

ANALYZING THE PURCHASING BEHAVIOUR OF YOUNG CONSUMERS IN THE SELECTION OF SMARTPHONES IN CHENNAI.

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

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DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A++” by NAAC I 12B Status by UGC I

CATEGORY - 1 UNIVERSITY BY UGC I Approved by AICTE

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DECEMBER 2023



SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

CATEGORY - 1 UNIVERSITY BY UGC

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **RAHUL K (42410042)** who has done the Project work entitled “**ANALYZING THE PURCHASING BEHAVIOUR OF YOUNG CONSUMERS IN THE SELECTION OF SMARTPHONES IN CHENNAI**” under my supervision from SEPTEMBER 2023 to DECEMBER 2023.

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DECLARATION

RAHUL K (42410042) hereby declare that the Project Report entitled “**ANALYZING THE PURCHASING BEHAVIOUR OF YOUNG CONSUMERS IN THE SELECTION OF SMARTPHONES IN CHENNAI**” done by me under the guidance of **DR. PRINCY A.S** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

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ABSTRACT

The process of customer purchasing behavior involves the exploration, selection, acquisition, utilization, and disposal of goods and services to fulfill individual needs and desires. The primary objective of understanding customer buying behavior at Value+ store is to enhance sales and profitability, cater to customer needs and desires, and uphold the store's positive reputation by meeting customer expectations. The research delves into customer perceptions and buying patterns concerning different mobile brands, the level of preference for various phones, key features influencing purchase decisions, and factors impacting the choice to buy a mobile phone. This research aims to comprehend the purchasing patterns of young individuals when choosing smartphones in Chennai. The investigation involves surveying 106 consumers in Chennai to not only pinpoint the factors impacting their smartphone purchase decisions but also assess their satisfaction levels regarding these influential factors. The study provides valuable insights for marketers to analyze the psychological aspects of young consumers and enhance their market positioning.

CHAPTER 1: INTRODUCTION

The growing fascination with smartphones among the populace is the primary catalyst fueling research interest in the subject. The public's escalating preoccupation with smartphones serves as the impetus for delving into this area. Consequently, the objective of this study is to investigate the consumer behavior of individuals purchasing smartphones in the Indian market. The research endeavors to uncover the motives driving smartphone acquisitions, the factors shaping purchase decisions, and the underlying motivations influencing these decisions.

Diverse consumers exhibit distinct life characteristics that impact their purchasing behavior. Social factors, encompassing elements like family, groups, roles, and status, alongside personal factors such as age, occupation, lifestyle, personality, and self-concept, constitute traits capable of influencing the final decision-making process.

Even in the presence of more economical smartphone options in the market, the inquiry arises: why do individuals opt for pricier alternatives? Various considerations, including price, quality, brand, country of origin, marketing, sales, and word of mouth, may factor into a consumer's decision-making process. To what extent does a smartphone brand influence a customer's purchase decision? Given the array of smartphones available with disparate price points, what distinguishes them, and how do these distinctions impact consumer choices?

This research also delves into the marketing strategies employed by smartphone companies to shape consumer purchasing behavior. Such strategies encompass promotional campaigns, partnerships with network carriers, and other influential tactics.

INDUSTRY PROFILE:

1.What is a smartphone?

A smartphone is a mobile device that extends beyond basic functionalities like making calls and sending text messages. It has the capability to browse the Internet and execute software programs akin to a computer. Utilizing touchscreens for user interaction, smartphones support a myriad of applications, encompassing games, personal utilities, and business-related programs, all operable directly on the device.

2. What can a smartphone do?

Smartphones are equipped with a range of functionalities that extend beyond mere telephony. The following enumerates the most commonly embraced features of smartphones:

- Initiate and receive phone calls and text messages.
- Capture, display, and store images and videos.
- Surf the Internet and engage in email communication.
- Utilize GPS for location tracking and navigation.
- Record and play audio and music.

3.Smartphone Market in India - Statistics & Facts

India stands out as a highly sought-after market for smartphone companies, boasting a mobile user base equivalent to the entire population of the United States. The smartphone count in India was projected to surge to approximately 442 million by 2022.

As the second-largest global market for smartphones, following China, India witnessed the sale of around 134 million smartphones in 2017.

In terms of the average time spent on the mobile web by smartphone users in the Asia Pacific region, India secured the second position. The convergence of substantial sales figures and the typical consumer behavior surrounding smartphones has rendered India an immensely appealing market for international vendors.

4.Market Size:

India's smartphone market is poised for a resurgence, anticipating double-digit growth ranging from 12% to 21% in 2021, following two years of subdued sales, according to projections from leading market analysts.

In 2015, smartphone sales experienced a 29% growth, only to decline by 5% in 2016 due to demonetization. Subsequent years saw a recovery with a 14% growth in 2017 and 2018. However, in 2019, growth slowed to 8%, and 2020 is expected to remain flat year-on-year due to the economic repercussions of the Covid-19 pandemic, as per IDC India.

Research firm Canalys predicts smartphone shipments to reach 172.6 million in 2021, marking a 15% increase from the estimated 150.2 million in 2020. CyberMedia Research (CMR) estimates a 12% growth, surpassing 170 million shipments, while TechArc projects a 14% year-on-year increase to 168 million shipments from its 2020 estimate of 148 million.

Analysts suggest that while the Indian smartphone market achieved significant penetration two years ago, 2021 will witness the maturation of the replacement cycle, a key factor fueling growth. The launch of affordable 4G and 5G smartphones, especially by companies like Reliance Jio, is anticipated to entice the existing user base of 400 million feature phone users to make the switch.

This trend is probably driven by brands and early adopters who seek to prepare for the future, even in the absence of widespread 5G connectivity. The statement also anticipates a resurgence in the offline sales channel, projecting it to reclaim a 58% market share this year. This shift is attributed to major brands expanding their offline presence, with consumers placing confidence in the offline experience when making smartphone

NEED OF THE STUDY:

In contemporary times, the significance of mobile phone technology has grown considerably in India. Consequently, marketers have embraced this emerging form of marketing strategy to enhance the sales of products and services. While numerous global research studies have scrutinized consumer attitudes towards various products or services, there is a notable dearth of research specifically focusing on customer attitudes towards mobile phones, particularly in the Indian context. This research endeavor aims to delve into the impact of mobile marketing on consumer purchasing behavior, filling a crucial gap in the existing body of knowledge concerning mobile phones. The study's outcomes are expected to offer valuable insights to companies on leveraging mobile phones as a potent tool to promote their products.

SCOPE OF STUDY:

- Will help the company to understand the customer buying behavior this will internhelp the company to manage product portfolio
- Better delivery of goods to the customers understanding customer buying behavior
- To evaluate if the consumer has accepted Mobile Marketing.
- To understand if industry has adopted Mobile Marketing as effective marketing medium.
- To check awareness of the mobile marketing on people in the city
- To know the preference of consumer towards mobile phones at Chennai.
- To find consumer readiness towards mobile phones.

OBJECTIVE OF STUDY:

- The main Objective is to study the perception & buying behavior of customers towards various mobile brands.
- To know about the customer preference level associated with different mobile phones.
- To study the major features, which a customer looks for in a mobile before making a purchase.
- Factors that influence decision-making in purchasing a mobile phone.
- To determine the buying behavior and attitude of people towards mobile phones.
- To understand the consumer acceptance level across different verticals based of the demographics for mobile marketing communication marketing.

CHAPTER 2: REVIEW OF LITERATURE

Thanika Devi Juwaheer, Sharmila Pudaruth, Indeeren Vencatachellum, Deerajen Ramasawmy, Yasodaree Ponnusami (2017) conducted a study examining the factors influencing the choice of mobile phones among young consumers. They developed an integrated framework that incorporates constructs such as branding, pricing, mobile phone features, lifestyle, and demographic variables like age groups and gender to investigate the determinants of mobile phone selection.

Hajra Arif and Shahbaz Ahmed (2018) aimed to identify the factors affecting customer preferences for purchasing cellular phones, specifically comparing local and international brands. The widespread use of mobile phones and the availability of various brands with different features prompted the researchers to explore the factors influencing consumer buying behavior.

Viswanath Venkateshaf, Michael G. Morris, and Phillip L. Ackerman (2019) focused on gender differences in the context of individual adoption and sustained usage of technology in the workplace. They utilized the theory of planned behavior (TPB) to analyze user reactions and technology usage behavior among 355 workers introduced to a new software technology application over a 5-month period. The study revealed that men's decisions were more strongly influenced by their attitude toward using the new technology, whereas women's decisions were more strongly influenced by subjective norm and perceived behavioral control.

Dr. Sukhvir Singh and Mr. Inderpreet Singh (2018) conducted a study with the objective of comprehensively exploring customer reactions during smartphone purchases. They gathered a sample of 100 mobile phone users and utilized pie diagrams and bar charts to analyze the questionnaire. The findings were interpreted to examine the resulting impact.

Chieng Fayrene Y.L and Goi Chai Lee (2019) aimed to assess the dimensions of customer-based brand equity by synthesizing various strands of literature. They developed a conceptual framework for measuring customer-based brand equity, incorporating insights from literature and empirical studies within the field. This framework aimed to provide a more integrative conceptualization of brand equity.

George Asamoah (2015) focused his study on the challenges and issues in service marketing, delving into the GAPS model of service quality and customer-defined service standards. The book extensively discussed service quality and service preference models. Additionally, it advocated for the implementation of uniform quality standards.

Ubba Savita and Upasana Sheoran (2016) conducted a study with the objective of examining the behavioral tendencies of Indian consumers towards electronic gadgets. The research involved gathering data from 100 respondents in the Union Territory of Chandigarh, India, through a structured questionnaire.

Poulami Chakraborty and A. S. Suresh (2018) directed their attention to the drivers in the value fashion apparel industry for consumers. They emphasized the importance of

companies focusing on these drivers when formulating strategies to attract more consumers and gain market share.

A. Parasuraman and Dhruv Grewal (2016) aimed to investigate the influence of environmental cues on consumers' evaluations of a store across various store choice criteria and how these evaluations subsequently impact patronage intentions. Two separate studies supported their model, leading the authors to discuss the results, propose further research, and explore managerial implications.

