

# "A Study of Consumer Buying behaviour Towards Use of Smart Phone Sanjivani College of Engineering Students"

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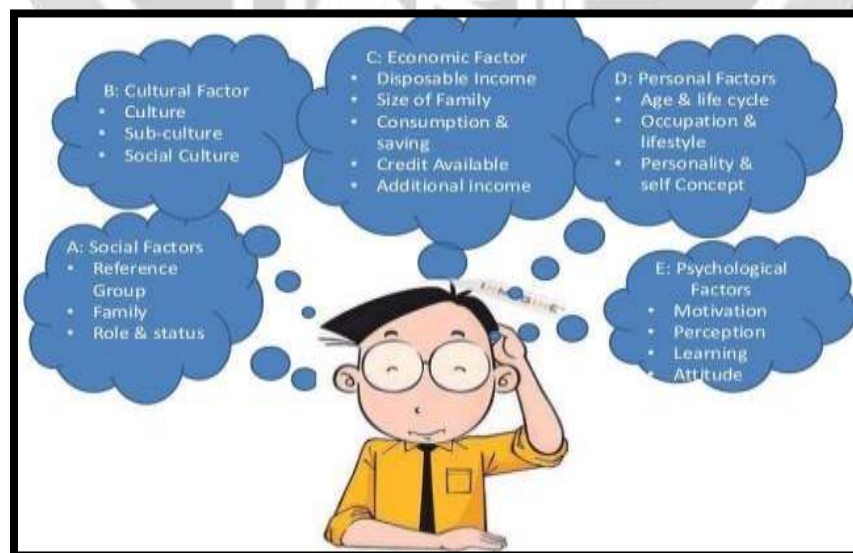
Sanjivani College of Engineering Kopargaon

## Introduction:

### 1.1 Background of the Study

The world of Marketing is very dynamic and understanding every facet becomes essential. The action adopted by the Consumer becomes a matter of understanding for the Manufacturers / Marketers. Essentially understanding the Consumer behavior is relatively the root for success for Marketers. The contemporary Organizations are concentrating on productive & fruitful change so as to meet the blistering competition Consumer behavior is the most focused area in every field of business as well as services. Nowadays the key determinant factor for any business is to find out the changing needs and preferences of consumers in today's world. Many industries are focussing and analysing the buying behaviour of consumers in their respective markets and targets. The market is a place where buyers and sellers have transaction for any purpose, where in the inevitable role is played by the "Consumers", because the purchase of any product wholly depends on the purchasing behaviour of the consumer or the customer

Consumer Behaviour is the behaviour that consumer display in scanning for purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. There are environmental influences to Consumer behaviour like social & personal factors. There are individual determinants to consumer behaviour in the form of Personality, self-concept, motivation & involvement, learning & memory and attitude of consumers. There have



been social scientists presenting their models for understanding the consumer behaviour

aspects. Massively the models talk about the stimuli & action matrix. In this era of Consumerism & DE marketing the market has become further stiff. Consumers is a Social movement of Citizens and Government to enhance the rights & powers of buyers in relation to sellers. It encompasses the evolving set of activities of Government, Businesses and Independent Organisations that are designed to protect the rights of consumers. Consumerism is concerned with protecting consumers from all Organisations with which there is an exchange relationship. On the other hand DE marketing influences the consumption.

### **Detailed Literature Review**

Personality traits impact directly on one of the three relational consequences of trust, attachment and commitment to the brand. They proposed a model refining the overall understanding that the researchers and managers possess. Rock (2011) et al in their research findings through an article published mentioning about the potential in the mobile devices to support older adults in the range of 65 and above. An empirical study and analysis conducted by Tosell (2012) et al collected data for a specific age group and discusses about how they adapt the content, interface and physical appearance of their devices. The authors found that the adaptability and usage was wild. Thus a large span with respect to the smart phone personalization has been seen in the past. Chou (2012) et al through a study on customizations of mobile phones concluded in their results that text messages, battery contact, software design and display size need a very high level of customization in manufacturing of mobile phones. Kim (2012) et al identified the relationship between the usability and the product success in cell phones through existing usability of mobile phones and factors that affect the success of the product. The study results showed that design, customer needs and innovativeness in the cell phones were the most important factors rates by the users.

Zhou (2011) in his empirical study conducted indicate that contextual offering has a strong impact on trust, flow and perceived usefulness which are the three major factors which determine the mobile purchase intention. A study by Chen (2012) et al supported with the help of partial least square graph software based equation modelling approach reveal their interesting findings that the effects of the media characteristics such as interactivity and tele presence may have significant influences in the buying behaviour of mobile phones. Persuad and Azhar (2012) through their study results about the talk about the three important motivational factors viz, shopping style, brand trust and value. The research also found that for company's value creation is largely based on building relationships and engaging customers.

