

**A STUDY ON CONSUMER BUYING BEHAVIOUR
TOWARDS SMARTPHONE WITH SPECIAL
REFERENCE TO PALLIPURAM
PANCHAYAT**

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MARCH 2025

CERTIFICATE

This is to certify the dissertation,"**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS SMARTPHONE WITH SPECIAL REFERENCE TO PALLIPURAM PANCHAYAT**" is an authentic record of the work carried out by SANDRA.P.J in the Department of Economics,St.Teresa's college,Ernakulam under my supervision and guidance.

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DECLARATION

I hereby declare that the dissertation titled,"**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS SMARTPHONE WITH SPECIAL REFERENCE TO PALLIPURAM PANCHAYAT**"Submitted in partial fulfillment of the requirements for the award of degree of Master in Economics is my original work.

Signature of supervisor

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SANDRA.P.J

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CHAPTER 1

INTRODUCTIION

1.1 INTRODUCTION

Smartphones have become universal in today's society, significantly enhancing individual comfort in daily life. In India, rapid growth of smartphones can be attributed largely to the younger population and swiftly growing economy. Smartphones have simplified the way people manage various aspects of their lives. " India is shaking up the global smartphone market as it continues to be a developing segment, with a growing number of individuals transitioning from feature phone to smartphones; over 70 percent of smartphone users are expected to upgrade to high end models. India has achieved the second position in the ranking of the largest smartphone markets globally, showing a robust yearly growth rate of 23% .

In today's digital age, smartphones are integral to everyday life. The swift advancement of smartphone technology, alongside shifting consumer tastes, has resulted in notable alterations in purchasing behaviour. This research intends to examine the elements that affect consumer choices when buying the smartphones, such as brand image, price consciousness, technological progress, social impact and promotional tactics. In a market where smartphone manufacturers face growing competition, it is essential for business to comprehend consumer behaviour in order to customize their products and marketing approaches effectively. This study will investigate important elements such as brand loyalty, desired features, shopping channels, and how advertising influences consumer choices. Through an analysis of consumer preferences and drivers, this research will offer valuable insights into market dynamics and assist business in formulating strategies to engage and retain customers within the fiercely competitive smartphone sector. The evolution of mobile phones and related technologies represent a long history of innovation and progress driven by changes in consumer needs and preferences. Among these advancements, mobile phone devices have achieved one of the quickest adoption rates in households compared to any other technology in modern history. Today mobile

handset have become a vital component of daily life and personal communication worldwide. In the current highly competitive mobile phone industry , manufacturers continuously strive to discover new competitive advantages and distinguishing features to convince consumers to choose their brand over a rival's . Numerous studies have been conducted to pinpoint the factors that enable companies to outperform their competitors influencing customer purchasing decisions. These elements may connect to the traits of the consumer as well as the specification linked to mobile phones . As a result , mobile phone manufacturers introduce a wide array of devices with distinct brands and features . Numerous research studies have been carried out to pinpoint the factors influencing consumer choices of mobile phones .These studies have identified a variety of items that a key determinants affecting purchasing decisions. Such factors encompass price , features, quality brand reputation, durability , social influences and more.

1.2 SIGNIFICANCE OF THE STUDY

Analyzing consumer purchasing behaviour regarding smartphone is vital for companies , marketers and researchers to grasp buying trends , preferences and decision - making process . As smartphones have transformed in to an essential part of every day life , it is important to investigate how consumers select , access and purchase these devices.smartphone makers may create handsets with features that meet consumer needs, such improved cameras, longer battery life and improved performance, by taking into account user preferences.companies can create individualized marketing strategies by categorizing customers according to their preferences, economic levels , and demographics. Business can differentiate their products, provide better pricing methods, and draw in more clients by analyzing consumer behaviour. According to studies, factors including peer recommendations, features, cost , and brand reputation have the biggest effects on buyers.aids companies in monitoring changing trends, including a rise in online purchases, a need for 5 G phones or a desire for less expensive devices.Aids academics in their investigation of the ways in which external factors, brand perceptions, and emotions

impact smartphone purchases. A great number of variables influence smartphone buyers purchase decisions. This research describe underlying factors that play a leading role . The purpose of this study study is to explore the key factors that inspire consumers to purchase and use smartphones . Therefore the purpose behind the use of smartphone is to recognize the attitude of the consumer towards smartphones and finally to know the satisfaction level of the consumer towards smartphone.

1.3 REVIEW OF LITERATURE

- Bishal Nagarkoti (2009) in his study "The master's thesis in international business from Arcada University of Applied sciences, " Factors influencing consumer behaviour of smartphone Uers," was written by Bishal Nagarkoti in 2009.Nagarkoti discovered that consumers spend a lot of money on smartphones for newest models and brands.
- S.k kaushal and Rakesh kumar (2015) , In BVIMSR's Journal of management Research, vol.7 According to kaushal and kumar , customer are motivated and inspired to use smartphones because members of their social circle are using them, which is why they are using or intend to buy one .
- Ajzen(1991) According to Ajzen Theory of planned Behaviour, social influences , consumer intentions , and attitudes are important factors in smartphone purchase decisions.
- Blackwell, Miniard & Engel ,(2006) , examines consumer Decision making model explains problem identification, information search, the post -purchase behaviour - the five phases of buying behaviour.
- Davis(1989) explores Technology Acceptance Model , customers ' acceptance of new smartphone technology is influenced by their perceived usefulness and simplicity of use.
- Y.J Liao explores " Consumer Behaviour on smartphone," Master 's Thesis , Wasida University' s Department of Business Administration. Liao got to the conclusion that when a consumer is purchasing a smartphone, they pay more

attention to the brand image than to other factors like design, hardware and software integration, file transfer and display , additional purchase prices , and the cost of phone and camera.

- Amrita Mohan (2014) explores Indian consumer Behaviour Towards smartphone industry," ph.D. Dissertation, Dublin Buisness school, Department of Buisness Management. According to Mohan study results, smartphones are a need for consumers as well as a desire . Additionally , few customers in the the Indian market are brand loyal , and customers consider brand image while making smartphone purchases.
- MOHAN,A. (2014) through his study “ indian consumers ' attitudes towards the smartphone market (Doctoral dissertation, Dublin Buisness school) . Mohan discovered that people 's purchasing decisions are influenced by branding , product design, product difference, and price. This is consistent with recent research showing that customer behaviour can be influenced by a smartphone appearance, branding and pricing in addition to its ability to meet demands.
- Mr.s Naveen and Murugananantham (2021) in his study " A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS SMARTPHONE WITH SPECIAL REFERENCE TO TIRUPUR CITY. Multidisciplinary Research, EPRA international International Journal 7.6 .By identifying the variables that affect consumer 's decisions to buy smartphones, murugananantham and naveen were able to determine the behaviour of smartphone users in Tirupur city.
- Deepika Ganlari (2016) explores on the purchasing habits of mobile phone users Journal of management in practice.Indian consumers have a very favorable opinion of cellphones, according to the data. When asked whether they want to get a smartphone in the future, the majority of respondents who do not currently own one said that they do. This indicates that a gradual transition from regular phones to smartphones is occurring in india.
- Rajasekaran, Revathy , s. Cindhana , and C Anandha priya (2018) explores the topic of " Perception and preference of smartphones by Consumers." ICTACT journal on Management studies . They found that the smartphone has become an essential part of life and it made life easier. Thus , there is ample opportunity

and scope for smartphones brands to get a larger pie market share as long as they are to innovate in the country.

(Gao et al., 2012) According to research, pricing is a major consideration for customers when buying smartphones, particularly in developing economies

- Agarwal & Prasad (2020) : In his study Customers on a tight budget seek out items with competitive features and good value
- Suki (2013) in his study when choosing a smartphone, factors including processing speed, storage capacity ,battery life , and camera quality are crucial.
- Neelam Nakra, Mithilesh and pandey " through his study "Consumer preferences towards smartphone brands , with special reference to android operating system."Marketing management IUP Journal, According to the report, samsung is the most favoured brand to be chosen for an Android platform, while Android and ios are the most popular operating systems.

1.4 OBJECTIVE OF THE STUDY

- To Find out the factors influencing smartphone purchase decision of the people
- To analyse the Factors contributing the customer satisfaction with smartphones

1.5 SCOPE OF THE STUDY

This research aims to investigate consumer purchasing behaviour regarding smartphones . This includes analyzing the reasons behind people' s preferences for smartphones over other types of phones. This objective focuses on understanding that factors that affect their buying choices and identifying the leading brands they favour, in order to uncover current purchasing trends. Numerous variable impact the purchasing decisions of smartphone buyers. The research may examine local , national, or global markets to gain insights into consumer preferences in various areas.

