

A STUDY ON BUYING BEHAVIOUR OF YOUNG CONSUMERS IN SELECTING SMART PHONES IN CHENNAI

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

KARTHIKRAJA.S
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SCHOOL OF BUSINESS ADMINISTRATION

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**

April - 2021



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of KARTHIKRAJA.S (39410091) who have done the Project work entitled **“A STUDY ON BUYING BEHAVIOUR OF YOUNG CONSUMERS IN SELECTING SMART PHONES IN CHENNAI ”** under my supervision from December 2020 to February 2021.

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Submitted for Viva voce Examination held on _____.

Internal Examiner

External Examiner

DECLARATION

I, **S.KARTHIKRAJA, (39410091)** hereby declare that the Project Report entitled “**A STUDY ON BUYING BEHAVIOUR OF YOUNG CONSUMERS IN SELECTING SMART PHONES IN CHENNAI** ” done by me under the guidance of Dr. Nithya Shankar at Sathyabama institute of science and technology is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

S.KARTHIKRAJA

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S.KARTHIKRAJA

ABSTRACT

Smart phone has become an integral part of human life. With the increasing use of technology for mediating communication, it is used for both personal and organizational use. In today's modern life it plays a predominant role since Smart phones these days are used by people at all levels across the world.

In recent years, the adoption of Smart phones has been exceptionally rapid in many parts of the world, and especially in India where Smart phones are nowadays almost as common as wrist watches. Smart phones have been turned into more of a necessity for people than a luxury.

This Study tries to understand the buying behavior of young consumers in selecting smart phones in Chennai by surveying 120 consumers in Chennai. This study also tries to identify the factors that influence their purchase decision on Smart phones and also their satisfaction level on all the factors that influenced their purchase decision. This study helps the marketer to analyze the young consumer's psychology and position itself better in the market.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

The increasing interest in smartphones among the people is the main reason that has amplified the interest to research the topic. People's obsession about smartphones has been increasing rapidly. The aim of this research is, therefore, to find out consumer behavior of smartphone buyers in Indian Market. The research aims to find out the reasons behind people purchasing smartphones, the factors influencing the purchase decision and the motivations behind the purchase decision.

Different consumers have different characteristics in their life that also influences their buying behavior. Social factors such as family, groups, roles and status) and personal factors (such as age, occupation, lifestyle, personality and self-concept) are those characteristics that could influence the buyer behavior in making the final decision.

Even when cheaper smartphones are available in the market, why do people buy expensive smartphones? Price, quality, brand, country of origin, marketing, sales, word of mouth, etc. could be several factors that a consumer may think before buying a smartphone. How much does the brand of a smartphone affect the buying decision of a customer? As there are various types of smartphones available in the market with a varying price; what is the difference between them? And how they impact the customer buying decision?

This research also aims at the marketing strategy of the smartphone companies to influence the buying behavior of the customer. These strategies include Promotional campaigns, Tie-Ups with the network carrier, etc.

1.2 INDUSTRY PROFILE

1.2.1 What is a smartphone?

A smartphone is a cell phone that allows you to do more than make phone calls and send text messages. Smartphones can browse the Internet and run software programs like a computer. Smartphones use touchscreen to allow users to interact with them. There are thousands of smartphones apps including games, personal-use, and business-use programs that all run on the phone.

1.2.2 What can a smartphone do?

Smartphones are loaded with features and capabilities that make them more than a phone. Below is a listing of the most popular features of a smartphone.

- Make and receive phone calls text messages.
- Take, show, and store pictures and video.
- Browse the Internet, and send and receive e-mail.
- GPS capability for location and navigation.
- Record and play audio and music.

1.2.3 Smartphone market in India - Statistics & Facts

India is one of the most popular destinations for smartphone companies with as many mobile users as the entire population of the United States. The number of smartphones in India was estimated to increase to about 442 million in 2022.

India is the second largest market globally for smartphones after China. About 134 million smartphones were sold across India in the year 2017.

India ranked second in the average time spent on mobile web by smartphone users across Asia Pacific. The combination of very high sales volumes and the average smartphone consumer behavior has made India a very attractive market for foreign vendors.

1.2.4 Market Size

India's smartphone market is expected to rebound to double-digit growth, between 12% and 21%, in 2021 after two years of muted sales, according to forecasts by leading market trackers.

Smartphone sales grew 29% in 2015, fell 5% in 2016 owing to demonetization, and then recovered to 14% in 2017 and 2018, according to IDC India. But in 2019, it grew at 8% and is expected to end 2020 flat year-on-year because of the economic impact of the Covid-19 pandemic.

Research firm Canalys estimates smartphone shipments to reach 172.6 million in 2021, growing 15% from an estimated 150.2 million in 2020. Whereas CyberMedia Research (CMR) is estimating a growth of 12% to cross 170 million shipments versus 152 million it estimated in 2020. Another research firm TechArc has pegged total shipments at 168 million, up 14% year-on-year from its 2020 estimates of 148 million.

Counterpoint Research's growth estimate is at 21% this year, or shipment of 179 million units versus 148 million in 2020. "We believe that the economic environment will improve in 2021, which will lead to increase in consumer spending and thus, driving the demand," Counterpoint said in a statement. "Also, India still has a significant 2G subscriber base, which may want to upgrade to a 4G smartphone, which will also drive the market."

Analysts said that while the Indian smartphone market achieved sizeable penetration two years back, 2021 will see the replacement cycle mature, which will be the major contributor to growth. Launch of affordable 4G and 5G smartphones by the likes of Reliance Jio is also expected to excite the existing user base of 400 million feature phone users to migrate.

Counterpoint also believes that 5G smartphone shipments will increase by more than 10-fold in 2021 as major brands launch their 5G devices in the sub-Rs 20,000 price band.

This is likely a push from brands and early adopters who want to be future-ready,

even when 5G connectivity is not available,” it said. It also expects the offline sales channel to rebound to 58% market share this year as major brands expand their offline presence and consumers bank on the offline experience when buying a smartphone.

1.2.5 Investments

Samsung Electronics Co. and Apple Inc.’s assembly partners are among 22 companies that have pledged 110 billion rupees (\$1.5 billion) of investments to set up mobile phone manufacturing units in India.

Foxconn Technology Group, Wistron Corp. and Pegatron Corp., all iPhone assemblers, are among companies picked to make smartphones under a production-linked incentive plan. The move could boost the value of phone output to 11.5 trillion rupees in the next five years.

The incentives are aimed at encouraging global companies to shift their manufacturing beyond China after a pandemic-induced trade war put the focus on the risks to supply chains. The step is also part of Prime Minister Narendra Modi’s calls for a self-reliant India aimed at boosting local manufacturing and reducing dependence on imports.

1.2.6 Government Initiatives

Amid globally reducing interest towards manufacturing in China, the Indian government has now brought in a new slew of benefits to attract India as a replacement unit. IT minister Ravi Shankar Prasad announced the launch of \$6 Bn plan to boost electronics manufacturing, saying it would start by offering five global smartphone makers incentives to establish or expand domestic production. The government is offering a production-linked incentive (PLI) worth from 4% to 6% of additional sales of goods made locally over five years, with 2019-2020 as the base year. The government said that it planned to help five global smartphone manufacturers set their production facilities in India with the PLI scheme.

This would reportedly include major global players including Apple, Samsung, Oppo, Vivo, Xiaomi, Foxconn, Wistron and Flex, which had shown interest in applying.

Five Indian companies would also be selected for the PLI scheme, which, along with two other related initiatives, could help India produce smartphones and components worth INR 10 Lakh Cr (\$133 Bn) by 2025. The government will also provide an incentive of 25% on capital expenditure for the production of electronic components, semiconductors, and other parts. The manufacturers will also be offered electronics manufacturing clusters with ready-to-use facilities.

To make its scheme more attractive, the government has dropped a few clauses from its production-linked incentive (PLI) scheme including that “evaluated plant and machinery brought into India at 40% of its value” which was opposed mainly by Apple.

It also agreed to a few other changes which include giving investors a say in future changes to the PLI scheme, removal of various caps, and another clause which stated that the government would release the incentive despite the industry meeting its targets only if it had the money to do so. Additionally, a clause of force majeure has been added to the scheme which permits the companies to seek reliefs from the set targets during times of natural calamities such as Covid-19.

Prasad said that the move is expected to make India a global hub for mobile phone manufacturing and make smartphones the largest exported item out of India, while also generating half a million jobs.

1.3 NEED OF THE STUDY

- To find out the growing smart phone adoption
- To find out the preference of smart phone among young consumers

1.4 SCOPE OF THE STUDY

- This study covers the buying behavior of consumers in smart phones.
- The study focuses on the factors that influence their purchase decision.

- The study helps the mobile phone brands to position themselves better in the market.
- Gains insights into customer expectations.

1.5 OBJECTIVE OF THE STUDY

1.5.1 Primary objective

- To know the young consumer buying behavior towards mobile phones in Chennai city.

1.5.2 Secondary Objective

- To find out the factors that influences the young consumers to buy Smart phones
- To analyze the factors that influence and eventually motivate the young consumer to buy a smartphone in Chennai.

CHAPTER 2

REVIEW OF LITERATURE

Thanika Devi Juwaheer, Sharmila Pudaruth, Indeeren Vencatachellum, Deeerajen Ramasawmy, Yasodaree Ponnusami, (2011) their research explores the various factors which impact on the selection of mobile phones among young customers. The various constructs such as branding, pricing, mobile phone features, lifestyle, and demographic variables such as age groups and gender have been conceptualized into an integrated framework to investigate the factors which can affect the selection of mobile phones.

Hajra Arif, Shahbaz Ahmed (2011) their study aims to find out Factors Affecting Customer's Preferences to buy cellular phone for Local versus International Brands. The increasing use of mobile phones and existence of several cell phone brands with number of features enhances the researcher to study the factors which affect the buying behavior of the consumers.

Viswanath Venkateshaf, Michael G.Morris. Phillip, L.Ackermanc(2011) their focus is on the gender differences in the overlooked context of individual adoption and sustained usage of technology in the workplace using the theory of planned behavior (TPB). User reactions and technology usage behavior were studied over a 5-month period among 355 workers being introduced to a new software technology application. When compared to women's decisions, the decisions of men were more strongly influenced by their attitude toward using the new technology. In contrast, women were more strongly influenced by subjective norm and perceived behavioral control.

Dr Sukhvir Singh, Mr Inderpreet Singh, (2011) the aim of their study is to cover entire research about judging the customer reactions while making purchase of smartphones. A sample of 100 customers of mobile phone users is taken. Questionnaire has been analyzed with the help of pie diagram & bar chart and different interpretations have been made to study the impact.

Chieng Fayrene Y.L, Goi Chai Lee (2012) the aim of their study is to review the dimensions of customer-based brand equity by drawing together strands y. A conceptual framework for measuring customerbased brand equity is developed to provide a more from various literature and empirical studies made within the area of customer-based brand equit integrative conceptualization of brand equity

George Asamoah (2012) their study book focused on various challenges and issues of service marketing, the GAPS model of service quality and customer defined service standards. The book discussed service quality models and service preference models in detail. The book also recommended uniformity in quality standards should be implemented.

Ubba Savita , Upasana Sheoran (2012) The objective of their study was to explore and understand the behavioural aspects of Indian customers towards e-gadgets. The data were collected from 100 respondents with the help of a structured questionnaire from the Union Territory of Chandigarh in India.

Poulami Chakraborty, A. S. Suresh, (2013) their focus is on drivers in value fashion apparel industry for consumers. Hence Companies should focus on these components while strategizing to acquire more consumers and market share.

A. Parasuraman, Dhruv Grewal (2013) their aim is to examine the extent to which environmental cues influence consumers' assessments of a store on various store choice criteria and how those assessments, in turn, influence patronage intentions. The results of two different studies provide support for the model. The authors conclude by discussing the results to develop an agenda for additional research and explore managerial implications.

Ajit Sharad Deshpande, Dr.Taruna Saxena, (2013) through their work we can understand that Regular study of consumers on the part of the business organizations is one of the most important marketing functions. Changing customer loyalty, shift in their choices and frequent changes in their mind set up all keep the Business organizations on their toe.

Akshay Prakash, Avinash Shivdas (2013) their paper aims at understanding how this market of migrant laborers choose mobile phones and what factors

influence their choice and for this purpose migrant laborers located in tier two and tier three city were selected. one of the major differences found from other papers is the importance of advertisement being in the top priorities of the factors affecting the buying behavior.

Mesay sata (2013) the focus of this study is to investigate the factors affecting the decision of buying mobile phone devices in Hawassa town. In order to accomplish the objectives of the study, a sample of 246 consumers were taken by using simple random sampling technique. Both primary and secondary data were explored. Moreover, six important factors i.e. price, social group, product features, brand name, durability and after sales services were selected and analyzed through the use of correlation and multiple regressions analysis.

Prof. Sunitha B K (2014) the purpose of their study is to identify the major factor that lead to the switching of mobile phone from one brand to another. It also tries to find out what are the features that needed by the customers in a mobile phone and its preferences. The switching behavior of the customers with respect to mobile phones is of high importance because of the fierce competition in the mobile phone market. The study identifies customers and factors that are lead to switching of customers from one brand of phone to another.

Sanjay K. Jain (2014) their aim is examining the impact of various consumer and product characteristics on adoption of e-commerce among consumers in India. The study is based on primary data collected through survey of consumers residing in and around Delhi. A structurednon-disguised questionnaire has been employed for collecting the information from the respondents about their demographics, shopping orientations, security and privacy concerns, technological familiarity, past online shopping experiences and intentions to buy various types of products through internet in future. Past online shopping satisfaction, recreational shopping orientation, education and income emerge as significant factors affecting consumer past online purchases

Philip Kotler, Kevin Lane Keller (2014) According to them marketing is everywhere but tricky and It makes Marketing management difficult because it needs continuous improvement

Dr.P.Thirumoorthi, G.Boobalan, (2015) the aim of their study is to create an assessment of the symbolic devices that celebrity and peers adopts to persuade the audience. The visual expression model is supported in that the study suggests why advertisers use celebrities of different gender and age groups and expertise areas in commercials for certain products and cultural values.

Perotti, V.; Widrick, S (2015) their study examines the shopping and buying behavior of younger and older online shoppers as mediated by their attitudes toward internet shopping.

Leon G. Schiffman, Leslie Lazar Kanuk, Mallika Das (2015) According to them, An individual who purchases products and services from the market for his/her own personal consumption is called as consumer.

Preetam Sahu, Dr. Archana Agrawal (2015) their study focuses on the consumers perception and buying behavior 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.

Arif Shahbaz (2015) their paper investigated the factors affecting mobile phone purchase decision in the Greater Accra Region of Ghana, using a binary logit regression model approach. Through a multiple-stage random sampling technique, structured questionnaire was used to collect primary data from 200 mobile phone users in four districts in the study area. Results of the descriptive statistic show that Nokia and Samsung phones were the two main brands of phones used by majority of the respondents interviewed. In addition, of the 54 percent of respondents who expressed their intention to acquire new phones majority were male, between the ages of 21-30 years and has tertiary level of education

Dr. D.S. Chaubey (2015) they found out that In recent years, the adoption of mobile phones has been exceptionally rapid in many parts of the world, and especially in India where cellular phones are nowadays almost as common as wrist watches. While mobile phone usage is rather an unexamined field in academic literature, this exploratory study attempts to investigate consumer

purchasing motives in cellular phone markets.

