



# “A Study on Mobile Marketing and its impact on Consumer Buying Behavior”

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## **Abstract**

The impact of smartphones on consumer behaviour has become a major focus of academic research in the field of marketing. The fields of marketing and consumer behaviour have placed a greater emphasis on studying consumer behaviour, and more specifically, how people decide which smartphones to purchase. The findings of this study lend credence to the idea that the regulatory spotlight on smartphones has impacted consumers' outlooks, goals, and actions. Demand for smartphones in India is skyrocketing because the country has one of the world's fastest-growing economies. The introduction of smartphones into the lives of the general public in India has had far-reaching effects. Both consumer expectations and disposable income have shifted significantly in recent years. The purpose of this study is to examine the internal and external factors that play a role in the decision to purchase a smartphone. The relationship between consumers' familiarity with a brand and their choice of mobile platform is studied. People of all ages are increasingly picking up smartphone use. Statistical methods are used to learn more about what influences people's smartphone buying decisions.

## **Introduction**

**The meteoric rise in smartphone popularity has not been lost on scientists. The number of people who absolutely need their smartphone at all times has increased dramatically. As a result, the researchers behind this study set out to learn more about how the Indian consumer market makes smartphone purchases. The primary purpose of this research is to identify the elements that influence consumers' choice to purchase a smartphone.**

Individual preferences and life circumstances shape a person's shopping behaviour. Both individual and social factors, such as age, occupation, lifestyle, personality, and self-concept, as well as more collective factors, such as family, groups, roles, and social status, can have an impact on consumer behaviour.

There is a smartphone on the market today to suit any budget. I don't understand why so many people spend so much money on mobile devices. Consumers may ultimately decide on a specific Smartphone based on a number of factors, including price, quality, brand, country of origin, marketing, sales, word of mouth, etc. Does one's preference for a particular smartphone brand really make a difference? There seems to be a lot of different smartphone models out there, but how do they vary from one another in terms of features? Furthermore, the relative importance of the various factors involved in making a purchase.

With this research, we hope to gain a better understanding of the strategies used by smartphone producers to persuade customers to buy their products. The most successful methods include advertising campaigns and forming partnerships with mobile network operators.

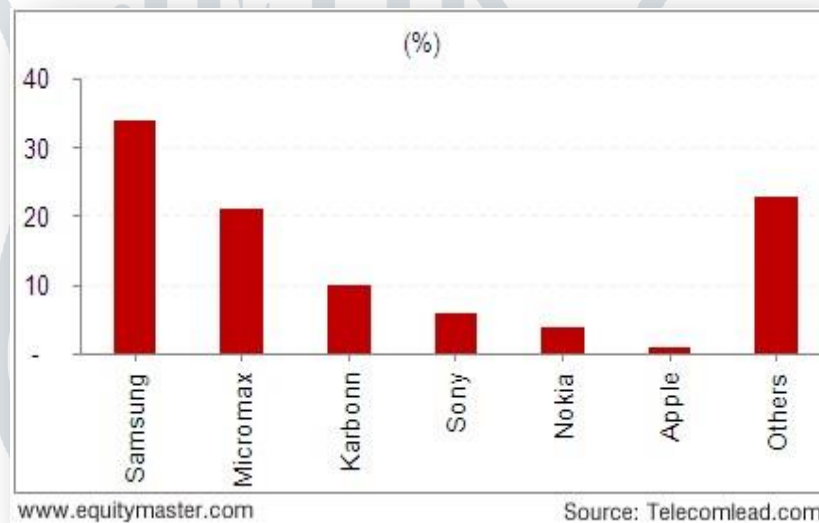
## 1.1 The Smartphone History

O'Leary and O'Leary argue that in the twenty-first century, the most consequential technologies have been the portable telephone and the Internet (2005). When cellular technology met web services, a revolutionary new device was born: the smartphone (Baily et al., 2001). It wasn't until the release of the first iPhone in 2007 that smartphones entered the mainstream. The "IBM Simon" device was the first of its kind, combining voice, data, and PIM capabilities into a single unit. After making its debut at the 1992 CONDEX computer industry trade show in Las Vegas, BellSouth released the IBM Simon to the general public in 1993. That's what the data suggests (Schneidawind, 1992).

**1.2 Indian Market Overview** A clear example of India's status as one of the world's fastest-growing economies is the country's meteoric rise in the telecommunications industry, particularly in the field of mobile communication. The disposable income of the average consumer is on the rise, and with it come new and higher expectations. Mobile phone use has spread from the workplace into everyday life. People of all ages and both sexes have been increasingly using their mobile phones in recent years. Due to the high level of rivalry in the mobile communication market, this study is urgently required. The mobile phone market in India is predicted to soon surpass that of China. According to a Voice & Data Survey, the popularity of smartphones drove 14.7% growth in the Indian mobile handset market in FY2013, to Rs.35,946 crore. This is an increase from the predicted amount of Rs.31,330 crore in the previous year (Cybermedia.co.in, 2014). As both older and younger consumers acquire a taste for high-end devices featuring mobile web technologies, the smartphone market in India has the potential to experience a meteoric rise in revenue. TechNavio projects that the Indian smartphone market will grow at a CAGR of 116.4% between 2011 and 2015. The rising demand for multifunctional devices is also fueling the expansion of this industry. The number of dual SIM smartphones on the Indian market has increased recently. However, the lack of apps tailored to Indians may slow the growth of this market.

In most industrialised countries, smartphone penetration is at an all-time high. India has overtaken China as the largest market in the world in terms of subscriber numbers. The number of subscribers has increased from 22.8 million in 1999 to 903 million in June 2013. The rise in mobile phone users is responsible for nearly all of this growth (96.7%). The country as a whole has a teledensity of 73.5, with a density of 145 in major cities and a density of 42 in rural areas. The average revenue per user (ARPU) and minutes of use (MOU) for both GSM and CDMA service providers have plateaued (The Indian Telecom Services Performance Indicators, 2013). With a younger population and a growing economy, the country's smartphone population is expected to increase at a much faster rate than the rest of the world.

In India, the purchase of a mobile phone is still heavily influenced by cost. The smartphone market in India is primarily driven by four factors: cost, functionality, reliability, and aesthetics. Those in India's middle class and higher are the most likely to purchase a smartphone. India's fast-growing economy makes it an attractive investment destination. Strong marketing strategies, an established retail presence, and satisfied customers are essential for growth in any industry. The smartphone market in India is looking promising in 2014, thanks to rising demand and the expansion of 3G networks. Smartphone makers are concentrating on making app stores and improving the quality of their services to provide a more alluring value proposition and solidify their market position. In India, Nokia was unrivalled (3Q2013, 2013). Nokia's phones are easier to use, but that didn't help them compete with industry leaders like Motorola, Samsung, Sony, and LG. One-third of the Indian smartphone market currently belongs to Samsung. Two Indian companies, Micromax and Karbonn, control 21 and 10 percent of the market, respectively. Third through sixth place go to the multinational corporations Sony, Nokia, and Apple (3Q2013, 2013).



In 2009, 54% of all mobile phones sold in India were manufactured by Nokia, making it the clear market leader. The reputation for reliability and innovation of Nokia's products has helped the company succeed. Nokia has the largest retail network in the industry, with its products being sold in nearly 90 percent of retail outlets.

After reaching a peak of 60% in 2009–2010, Nokia saw a precipitous decline as upstarts like Micromax, G five, and Karbonn entered the market (Dnaindia.com, 2014).

## 2. Literature Review

### 2.1 Introduction

This chapter summarises the literature that was used to develop the study's foundational model and describes the consumer decision-making process from that perspective. The various internal and external factors that affect consumer decisions are analysed. This chapter includes a review of the literature pertaining to smartphones and their capabilities. It elucidates why and how people make their smartphone purchasing decisions. The influence of bands on smartphone users is also covered here. This chapter examines the smartphone market in India from the perspective of a model of consumer choice. The questions and goals that guided this study are reflected in the literature review.

### 2.2 Consumer Decision Making

One of the most fundamental issues in the study of consumer behaviour is the way in which consumers acquire, adapt, and use decision-making strategies (Moon, 2004). One definition of consumer decision making is "the sequence of actions taken by consumers before, during, and after making a purchase decision" (Du Plessis et al., 1991).

Researchers have long been curious about what influences consumers' choices. Earlier studies of decision making focused primarily on the purchasing decision (Loudon and Bitta, 1993). After the 1950s, studies of consumer behaviour started incorporating more modern marketing theories (Engel, Blackwell and Miniard, 1995). Recent research has shown that there is more involved than just making a purchase. The end result is just one of several factors that play into consumers' final decisions. Many researchers have examined this issue, leading to a wide variety of models being developed. In an effort to capture the complexity of the buyer's decision, various models have been developed.

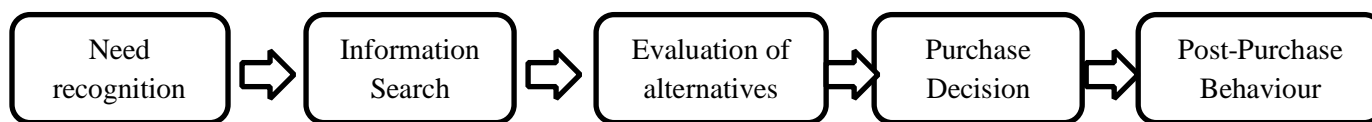
The study of consumer behaviour encompasses many different aspects of the shopping experience and the choices consumers make. According to Kotler (2009), the study of consumer behaviour entails looking into why people buy, use, and eventually toss out various products and services. Marketers used to view consumer behaviour only as what happened during a purchase, but now they recognise it as a dynamic, ongoing process that goes well beyond any single purchase (Solomon, 2006).

To marketers, a customer is "a man with a problem" that can only be solved by buying their product. Most businesses are very interested in their customers' rationale for making a certain purchase. To better understand who buys what, when, and why, researchers are devoting a lot of time and energy to studying the consumer purchasing process. What, how, where, when, and how much information about consumer purchases is readily available to researchers, but the why is more difficult to pin down.

As the old adage goes, "the answers are often locked within the consumer's head" (Kotler and Keller, 2009).

