

A STUDY ON PURCHASE BEHAVIOR ON SMART PHONE AMONG PEOPLE IN THANJAVUR

V.VIJAY

First Year Department of Management studies

Periyar Maniyammai Institute of Technology
Thanjavur, Vallam

Dr.KVR.RAJANDRAN

Associate professor & head
Department of Management studies
Periyar Maniyammai Institute Of
Technology, Thanjavur, Vallam

ABSTRACT:

The purpose of this study is to investigate the purchase behavior on smart phone devices . A sample size of 80 peoples .were taken by using simple random sampling technique. A research found the five important factors (Brands, Mobile Color, Screen Size) these factors are influence is people purchasing decisions.

Keyword: Smart phone, purchase , Behavior , Brand , Price .

I.INTRODUCTION:

Today smart phone plays the most important role in human life . First mobile phone was introduced in 1983 . since then IBM has introduced its modern smart phone 1992.so today smart phone is a lifetime goal for people .so people are very careful to buying their own smart phone . First of all people pay attention to their smart phone , battery life ,price , brand ,colour , internal storage ,and warra nty and extra features ,so these are the major factors influence to buy a smart phone.

II.REVIEW OF LITERATURE: Puneet Walia And Lalit Singla(2016) factors influencing consumer purchase decision of cellular phones .after finding the factor affecting the cellular phone purchase decision .research sample size is 300. Brand was influence to consumer purchase .

Measy Sata (2013)conducted on research on factors affecting consumer buying behavior of mobile phone device . accordingly the result of the study 67% of people using nokia mobile phones . so brand was influence consumer buying behavior.

Marium Mateen Khan (2016) conducted research on a study on brand image and brand features .the research found , mobile brand image is the highest reason to buying mobile phone. Imtiaz Arif And Wajeaha(2014)identified the students dependence on smart phones and its effect on purchase behavior .after found research . social need and social influence was students dependence on smart phone purchase behavior .

Jagawinder Singh (2009) conducted research on mobile handset buying behavior of different age and gender groups . The analysis conducted by the researcher shows that technical features and brands influence to buying mobile handset.

III. RESEARCH OBJECTIVES:

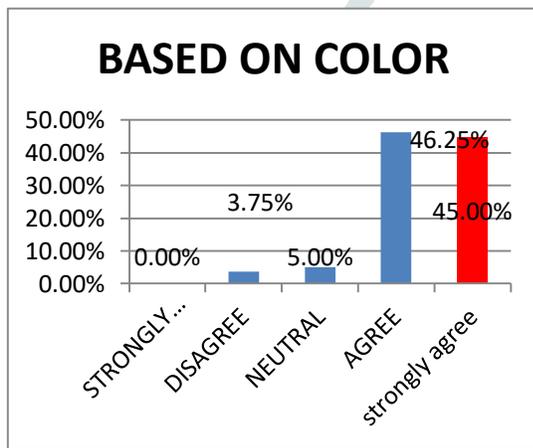
The main objective of this research is to determine the purchase behavior on smart phone.

RESEARCH METHODOLOGY:

PRIMARY DATA: The data was collected from 80 respondents from Thanjavur. The primary data collected source using questionnaire.

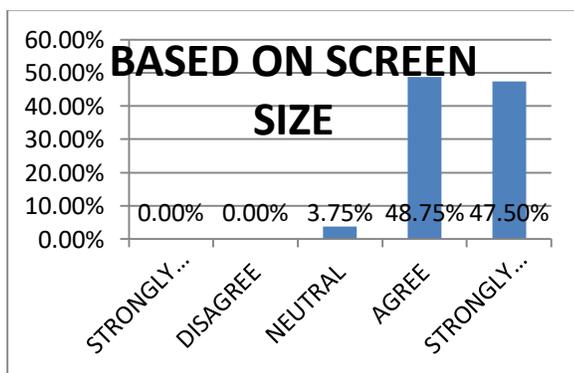
SECONDARY DATA: while in the secondary data collected from article, media, publication, Internet source.

IV DATA ANALYSIS : Table 4.1



The above table(4.1) 46.25% of the peoples are agree that they preferring based on mobile colour. 45.00% of the peoples are strongly agree with the given statement .And its disagree by 3.75% of the peoples remaining 5.00% of the customers are neutrally supported.