This research categorizes different consumer segments according to age, income, education, profession. It examines the younger generation inclination towards advanced smartphones in contrast to the older demographic's emphasis on practicality and cost-effectiveness. covers major smartphone brands (Apple, Samsung, xiaomi, oneplus, etc) and their impact on consumer choices. Analyzes online vs offline purchasing trends, including the role of e-commerce platform like Amazon and Flipkart. Examines decision-making process, including product research, comparison, and post purchase satisfaction. Many young people today often switch out their mobile phones for newer models. The trend of purchasing smartphones from various brands has recently gained popularity. when a consumer heads to the market to purchase a cellphone, they can feel overwhelmed by the wide array of devices offered by different manufacturers.

1.6 METHODOLOGY OF THE STUDY

1.6.1 SOURCES OF DATA

Both primary and secondary data were utilized in this study. Primary data was collected through structured questionnaires and personal interviews. Secondary data was collected from various academic journals, newspapers and internet.

1.6.2 AREA OF STUDY

The area comes under the pallippuram panchayat of Ernakulam district.

1.6.3 SAMPLING DESIGN

simple random sampling is used for the study.

1.6.4 METHOD OF ANALYSIS

The analysis included the use of graphical representations, percentage analysis etc.

1.6.5 PERIOD OF STUDY

The period of study is conducted in 2024-2025

1.7 SCHEME OF THE STUDY

The First chapter serve as the introduction, providing insights into smartphones and outlining the significance of the study , a review of relevant literature, the objectives, the scope, methodology, structure, and the limitations encountered during the research. The second chapter focuses on one of the objectives, detailing the various features of smartphone that are currently in high demand in the market. The third chapter is dedicated to the second objective, which involves collecting primary data through a sample survey. The Fourth chapter presents the findings derived from the survey and includes an analysis of tables and diagrams. This chapter also offers suggestions based on our study and concludes with the results we have reached from this project

1.8 Limitations

- The primary data gathered may have inherent biases .
- Each respondent's knowledge about smartphone varies , resulting in discrepancies in data collection.
- The research is confined to smartphone users located in the pallippuram panchayat

CHAPTER-2

**TO THE ANALYSE FACTORS CONTRIBUTING THE
CUSTOMER SATISFACTION WITH SMARTPHONES**

Chapter 2

2.1 INTRODUCTION

India is one of the fastest growing economies in the world and the smartphone industry in India is also growing very fast. Smartphone is one such electronic gadget which makes our work easier. The smartphone has become one of the most vital and widely used consumer products in contemporary society. Due to swift technological progress and an array of features, smartphones have evolved from mere communication devices into essential tools for work, entertainment, social engagement, and even personal health management. As the smartphone market continues to expand, grasping consumer purchasing behavior toward smartphones has become essential for businesses seeking to enter this competitive sector. Consumer behavior involves examining how individuals, groups, or organizations choose, purchase, utilize, and dispose of ideas, products, and services to meet their needs and desires. It pertains to the actions of consumers in the market as well as the motivations driving those actions. Various characteristics in consumers' lives influence their purchasing habits. Social factors, such as family, groups, roles, and status, along with personal factors like age, occupation, lifestyle, personality, and self-image, can impact a buyer's decision-making process. Today, there are many affordable smartphones in the market. However, what drives people to purchase high-end smartphones? Aspects such as cost, quality, brand reputation, country of origin, marketing strategies, sales techniques, and word-of-mouth recommendations are some of the considerations a consumer may evaluate before acquiring a smartphone. Smartphones are evolving rapidly and

Customer satisfaction is vital for the success of smartphone companies and their ongoing standing in the market. Several elements affect consumer satisfaction, such as product quality, pricing, features, brand reputation, and after-sales support. By understanding these elements, smartphone makers can create improved products

and enhance the customer experience. This chapter examines the primary factors influencing customer satisfaction within the smartphone sector, highlighting their effect on consumer purchasing behaviour.

This project investigates the factors that affect consumers' buying decisions, including brand loyalty, price sensitivity, technological capabilities, and the impact of marketing.

By exploring these elements, we can obtain important insights into the shifting trends and preferences of smartphone purchasers.

2.2 Product Related Factors

2.2.1 Performance and specifications

Smartphones' performance is one of the major concerns for consumers. Factors such as processor speed, RAM, storage capacity, and software optimization influence the overall efficiency of the device. An optimized smartphone enhances the user experience through reduced lag and enhanced multitasking capability. Smartphones with good performance offer greatest benefits to tech enthusiasts who need speed, gaming performance, and professional application use. The introduction of high-end chipsets with AI-based enhancements has further improved the responsiveness and efficiency of devices. Smartphones have gained popularity because of their different specifications and performance capabilities, offering an all-in-one solution for communication, entertainment, and productivity in a small package. The performance and specifications of smartphones are characterized by their advanced hardware and software, which enable a range of functions.

The most important specs are the processor, which makes the processing speed and efficiency, and the RAM, which contributes to the ability to multitask. The amount of storage in gigabytes decides how much information can be stored, while specs like screen size, resolution, and technology (LCD, OLED) influence how good the pictures look. For photography purposes, camera aspects such as aperture size and

megapixels matter, and the battery life as measured in terms of mAh determines how long the device would last before running out of juice

2.2.2 Product Features

Product features are the characteristics of a product that can satisfy the tastes of buyers when they use it (Kotler & Armstrong, 2007). In the case of mobile phones, smartphones have a range of sophisticated features including wireless connectivity, the capacity to install programs, a file management system, an embedded web browser, multimedia support for presentation and capture, programmability, large storage capacity, high-resolution screens, and motion sensors (Oulasvirta et al., 2011). Customers choose smartphones according to varied features that suit their unique needs and desires, as different features yield different levels of satisfaction (Chow, Chen, Yeow, & Wong, 2012). Studies have established that product features are a significant determinant of smartphone choice. Rahim et al. (2016) emphasized the significance of product attributes, while Ahmed, Gull, and Rafiq (2015) stressed the significance of technology and innovation, and Ayodele and Ifeanyichukwu (2016) emphasized the role of attractive attributes. Mokhlis and Yaakop (2012) explained the significance of innovative features, and Nath et al. (2015) named technical and value-added features as the determining factors in the choice of mobile devices. Zeroing in on particular characteristics, Ling et al. (2006) found that five elements of mobile phone design are most desired by consumers: color screens, cameras, internet browsing, wireless connectivity, and voice dialing. Chow et al. (2012) identified that the camera is more important than the operating system to users of smartphones. Ling, Hwang, and Salvendy (2007) set out that form, size, and menu structure of mobile phones play an instrumental role in affecting customers' purchase decisions.

2.2.3 Battery Life and Charging Speed

The performance of batteries continues to be a crucial factor in consumer satisfaction. Shoppers look for devices that boast a long-lasting battery and rapid charging features. Enhanced battery longevity adds to user convenience by minimizing the need for frequent recharging. The advent of fast-charging, wireless charging, and reverse charging technologies has notably influenced consumer choices, enabling quick and effective charging of devices. Several high-end smartphones are now equipped with over 100W fast charging, allowing a complete

2.2.4 Brand image

A brand is referred to as a name, term, symbol, or design that is related to a product and which distinguishes it from the other products, as well as distinguishing a business from others. A brand gives a distinctive identity and relates the organization to its services or products (Leelakulthanit & Honcharu, 2012). Most businesses emphasize their brand names, which can be of immense value for their products. Further, a powerful brand can provide competitive leverage for the organization. Branded products and services are most likely to be purchased by customers because these brands provide quality guarantee and make them choose, and thus they take well-informed buying decisions (Juwaheer et al., 2014). These days, consumers want smartphones that have unique attributes, including user-friendly graphical user interfaces for touching and the ability to show data with minimal aggravation (Suki, 2013). Rahim et al. (2016) found a significant association between a smartphone's brand image and purchase intent

2.2.5 Pricing and value for money

Price is a key driver of satisfaction .Customers gauge whether a smartphone offers a good value trade-off between price and features. Cheap smartphones with premium features will generally have more positive reviews, but high-priced devices with minimal upgrades might leave customers dissatisfied. Mid-range and flagship-killer phones are increasingly gaining popularity since consumers with tight budgets seek high-performance smartphones that come at lower prices. Financing terms, trade-in offers, and competitive prices drive consumer purchase decisions.

2.3 Camera Quality

Perhaps one of the most significant influences on consumer decision today is camera quality in smartphones.

Several lenses, AI-driven photographic features, high-quality cameras, and low-light capability all contribute to the shooting experience and enhance user enjoyment. Night mode, periscope zoom, optical image stabilization (OIS), and AI enhancements also influence user preference, especially among social media users and video creators. Even in mid-range smartphones, users now demand flagship-level cameras, thus camera technology advancements are essential for competition .