A buyer goes through five stages before finally making a purchase. The buyer's journey starts when the buyer realises there is a discrepancy between the present and the ideal. Even non-internal factors can set off a desire. The potential buyer then starts researching the product through various channels, such as word-of-mouth, the news, and paid advertisements. After collecting enough information, the buyer performs an analysis to determine how each brand stacks up. The best option, in his opinion, is the one he ends up buying. The customer will express his approval or disapproval of the product and the marketer will respond accordingly

(Kotler, 2009). Here are the five actions a buyer typically takes when purchasing a smartphone. If a shopper follows these guidelines, they will have a much easier time finding the perfect smartphone for their needs and budget.



### 2.3 Models of Consumer Behaviour

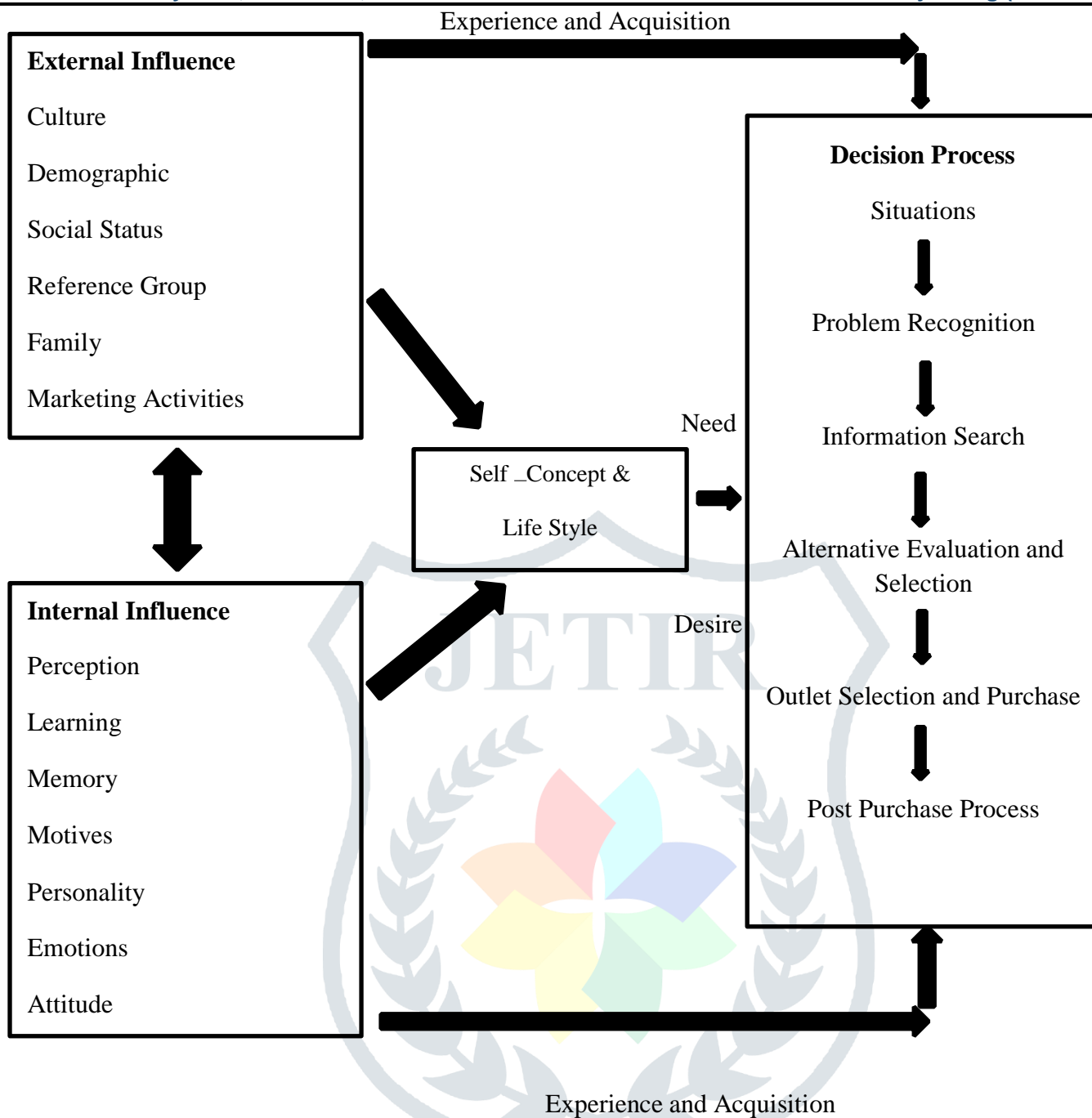
It can be difficult for businesses to determine the success of their efforts to persuade consumers to buy a particular product. The "Four Ps" of marketing are product, price, location, and promotion. Smartphone manufacturers rely on these advertisements to convince consumers to upgrade to new models. The country's cultural impact on the world, its technological prowess, and its economic health make up the cultural, technological, and economic pillars, respectively.

All of these observable aspects go into the buyer's mental "black box" before they make their final product, brand, dealer, purchase timing, and total cost decisions. The Work of Philip Kotler (2009) (2009)

Hawkins, Best, and Coney's framework is used to understand and predict the behaviour of Indian smartphone buyers in this study. The Hawkins, Best, and Coney model can provide insight into the myriad of internal and external factors that influence a consumer's decision to purchase a smartphone. This model explicates the interplay between individual and contextual influences on smartphone purchase decisions.

### 2.4 The Hawkins, Best and Coney Model

The work of Engel, Kollat, and Blackwell is expanded upon by Hawkins, Best, and Coney's model, which takes into account both exogenous and endogenous influences. According to Hawkins, Best, and Coney, the needs of consumers are affected by both internal and external factors. Internal factors include things like consumers' perception, learning, memory, motivations, personality, emotion, and attitudes. External factors include things like consumers' culture, subculture, demographics, social status, reference groups, family, and marketing activities (2004).



The five stages of consumer decision-making—recognizing a need or problem, learning about available options, evaluating those options, settling on a purchase, and thinking about it—are shaped by the consumers' unique identities and lifestyle preferences. The five-stage decision process, like the Engel, Kollat, and Blackwell model, assumes that consumers act rationally when making purchases, taking into account a variety of factors before settling on the best option. However, the actual process of learning may be affected by factors such as prior knowledge, perception, learning, memory, motivations, personality, emotion, and attitude. A consumer's identity and behaviour may be influenced by both their internal and external experiences and the things they buy.

## 2.4.1 External Influence on Consumer Behaviour

### Culture

Culture is the totality of a people or society's shared beliefs, values, practises, and artefacts. A consumer's cultural background affects how much weight they give to different types of activities and purchases. What makes some goods and services successful while others fail is also a result of this factor. If a product's benefits are in line with what people in a culture want, then it has a much better chance of being purchased and used. The best definition of culture is the shared values and practises that are passed down from one generation to the next. There is no unchanging "culture." It's constantly evolving, incorporating elements of both new and old ideas. A remarkable ethnic and cultural fusion has developed among the people of India as a result of invasions from the Iranian plateau, Central Asia, Arabia, Afghanistan, and the West over many centuries. In total, four major tongues are heard on the streets. When it comes to matters of state, government, and commerce, knowing English is a must. Despite its large Hindu majority (81%), India is home to one of the world's largest Muslim minorities (1%). Some of the population also adheres to other faiths, including Christians, Sikhs, Buddhists, Sikhs, and Parsis (Cia.gov 2014).

### Demographic

In sociology, a generational cohort is defined as a set of people who are chronologically and historically close together. They share many of the same memories of famous people, historical moments, and other cultural touchstones. Advertising campaigns often target specific age ranges. They are aware that not all age groups will respond positively to the same product with the same marketing strategy. Significant age groups include teenagers, those aged 18–29, the baby boomer generation, and the elderly. As they move from childhood to adulthood, adolescents often struggle with finding their own identity. They are receptive, which facilitates their social integration and empowers them to pursue their own interests. Baby boomers are the most powerful generation because of their size and spending power. Because this group is now older, advertisers need to adjust their strategies to accommodate their changing preferences. Of India's 1.2 billion people, 376 million are male and 357 million are female; this group accounts for 69% of the country's population aged 15-54, as reported by Cia.gov (2014). The number of people who own and use smartphones is enormous.

### Social Status

**Consumers of different income levels have different ideas about what kinds of products and stores are "appropriate" (Munson and Spivey, 1981). Consumers in the middle and lower classes place more value on practical qualities like longevity and comfort than on design. They are much less likely to experiment with new products or styles. Personality and socioeconomic status differences also play a role in determining how people spend their money. When we talk about someone's "personality," we're referring to their unique set of characteristics, such as their level of confidence, their level of autonomy, their openness to change, and their level of defensiveness. Every product has a story behind it, a brand's "personality" consists of the distinct traits that buyers associate with that label. Customers are**

more committed to businesses they believe in. Products with these characteristics are more likely to be readily apparent in the general market than in the private sector (Solomon, 2006).

The consumer's occupation and socioeconomic status play a significant role in the consumer's final decision. Some examples of different types of society are provided below.

They represent the pinnacle of success in both the business and social worlds.

The majority of this socioeconomic group consists of professionals and business owners.

The middle class consists of the nation's professionals and business owners.

People who wear blue collars, also known as the working class,

Those in the lower classes are the least advantaged members of society because they lack education and training.

It has been shown through numerous studies that those with higher incomes are more likely to make purchases and make use of more services than those with lower incomes.

Increases in employment and income have been particularly noticeable in India's middle class as a result of the country's economic growth. As more and more Indians find financial success, they are moving into the middle class. Many companies in India look to India's growing middle class as their primary customer base because of the group's increasing disposable income, aspirations, and desire for higher living standards. Due to its large and growing population, India's consumer market is enormous.

## Reference Groups

A person's reference group can be composed of real or fictitious individuals who the person believes to have a significant impact on his or her judgements, objectives, and behaviours. The reference group affects consumers in three ways. These influences have pedagogical, pragmatic, and value-expressing dimensions.

The term "reference group" is often used in a more generic sense to refer to any external influence that serves as a source of social cues, despite the fact that a group requires at least two people to exist. Examples of influential reference groups include parents, other family members, friends, teammates, classmates, and teachers.

Either a large, formal organisation with a set hierarchy, meeting schedule, and officers, or a small, informal group such as a group of friends or college roommates can serve as a reference group. Companies have more influence over the formal groups that shape the smartphone market than ever before because of the market's openness.

### Family

Due to the widespread belief that families are the most important consumer consumption organisation in society, family members make up the most influential primary reference group. Family members play many roles in the decision-making process, including the information gatherer, who chooses which sources to use, the



influencer, who discusses the relative merits of different brands, the decision maker, who settles on a final decision, the purchasing agent, who actually makes the purchase, and the user.