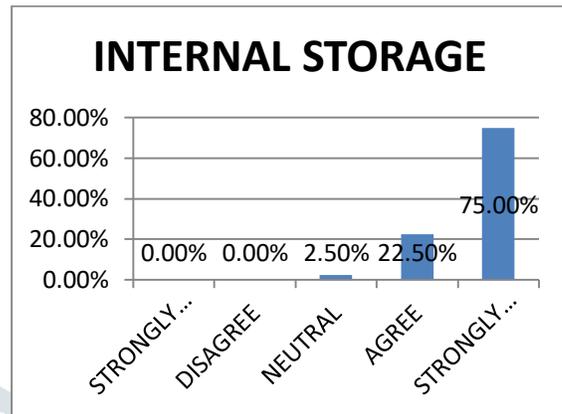
Table 4.2



The above table(4.2) shows 48.75% of the agree that choose based on screen size. 47.50% people

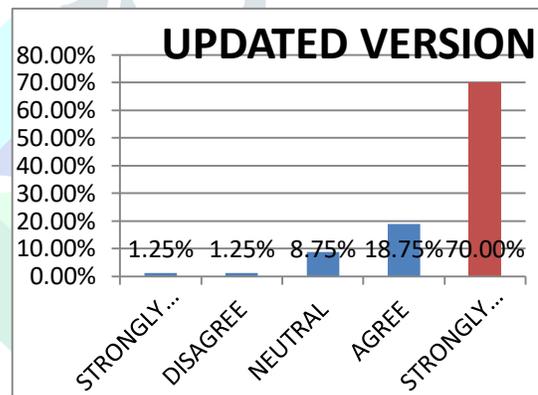
strongly agree with the given statement .and its 3.75% people supported neutral .

Table 4.3



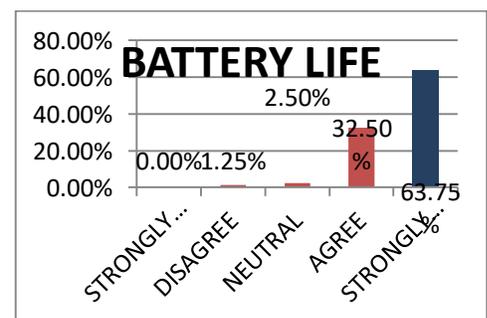
The above the table(4.3) shows 75% of people agree to choose based on internal storage. Then 22.50% people to agree with the given statement. And 2.50% people was support neutral.

Table 4.4



The above the table(4.4) shows 70% of people strongly agree to choose .Then 18.75% of people to agree with the given the statement .and 8.75% of people support to neutral .then 1.25% of people choose disagree .and 1.25% people to strongly disagree .

TABLE 4.5



The above the table (4.5) shows 75% of people strongly agree to choose. Then 32.50% of people to agree with the given the statement. and 2.50% of people support to neutral. then 1.25% of people choose disagree. and 0.00% people to strongly disagree.

V.CONCULSION:

The Objective Of The research was to find out purchase behavior on smart phone. A total number of 80 responses. so people was purchase smart phone based on five factors (brand, mobile color, screen size, internal storage, battery life). This factors influence to people purchase behavior on smart phone Buying Behavior Of Mobile Phone Devices.

REFERENCE:

- Hakoama . Hakoyama, (2011). The impact of cell phone use on social networking and development among college students, The AABSS Journal, 15 (2011), 1-20.
- Karjaluo et al. (2005). Factors affecting consumer choice of mobile phones: Two studies from Finland, Journal of Euromarketing, 14(3), 59-82.
- Kotler, P. (2004). Ten deadly marketing sins: signs and solutions. Wiley Saif, N., Razzaq, N., Amad, M., & Gul, S. (2012). Factors Affecting Consumers' Choice of Mobile Phone Selection in Pakistan. European Journal of Business and Management, 4(12), 16-26.
- Zhou, N., & Shanturkovska, G. (2011). Chinese Consumer Behavior in the Mobile Phone Market: Nokia Case (Doctoral dissertation, Gm
- Puneet walia, lalit single (2015) Analysis of factors affecting consumer purchase decision of cellular phone. Sri guru granth sahib world university, fatehgarh sahib.
- Measaysata (2013) ISSN 2039-9340, factor affecting consumers buying behavior of mobile phone devices. Hawassa university Ethiopia.
- Marium Martin khan (2016) factors of consumer choice of smart phone. (Iobm Karachi)
- Imtiaz Arifan And Wajeeha Aslam (2014) students dependence on smart phone, IORA university.
- Jaginder Singh (2009) volume 4 NO 5 mobile handset buying behavior of different age group, Punjab.
- Mesay Sata (2013) Factor Affecting Consumer. Hawassa University, Ethiopia.
- Das, D. (2012). An empirical study of factors influencing buying behaviour of youth consumer towards mobile handsets: A case study in coastal districts of Odisha. Asian Journal of Research in Business Economics and Management, 2(4), 68-82.
- Engel and R. Blackwell. (1982). Consumer Behavior, 4th ed. CBS College Publishing