2.4 Build and Display Quality

Smartphones with crisp displays, vibrant color, and quick refresh rates provide an immersive experience.

In addition, build quality, encompassing durability and material choice (glass, metal, and plastic), affects consumer impression and longevity expectations.

OLED technology, bendable panels, and edge-to-edge screens have revolutionized smartphone design, enhancing entertainment and user interaction. Smooth and responsive user experience is augmented by high refresh rate displays (90Hz, 120Hz, or more), which has a noticeable effect on daily usage and gaming.

2.5 Software and User Interface

Easy-to-use and intuitive interface makes the user happier.

A stable software, OS updates, and customizability make the experience smooth.

Regular updates introduce new features and improve security. Customers value companies who guarantee their gadgets will continue to be relevant and useful over time by offering long-term software support. Better customer retention has resulted from the move towards bloatware-free experiences, AI-powered optimizations, and clean user interface designs.

2.5.1 Brand perception and Trust

Customer pleasure is greatly influenced by brand reputation.

The likelihood of retaining customers is greater among companies with a history of performance and innovation. The image of a positive brand is contributed to by such factors as: Consumers have confidence in the reliability of the business. effective marketing practices. product quality over the long term. good business practices, i.e., sensitivity to the environment and sustainability. Celebrity and influencer endorsements affect consumer perception of the authenticity of a brand.

2.5.2 Centers For Customer Service and Support

Customer happiness is impacted by the effectiveness and accessibility of customer service. A satisfying customer experience is enhanced by conveniently located service centers, prompt answers to questions, and hassle-free repair services. Brands that provide online troubleshooting, chat support, and round-the-clock customer care have a competitive edge in client retention. Customer concerns are now handled more effectively thanks to the development of AI chatbots and remote diagnostics.

2.5.3 Warranty and Repair Policies

Fair prices for repair and transparent warranty terms are what customers expect. Support services and long-term warranty contracts reinforce customer trust in the brand by responding to them in a timely manner. Additional customer satisfaction arises from the innovation of doorstep repairs and accidental damage insurance. Free replacement of screens is available for the initial year from some companies today, which raises customer loyalty and confidence.

2.6 Navigation and Usability

Smartphones increase user satisfaction by being easy to navigate and using simple designs. Adjustable settings and accessibility features are designed for varying user choices. It is easier to use smartphones by people of different ages due to the use of features such as voice assistants, gesture-based inputs, and adaptable screen brightness. Accessibility to users with disabilities is promoted through features such as screen readers, text-to-voice conversion, and one-hand mode.

2.6.1 Security and Privacy

privacy limitations, and biometric verification (face recognition, fingerprint) are a few examples of security features that enhance customer enjoyment and trust. Customers prefer smartphones with high-security features, including VPN integration, app permission limits, and anti-theft features, amid increasing concerns over data security. The deployment of privacy dashboards, end-to-end encryption, and security patches has significantly enhanced consumer faith in smartphone manufacturers.

2.7 Buying Intent

Intention to Buy Purchase intention is the phrase employed to explain the tendency of consumers to go ahead and make a purchase.

Purchase intention is a proposal to buy specific goods or services in the future, but its implementation depends on an individual's ability to pay for those particular products (Qun et al., 2012). It reflects the tendency of an individual to buy a product and how they make their choices given their own preferences, previous experience, and external factors (Zeithmal, 1988).

When consumers buy a product, they will find it, learn about it, evaluate it, buy it, and request feedback (Blackwell et al., 2001).

2.8 Social Influence

Culture, socioeconomic status, family, household, and reference group of a society all play a significant role in what individuals purchase.

Social influence is the intentional or unintentional effect of another person on the feelings, attitude, ideas, and behavior of an individual, according to Rahim et al. (2016) and Rashotte (2007).

It occurs due to interactions with parents and peers who are familiar. As identified by Chow et al. (2012), social influence encompasses the influence of peers, parents, and the media. Those around consumers affect their actions (Kotler & Armstrong, 2007). They would consult those who have already purchased and utilized smartphones for advice, guidance, and personal experiences. Personal endorsement was mentioned by Mokhlis and Yaakop (2012) and Garga et al.

2.9 Product Sacrifice

Product sacrifice is perceived by customers who want to purchase smartphones as a sacrifice of something they want.

Depending on their wants and needs, customers investigate products that they want to buy (Rahim et al., 2016).

In a bid to fulfill their wants and needs, they also consider the features, quality, benefits, and price that lies within their means. As per Ganlari et al. (2016), the model of decision-making by the buyer needs customers to make some sacrifices

elsewhere to be given their preferred things, and alternative evaluation is an important part of the model.

For purchases of some things, consumers have to sacrifice not just money but also non-monetary costs (Sok, 2005).

2.10 Customer Expectations

Customer experiences with the products of the company influence the expectations of the customer (Rotondaro, 2002).

Consumer expectations were researched by Bayraktar et al. (2012) for overall quality, product and service quality, and fulfillment of individual needs.

consumer satisfaction and expectations go hand in hand, which leads to a loyal consumer (Anderson, Fornell, & Lehmann, 1994).

2.11 Perceived Quality

The assessment of a market's past consuming experiences is called perceived quality. Simply put, perceived quality is a customer's general judgment of an average customer service delivery method (Hellier et al., 2003). This measure assesses a given product or service's reliability and level of personalization. The extent to which a product or service meets a customer's requirements is called customization. Reliability, however, explains the extent to which a company's product is reliable, consistent, and free of errors.

2.12 Perceived value

The perceived value of a service or good is determined by dividing its quality by the customer's price paid.

Fornell et al. (1996) assert that the perceived worth of a product is based on its price and perceived quality ratings. Perceived value structure facilitates comparison of firms on the price-to-value basis (Anderson et al., 1994).

2.13 Emerging Trends in Customer Satisfaction

5G connectivity

5G Connectivity: Smooth streaming, cloud gaming, and enhanced connectivity are all enabled by increased network speeds that also enhance user experience in general.

Future-proof devices are increasingly in demand as 5G usage becomes widespread.

AI and Machine Learning

AI and Machine Learning: Smart features such as voice recognition, AI-powered photography, and predictive text input improve usability and personalization. Based on user behavior, AI-powered battery optimization extends battery life.

Sustainable Manufacturing

Consumers want environmentally friendly cellphones made from recycled components and energy-saving components. Environmentally conscious customers are attracted to companies that focus on sustainability efforts, including carbon-neutral manufacturing and environmentally friendly packaging.

Foldable and Innovative Designs

Unique form factors enhance usability and looks, and rollable and foldable screens offer new levels of portability and multitasking. To drive adoption, companies are investing in folding mechanisms that are more durable.

Extended software support

Consumers are increasingly valuing extended software updates (five or more years) that guarantee device life and security. Consumers are more attracted to brands that guarantee OS updates.

Software and Use Interfere

A user-friendly and intuitive interface makes users happier. Software stability, operating system updates, and customisable features make for a seamless experience. Regular upgrades introduce new features and improve security.

Customers appreciate companies that ensure their gadgets remain relevant and

useful in the long term by providing long-term software support. Improved customer retention has been the consequence of the shift towards bloatware-free experiences, AI-driven optimizations, and streamlined user interface designs.

Audio and Multimedia Experience

Improved audio output is increasingly significant to consumers of smartphones, especially for watching videos, gaming, and music listening. A rich multimedia experience is further enriched by technologies such as stereo speakers, Dolby Atmos, and high-res audio support. User satisfaction is also affected by the presence of a headphone jack and industry-leading Bluetooth audio codecs (LDAC, aptX).

Build Durability and Water Resistance

Most consumers desire smartphones with solid build, water/dust resistance (IP67/IP68 rating), and toughened glass (Gorilla Glass, Ceramic Shield). Durability and consumer satisfaction are enhanced by a solidly built, well-crafted phone, which also reduces repair expense and frustration.

Gaming and performance improvements

A high refresh rate screen, advanced cooling technologies, gaming features, and adjustable performance settings all contribute to gamer being content. Companies that cater to mobile gamer have released gaming phones with customized software, shoulder triggers, and high-refresh-rate touch sampling.