Ajit Sharad Deshpande and Dr. Taruna Saxena (2019) highlighted the significance of continuous consumer research for business organizations. They emphasized that factors such as changing customer loyalty, shifts in preferences, and frequent changes in mindset require businesses to remain vigilant and responsive.

Akshay Prakash and Avinash Shivdas (2017) sought to understand how migrant laborers in tier two and tier three cities choose mobile phones and the factors influencing their choices. Notably, their findings revealed that advertising holds a prominent position among the factors affecting the buying behavior of this particular market, distinguishing it from other studies.

Mesay Sata (2020) conducted a study with the primary aim of investigating the factors influencing the decision to purchase mobile phone devices in Hawassa town. The research involved a sample of 246 consumers selected through simple random sampling. The study utilized both primary and secondary data, focusing on six key factors—price, social

group, product features, brand name, durability, and after-sales services. Correlation and multiple regression analyses were employed to analyze these factors.

Prof. Sunitha B K (2017) aimed to identify the primary factors leading to mobile phone brand switching. The study also sought to determine the features preferred by customers in mobile phones. Given the intense competition in the mobile phone market, understanding customer switching behavior is crucial. The research identifies customers and factors contributing to the shift from one phone brand to another.

Sanjay K. Jain (2017) focused on examining the impact of consumer and product characteristics on the adoption of e-commerce among consumers in India. The study, based on primary data collected through a survey in and around Delhi, employed a structured non-disguised questionnaire. The information gathered covered demographics, shopping orientations, security and privacy concerns, technological familiarity, past online shopping experiences, and intentions to buy various types of products online in the future. Factors such as past online shopping satisfaction, recreational shopping orientation, education, and income emerged as significant influencers on consumer online purchases.

Philip Kotler and Kevin Lane Keller (2018) emphasized the omnipresence of marketing while acknowledging its complexity. They asserted that marketing management is challenging due to its ever-evolving nature, requiring continuous improvement.

Dr. P. Thirumoorthi and G. Boobalan (2015) aimed to assess the symbolic devices employed by celebrities and peers to influence the audience. Their study supported the

visual expression model, explaining why advertisers use celebrities of varying gender, age, and expertise in commercials to convey specific products and cultural values.

Perotti, V., and Widrick, S. (2015) examined the shopping and buying behavior of online shoppers of different age groups, exploring how attitudes toward internet shopping mediate these behaviors, especially among younger and older consumers.

Leon G. Schiffman, Leslie Lazar Kanuk, and Mallika Das (2015) defined a consumer as an individual who purchases products and services for personal consumption from the market.

Preetam Sahu and Dr. Archana Agrawal (2015) focused on consumers' perceptions and buying behavior related to various mobile brands. Their study delved into customer preferences for different mobile phones, the key features influencing purchase decisions, and the factors shaping the decision-making process in buying a mobile phone.

Arif Shahbaz (2015) investigated the factors influencing mobile phone purchase decisions in the Greater Accra Region of Ghana, utilizing a binary logit regression model. The study, based on data collected through a structured questionnaire from 200 mobile phone users, revealed that Nokia and Samsung were the predominant phone brands. The descriptive statistics also highlighted that a majority of respondents planning to acquire new phones were male, aged between 21-30 years, and possessed tertiary-level education.

Dr. D.S. Chaubey (2015) noted the rapid adoption of mobile phones globally, especially in India, and conducted an exploratory study to investigate consumer purchasing motives in the cellular phone market, an area often overlooked in academic literature.

Pradeep Kr. Dekka's (2016) research aims to evaluate both external and internal factors influencing consumers' smartphone purchasing decisions. The study delves into consumer attitudes towards smartphones and investigates the impact of brand names on consumer choices.

Md Reaz Uddin, Nusrat Zahan Lopa, and Md. Oheduzzaman (2016) conducted a study focusing on identifying factors influencing customers' choice of mobile phones in Khulna city. The research encompassed diverse groups such as males, females, businessmen, employees, students, and others, revealing that physical attributes were the most crucial factor. Other influential factors included pricing, charging and operating facilities, size and weight, recommendations from friends and colleagues, neighbors' suggestions, and advertising.

Solomon A. Keelson of Takoradi (2016) conducted a quantitative study examining the factors affecting students' selection of mobile phone services. Surveying 500 University and Polytechnic students in Ghana, the research identified reliability and cost savings as the primary reasons for changing phone services. Reference group influence, social reputation, and regular contact with others also played significant roles.

Danilo Hamann (2016) aimed to propose a model investigating the relationships between price, use, quality, and culture concerning the adoption of high technology branding strategy.

Leena Jenefa's (2016) focus was on understanding how the choice of retail chain and the socioeconomic status of the consumer influence buying behavior in the retail segment. The study examined five behavioral variables—quality, product criteria, product performance, price, and promotions—within selected retail garment outlets to retain customers.

Albina Samarhan (2016) explored consumer shopping behavior in Finland by studying the in-store usage of mobile phones. The research aimed to uncover what and how often consumers purchase with the assistance of mobile phones and the purposes for which they use their mobile phones in-store. The study's theoretical foundation was built on concepts of consumer behavior and the consumer journey.

Hashim Zameer, Rashid Saeed, and Raheel Abass (2016) conducted a research aimed at exploring consumer buying behavior in Pakistan and making a comparison between urban and rural consumers. The study involved 600 participants from various regions in Pakistan who responded to a structured questionnaire. Utilizing SPSS 17 for analysis and employing the Analytic Hierarchy Process (AHP) to assess consumer preferences in purchase decisions, the researchers discovered distinct patterns. Rural consumers were found to prioritize mobile phone functions and exhibit price consciousness, while urban consumers emphasized mobile phone style and brand image. The paper offers valuable insights for management, advising adjustments to advertisement campaigns and mobile products tailored to consumer needs.

Deepika Ganlari (2016) sought to analyze both external and internal factors influencing consumers' decisions to purchase smartphones. The study also delved into consumer attitudes toward smartphones and the impact of brand names on purchasing choices. The growing ubiquity of smartphone usage across age and gender groups was noted as a significant trend.

Chandni Sharma (2016) aimed to comprehend consumer behavior during visits to shopping malls in developing or tier 3 cities. Consumer behavior, especially in these emerging areas, remains a crucial area of interest.

Ms. Harshleen Kaur Sethi (2017) focused on studying consumer buying behavior regarding smartphones in India, specifically in the Delhi/NCR region.

Rakesh Kumar and S. K. Kaushal (2017) concentrated on identifying and exploring major factors affecting consumer attitudes and subsequent behavior toward the purchase of electronic durable goods, utilizing a cross-sectional research design.

Rishiman Chandwani, Deepak Kaushal, and Samantha Sawan (2017) comprehensively examined consumer behavior at all stages (pre-purchase, intrapurchase, and post-purchase) during the acquisition of mobile phones. The study, based on secondary data, aimed to aid mobile phone manufacturers in understanding market perceptions, needs, wants, and demands.

K. Prabha Kumari (2017) identified factors influencing the buying behavior of mobile phones in Tirupur city. The study aimed to uncover consumer satisfaction levels with different branded mobile phones and understand reasons behind dissatisfaction.

Shampa Nandi (2017) focused on examining the brand-switching tendencies of young Indians and effectively analyzed the influence of various demographic variables on brand loyalty. The study revealed that Apple boasted the most dedicated customer base, despite Samsung being the most popular brand. Among demographic factors, only age showed an impact on brand loyalty.

Henrichs, R.B (2018) contributed to the research field by demonstrating that time preference frameworks, previously applied to consumer durables, can also be applied to technological service innovations like the Internet. The research employed empirical analysis using survey data from early Internet adopters.

Ms. Harshleen Kaur Seth (2018) aimed to understand two key consumer decisions when purchasing smartphones: 1. which brand to buy? 2. where to buy (online/brick & mortar)? The study involved observing consumer buying behavior at Croma Electronics, Connaught Place, providing insights into these decisions.

Dr. G. Shoba (2018) sought to analyze customer buying behavior for various mobile brands at Akshay Agencies. The study used a structured questionnaire and identified key demographic features influencing purchasing decisions. Factors such as product features, operating facilities, quality, price, and goodwill were found to impact customer buying behavior.

Vishesh, Prof Sanjiv Mittal (2018) discovered that "Speed & Performance" had the highest positive impact on mobile phone satisfaction, followed by "brand & advertising" and "recommendations & reviews." The study offered valuable insights into consumer buying behavior concerning mobile phones.

Bishal Nagarkoti (2019) aimed to identify factors influencing the consumer behavior of smartphone users, including reasons for purchasing, the impact of social and personal factors, and usage patterns.

Jasia Mustafa Ahsan Al-Rifat (2019) found that the "social factor" had the highest positive impact on satisfaction when buying mobile phones, followed by brand, advertising, and price.

Mrs. K. Rajaselvi (2019) explored the increasing per capita consumption of electronic goods with rising disposable incomes. The study emphasized the need for quality products, accurate product information, and doorstep delivery, highlighting consumer-driven market development.

Sharma, R., Mehta, K., & Sharma, S. (2019) delved into understanding the online buying behavior of consumers in India, aiming to identify areas for improvement in online shopping websites.

Hassan Jawad Soomro, Dr. Ikhtiar Ali Ghumro (2019) focused on studying brand selection by young consumers in Sindh, providing insights into overall purchase behavior in this segment.

Heikki Karjaluoto et al. (2019) investigated consumers' choice criteria in the mobile phone market, examining factors influencing the intention to acquire new phones and those affecting mobile phone changes.

Imtiaz Arif (2020) explored how social need, social influence, and convenience impact smartphone dependence and purchasing behavior among university students in Pakistan.

P. Sathya, Dr. R. Indirajith (2020) found that demographic variables were not deeply associated with consumers' attribute awareness of the product. Brand loyalty was insufficient among consumers of durable goods.

Punyatoya, P (2020) focused on brand personality and its relation to consumer brand preference and purchase intention, emphasizing the influence of brand personality on high and low involvement products.