### **Research Methodology**

#### **1. Objectives of the study**

- To understand consumer behavior of Smartphone buyers
- To find out the preferred medium of buying smartphones by most of the customers
- To find out the major factors that influence the buying behavior of customers during the buying of the smartphones.

#### **2 Limitations**

- Duration given for completion of project it is not sufficient for the complete analysis and study.
- It is very difficult to take response from customers because they don't want respond
- The sources related with secondary data about this problem are limited.
- Responses are taken Sanjivani college of Eng students.
- Population is limited to only 7000 respondent

It mainly includes a framework for conducting research projects called research design. It includes the following steps:

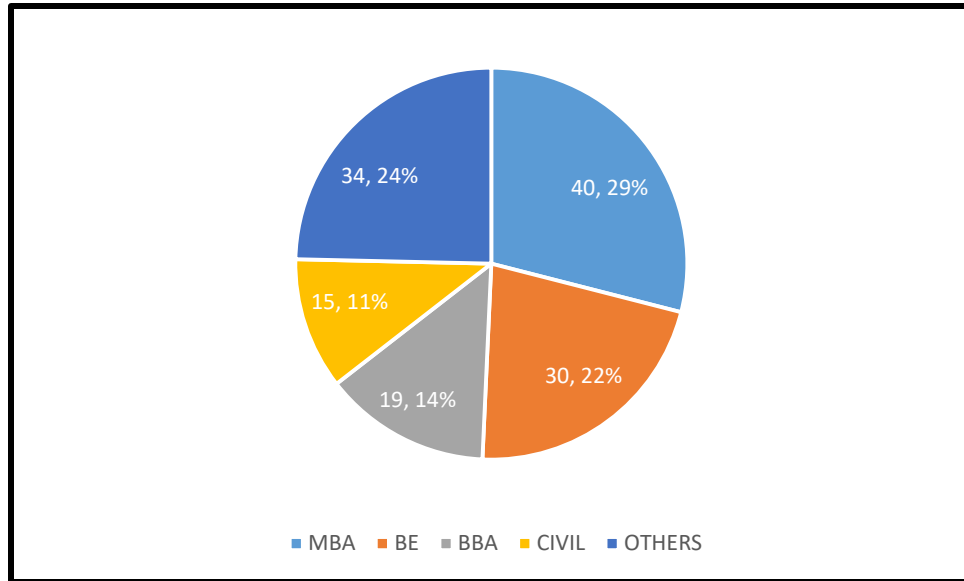
- Data collection methods (Primary & Secondary)
- Questionnaire design

Type of Research	Exploratory type
Research Design	Descriptive and Exploratory
Sampling Unit	Final year students of Sanjivani college of Engineering
Population	7000
Sample Size	(7000) 2% (140)
Sampling Area	Kopargaon ( Sanjivani college of Engineering.
Sampling Method	Simple Random Sampling
Type of Data	Primary Data and Secondary Data
Research Instrument	Questionnaire
Data Collection Method	Survey

#### Data Analysis:

##### 1. Respondent Streams.

Age Group	Number of Respondents	Percentage of Respondents (%)
<b>MBA</b>	40	29%
<b>BE</b>	30	22%
<b>CIVIL</b>	15	11%
<b>OTHERS</b>	34	24%
<b>TOTAL</b>	<b>140</b>	<b>100%</b>

