



Buying Behaviour of Customers Towards Smartphone'S

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February 20, 2020

Buying behaviour of customers towards Smartphone's

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Abstract:-

Smartphone's are one of the trending social media in these days. It's become as part of the life as become handicapped without this. Smartphone is playing a major role that which has put back our television, Radio FM, watch, etc. In this technology and competitive era. This study will be more essential designed for Mobility companies that their sales & profit's will be based on customer requirement and perceptions. All the consumers use Smartphone to make their life easier and to adopt the digitalized world by connecting internet with the whole world. Features/attributes that considered by customers while buying Smartphone's are/such as brand image, functional/features and apps, battery usage, operating system, resolution of camera, pixels, storage capacity, durability& compatibility, price. These also include different brands like ex-china phones.

Keywords:-

Smartphone, features/attributes, customer perception.

Introduction:-

In this competitive & technological world phones have become an integral part of human life in a civilized society. We can also say as world is at our fingertips this predominant life. It has been minimised to the simplest way that featured as Smartphone. We can also say that Smartphone's are boon (or) bane to our present life. Now-a-days these Smartphone's are offering more advanced computing from any place of this smart world. Manufacturing companies also having their completion in featuring these mobiles in the simple and smart way's to attract the customers towards their own brand gadget by offering buy back, EMI and offers to purchase them.

Under the modern marketing concept all marketing activities have to reveal around consumers. Today our customer attitude (or) perception is also not in a constant manner. As they are getting influenced to other brands to because of their brand features. In spite of advantages of any price costs and sales, because consumers are fully aware of our market conditions. Many of the attributes influence the customer's behaviour to purchase Smartphone. This may be brand image, model, applications, clarity and clearance overall on a particular one. Thus, Smartphone market in India has huge competition to grab the customers towards them. This research is carried to recognize the different factors which manipulate the intention of purchase for customers and also make easier to understand the mindset of different consumers while buying them. This is to get overall pasteurization of customer perceptions/requirements to know openly.

Objective of the study:-

The main objectives of the study are:

- To know the customer attitude towards Smartphone's.
- To study the reason for the change in customer perception.
- To analyse the factors influencing customers.
- To evaluate customer satisfaction levels on buying Smartphone's.

Review of literature:-

- A mixture of fiction linked to the customer attitude/perception towards Smartphone is defined as actions patterns of customer's idea/services, decision process for the acquisitions of need satisfying products".
- Customers of Smartphone have divided the market in to two segments camera group and performance group. These results showed that the greatest of the females fit in to camera collection and where as males belong to performance group. The influencing factors for customer behaviour towards Smartphone are product design, features, price, performance, branding etc.
- Consumers conclude the brand image along with other factors such as design, integration of hardware and software, file transfer, display, price of phone, camera etc.
- Maximum users purchased the Smartphone for work related purpose. The price, performance, quality are some of the factors playing an important role for Smartphone purchase.

Research methodology:-

The research design is done with a certain framing of questions in a structured manner which is easy to answering the questions for the customers. The collection of data is done with the investigation of survey from different customers like students, employee, self-employed, housewife. The survey is done in both ways directly, indirectly. Directly which means interacting with the customer face to face survey and indirectly means sending the questionnaire in through e-mail's, what's up. The main focus of this research is to evaluate the perception of buying behaviour from among different customers towards Smartphone. Questionnaire will gives us overview of results from customers. For conducting the survey we have taken 3-days of period. The overall data which is collected from survey is totally an primary data and the sample size is 50.

To analysing certain result's from primary data for this we have chosen the Microsoft Excel which is the simplest tool, for calculating the data. Here the primary data is calculated by using data analysis which is represented at the data tab in the Excel. In this tool we can enter the formula once and calculated data by dragging from one cell to another cell without entering the formula again and again, by this we can reduce the time and can analyse the data in quickly manner. In this descriptive statistics we used standard deviation to analyse the results. The standard deviation is a statistic that measures the dispersion of the data set of values to relative to mean and is designed as the square root of the variance, it is considered as by determine the variation fixed between each data point relation to mean. Standard deviation is denoted by Greek letter "σ" (sigma).