The buyer is related to two sets of people. The orientation family consists of parents and their children (single-parent families and childless families are included). One's parents are a major influence in shaping their children's beliefs and values in areas such as religion, economics, aspiration, and self-worth. Buyers may be subject to significant and long-lasting parental influence even if they do not see their parents frequently.

Spending patterns are more directly influenced by one's spouse and children. In India, for instance, participation in retail purchases varies by commodity. The wife often takes on the role of primary shopper in many households. What this means is that the roles that have typically been associated with purchasing are changing. Marketers must cater to both men's and women's wants and needs. In the urban population of a country, it is not unusual for every member of a nuclear family to own a smartphone. There is at least one cell phone in every household, and many people are upgrading to smartphones.

### **Marketing Activities**

There is no shortage of businesses and goods vying for our attention and dollars. The mass market's consumption of music, film, television, sports, literature, and other forms of entertainment serves as both an inspiration and a source of innovation for the marketing industry (Solomon, 2006). Smartphone advertisers use social media and traditional media to persuade people to buy their products. To generate buzz for their products, manufacturers also host contests and games. To announce its arrival to the Indian market, for example, Micromax unleashed a full-scale media campaign across print, radio, outdoor, online, exchange schemes, and promotions. Big-name stores were chosen for product placement, including Croma, The Mobile Store, and Reliance Digital. Given the widespread exposure rival brands received, Micromax realised it needed to form partnerships with local distributors to reach customers who didn't shop at the major retailers. The B2C model allowed its dealers a maximum margin of 15%, up from the typical 6-to-10% in the industry. The company was successful in urban areas because its margins for distributors were higher than those of its rivals. The company was successful in attracting new customers by providing better after-sale service and a longer warranty of two years. These advertising campaigns were successful for the company because

### **Research Methodology**

This chapter aims to identify the research methodology, describe the strategy and methods used in this study, and discuss the appropriateness of these practises within the context of various research philosophies, models, and methodological approaches. It is necessary to discuss the methods used to collect and analyse the data, as well as provide an overview of the research methodology, an explanation of the approach taken, a detailed description of the operational constructs, and indicators for measuring them. It is important to note at this juncture that the approach taken in this study is primarily informed by a positivist philosophy based on the deductive approach to enquiry, which is appropriate given the confirmatory nature of the research objectives, the questions that emerged in chapter two, and the previous research foundations reported in the literature. Research of a managerial nature, which includes some elements of inductive-based qualitative techniques in achieving the aims of this research, generally follows the practise of critically assessing the range of research

approaches and possible methodologies at the researcher's disposal in order to demonstrate how these were considered and to justify the methodological choices made.

### 3.1 Research Design

The questions that need answering and the nature of the problem that needs solving drive the study's scope and focus (McGivern, 2006). The stated goals of this study were to (1) describe and confirm the behaviours of smartphone consumers in the Indian market, and (2) establish and explain the nature of the effect regulatory attention has on smartphone purchasers.

The research plan is the blueprint for gathering and analysing the study's information (Churchill 1979). Research design is crucial because it acts as a link between the study's theoretical underpinnings and arguments and the study's empirical findings (Nachmias and Nachmias 2008). A researcher's choice of research design will undoubtedly have far-reaching effects on other, more fundamental methodological processes, such as sampling and statistical software (Bryman and Bell, 2007). Research plans provide a clear path forward, but they must be balanced against the constraints and ethical issues that may arise along the way (Saunders et al. 2009).

A cross-sectional, self-administered survey was used to learn more about Indian consumers' perspectives on and reasons for using smartphones, as well as their perspectives on and motivations for making smartphone purchases in a variety of settings. Both the descriptive and explanatory requirements of the study are met in this way. The study's confirmatory aim was attained through analysis of the data collected.

### 3.9 Data Collection & Sampling methods

**Primary data were collected specifically for this dissertation. With the help of primary data gleaned from in-depth interviews, we were able to learn about consumers' Smartphone usage and the factors that influenced their purchase decision. Information gained from the data collection was crucial to the study's success. Primary sources also allowed for a higher degree of specificity in data collection.**

### 3.9.1 Data Collection Methods

Both quantitative and qualitative strategies for gathering information are employed in this study. Because it permits researchers to explore and provide explanations for connections between concepts, in this case causal connections, the questionnaire survey was the primary instrument for collecting data in this study (Saunders et al. 2009).

### 3.9.2 Primary Data Collection

Information collected in a study specifically to address a research question is called primary data. In order to study how Indian consumers use their smartphones, primary data is gathered through surveys. Participants in the study were asked to fill out a survey via email and Facebook, with a link to the survey hosted on Google Drive provided in both communication channels. Primary data for this study was gathered using a quantitative methodology. A significant advantage of using social media platforms and tools to collect data was the speed with which questionnaires could be disseminated by posting them on the websites of social networks and sending messages to my contacts asking them to share the questionnaires with their own contacts. Spreading the link across multiple Facebook pages boosted its exposure. 260 people living in India were polled. The Excel data was imported into SPSS for further statistical processing. Bar charts, pie charts, and cross tabulation tables were used to analyse the data and generate descriptive statistics. The findings from the statistical analysis helped verify the study's hypotheses, shed light on the investigation's key questions, and made it possible to accomplish the study's stated goals.

In order to answer the research questions, this study employs both exploratory and descriptive methods. In order to find out "what is happening," "seek new insights," "ask questions," and "assess phenomena in a new light," exploratory research is a useful method, as described by Robson (2002, page 59) and cited by Saunders et al. A descriptive study, however, is one that aims to "portray an accurate profile of persons, events, or situations" (Saunders et al., 2006, p.59). Since answering the research question required a hybrid approach, this study makes use of both deductive and inductive approaches. In addition, questionnaires were used to collect and analyse quantitative data for this study's descriptive research and theory testing.

### 3.9.3 Sample

Primary data refers to information that has been gathered in a study for the sole purpose of answering a research question. Primary data is gathered through surveys to examine smartphone usage among Indian consumers. A survey was sent out to participants via email and Facebook, with a link to the Google Drive survey provided for convenience. The study's primary data came from a quantitative research approach. The speed with which questionnaires could be disseminated by posting them on the websites of social networks and sending messages to my contacts asking them to share the questionnaires with their own contacts was a major benefit of using social media platforms and tools to collect data. The link's visibility increased after being shared on several different Facebook pages. 260 Native Americans read The entire population can be studied with such a small sample size. A census is not guaranteed to provide more enlightening results than would be obtained from polling a statistically valid sample of the population (Saunders et al. 2009). This is crucial whether you plan to gather data through interviews, surveys, or just plain old snooping. Results from a well-designed sample might be more trustworthy than those from an attempted census (Baker and Foy, 2008). The samples used in this study did not come from a random selection. Time is of the essence when working on a project, and the benefits of sampling cannot be overstated. Given the lack of a definite guideline, it is recommended that researchers studying consumer behaviour base their choice of sample size on their goals, priorities, and expert opinions (Kish, 1965; Miaoulis and Michener, 1976; Jankowicz, 2005). To find out what students thought, a survey was conducted. After cleaning up the Excel data, it was transferred to SPSS for statistical analysis. Descriptive statistics were calculated with the help of bar charts, pie charts, and cross tabulation tables. The results of the statistical analysis supported the study's hypotheses, provided insight into the investigation's central questions, and allowed the study's objectives to be met.

This study uses both exploratory and descriptive methods to get at the answers to the research questions. Exploratory research is useful for answering questions like "what is happening," "seeking new insights," "asking questions," and "assessing phenomena in a new light," as described by Robson (2002, page 59) and cited by Saunders et al. However, the goal of a descriptive study is to provide a "accurate profile of people, events, or situations" (Saunders et al., 2006, p.59). This study employs both deductive and inductive methods in order to answer the research question. Quantitative information for the study's descriptive research and theory testing was gathered through the use of questionnaires.

## 4. Data Analysis

In this part, we examine the data collected through the questionnaires administered in earlier parts of the report. Since surveys were the primary means of collecting information, they were distributed digitally through channels like email and social media. The data was analysed with SPSS, and charts, graphs, and statistics were used to present the findings. This section's primary goal is to present and assess the target sample. The data was then analysed and interpreted in the context of the goals of the study.

### 4.1 Demographics

#### 4.1.1 Gender

A total of 260 people were accounted for in the study, and of those, 230 had their own smartphones. There were 260 people in total, with 143 men (55% of the population) and 117 women (40% of the population). The population has 1.08 men for every woman, which is a positive indicator of the gender ratio (Cia.gov, 2014). A gender distribution chart is provided in the appendix (A)

		Frequency	Percent	Valid Percent
Valid	Male	143	55.0	55.0
	Female	117	45.0	45.0
Total		260	100.0	100.0

#### 4.1.2 Age

Out of a total of 260 respondents, 132 (50.8 percent) were between the ages of 22 and 25, making up the largest demographic. The next highest response rate came from people aged 26–30, followed by those aged 18–21. This may indicate that the sample did not accurately reflect the demographics of India, where a large proportion of the population is over 65 years old (Cia.gov, 2014). A chart showing the age distribution is attached (A)

		Frequency	Percent	Valid Percent
Valid	18-21	43	16.5	16.5
	22-25	132	50.8	50.8
	26-30	51	19.6	19.6
	31-40	21	8.1	8.1
	41-50	8	3.1	3.1
	50 and above	5	1.9	1.9
	Total	260	100.0	100.0

### 4.1.3 Occupation

Table 3 indicates that 148 of the total sample were likely students (56.9%). The second largest group, at 13.1%, is employed by the private sector; 8.1% are self-employed; and 6.9% work for the government. Only 3.1% work in management, while 4.2% are educators. About 7.7 percent of the labour force is made up of people working in "other" jobs. Occupation Pie: A Discussion Appendix ()

	Frequency	Percent	Valid Percent
Valid Student	148	56.9	56.9
Self-Employed	21	8.1	8.1
Government	18	6.9	6.9
Education	11	4.2	4.2
Management	8	3.1	3.1
Employee	34	13.1	13.1
Others	20	7.7	7.7
Total	260	100.0	100.0

Table (3) showing frequency and percent of occupation of respondents

### 4.2 Research Objective 1

**To identify to what extent evaluation of outcomes and beliefs affect consumer's attitudes an intention to purchase in the smartphone market in India.**

Table 3 shows that 59% of the total sample was composed of students. A further 13.1% work in the private sector; 8.1% are self-employed; and 6.9% are government employees. Managers make up only 3.1% of the workforce, while teachers make up 4.2%. The percentage of the workforce doing "other" work is close to 8%. Pie Chart of Occupations as a Topic for Debate ()

#### 4.2.1 Consumer's attitude toward owning and level of satisfaction from smartphone

##### Do you own a smartphone?

This question was to identify that what percentage of people use smartphone in India. According to the figure (9) From the sample of 260 people 88.5% that is 230 people out of 260 use smartphone and only 30 that is 11.5% does not use smartphone. So it clarifies that the number of smartphone users has increased in India.

