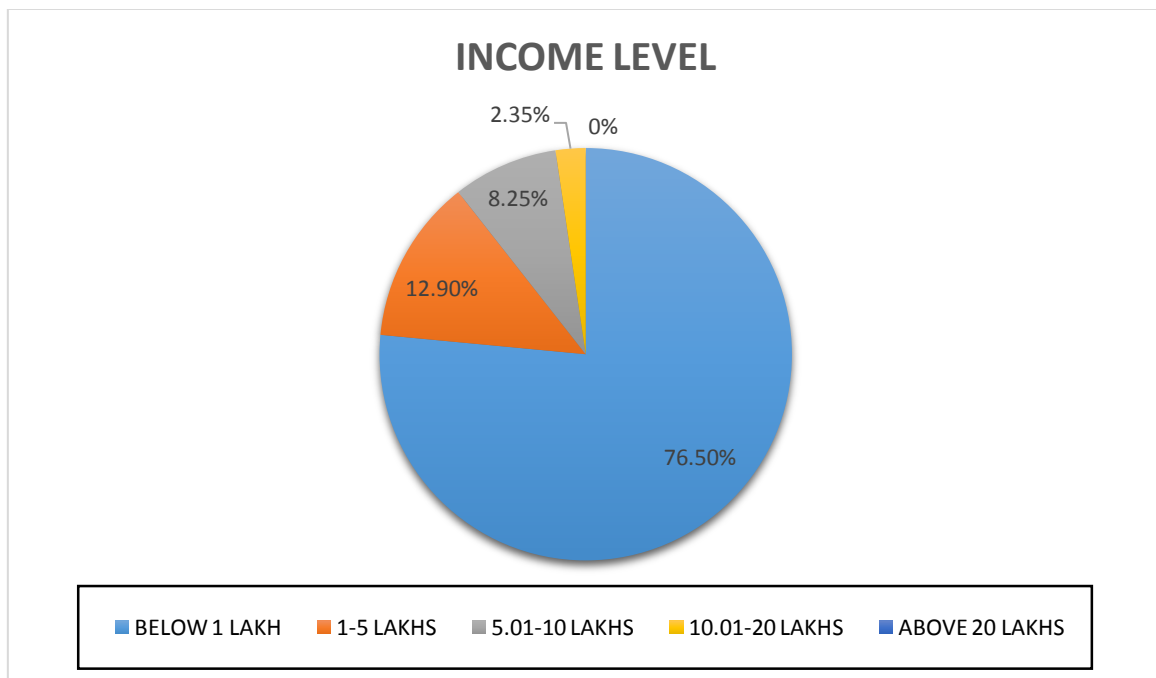
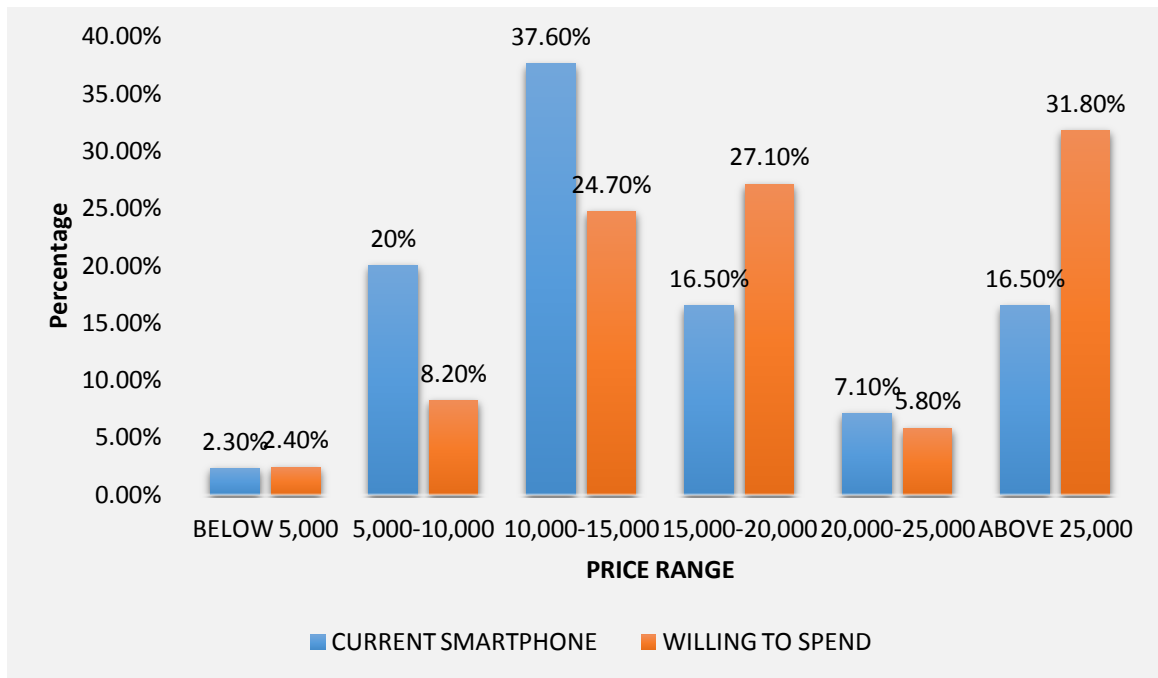