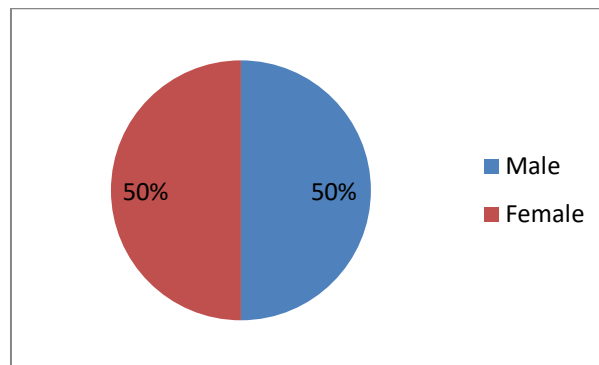
$$\text{Standard Deviation } (\sigma) = \sqrt{\frac{\sum_{i=1}^n (x_i - \bar{X})^2}{N}}$$

Data analysis/Data Interpretation:-

Here the entire data which is calculated from the primary data with the assist of questionnaire. For the easy identification of customers buying behaviour towards Smartphone the overall data is formulated with the pie-chart. The following are they,

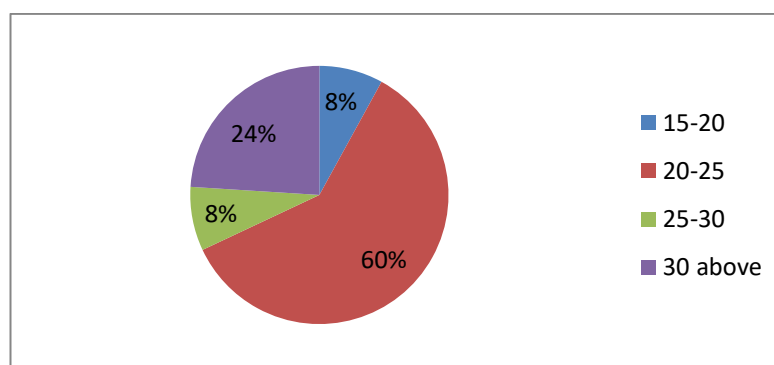
➤ Gender:-

The survey is targeted to samples consisted of 50 customers 25 were male which is 50% of the customers and 25 were female which is 50% of the customers. The gender pie-chart can be found below,



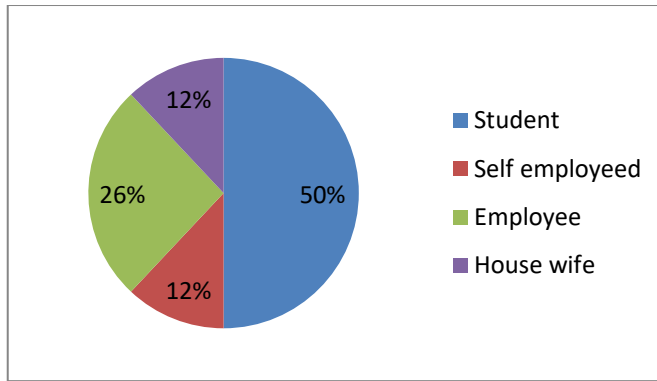
➤ Age:-

The total quantity of respondents was 50 and in that the highest majority of respondents were between the age of 20-25 they are 30 respondents which was 60% of total. The remaining respondents were between age of 15-20, 25-30,30 above they are 4,4,12 respondents respectively which was of 8%,8%,24%. This shows that 15-20 age group are smallest respondents among the total.



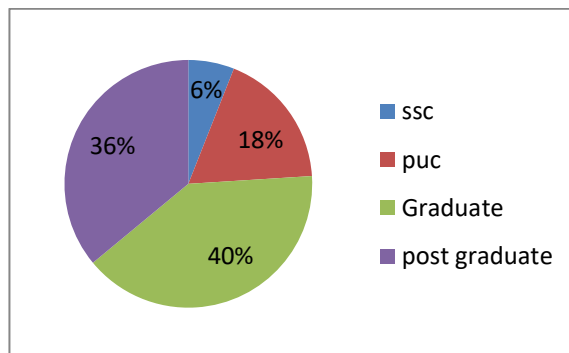
➤ Occupation:-

The more numbers of respondents are students which are of 25 that means 50% among of total samples. The customers of self-employed and housewife's are of same which was 12% that means 6 respondents, employees are from both private and government sector with a 13 respondents that means 26%.



