

A STUDY ON CONSUMER BEHAVIOR TOWARDS PURCHASING MOBILE PHONE WITH REFERENCE TO CHENNAI CITY

Submitted in partial fulfillment of the requirement for the reward of

Bachelor of commerce

By

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DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE

Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI – 600 119

May 2022



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of MITHESH S (39740143) who has done the Project work entitled “**A STUDY ON CONSUMER BEHAVIOR TOWARDS PURCHASING MOBILE PHONE WITH REFERENCE TO CHENNAI CITY**”. Under my supervision from December 2021 to February 2022.

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Submitted for Viva-voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I **MITHESH S (39740143)**. Hereby declare that the Project Report entitled “**A STUDY ON CONSUMER BEHAVIOR TOWARDS PURCHASING MOBILE PHONE WITH REFERENCE TO CHENNAI CITY.**” was done by me under the guidance of **Dr. Paramasivam., MA., Ph.D.** Assistant Professor, School of Management Studies is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce degree.

DATE:

MITHESH S

PLACE: CHENNAI

SIGNATURE OF THE CANDIDATE

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MITHESH S

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ABSTRACT

Customer buying behavior is also the process by which individuals search for, select, purchase, use and dispose of goods and services, in satisfaction of their needs and wants. The main aim of customer buying behavior is to meet and satisfy the needs and the wants of the target customers. The main aim and use of studying customer buying behavior for Value+ store is to increase the sales and the profit of the store, to satisfy the customers need and wants and to maintain the good will of the store by satisfying the needs and wants of the customers. The study gives a brief about the perception & buying behavior of customers towards various mobile brands, customer preference level associated with different mobile phones, major features which a customer looks for in a mobile before making a purchase and factors that influence decision- making in purchasing a mobile phone.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION:

The rapidly growing of demand of smartphones has created a buzz around the world. Now a day's most of the consumers opt to have a smartphones. The increasing innovation in mobile phones industries has brought this craze among the people on Smartphones. Smartphones is configured by an operating system with advanced computing capability and connectivity. Generally, Smartphones has high sensor big touch screens and high pixel cameras with lots of features and applications. Mostly listening to music, Reading news, games, finance, health and fitness, taking notes, calendar, weather forecast and lots of other things. These features and application in smartphones somehow have made people's life easier either in daily life, at work or for entertainment purpose.

1.2 NEED OF THE STUDY:

In the modern era, mobile phones technology has gained its importance in India. Therefore to increase the sales of products & services, marketers adopted this new form of marketing strategy. Although many research studies have been conducted world- wide to examine consumer attitudes towards a product or service, there has been insufficient research on customer attitudes towards mobile phones, especially in India. This research study aims at exploring the impact of mobile marketing on consumer buying behavior. This is significant as there has not many similar studies on this field of mobile phones. The findings provide better insights companies on how to use mobile phones as one of the powerful tool to buy their products.

1.3 SCOPE OF THE STUDY:

- Will help the company to understand the customer buying behavior this will intern help 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.

1.2 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

2.1 REVIEW OF LITERATURE:

1, Kotler and Armstrong (2001), Consumer buying behavior refers to the buying behavior of the individuals and households who buy goods and services for personal consumption. Consumers around the world are different in various factors such as age, income, education level and preferences which may affect the way they avail of goods and services. This behavior then impacts how products and services are presented to the different consumer markets. There are many components which influence consumer behavior namely; cultural, social, personal, and psychological (Kotler and Armstrong, 2001). Consumer behavior is the study of when, why, how and where people do or do not buy products (Sandhusen, Richard L; 2000).

2, Kundi J. et al (2008) Stated that consumer behavior refers to the mental and emotional process and the observable behavior of consumers during searching, purchasing and post consumption of a product or services. Consumer behavior blends the elements from psychology, sociology, sociopsychology, anthropology and economics.

3, A. Mohankumar and U. Dinseshkumar (2015)¹ In their article they explained “customer purchase behavior towards mobile phones”. The present study is conducted in Erode city and it is decided to consider different mobile phones like Nokia, Sony Ericsson, Samsung, HTC and Micromax. This study helps to know the factors which influencing the consumer to purchase Mobile Phones. Have report to know the buying behaviour of the consumer while choosing Mobile Phones. This study also helps to know the consumers satisfaction level towards different branded mobile phones. This study also helps to know the reason for the dissatisfaction of the consumer. From this study I have gained lot of practical exposure about consumer buying behavior towards mobile phones. The consumer buying a variety of mobile phones which satisfy his wants and they are always influenced by his purchasing activities by some considerations which lead him to select a particular brand or a particular store in preferred to others. Consumers mostly preferred Nokia mobile phones.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH METHODOLOGY:

Research methodologies are the techniques and tools by which you research a subject or a topic. Research methodology involves the learning of various techniques to conduct research and acquiring knowledge to perform tests, experiments, surveys, and critical analysis. Research methodology simply refers to the practical “how” of any given piece of research. It’s about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

3.2 RESEARCH PROCESS:

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. This Research design applied for the study is ‘**Descriptive Research**’

3.2.1 DESCRIPTIVE RESEARCH DESIGN:

Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions. A descriptive research design can use a wide variety of research Methods to investigate one or more variables.

3.3 SAMPLING TECHNIQUE:

Sample design is the theoretical basis and the practice mean by generalizing from characteristics of relatively few of the comprising population. It is the method by which the sample is chosen.

3.4 SOURCES OF DATA:

These Sources of Data begins with figuring out what sort of data is needed, followed by the collection of a sample from a certain section of the population. Next, you have to utilize a certain tool to gather the data from the chosen sample. The two types of sources of data are

3.4.1 Primary data:

The Primary data for this study was collected through questionnaire

3.4.2 Secondary data:

Data was collected from external sources like Websites, Journals etc.

3.5 SAMPLING DESIGN:

Sampling is taken as consumer who is the mobile user of Chennai city. The Sample size of 100 respondents is selected for the study and the sample unit is the consumer in Chennai city.