Ovidiu I. Moisescu (2020) aimed to determine the importance of unaided brand awareness in consumers' buying decisions and the significance of aided brand awareness in assessing perceived risks, comparing durable and non-durable products among urban Romanian consumers.

Kotler and Armstrong (2017) define consumer buying behavior as the purchasing actions undertaken by individuals and households for personal consumption of goods and services. Global consumers exhibit diversity in factors such as age, income, education, and preferences, shaping their approaches to acquiring goods and services. This variability in consumer behavior has implications for the presentation of products and services in distinct consumer markets. The components influencing consumer behavior encompass cultural, social, personal, and psychological aspects (Kotler and Armstrong, 2001). Sandhusen (2000) characterizes consumer behavior as the examination of the reasons, timing, methods, and locations where individuals decide to either make or abstain from making product purchases.

A.Mohankumar and U.Dinseshkumar (2015) conducted a study on "customer purchase behavior towards mobile phones," specifically within Erode city. The research included an examination of various mobile phone brands, such as Nokia, Sony Ericsson, Samsung, HTC, and Micromax. The primary objectives of the study were to identify the factors influencing consumers in their mobile phone purchases, analyze the buying behavior during the selection of mobile phones, assess consumer satisfaction levels with different branded mobile phones, and understand the reasons behind consumer dissatisfaction. The findings of the study provided valuable insights into consumer preferences and behavior when choosing mobile phones. The research highlighted that consumers, in their pursuit of satisfying their needs, engage in diverse purchasing activities influenced by specific considerations. These considerations lead them to prefer particular brands or stores over others. Notably, Nokia mobile phones emerged as the predominant choice among consumers based on the study's results.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Research Design :

A research design refers to the organization of conditions for the gathering and analysis of data in a manner that seeks to blend relevance to the research objective with efficiency in procedure. Given the goal of attaining comprehensive and accurate information in these studies, it is imperative to meticulously plan the procedures. The research methodology employed for this investigation is descriptive research.

3.2 Sampling Technique :

The sampling method utilized in this study is the Convenient Sampling technique, with a sample size of 120 respondents from Chennai City.

3.3 Sources of Data :

This research incorporates both primary data obtained through surveys and secondary data gathered from various literature reviews.

3.4 Structure of Questionnaire :

The questionnaire has been framed and circulated to collect primary data. The questionnaire contains

- Direct questions
- Close end questions
- Dichotomous questions
- Multiple choice questions

3.5 Population Size :

Due to the extensive usage of mobile phones among consumers, accessing the entire population is challenging.

3.6 Duration Of Investigation :

The research spanned a timeframe of 3 months, commencing from December 2023 and concluding in December 2023.

3.7 Analytical Methods :

3.7.1 Software Utilized :

The analysis of data was carried out using SPSS software. SPSS is a widely employed tool for statistical analysis in the field of social science and is utilized by various professionals, including market researchers, health researchers, survey companies, government entities, education researchers, marketing organizations, and data miners. The original SPSS annual publication (Nie, Bent & Hull, 1970) is acknowledged as one of "sociology's most influential books," enabling researchers to conduct their statistical analyses. Apart from statistical analysis, the base software encompasses features such as data management (e.g., case selection, file reshaping, creating derived data) and data documentation (a metadata dictionary stored in the data file). IBM SPSS was employed for the analysis of survey data.

3.7.2 Testing Procedures: Percentage Analysis

The analysis included the use of simple percentage analysis, which involves a specialized form of rates for making comparisons among two or more sets of data. Percentages were calculated using the formula:

$$\text{Percentage} = \left(\frac{\text{Number of respondents}}{\text{Total respondents}} \right) \times 100$$

In this case, the total number of respondents was 106.

Independent T-Test :

The independent t-test, referred to as the two-sample t-test, independent sample t-test, or student's t-test, is an inferential statistical method employed to determine if there is a statistically significant difference between the means of two distinct and unrelated groups.

Null and alternate hypothesis for the independent t-test

$H_0: \mu_1 = \mu_2$

$H_A: \mu_1 \neq \mu_2$

To do this, we need to set a significance level (also called alpha) allows us to either reject or accept the alternative hypothesis. Most commonly, this value is set at 0.05.

One way ANOVA :

Analysis of variance, or ANOVA, is a statistical method that separates observed variance data into different components to use for additional tests. A one-way ANOVA is used for three or more groups of data, to gain information about the relationship between the dependent and independent variables.

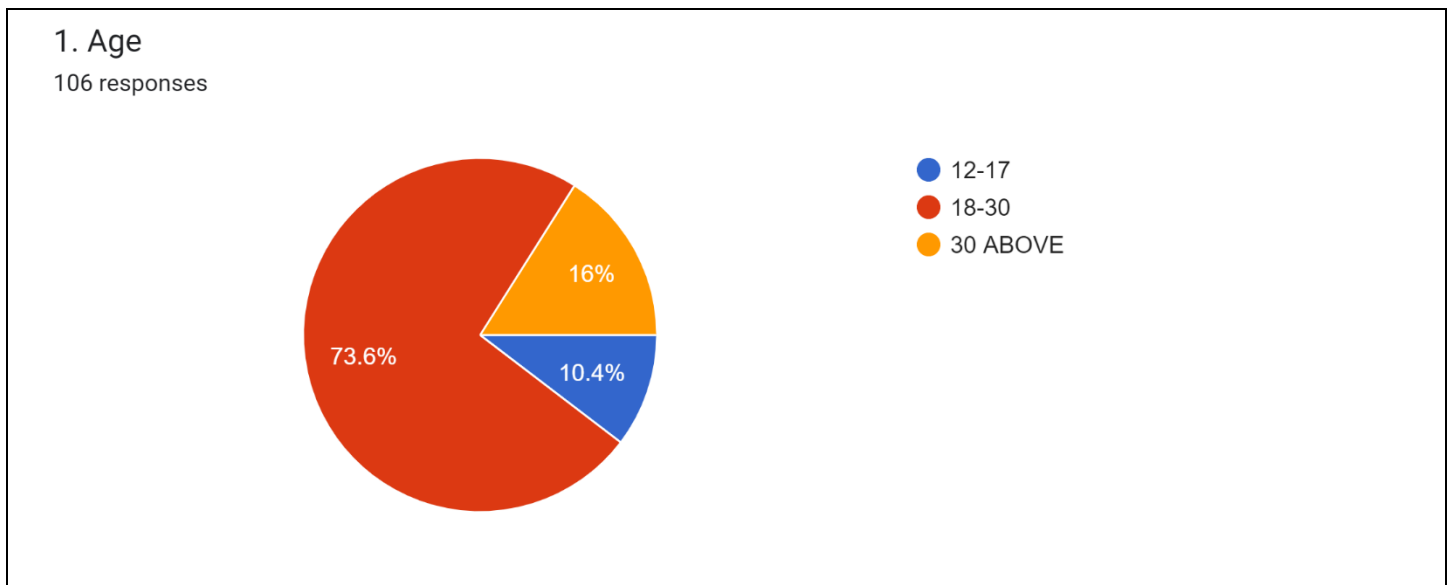
The ANOVA test allows a comparison of more than two groups at the same time to determine whether a relationship exists between them. The results of the ANOVA formula, the F statistic (also called the F-ratio), allows for the analysis of multiple groups of data to determine the variability between samples and within samples.

CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

4.1 AGE OF THE RESPONDENTS :

S NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	12 - 17	11	10.37735849
2	18 - 30	78	73.58490566
3	ABOVE 30	17	16.03773585
TOTAL		106	100

From the above table it is interpreted that the number of respondents between **12 – 17** is **10.37%** **18 – 30** is **73.58%**, **Above 30** is **16.03%**.



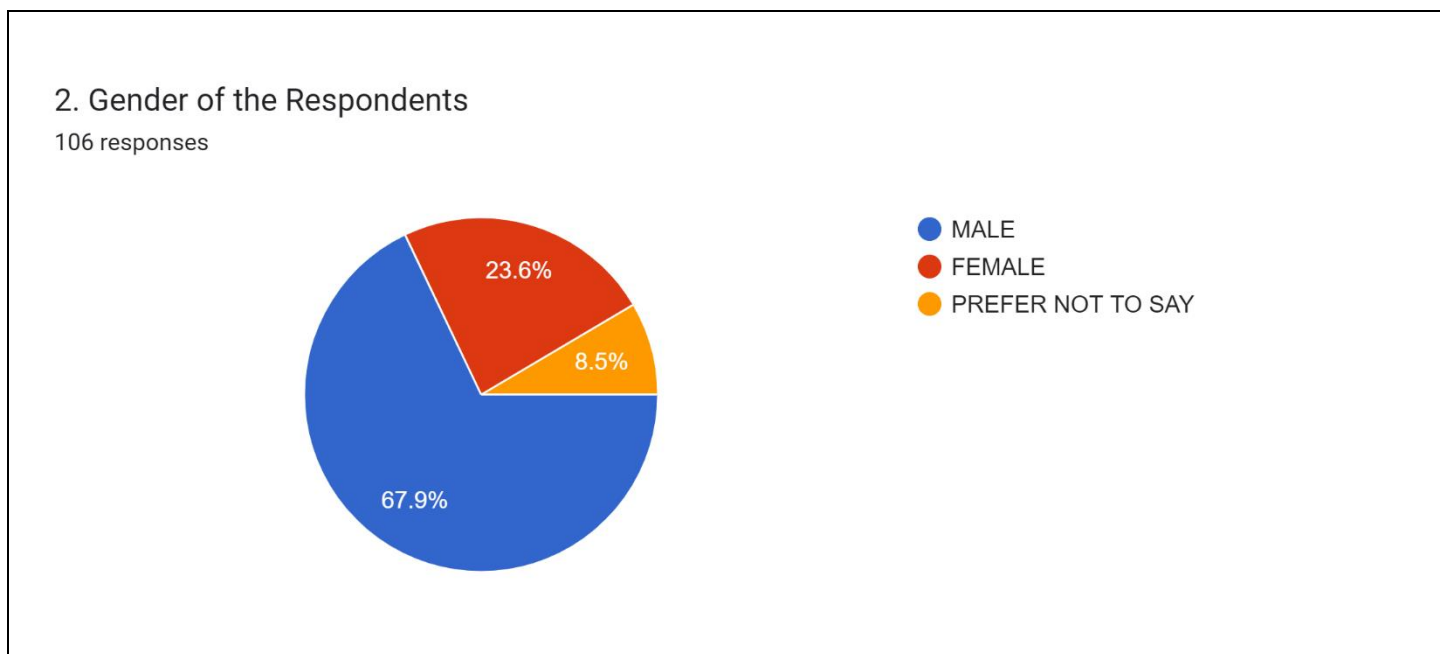
INFERENCE:

Majority (73.48%) of the respondents fall in the age category of 18 – 30 years.