Pradeep Kr. Dekka (2016) their research is to analyze the external and internal factors which influence a consumer's decision in purchasing a smartphone. The research also focuses on consumer attitude for smartphones and the influence brand name has on consumer buying decisions.

Md Reaz Uddin¹ Nusrat Zahan Lopa² and Md. Oheduzzaman (2016) their study has put efforts to uncover the underlying factors those affect customers in choosing mobile phone. Data were collected from those people live in Khulna city maintaining equal ratios of various groups like male, female, businessmen, employees, students and others. The results show that the most important factor is physical attributes. Some other factors are pricing, charging and operating facilities, size and weight, friends' and colleagues' recommendations, neighbors' recommendations and advertising.

Solomon A. Keelson, Takoradi (2016) the aim of their research is to examine student selection of mobile phone services. The research used a quantitative methodology. The author surveyed some 500 University and Polytechnic students in Ghana and finds that the basic reason for changing phone servers is reliability and cost savings. The author also finds that reference group influence, social reputation and regular contact with others were also influential factors.

Danilo Hamann (2016) the aim of their study is to propose a model to investigate the relationships between price, use, quality, and culture regarding the adoption of high technology branding strategy.

Leena Jeneffa (2016) their focus is on how the selection of retail chain and the social economic status of the consumer influence the buying behavior in retail segment. Five behavioral variables namely quality, product criterion, product performance, price and promotions were examined in selected retail garment outlet to retain the customer. A survey questionnaire was developed using adaptation from earlier study done on the similar topic.

Albina Samarhan, (2016) their study found out the shopping behavior of consumers in Finland through the in-store usage of mobile phones. The research

attempted to reveal what and how often consumers buy with the help of mobile phones and for which purposes consumers use their mobile phones in-store. The theoretical background of the thesis was based on the concepts of consumer behaviour and consumer journey.

Hashim Zameer, Rashid Saeed & Raheel Abass (2016) the purpose of their paper is to investigate the buying behavior of consumers in Pakistan and compare the consumers' behavior of urban consumers and rural consumers in Pakistan. The data are collected from 600 consumers from all over the Pakistan through a structured questionnaire. SPSS 17 is used to analyze the results. To check consumer preferences while making a purchase decision we used AHP (analytic hierarchy process). We prioritize factors through AHP. This describes better results. Our findings indicate that rural consumers more focus on the functions of mobile phone and they are price conscious on the other hand urban consumers more focus on style of mobile phone and brand image of mobile phone. This paper serves as a valuable guideline for management to review their advertisement campaigns and modify their mobiles according to the needs of consumers

Deepika Ganlari (2016) the aim of their study is to analyze the external and internal factors which influence a consumer's decision in purchasing a smartphone. The research also focuses on consumer attitude for smartphones and the influence brand name has on consumer buying decisions. The recent growth of smartphone usage is an observable fact that crosses all age and gender boundaries.

Chandni Sharma (2016) their study tries to understand behavior of the consumer when they are visiting to the shopping malls of developing cities or tier 3 cities. Consumer behavior represents one of the greatest interests to the new frontier.

Ms. Harshleen Kaur Sethi (2017) they aimed at studying the consumer buying behaviour with respect to smart phones in India specifically at the Delhi/NCR region.

Rakesh Kumar 1*, S. K. Kaushal (2017) their focus was to identify and explore explore major factors affecting consumer attitude and subsequently behavior

towards the purchase of electronic durable goods. The study adopted a cross - sectional research design to accomplish the set objectives.

Rishiman Chandwani¹, Deepak Kaushal² and Samantha Sawan (2017) their study considers all the stages and levels of consumer while purchasing a mobile phone (Pre-purchase, Intrapurchase and Post purchase behavior). It is very important for a company to identify and understand the current and future perceptions, needs, wants and demands of the market. This study is based on secondary data which examines and explores new abundant opportunities to the manufacturer of the mobile phone.

K.Prabha Kumari (2017) in their study they found out the factors which influences the buying behavior of mobile phones in Tirupur city. This study helps to know the buying behavior of the consumer while choosing Mobile Phones to know the consumers satisfaction level towards different branded mobile phones and to know the reason for the dissatisfaction of the consumer.

Shampa Nandi (2017) they focused on the brand switching tendencies of young Indians and effectively analyzed the impact of different demographic variables on brand loyalty. The study indicated that Apple has the most loyal base of customers, though Samsung is the most popular brand, and among the various demographic factors, only age had an impact on brand loyalty.

Henrichs, R.B (2018) the primary contribution of their research is to demonstrate that existing time preference frameworks, previously applied to consumer durable products, can also be applied to technological service innovations, such as the Internet. An empirical examination is conducted using data from a survey of consumers in the initial stages of Internet adoption.

Ms. Harshleen Kaur Seth (2018) the purpose of their study is to understand two major consumer decisions while buying a smartphone: 1. which smartphone to buy (brand)? 2. From where to buy (online / brick & mortar store)? The store chosen for this purpose is Croma Electronics, Connaught Place (Near Odeon theatre) where a live study of the consumer buying behaviour was conducted.

Dr.G.Shoba, (2018) their study aims to analyze the customer buying behavior of various mobile brands of Akshay Agencies. In order to accomplish the objectives of the study, a structured questionnaire was prepared using 5-point Likert scale that was administered to 200 customers for obtaining primary data from Akshay Agencies, Vaniyambadi by using simple random sampling technique. Both primary and secondary data were used. The researcher found from the demographic features of the mobile phone customers that 67 percent of the respondents are male, 33 percent are females, 36 percent of the respondents are from the age group of 21-30 years. 57 percent are married, 31 percent of the respondents' occupation is professionals, 14 percent of the respondents are earning monthly income between Rs.5001-Rs.10000. 19 percent of the respondents prefer Samsung brand. From the factor analysis, it is concluded that product features, operating facilities, quality, price and goodwill of the product have the influence on customer's buying behavior decisions

Vishesh, Prof Sanjiv Mittal (2018) they found out that "Speed & Performance" of the mobile phones has the highest positive impact on the satisfaction followed by "brand & advertising" and "recommendations & reviews". The study provided useful insights of the consumer buying behavior towards mobile phones.

Bishal Nagarkoti (2019) the aim of their study is to know about the factors influencing consumer behavior of Smartphone users. Under this study, the main focus is to identify whether Smartphone users buy Smartphone because of their need or wish, reasons to buy expensive smart phones, how social and personal factors affect them to make purchasing decision, for what purposes they use Smartphone, where and how long a day, change in usage of computers due to Smartphone and how high is the phone bill after using Smartphone.

Jasia Mustafa Ahsan Al- Rifat (2019) their findings showed that "social factor" has the highest positive impact on the satisfaction followed by brand, advertising & price. The study provided useful insights into the behavior of consumers buying mobile phones.

Mrs. K. Rajaselvi (2019) their study is about with the increasing disposable income population, their percapita consumption of electronic goods and other

products is increasing. They are desirous of improving their standard of living with the hygienic and reasonably high quality products and get rid of the spurious and sub- standard products being supplied to them. They deserve quality products, correct information about a product and a door step delivery. It is remarked that the markets were developed not because of the initiatives of Indian marketers but the “PULL’ from the consumers consuming system itself.

Sharma, R., Mehta, K., & Sharma, S, (2019) with the help of their study we can understand the online buying behaviour of consumers in India. It has also made an attempt to get information about the scope of improvement in online shopping website.

Hassan Jawad Soomro, Dr. Ikhtiar Ali Ghumro (2019) their focus is studying the brand selection by the young consumers of Sindh will also help to understand the overall purchase behavior of this segment of consumers. The results of this study will provide insight and information for administrators, practitioners, and researchers about the behavior of consumers towards various mobile brands and services particularly in Sindh.

Heikki Karjaluoeto, Jari Karvonen ,Manne Kesti Timo, Koivumäki, Marjukka Manninen, Jukka Pakola Annu, Ristola Jari Salo (2019) their study deals with consumers’ choice criteria in mobile phone markets by studying factors that influence intention to acquire new mobile phones on one hand and factors that influence on mobile phone change on the other.

Imtiaz Arif (2020) the purpose of their paper is to explore how social need, social influence and convenience affect dependence on smartphones and purchasing behavior among university students in Pakistan’s emerging economy.

P.Sathya, Dr.R.Indirajith (2020) their study found out the level of importance attached to the various quality characteristics of the product by the different segments of consumers, who differ in economic, educational, emotional and other characteristics. The demographic variables of the consumers are not deeply associated to their attribute awareness of the product. Brand loyalty is not sufficiently found among the consumers durable goods. They expect good

satisfaction from the brand they purchase.

Punyatoya, P (2020) they focused on brand personality and its relationship to consumer brand preference and purchase intention. The study also emphasised effect of brand personality on high and low involvement products preference and purchase. The paper also talks about how famous endorsers and strong brand argument can improve brand personality of low and high involvement products respectively.

Ovidiu I. Moisescu (2020) the aim of the study is to find out the the importance of unaided brand awareness when it comes to consumers' buying decision and, on the other hand, the importance of aided brand awareness when assessing the perceived risk associated with the purchase. The analysis is conducted in a comparative manner, considering the case of durable versus non-durable products, and with focus on urban Romanian consumers.

CHAPTER 3

RESEARCH METHADODOLOGY

3.1 Research Design

- A research design is the arrangements of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.
- Since the aim is to obtain complete and accurate information in these studies, the procedures to be used must be carefully planned.
- The research methodology used for this study is descriptive research.

3.2 SAMPLING TECHNIQUE

The sampling method used in this research is Convenient Sampling technique. The sample size is 120. The respondents are from Chennai City.

3.3 SOURCES OF DATA

This research uses both primary data collected through survey and secondary data 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

As the number of consumers using mobile phones is wide it is difficult to access the population

3.6 PERIOD OF STUDY

The study was conducted for a period of 3 months from December 2020 to February 2021.

3.7 ANALYTICAL TOOLS

3.7.1 Software used

SPSS software was used to analyse data. SPSS is a widely used program for statistical analysis in social science it is also used by market researchers, health researchers, survey companies, government, education researchers, marketing organizations, data miners, and others. The original SPSS manual (Nie, Bent & Hull, 1970) has been described as one of "sociology's most influential books" for allowing ordinary researchers to do their own statistical analysis. In addition to statistical analysis, data management (case selection, file reshaping, creating derived data) and

Data documentation (a metadata dictionary is stored in the data file) are features of the base software. IBM SPSS was employed to analyse data from the survey.

3.7.2 Tests used

Percentage Analysis

Simple percentage analysis refers to a special kind of rates, percentages are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series.

Percentage = $\frac{\text{No of respondents}}{\text{120 (total respondents)}} \times 100$

120 (total respondents)

Independent T-Test

The independent t-test also called the two sample t-tests, independent sample t-test or student's t-test is inferential statistical tests that determine whether there is a statistically significant difference between the means in two unrelated groups.

Null and alternate hypothesis for the independent t-test

H0: $\mu_1 = \mu_2$

HA: $\mu_1 \neq \mu_2$

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 in to 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.

The hypotheses of interest in an ANOVA are as follows:

H0: $\mu_1 = \mu_2 = \mu_3 \dots = \mu_k$

H1: Means are not equal.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 Percentage Analysis

TABLE 4.1.1 Age of the respondents

Si No	Particulars	No Of Respondents	Percentage
1	10-20	10	8.3
2	20-30	58	48.3
3	30-40	28	23.3
4	40-50	15	12.5
5	50 & above	9	8.3
Total		120	100

Sources: primary data

INTERPRETATION:

From the above table it is interpreted that the number of respondents between 10 to 20 is 8.30%, 20 to 30 is 48.30%, 30 to 40 is 23.30%, 40 to 50 is 12.50% and 50 & above is 8.30%

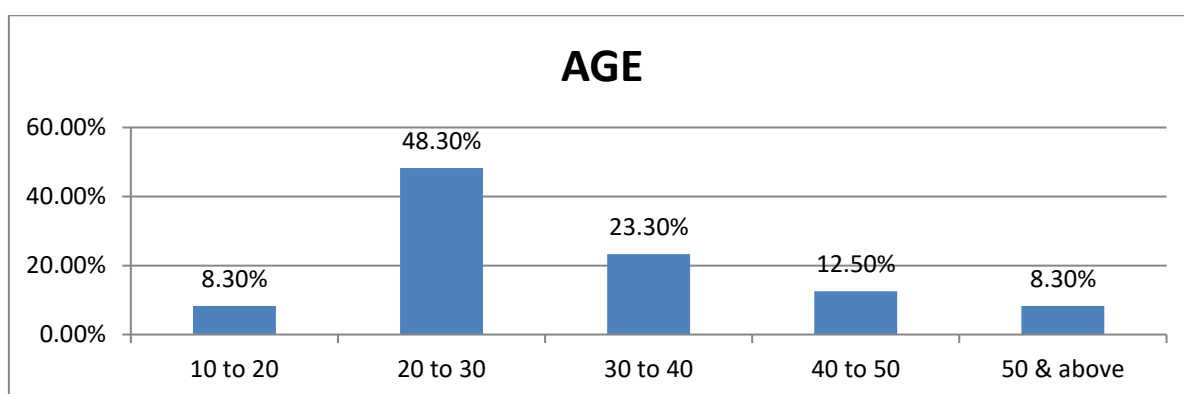


CHART 4.1.1 Age of the respondents

INFERENCE

Majority (48.30%) of the respondents fall in the age category of 20 to 30 years.

TABLE 4.1.2 Gender of the respondents

Si No	Particulars	No Of Respondents	Percentage
1	Male	42	35
2	Female	60	50
3	Prefer Not to Say	18	15
Total		120	100

Sources: Primary data

INTERPRETATION:

From the above table it is interpreted that the number of male respondent is 35% and female respondent is 50%.