##### If yes, are you satisfied with your smartphone?

The survey was conducted to collect data on respondents' levels of satisfaction with their mobile device. From the data presented in Figure (10), we can conclude that 63.8% of smartphone owners are pleased with their product, 24.6% are not, and 11.5% do not own or do not have access to a smartphone. This data is helpful for gauging consumer satisfaction because the vast majority of smartphone owners are pleased with their purchase.

product. **If no, do you think you would be buying a smartphone in near future?**

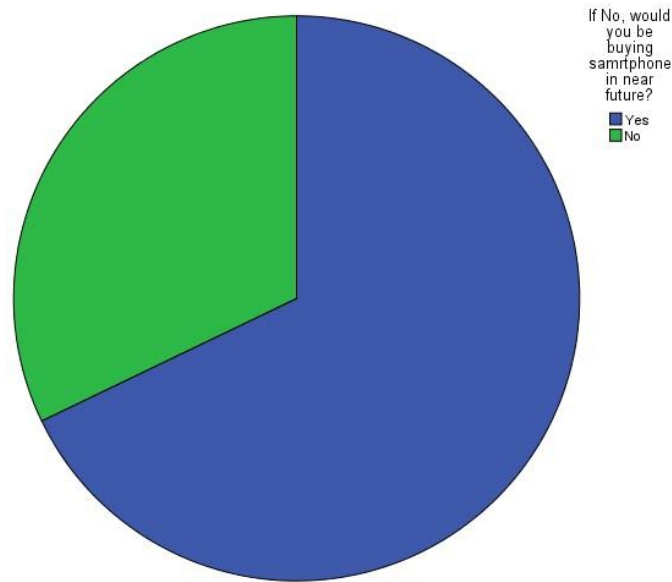
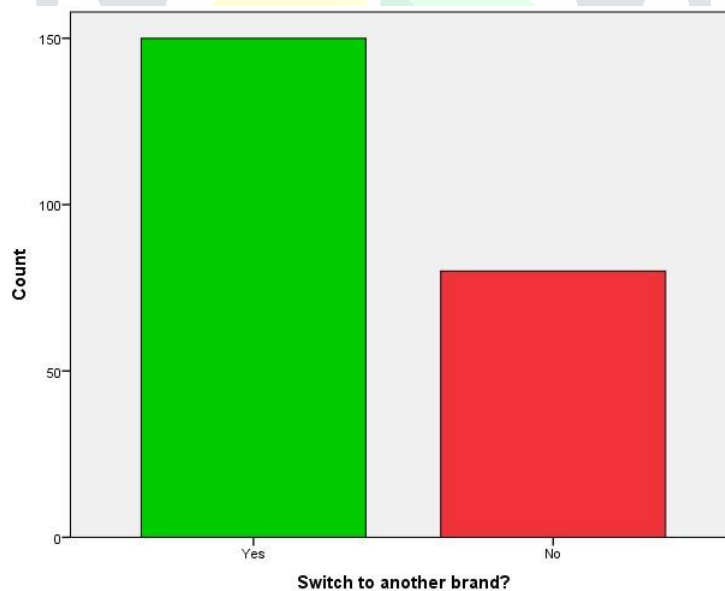


Figure (11) showing respondents plan to buy a smartphone in future

The question was designed to find out if non-users of smartphones had any plans to start using them in the near future. Seventy percent of those polled admitted to using a smartphone, while 30% said they did not. Of the 30 people polled, 21 are set on buying a smartphone soon, while the other 9 have no plans to do so. The results of this study shed light on the widespread interest in purchasing a smartphone in the near future.

#### 4.2.2 Consumer attitude toward switching smartphone

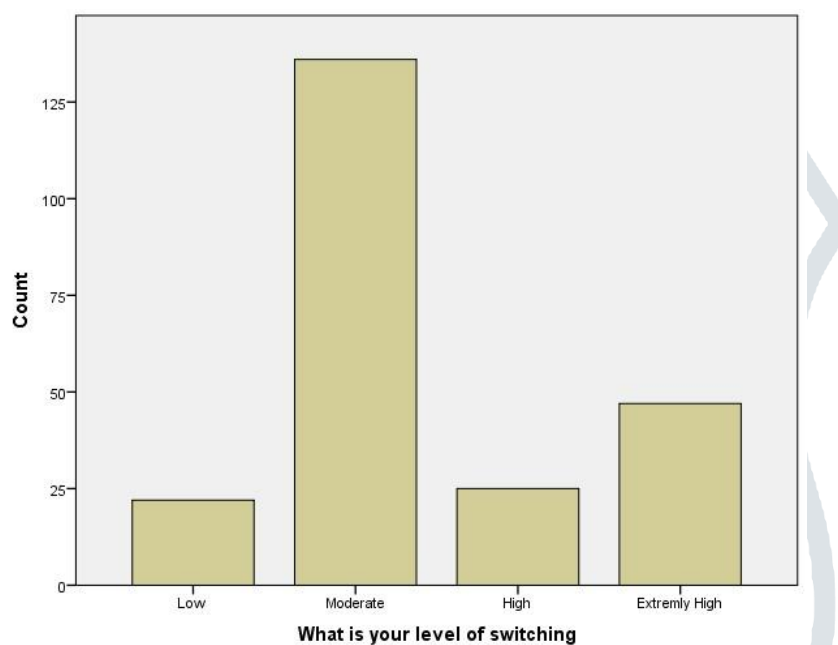
**Would you like to switch to another brand with additional features?**



The question was included in the survey to gauge respondents' level of curiosity about upgrading to a different smartphone brand. One hundred and fifty (or 57.7%) of the 300 respondents polled would consider switching to a different brand if it offered more features, as shown in Figure (12), while only eighty (30.8%) would not. Not having access to a smartphone was a deterrent for 30 respondents (11.5%). Consumers' propensity to switch smartphone brands in search of better products is shed light on by this discovery.

		Frequency	Percent	Valid Percent
Valid	Yes	150	57.7	65.2
	No	80	30.8	34.8
Missing	Total	230	88.5	100.0
		30	11.5	
Total		260	100.0	

**Level of switching smartphones**



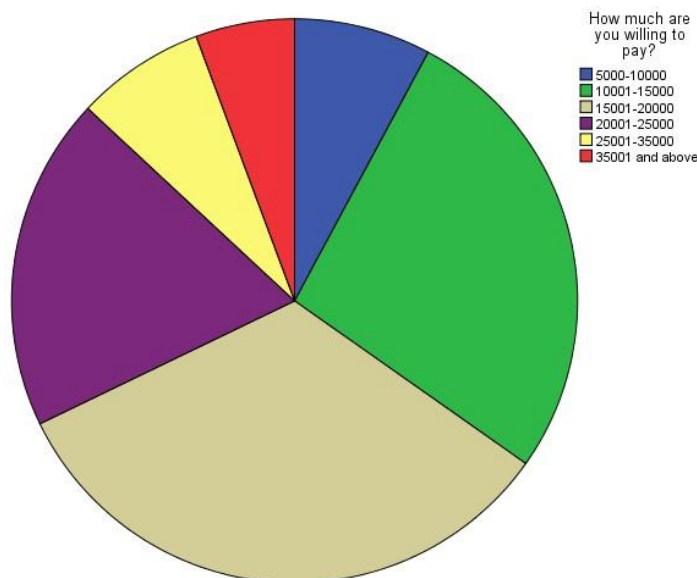
The goal of this survey was to get a better sense of how often people change their phone. The percentage of smartphone owners who occasionally or frequently switch devices is 52.3% (Figure 13) and 18.1% (Figure 14). While 9.6% of smartphone owners update their device frequently, only 8.5% do so on a regular basis. Non-smartphone users (11.5%) in the sample are unwilling to take part. This discovery elucidates the widespread practise among Indians to replace their smartphones every two to three years.

		Frequency	Percent	Valid Percent
Valid	Low	22	8.5	9.6
	Moderate	136	52.3	59.1
	High	25	9.6	10.9
	Extremely High	47	18.1	20.4
Missing	Total	230	88.5	100.0
		30	11.5	
Total		260	100.0	

Table (5) showing frequency and percent of respondents level of switching

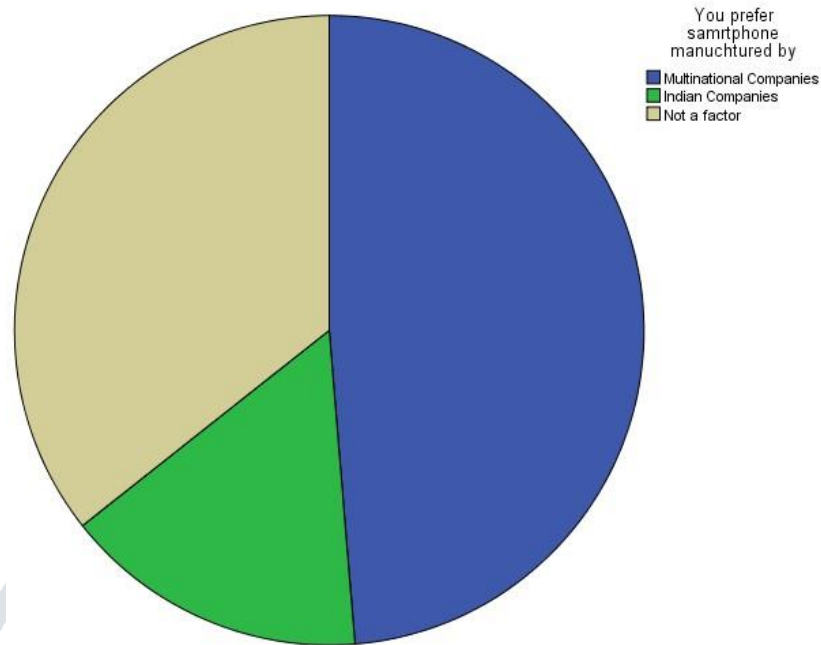


### How much are you willing to pay for a smartphone?



This question was asked to identify as how much Indian people are willing to pay to purchase a smartphone this question also helps in understanding as which range of smartphone have high sales. According to the figure (14) 29.2% is willing to pay form Rs. 15001 – Rs. 20000 and 23.8% is willing to pay from Rs. 10001- Rs. 15000, this range focus on mid-range smartphones in the Indian market. 16.9% are willing to pay Rs. 20001 to Rs. 25000 and 6.5% are willing to pay Rs. 25001 – Rs. 30000 for a smartphone. There are only 6.9% who want to pay Rs. 5000- Rs. 10000 for a smartphone which is for the low-end smartphone in the market. Only 5% are willing to pay for high end smartphone which is the range of Rs. 35000 and above. 11.5% respondents who do not use smartphone do not reply. This result clarifies that maximum number of people purchase mid-range smartphone which cost between Rs. 10000 to Rs. 20000 and the sales of mid-range smartphone have high sales in Indian market.