CHAPTER-3

FACTORS INFLUENCING SMARTPHONE PURCHASE DECISIONS OF THE PEOPLE IN THE SAMPLE AREA

Chapter-3

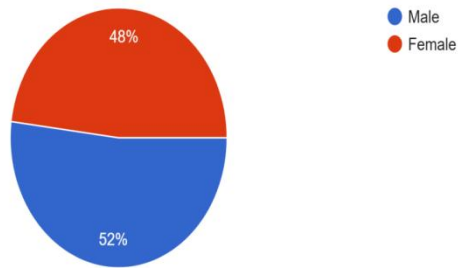
This chapter presents and discusses the questionnaire's as well as the respondent's distribution of the data gathered. The Factors Influencing Smartphone purchase Decision Of the People In The Sample Area

Table 3.1
GENDER WISE CLASSIFICATION SMARTPHONE CUSTOMERS

Particular	NO of Respondent	Percentage
Male	26	52%
Female	24	48%
Total	50	100%

Source: primary data

Gender
50 responses



The above Table and diagram shows the total number of male and female respondents . out of 50 respondents 26 are male with the percentage 52% and 24 are female with 48% . In the diagram red colour represents Females and the blue colour represents the Males

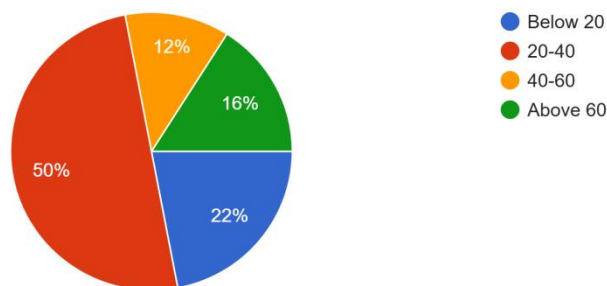
Source: primary data

Table 3.2

Age wise classification

Age	No of Respondent	percentage
Below 20	11	22%
20-40	25	50%
40-60	6	12%
Above 60	8	16%
Total	50	100%

Age
50 responses



The above table and Diagram represent the age wise classification of smartphone customers in the sample area . From the table and and diagram it is clear that about 50% of smartphone users are under the category 20-40 and 22% of smartphone users are below 20 years age category and 16% comes between the above 60 age. The proportion of people using smartphone is less among the people who are above 40-60 and it is only 12% of total respondents.

In the diagram ,red colour represent 20-40 age category and orange colour represent the 40-60 category. Young children below 20 are shown by blue colour and last green colour represent the above 60 age category people of sample area.

Source:primary data

TABLE 3.3

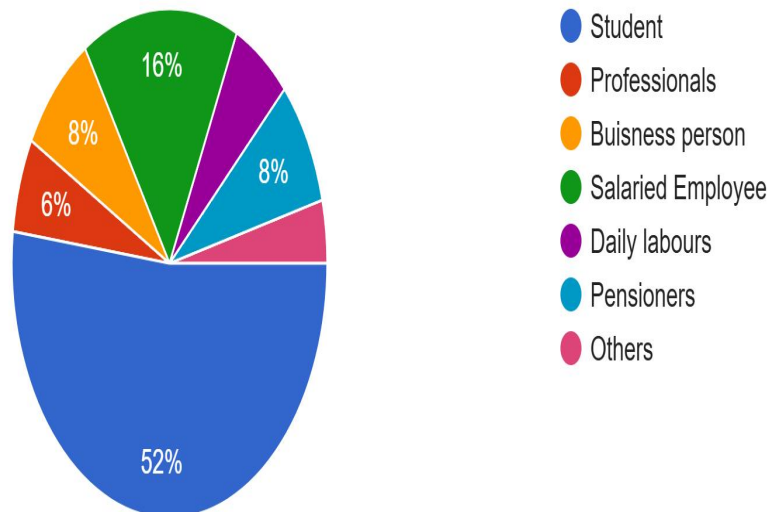
Occupation of the sample Respondents

occupation	NO of RESPONDENT	Percentage
Student	26	52%
Professionals	3	6%
BUisness person	4	8%
Salaried Employee	8	16%
Daily labours	3	6%
Pensioners	4	8%
others	2	4%
Total	50	100%

Source:primary data

Occupation

50 responses



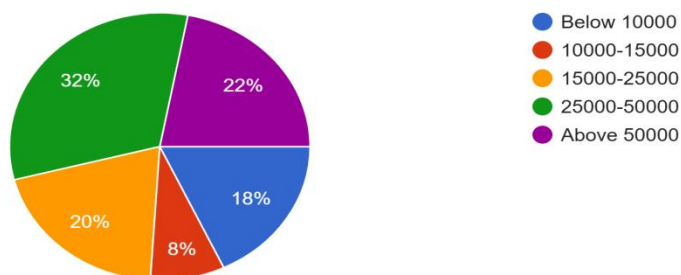
Above Table and diagram shows the occupation of the respondents. 52% respondents are students. 16% are daily labors, 8% are business person, 6% are professionals and another 3.3% are pensioners.

Source: primary data

Table 3.4
AVERAGE MONTHLY INCOME

Income	NO Of Respondent	Percentage
Below 10000	9	18%
10000-15000	4	8%
15000-25000	10	20%
25000-50000	16	32%
Above 50000	11	22%
Total	50	100%

Average montly income of your family?
50 responses



The above table and diagram shows the average monthly income of the respondents .below 10000 of income there are 9 respondents with 18% and 10000-15000 include 4 respondents with 8% .15000-25000 shows the 10 respondents with 20% and 25000-50000incude 16 respondents with 32%. Last above 50000 income shows 11 respondents with 22%

Source:primary data

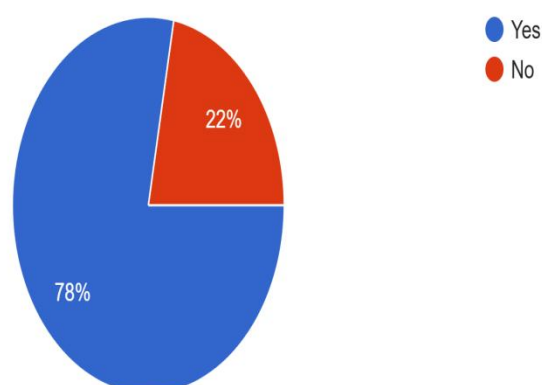
Table 3.5

NUMBER OF SATISFIED CUSTOMERS

Particulars	NO Of Respondent	Percentage
yes	39	78%
NO	11	22%
Total	50	100%

Are you satisfied with your smartphone?

50 responses



The above table shows the number of satisfied customers In this 78% of 39 respondent are satisfied .22% of 11 respondents are unsatisfied,

Source:primary data

Table 3.5 (a)

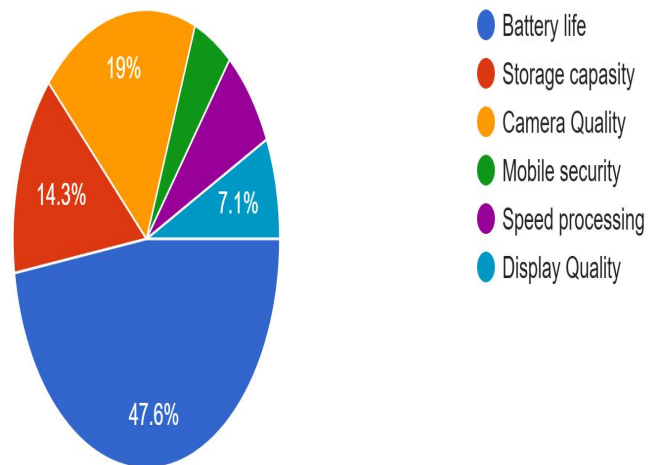
REASONS FOR SATISFACTION

Basics	NO Of Respondent	Percentage
Battery Life	20	47.6%
Storage capacity	6	14.3%
Camera quality	8	19%
Mobile security	2	4.8%
Speed processing	3	7.1%
Display Quality	3	7.1%

Source:primary data

If Yes, what are the features of this phone keep you satisfied?

42 responses



The above Table and diagram shows number of satisfied customers features of battery life 47.6% , camera quality 19% , storage capacity 14.3%,display quality 7.15,speed processing 7.1% ,mobile security 4.8% .From the table and diagram it is clear that most of the customers are satisfied with their smartphone.

Source: primary data

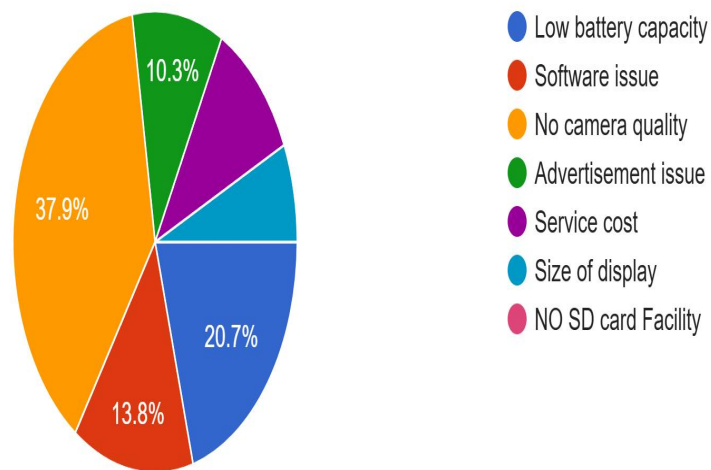
Table 3.5(b)
REASONS FOR DISSATISFACTION

Basics	No Of Respondent	percentage
Low battery capacity	6	20.7
Software issue	4	14.8%
No camera Quality	11	37.9
Advertisement issue	3	10.3%
Service cost	3	10.3%
Size OF Display	2	6.9%
Total	50	100%

Source: primary data

IF NO, What are the defects you observe in this phone?