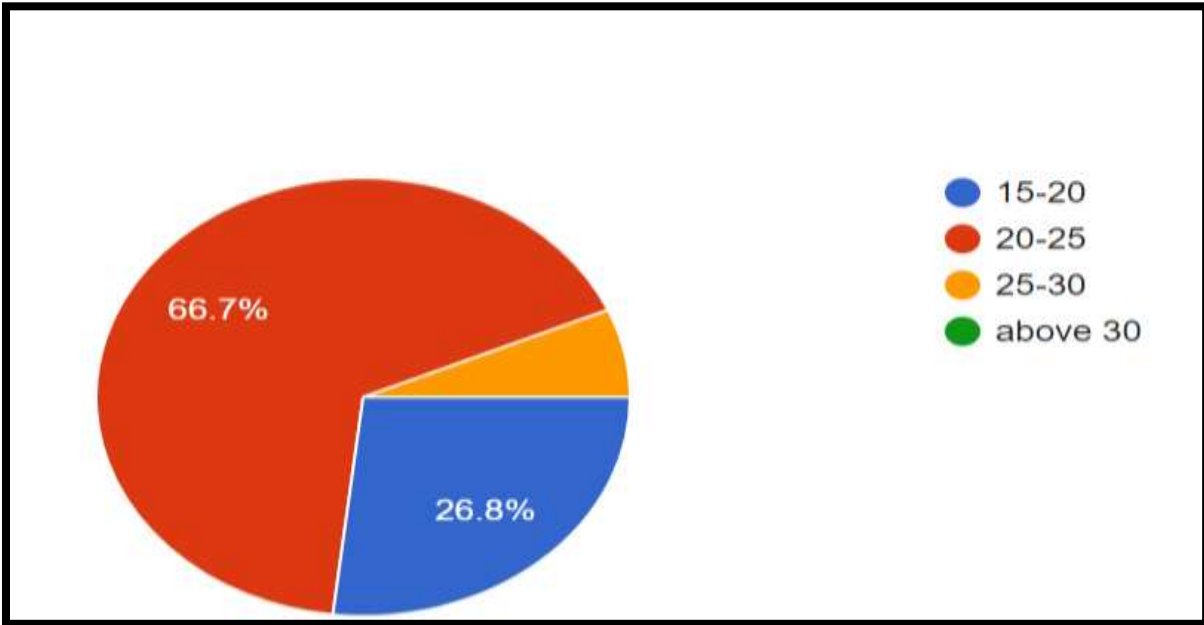


(Source-Survey)

**INTERPRETION-** 40% respondent are MBA Student and also 34% student others students.

**2 Age of the Respondents.**

Age Group	Number of Respondents	Percentage of Respondents (%)
15-20	37	26.8%
20-25	92	66.7%
25-30 above30	11	6.5%
<b>Total</b>	<b>140</b>	<b>100%</b>

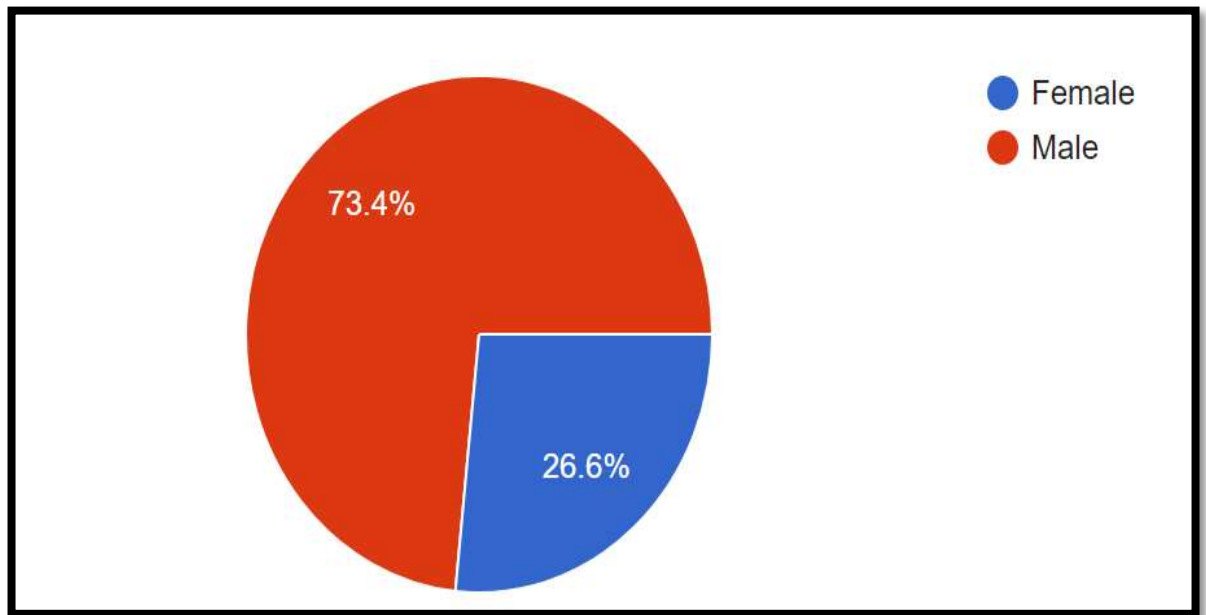


(Source-Survey)

**INTERPRETION** – 66.7% (92) Respondents are aged between the Group of 20/25

**3 GENDER OF THE RESPONDENTS –**

Gender of the Respondets	Number of the Respondents	Percentage of Respondents (%)
Male	102	73.4%
Female	38	26.6%
<b>Total</b>	<b>140</b>	<b>100%</b>