4.2 GENDER OF THE RESPONDENTS :

S NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	MALE	72	67.9245283
2	FEMALE	25	23.58490566
3	PREFER NOT TO SAY	9	8.490566038
TOTAL		106	100

From the above table it is interpreted that the number of respondents **Male is 67.92%**, **Female is 23.58%**.



INFERENCE:

Majority (**68%**) of the respondents are **Male**.

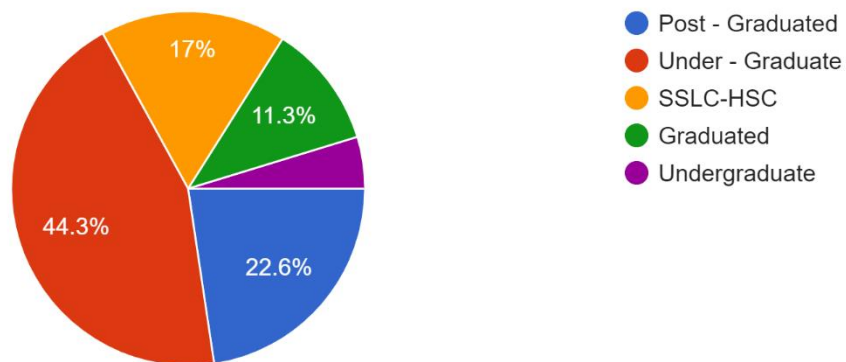
4.3 EDUCATIONAL BACKGROUND OF THE SURVEY PARTICIPANTS:

S NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	POST - GRADUATED	36	33.96226415
2	UNDER - GRADUATED	52	49.05660377
3	SSLC - HSC	18	16.98113208
TOTAL		106	100

From the above table it is interpreted that the number of respondents between **post-graduated is 33.96%** **Under - Graduated is 49.05%**, **SSLC - HSC is 16.98%**.

3. Educational Background of the Survey Participants

106 responses



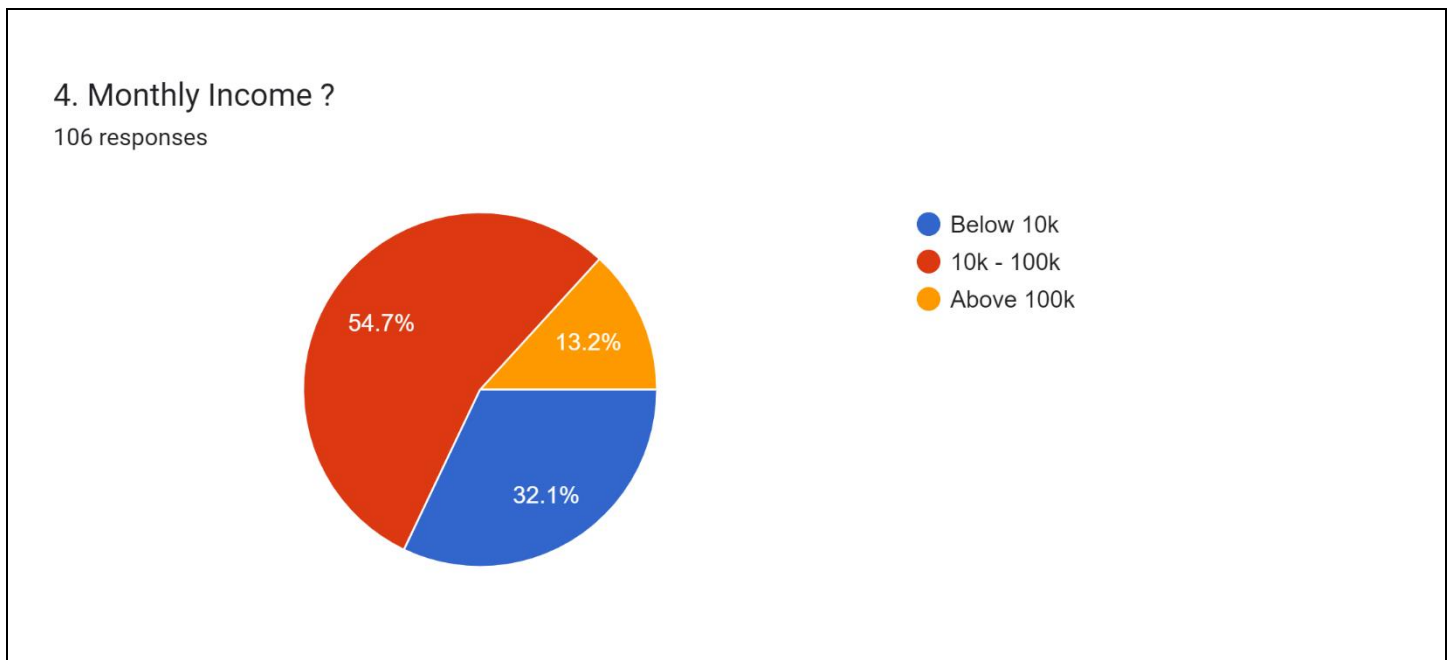
INFERENCE:

Majority (**49%**) of the respondents are **Under -Graduated**.

4.4MONTHLY INCOME OF THE RESPONDENTS:

S NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	BELOW 10K	34	32.0754717
2	10K - 100K	58	54.71698113
3	ABOVE 100K	14	13.20754717
TOTAL		106	100

From the above table it is interpreted that the number of respondents between **Below 10k is 32.07%** **10k – 100k is 54.71%**, **Above 100k is 13.2%**.



INFERENCE:

Majority (55%) of the respondents are earning between **10k – 100k**.

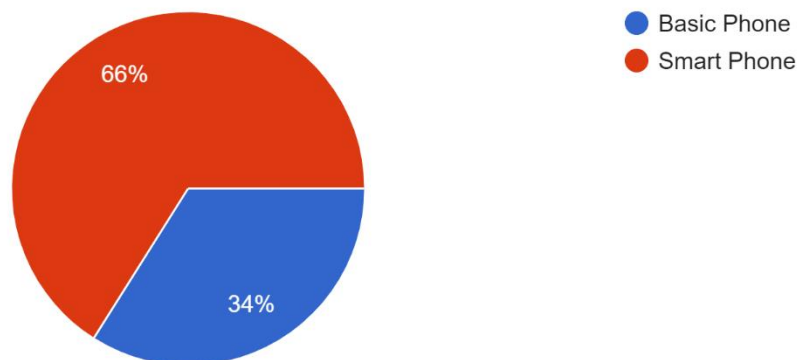
4.5 THE TYPE OF MOBILE DEVICE USED BY THE RESPONDENTS:

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	BASIC PHONE	36	33.96226415
2	SMART PHONE	70	66.03773585
TOTAL		106	100

From the above table it is interpreted that the number of respondents are **Basic Phone** is 33.96%, **Smart Phone** is 66.03%.

5. What kind of mobile device do you have?

106 responses



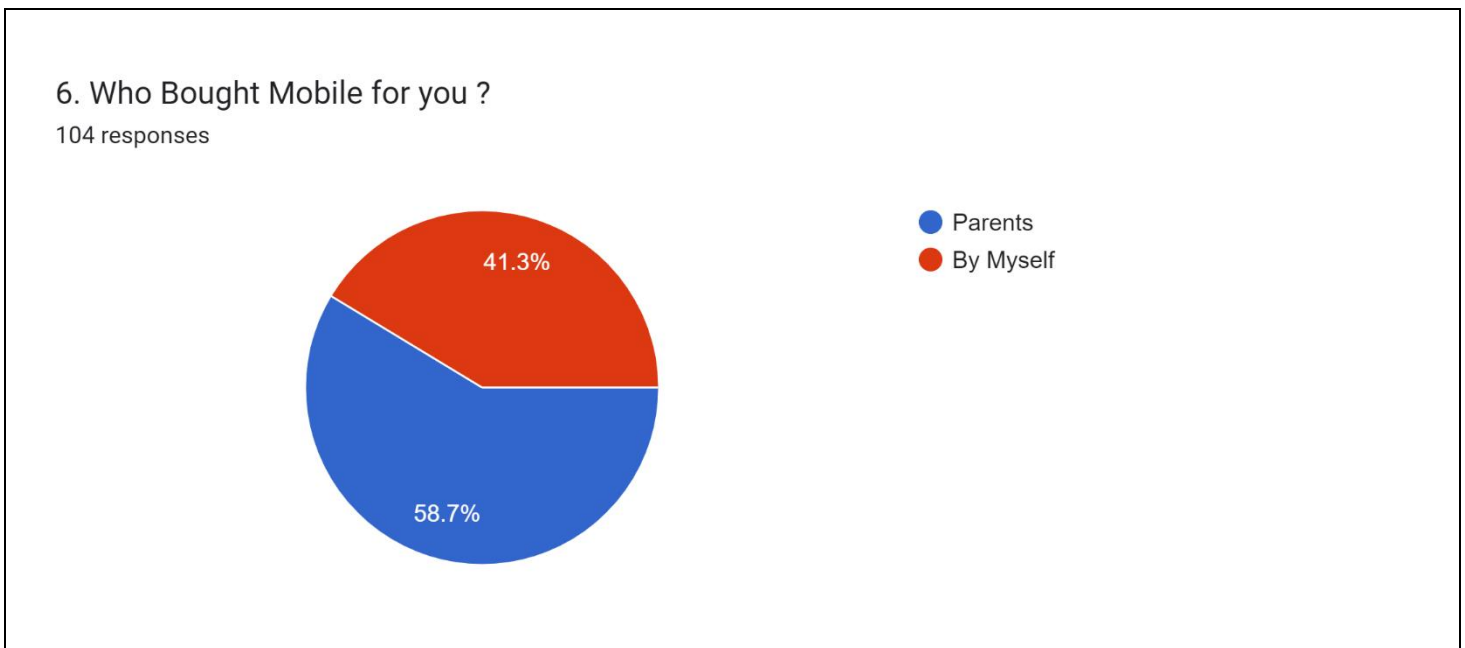
INFERENCE:

Majority (**67%**) of the respondents are Using **Smart Phones**.