Chart 3 represents that 76.50% of the targeted sample have below 1 lakh income level. Some respondents are earning between 1 to 5 lakh which are 12.90% and some are earning between 5 to 10 lakh i.e. 8.25%. Only 2.35% are getting income between 10 to 20 lakh. At last, none of the respondents were earning above 20 lakhs. In brief, the maximum respondent’s income level was below 1 lakhs and most of them were students.

Q1 (B) your current smartphone price range is?



Graph 1 shows that majority of the respondents spend 10,000 to 15,000 rupees for their current smartphone which are 37.6%. Some respondents spend 5,000 to 10,000, 15,000 to 20,000, 20,000 to 25,000 and above 25,000 rupees i.e. 20%, 16.5%, 7.1%, 16.5% respectively for their current smartphone. The least respondents who have spent below 5000 rupees for their smartphone are 2.3% only.

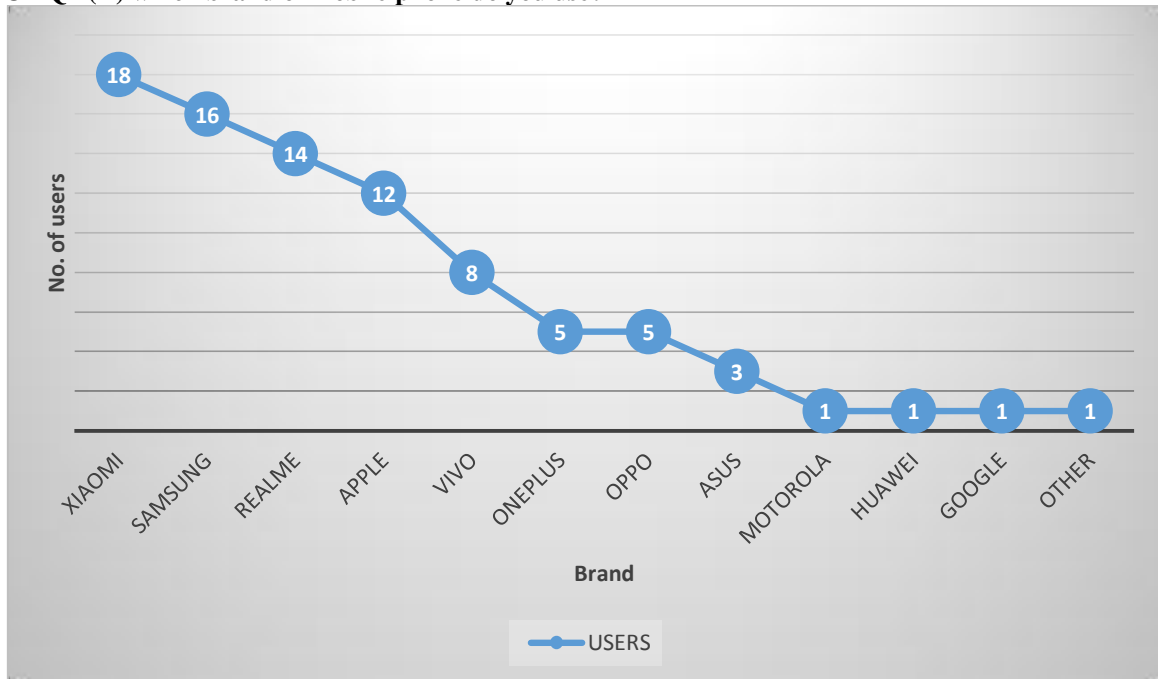
Q1 (C) which range of price you are willing to spend on a smartphone?