(Source-Survey)

**INTERPRETATION –**

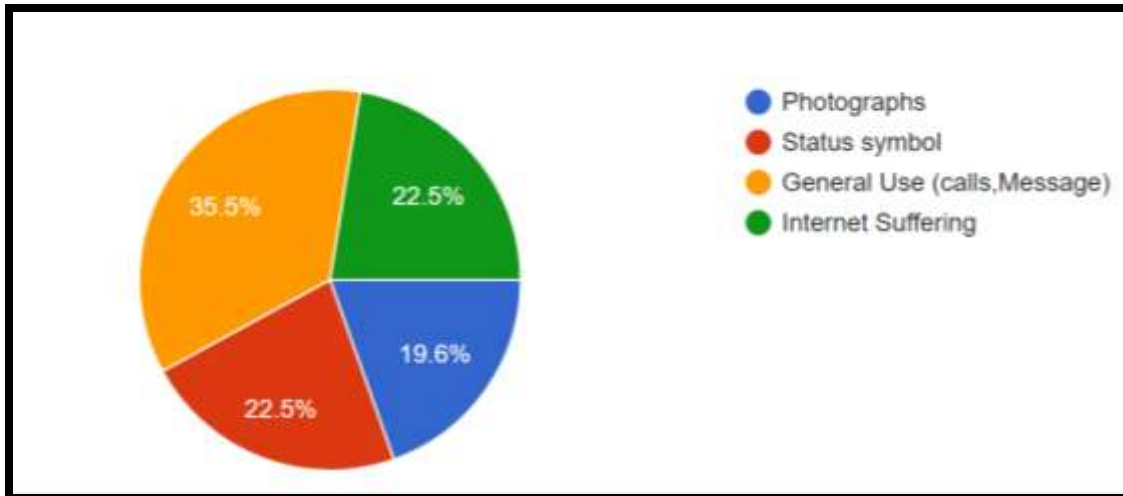
73%(103) respondent are the male and major part of the student are the boy and also 26% are respondent for female.

**3 . Purpose of Using smartphone.**

	Number of the Respondents	Percentage of Respondents (%)
Photographs	27	19.6%
Status symbol	31	22.5%
General use	49	35.5%
internet surfing	33	22.5%
<b>Total</b>	<b>140</b>	<b>100%</b>

**INTERPRETATION –**

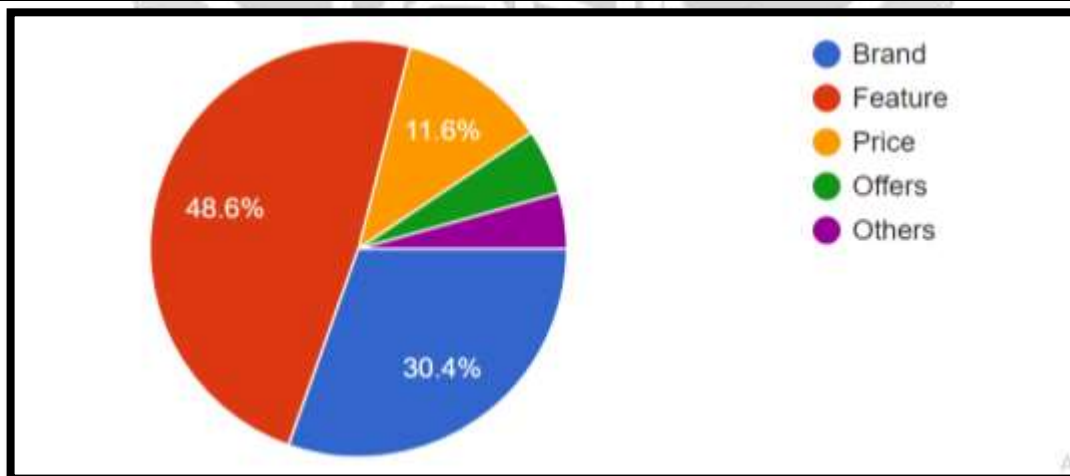
35.3% ( 49) respondents out of the total use the smart phone for general use and 33%(22.5) respondents use the Smartphone for Photographs.