		Frequency	Percent	Valid Percent
Valid	5000-10000	18	6.9	7.8
	10001-15000	62	23.8	27.0
	15001-20000	76	29.2	33.0
	20001-25000	44	16.9	19.1
	25001-35000	17	6.5	7.4
	35001 and above	13	5.0	5.7
Missing	Total	30	11.5	100.0
			100.0	
Total		260		

**You prefer smartphone manufactured by**

There has been a rise in the number of smartphone manufacturers in India, so this question was asked to get a feel for the market. Figure 15 shows that while a plurality of respondents (43.1%) identified a multinational corporation as the smartphone's manufacturer, only a minority (13.8%) identified an Indian firm. 31.5 percent of people said they didn't care as long as the smartphone was a good deal and had decent specifications. Non-smartphone users (11.5%) in the sample are unwilling to take part. This finding reveals that a sizeable majority of people prefer smartphones made by multinational corporations, a smaller percentage does not care as long as the product is of sufficient quality, and a smaller percentage still prefers smartphones made by Indian corporations.

The study's goal was to learn how consumers' opinions and beliefs influence their decisions to purchase smartphones in India, so the findings that the vast majority of smartphone owners are satisfied with their purchases are encouraging. Those who don't have a smartphone yet plan to purchase one soon. These numbers suggest that Indian consumers are open to trying out new smartphone brands if they provide features they find more appealing. The data also lends credence to the idea that consumers place more value on foreign brands than Indian ones, and that cost is an important factor in determining which smartphones consumers choose to purchase.

### 4.3 Research Objective 2

**To develop a framework on the effects of external influence and internal influence which affect self-concept and life style of the consumer which result in purchasing decision making process.**

This research objective was framed to develop the framework of external and internal influence which affects the consumer in market, the data will imply that external and internal influence are important factors in consumer decision making process and these factors works as influential factor to consumer in the process.

### 4.4 Research Objective 3

**To analyse what are the factors which influence and eventually motivate the customer to buy smartphone in Indian market.**

The primary objective of this research was to explore the factors that encourage and influence smartphone purchases. The overarching purpose of this research is to shed light on the ways in which consumers' routines alter after making a significant purchase, such as a smartphone.

Researchers asked respondents a matrix-style question to learn more about the external and internal influences that sway their smartphone purchase decisions and the strength of those swaying factors. In response to these inquiries, participants were asked to rate the degree to which they find each of the following factors influential, with responses ranging from "strongly not influential" (very little influence) to "very influential" (a great deal of influence). This helped researchers examine what drives and influences shoppers.

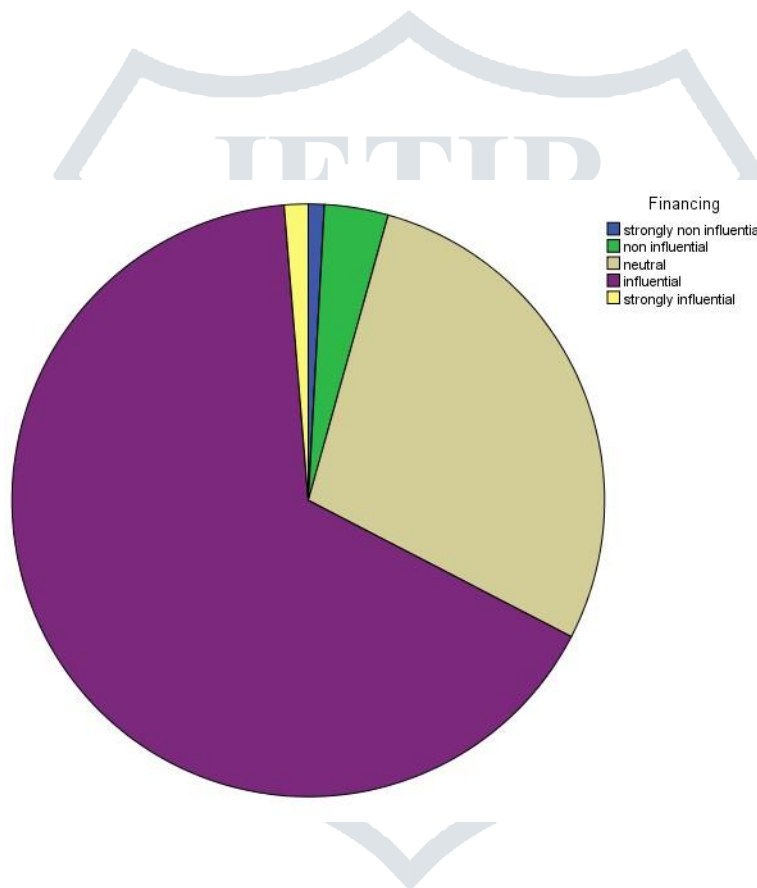
#### **Family and Friend Suggestion/ Word of Mouth**

The goal of this survey was to quantify the influence of social proof on consumer behaviour. As can be seen in Figure 16, only 26.2% of smartphone buyers allowed personal recommendations to sway their decision, while 27.7% were unaffected. Advice from loved ones only swayed the decisions of 6.2% of respondents, while 18.5% said they were unaffected. Friends and family recommendations were only seen as highly influential by 10% of respondents. Non-smartphone users (11.5%) in the sample are unwilling to take part. This result sheds light on the widespread custom of consumers consulting social networks before settling on a purchase. They are very restrained in their selection of new mobile devices. This information is useful in light of the research objective and the literature, which both show that friends and family/word of mouth act as an external influence on consumers during the purchase decision process.

		Frequency	Percent	Valid Percent
Valid	Strongly non influential non influential	48	18.5	20.9
		16	6.2	7.0
	neutral	72	27.7	31.3
	influential strongly influential	68	26.2	29.6
Missing	Total	26	10.0	11.3
		230	88.5	100.0
Total		30	11.5	
		260	100.0	

Table (7) showing frequency and percent of family suggestions influence of respondents

**Financing**



The purpose of this survey question was to ascertain the degree to which price is a deciding factor when it comes to the purchase of smartphones. Figure (17) shows that among smartphone buyers, 58.5% rank price as either "important" or "not very important." Overall, only 1.2% of respondents say they are highly influenced by money issues, while 3.1% say it is irrelevant and 0.8% say it is barely relevant. Eleven percent of the sample doesn't want to participate because they don't have a smartphone. This finding reveals how consumers' disposable income drastically affects the most they can spend on a smartphone. Happiness is not tied to one's ability to earn money.

		Frequency	Percent	Valid Percent
Valid	strongly non influential	2	.8	.9
	non influential	8	3.1	3.5
	neutral	65	25.0	28.3
	influential	152	58.5	66.1
	strongly influential	3	1.2	1.3
Missing	Total	230	88.5	100.0
Total		30	11.5	
		260	100.0	

### The well-known brand name of the product

It is the goal of this study to determine how easily consumers give in to brand name pressure. Figure (18) shows that well-known brand names affect the purchasing decisions of 44.2% of consumers, while having no effect on the decisions of 25%. Only 3.1% of the population gives any weight to the product's well-known brand name, and another 5.4% don't care one way or the other. The 10.8 percent decrease in brand awareness is substantial. Non-smartphone users (11.5%) in the sample are unwilling to take part. The results show that people have a lot of faith in established brands.

		Frequency	Percent	Valid Percent
Valid	Strongly non influential	8	3.1	3.5
	non influential neutral	14	5.4	6.1
		65	25.0	28.3
	influential	115	44.2	50.0
	strongly influential	28	10.8	12.2
Missing	Total	230	88.5	100.0
Total		30	11.5	
		260	100.0	

### The quality of the product

The research set out to answer how much of a role the quality of a smartphone plays in a customer's decision to buy. Figure (19) reveals that forty-eight percent of consumers attribute a high percentage of their purchase decisions to product quality. Twenty-four percent don't affect the quality of the product at all, while 26% do. A variation of 0.4% has almost no effect on the quality of the product. Non-smartphone users (11.5%) in the sample are unwilling to take part. According to the data, it is the product's quality that has the greatest impact on sales. Consumers can use this data to make an educated decision when shopping for a smartphone.

Smartphone quality is directly related to its durability and reliability, and consumers are willing to pay more for what they perceive to be a higher-quality product.

		Frequency	Percent	Valid Percent
Valid	Strongly non influential	1	.4	.4
	neutral	53	20.4	23.0
	influential	70	26.9	30.4
	strongly influential	106	40.8	46.1
	Total	230	88.5	100.0
Missing		30	11.5	
Total		260	100.0	

### Satisfaction for a previous product of certain brand

The goal of this survey was to establish the relevance of past experiences with a given brand's products. Figure (20) displays that consumers place a moderate amount of weight on their level of satisfaction with a previous product of the same brand. Twenty-four percent of people think it has zero impact. Just 6.5% say they are influenced by their level of satisfaction with a similar product from the same brand, while 4.2% say it has no impact. Non-smartphone users (11.5%) in the sample are unwilling to take part. The results show that a customer's opinion of a product's dependability is heavily influenced by their level of satisfaction with previous purchases of that brand. As a result, the public has a more favourable impression of the brand. Understanding that consumers wield substantial influence over brands and are more likely to repurchase a brand they have used in the past is aided by this data.