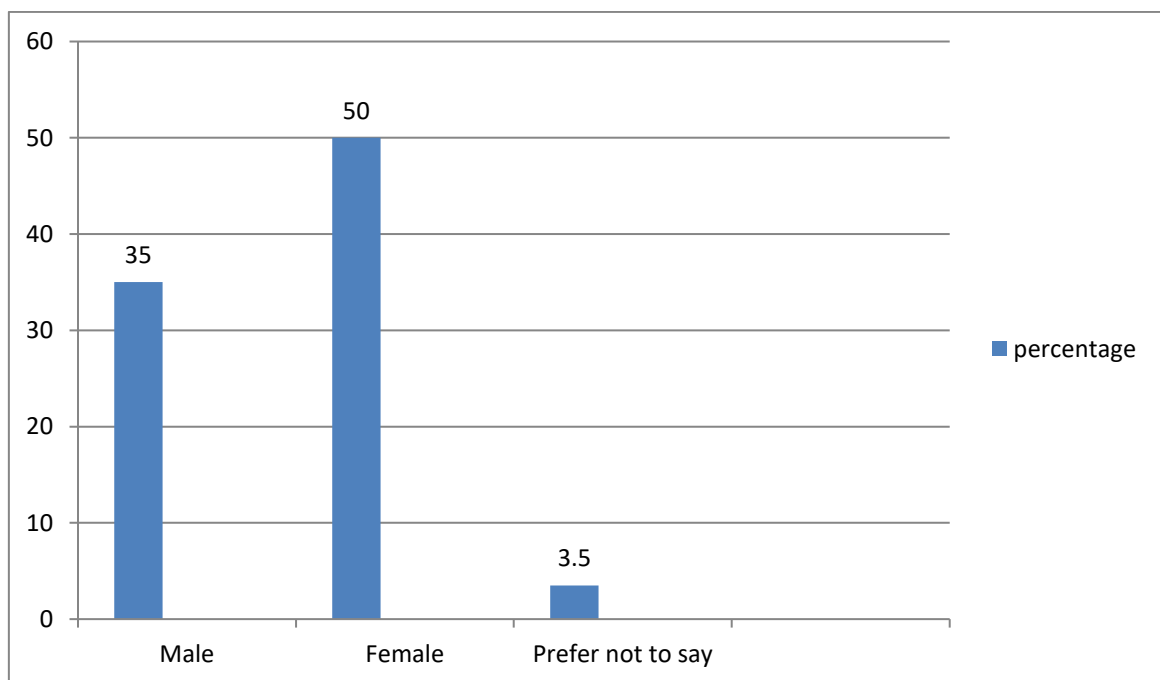


CHART 4.1.2 Gender of the respondents

INFERENCE

Majority (50%) of the respondents are female.

TABLE 4.1.3 Education qualification

Si no	Particulars	Respondents	Percentage
1	Illiterate	17	14.2
2	School Level	20	16.7
3	University Degree and Above	83	69.2
Total		120	100

Sources: primary data

INTERPRETATION:

From the above table it is interpreted that the number of respondents illiterate is 14.2%, School level is 16.7% and University degree & above is 3.5%

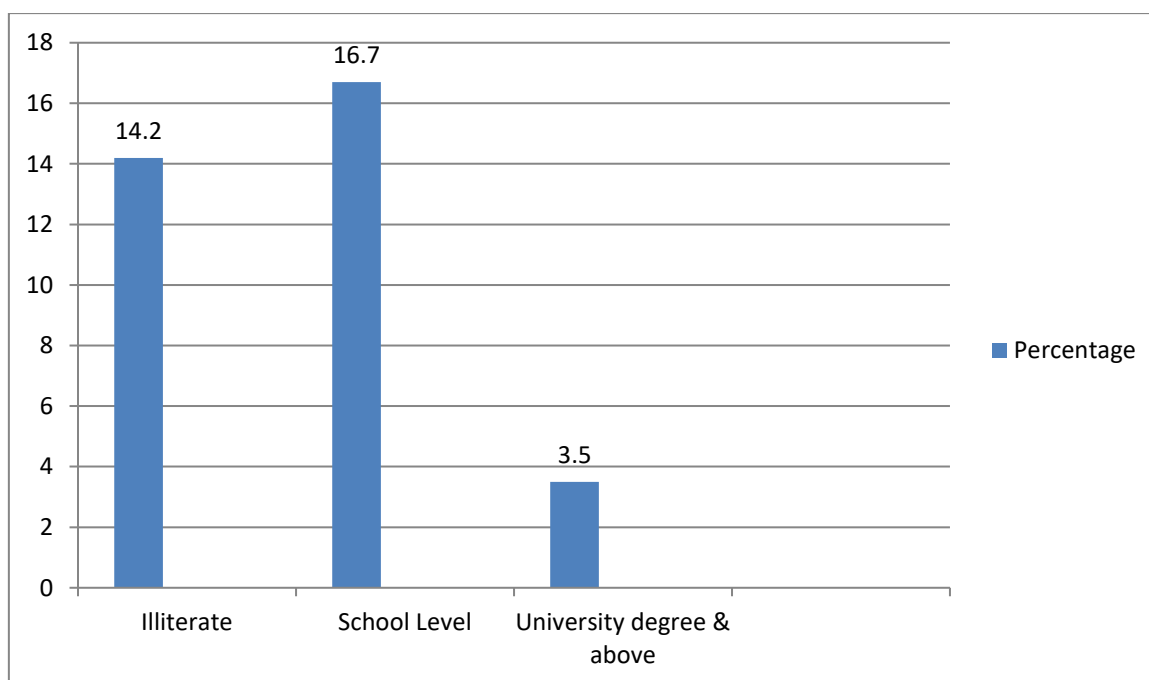


CHART 4.1.3 Educational qualification

INFERENCE

Majority (16.7%) of the respondents are School Level.

TABLE 4.1.4 Occupation of the respondents

Si no	Particulars	Respondents	Percentage
1	Self employed	6	5
2	Professionals	23	19.2
3	Salaried	34	28.3
4	House wife	15	12.5
5	Student	42	35
Total		120	100

Sources: primary data

INTERPRETATION:

From the Above table it is interpreted that Self-employed are 5, Professionals are 19.2, Salaried is 28.3, House wife is 12.5 and students are 35.

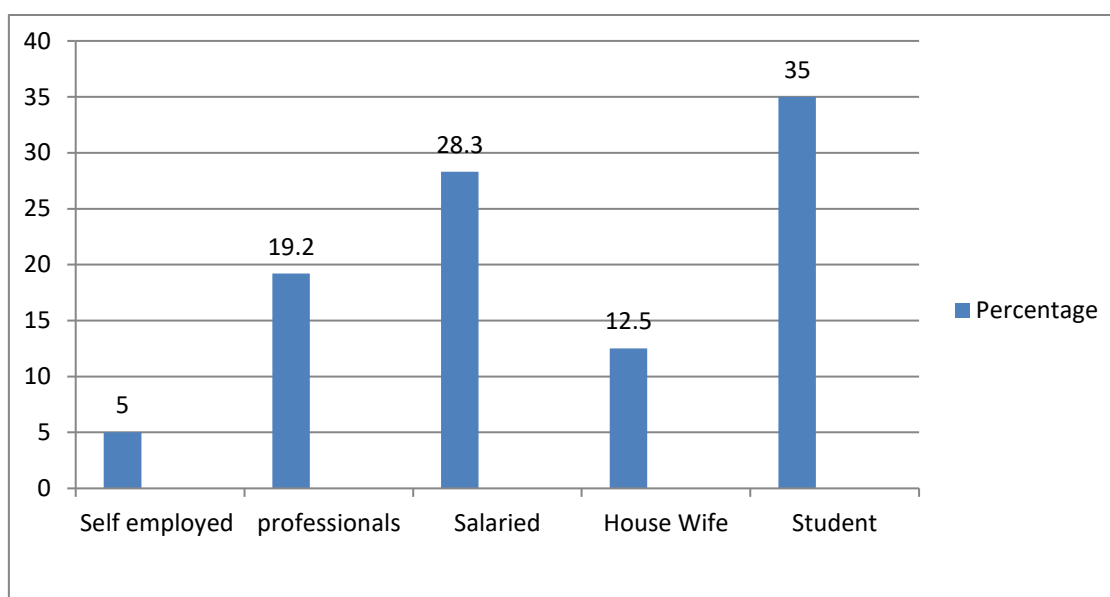


Chart 4.1.4 Occupation of the respondents

INFERENCE

Majority (35%) of the respondents are Students

TABLE 4.1.5 Marital status of the respondents

Si no	Particulars	Respondents	Percentage
1	Married	41	34.2
2	Single	79	65.8
Total		120	100

Sources: primary data

INTERPRETATION:

From the above table it is interpreted that Married is 34.2 and single is 65.8

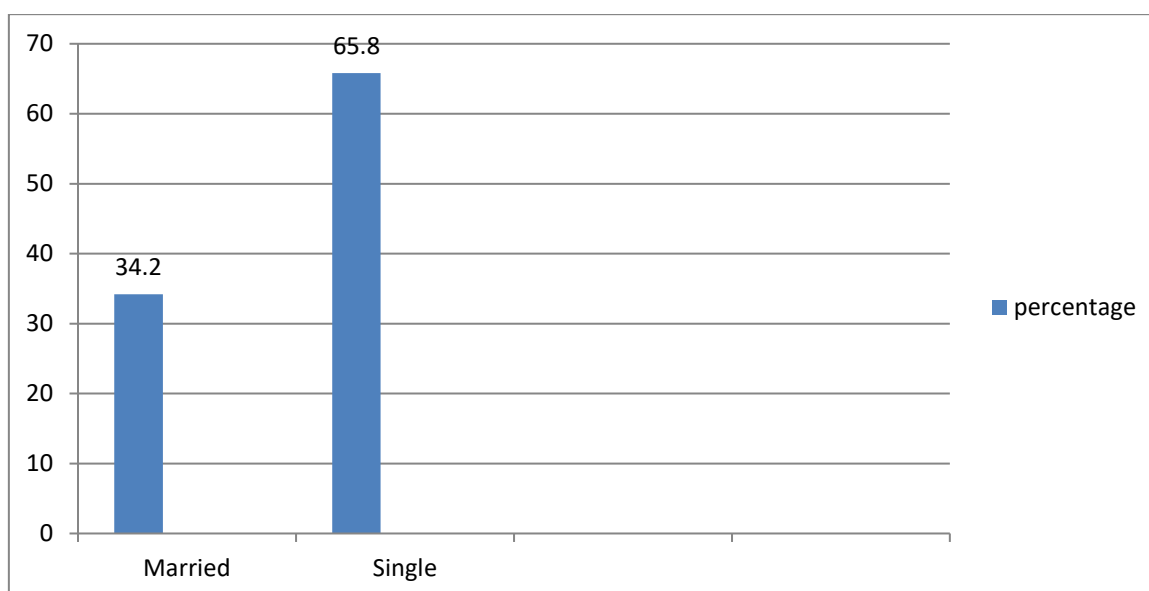


CHART 4.1.5 Marital status of the respondents

INTERFERENCE

Majority (65.8) of the respondents is single.

TABLE 4.1.6 Income level of the respondents

SINO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	Less than 10,000	40	33.3
2	10,001 to 30,000	32	26.7
3	30,001 to 50,000	15	12.5
4	50,001 to 1,00,000	24	20
5	Greater than 1,00,0001	9	7.5
TOTAL		120	100

Sources: primary data

INTERPRETATION:

From the above table it is interpreted that income level of the respondents less than 10,000 is 33.3, 10,001 to 30,000 is 26.7, 30,001 to 50,000 is 12.5, 50,001 to 1,00,000 is 20, Greater than 1,00,0001 is 7.5

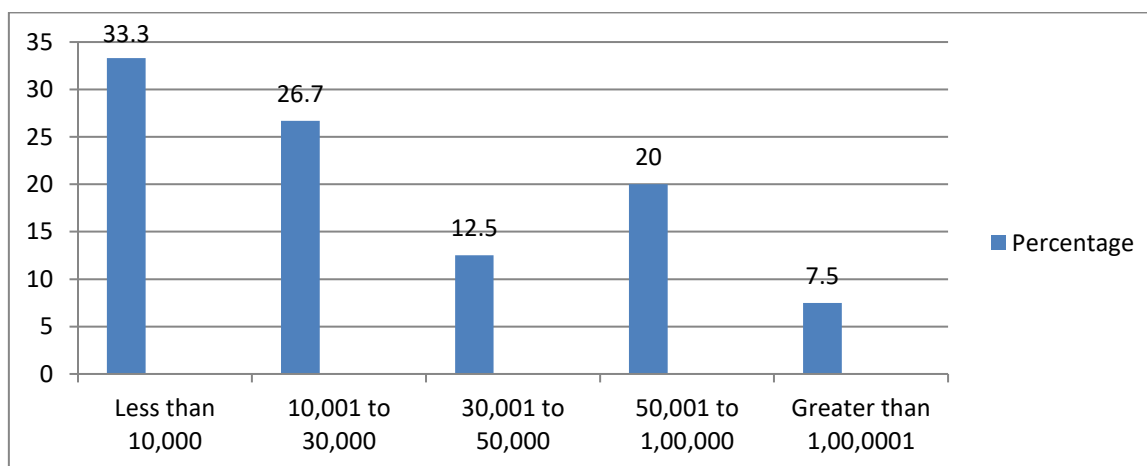


CHART 4.1.6 Income level of the respondents

INFERENCE:

Majority (33.3) of the respondents have less than 10,000

TABLE 4.1.7 Mobile phones brand

Si no	Particulars	Respondents	Percentage
1	Nokia	6	5
2	Samsung	29	24.2
3	Motorola	23	19.2
4	LG	16	13.3
5	Apple	34	28.3
6	Other	12	10
Total		120	100

Sources: primary data

INTERPRETATION:

From the above table it is interpreted that Nokia is 5, Samsung is 24.2, Motorola is 19.2, LG is 13.3, Apple is 28.3 and other is 10.

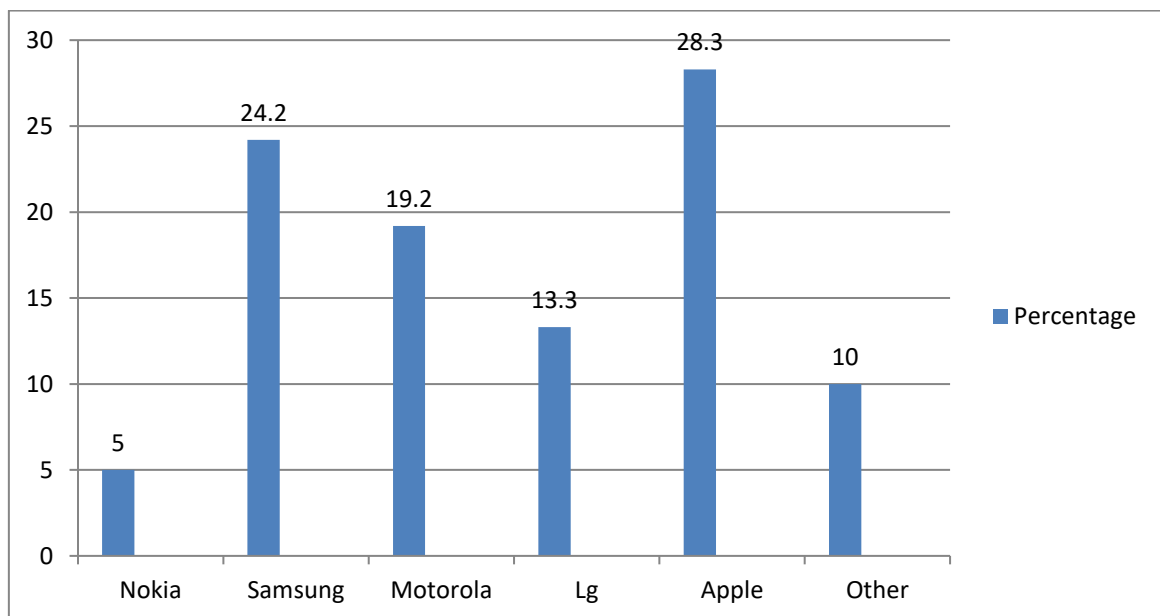


CHART 4.1.7 Mobile phones brand

INFERENCE

Majority (28.3) of the respondents has apple mobile phone

TABLE 4.1.8 Mobile Phones owned

Si no	Particulars	Respondents	Percentage
1	1	21	17.5
2	2	38	31.7
3	3	24	20
4	4	20	16.7
5	More Than 4	17	14.2
Total		120	100