(Source-Survey)

**4 Factors influenceing the buying decision of Smartphone-**

	Number of the Respondents	Percentage of Respondents (%)
<b>Brand</b>	42	30.4%
<b>Feature</b>	67	48.6%
<b>Price</b>	16	11.6%
<b>offers</b>	8	5.1%
<b>others</b>	7	4.3%
<b>Total</b>	<b>140</b>	<b>100%</b>



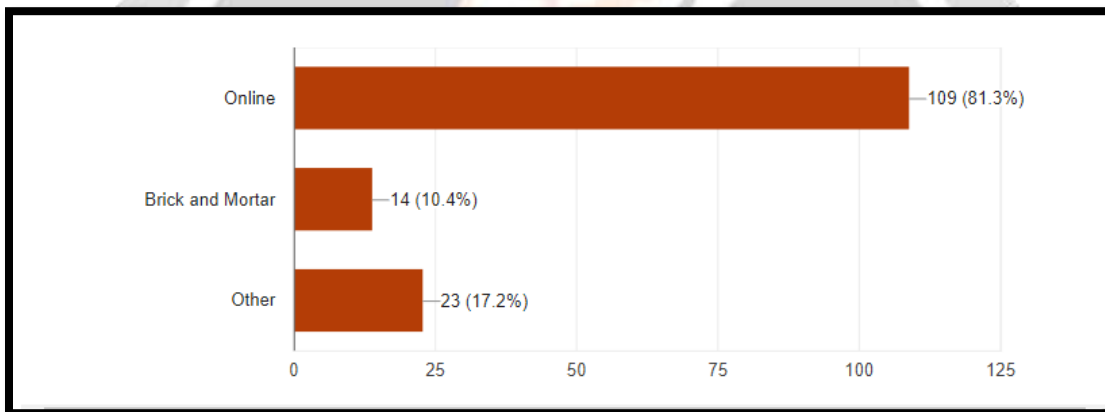
(Source-Survey)

**INTERPRETATION –**

**48.6% (67) of the respondent say the feature is the factor which influence there buying Decision and 30% respondent are say that influence their buying decision.**

**5. Medium Through Which you Prefer to buy the Smartphone?**

	Number of the Respondents	Percentage of Respondents (%)
<b>Online</b>	109	81.3%
<b>Brick and Motar</b>	14	10.4%
<b>Other</b>	23	17.2%
<b>Total</b>	<b>140</b>	<b>100%</b>



(Source-Survey)

**INTERPRETION-**

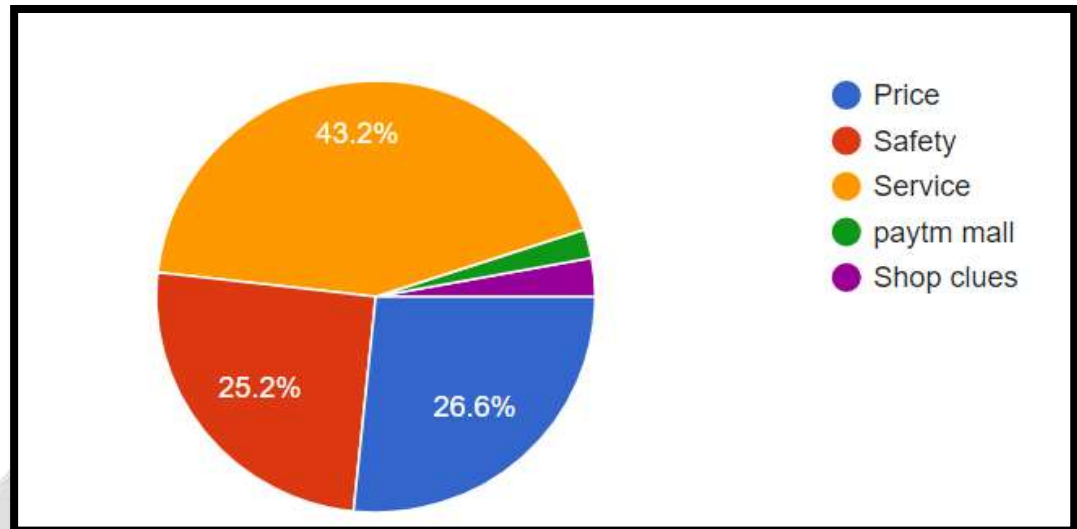
**109 (81.3%) respondent for the online media and also perefer of the Others 17.2%**

**6. What Influences you the most to shop in specific Store/Shop?**

	Number of the Respondents	Percentage of Respondents (%)
<b>Service</b>	60	43%
<b>Price</b>	37	26%
<b>Seafy</b>	35	25%
<b>Paytm mall</b>	3	2.2%