		Frequency	Percent	Valid Percent
Valid	Strongly non influential	11	4.2	4.8
	non influential	17	6.5	7.4
	neutral	63	24.2	27.4
	influential	75	28.8	32.6
	strongly influential	64	24.6	27.8
	Total	230	88.5	100.0
Missing		30	11.5	
Total		260	100.0	

### Position within society

This question was asked to identify as how much the consumer status in society influence them in making purchase decision for smartphone. According to figure (21) 60.8% are influential to their position within society

and 16.9% are strongly influenced by it. For 9.2% position in society is neutral. 1.2% is non-influential and 0.4% is strongly non-influential by their position in society. 11.5% respondents who do not use smartphone do not reply. The result clarifies that the position of consumer in society is influential and this is a factor for a consumer in deciding as which smartphone to purchase to maintain their status in society. Position in society has maximum influence on the consumer in decision making process.

		Frequency	Percent	Valid Percent
Valid	Strongly non influential	1	.4	.4
	non influential	3	1.2	1.3
	neutral	24	9.2	10.4
	influential	158	60.8	68.7
	strongly influential	44	16.9	19.1
Missing	Total	230	88.5	100.0
	Total	30	11.5	
		260	100.0	

Table (12) showing frequency and percent of position in society influence on respondents

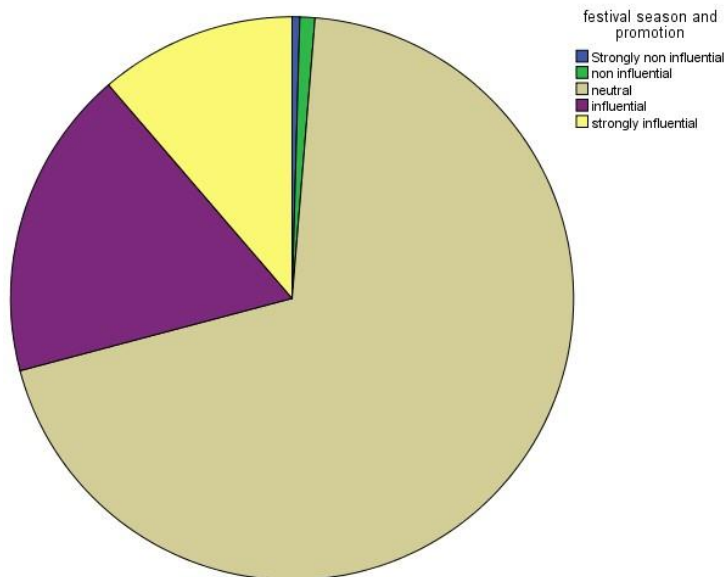
### Technical aspect of the product

This question was asked to identify the influence of technical specification of smartphone on consumers before purchasing the product. According to the figure (22) 36.2% of respondents are influential with the technical aspect of the product whereas 20.4% are strongly influential by it. 29.2% have neutral influence of technical aspect. 2.3% is non-influential and 0.4% is non-influential by the technical aspect of the product. 11.5% respondents who do not use smartphone do not reply. The result clarifies that technical specification of a smartphone is influential to maximum consumers. As the technical aspects of a smartphone help consumers deciding as what additional function in a smartphone they require and this help in decision making process.

		Frequency	Percent	Valid Percent
Valid	Strongly non influential	1	.4	.4
	non influential	6	2.3	2.6
	neutral	76	29.2	33.0
	influential	94	36.2	40.9
	strongly influential	53	20.4	23.0
Missing	Total	230	88.5	100.0
	Total	30	11.5	
		260	100.0	

Table (13) showing frequency and percent of technical aspect influence on respondents

**Festival season/Promotion**



This question was asked to identify the influence of festival offers and promotional offers on consumer decision making process. According to the figure (23) 61.5% have neutral influence of festival season and promotions on them. 15.8% is influential by the festival season and promotions whereas 10% are strongly influential by it. 0.8% is non-influential and 0.4% is strongly non-influential by the festival season and promotion. 11.5% respondents who do not use smartphone do not reply. The result clarifies that festival season and promotional offers have neutral influence on maximum consumer. As this states that promotional offers are accepted by consumers but it does not play major factor in decision making process for many.

		Frequency	Percent	Valid Percent
Valid	Strongly non influential	1	.4	.4
	non influential	2	.8	.9
	neutral	160	61.5	69.6
	influential	41	15.8	17.8
	strongly influential	26	10.0	11.3
Missing	Total	230	88.5	100.0
Total		30	11.5	
		260	100.0	

**Advertisement**

This question was asked to identify the influence of advertisement on consumers, as do advertisement play major role in consumer decision process and how much advertisements influence consumers does. According to the figure (24) 39.6% are those who are influential of the advertisement where are 13.5% says that they are strongly influential by the advertisement. 26.2% are neutral with the advertisement. 6.9% are non-influential and 2.3% are strongly non-influential by it. 11.5% respondents who do not use smartphone do not reply. The

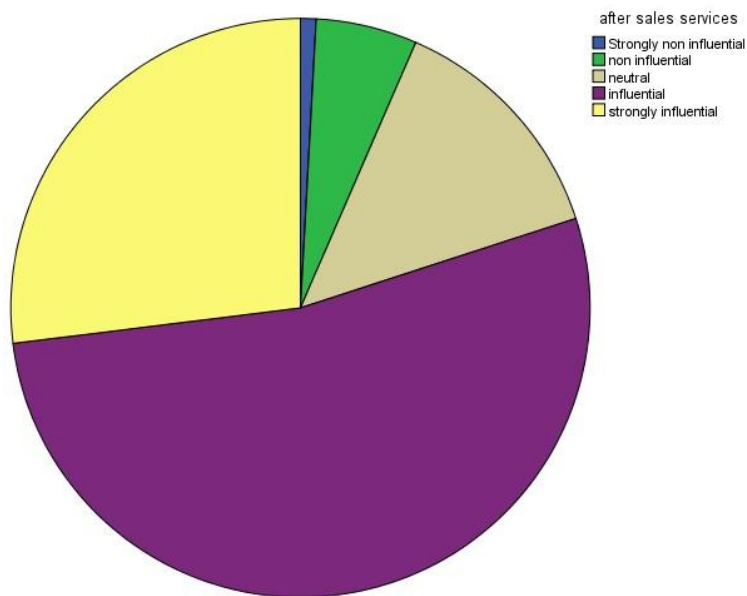


result clarifies that advertisement has major influence on consumer decision making process. As maximum consumer are influenced by it and advertisement in attracting consumer to the brand and helps them choosing a smartphone.

		Frequency	Percent	Valid Percent
Valid	Strongly non influential	6	2.3	2.6
	non influential	18	6.9	7.8
	neutral	68	26.2	29.6
	influential	103	39.6	44.8
	strongly influential	35	13.5	15.2
Missing	Total	230	88.5	100.0
Total		30	11.5	
		260	100.0	

Table (15) showing frequency and percent of advertisement influence on respondents

**After Sales Services**



This question was asked to identify the influence of after sales services of manufacturer to consumer, as is it an important factor in decision making process or not. According to the figure (25) 46.9% are influential to after sales services provided by manufacturer whereas 23.8% are strongly influential to it. 11.9% are neutral to after sales services. 5% is non-influential to after sales services and 0.8% says that they are strongly non-influential to after sales services provided by manufacturer. 11.5% respondents who do not use smartphone do not reply. The result clarifies that after sales services provided by manufacturer is an important factor as decision making process for smartphone as maximum consumers are influential to this factor. This factor also helps brand to build their brand image in consumers mind by providing good services after the purchase.

		Frequency	Percent	Valid Percent
Valid	Strongly non influential	2	.8	.9
	non influential	13	5.0	5.7
	neutral	31	11.9	13.5
	influential	122	46.9	53.0
	strongly influential	62	23.8	27.0
Missing	Total	230	88.5	100.0
		30	11.5	
Total		260	100.0	

Table (16) showing frequency and percent of after sales and services influence on respondents

#### 4.5 Research Objective 4

**To analyse the theoretical implication of brand of smartphone in Indian market and what are the effect on purchase decision making process.**

The study set out to determine how consumers' perceptions of different smartphone brands factored into their ultimate purchases.

Researchers in India polled smartphone buyers to learn the significance of different brands. Researchers were able to accomplish their goals thanks to the brand impact studies they conducted.

### 5.Findings

#### 5.1 Introduction

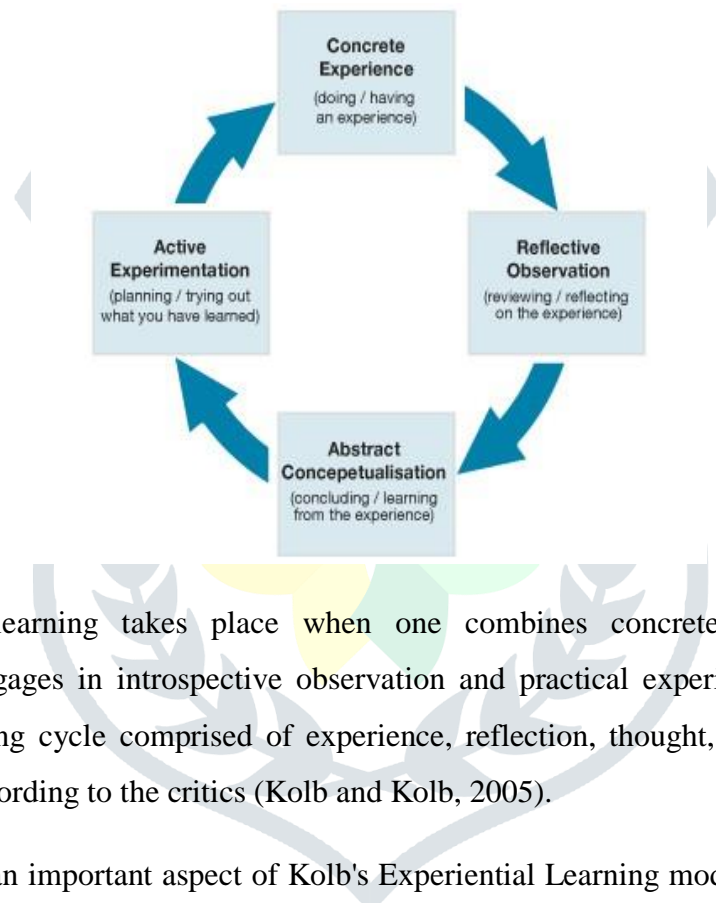
This chapter details the educational experience I had while pursuing my Master of Business Administration in Management at Dublin Business School, with a special focus on the dissertation requirement. In this section, I draw on academic theory to describe my learning process and the most significant areas of growth I experienced, both of which will have far-reaching effects on my professional future.