29 responses

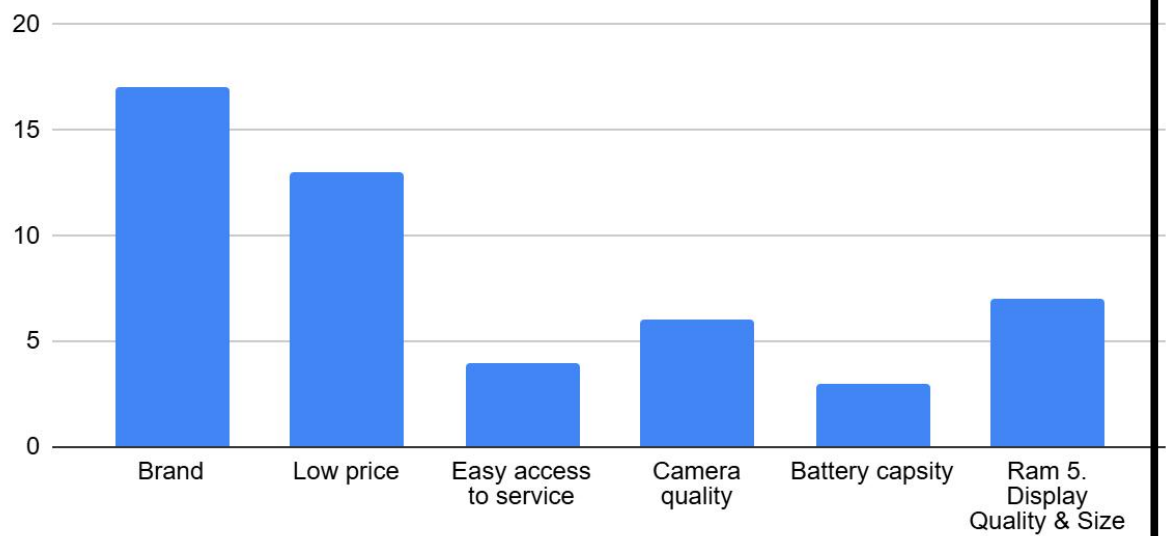


The above table shows that the number dissatisfied customers. 22% of 11 respondents are dissatisfied with the camera quality 37.9%, Low battery capacity 20.7%, software issue with 13.8%, advertisement issue with 10.3%, service cost 10.3%, size of display 6.9%.

Source: primary data

Table 3.6 FACTORS INFLUENCING PURCHASE DECISION OF A SMARTPHONE

Count of Prioritize the elements that affect smartphone purchase decisions?

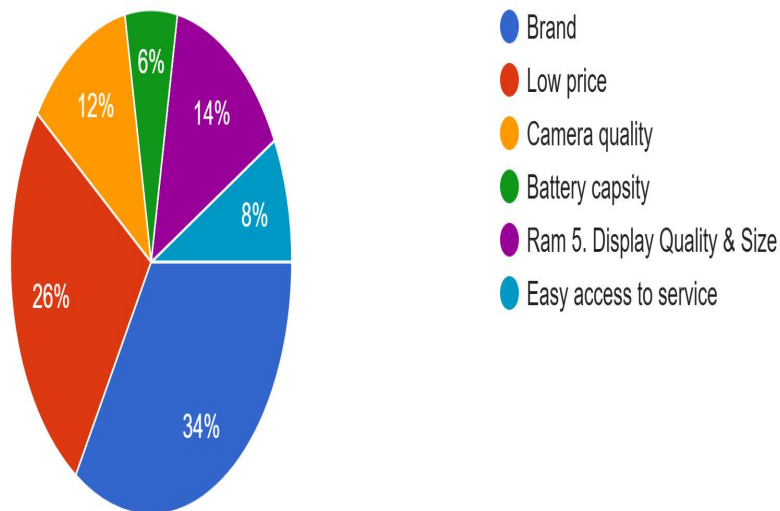


Count of Prioritize the elements that affect smartphone purchase decisions?

Source: primary data

Prioritize the elements that affect smartphone purchase decisions?

50 responses



Source : primary data

While purchasing commodities people give priority for different matters. Table given here shows that there are aspect like brand ,low price, camera quality,battery capacity for size of Ram size of display and also the easy access to the service centre. THE table shows that 34% of the sample respondents gives their first private to the brand of the phone.26% are giving priority to the low price.14% are giving priority to the Size of RAM or battery capacity . 12% of the customers are giving priority to the low price of the phone.

The above said indicates the first priority given by the customer while buying smartphone. THIS customer is also expressed their second priority. 26% of sample respondents are considering low price as the second price as purchasing smartphone.it is notable to hear that 6% of the respondents are giving first priority to battery capacity .compared to battery capacity , brand and low price is given more importance while buying smartphone.

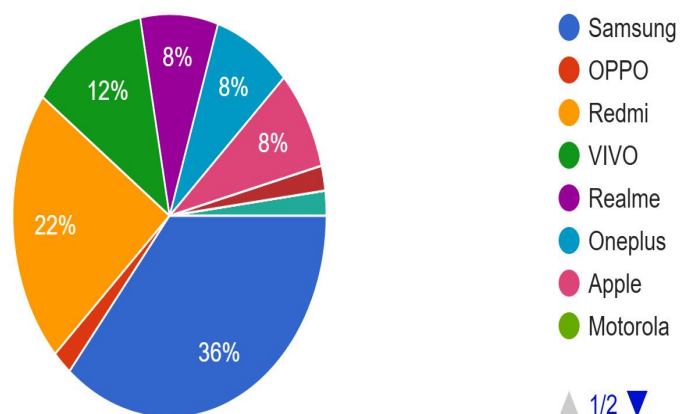
Source: primary data

Table 3.7
BRAND OF SMARTPHONES CUSTOMER PURCHASING
LAST TIME

BRAND	NO OF RESPONDENT	PERCENTAGE
SAMSUNG	18	36%
OPPO	1	2%
REDMI	11	22%
VIVO	6	12%
REALME	4	8%
ONEPLUS	4	8%
APPLE	4	8%
OTHERS	1	2%
TOTAL	50	100%

Brand Of smartphone you purchased last time?

50 responses



The above table and chart shows the brand of smartphone that customers purchased last time .the brand Samsung represent the 36% with 18 respondents , red mi with 22% with 11 respondents,12% of respondent are vivo, Apple 8% with 4 respondents ,one plus stand only 8%. From this it is clear that majority of respondents are from samsung.

Source :primary data

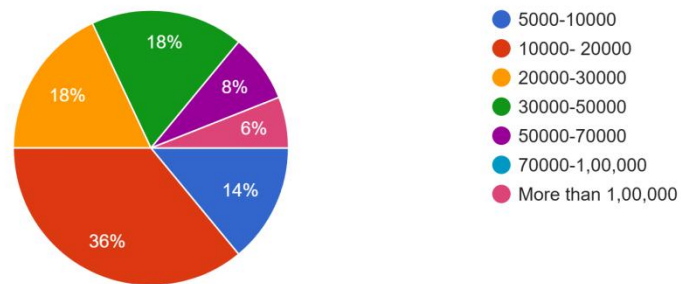
Table 3.8

WILLINGNESS TO PAY FOR A SMARTPHONE

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
5000-10000	7	14%
10000-20000	18	36%
20000-30000	9	18%
30000-50000	9	18%
50000-70000	4	8%
70000-1,00,000	7	14%
More than 1,00,000	3	6%

Source : primary data

How much will you pay for a smartphone?
50 responses



The above table and diagram represent the respondents willingness to pay for a smartphone. From this information it is clear that 7 respondents of 14% of customers are willing to pay around R.s 5000-10000, 36% of customers are willing to pay around R.s 10000-20000, 18% of customers are ready to pay around 20000-30000, again 18% of customers are ready to pay around 30000-40000. 85 are willing to pay around R.s 70000-1,00,000 and only 3% of customers are ready to pay above R>s 1,00,000

Source: primary data

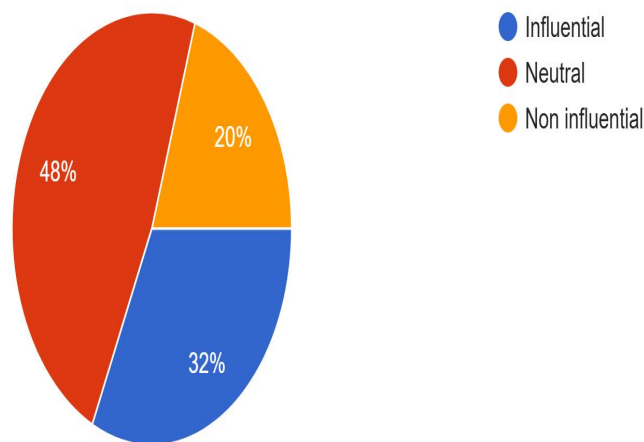
Table 3.9

ADVERTISEMENT INFLUENCE ON THE PURCHASE DECISION OF A SMARTPHONE

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
INFLUENTIAL	16	32%
NEUTRAL	10	43%
NON INFLUENTIAL	24	20%
TOTAL	50	100%

How much advertisement influence on your purchase of smartphone?