We have asked this question to know how much they are willing to spend on a smartphone and the

outcome shows that 31.8% of the respondents are willing to spend above 25,000 rupees on smartphones. 27.1% of the respondents were willing to spend 15,000 to 20,000 rupees and 24.7% of the respondents were willing to spend 10,000 to 15,000 rupees on a smartphone. The least range of price the respondents were willing to spend was below 5,000, 5,000 to 10,000 and 20,000 to 25,000 i.e. 2.4%, 8.2%, 5.8% respectively.

RESEARCH OBJECTIVE 2 (RO2): To determine the Consumer preferences which impacts the purchasing decision of buyers.

RO2-Q2 (A) which brand of mobile phone do you use?



Graph 2 shows that the most used mobile phone brand is XIAOMI. The second highest used mobile phone brand is SAMSUNG. The third highest used mobile phone brand is REALME. The fourth highest used mobile phone brand is APPLE. Followed by VIVO, ONEPLUS, OPPO, ASUS, MOTOROLA, HUAWEI, GOOGLE and others were the least popular brands among the targeted sample.

Q2 (B) which brand of mobile you were using previously?

We have asked this question to know that the respondents preferred the same brand or replaced their brand to another brand. The result shows that 65.9% of the respondents replaced to another brand i.e. 56 respondents and only 34.1% of the respondents stick to the same brand i.e. 29 respondents.

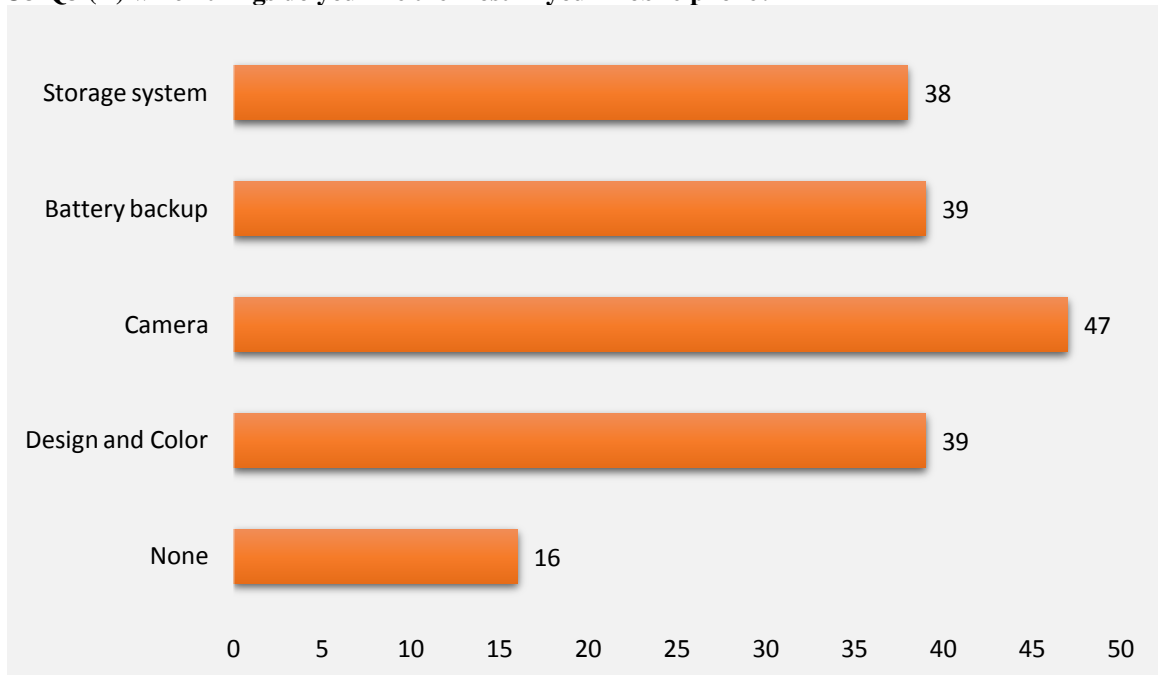
Q2(C) since when you are using your current smartphone?