4.6 WHO PURCHASED A MOBILE PHONE FOR YOU?

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	MYSELF	43	33.96226415
2	PARENTS	63	66.03773585
TOTAL		106	100

From the above table it is interpreted that the number of respondents are bought **Herself** as is **33.96%**, and **Parents** as **66.03%**.



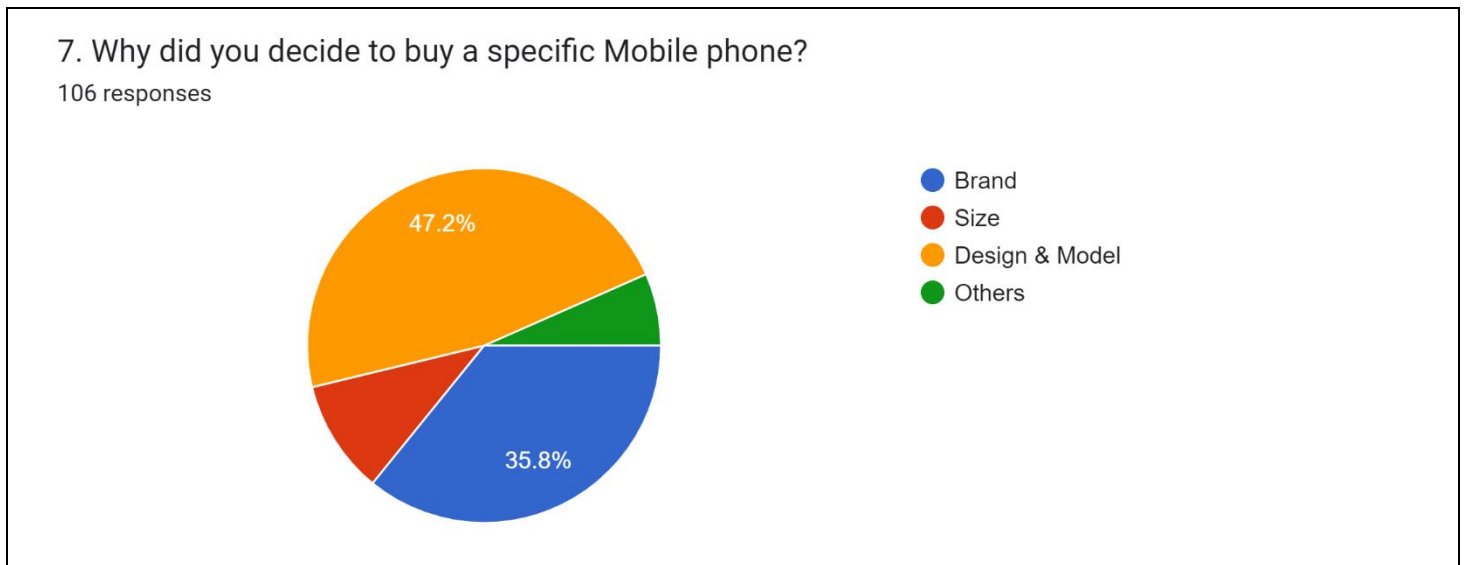
INFERENCE:

Majority (**67%**) of the respondents are Using **Smart Phones**.

4.7 WHY DID YOU DECIDE TO BUY A SPECIFIC MOBILE PHONE?

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	BRAND	38	35.8490566
2	SIZE	11	10.37735849
3	DESIGN & MODEL	50	47.16981132
4	OTHERS	7	6.603773585
TOTAL		106	100

From the above table it is interpreted that the number of respondents are Choose as a Brand is **35.84%**, size as **66.03%**, Design & Model as **47.16%**, Others are **6.60%**.



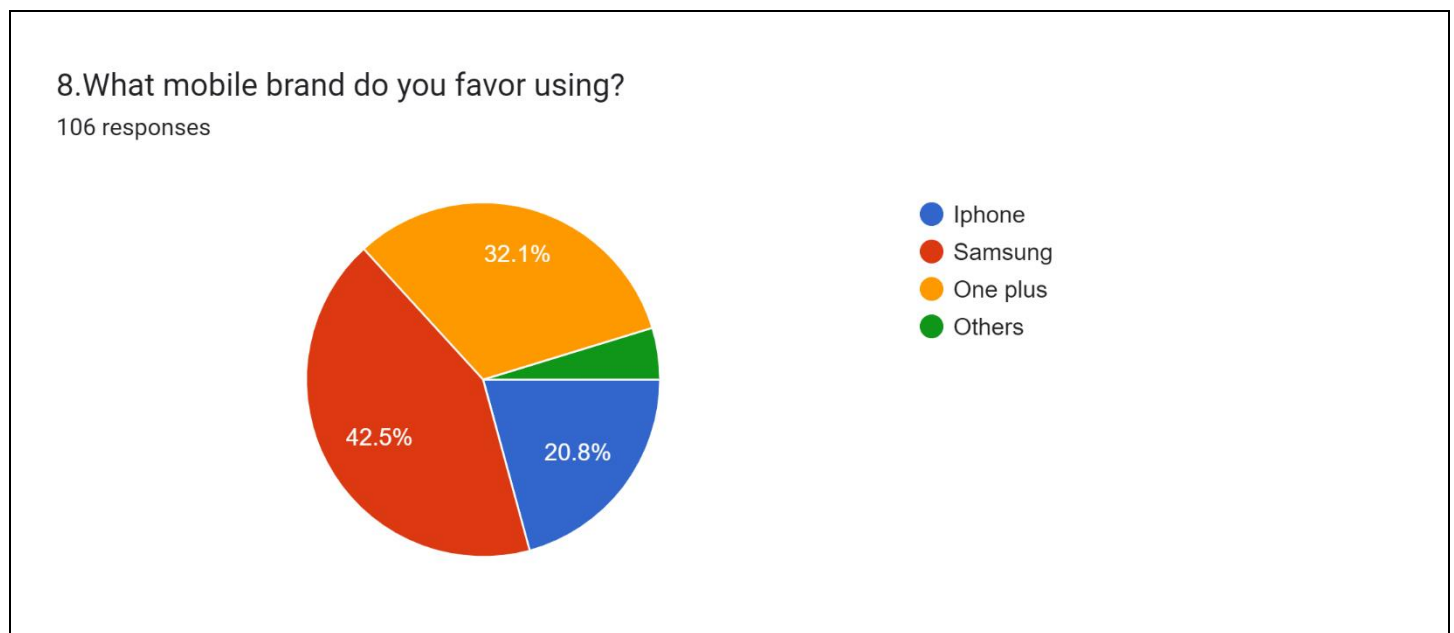
INFERENCE:

Majority (**47%**) of the respondents are Choosing as **Design & Model** to Buy their Smart Phones.

4.8 WHICH MOBILE BRAND DO YOU PREFER TO USE?

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	SAMSUNG	45	42.45283019
2	ONE +	29	27.35849057
3	I PHONE	22	20.75471698
4	OTHERS	10	9.433962264
TOTAL		106	100

From the above table it is interpreted that the number of respondents are using a Mobile as **Samsung is 42.45%, One + is 27.35%, I Phone is 20.75%, Others are 9.43%.**



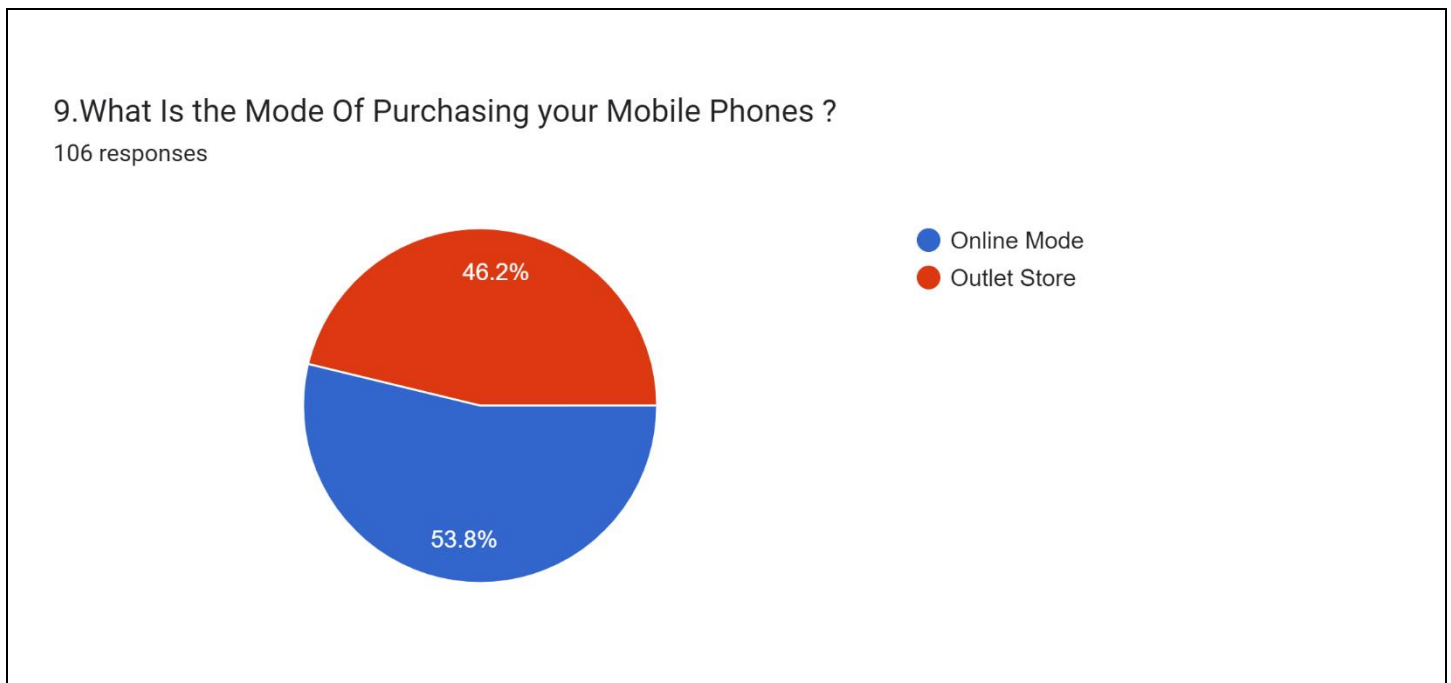
INFERENCE:

Majority (**42%**) of the respondents are Using as **Samsung Mobile.**

4.9 WHAT IS THE MODE OF PURCHASING YOUR MOBILE PHONES?

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	ONLINE MODE	57	53.77358491
2	OUTLET STORE	49	46.22641509
TOTAL		106	100

From the above table it is interpreted that the number of respondents is bought a Mobile Phone in **Online Mode** as **53.77%**, and **Outlet Store** as **46.22%**.