50 responses



THE above table and chart shows the advertisement influence on the purchase decision of smartphone. From the data out of 50 respondents 32% of 16 respondents are influenced by advertisement and 43% of 10 respondents are neutral and 20% of 24 respondents are not influenced by the advertisement.

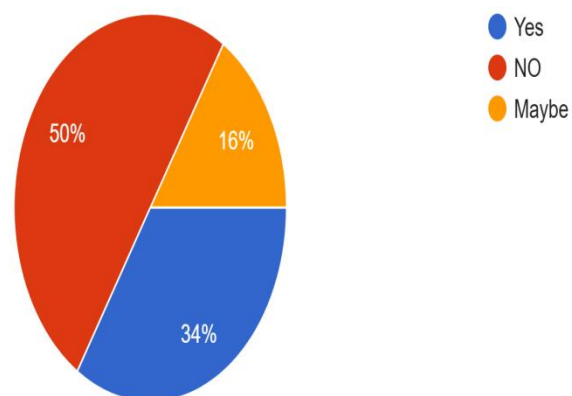
Source: primary data

Table 3.10
FESTIVAL SEASON INFLUENCE ON PURCHASE

PARTICULARS	NO OF RESPONDANTS	PERCENTAFGE
YES	17	34%
NO	25	50%
maybe	8	16%
total	50	100%

Did the festival season have an impact on smartphone purchases?

50 responses



The above table and diagram shows the festival season on your purchase. From the given information 34% of 17 respondents are influenced to purchase smartphone during festival season and 50% Of 25 people;s are not influenced.16% of of 8 respondents are in neutral.

Source : primary data

Source :primary data

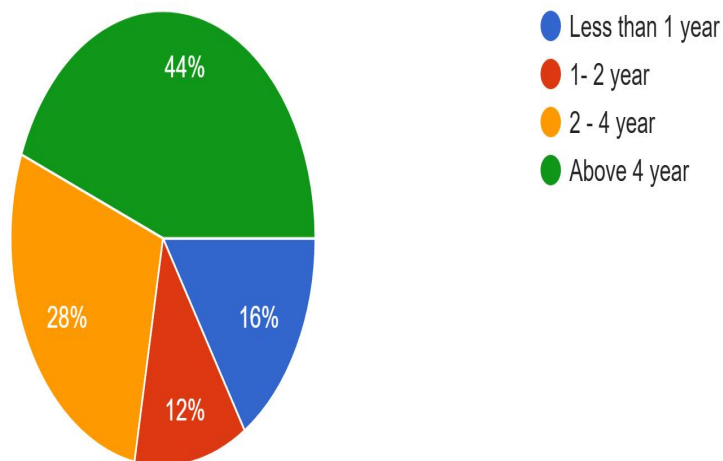
Table 3.11

PERIOD OF USING SMARTPHONE

BASIS	NO OF RESPONDENTS	PERCENTAGE
LESS THAN 1 YEAR	8	16%
1-2 YEar	6	12%
2-4 year	14	28%
Above 4	22	44%
total	50	100

How long are you using smartphone?

50 responses



The above table and diagram shows the period of using the smartphone. .From the information is clear that 16% Of customers are using the smartphone less than 1 year . 12% of respondents are using 1-2 year and and 28% are using the smartphone period between 2- 4 years . 44% are willing to use more than 4 years

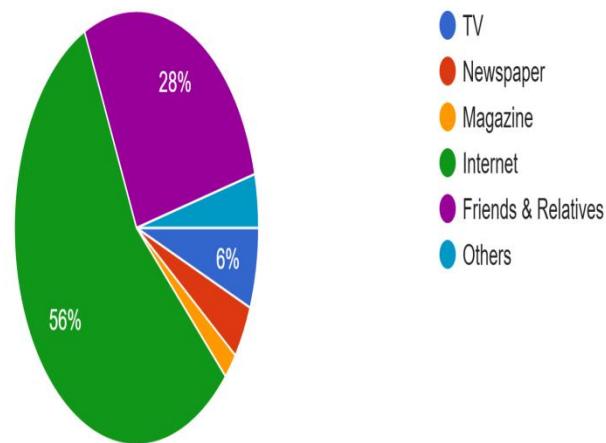
Table 3.12
SOURCE OF INFORMATION ABOUT SMARTPHONE

BASIS	NO OF RESPONDENTS	PERCENTAGE
TV	3	6%
NEWSPAPER	2	4%
MAGAZINE	1	2%
INTERNET	28	56%
FRIENDS&RELATIVES	14	28%
OTHERS	2	4%
TOTAL	50	100%

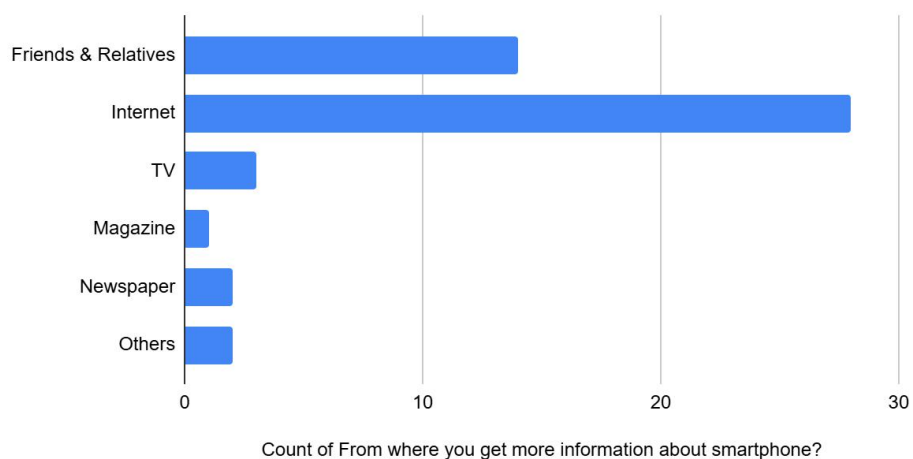
Source: primary data

From where you get more information about smartphone?

50 responses



Count of From where you get more information about smartphone?



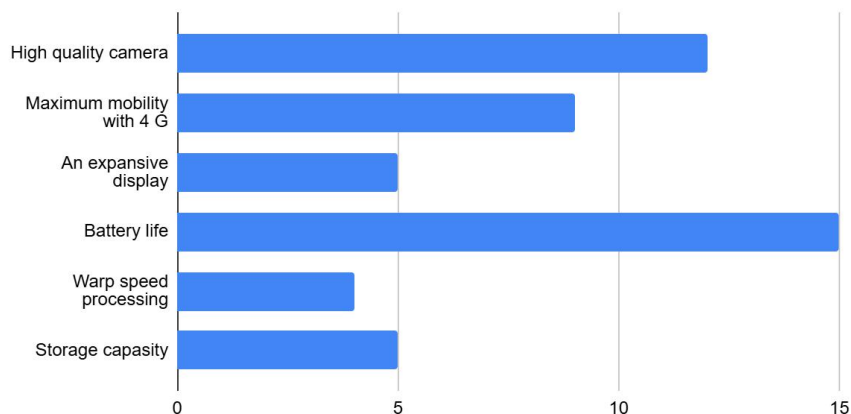
The above table and diagram shows the informational by the respondents about the smartphone. It shows the 56% of customers get knowledge from internet ,28% from friends & relatives,6% from television ,2% from magazine and 4% from newspaper and 4% from other sources'

Source : primary data

Table 3.13
MAIN FEATURES OF SMARTPHONE

BASIS	NO OF RESPONDENTS	PERCENTAGE
MAXIMUM MOBILITY WITH 4 G	9	18%
AN EXPENSIVE DISPLAY	5	10%
HIGH QUALITY CAMERA	12	24%
BATTERY LIFE	15	30%
STORAGE CAPACITY	5	10%
WARD SPEED PROCESSING	4	8%
TOTAL	50	100%

Count of What are the main features of your smartphone?