Sources: primary data

INTERPRETATION:

From the above table it is interpreted that the no mobile phone owned by an individual one is 17.5%, 2 is 31.7, 3 is 20% 4 is 16.7% and more than 4 is 14.2%

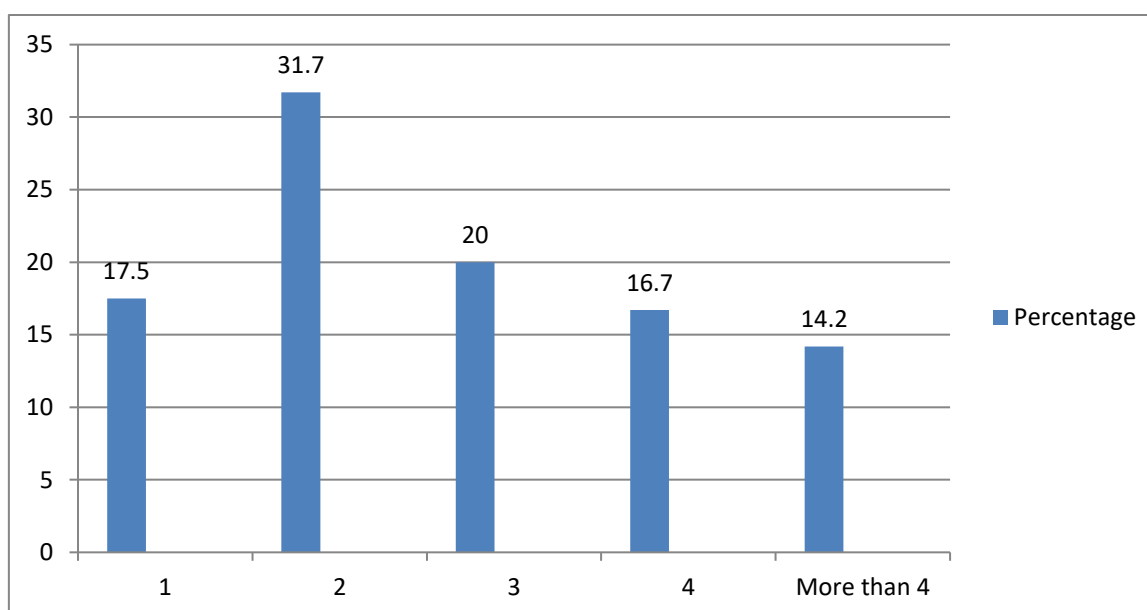


CHART 4.1.8 Mobile Phones owned

INFERENCE

Majority (31.7%) of the respondents has 2 mobile phones.

TABLE 4.1.9 How long You have been using mobile phone?

Si no	particulars	Respondents	Percentage
1	Less than 6 months	19	15.8
2	Less than a year	34	28.3
3	More than a year	67	55.8
Total		120	100

Sources: primary data

INTERPRETATION

From the above table it is interpreted that the person uses mobile phones for less than 6 months is 15.8, less than a year is 28.3 and more than a year is 55.8

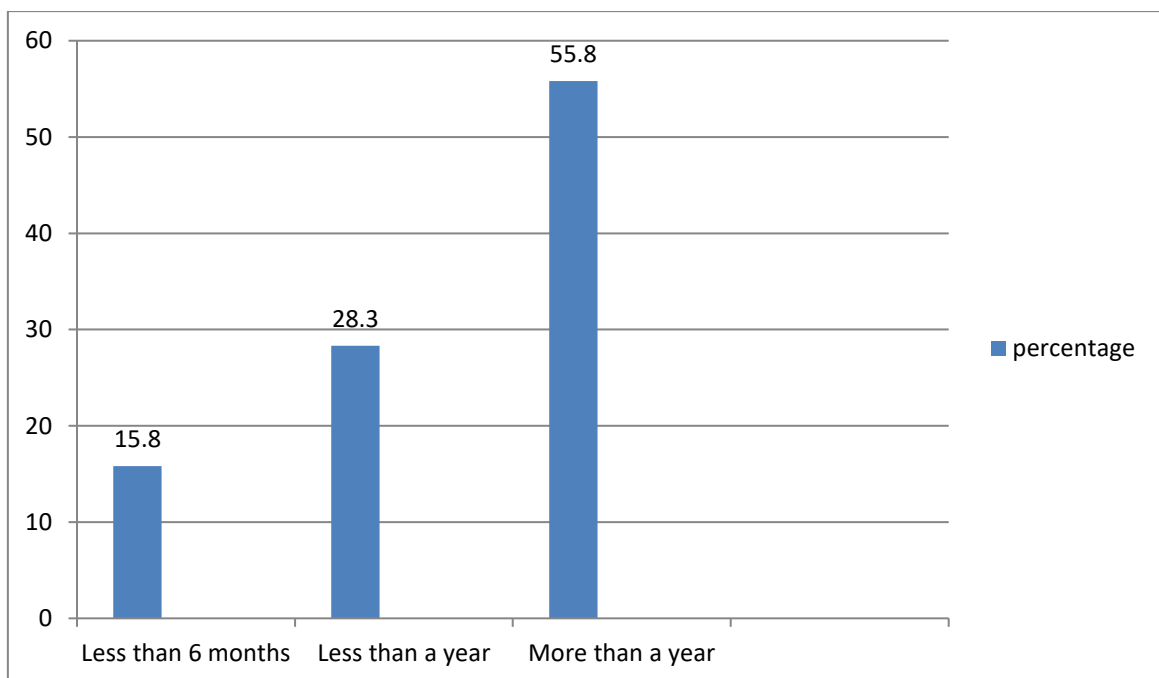


CHART 4.1.9 How long You have been using mobile phone?

INFERENCE

Majority (55.8%) of the respondents has mobile phones for more than a year

TABLE 4.1.10 How well do u agree the price of your mobile phones affects your purchase decision

Si no	Particulars	Respondents	Percentage
1	Strongly agree	45	37.5
2	Agree	23	19.1
3	Neither agree or disagree	27	22.5
4	Disagree	10	8.3
5	Strongly Disagree	15	12.5
Total		120	100

Sources: primary data

INTERPRETATION

From the above table it is interpreted that purchase decision affected by price is 37.5% for Strongly agree, 19.1% for Agree, 22.5% for Neither agree or Disagree, 8.3% for Disagree, 12.5% for Strongly Disagree

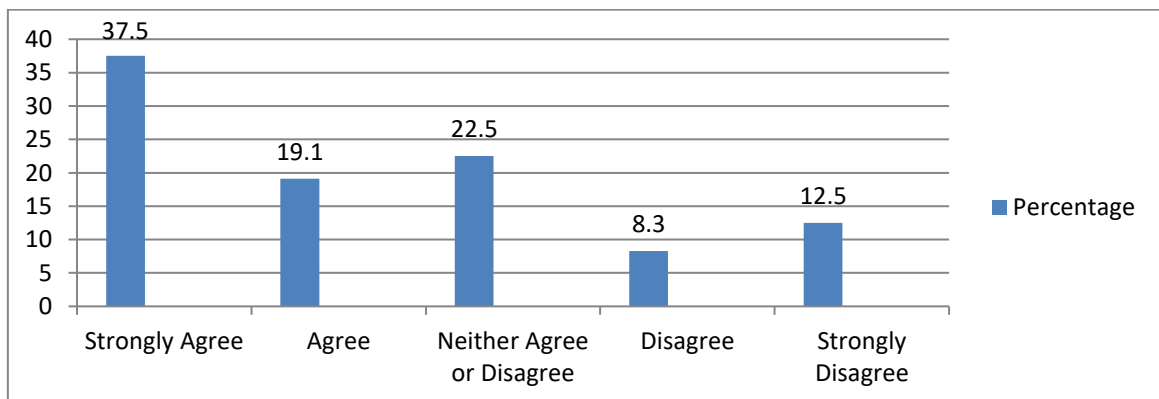


CHART 4.1.10 How well do u agree the price of your mobile phones affects your purchase decision

INFERENCE

Majority (37.5%) of the respondents strongly agreed that the price will affect the purchase decision

TABLE 4.1.11 How well do u agree the Brand of your mobile phones affects your purchase decision

Si no	Particulars	Respondents	Percentage
1	Strongly agree	22	18.3
2	Agree	54	45
3	Neither agree or disagree	22	18.3
4	Disagree	19	15.8
5	Strongly Disagree	3	2.5
Total		120	100

Sources: primary data

INTERPRETATION

From the above table it is interpreted that purchase decision affected by brand is 18.3% for strongly agree, 45% for Agree, 18.3% for neither agree or Disagree, 15.8% for Disagree, 2.5% for strongly disagree

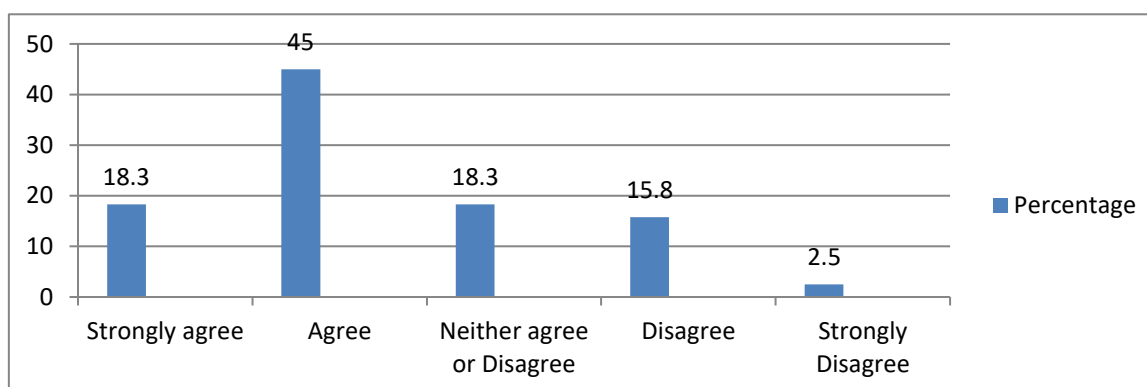


CHART 4.1.11 How well do u agree the Brand of your mobile phones affects your purchase decision

INFERENCE

Majority (45%) of the respondents strongly agreed that the price will affect the purchase decision

TABLE 4.1.12 How well do u agree the colour of your mobile phones affects your purchase decision

Si no	Particulars	Respondents	Percentage
1	Strongly agree	24	20
2	Agree	25	20.8
3	Neither agree or disagree	49	40.8
4	Disagree	15	12.5
5	Strongly Disagree	7	5.8
Total		120	100

Sources: primary data

INTERPRETATION

From the above table it is interpreted that purchase decision affected by colour is 20% for strongly agree, 20.8% for Agree, 40.8% for neither agree or Disagree, 12.5% for Disagree, 5.8% for strongly disagree

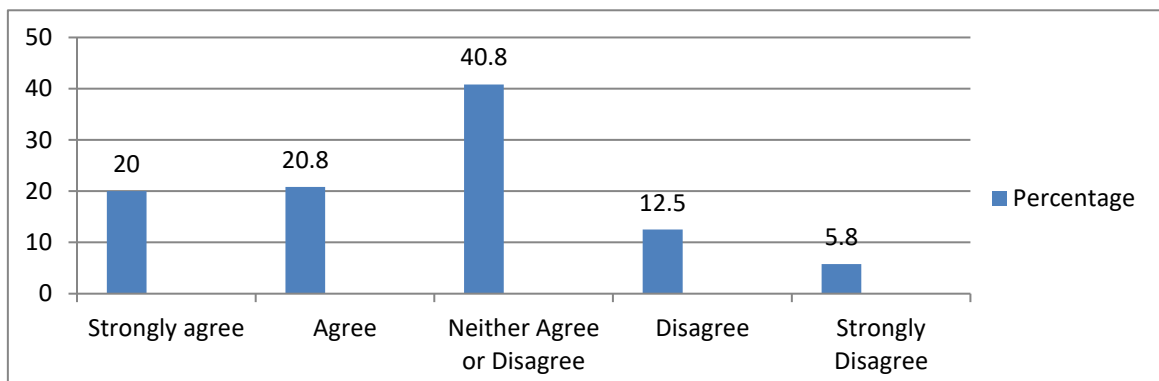


CHART 4.1.12 How well do u agree the colour of your mobile phones affects your purchase decision

INFERENCE

Majority (40.8%) of the respondents strongly agreed that the colour will affect the purchase decision

TABLE 4.1.13 How well do u agree the shape of your mobile phones affects your purchase decision

Si no	Particulars	Respondents	Percentage
1	Strongly agree	22	18.3
2	Agree	37	30.8
3	Neither agree or disagree	36	30
4	Disagree	18	15
5	Strongly Disagree	7	5.8
Total		120	100

Sources: primary data

INTERPRETATION

From the above table it is interpreted that purchase decision affected by shape is 18.3% for strongly agree, 30.8% for Agree, 30% for neither agree or Disagree, 15% for Disagree, 5.8% for strongly disagree

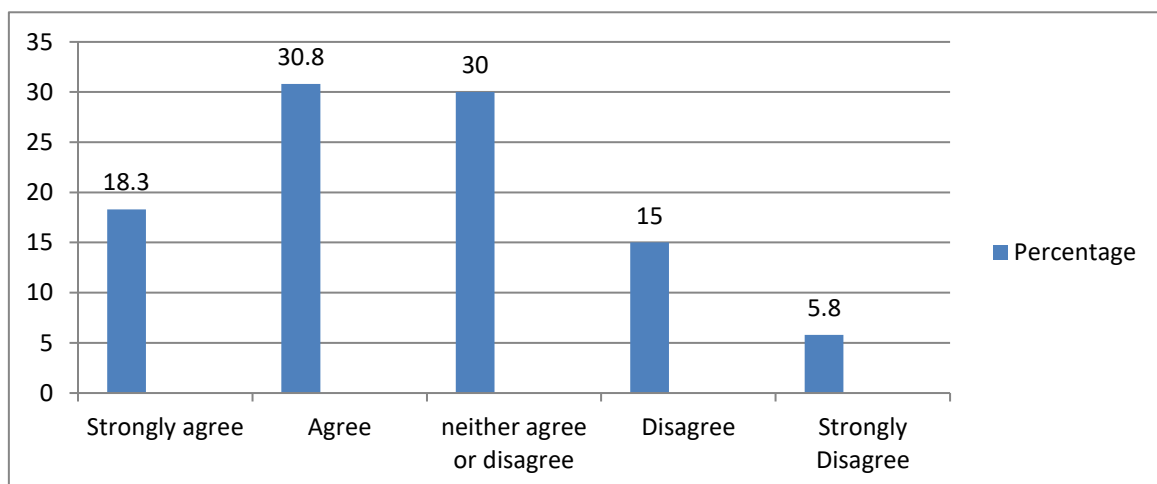


CHART 4.1.13 How well do u agree the shape of your mobile phones affects your purchase decision

INFERENCE

Majority (30.8%) of the respondents agreed that the shape will affect the purchase decision