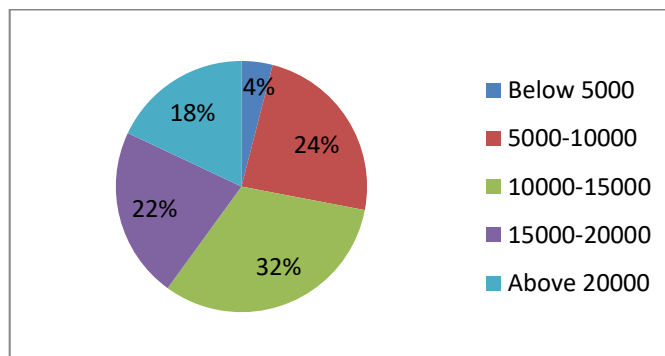
➤ Education:-

The education pie-chart shows that majority of customers are from graduate with a 40% that means 20 of total samples, 6% are of ssc with a 3 members of customers, 18% of puc which are majorly from housewife's, 30% are of post graduate.



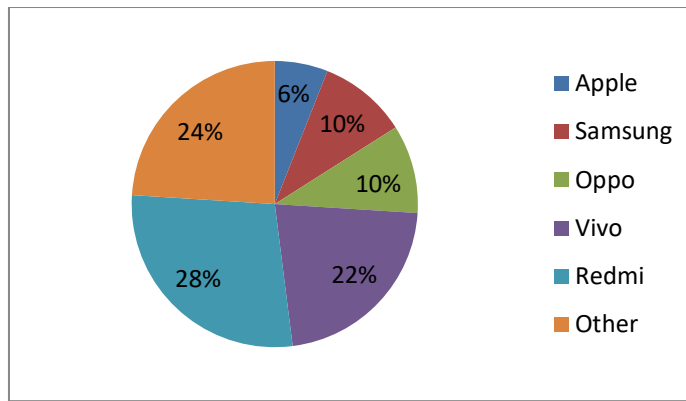
➤ Which range of price you are willing to spend on a Smartphone?

In this we see that buying price level among the customers, most of them are willing to buy 10000-15000 range of Smartphone at an 32% of total samples. The remaining are 4% from below 5000, 24% are of 5000-10000, 22% among of 15000-20000 and rest of the 18% are of above 20000.



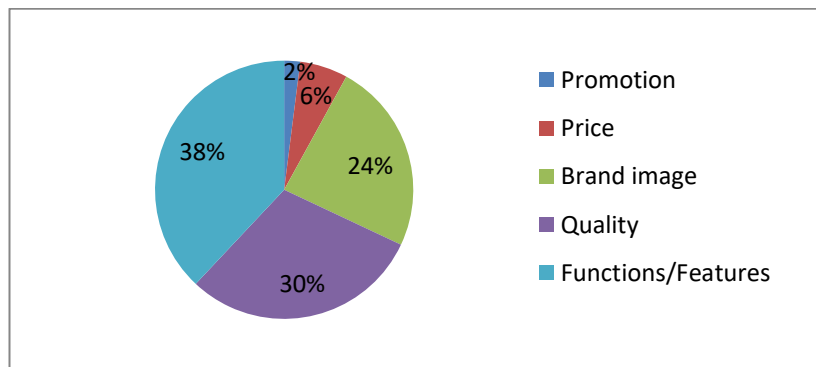
➤ Which brand of Smartphone do you want to buy?

According to this we can see that the fast selling brand is redmi with a 14 respondents that means 28% of total samples. The remaining are 6% from apple, 10% are of oppo, 22% are of vivo, 24% are of other brands. In this the Samsung and oppo are at tight competence level in the marketing.