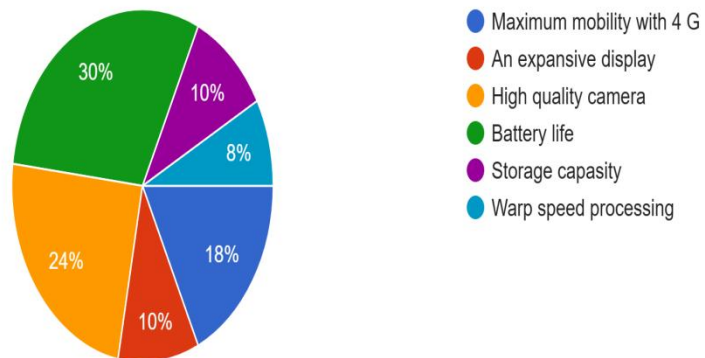


Count of What are the main features of your smartphone?

Source : primary data

What are the main features of your smartphone?

50 responses



The above table and diagram shows the main features of smartphone battery life shows the respondents of 30%, and 24% of respondents from high quality camera maximum mobility with 4 G contains 18%, 10% of respondents for expensive display, only 8% of respondents for speed processing

Source; primary data

(Source : primary data)

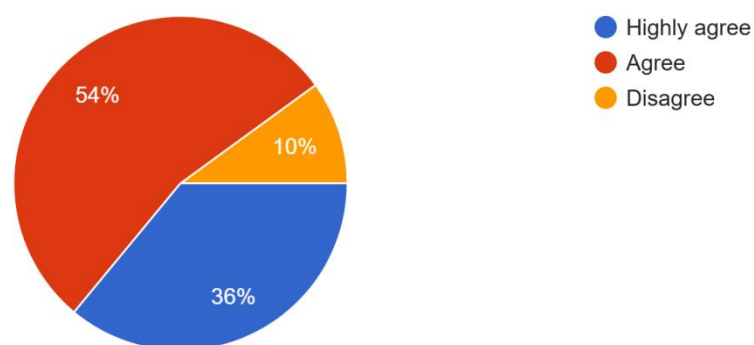
Table 3.14

To know that price is considered as an important factor in purchase

Basis	No of respondents	Percentge
Highly agree	18	36%
Agree	27	54%
Disagree	5	10%
Total	50	100%

Wheather price is considered important factor when purchasing smartphone?

50 responses



The above table and diagram represents the response of customers about price which is a important factor in purchase of a smartphone.From the table and diagram we find that 36% are highly

agree with the statement, 54% are agree and only 10% are disagree with the statement.

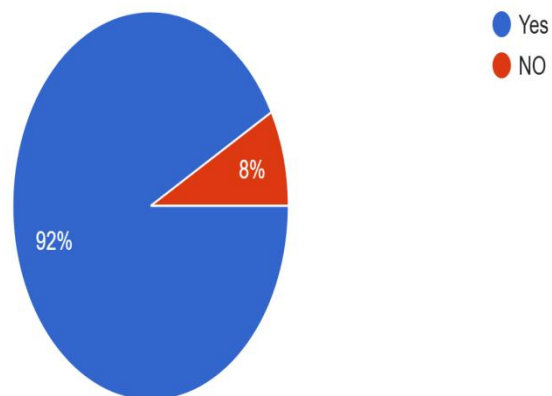
Table 3.15

SMARTPHONE FULLFILL WANTS AND NEEDS OF CURRENT LIFE

BASIS	NO OF RESPONDENTS	PERCENTAGE
YES	46	92%
NO	4	8%
TOTAL	50	100%

Whether Your smartphone Fulfill needs and wants of your current life?

50 responses



Source: primary data

The above table and diagram shows the response about smartphone that which fulfills the needs and wants. From this we can find that 92% Of respondents says that smartphone fulfill their wants and needs in their current life and 8% disagree with the statement

Table 3.16

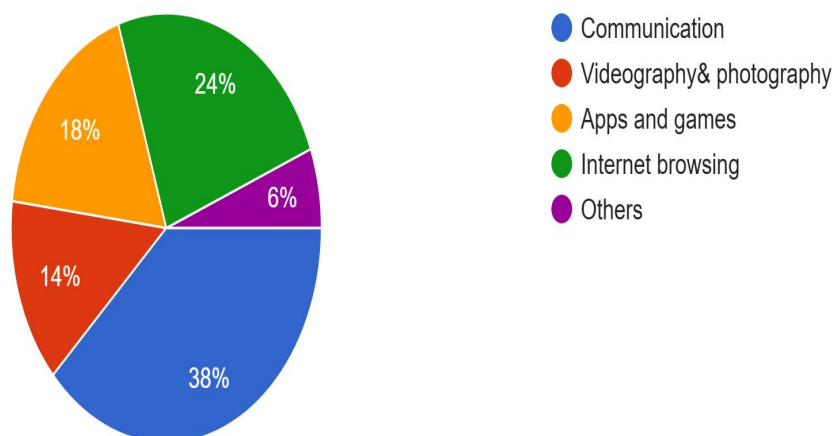
MAIN PURPOSE OF SMARTPHONE

BASIS	NO OF RESPONDENTS	PERCENTAGE
COMMUNICATION	19	38%
VIDEOGRAPHY&PHOTOGRAPHY	7	14%
APPS AND GAMES	9	18%
INTERNET BROWSING	12	24%
OTHERS	3	6%
TOTAL	50	100%

Source: primary data

For what purpose mainly you are using your smartphone?

50 responses



THE ABOVE TABLE AND DIAGRAM SHOWS THE MAIN PURPOSE OF SMARTPHONE.38% WHICH REPRESENT COMMUNICATION.APPS AND GAMES SHOWS 18% .24% OF Respondents of internet browsing .14% which represent videography &photography,others contain 6%.

Source; primary data

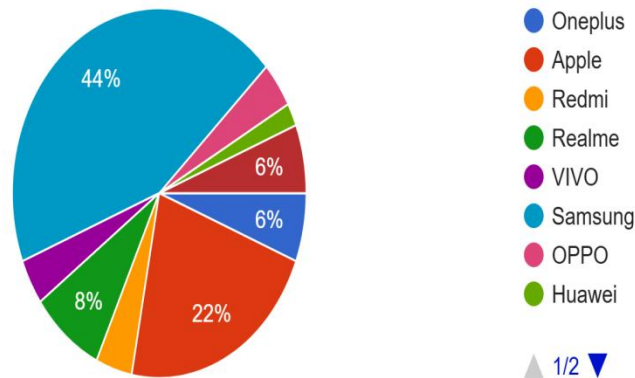
Table 3.17

FAVOURITE BRAND IN SMARTPHONE

BRAND	NO OF RESPONDENTS	PERCENTAGE
ONEPLUS	3	6%
APPLE	11	22%
REDMI	2	4%
REALME	4	8%
VIVO	2	4%
SAMSUNG	22	44%
OPPO	2	4%
MOTOROLA	3	6%
TOTAL	50	100%

What is your favorite in smartphones?

50 responses



Source; primary data

The above table and diagram shows the favourite brand of customers. The highest percentage shows the Samsung with 44% ,Apple with 22% , one plus with 6%,Motorola shows the same percentage of 6%, .OPPO and Red mi only shows 4%.

Table 3.18

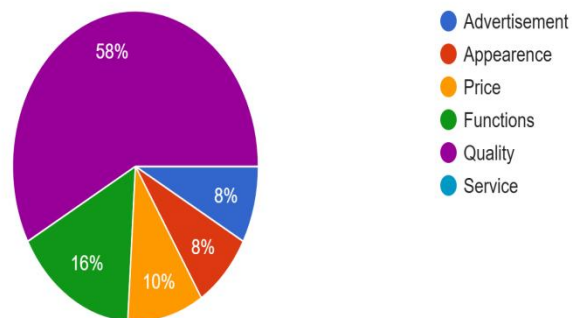
Reasons For choosing Preferred Brand

Basics	NO OF Respondents	percentage
Advertisement	4	8%
Appearance	4	8%
price	5	10%
functions	8	16%
quality	29	58%

Source: primary data

Why you like the brand you choose above?

50 responses



The above table and diagram shows the reasons for choosing preferred Brand .58% of customers choosing the preferred brand because of

Source:primary data

quality.16% are because of functions,10% shows price,85 customers choose the brand because of Appearance and Advertisement also shows 8%.