TABLE 4.1.14 How well do u agree the Design of your mobile phones affects your purchase decision

Si no	Particulars	Respondents	Percentage
1	Strongly agree	19	15.3
2	Agree	45	37.5
3	Neither agree or disagree	28	23.3
4	Disagree	14	11.6
5	Strongly Disagree	14	11.6
Total		120	100

Sources: primary data

INTERPRETATION

From the above table it is interpreted that purchase decision affected by Design is 15.3% for strongly agree, 37.5% for Agree, 23.3% for neither agree or Disagree, 11.6% for Disagree, 11.6% for strongly disagree

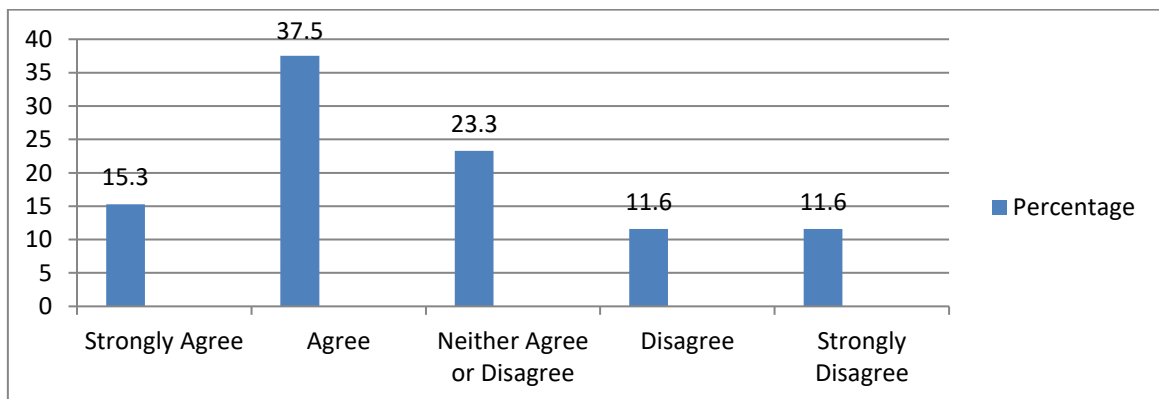


CHART 4.1.14 How well do u agree the Design of your mobile phones affects your purchase decision

INFERENCE

Majority (37.5%) of the respondents agreed that the shape will affect the purchase decision.

TABLE 4.1.15 How well do u agree the Quality of your mobile phones affects your purchase decision

Si no	Particulars	Respondents	Percentage
1	Strongly agree	32	26.6
2	Agree	36	30
3	Neither agree or disagree	24	20
4	Disagree	20	16.6
5	Strongly Disagree	8	6.6
Total		120	100

Sources: primary data

INTERPRETATION

From the above table it is interpreted that purchase decision affected by Quality is 26.6% for strongly agree, 30% for Agree, 20% for neither agree or Disagree, 16.6% for Disagree, 6.6% for strongly disagree

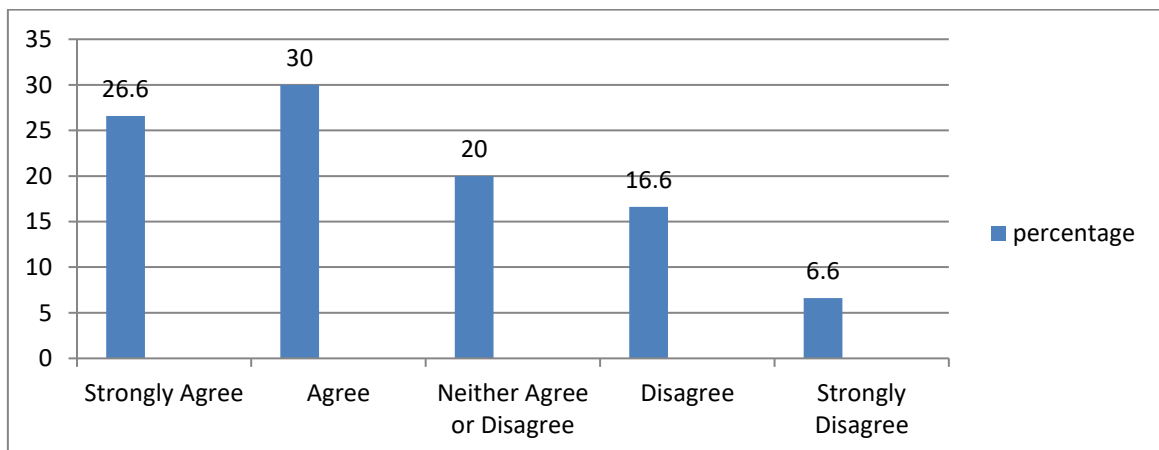


CHART 4.1.15 How well do u agree the Quality of your mobile phones affects your purchase decision

INFERENCE

Majority (30%) of the respondents agreed that the Quality will affect the purchase decision

TABLE 4.1.16 How well do u agree the Features of your mobile phones affects your purchase decision

Si no	Particulars	Respondents	Percentage
1	Strongly agree	32	26.6
2	Agree	33	27.5
3	Neither agree or disagree	29	24.1
4	Disagree	18	15
5	Strongly Disagree	8	6.6
Total		120	100

Sources: primary data

INTERPRETATION

From the above table it is interpreted that purchase decision affected by features is 26.6% for strongly agree, 27.5% for Agree, 24.1% for neither agree or Disagree, 15% for Disagree, 6.6% for strongly disagree

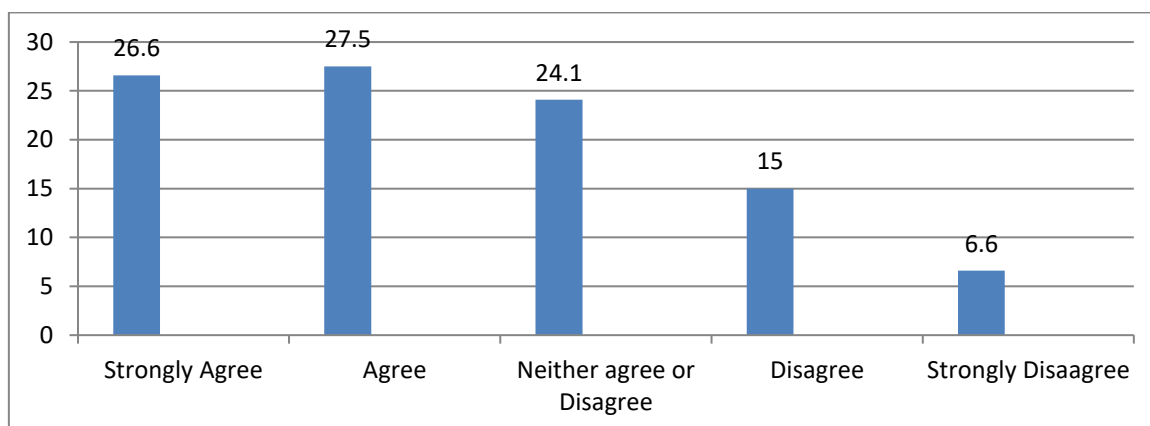


CHART 4.1.16 How well do u agree the Features of your mobile phones affects your purchase decision

INFERENCE

Majority (27.5%) of the respondents agreed that the features will affect the purchase decision

TABLE 4.1.17 How well do u agree the User friendly of your mobile phones affects your purchase decision

Si no	Particulars	Respondents	Percentage
1	Strongly agree	35	29.1
2	Agree	30	25
3	Neither agree or disagree	30	25
4	Disagree	11	9.1
5	Strongly Disagree	14	11.6
Total		120	100

Sources: primary data

INTERPRETATION:

From the above table it is interpreted that purchase decision affected by features is 26.6% for strongly agree, 27.5% for Agree, 24.1% for neither agree or Disagree, 15% for Disagree, 6.6% for strongly disagree

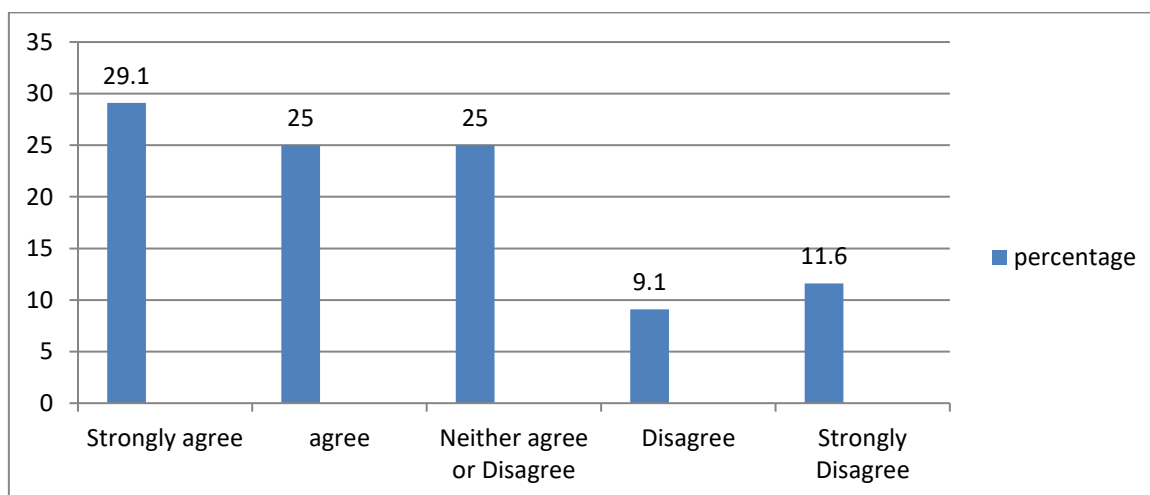


CHART 4.1.17 How well do u agree the User friendly of your mobile phones affects your purchase decision

INFERENCE

Majority (29.1%) of the respondents agreed that the features will affect the purchase decision

TABLE 4.1.18: Rate the price of your product in a scale of 1 to 5

SINO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	1	51	42.5
2	2	35	29.1
3	3	23	19.1
4	4	6	5
5	5	5	4.1
TOTAL		120	100

Sources: primary data

INTERPRETATION:

From the above table it is interpreted that the price of your product is rated as 1 is 42.5% 2 is 29.1% 3 is 19.1% 4 is 5% 5 is 4.1%

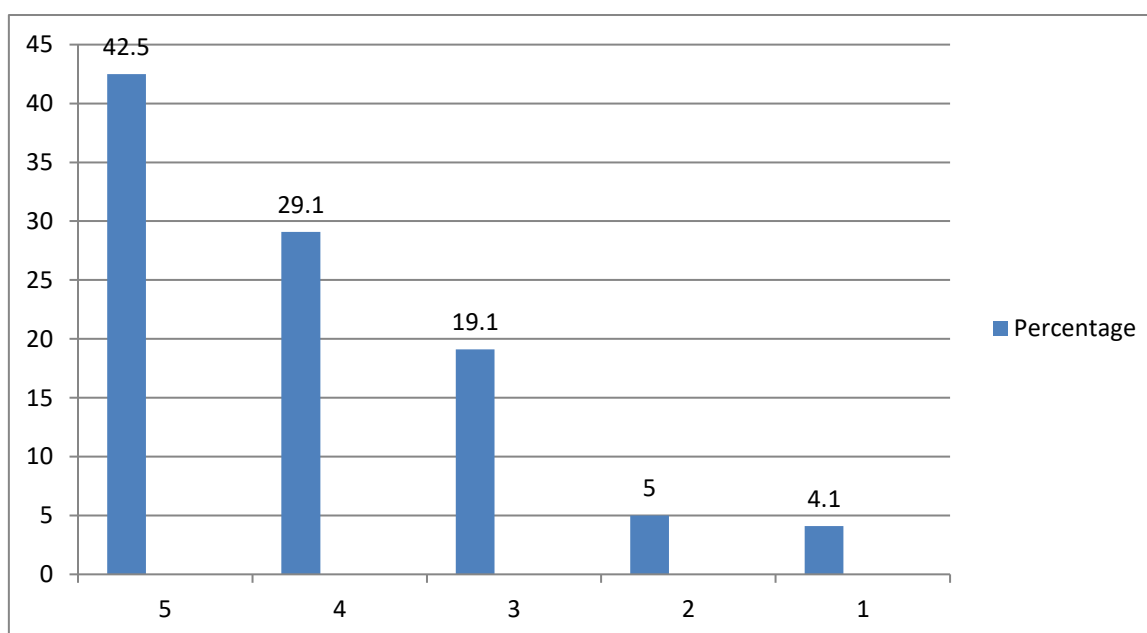


CHART 4.1.18: Rate the price of your product in a scale of 1 to 5

INFERENCE:

Majority (42.5%) of the respondents rated 5 for the price of the smart phone

Table 4.1.19: Rate the brand of your product in a scale of 1 to 5

SINO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	1	21	17.5
2	2	67	55.8
3	3	23	19.1
4	4	5	4.1
5	5	4	3.3
TOTAL		120	100

Sources: primary data

INTERPRETATION:

From the above table it is interpreted that the brand of your product is rated as 1 is 17.5%, 2 is 55.8%, 3 is 19.1%, 4 is 5%, 5 is 3.3%.

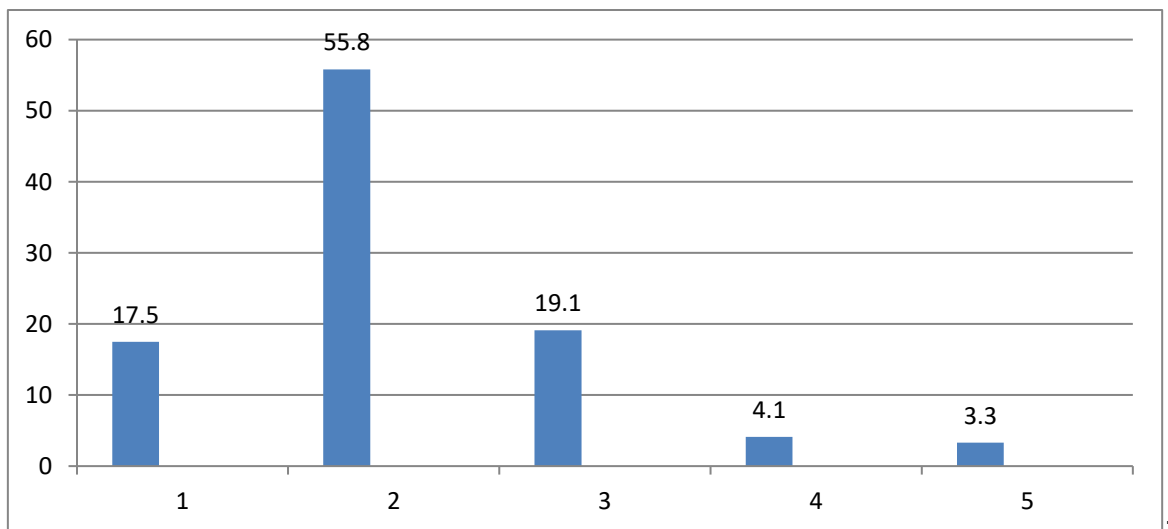


CHART 4.1.19: Rate the brand of your product in a scale of 1 to 5

INFERENCE:

Majority (55.8%) of the respondents rated 4 for the brand of the smart phone

TABLE 4.1.20: Rate the color of your product in a scale of 1 to 5

SINO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	1	27	22.5
2	2	39	32.5
3	3	37	30.8
4	4	12	10
5	5	5	4.1
TOTAL		120	100

Sources: primary data

INTERPRETATION:

From the above table it is interpreted that the color of your product is rated as 1 is 22.5%, 2 is 32.5%, 3 is 30.8%, 4 is 10%, 5 is 3.3%.