3.6 STRUCTURE OF THE QUESTIONNAIRE:

The questionnaire follows a simple and basic layout. It is made easy for the participants to respond to the questionnaire without any delay or confusion. The set of question and the answer options present in the questionnaire are predetermined and are constructed by myself based on general questions regarding the main topic.

The structure of questionnaire used in this project is as follows.

3.7 Sample size:

The sample size for the project had a target of 100 participants. The fixed target of the sampling size has been achieved as the total number of respondents for the survey questionnaire was 100.

3.8 SAMPLE LOCATION:

My survey location is in and around Chennai city.

3.9 HYPOTHESIS:

3.9.1 PERCENTAGE ANALYSIS:

Percentage is calculated by taking the frequency in the category divided by the total number of participants and multiplying by 100%.

3.9.2 CORRELATION:

Correlation, in the hike on fuel price and alternative choice of fuel vehicles is a Statistic that measures the degree to which two securities move in relation to each other. Computed as the correlation coefficient, which has a value that must fall between -1.0 and +1.0.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

The following consist of the data analysis and interpretation of my questionnaire:

4.1 PERCENTAGE ANALYSIS:

Table No. 4.1:

Age of the respondents

AGE	NO. OF RESPONDENT	PERCENTAGE
12-17	8	8%
18-30	84	84%
30 above	8	8%
Total	100	100%

Interpretation:

From this pie we can observe that 8% of respondents are ages between 12 to 17, 84% of Respondents are ages between 18 to 30, 8% of Respondents are ages between 30 above are Involved in the research.

CHART NO 4.1:

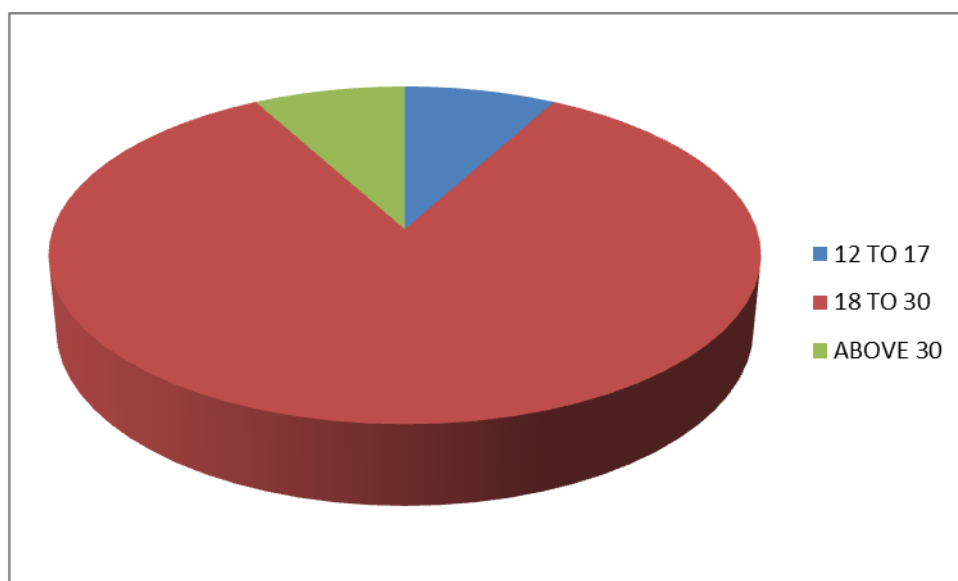


Table No. 4.2:

Gender of the respondents.

GENDER	NO.OF RESPONDENTS	PERCENTAGE
Male	59	59%
Female	39	39%
Prefer not to say	2	2%
Total	100	100%

Interpretation:

From this pie chart we can observe that 59% of Respondents are male, 39% of respondents are Female and 2% are respondents are preferred not to say their gender.

CHART NO 4.2:

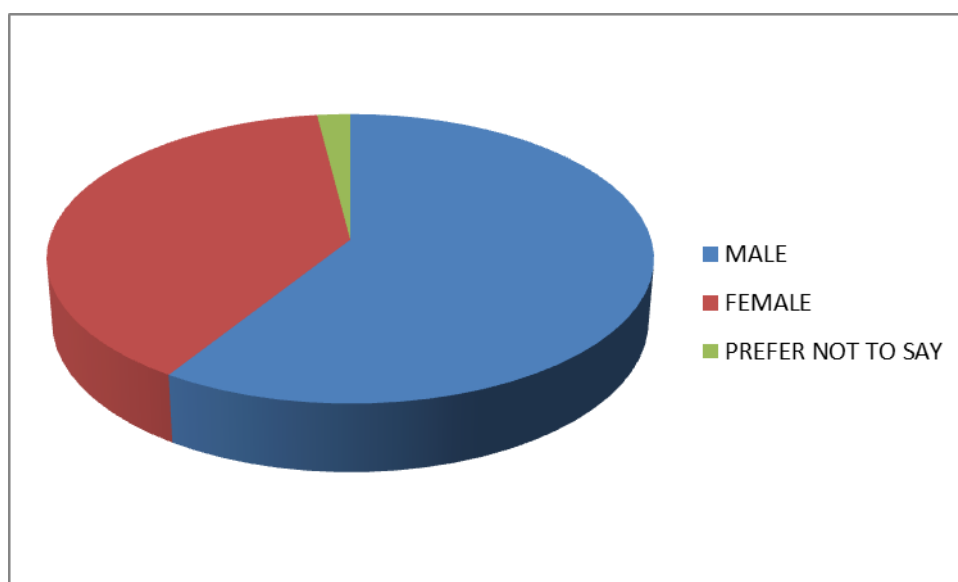


Table No. 4.3:

EDUCATION QUALIFICATION SATUTS OF THE RESPONDENTS:

EDUCATION QUALIFICATION STATUS	NO. OF RESPONDENTS	PERCENTAGE (%)
Graduated	51	51%
Undergraduate	35	35%
Sslc-hsc	14	14%
Total	100	100

Interpretation:

From In this pie chart we can observe that 51% of Respondents are graduated, 35% are respondents Are undergraduates and 14% of respondents are Sslc – hsc are involved in the research.