Source: primary data

Table 3.19

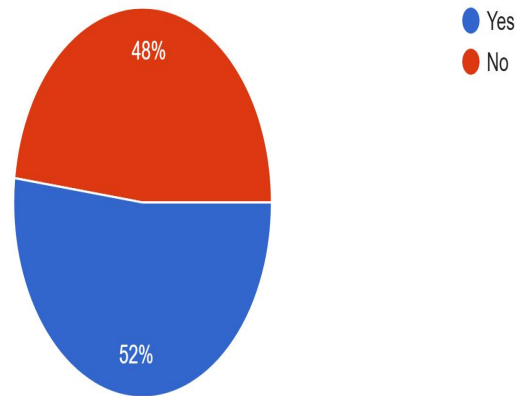
WHEATHER PHONE NEED ANY ADDITIONAL FEATURES

Basis	NO Of Respondents	Percentage
YES	26	52%
NO	24	43%
TOTAL	50	100%

Source: primary data

Do You think that your smartphone need any additional Features?

50 responses



The above table and diagram represent the responses of customers about they need any additional features. From this it shows that 52% of 26 respondents need additional Features. And 43% of 24 respondents did not need additional features. The additional features wanted by the customers are 1st preference to High camera quality,gaming buttons,more storage facility,better updates Reduce heating Facility, security policies etc.

CHAPTER -4

FINDINGS, SUGGESTIONS AND CONCLUSION

INTRODUCTION

FINDINGS, Suggestions & Conclusion

Findings

1. Out of 50 respondents Majority are Male 52% and 48% are Female
2. FROM THE TABLE WE CAN understand that majority of smartphone uses are come under the 20 -40 age category which represent the 50% of youth generation and the least is 40-60 age category with 8.3%
3. Out of 50 respondents the majority of smartphone users are students in our study with 52%
4. The average monthly income of the respondents percentage is high in the income level of 32% comes between 25000-50000 category and 10000 - 15000 shows 8%.

5. Out of 50 respondents 78% are satisfied and 22% are dissatisfied. From that we can find that majority of people are satisfied.

6. From the survey it is clear that while purchasing commodities give priority for different matters that 34% of the sample respondents gives their first priority to the brand of the phone at the same time 26% are giving priority to the Low price.

7. The brand Samsung which is highly demanded by the respondents which represent 36% from this it is clear that majority of respondents are from Samsung customers.

8. From the data we can find that the highest willing is 36% to pay for a smartphone around is ₹ 10000-20000, and only 6% of customers are ready to pay above ₹1,00,000.

9. In the case of advertisement the majority of people ,48%are give neutral response. Only 32% are influenced by advertisement and only 10% are not influenced by the advertisement

10. From the give information we can find that majority of the people 50% are non influenced to purchase smartphone in festival season and only 34% are influenced too.

11. Majority of customers 44% are willing to use more than 4 years and only 6% are willing to use between 1-2 years.

12. Most of the customers get knowledge about smartphone from Internet 56% and 28% from Friends and relatives.

13. From the data we understand that the main feature selected by the respondents is battery life which shows the high percentage of 30% and only 8% respondents for speed processing.

14. Price which is considered as an important factor because we find out that 36% are highly agree with the statement , 54% are agree and only 10% are disagree with that statement.

15. From this we find that 92% says that smartphone fulfills the wants and needs of the customers current life.

16. The majority of the respondents use Smartphone for communication purpose and only 14% shows the videography and photography.

17. The favourite brand of the customers which shows the highest percentage for Samsung 44% and least shows vivo 4%

18. From the data we understand that Instagram 38% is the most frequently used application among respondents and least shows twitter by 25%

19. From this data we understood that majority of respondents 52% need additional features . They give high preference to high camera quality, Additional buttons for gaming , More storage facility.

SUGGESTIONS

- By taking into account consumer preferences based on features, additional innovations can be introduced into fields with strong demand.
- The features of the smartphone should be the most simplest form for the age group above 60 category.
- Most innovative communication features should be developed in smartphone because 38% respondents are using smartphone for communication purpose.
- The smartphone maker needs to focus on its marketing plans.
- Boost the manufacturing of smartphone within the price range of 10000-20000. Because majority of people are willing to pay smartphone at that price.
- The cost is a barrier for customers considering a purchase . If the the prices of branded lowered, more customers would buy smartphones.
- Producers ought to focus more on customer support after the sale.
- Producers should emphasize marketing to engage potential buyers.

CONCLUSION

In today' s World ,a smartphone is not just a luxury but a if used appropriately . The majority of smartphone users are young aged between 20-40,with many customers favoring brands based on their name,battery life,Ram size,display quality.Numerous prominent smartphone have entered the market . With the influx of various of smartphone companies,numerous brands have emerged in India ,including Apple ,Samsung , Sony,Lenovo , HTC, Huawei,LG,Motorola,Asus,OPPO,xiaomi, and Redmi.Smartphone have transformed the way we live,communicate,and connect with others globally.Smartphones have transformed the way we live, communicate,and connect with others globally. The primary aim of this study is to examine consumer purchasing behaviour concerning smartphone in Pallippuram panchayat by identifying the factors that influence people' s decisions when buying smartphone. Ultimately , we conclude that smartphone meet the needs and desires of our everyday lives. Customers are requesting additional features for their phones. The company is focusing more on improving battery life and durability.Additionally , more promotional strategies are needed to boost smartphone sale

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QUESTIONNAIRE

A Study On Consumer Buying Behaviour Towards Smartphone With
Special Reference To Pallipuram Panchayat

1. Gender

- a) Male
- b) Female

2. Age

- a) Below 20
- b) 20-40
- c) 40-60
- d) Above 60

3. Occupation

- a) Student
- b) Professionals
- c) Buisness person
- d) Salaried Employee

- e) Daily Labours
- f) Pensioners
- g) Others

4. Average Monthly income of your Family?

- a) Below 10000
- b) 10000-15000
- c) 15000-25000
- d) 25000-50000
- e) Above 50000

5. Are You satisfied with your smartphone?

- a) YES
- b) NO

6. If yes, What are the features of this phone keep you satisfied?

- a) Battery life
- b) Storage Capacity
- c) Camera Quality
- d) Mobile security
- e) Speed processing
- f) Display Quality

7. IF NO, What are the defects you observe in this phone?

- a) Low battery capacity
- b) Software issue
- c) NO camera quality
- d) Advertisement issue
- e) Service cost
- f) Size of Display
- g) NO SD Card Facility

8. Prioritize the elements that affect the smartphone purchase decisions?

- a) Brand
- b) Low price
- c) Camera quality
- d) Battery capacity
- e) Ram5.Display quality& size
- f) Easy access to service

9. Brand of smartphone you purchased last time?

- a) Samsung

- b) OPPO
- c) Redmi
- d) VIVO
- e) Realme
- f) Oneplus
- g) Apple
- h) Motorola
- i) Nokia
- j) HUAWEI
- k) Others

10. HOW much advertisement influence on your smartphone?

- a) Influential
- b) Neutral
- c) Non influential

11. HOW much will you pay for a smartphone?

- a) 5000-10000
- b) 10000-20000
- c) 20000-30000
- d) 30000-50000

- e) 50000-70000
- f) 70000-1,00,000
- g) More than 1,00,000

12. Did festival season have an impact on smartphone purchase?

- a) Yes
- b) NO
- c) Maybe

13. How long are you using smartphone?

- a) Less than 1 year
- b) 1-2 year
- c) 2-4 year
- d) Above 4 Year

14. From where you get more information about smartphone?

- a) TV
- b) Newspaper
- c) Magazine
- d) Internet
- e) Friends & Relatives
- f) Others

15. What are the main features of your Smartphone?

- a) Maximum mobility with 4 G
- b) An expensive display
- c) High quality camera
- d) Battery life
- e) Storage capacity
- f) Warp processing

16. Whether price is considered important factor when purchasing smartphone?

- a) Highly agree
- b) Agree
- c) Disagree

17. What is your Favorite brand in smartphones?

- a) Oneplus
- b) Apple
- c) Redmi

- d) Realme
- e) Vivo
- f) Samsung
- g) OPPO
- h) Huawei
- i) Motorola
- j) Lenovo
- k) Others

18. Why you like the brand you choose above?

- a) Advertisement
- b) Appearance
- c) Price
- d) Functions
- e)
- f) Quality
- g) Service

19. Which apps do you use most frequently?

- a) Whatsapp
- b) Instagram
- c) Facebook

- d) Youtube
- e) Tiktok
- f) Twitter
- g) Productivity APPS (Google Docs,MS Office)
- h) Online shopping Apps (Amazon,Flip kart)
- i) Others

20. Whether Your smartphone fulfill needs and wants of your current life?

- a) Yes
- b) NO

21. For what purpose mainly you are using smartphone ?

- a) Communication
- b) Videography&Photography
- c) Apps and Games
- d) Internet browsing
- e) Others

22. Do you think that your smartphone need any additional Features?

a) Yes

b) NO

23. IF YES, what are the features?