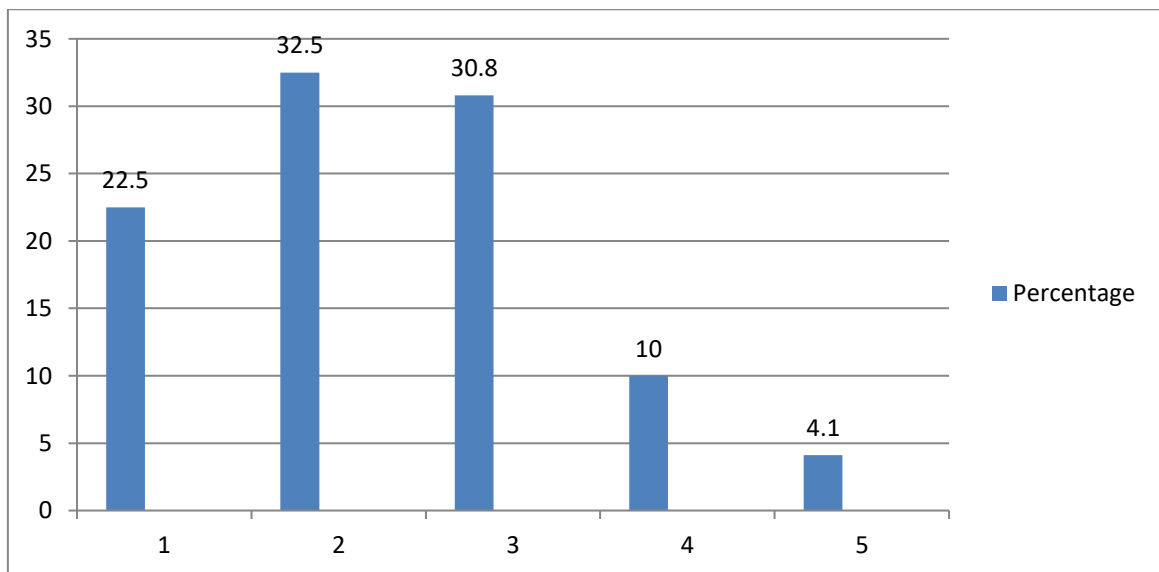


CHART 4.1.20: Rate the color of your product in a scale of 1 to 5

INFERENCE:

Majority (32.5%) of the respondents rated 2 for the color of the smart phone

Table4.1.21: Rate the shape of your product in a scale of 1 to 5

SINO	PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
1	1	24	20
2	2	52	43.3
3	3	30	25
4	4	10	8.3
5	5	4	3.3
TOTAL		120	100

Sources: primary data

INTERPRETATION:

From the above table it is interpreted that the shape of your product is rated as 1 is 20%, 2 is 43.3%, 3 is 25%, 4 is 8.3%, 5 is 3.3%.

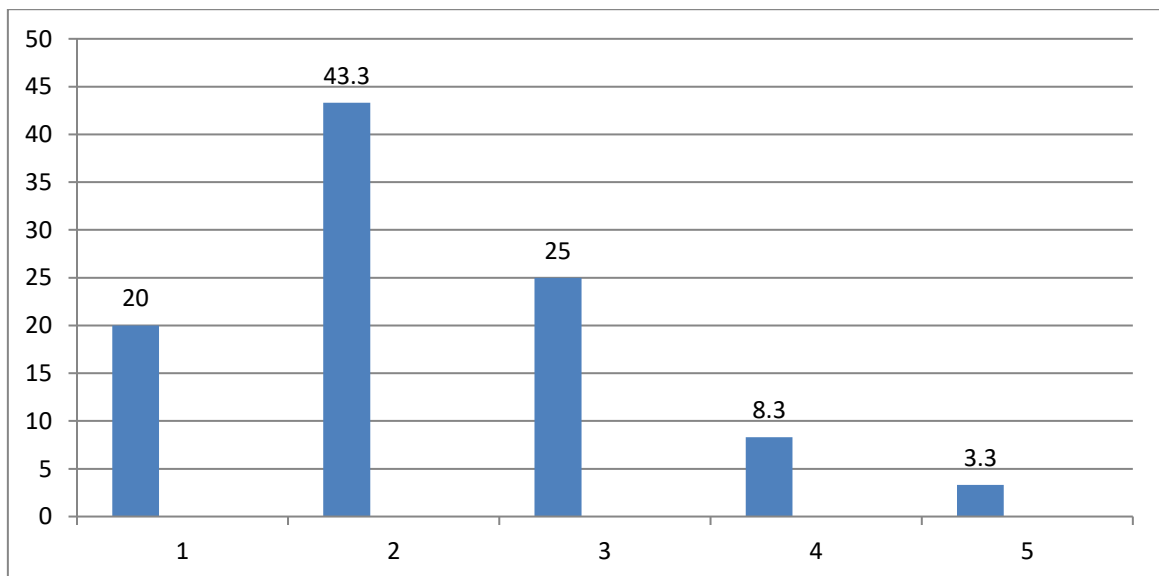


CHART 4.1.21: Rate the shape of your product in a scale of 1 to 5

INFERENCE:

Majority (43.3%) of the respondents rated 2 for the shape of the smart phone

TABLE 4.1.22: Rate the quality of your product in a scale of 1 to 5

SINO	PARTICULAR	NO OF RESPONDENT	PERCENTAGE
1	1	29	24.1
2	2	46	28.3
3	3	32	26.6
4	4	8	6.6
5	5	5	4.1
TOTAL		120	100

Sources: primary data

INTERPRETATION:

From the above table it is interpreted that the shape of your product is rated as 1 is 24.1%, 2 is 28.3%, 3 is 26.6%, 4 is 6.6%, 5 is 4.1%.

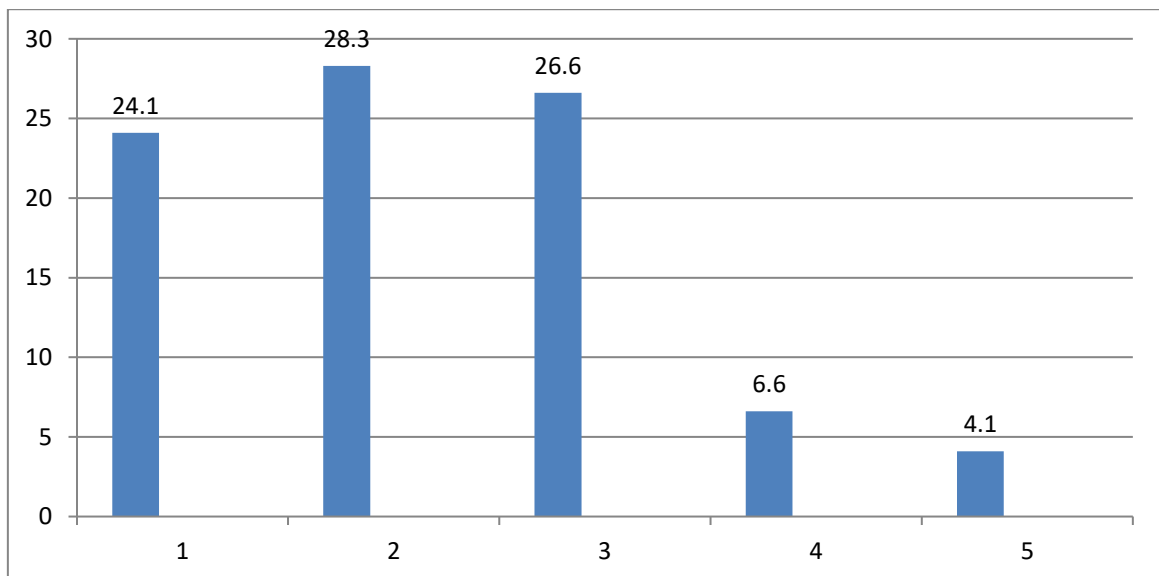


CHART 4.1.22: Rate the Quality of your product in a scale of 1 to 5

INFERENCE:

Majority (28.3%) of the respondents rated 2 for the Quality of the smart phone

TABLE 4.1.23: Rate the features of your product in a scale of 1 to 5

SINO	PARTICULAR	NO OF RESPONDENT	PERCENTAGE
1	1	22	18.3
2	2	47	39.1
3	3	35	29.1
4	4	12	10
5	5	4	3.3
TOTAL		120	100

Sources: primary data

INTERPRETATION

From the above table it is interpreted that the shape of your product is rated as 1 is 18.3%, 2 is 39.1%, 3 is 29.1%, 4 is 10%, 5 is 3.3%.

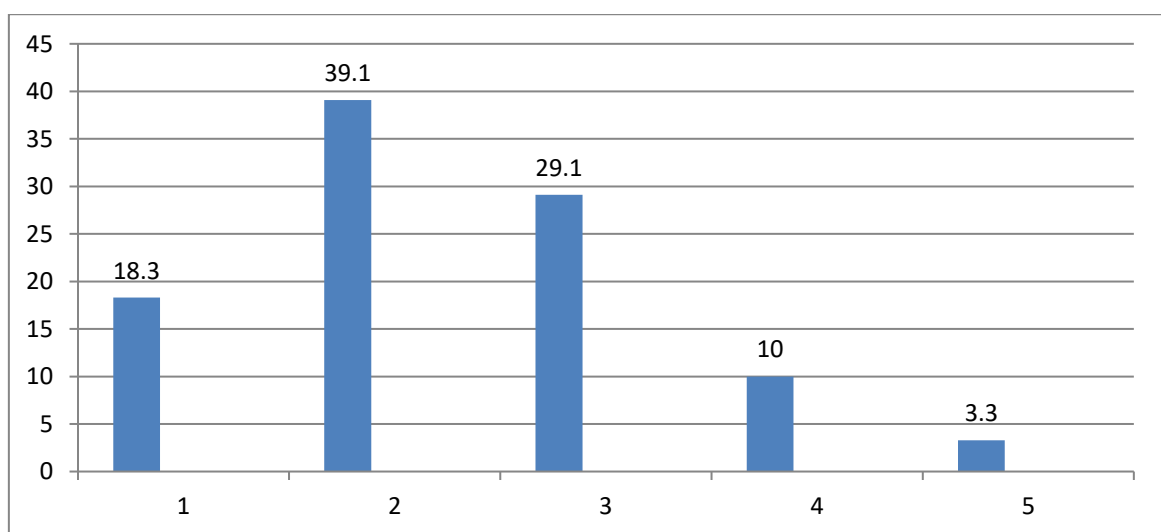


CHART 4.1.23: Rate the features of your product in a scale of 1 to 5

INFERENCE:

Majority (39.1%) of the respondents rated 2 for the features of the smart phone

TABLE 4.1. 24 Rate the User friendly of your product in a scale of 1 to 5

SINO	PATICULAR	NO OF RESPONDENT	PERCENTAGE
1	1	40	33.3
2	2	34	28.3
3	3	29	24.1
4	4	10	8.3
5	5	7	5.8
TOTAL		120	100

Sources: primary data

INTERPRETATION

From the above table it is interpreted that the shape of your product is rated as 1 is 33.3%, 2 is 28.3%, 3 is 24.1%, 4 is 8.3%, 5 is 5.8%.

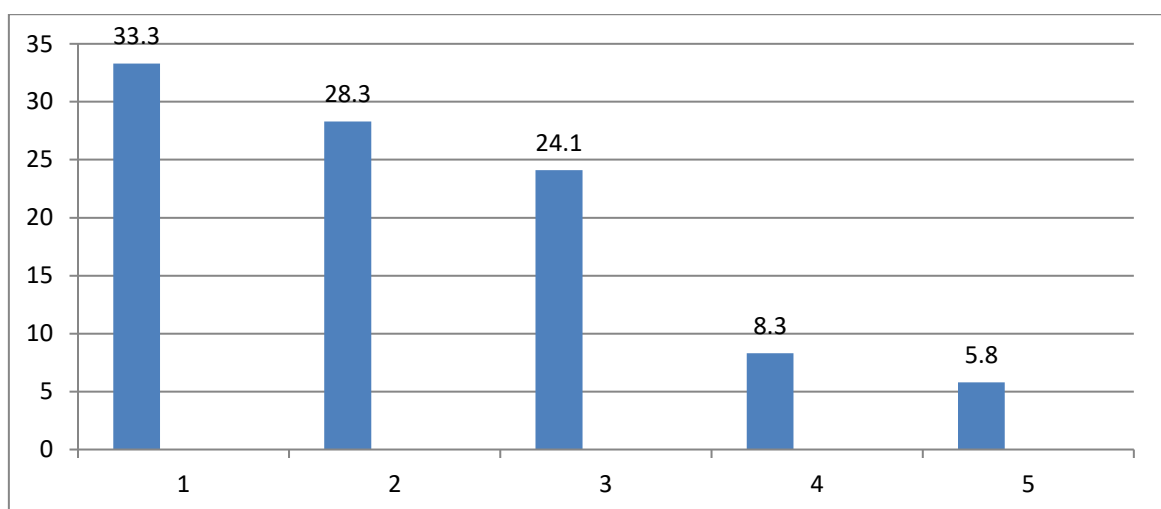


CHART 4.1.24 Rate the price of your product in a scale of 1 to 5

INFERENCE:

Majority (33.3%) of the respondents rated 2 for the features of the smart phone

TABLE 4.1.25: which promotional offer attracts you most?

SINO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	Free gifts	9	7.5
2	Price offer	70	50.3
3	Discount	41	34.2
TOTAL		120	100

Sources: primary data

INTERPRETATION

From the above table it is interpreted that the promotional offers which attracts the most was free gifts 7.5%, price offer is 50.3%, and Discount is 34.2%.



CHART 4.1.25: which promotional offer attracts you most?

INFERENCE:

Majority (50.3%) of the respondents replied that price offers attracts the most

TABLE 4.1.26 which of these following factors affect your purchase?

SINO	PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
1	Advertisement suggestion from friends & relatives	52	43.3
2	Attractive display	38	31.7
3	Brand ambassadors	28	23.3
4	Other	2	1.6
TOTAL		120	100

Sources: primary data

INTERPRETATION

From the above table it is interpreted that Advertisement suggestion from friends & relatives is 43.3%, Attractive display is 31.7%, Brand ambassadors 23.3%.