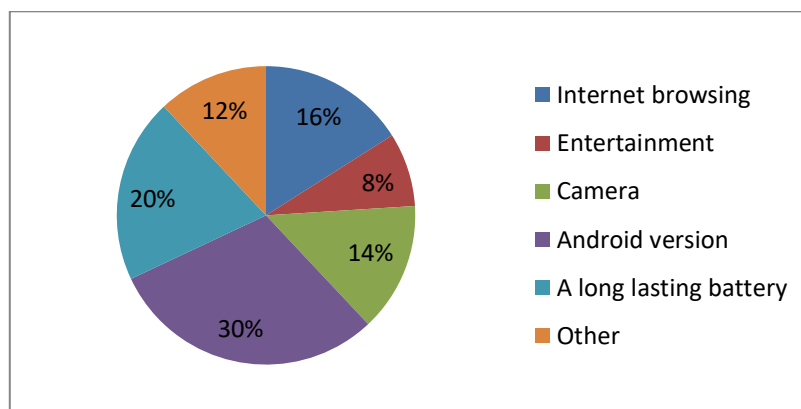
➤ Why you like the above brands which you have chosen?

In this we can see that which is more influencing to buy a particular Smartphone and also with comparison from above chosen brand. The customers are more influencing by functions/features only with a 19 respondents that means 38% of total sample. The remaining are 2% of promotion, 6% are of price, 24% are of brand image, 30% are of quality.



➤ Which feature is influencing more to buy a Smartphone?

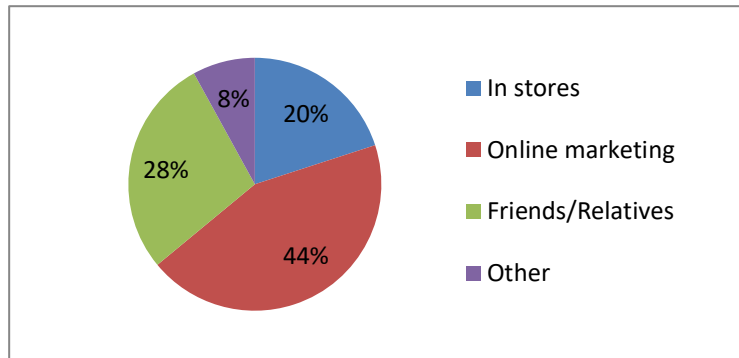
This indicates that the customers will buy a Smartphone if there is a specific feature which they want otherwise they are not willing near buy a Smartphone. The most of customers are selecting android version feature only with 15 respondents that means 30% of total samples. The remaining are 16% from internet browsing, 8% are of entertainment, 14% are of camera, 20% are of a long lasting battery, rest of them are 12% from other.



➤ Where do you choose information for buying a Smartphone?

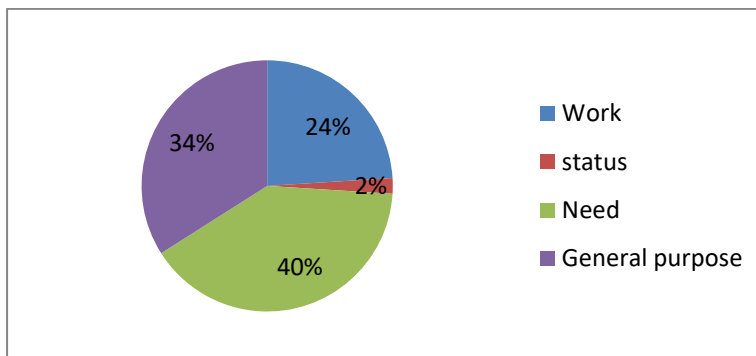
This question shows us where do the customers are gathering the information regarding to buy a Smartphone in an easy way. Most of them are searching the information from online marketing with

22 respondents that means 44% of total samples. At present online marketing is the trending more which gives us more information. The remaining customers are choosing from 20% are of stores, 28% are of friends/relatives, 8% of choosing the information from other sources.