CHART NO.4.3:

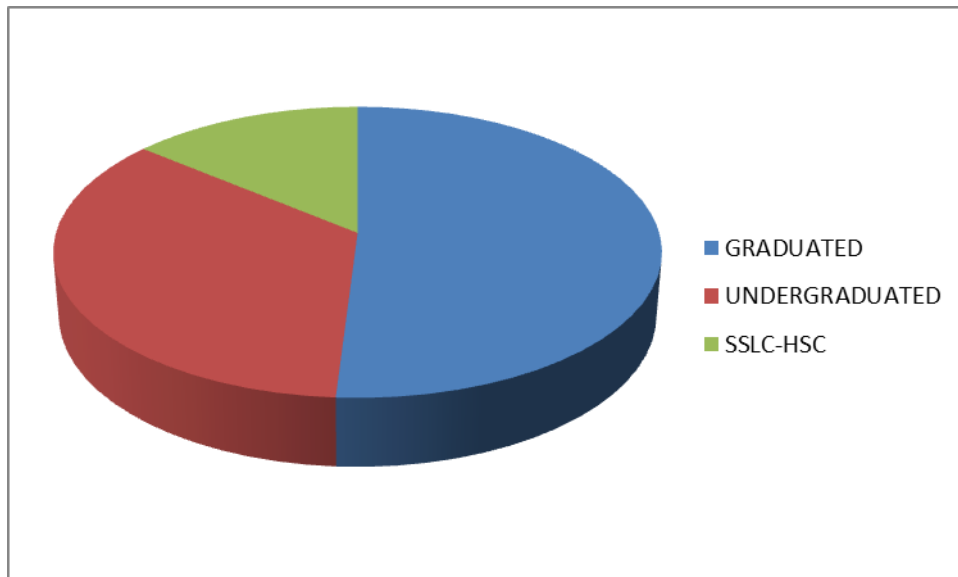


Table No: 4.4

MONTHLY INCOME:

MONTHLY INCOME	NO. OF RESPONDENTS	PERCENTAGE
Below 10000	29	29%
10000-100000	47	47%
Above 100000	24	24%
TOTAL	100	100%

Interpretation:

From In this pie chart we can observe that 29% of respondents income are below 10000, 47% of Respondents income are 10000-100000 and 24% Of respondents income are above 100000 are involved In this research.

CHART NO.4.4:

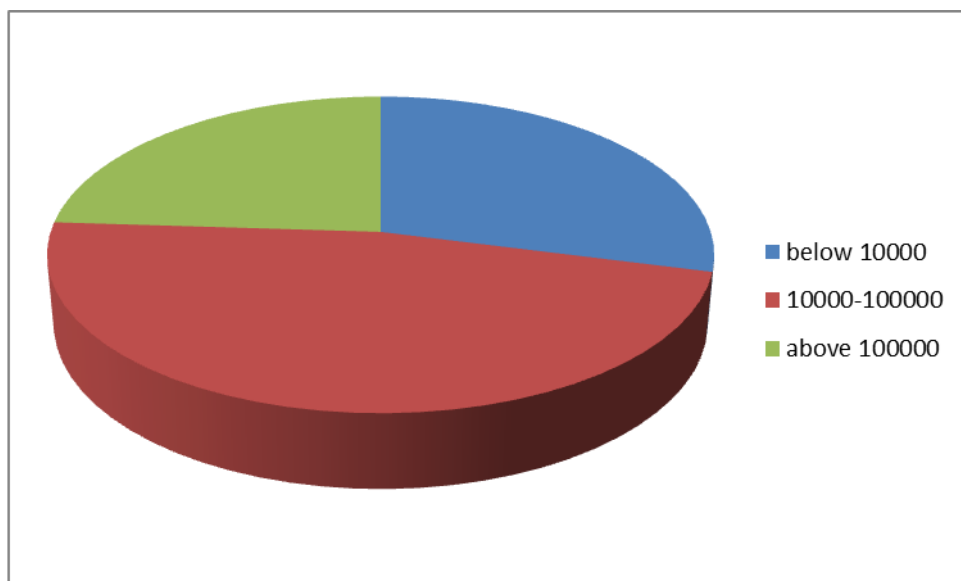


Table No 4.5:

WHAT TYPE OF MOBILE DO YOU USE :

WHAT TYPE OF MOBILE DO YOU USE?	No. OF Respondents	PERCENTAGE
Basic phones	5	5%
Smart phones	95	95%
TOTAL	100	100%

Interpretation:

From In this pie chart we can observe that 5% of Respondents are using basic phones and 95% of Respondents are using smart phones.

CHART NO.4.5:

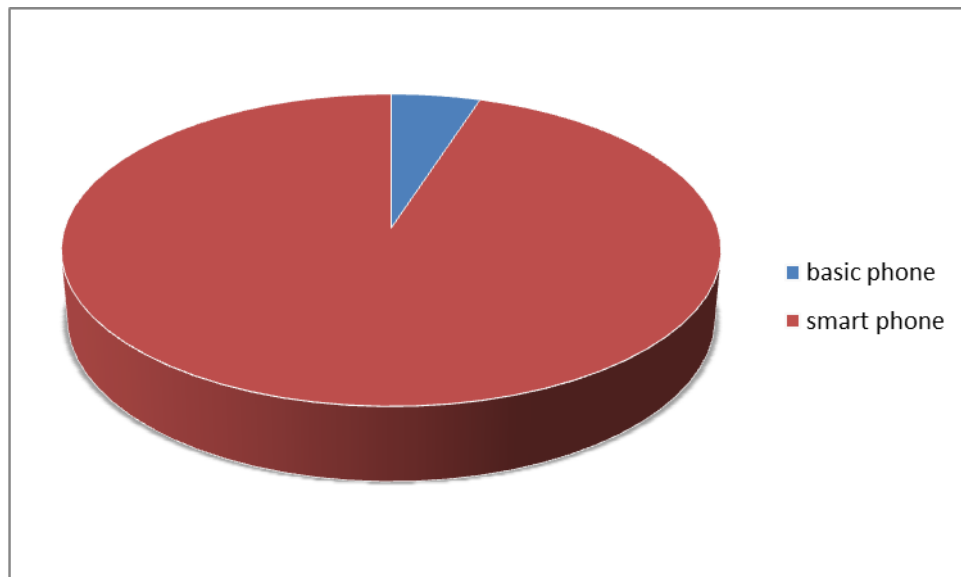


Table no: 4.6

WHO BOUGHT MOBILE FOR YOU:

WHO BOUGHT MOBILE FOR YOU?	NO. OF RESPONDENTS	PERCENTAGE
Parents	83	83%
By myself	17	17%
TOTAL	100	100%

Interpretation:

From in this pie chart we can observe that 83% of Respondents are bought their phones by their Parents and 17% of respondents are bought the Phones by myself.