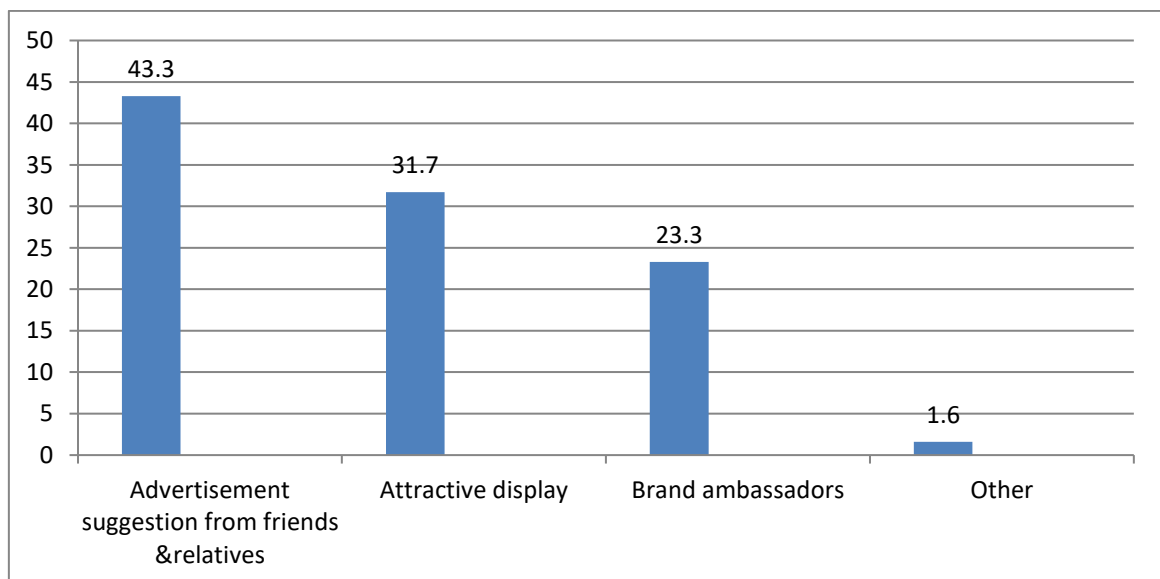


CHART 4.1.26 which of these following factors affects your purchase?

INFERENCE:

Majority (43.3%) of the respondents responded that Advertisement suggestion from friends & relatives affects their purchase.

TABLE 4.1.27: Does the features of the product influence on your purchase decision?

SINO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	Yes	68	56.7
2	No	52	43.3
TOTAL		120	100

Sources: primary data

INTERPRETATION

From the above table it is interpreted that yes is 56.7% and no is 43.3%

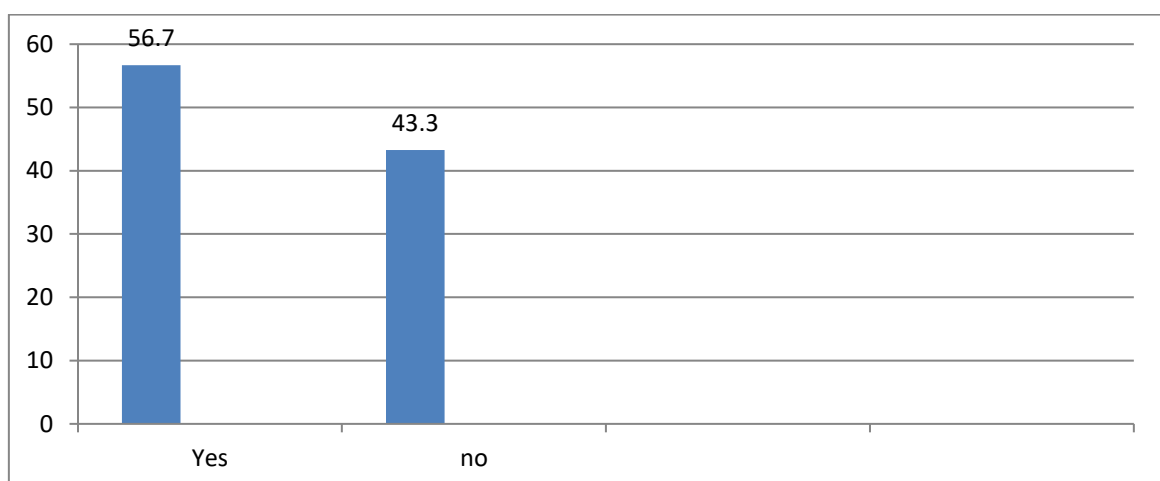


CHART 4.1.27: Does the features of the product influence on your purchase decision?

INFERENCE:

Majority (56.7%) of the respondents agreed that the feature of the product influence on your purchase decision?

TABLE 4.1.28: which media of advertisement influences your purchase?

SINO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	Television	23	19.2
2	Newspaper	41	34.2
3	Internet	56	46.7
TOTAL		120	100

Sources: primary data

INTERPRETATION

From the above table it is interpreted that television is 19.2%, Newspaper is 34.2%, and internet is 46.7%.

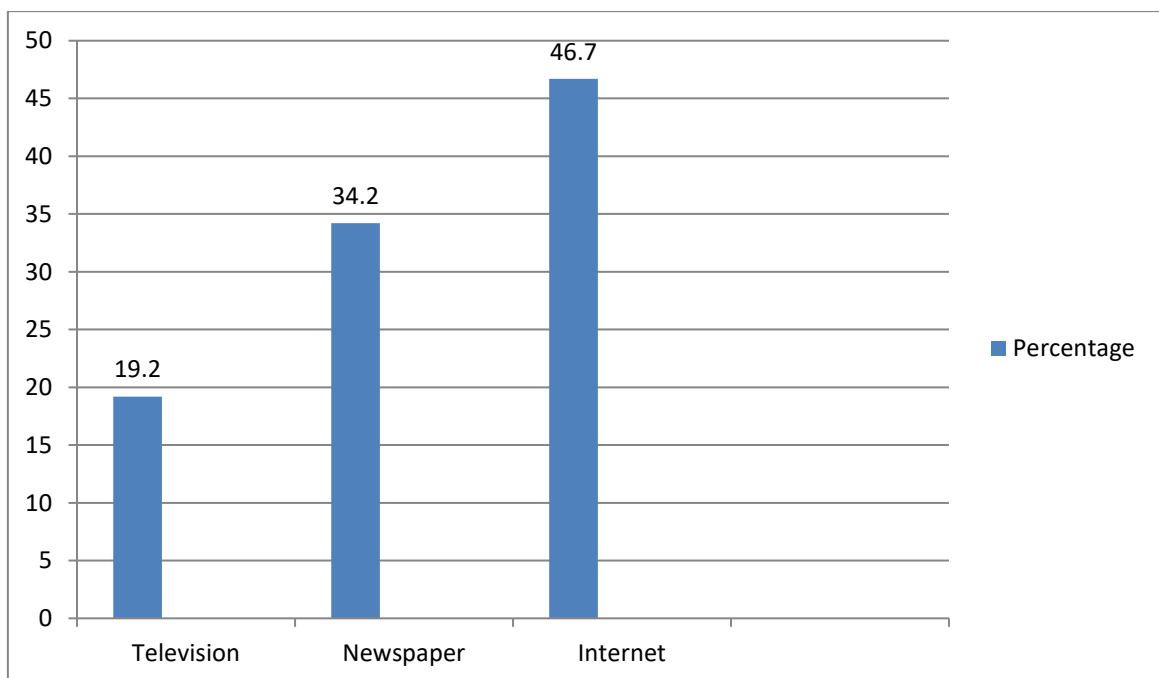


CHART 4.1.28: which media of advertisement influences your purchase?

INFERENCE:

Majority (46.7%) of the respondents responded that internet advertisement affects their purchase.

TABLE 4.1.29: how frequently do you purchase mobiles?

SINO	PATICULARS	NO OF RESPONDENT	PERCENTAGE
1	Once in 6 months	23	19.2
2	Yearly	44	36.7
3	Twice a year	53	44.2
TOTAL		120	100

Sources: primary data

INTERPRETATION

From the above table is interpreted that the frequency of mobile phone change is once in 6 months is 19.2%, Yearly is 36.7%, twice a year is 44.2%

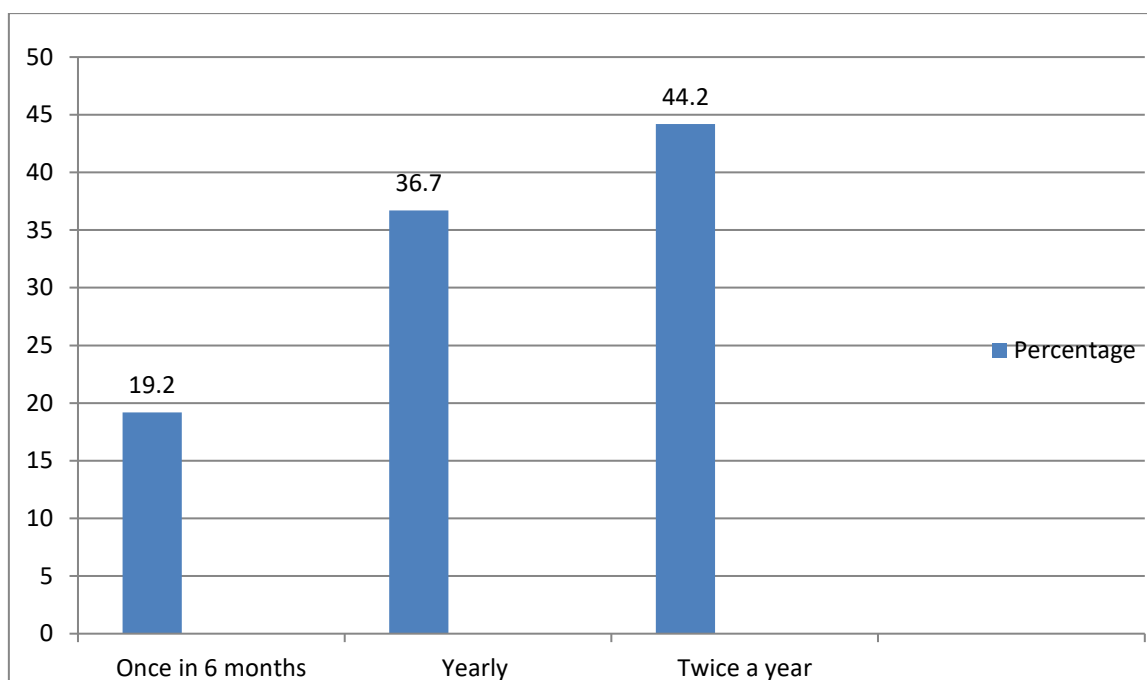


CHART 4.1.29: how frequently do you purchase mobiles?

INFERENCE:

Majority (44.2%) of the respondents change their phone twice a year

TABLE 4.1.30: if your preferred brand is not available for purchases then what will you do?

SINO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	Postpone your purchase	38	31.7
2	Switch over to other brand	47	39.2
3	Go the showroom of your brand	35	29.2
TOTAL		120	100

Sources: primary data

INTERPRETATION

From the above table is interpreted that postpone your purchase is 31.7%, Switch over to other brand is 39.2%, Go the showroom of your brand is 29.2%

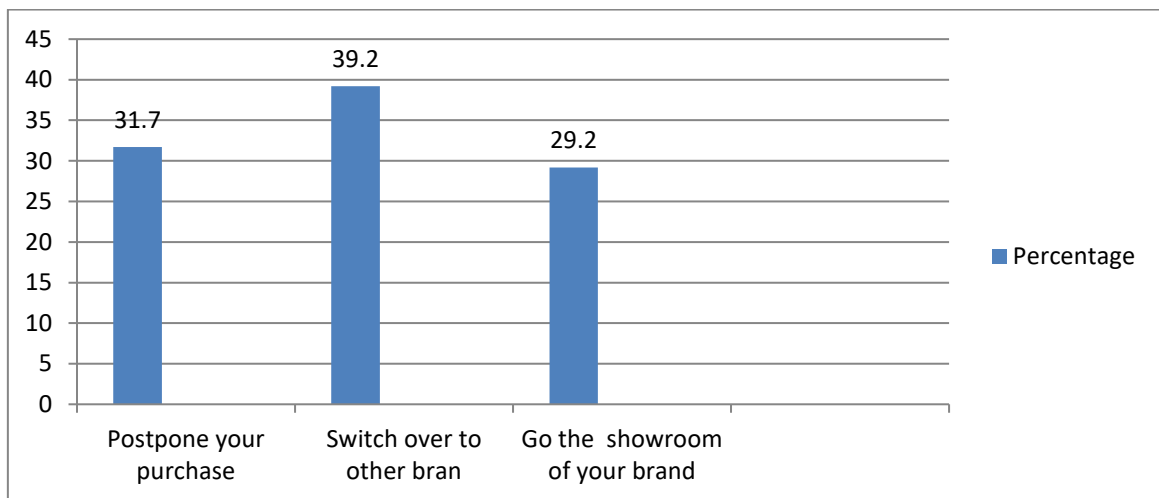


CHART 4.1.30: if your preferred brand is not available for purchases then what will you do?

INFERENCE:

Majority (39.2%) of the respondents replied that they would switch over to other brand

TABLE 4.1.31: If another brand of the same product appears in the market will you prefer to stop buying this brand and buy the new brand?

SINO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Yes	64	53.3
2	No	56	46.7
TOTAL		120	100

Sources: primary data

INTERPRETATION

From the above table it is interpreted that yes is 53.3%, no is 46.7

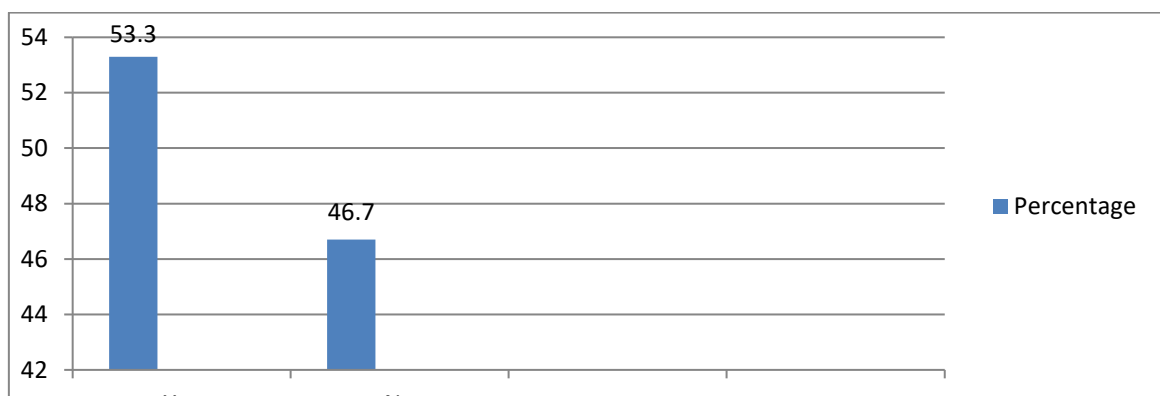


CHART 4.1.31: If another brand of the same product appears in the market will you prefer to stop buying this brand and buy the new brand?

INFERENCE:

Majority (53.3%) of the respondents replied yes.

4.2 T-TEST ANALYSIS FOR MARITAL STATUS:

Null hypothesis (H0): There is no significant difference between marital status with reference to purchase behavior.

Alternate hypothesis (H1): There is significant difference between marital status with reference to purchase behavior..