<b>Shop clues</b>	4	2.9%
<b>Total</b>	<b>140</b>	<b>100%</b>



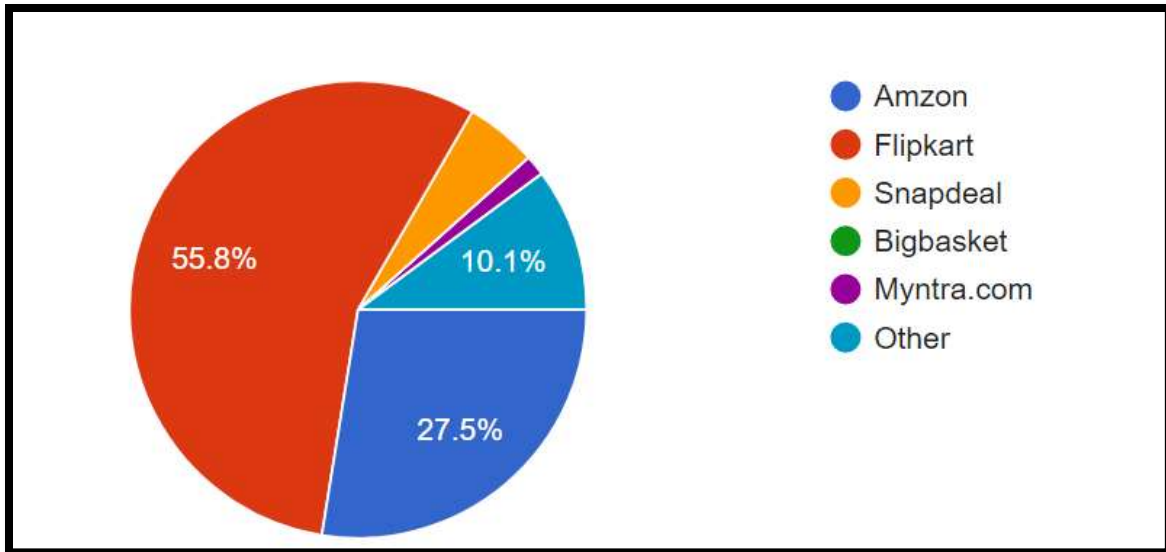
(SourceSurvey)

**INTERPRETION-**

43% (60) Respondent prefer to buy Smartphone from any specific or store due to service and 26.6% respondent prefer to the price shop.

**7. Which is the E-Commerce Platform You to you Buy the Smartphone?**

	Number of the Respondents	Percentage of Respondents (%)
<b>Flipkart</b>	77	55.8%
<b>Amzon</b>	38	27.5%
<b>Snapdeal</b>	7	5.1%
<b>Bigbasket</b>	0	0
<b>Myntra .com</b>	2	1.5%
<b>Others</b>	14	10.1%
<b>Total</b>	<b>140</b>	<b>100%</b>



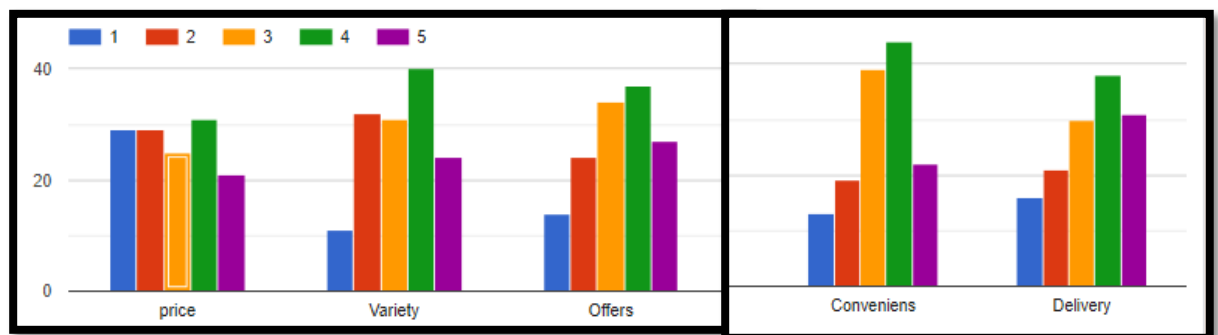
**INTERPRETION-**

55% (77) respondednts prefer to the buy smart phone through Flipkart out of the available option and 27%(38) buy from Amzon.