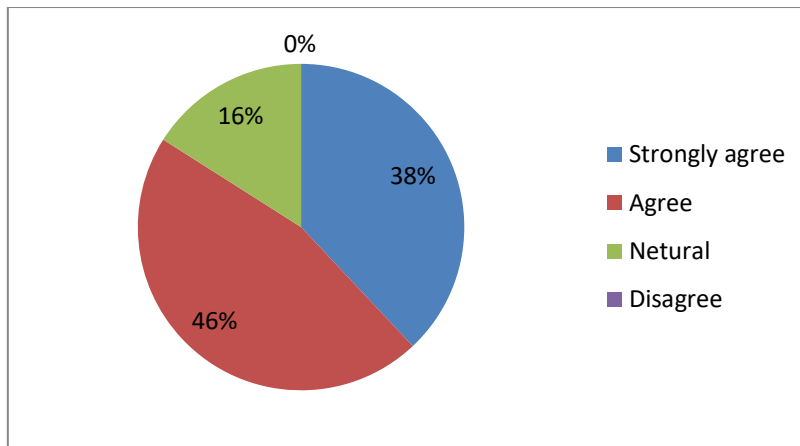
➤ For which purpose you buy a Smartphone?

This query indicates that for what sake the customers are buying the Smartphone really. Bulk customers are buying the Smartphone to satisfy their need with 20 respondents that means 40% of total samples. The left over customers buying behaviour are of 24% towards work, only 2% are of them buying Smartphone for building the status level in the society, and 34% are using Smartphone for general purpose.



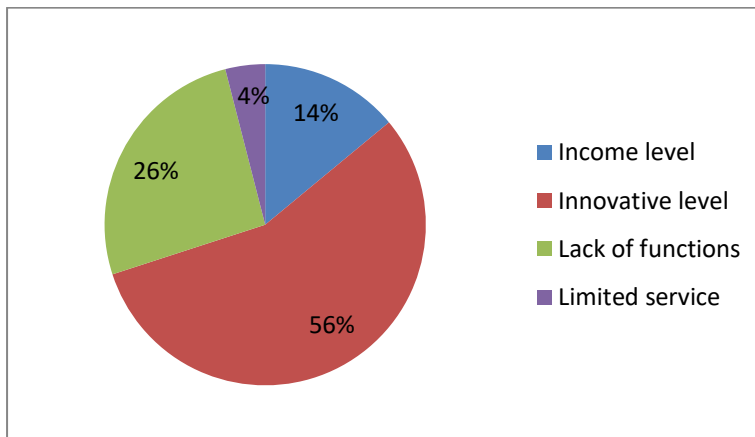
➤ The purchase of Smartphone is benefit for daily life?

This question show us whether Smartphone is useful are not for the daily life based on the satisfaction. Bundle of the customers are agree with 23 respondents that means 48% of total samples, saying that Smartphone is very useful for their daily life. The enduring customers are saying 38% are of strongly agree, 16% are of neutral, 0% are saying that Smartphone is disagree for daily life.



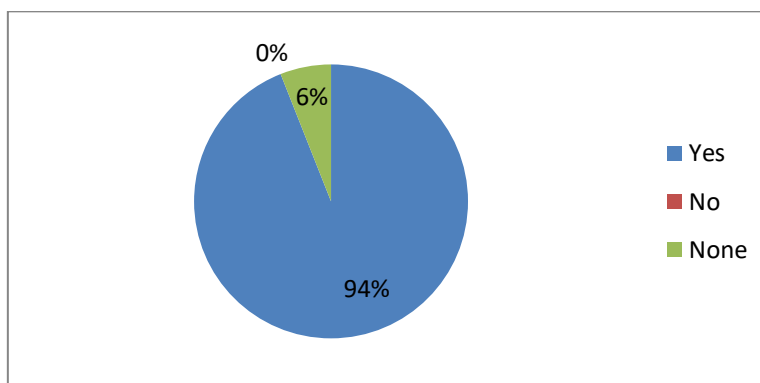
➤ What is the reason for switching to other brand of Smartphone?

This question shows that for which reason the customers move on to other brand of Smartphone. The lot of customers are saying that move on to other brand of Smartphone is innovative model which is of 56% that means 28 respondents out of total samples. The remaining are saying that 14% is from income level based on this they chose to by a popular brand are not, 26% are of lack of functions, very less number of customers are saying limited service which is of 4% of total samples.