TABLE 4.2.1 T-Test analysis for marital status

FACTORS	Marital status		F value	P value	Significance
	Married	Unmarried			
Brand	4.28	4.34	3.475	.873	Not Significant
Price	1.22	1.29	.694	.635	Not Significant
Features	4.33	4.26	.552	.898	Not Significant
Design	1.94	1.73	.886	.457	Not Significant

*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.

4.3 ANOVA ANALYSIS OF AGE:

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

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

4.2.2 Anova analysis of age

FACTOR S	AGE					F VALU E	P VALUE	Significance
	10- 20	21-30	31- 40	41- 50	50& above			
Design	2.82	2.17	2.52	3.07	4.00	4.112	.003	Significant
Quality	2.73	2.62	2.59	2.40	3.22	1.169	.696	Not Significant
Brand	2.45	2.09	2.00	2.07	3.22	.874	.107	Not Significant
Features	3.18	2.53	2.63	3.07	2.89	.860	.439	Not Significant

*The level of significance is tested at 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.

4.4 Anova analysis of income:

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

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

4.2.3 Anova analysis of income

FACTOR S	Income						P value	Significanc e
	F value							
	Less than 10k	10,001 to 30,000	31001 to 50,000	50,001 to 1,00,000	Greater than 1,00,000			
Design	3.10	2.47	2.88	3.11	5.00	4.871	.000	Significant
Quality	2.55	2.40	2.58	2.89	5.00	.835	.527	Not Significant
Brand	2.29	2.13	2.17	2.67	5.00	1.603	.165	Not Significant
Features	3.13	2.60	2.25	2.78	5.00	1.948	.092	Not Significant

*The significance level is tested 0.05

INFERENCE:

Since the P value is <0.05 , then (H0) 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, SUGESSTIONS AND CONCLUSION

5.1 FINDINGS:

- 48.30% of the respondents fall in the age category of 20 to30 years.
- 50% of the respondents are female.
- 16.7% of the respondents are School Level
- 35% of the respondents are Students
- 65.8 of the respondents is single.
- 28.3 of the respondents has apple mobile phone
- 31.7% of the respondents has 2 mobile phones.
- 55.8% of the respondents has mobile phones for more than a year
- 37.5% of the respondents strongly agreed that the price will affect the purchase decision
- 45% of the respondents strongly agreed that the price will affect the purchase decision
- 40.8% of the respondents strongly agreed that the colour will affect the purchase decision
- 30.8% of the respondents agreed that the shape will affect the purchase decision
- 37.5% of the respondents agreed that the shape will affect the purchase decision
- 27.5% of the respondents agreed that the features will affect the purchase decision
- 29.1%of the respondents agreed that the features will affect the purchase decision
- 42.5% of the respondents rated 5 for the price of the smart phone
- 30% of the respondents agreed that the Quality will affect the purchase decision
- 55.8% of the respondents rated 4 for the brand of the smart phone
- 32.5% of the respondents rated 2 for the color of the smart phone
- 43.3% of the respondents rated 2 for the shape of the smart phone

- 28.3% of the respondents rated 2 for the Quality of the smart phone.
- 39.1% of the respondents rated 2 for the features of the smart phone
- 33.3% of the respondents rated 2 for the features of the smart phone
- 50.3% of the respondents replied that price offers attracts the most
- 43.3% of the respondents responded that Advertisement suggestion from friends & relatives affects their purchase.
- 56.7% of the respondents agreed that the feature of the product influence on your purchase decision?
- 46.7% of the respondents responded that internet advertisement affects their purchase.
- 44.2% of the respondents change their phone twice a year
- 39.2% of the respondents replied that they would switch over to other brand
- 53.3% of the respondents replied yes.
- 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.
- 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.
- Since the P value is <0.05 , then (H0) null hypothesis is rejected there is no significance difference between quality, brand, features. There is a significance between design is accept alternate hypothesis.

5.2 SUGGESTIONS

Based on the findings of the study the following suggestions are made for attracting the consumers mobile phones has increase the market share.

- 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.
- Various kinds of sales promotional activities can be introduced by the cellular companies.
- A company that offers lower charges would be able to attract more customers committing themselves to the mobile phone networks and significant number of "call minutes" might be achieved.
- The cellular companies should take necessary steps to give special promotional schemes for disabled, students and women, and try to reduce the health side effects from mobile usage etc. in order to increase the market share.
- The mobile sellers should take necessary measures to increase the number of service centre in rural areas and try to offer free service for rural people.

5.3 CONCLUSION

The objective of this research was to investigate the underlying factors that determine the decision to purchase mobile phone devices. According to the study, majority of the consumers own Apple smart phones. Moreover, most of Apple mobile phone users have a plan to shift to other brands such as Samsung, Apple and BlackBerry. According the Pearson correlation results, price is the dominant factor affecting the decision to buy mobile phone. Secondly, the features incorporated in a mobile hand set are the most important factor which is considered by the consumers while purchasing the mobile phone.

However, all features of mobile phones are not equally important. The other factors equally correlated and have moderate relationships with the decision to buy are brand name and durability of mobile phones. Both the factors are highly associated with the quality of mobile phone devices. The least correlated factors are after sales service and social influences.

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APPENDIX-1 (QUESTIONNAIRE)

Q1. Gender

- Male
- Female
- Prefer Not to Say

Q2. Marital status

- Married
- Single

Q3. Occupation

- Self employed
- Professionals
- Salaried
- House wife
- Student
- Others

Q4. Age group

- 10-20
- 20-30
- 30-40
- 40-50
- 50&above

Q5. Educational level

- Illiterate
- School Level
- University degree & above

Q6. Income level (per month)

- Less than 10,000Rs
- 10,001-30,000Rs
- 30,001-50,000Rs
- 50,001-1,00,000Rs
- Greater than 1,00,000Rs

Q7. Which Brand do you use?

- Nokia
- Samsung
- Motorola
- LG
- Sony
- Apple
- Other

Q8. How many Mobile phones do you own?

- 1
- 2
- 3
- 4
- More than 4

Q9. Since how long have you been using your mobile phone!

- Less than 6 months
- Less than a year
- More than a year

Q10. How much importance do you give to the following factors when you purchase a mobile? (Tick in the desired Column)

Factors	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly Disagree
Price					
Brand					
Colour					
Shape					
Design					
Quality					
Features					
User Friendly					

Q11. Rate the Smart phone Factor's based on your satisfaction

Factors	1	2	3	4	5
Price					
Brand					
Colour					
Shape					
Quality					
Features					
User Friendly					

Q12. Which promotional offer attracts you most?

- Free gifts
- Price offer
- Discount
- Any other

Q13. Which of these following factors affect your purchase?

- Advertisement Suggestion from friends & relatives
- Attractive Display
- Brand Ambassadors
- other

Q14. Does the features of the product influence on your purchase decision?

- Yes
- No

Q15. Which media of advertisement influences your purchase?

- Television
- Newspaper
- Internet
- Others

Q16. How frequently do you purchase mobiles?

- Once in 6 months
- Yearly
- Twice a year

Q17. If your preferred brand is not available for purchases then what will you do!

- Postpone your purchase
- Switch over to other brand
- Go the showroom of your brand

Q18. If another brand of the same product appears in the market will you prefer to stop buying this brand and buy the new brand?

- No
- Yes

APPENDIX -2

ARTICLE FULL PAPER

A STUDY ON BUYING BEHAVIOUR OF YOUNG CONSUMERS IN SELECTING SMART PHONES IN CHENNAI

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ABSTRACT: Smart phone has become an integral part of human life. With the increasing use of technology for mediating communication, it is used for both personal and organizational use. In today's modern life it plays a predominant role since Smart phones these days are used by people at all levels across the world.

In recent years, the adoption of Smart phones has been exceptionally rapid in many parts of the world, and especially in India where Smart phones are nowadays almost as common as wrist watches. Smart phones have been turned into more of a necessity for people than a luxury.

This Study tries to understand the buying behavior of young consumers in selecting smart phones in Chennai by surveying 120 consumers in Chennai. This study also tries to identify the factors that influence their purchase decision on Smart phones and also their satisfaction level on all the factors that influenced their purchase decision. This study helps the marketer to analyze the young consumer's psychology and position itself better in the market.

Keywords- Smartphones – integral –human life – predominant role – luxury – purchase decision.

I. INTRODUCTION:

The increasing interest in smartphones among the people is the main reason that has amplified the interest to research the topic. People's obsession about smartphones has been increasing rapidly. The aim of this research is, therefore, to find out consumer behavior of smartphone buyers in Indian Market. The research aims to find out the reasons behind people purchasing smartphones, the factors influencing the purchase decision and the motivations behind the purchase decision.

Different consumers have different characteristics in their life that also influences their buying behavior. Social factors such as family, groups, roles and status) and personal factors (such as age, occupation, lifestyle, personality and self- concept) are those characteristics that could influence the buyer behavior in making the final decision.

Even when cheaper smartphones are available in the market, why do people buy expensive smartphones? Price, quality, brand, country of origin, marketing, sales, word of mouth, etc. could be several factors that a consumer may think before buying a smartphone. How much does the brand of a smartphone affect the buying decision of a customer? As there are various types of smartphones available in the market with a varying price; what is the difference between them? And how they impact the customer buying decision?

This research also aims at the marketing strategy of the smartphone companies to influence the buying behavior of the customer. These strategies include Promotional campaigns, Tie-Ups with the network carrier, etc.

II. OBJECTIVES OF THE STUDY

- To know the young consumer buying behavior towards mobile phones in Chennai city.
- To find out the factors that influences the young consumers to buy Smart

phones

- To analyze the factors that influence and eventually motivate the young consumer to buy a smartphone in Chennai.
- To determine the satisfaction level of their mobile phone factors which influenced their buying

III. REVIEW OF PAST STUDIES:

Dr.P.Thirumoorthi, G.Boobalan, (2015) the aim of their study is to create an assessment of the symbolic devices that celebrity and peers adopts to persuade the audience. The visual expression model is supported in that the study suggests why advertisers use celebrities of different gender and age groups and expertise areas in commercials for certain products and cultural values.

Perotti, V.; Widrick, S (2015) their study examines the shopping and buying behavior of younger and older online shoppers as mediated by their attitudes toward internet shopping.

Leon G. Schiffman, Leslie Lazar Kanuk, Mallika Das (2015) According to them, An individual who purchases products and services from the market for his/her own personal consumption is called as consumer.

Preetam Sahu, Dr. Archana Agrawal (2015) their study focuses on the consumers perception and buying behavior 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.

Arif Shahbaz (2015) their paper investigated the factors affecting mobile phone purchase decision in the Greater Accra Region of Ghana, using a binary logit regression model approach. Through a multiple-stage random sampling technique, structured questionnaire was used to collect primary data from 200 mobile phone users in four districts in the study area. Results of the descriptive statistic show that Nokia and Samsung phones were the two main brands of phones used by majority of the respondents interviewed. In addition, of the 54 percent of respondents who expressed their intention to acquire new phones majority were male, between the ages of 21-30 years and has tertiary level of education

Dr. D.S. Chaubey (2015) they found out that In recent years, the adoption of mobile phones has been exceptionally rapid in many parts of the world, and especially in India where cellular phones are nowadays almost as common as wrist watches. While mobile phone usage is rather an unexamined field in academic literature, this exploratory study attempts to investigate consumer purchasing motives in cellular phone markets.

IV METHODOLOGY

In this research we used an image based presentation in conjunction with other text based questions to support our hypotheses. We conducted a survey containing pictorial representations of specific Mobile phones with Price, Brand and Brand ambassador. The observers were provided limited amount of time (4 seconds) to take a decision for buying the phone. The observers (Students in the age group of 22-26 yrs) were also asked to respond to text based questions which asked them the importance of Price, Brand and Brand Ambassador in their buying decision. Based on their instant responses for buying a product the study tries to correlate the responses on text based questions and image-based questions to ascertain if the buyers really have a strong impact of Price, Brand and Brand Ambassador in their buying decisions. Another objective of the study is to ascertain dependency on an image-based survey while evaluating buyers' responses to achieve a true representative analysis of buying decisions, provided the image-based questions are designed appropriately to extract accurate information.

HYPOTHESIS-1

Null hypothesis (H0): There is no significant difference in the purchase behavior level between marital status.

Alternate hypothesis (H1): There is significant difference in the purchase behavior level between marital status.

TABLE -1 T-Test analysis for marital status

FACTORS	Marital status		F value	P value	Significance
	Married	Unmarried			

Brand	4.28	4.34	3.475	.873	Not Significant
Price	1.22	1.29	.694	.635	Not Significant
Features	4.33	4.26	.552	.898	Not Significant
Design	1.94	1.73	.886	.457	Not Significant

*The level of significance is tested 0.05

INFERENCE:

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

HYPOTHESIS-2

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

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

TABLE-2 Anova analysis for Age

FACTOR S	AGE					F VAL U E	P VALU E	Significance
	10- 20	21-30	31- 40	41- 50	50& above			
Design	2.82	2.17	2.52	3.07	4.00	4.112	.003	Significant
Quality	2.73	2.62	2.59	2.40	3.22	1.169	.696	Not Significant
Brand	2.45	2.09	2.00	2.07	3.22	.874	.107	Not Significant
Features	3.18	2.53	2.63	3.07	2.89	.860	.439	Not

								Significant
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*The level of significance is tested at 0.05

INFERENCE:

Since the P value is <0.05 , then (H_0) null hypothesis is rejected there is no significant difference between quality, brand, features. There is a significant difference between design is accept alternate hypothesis

HYPOTHESIS-3

Null hypothesis (H_0): There is no significant difference between incomes in regards to purchase behavior level.

Alternate hypothesis (H_1): There is significant difference between incomes in regards to purchase behavior level

Table-3 Anova analysis of income

FACTOR S	Income						P value	Significanc e
	F value							
	Less than 10k	10,00 1 to 30,00 0	3100 1 to 50,00 0	50,00 0 to 1,00, 000	Grea ter than 1,00, 000			
Design	3.10	2.47	2.88	3.11	5.00	4.871	.000	Significant
Quality	2.55	2.40	2.58	2.89	5.00	.835	.527	Not Significant
Brand	2.29	2.13	2.17	2.67	5.00	1.603	.165	Not Significant

Features	3.13	2.60	2.25	2.78	5.00	1.948	.092	Not Significant
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*The significance level is tested 0.05

INFERENCE:

Since the P value is <0.05 , then (H_0) null hypothesis is rejected there is no significance difference between quality, brand, features. There is a significance between design is accept alternate hypothesis.

CONCLUSION

The objective of this research was to investigate the underlying factors that determine the decision to purchase mobile phone devices. According to the study, majority of the consumers own Apple smart phones. Moreover, most of Apple mobile phone users have a plan to shift to other brands such as Samsung, Apple and BlackBerry. According the Pearson correlation results, price is the dominant factor affecting the decision to buy mobile phone. Secondly, the features incorporated in a mobile hand set are the most important factor which is considered by the consumers while purchasing the mobile phone.

However, all features of mobile phones are not equally important. The other factors equally correlated and have moderate relationships with the decision to buy are brand name and durability of mobile phones. Both the factors are highly associated with the quality of mobile phone devices. The least correlated factors are after sales service and social influences.

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