This chapter of the dissertation will discuss the myriad teaching moments that occurred during the course of the research and how they added to the overall body of knowledge. Several important theories of learning are reviewed to set the stage for this introspection. The second part of this reflection will discuss my approach to learning; the third will outline my outcomes and the knowledge I gained from this course; and the fourth will discuss the skills I honed while completing this assignment.

#### 5.2 Learning Theory

According to Kolb's theory of learning, new knowledge is formed through the integration of previous experiences (2005). We have accomplished all that we are capable of and learned all that we can believe (Honey & Mumford, 2006). Rogers (2013) suggested a couple of different ways of learning. In situations where there is a concrete and immediate learning from the accumulation of experience, even though there is no specific learning objective from the task, Rogers refers to this type of learning as "task conscious" or "gaining knowledge through experience" (Rogers, 2013). The formalised or learning-conscious approach, on the other

hand, involves making the student aware that learning is the objective of the process (Rogers, 2013). Kolb (2005) proposed that learning should be structured around a cycle and emphasised the importance of the learner making use of a variety of learning strategies. Kolb's theory identifies four distinct learning styles: concrete experience (learning by doing something), reflective observation (thinking about what has happened), abstract conceptualization (drawing conclusions), and active experimentation (test the theory in the future). Examples of relevant real-world experiences include listening to lectures, reading books, and doing research. "Reflective observation" refers to the practise of using one's own experiences and thoughts as a source of new knowledge. The term "abstract conceptualization" is used to refer to the process of critically analysing a situation in order to arrive at a conclusion and use that conclusion in one's future actions. Active experimentation; at this stage, our goal is to apply what we've learned so far. The recurrent pattern resumes.



The theory posits that learning takes place when one combines concrete experience with abstract conceptualization, then engages in introspective observation and practical experimentation (Kolb and Kolb, 2005). An idealised learning cycle comprised of experience, reflection, thought, and action was supposedly portrayed in the theory, according to the critics (Kolb and Kolb, 2005).

Cassidy (2004) highlights an important aspect of Kolb's Experiential Learning model: "Individuals will show a preference for or will cope with some stages better than others and learning is seen as a continuous, interactive process."

I am a Reflective learner because I like to consider all of the available information before making a decision, as described by Kolb's learning cycle model. While researching and writing this dissertation, however, I have had to switch to other learning styles, primarily the concrete and abstract ones. I used both the concrete and abstract learning styles while working on my dissertation on consumer behaviour towards smartphones. The concrete style helped me read books and conduct research, while the abstract style helped me think more critically and draw more generalised conclusions. When considering the entire Master of Business Administration in Management curriculum, however, the reflective observation strategy proves to be the most effective.

### 5.3 Learning Process

Learning preferences, learning styles, and cognitive styles are three umbrella terms that describe the wide variety of ways in which people learn. A person's learning style refers to the way in which they absorb new information, while their learning preference describes the degree to which they prefer one type of instruction over another. The term "cognitive style" is used to describe an individual's natural and habitual approach to memorising and recalling information (Smith and Sadler-Smith, 2006). Using this idea as a springboard, I designed a flexible Master of Business Administration in Management curriculum. Reflective study is my go-to for gaining knowledge and understanding, and it's how I best absorb information. This gives me time to mull over the class material and form a well-thought-out response. This is how I learned the most useful information throughout the MBA programme.

### 6.4 Personal Achievements and MBA knowledge

The programme and the dissertation were both instrumental in my personal development. My MBA coursework frequently required me to complete writing assignments. I put in a lot of effort throughout the semester and was rewarded with a passing grade. There were a lot of assignments, but they helped me learn a lot and become a better researcher. The course's format was new to me, but I was able to pick it up rather quickly. I earned an MBA in Management, with a dual concentration in strategy and organisational behaviour. By taking a human resources course my first semester and a marketing course my second, I was able to broaden my horizons both academically and professionally. Because the smartphone industry has piqued my interest, I've chosen to focus my dissertation on consumer behaviour in this space. This dissertation helped me understand the smartphone industry and consumer habits in India. The knowledge I've gained from this research will be extremely helpful as I work towards my ultimate goal of entering the marketing department of India's telecommunications industry.

## 6.5 Skills Development during MBA

### Capacity for Interpersonal Interaction

I credit the MBA in Business Management program's dynamic and interactive format, as well as the many group projects and presentations I was required to give, with helping me greatly enhance my social and interpersonal skills. Throughout the course of the programme, participants were challenged and honed their verbal and nonverbal communication, listening, and negotiating abilities. The skills and knowledge I've developed will help me immensely as I move forward in certain fields, such as human resource management.

### Research Strategies

The chance to take part in research has been a highlight of the Master of Business Administration in Business Management programme. The final dissertation assignment was extremely challenging for me because of my limited research experience. I initially doubted my ability to finish the research and write the dissertation before meeting my supervisor, who was both encouraging and informative. Managing my time and resources for this dissertation was a fantastic learning experience. It felt good to explore the academic literature of an uncharted area, settle on a research topic, and formulate an approach to investigating that topic. Throughout the course of writing my dissertation, I was frequently faced with making choices in the face of uncertainty or partial information. This really challenged my capacity to think analytically and make good decisions. I can say without a doubt that the dissertation has been the most difficult assignment of the MBA programme; however, I also believe that it has been the single most important source of learning and growth for me. The dissertation is important to me personally, but I also hope that it will benefit my career.

### Capabilities for Advancement

I had decided that marketing would be my career path, but I was worried about standing out from the crowd. I feel like the dissertation phase of this MBA programme has not only deepened my understanding of marketing, but also broadened my perspective to include novel and fruitful alternatives to the status quo.

## 6.6 Conclusion

**Personally, I felt a sense of accomplishment after** completing my full-time MBA in management. This experience will be invaluable to me both professionally and personally in the years to come. One of the greatest gifts I received from my MBA programme was the confidence to continue my education on my own. Being surrounded by such a diverse group of intelligent, driven, and fiercely competitive individuals has given me a great barometer for gauging my own progress towards my professional goals and the areas in which I still need to improve. Although my learning style and preferences were already established, the MBA Business Management course provided me with an educational culture that regularly promoted diverse learning spaces, which greatly contributed to my overall development. Learning and development opportunities like those described in this chapter have greatly aided my awareness of and preparedness for a career. In light of this, completing my dissertation was the caper to a remarkable educational experience that will serve me well throughout my career.

## 6. Conclusion and Discussion

### 6.1 Introduction

The primary objective of this research is to examine the reasons for and trends in smartphone consumption in India. This research supports the notion that smartphone consumers' decisions may be influenced by factors other than whether or not the product meets their needs, such as the device's physical appearance, brand recognition, and price.

Consumer behaviour models stress the significance of satisfying customers' wants and needs. This research supports previous studies' conclusions that consumers' opinions of smartphone manufacturers' brands affect their purchases. Product performance indicators for smartphones include hardware and software compatibility, data transfer speeds, screen resolution, and camera quality.

### 6.2 Theoretical Contribution According to Research Questions

Research shows that most Indian consumers are content with their smartphones and use them on a daily basis, indicating a generally optimistic view of smartphone adoption and usage, in response to the first research question, which sought to determine the impact of consumers' attitudes and subjective norms. The overwhelming majority of Indians who answered "no" to the question "Are you planning to purchase a smartphone in the future?" indicate that there is a transition underway from feature phones to smartphones.

The findings for the second and third research questions indicate that consumers are influenced by external factors like culture, social status, family and friend, word of mouth, and marketing activities, and by internal factors like perception, motivation, memory, learning, and attitude when making smartphone purchases. The extent to which respondents' external and internal influences compel them to purchase a smartphone is also revealed by these findings. The literature review indicates that these external and internal factors motivate a consumer during the decision-making process, and the findings demonstrate that these factors are very influential to a consumer in purchasing a smartphone, as demonstrated by the model (The Hawkins, Best, and Coney Model, 2004). Consumers are affected when these elements converge. The results of this research show that purchasing a smartphone is a major life decision, and that people often consult their loved ones for guidance before making this investment. A consumer's ability to spend money is a major consideration when deciding whether or not to purchase a smartphone, so their socioeconomic status is relevant. The increasing purchasing power of India's middle class, as reported by the reviewed literature, has made smartphone ownership something of a badge of honour there. The results show that respondents' purchasing decisions are heavily impacted by the availability of financial resources.

Perception is formed through exposure to marketing materials and word of mouth, and according to the model (The Hawkins, Best, and Coney Model, 2004) discussed in the literature review, consumers' internal factors like memory help them distinguish between smartphone models and brands. According to the results of the survey, the majority of respondents allow advertisements to influence their choice of smartphone. This is most likely because staying abreast of technological developments is a major driver of smartphone advertising. Consumers seeking smartphone reviews often visit sites like gsmarena.com and android authority.com, which also function as product advertisements thanks to the useful information they provide.

The results of the investigation into the fourth research question show that lifestyle factors have a significant impact on consumer behaviour. A consumer's purchasing decisions are shaped by their lifestyle, which is affected by both internal and external factors (The Hawkins, Best, and Coney Model, 2004). Consumers typically choose the product or brand that gives them the most leeway to elaborate on or describe their way of life. Knowing how someone presents themselves online can help you predict how they will act in the app store. Details about a person's lifestyle system can be gleaned from the goods and services that person chooses to acquire and utilise in an effort to realise and develop his or her personal lifestyle identity. Consumers' smartphone purchasing decisions were found to be significantly influenced by this factor across all five stages of the decision-making process.

The market data shows that consumers find smartphones to be very useful and helpful due to their ability to connect to social media, take pictures, and use as a multimedia device; all of these factors contribute to the need for recognition stage. The data collected is consistent with the conclusion that smartphone sales are on the rise.

In the Information search stage, consumers are shown to use their smartphones to conduct research via a variety of methods, including perusing review websites and consulting with friends and family for personal recommendations. The shopper is currently investigating their options among the many available smartphones.

Attitudes towards the brand, recall of prior experiences with the product, and social standing all play a role in the evaluation of alternatives stage of the decision-making process. It is evident from the data that social status and well-known brand names both play a significant role in the decision-making process when it comes to purchasing a smartphone, with the former being cited by the vast majority of respondents.