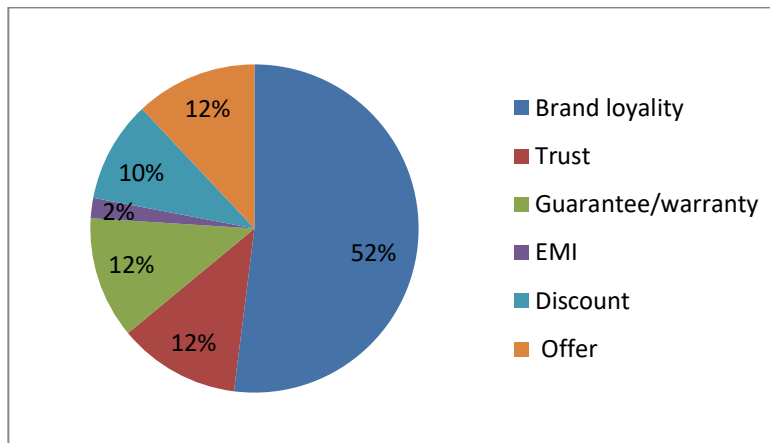
➤ Do you find any progress in your Smartphone?

This indicates that whether the works level increased are not when using the Smartphone. The highest response from customers is yes with a 47 respondents that means 94%, rest of the 6% are from none and 0% for no. By these we can say that the risk level is reduced at working time by using Smartphone.



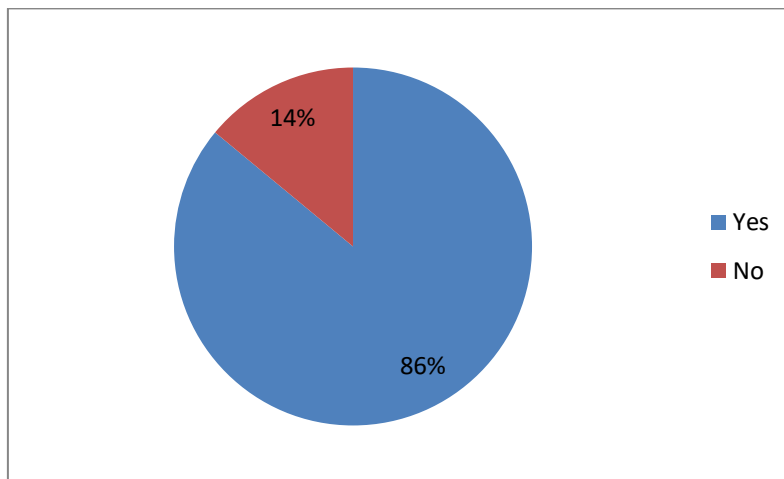
➤ What is the most important factor for choosing a specific brand of Smartphone?

This question says that why customers are stick on to one certain particular factor. Most of the customers important factor is brand loyalty with 26 respondents that means 52% of total samples. The remaining says 12% are of trust, 12% are of guarantee/warranty, 2% are of emi, 10% are of discount, 12% are of depended on offer.



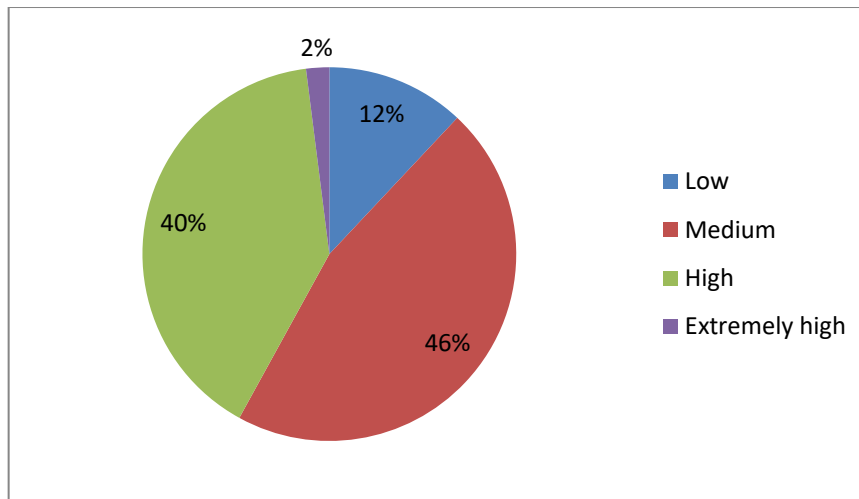
➤ Whether the brand is important are not for buying a smart phone?