YEAR	2017	2018	2019	2020	2021
NO. OF RESPONDENTS	12	14	23	23	13
PERCENTAGE	14.1%	16.5%	27.1%	27.1%	15.3%

Table 2 represents that from 2019 to 2020 the maximum respondents were using their current smartphone i.e. 27.1% each. 15.3% of the respondents have recently purchased their smartphone in 2021 and the rest were using older smartphones from 2017 to 2018 i.e. 14.1% and 16.5% respectively.

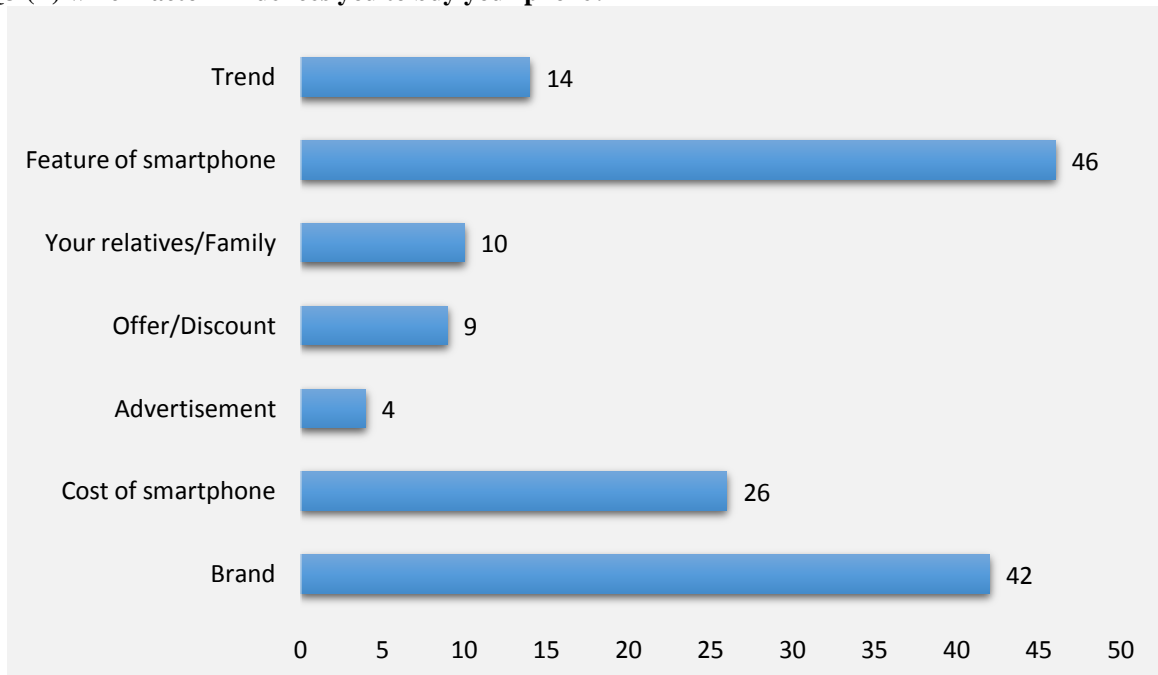
RESEARCH OBJECTIVE 3 (RO3): To examine the factors that influences the Consumer preferences towards brand aspect.

RO3-Q3 (A) which things do you like the most in your mobile phone?



Graph 3 shows that most of the respondents liked camera of their mobile phone i.e. 55.3%. This question was added as a multiple selection option so many of them selected two or three features that they liked the most in their smartphone. Followed by storage system, battery backup and design and colour have been given equal preferences. 18.8% of the respondents didn't like anything from the given options which shows that they are not satisfied with their smartphone.

Q3 (B) which factor influences you to buy your phone?



Graph 4 shows that 54.1% of the respondents were influenced by features of the smartphones which was the main reason to buy their brand. Cost of smartphone and brand is also essential for Consumer preferences. The least factors the respondents looked into are trend, offer/discount, advertisement and relatives/family members.

Q3(C) Did you purchased this mobile phone online?