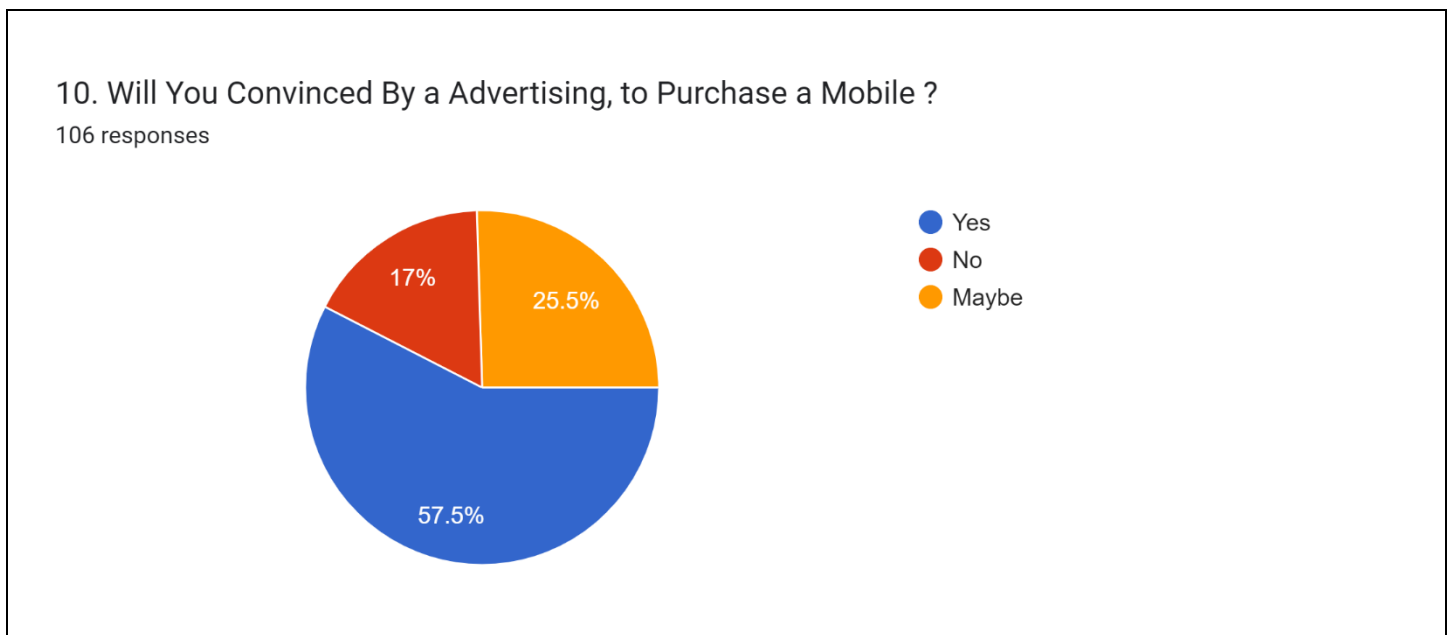
INFERENCE:

Majority (**54%**) of the respondents are Buying a Mobile Phone in **Online Mode**.

4.10 WILL YOU CONVINCED BY AN ADVERTISING TO PURCHASE A MOBILE ?

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	YES	61	57.54716981
2	NO	18	16.98113208
3	MAY BE	27	25.47169811
TOTAL		106	100

From the above table it is interpreted that the number of respondents is bought a Mobile Phone base of Advertising Yes as **57.54%**, and NO as **16.98%** , May be as **25.47%**.



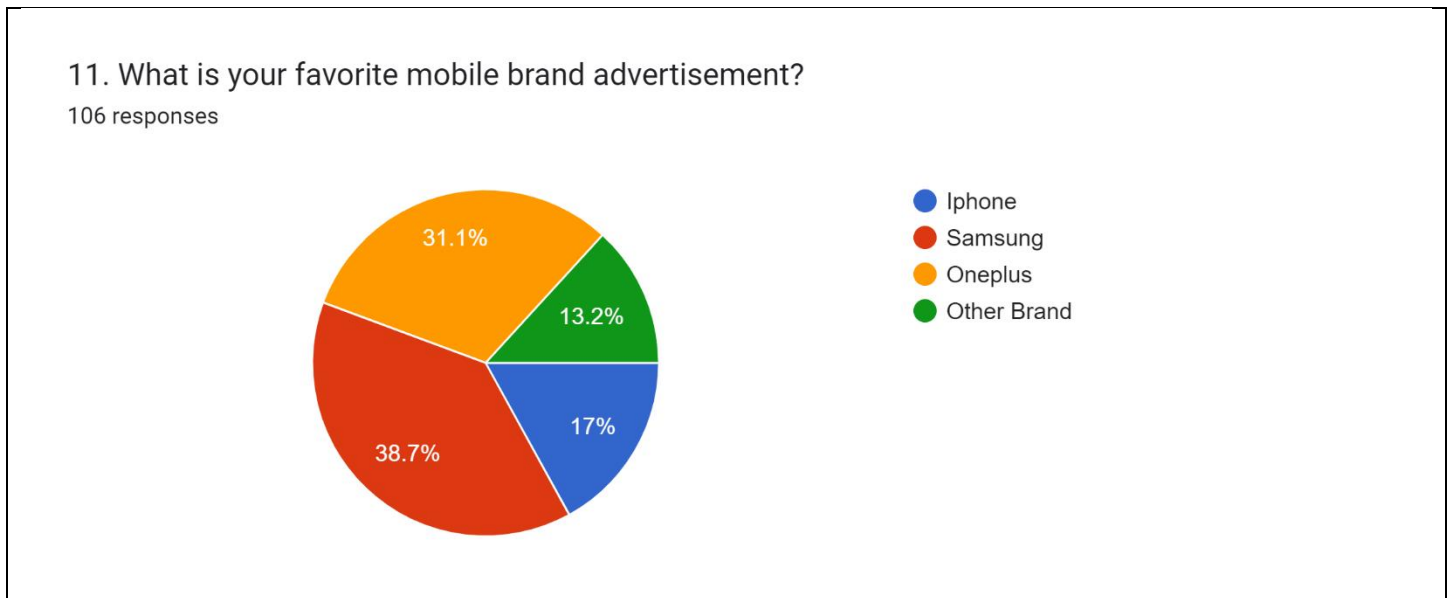
INFERENCE:

Majority (**57%**) of the respondents are Buying a Mobile Phone based on **Advertising**.

4.11 WHAT IS YOUR FAVORITE MOBILE BRAND ADVERTISEMENT?

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	SAMSUNG	41	38.67924528
2	ONE +	33	31.13207547
3	I PHONE	18	16.98113208
4	OTHERS	14	13.20754717
TOTAL		106	100

From the above table it is interpreted that the number of respondents are like a Advertisement is **Samsung** as **38.67%** , **One Plus** as **31.13%**, **I Phone** as **16.98%** and **Others** are **13.20%**.



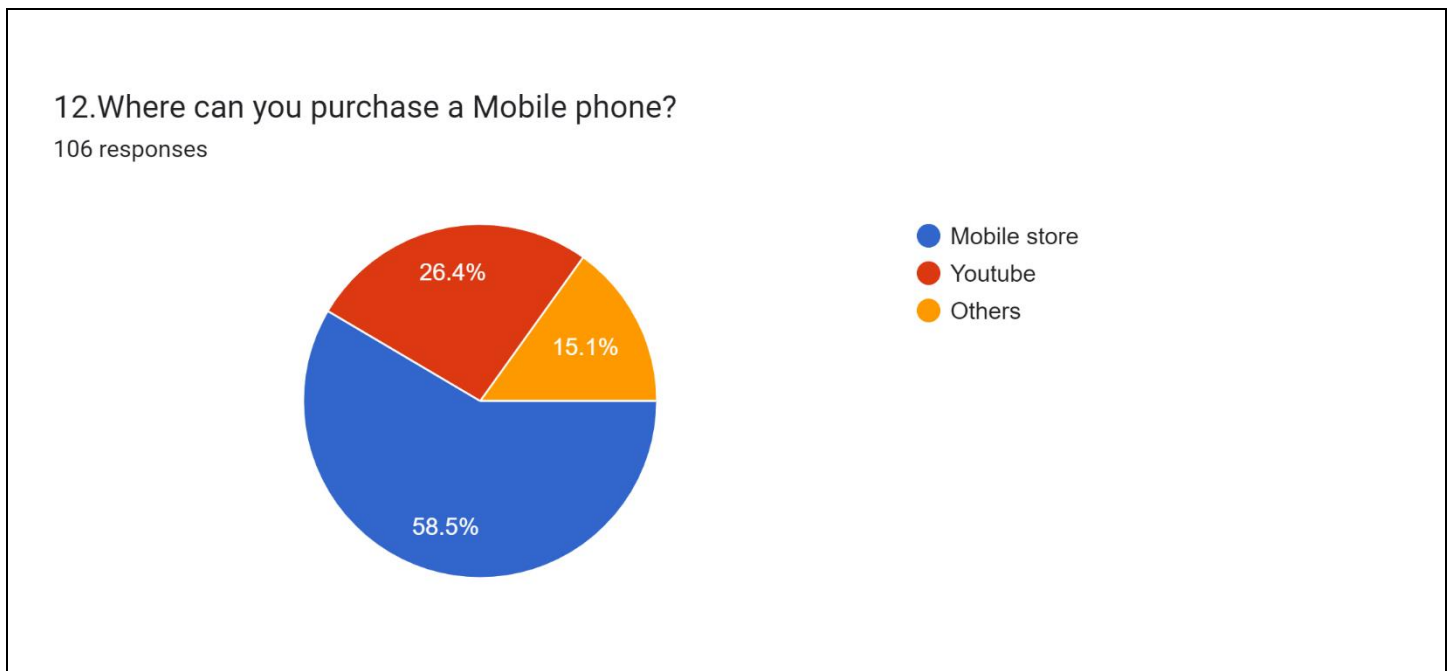
INFERENCE:

Majority (**38%**) of the respondents are Like a Samsung Mobile Phone **Advertising**.