CHART NO.4.6:

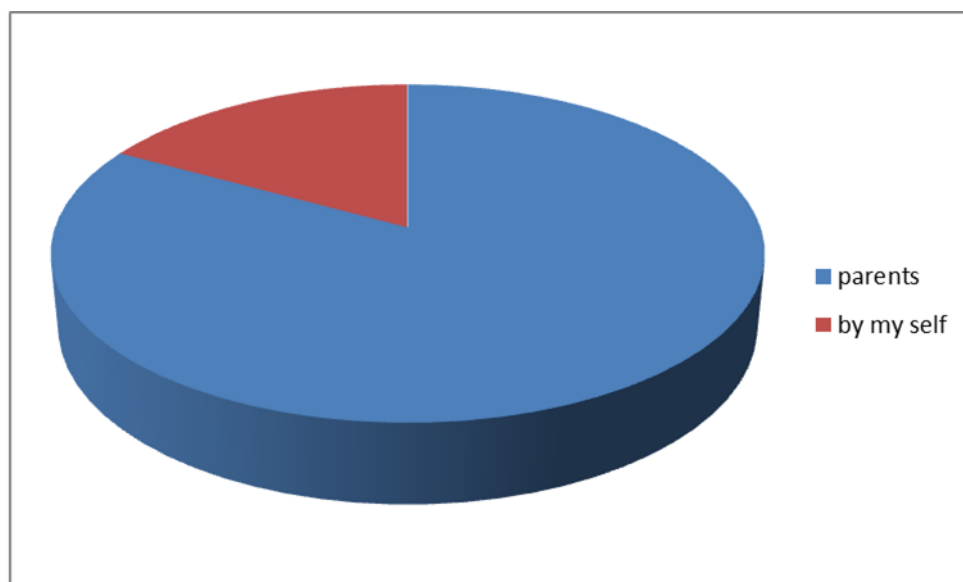


Table No: 4.7

WHAT MADE YOU TO PURCHASE A PARTICULAR MOBILE PHONE:

WHAT MADE YOU TO PURCHASE A PARTICULAR MOBILE PHONE:	NO. OF RESPONDENTS	PERCENTAGE
brand	58	58%
Size	8	8%
Design & model	20	20%
Other	14	14%
TOTAL	100	100%

Interpretation:

From In this pie chart we can observe that 58% of Respondents are purchased by brand, 8% of Respondents are purchased by size, 20% of Respondents are purchased by design & model and 14% of respondents are purchased by other specification.

CHART NO.4.7:

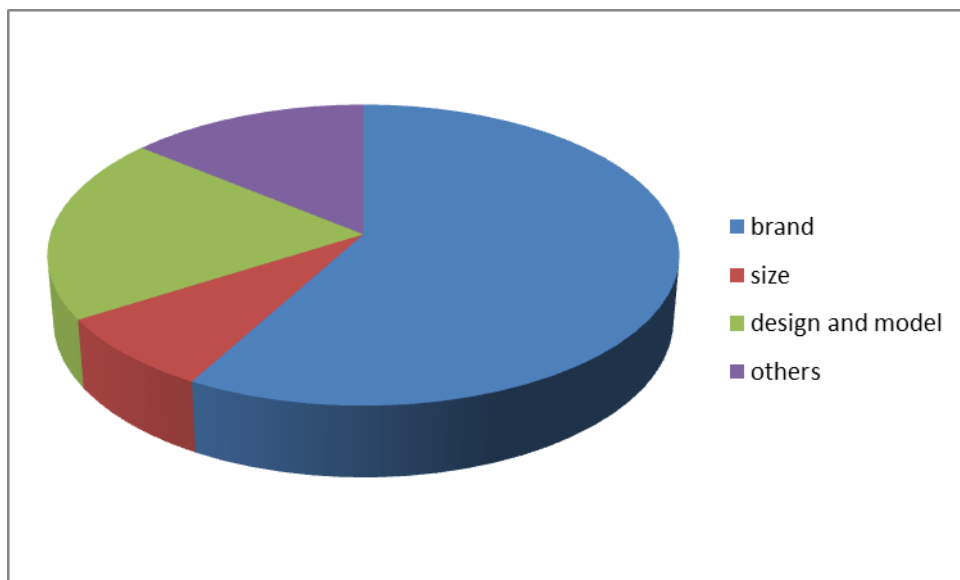


Table No: 4.8

WHICH BRAND OF MOBILE DO YOU PREFER TO USE:

WHICH BRAND OF MOBILE DO YOU PREFER TO USE	NO. OF RESPONDENTS	PERCENTAGE
IPhone	43	43%
Samsung	34	34%
Oneplus	12	12%
Other brand	11	11%
TOTAL	100	100%

Interpretation:

From In this pie chart we can observe that of 43% Respondents are prefer to use iPhone, 34% Of respondents are prefer to use Samsung ,12% of respondents are prefer to use oneplus and 11% of respondents are prefer to use other brand of phone.