We have asked this question to know how many of them have purchased their smartphone online or offline. The outcome shows that 62.4% of the respondents haven't purchased their smartphone online i.e. 53 respondents and 37.6% of the respondents have purchased their smartphone online i.e. 32 respondents.

Q3 (D) Have you purchased this brand of mobile for the first time?

We have asked this question to know that how many of them purchased the brand of smartphone for the first time. We come to know that 65.9% of the respondents have purchased the brand of mobile for the first time i.e. 56 respondents and the rest of the respondents haven't purchased the brand of mobile for the first time i.e. 29 respondents.

RESEARCH OBJECTIVE 4 (RO4): To find out the satisfaction level of Consumer.

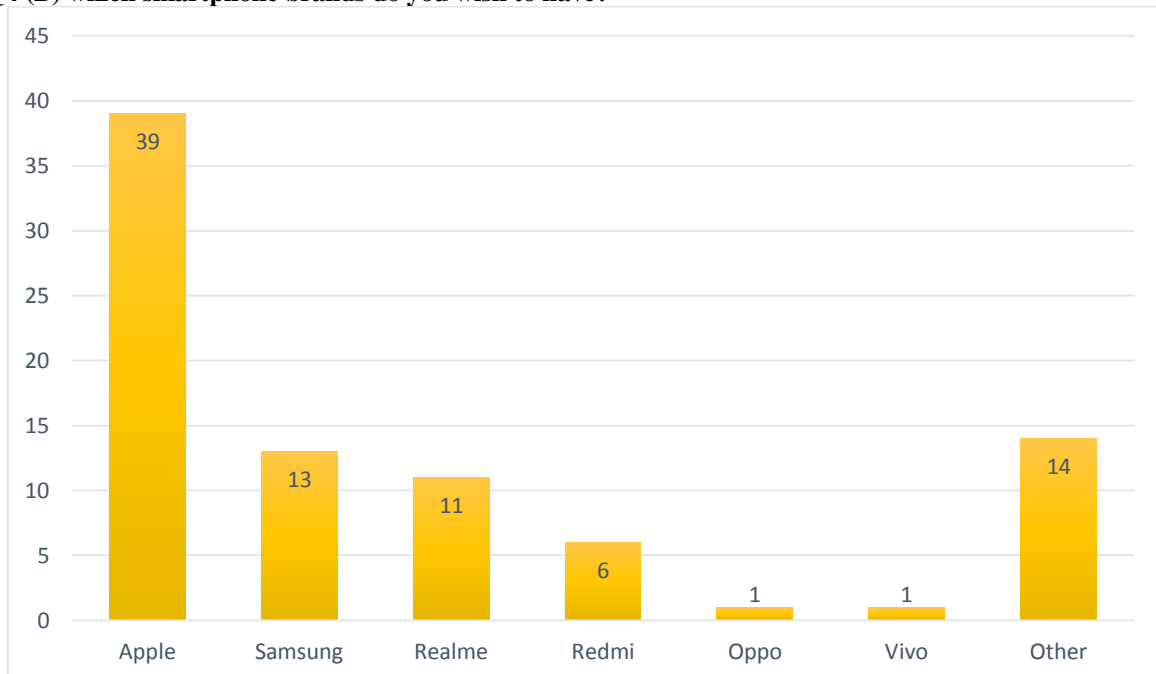
RO4-Q4 (A) Does your smartphone meet all your requirements?

RATING	1	2	3	4	5
GIVEN	7	6	19	27	26
PERCENT	8.2%	7.1%	22.4%	31.8%	30.6%

Table 3 represents that majority of the respondents have given 4 star rating to their smartphones in respect to the requirements their mobile phone fulfilled which is a quiet decent rating not too much and not neutral. 30.6% of the respondents have given 5 star rating which shows that their smartphones meet all their requirements and they

are fully satisfied. 22.4% of the respondents have given 3 star rating which shows that they didn't disliked their smartphone nor liked their smartphone. 13 respondents have given the least rating to their smartphone which shows that their mobile phones didn't meet their all requirements and thus they are not fully satisfied.

Q4 (B) which smartphone brands do you wish to have?



Graph 5 shows that 45.9% of the respondents wish to have APPLE brand which shows APPLE is a very popular brand. Followed by SAMSUNG, REALME and OTHER brands of smartphone i.e. 15.3%, 12.9% and 16.5% respectively of the respondents wish to have these brands. The least popular brands are REDMI, OPPO and VIVO among the respondents whom wish to have these brands.