**8. What Influences You most to Shop Through E-commerce Website and Apps?**

(You can select Multiple Options Rank them From 1/5 Factor)

FACTORE	1	2	3	4	5	TOTAL RESPONDENT
Price	29	29	25	31	21	140
Variety	14	32	31	40	24	140
Offers	14	24	34	41	27	140
Conveniense	13	19	39	44	22	140
Delivery	16	21	30	38	31	140

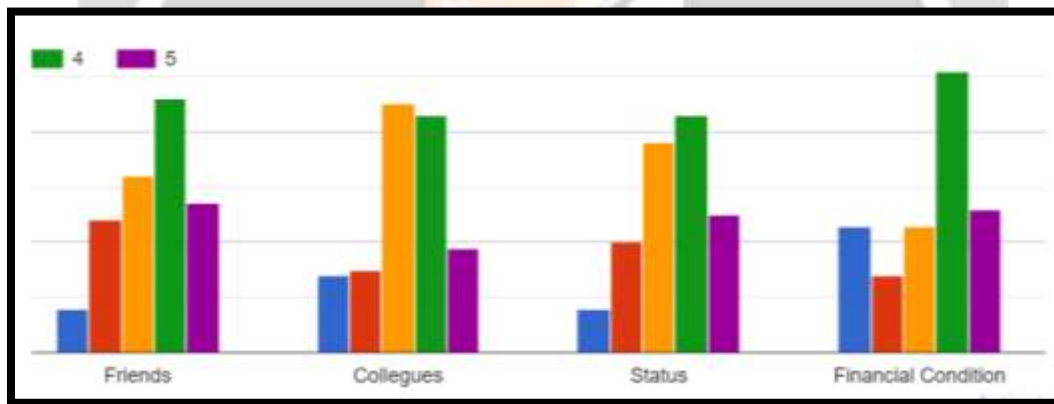


**INTERPRETION-**

high respondent for the convenience parameter of the 1/ 5 Rank highest response of the convenience Factor. and not more different also effect of the Factor.

**9. Rank the following Elements that Influence Your Buying Decision? ( 1 would be the most Influencing RANK and 5 would be the last influencing)**

FACTORE	1	2	3	4	5	TOTAL RESPONDENT
Friends	8	24	34	47	27	140
Collegues	14	15	49	42	19	140
Status	10	22	38	43	25	140
Financial Condition	23	18	23	51	26	140



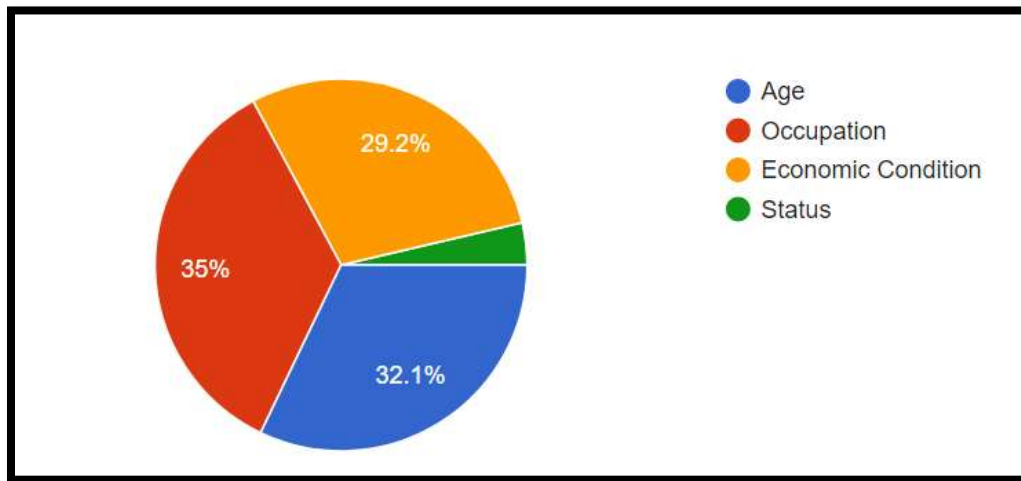
**INTERPRETION-**

What are most respondent factor for parameter highest respondents for Financial Condition .more compare to others.

**10. Which of the following personal Characteristics influence your Decisions the Most ?**

	Number of the Respondents	Percentage of Respondents (%)
Age	44	32.1%
Occupation	48	35%
Economic Condition	40	29.2%