CHART NO.4.8:

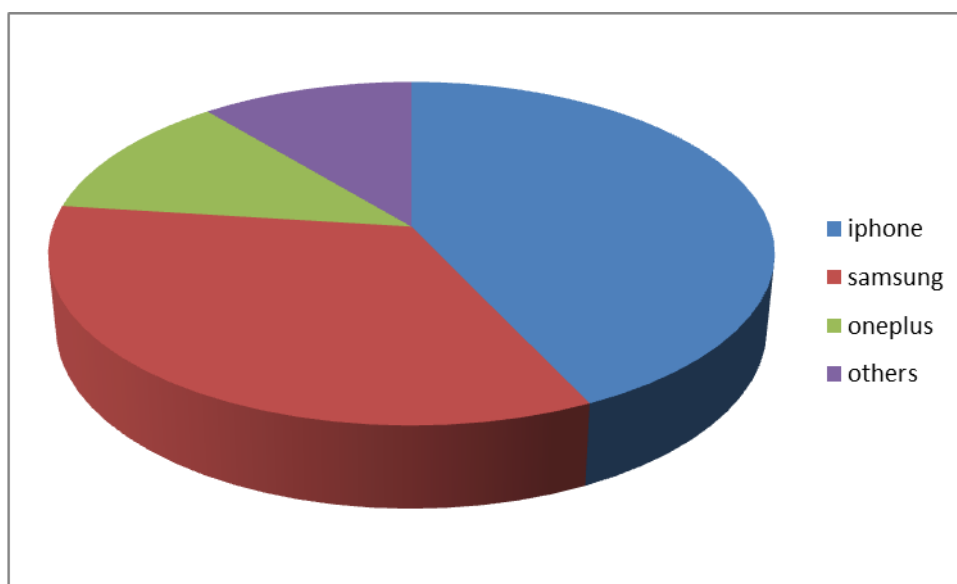


Table No 4.9:

WHAT IS THE MODE OF PURCHASING YOUR MOBILE PHONES:

WHAT IS THE MODE OF PURCHASING YOUR MOBILE PHONES	NO. OF RESPONDENTS	PERCENTAGE
Online mode	49	49%
Outlet store	51	51%
total	100	100%

Interpretation:

From In this pie chart we can observe that 49% of Respondents are purchasing through online mode, and 51% of respondents are purchasing through Outlet store.

CHART NO.4.9:

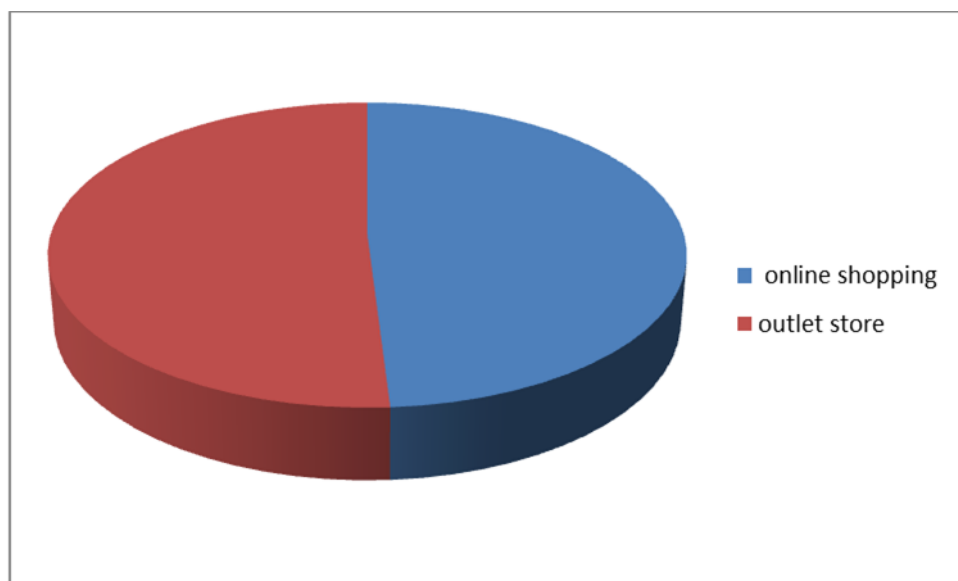


Table No: 4.10

WILL YOU CONVINCED BY A ADVERTISING, TO PURCHASE A MOBILE:

WILL YOU CONVINCED BY A ADVERTISING, TO PURCHASE A MOBILE:	NO. OF RESPONDENTS	PERCENTAGE
Yes	55	55%
No	25	25%
Maybe	20	20%
total	100	100%

Interpretation:

From In this pie chart we can observe that 55% of respondents are saying yes, 25% of respondents are saying no and 20% of respondents are saying maybe they are convinced by advertising

CHART NO.4.10:

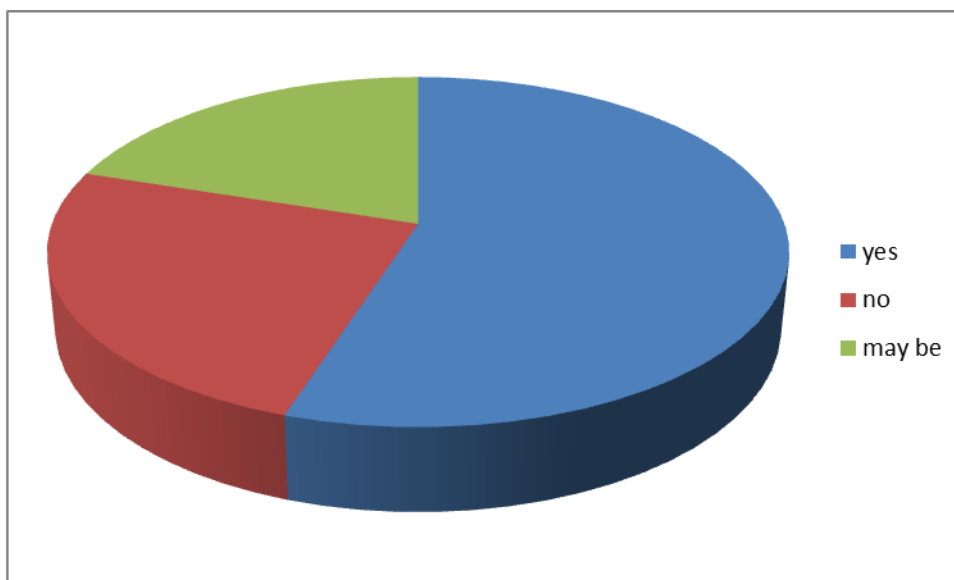


Table No 4.11

WHICH MOBILE BRAND ADVERTISEMENT DO YOU LIKE THE MOST

WHICH MOBILE BRAND ADVERTISEMENT DO YOU LIKE THE MOST	NO.OF. Respondents	PERCENTAGE
iPhone	52	52%
Samsung	19	19%
Oppo or vivo	13	13%
Other brand	16	16%
TOTAL	100	100%

Interpretation:

From In this pie chart we can observe that 52% of Respondents are like iPhone, 19% of respondents are Like Samsung, 13% of respondents are like oppo or vivo And 16% of respondents are like other brands advertisement.