4.12 WHERE CAN YOU PURCHASE A MOBILE PHONE?

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	YOUTUBE	28	26.41509434
2	MOBILE STORE	62	58.49056604
3	OTHERS	16	15.09433962
TOTAL		106	100

From the above table it is interpreted that the number of respondents are like to purchase a Mobile in **YouTUBE** as **26.41%** , **Mobile Store** as **58.49%**, and **Others** are **15.09%**.



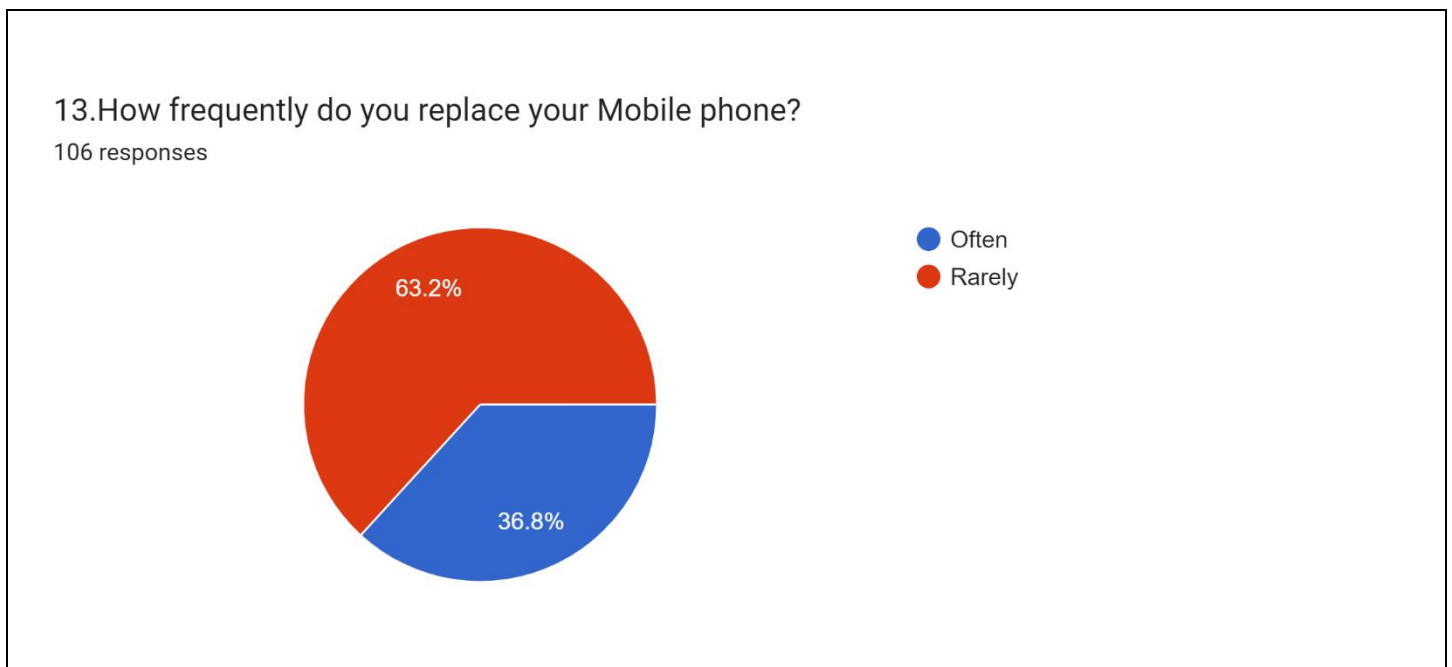
INFERENCE:

Majority (**58%**) of the respondents are Like to Purchase a Mobile In Store.

4.13 HOW FREQUENTLY DO YOU REPLACE YOUR MOBILE PHONE?

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	OFTEN	39	36.79245283
2	RARELY	67	63.20754717
TOTAL		106	100

From the above table it is interpreted that the number of respondents are like to change the **Often** as **36.79%** and **Rarely** as **63.20%**



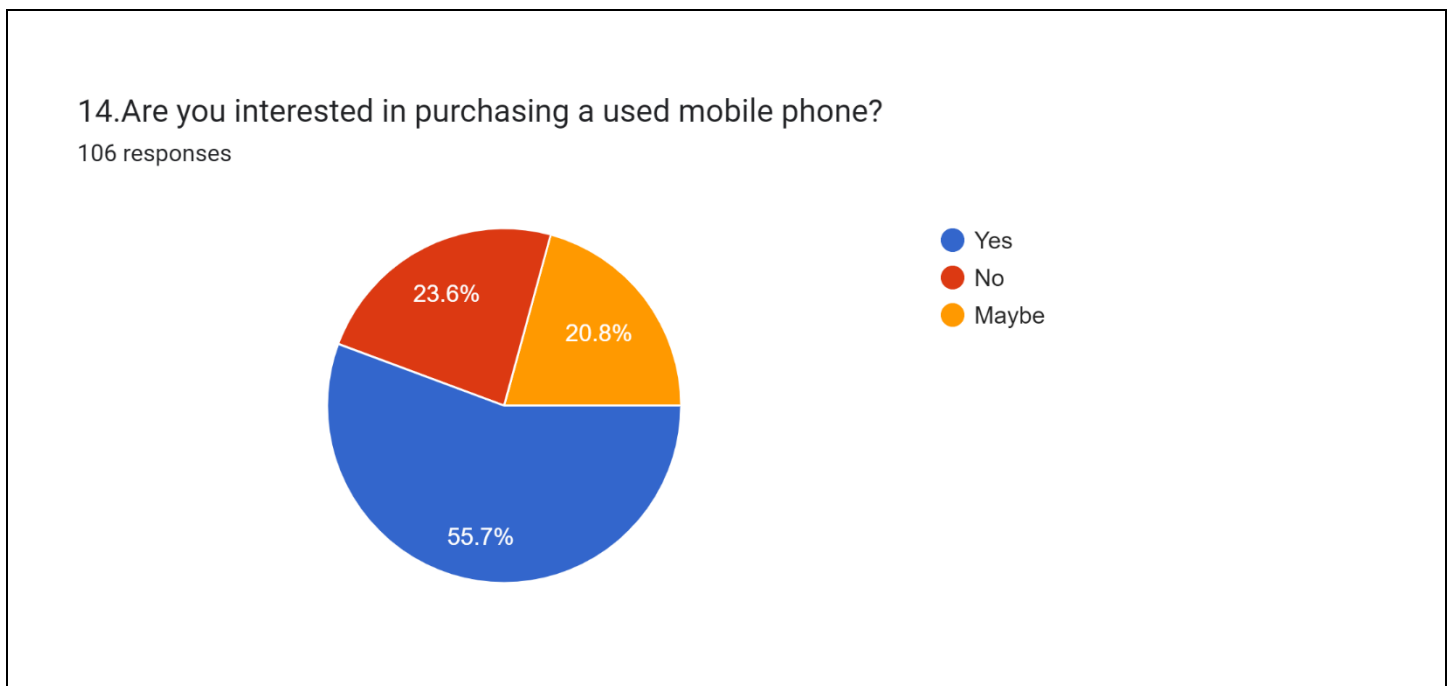
INFERENCE:

Majority (**63%**) of the respondents are Change the Mobile Phone as **Rarely**.