This question shows us specific brand is useful for buying are we can buy a Smartphone blindly without a specific brand. The most of the customers saying that yes with a 43 respondents that means 86% of total samples, 14% are of no.



➤ If the brand is important for buying Smartphone up to which level?

This says that for buying a Smartphone at which level brand is important based on the above results. The majority are saying that brand is important at medium level 23 respondents that mean 46% of total samples. The rest of them 12% are of low, 40% are of high, 2% says that brand is extremely high at the time of buying a Smartphone.



Finally we have calculated the standard deviation with mean and variance based on results which was collected from the survey,

	Mean	Variance	Standard deviation
Gender	1.5	0.225	0.50508
Age group	2.48	0.908	0.95276
Occupation	2	1.256	1.12486
Education	3.12	0.802	0.89534
Q1	3.26	1.298	1.13946
Q2	4.28	2.247	1.49884
Q3	3.96	1.060	1.02936
Q4	3.66	2.515	1.58578
Q5	2.24	0.758	0.87037
Q6	2.96	1.223	1.10583
Q7	1.78	0.502	0.70826
Q8	2.18	0.518	0.71969
Q9	1.12	0.230	0.4789
Q10	2.42	3.432	1.85263
Q11	1.12	0.108	0.32826
Q12	2.32	0.508	0.71257

Scope of the feature study:-

Consumer behaviour has merged as vast concept of marketing. The scope of consumer performance has widened by its significant (various) contribution in marketing strategies. This strategy has made an attempt to cover consumer behaviour towards final buying decision of Smartphone's.

- Consumer behaviour in mobile service sector can be explored further by conducting feature research in relationship based study between consumer perception and relationship marketing strategies adopted mobile service provides.

- With this study the people can also easily come to their perception without taking any time to make decisions.
- By this article in feature, all the generations can have clear picturization about the Smartphone's.

Findings:-

- The attitude towards Smartphone in the total sample 32% members are willing to spend on Smartphone's.
- The attitude towards Smartphone in the total sample 28% members of total sampling willing to buy redmi brand Smartphone.
- The most of customers perception according to our study 30% members are changing perception based on android version feature.
- The most of customers perception to according to our study 56% members are changing perception based on innovative model.
- The factors influencing in the total samples 48% members are choosing information online marketing. To buy the Smartphone's by the offers.
- The factors influencing in the total samples 40% members are influencing to satisfy their needs.
- The satisfaction levels of customers in the total samples 94% members are responding towards to buy the Smartphone's by the satisfaction level.
- The satisfaction levels of customers in the total samples 48% members are saying Smartphone is very useful for daily life.

Suggestions:-

- As of the sample only 32% of people are willing to spend the money on Smartphone. It would have been better because Smartphone play a major role in present world.
- 28% people are willing buy redmi Smartphone's which is high and it is noted that majority of people are preferring the brands based up on the price. Redmi is the brand which is in less price when compared with other brand.
- Consumers perception is changing basis of features of android version and innovative models which is considered as good sign.
- All most 50% of people are choosing online platforms for buying and gathering information about Smartphone's and their is high chances fraud through online.
- It is observed that majority of people are buying Smartphone's for multi tasking and knowing of Smartphone's in their daily life. It is better to be up-to-date.

Conclusion:-

On the basis of the results of present research, the following conclusions have drawn,

- In the era of digital information, it has clear witness that role of print media (news paper, magazines) and radio has drastically fall down.
- Consumers prefer the design which is easy to operate and require less maintenance.
- Consumer buying a variety of mobile phones which satisfy his wants and they always influenced by his purchasing actives by some consideration which lead him to select a particular brand/store.

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