Chart no: 4.11:

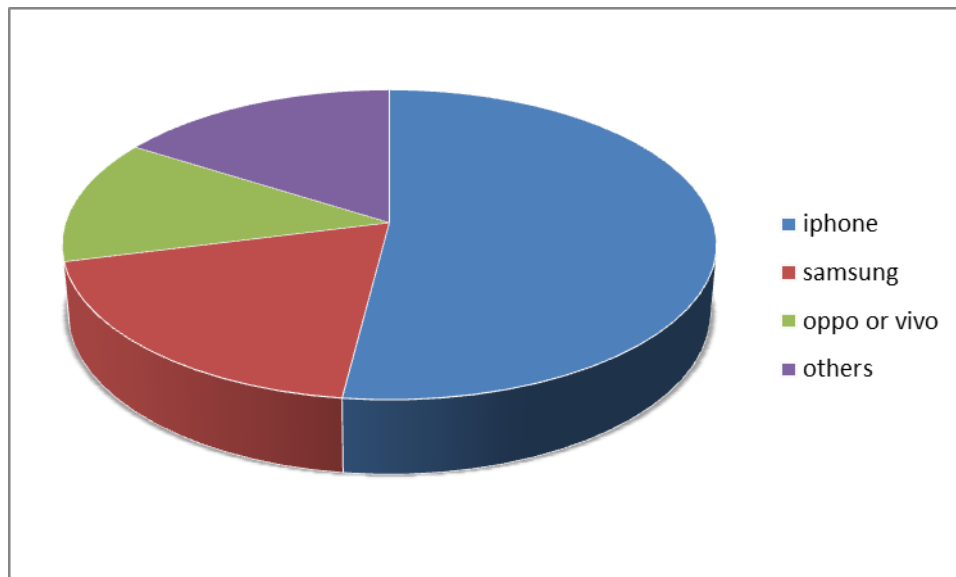


Table no: 4.12

WHERE DO YOU REFER TO BUY A MOBILE PHONE:

WHERE DO YOU REFER TO BUY A MOBILE PHONE	NO. OF RESPONDENTS	PERCENTAGE
Mobile store	42	42%
You tube	36	36%
others	22	22%
TOTAL	100	100%

Interpretation:

From In this pie chart we can observe that 56% of Respondents are referred through mobile store, 44% of Respondents are referred through YouTube review and 22% are referred through other mode.

Chart no: 4.12

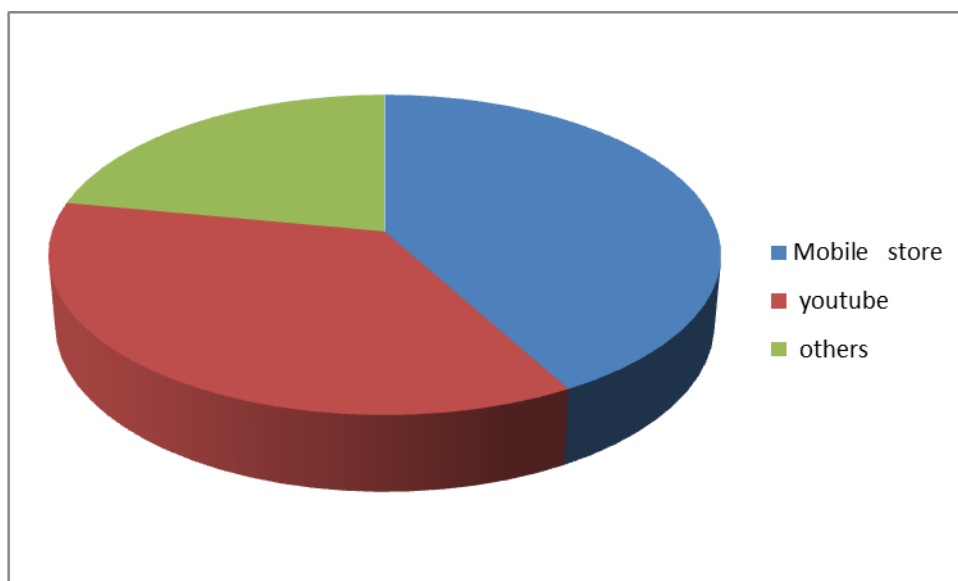


Table no: 4.13

How often do you change your mobile phone?

How often do you change your mobile phone?	NO. OF RESPONDENTS	PERCENTAGE
often	56	56%
rarely	44	44%
TOTAL	100	100%

Interpretation:

From In this pie chart we observe that 56% of respondents are changing their mobile phones often and 44% of Respondents are changing their mobile phone rarely.

Chart no: 4.13:

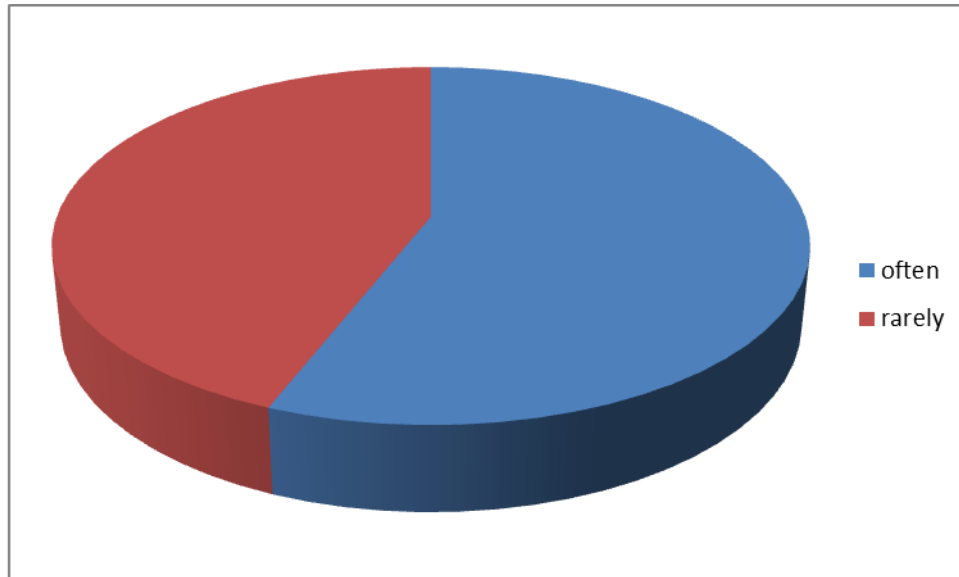


Table no: 4.14

DO YOU INTERESTED TO BUY A SECOND HAND MOBILE PHONE:

DO YOU INTERESTED TO BUY A SECOND HAND MOBILE PHONE	NO.OF. RESPONDENTS	PERCENTAGE
yes	22	22%
no	68	68%
maybe	10	10%
TOTAL	100	100%

Interpretation:

From In this pie chart we can observe that 22% of Respondents are saying yes, 68% of respondents are saying no and 10% of respondents are saying may be for the buy a second hand mobile phone.

Chart no: 4.14:

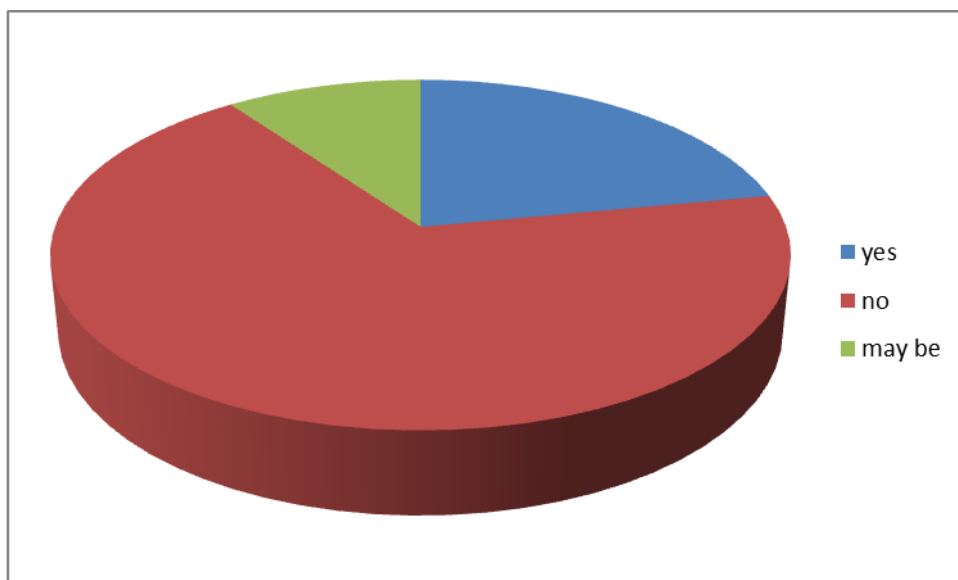


Table no: 4.15

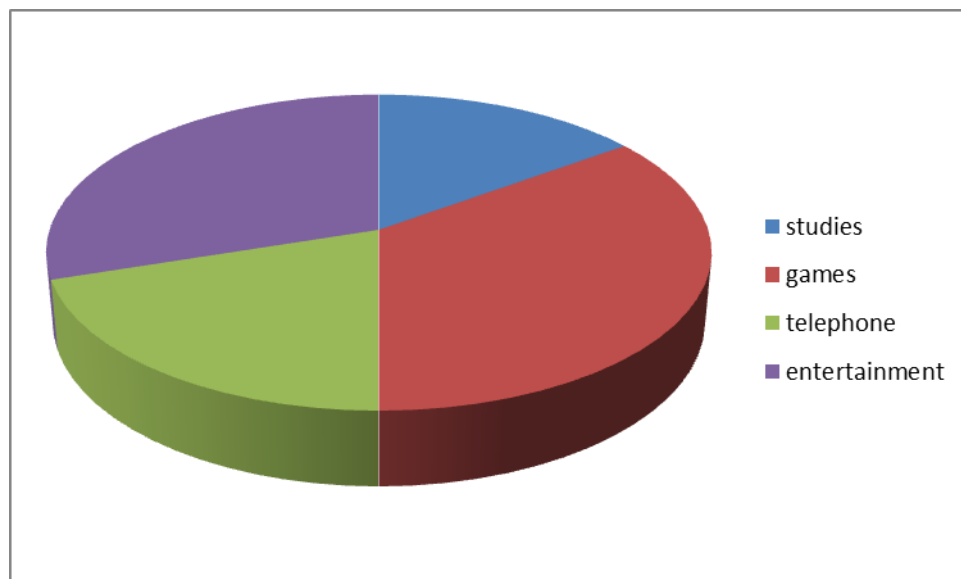
WHAT IS THE PURPOSE OF YOU TO GET A MOBILE PHONE:

WHAT IS THE PURPOSE OF YOU TO GET A MOBILE PHONE:	NO.OF. RESPONDENTS	PERCENTAGE
Studies	15	15%
Gaming & entertainment	35	35 %
Telephone	20	20%
Business	30	30%
TOTAL	100	100%

INTERPRETATION:

From In this pie chart we can observe that 15% of Respondents are getting mobile for studies, 35% of respondents are getting mobile for gaming & entertainment, 20% of respondents are getting mobile for telephone and 30% of respondents are getting mobile for business purpose.

Chart no: 4.15:



4.2. HYPOTHESIS TESTING

4.2 Hypothesis

NULL HYPOTHESIS:

There is no association between where do you refer to buy a mobile phone and other alternative resources.

ALTERNATIVE HYPOTHESIS:

There is an association between where do you refer to buy a mobile phone and other alternative resources.