4.14 ARE YOU INTERESTED IN PURCHASING A USED MOBILE PHONE?

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	YES	59	55.66037736
2	NO	25	23.58490566
3	MAY BE	22	20.75471698
TOTAL		106	100

From the above table it is interpreted that the number of respondents are like to Use the Used a Mobile Phone, **Yes as 55.66% , No as 23.58% and May be as 20.75%.**



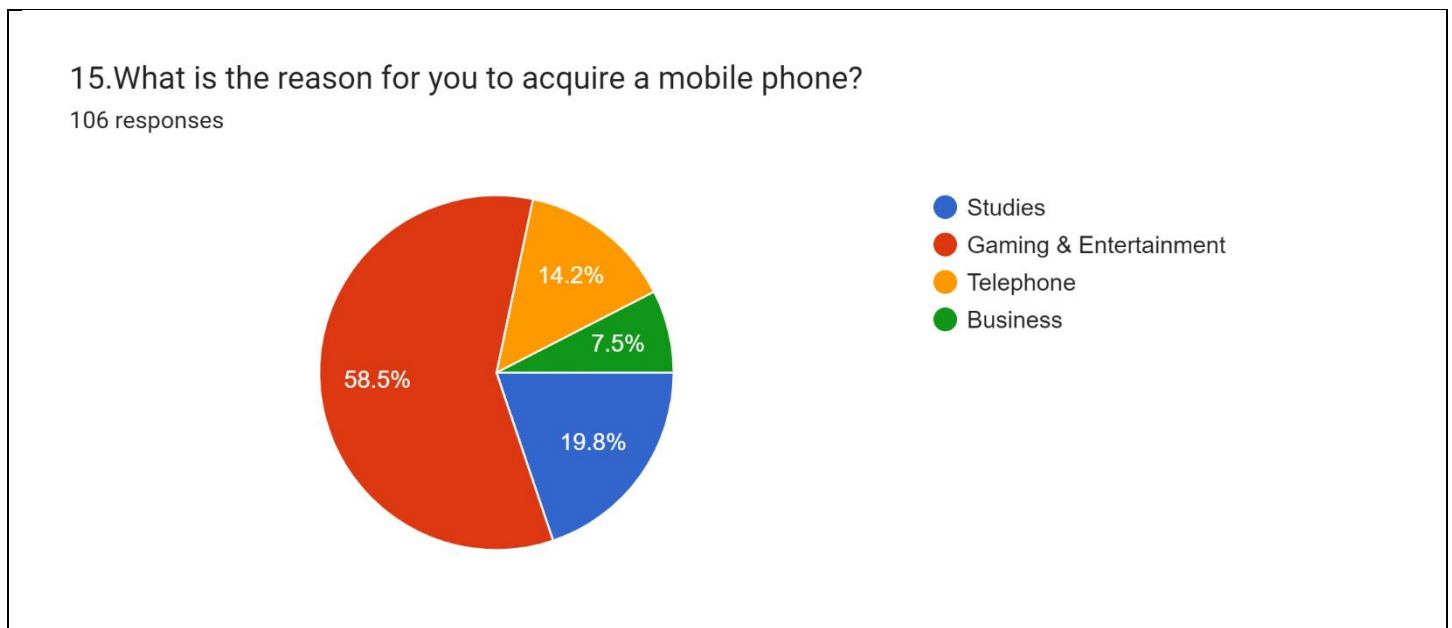
INFERENCE:

Majority (**63%**) of the respondents are Like to use a used **Mobile Phone**.

15.WHAT IS THE REASON FOR YOU TO ACQUIRE A MOBILE PHONE?

SNO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	BUSINESS	8	7.547169811
2	GAMING AND ENTERTAINMENT	62	58.49056604
3	TELEPHONE	15	14.1509434
4	STUDIES	21	19.81132075
TOTAL		106	100

From the above table it is interpreted that the number of respondents are using a Mobile Phone to **Business** as 7.54% , **Gaming and Entertainment** as 58.49% , **Telephone** as 14.15%, **Studies** as 19.81%.



INFERENCE:

Majority (58%) of the respondents are Like to use a used **Mobile Phone for Gaming and Entertainment**.

CHI-SQUARE ANALYSIS AGE AND LEVEL OF SATISFACTION TOWARDS MOBILE PHONES.

Null hypothesis (H0) -There is no significant relationship between age and level of satisfaction towards MOBILE Phones.

Alternative hypothesis (H1): There is significant relationship between age and level of satisfaction towards MOBILE Phones.

FACTORS	Level of satisfaction towards MOBILE Phones		F - VALU E	P - VALUE	SIGNIFICAN CE
	MALE	FEMALE			
BRAND	4.28	4.34	3.475	0.873	NoSignificane
PRICE	1.22	1.29	0.694	0.635	NoSignificane
FEATURES	4.33	4.26	0.552	0.898	NoSignificane
DESIGN	1.94	1.73	0.886	0.457	NoSignificane

***The level of significance is tested 0.05**

INFERENCE:

Since the p value is greater than 0.05, then (H0) null hypothesis is accepted (H1) Alternate hypothesis is rejected. Hence, there is no significance difference between marital status

ANOVA ANALYSIS OF AGE:

Null hypothesis (H0): There is no significant difference between Brand in regards to purchase behavior level.

Alternate hypothesis (H1): There is significant difference between Brand in regards to purchase behavior level.

FACTORS	BRAND			F - VALUE	P - VALUE	Significance
	Age 12 - 17	Age 18 - 30	Above 30			
Samsung	2.73	2.62	3.22	1.169	0.696	Not - Significant
One +	2.45	2.09	3.22	0.874	0.107	Not - Significant
I Phone	3.18	2.53	2.89	0.86	0.439	Not - Significant

***The level of significance is tested 0.05**

INFERENCE:

Since the P value is <0.05 , then null hypothesis is rejected there is no significance difference between quality, brand ,features. There is a significance between design is accept alternate hypothesis.

CHAPTER 5: FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS:

- ✓ Majority (**73.48%**) of the respondents fall in the age category of **18 – 30** years.
- ✓ Majority (**68%**) of the respondents are **Male**.
- ✓ Majority (**49%**) of the respondents are **Under -Graduated**.
- ✓ Majority (**55%**) of the respondents are earning between **10k – 100k**.
- ✓ Majority (**67%**) of the respondents are Using **Smart Phones**.
- ✓ Majority (**67%**) of the respondents are Using **Smart Phones**.
- ✓ Majority (**47%**) of the respondents are Choosing as **Design & Model** to Buy their Smart Phones.
- ✓ Majority (**42%**) of the respondents are Using as **Samsung Mobile**.
- ✓ Majority (**54%**) of the respondents are Buying a Mobile Phone in **Online Mode**.
- ✓ Majority (**57%**) of the respondents are Buying a Mobile Phone based on **Advertising**.
- ✓ Majority (**38%**) of the respondents are Like a Samsung Mobile Phone **Advertising**.
- ✓ Majority (**58%**) of the respondents are Like to Purchase a Mobile in Store.
- ✓ Majority (**63%**) of the respondents are Change the Mobile Phone as **Rarely**.
- ✓ Majority (**63%**) of the respondents are Like to use a used **Mobile Phone**.
- ✓ Majority (**58%**) of the respondents are Like to use a used **Mobile Phone for Gaming and Entertainment**.

5.2 SUGGESTIONS:

The study's findings suggest several recommendations to enhance consumer attraction and increase market share in the mobile phone industry:

- ✓ Emphasize the significance of pricing in the purchasing decision, as it strongly influences consumer perception and choice of mobile phones.
- ✓ Target the youth segment by introducing more advanced features to effectively explore and expand market reach.
- ✓ 3. Marketers should associate product quality with communication, price, features, function, and performance to meet consumer expectations.
- ✓ 4. Acknowledge that consumers often assess product quality with imperfect knowledge, relying on personal, self-perceived quality criteria.
- ✓ 5. Enhance mobile phones by incorporating extensive features to meet diverse consumer needs.
- ✓ 6. Introduce exclusive handset models designed specifically for female consumers.
- ✓ 7. Implement various sales promotional activities to attract consumers, initiated by cellular companies.
- ✓ 8. Offer competitive pricing to attract more customers to commit to mobile phone networks, leading to increased usage of "call minutes."
- ✓ 9. Implement special promotional schemes for specific demographics such as disabled individuals, students, and women to boost market share.
- ✓ 10. Take measures to address health concerns related to mobile phone usage and reduce associated side effects.
- ✓ 11. Increase the number of service centers in rural areas and provide free services to cater to the needs of rural consumers.

5.3 CONCLUSION:

The aim of this research was to explore the determining factors influencing the choice to acquire mobile phone devices. The study revealed that a significant portion of consumers currently possess Apple smartphones. Furthermore, a noteworthy portion of Apple phone users expresses an intention to switch to alternative brands such as Samsung, Apple, and BlackBerry. The Pearson correlation findings highlight that the primary influential factor impacting the mobile phone purchase decision is the price. Following closely, the features integrated into a mobile handset emerge as the most crucial aspect considered by consumers during the purchasing process.

Nevertheless, not all features hold equal importance. Other factors, which exhibit a moderate correlation and are intertwined with the decision to purchase, include the brand name and durability of mobile phones. These aspects are strongly linked to the overall quality of mobile phone devices. Conversely, the factors with the least correlation are after-sales service and social influences.

In the contemporary landscape, the inevitability of online purchases, especially in the context of mobile phones, is a point of pride for the younger demographic. The preference for buying mobile phones online is driven by various factors, with significant emphasis on the cost savings provided by mobile phone companies. The study reveals that a majority of young respondents opt for online channels to procure their mobile phones, reporting overall satisfaction with their purchases. However, a notable drawback highlighted is the perceived lack of complete security in online transactions, particularly with digital payments.

According to the survey, many respondents find online shopping more convenient than traditional in-store visits, citing the ease of the process. In the fast-paced contemporary world, averse to extensive travel and time-consuming in-store shopping, individuals are increasingly turning to the internet, especially for purchasing items like mobile phones.

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APPENDIX:

✓ Name:

Short answer _____

1. Age

- 12-17
- 18-30
- 30 above

2. Gender of the Respondents

- Male
- Female
- Prefer Not to Say

3. Educational Background of the Survey Participants

- Post - Graduated
- Under - Graduate
- SSLC-HSC

4. Monthly Income ?

- Below 10k
- 10k - 100k
- Above 100k

5. What kind of mobile device do you have?

- Basic Phone
- Smart Phone

6. Who Bought Mobile for you ?

- Parents
- By Myself

7. Why did you decide to buy a specific Mobile phone?

- Brand
- Size
- Design & Model
- Others

8.What mobile brand do you favor using?

- iPhone
- Samsung
- One plus
- Others

9.What Is the Mode of Purchasing your Mobile Phones ?

- Online Mode
- Outlet Store

10. Will You Convinced By a Advertising, to Purchase a Mobile ?

- Yes
- No
- Maybe

11. What is your favorite mobile brand advertisement?

- iPhone
- Samsung
- OnePlus
- Other Brand

12. Where can you purchase a Mobile phone?

- Mobile store
- YouTube
- Others

13. How frequently do you replace your Mobile phone?

- Often
- Rarely

14. Are you interested in purchasing a used mobile phone?

- Yes
- No
- Maybe

15. What is the reason for you to acquire a mobile phone?

- Studies
- Gaming & Entertainment
- Telephone
- Business