Q4(C) how frequently do you change/replace your mobile phone?

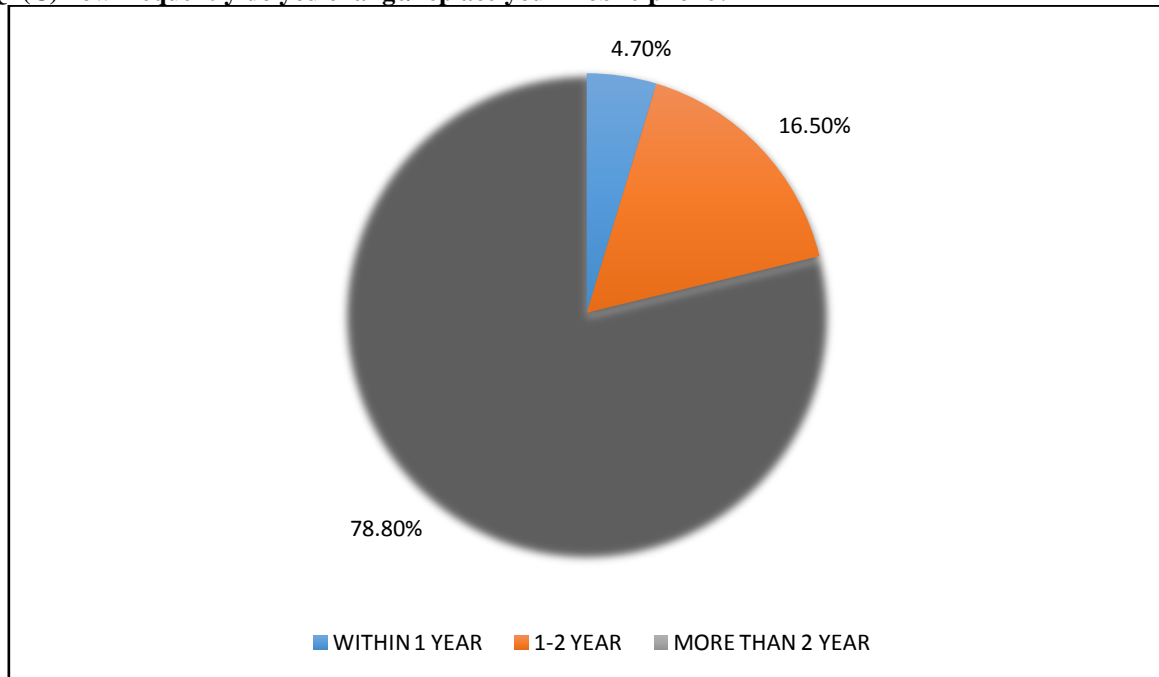


Chart 4 represents that majority of the respondents change/replace their smartphone in more than 2 years i.e. 78.8%. 16.5% of the respondents frequently change/replace their smartphone in 1 to 2 year and 4.7% of the respondents change/replace their smartphone within 1 year. This shows that most of the people doesn't frequently change/replace their smartphone within 1 year and stick to their smartphone for few more years.

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III. CONCLUSION

While doing this research, we encountered some difficulties as our sample size is in a limited range. The sample size we have taken is not a true sample of the entire country's population because India's population is very large, so it is a difficult task to take the sample size of the entire population. Our sample size consists of 62 males and 23 females. Most of them were students which are involved in this research.

The main objective of this research was that what influences people when they want to buy their smartphone and result shows that most of the people like their cameras of their mobile followed by design and colour, battery backup and storage system of their existing smartphones. Most of the people look for features of the smartphone before buying the smartphone. The result shows that features of smartphone impresses the people most, after that people look for company's brand, then

people pay the most attention to the money and then people see the trend which is in the market. It is also going on now. This research also revealed that some people are influenced to buy smartphones from advice of their relatives or friends or by seeing many offers/discounts and least people are influenced by advertisement. It has been revealed from this research that most of the people want to buy more than 25 thousand mobile phones which are quiet expensive. This research has proved that Xiaomi brand is leading in the smartphone market and followed by Samsung and Realme.

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