A smartphone is chosen by the consumer after careful consideration of all relevant factors and available options in light of the consumer's lifestyle, desires, and needs. The study's findings demonstrate that consumers give serious consideration to the internal and external influences that led them to make a purchase decision.

If a product lives up to its purchasers' expectations and delivers as promised, the brand's reputation will rise and the product's popularity will increase thanks to the positive reviews posted by satisfied customers on various websites.

Cost is an important consideration for consumers when making a purchase, as it is a key factor in consumer decision-making and in the success or failure of a business. This finding answers the fifth research question, which set out to determine the impact of smartphone prices on consumer behaviour (Kotler 1994). Most shoppers have no problem shelling out between ten and twenty thousand rupees for a smartphone, but only a select few are willing to spend more than thirty-five thousand. The middle price range for smartphones is the sweet spot in India, and this helps explain why. The literature review indicates that a consumer's willingness to pay for a smartphone may be influenced by the smartphone's price in a number of ways, including when the consumer receives a discount or promotional offer on the smartphone they want to purchase. The price of smartphones is highly variable and has a major effect on buyer preferences.

As was also discussed in the aforementioned literature review, smartphone features are an important factor which affect purchase decisions, as smartphone features distinguish one smartphone from another, consumer at the stage of selecting from alternatives in purchase decision model. Some smartphones have screens that are less than 4 inches diagonally, while others have screens that are more than 5 inches diagonally. The needs and preferences of the buyer are taken into account when selecting a smartphone. The data shows that most people

want to upgrade to a better smartphone, and that those who do care about the technical specs of the device. This demonstrates that consumers place a high value on the current market price of smartphones as well as the features available on smartphones.

According to the literature review, a consumer's perception of a company's brand is an important consideration when making a purchase decision; this leads us to our sixth research question: how much of an effect does the brand have on the consumer? The consumer is able to quickly gauge the quality of a smartphone based on the brand. The reliability of smartphone manufacturers is directly tied to the quality of their wares. You can find a wide variety of brands in the Indian market, including Samsung, Sony, HTC, Micromax, etc. According to the statistics, Samsung is the market leader, followed by the Indian firm Micromax. According to the data, Sony, Apple, and HTC all have sizable fan bases as well. Insight into the importance of brand image among Indian consumers is provided by these results. The majority of respondents in this study admitted that they would switch smartphone brands in order to take advantage of a better model or a more advanced set of features. The data shows that consumers place a high value on familiarity with a brand and on their own experiences with that brand when making a purchase decision. These results suggest that only a small percentage of Indian smartphone buyers are loyal to a single manufacturer.

#### Reflections on the Whole

A smartphone is no longer a luxury but a necessity if you want to be productive in today's world. The vast majority of people polled considered a smartphone an essential item. There's no denying that smartphones have revolutionised how people all over the world live, work, and communicate. All it takes is a few taps of your finger to access the latest news, compare prices and features of products while shopping, book travel tickets, stay in touch with friends and family on social media, and track packages. Text-to-speech, global positioning system (GPS), and social integration are just some of the smartphone features that can help a group stay socially engaged.

Every single person I polled emphasised the importance of having a smartphone. Smartphones have indeed boosted people's IQs by consolidating a great deal of information into a single device and making it available to them at all times. In addition to consolidating timetables, shopping lists, and to-do lists, it facilitates global communication by linking users' address books, inboxes, social networks, instant messages, and even video calls. It has improved the quality of life for everyone. It can be useful in many contexts, from professional to personal to academic to recreational. That's why so many people never leave home without their smartphone.



## 6.4 Limitations

The study's conclusion-drawing process ran into few roadblocks. We were only able to poll a small subset of the population due to practical constraints. Conclusions had to be drawn with caution because the sample size was too small to be representative of the entire country. Given the sample's skewed age distribution towards millennials, it's possible that it doesn't accurately reflect smartphone ownership among all Americans. The sheer size of India's population made it difficult to pick a representative sample from each of the country's 29 states.

## 6.5. Further Research

Future research in this area may benefit from a larger sample size in order to more accurately analyse consumer behaviour. Conducting this study over a longer period of time (a longitudinal time horizon) would be beneficial for deducing consistent tendencies in participant attitudes and behaviours. Finally, it may be possible to gain a better understanding of consumer attitude if other factors which are driving consumers in purchasing a smartphone are considered. The opinions of Indian consumers on the smartphone market can be influenced by a wide variety of factors; this would help to better understand those factors.

## 6.5. Recommendation t

o Industry Smartphone manufacturers in India would do well to prioritise both product quality and brand reputation, as these are the two aspects that Indian consumers value most. Businesses should put more resources into advertising and promotion that is both interactive and emotionally connects with consumers in order to reach more people and serve as an external factor in consumers' decision-making processes. Companies would do well to release more smartphones of average quality aimed at the country's lower-class population, given the size of that population. The winners here are both businesses and customers. Companies working on low-priced smartphones often prioritise forming partnerships with mobile network providers.

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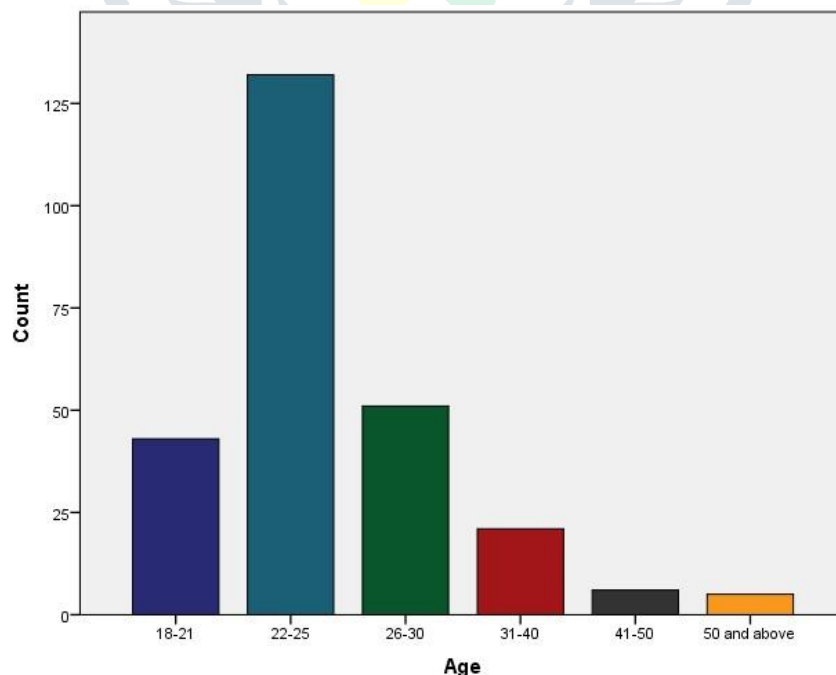
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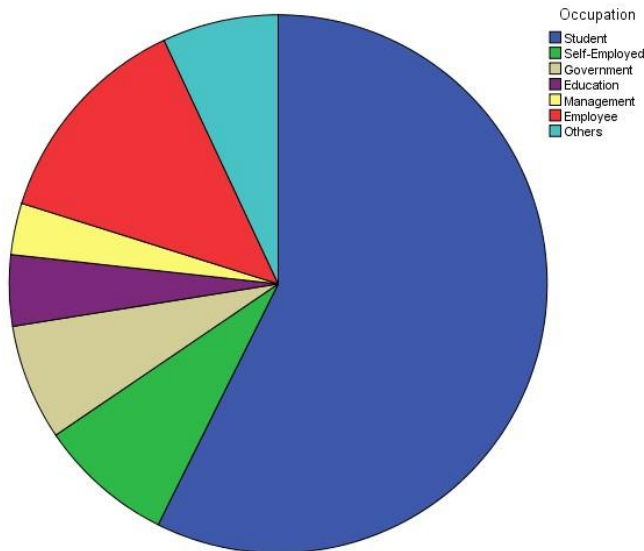
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## Appendices

### Appendix A: Graph for Age and Occupation



Graph for Age of Respondents



Graph for Occupation of Respondents

## Questionnaire

1. Do you own a Smartphone? Yes / No
2. If yes, are you satisfied with your smartphone? Yes / No
3. If no, do you think you would be buying a smartphone in the near future? Yes / No
4. In the following Question Select the degree of influence of the following factors on your purchase of a smart phone.

	Strongly non-influential	Non-Influential	Neutral Influential	Influential	Strongly Influential
Family and friends suggestion/ Word of mouth					
Financing					
The well-known brand name of the product					
The quality of the product					
Your satisfaction for a previous product of certain brand					
Your position within the society					
Technical aspect of the product					
Festival season/ promotions					

Advertisement					
After sales services					

If any other, please specify below:

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**5. Which brand of Smartphone did you purchase last time?**

- Sony ( )
- Samsung ( )
- HTC ( )
- Apple ( )
- Micromax ( )
- Other \_\_\_\_\_ ( )

**6. Would you like to switch to another brand with additional features? Yes / No**

**7. What is your level if switching smartphones?**

- Low ( )
- Moderate ( )
- High ( )
- Extremely High ( )

**8. How important do you think a brand is when you purchase a Smartphone?**

- Unimportant ( )
- Fair ( )
- Important ( )
- Very important ( )

**9. While purchasing a smartphone what are the important factors that help you in deciding?**

1=least important, 5= most important

	1	2	3	4	5
Brand					
Price					
Performance					
Quality					
Design					

Operating System					
Value					
Reputation					
Service					

If any other, please specify below:

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**10. How much are you willing to pay for a smartphone of your choice? ₹ 5000-10000 ( )**

₹ 10001-15000 ( )

₹ 15001-20000 ( )

₹ 20001-25000 ( )

₹ 25001-35000 ( )

₹ 35001 and above ( )

**11. Would you buy the same brand when buying a new phone in the future?**

Yes / No / Maybe

**12. You prefer a smartphone manufactured by:**

Multinational companies ( )

Indian companies ( )

Not a factor ( )

**13. Based on your own experience, how would you rate your satisfaction with the brand of Smartphone?**

Dissatisfied ( )

Fair ( )

Satisfied ( )

Very satisfied ( )

**14. Gender:**

Male / Female

**15. Age:**

18-21 ( )

22-25 ( )



- 26-30 ( )
- 31-40 ( )
- 41-50 ( )
- 50 and above ( )

**16. Occupation:**

Student

Self-Employed

Government

Education

Management

Employee

**Thank you**