Status	5	3.6%
<b>Total</b>	<b>140</b>	<b>100%</b>



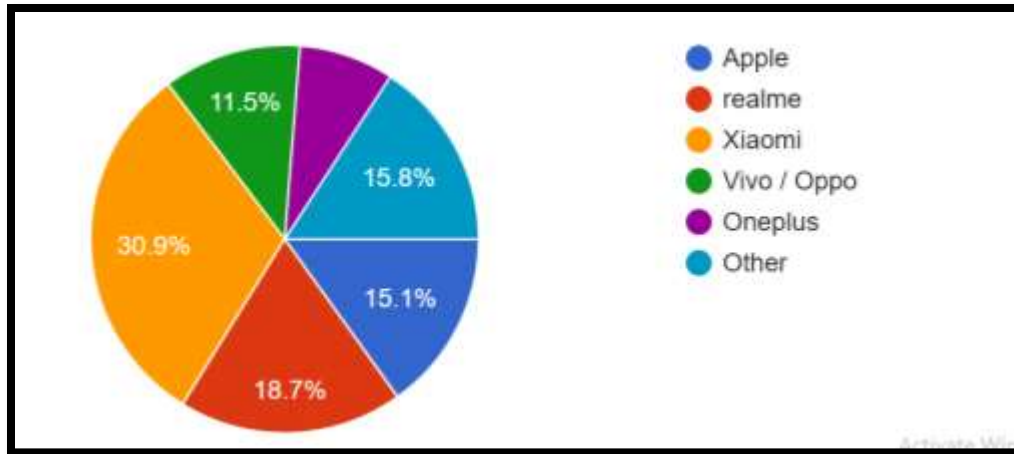
(Source-Survey)

**INTERPRETION-**

35% (44) Respondents say that occupation is the personal Characteristics that influence their buying decision and 32% respondent say that age factor affect their buying decision.

**11. Which smart phone do you have ?**

	Number of the Respondents	Percentage of Respondents (%)
<b>Xiaomi</b>	43	30.9%
<b>Realme</b>	26	18%
<b>Vivo/ Oppo</b>	16	11.5%
<b>Apple</b>	21	15.1%
<b>Oneplus</b>	11	7.9%
<b>Others</b>	22	15.8
<b>Total</b>	<b>140</b>	<b>100%</b>



(Source-Survey)

### INTERPRETION-

30% (43) respondent have smartphone of Xiaomi and 18% realme smart phone use for students and 15.1% respondent are apple smartphone use of the student and vivo/oppo user for the 11.5% and other 15.6% such as samasung and ex.

### Findings and Discussions:

- 66.7% (92) respondents are aged between the age group of 20-25
- Respondents 73.4% (102) of the respondents are male and 26% (38) are the female respondents.
- 35.5% (49) respondents out of the total respondents use the smartphone for general use.
- 19.6% (27) respondents use the smartphone for photographs.
- 22.5% (31) respondents use the smartphone for Internet Surfing.
- 30.4% (42) of the respondents say that brand is the factor which influence their buying decision.
- 48.6 (67) respondents say that features influence their buying decision.
- 81.3% (109) respondents prefer buying smartphone online
- 17.2% (23) respondents prefer buying through shops
- 25.2% (35) respondents prefer to buy smartphone from any specific shop or store due to safety
- 16.7% respondents prefer to buy from any specific shop or store due to convenience.
- 55.8% (77) respondents prefer to buy smartphone through flipkart out of available options and 27.5% buy (38) from Amazon
- Rank of the 1/5 Factor most of the respondents buy smartphone (4) (34) of the respondents buy smartphone-commerce of online respondents buy smartphone online due to offers.
- Rank of the 1/5 Factor most of the respondents buy smartphone (4) (51) of the respondents buy smartphone influence for Financial condition .compare to other
- 35% (48) of the respondents say that occupation is the personal characteristics that influence their buying decision.

- 32.1 %(44) respondents say that Age is the factor which affects their buying decision.
- 30.9% (43) respondents have smartphone of Xiaomi and 18% (26) of the respondents use Realme Smart phone. ande apple also 15% Respondent and other 36%.other phones.

### Conclusion:

Study says that maximum customer's buy's Smartphone's for general use. In personal characteristics occupation and age is the factor who influences more to customer for buying a Smartphone. In Social characteristics family is the factor who influences more to customer for buying a Smartphone.

Various factors should be taken into consideration while buying the smartphone. Online highly is mostly preferred by respondents for purchasing the smartphone. Maximum customers says that having Smartphone makes their daily life easy .E-commerce platform is playing a vital role in the life of smartphone users. E-commerce platforms have become popular due to their offers, convenience, prices. Buying behavior study shows that the needs of customers are changing day by day and smartphone companies have to focus on the changing needs in order to sustain in the market. Most the respondents prefer using Xiaomi company smartphones. The study shows that the majority of consumers will prefer product features first. Study might be useful for the companies for their future strategies and planning on improving smartphone sales. With large opportunities in the smartphone market in the near future smartphone provider should size the opportunities to fulfill what affects purchase decision to users. By providing better product features and providing what is demanded smartphone companies can improve their sales and profit.

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