4.2.1 Correlation

	WHERE DO YOU REFER TO BUY A MOBILE PHONE	ALTERNATIVE RESOURCES
WHERE DO YOU REFER TO BUY A MOBILE PHONE	1	
ALTERNATIVE RESOURCES	0.896355318	1

INTERPRETATION:

From the testing the correlation we have found that there is a 0.896355318 correlation between two variables, so reject null hypothesis and accept the alternative hypothesis.
“WHERE DO YOU REFER TO BUY A MOBILE PHONE AND OTHER ALTERNATIVE RESOURCES”

CHAPTER 5

FINDINGS, SUGGESTIONS AND LIMITATION.

Based on the analysis and discussion on primary data in the previous chapter.

Finding, Suggestions, and limitation of the study in logical manner.

5.1 FINDINGS:

- Majority (84%) of the respondents of my questionnaire is belong to age of 18-30.
- Majority (59%) of the respondents of my questionnaire is male.
- Majority (51%) of the respondents are graduated.
- Majority (47%) of the respondents are income around 10000-100000rs.
- Majority (95%) of the respondents are using smart phones.
- Majority (83%) of the respondents are bought their mobile phone by their parents.
- Majority (58%) of the respondents are selected mobiles phones by specific brand.
- Majority (43%) of the respondents are preferred to use iPhone.
- Majority (51%) of the respondents are purchasing their mobile phones from outlet store.
- Majority (55%) of the respondents are agreeing yes for purchasing mobile from convinced by advertising.
- Majority (52%) of the respondents are like iPhone brands advertisement.
- Majority (42%) of the respondents are referred to buy phones in mobile store.
- Majority (56%) of the respondents are often purchasing mobile phones.
- Majority (68%) of the respondents are says no to purchasing second hand mobile phone.
- Majority (35%) of the respondents are bought mobile phone for the purpose of gaming and entertainment.

5.2 SUGGESTION & RECOMMENDATION:

- To explore the market, mobile industry have to concentrate more on youth segment by giving more advanced features.
- The mobile sellers should take necessary measures to increase the number of service center in rural areas and try to offer free service for rural people.
- More offers and discounts should be used as a weapon to attract customers as consumer wants more and more features so smart phone manufacturers should increase of the number of features.
- Price plays a significant role in the purchase decision. Price has significant positive impact on consumer perception choice in selecting mobile phones.
- To explore the market, mobile industry have to concentrate more on youth segment by giving more advanced features.
- Product quality from the marketer's perspective is associated with communication, price, feature, function, or performance of a product.
- Consumers regularly face the task of estimating product quality under conditions of imperfect knowledge about the underlying attributes of the various product offers with the aid of personal, self-perceived quality criteria.
- Enormous facilities can be included in the mobile phones.
- New model hand set can be introduced exclusively for females.

5.3 LIMITATON:

- A study is limited to the primary data and the secondary data which is analyzed during the research.
- In this study data are collected through the google form.
- In this study data are analyzed through hypotheses testing and correlation method.
- The sample was taken on the basis of convenience; therefore the shortcoming of the convenience sampling may also be present in this study.

CHAPTER 6

CONCLUSION

6.1 CONCLUSION:

Since then, there has been many large mobile phone companies 'stepping their foot' into the industry. Due to the large entry of mobile phone companies, many smartphone brand has introduced to the market in India, namely Apple, Samsung, Sony, Lenovo, HTC, Huawei, LG, Motorola, Asus, Nokia, Blackberry, Oppo, Ninethology, and Xioami. Usually, they use it in home, school, work, bus, train, coffee shop, restaurants, cinema, supermarket, shopping malls, waiting time, café, walking, gym and parks. Obviously, Smartphone have changed the ways that we used to live, communicate and connect with people all over the world. The major purpose of this study is to analyze consumer behavior towards smartphones in the Chennai city by finding the factors which influence consumer in their smartphones purchases.

The consumer buying a variety of mobile phones which satisfy his wants and they are always influenced by his purchasing activities by some considerations which lead him to select a particular brand or a particular store in preferred to others. Consumers mostly preferred Samsung mobile phones. The research has identified that many factors are deemed as selection criteria of mobile phone. Not necessarily all the variables influence a person in the same way and same extent. In case of choosing mobile phone brands, mostly considered factors by customers include physical attributes, pricing, charging and operating facilities, size and weight. In this study the researcher had taken the five brands of mobile phones and given the suggestions according to the criteria like pricing, advertisement, look and feel, function ability and easy friendly.

APPENDIX

A STUDY ON CONSUMER BEHAVIOR TOWARDS PURCHASING MOBILE PHONE WITH REFERENCE TO CHENNAI CITY

1. Age of the respondent

a. 12-17

b. 18-30

c. 30 above

2. Gender of the respondent

a. Male

b. Female

c. prefer not to say

3. Educational qualification status of the respondent

a. Graduated

b. Under graduated

c. Sslc-hsc

4. Monthly income of the respondent

a. Below 10000

b. 10000-100000

c. Above 100000

5. What type of mobile do you use?

- a. Basic phones
- b. Smart phones

6. Who bought mobile for you?

- a. Parents
- b. Myself

7. What made you purchase a particular mobile phone?

- a. brand
- b. size
- c. design & model
- d. others

8. Which brand of mobile do you prefer to use?

- a. I phone
- b. Samsung
- c. One plus
- d. Other brand

9. What is the mode of purchasing your mobile phone?

- a. online
- b. outlet store

10. Will you be convinced by an advertisement to purchase a mobile phone?

- a. Yes
- b. No
- c. maybe

11. Which mobile brand advertisement do you like the most?

- a. I phone
- b. Samsung
- c. Oppo or vivo
- d. Other brand

12. Where do you refer to buy a mobile phone?

- a. Mobile store
- b. You tube

13. How often do you change your mobile phone?

- a. Often
- b. rarely

14. Do you interested to buy a second hand mobile phone?

- a. Yes
- b. No
- c. Maybe

15. What is the purpose of you to get mobile?

- a. Studies
- b. Gaming & entertainment
- c. Telephone
- d. business