



**AN EMPIRICAL STUDY ON CONSUMER BUYING
BEHAVIOUR TOWARDS MOBILE PHONE: A
CASE STUDY OF RAJKOT CITY**

A dissertation

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MASTER OF COMMERCE

by

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April, 2023

Declaration by Research Scholar

Originality of Research Work

I declare that dissertation entitled “*AN EMPIRICAL STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS MOBILE PHONE: A CASE STUDY OF RAJKOT CITY*” is my own work conducted under the supervision of **Mr. Pratik Pravin** at Department of **Commerce**, Faculty of **Business and Commerce**, Atmiya University, Rajkot, Gujarat, India and approved by the Director of Research.

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CHAPTER-1
INTRODUCTION



CHAPTER- 1

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1.1 INTRODUCTION OF THE MOBILE INDUSTRY

The mobile enterprise is a subcategory of the telecommunications enterprise that is focused on mobile phones, smartphone capabilities, and valuable devices. This industry experienced rapid growth in the 1990s and 2000s as a result of significant advancements in mobile technology and rising consumer demand for mobile products. The following are some of the components of the mobile industry.

Mobile phone manufacturers are a broad category that includes everything from companies that supply raw materials to companies that fill orders for cellular phones. Another segment of the mobile phone industry is service providers, who work with specific manufacturers to create branded phones and gadgets with unique features. Manufacturers of smartphones, highly specialized internet access for computers, tablet computer systems with cellular functionality, and similar devices are also included in the mobile enterprise.

For example, in the 2000s, there was a push toward common charging devices to make mobile phones easier to charge. As with other aspects of the technology sector, the mobile industry attracted a lot of investor interest in the 2000s and became pressured to rapidly roll out new merchandise as well as upgrades to their existing merchandise. Global insurance with mobile carriers also became a topic of interest; in some areas, people skipped landline service entirely for telecommunications, instead opting for mobile phones because the network became less expensive and easier to implement.

The growing popularity of cell phones among various people is the primary reason for the increased interest in researching the topic. The human obsession with the mobile phone is growing rapidly. The goal of this study is to discover the consumer behaviour of perceptive smartphone customers in the Indian market. The study is attempting to determine why people prefer to buy a smartphone, what influences them to do so, and what motivates them to make the purchase decision.

Exceptional customers have one-of-a-kind characteristics in their lives that continue to influence their purchasing behaviour. Social factors such as family, organizations, roles, and status, as well as private factors (such as age, career, way of life, personality, and self-concept), are the ones that influence purchaser behaviour when making the final decision. In recent years, cheaper smartphones have entered the market.

But why do people buy expensive smartphones? Price, best, logo, use of a starting point, advertising, sales, word of mouth, and so on are all important considerations. There are several factors that a customer may consider before purchasing a mobile phone. How much influence does a phone's brand have on a customer's purchasing decision? What is the difference between the various types of smartphones available in the market, each with a different price? And how do they influence the buyer's shopping experience? This study also focuses on the marketing strategy used by phone companies to influence customer purchasing behaviour. These strategies include promotional campaigns, collaboration with community carriers, and many others.

In today's competitive and technological world, telephones have become an essential part of human life in a civilized society. We can also say that because the world is at our fingertips, this is the primary way of life. It has been reduced to the most effective method, which is a smartphone. We can also say that mobile phones are a blessing (or a curse) in our lives.

As a result of their logo functions, they are being encouraged to use other brands. Apart from the benefits of any rate charges and sales, purchasers are fully aware of our market conditions. Some of the characteristics influence the purchaser's decision to purchase a mobile phone. This can be a mobile photo, version, applications, readability, and normal clearance on a chosen one.

The development of mobile phone communications has been rapid. First-generation cell phones, which used analogue time, allowed the transmission of sound only in the 1980s. Virtual transmission, as well as the global device for mobile communication, began in 1991 and includes new trends such as records and photo transmission.

MAJOR COMPANIES IN THE SECTOR:

- SAMSUNG
- NOKIA
- XIAOMI
- HUAWEI
- LG
- REALME
- ONEPLUS
- HONOR
- OPPO
- VIVO

1.2 INVENTION OF THE MOBILE PHONE

The first mobile phones were no longer called cell phones. They were radios that allowed cab drivers and disaster administrations to communicate in a timely manner. The history of cell phones can be traced back to 1908 when a US Patent for a distant telephone was granted in Kentucky. Mobile phones were invented in 1940 when AT&T was still in business. Employees worked on developing cells for mobile smartphone base stations.

Motorola was the first company to mass-produce the cellular smartphone on April 3, 1973. These early smartphones were referred to as 0G cellular phones or 0-period mobile telephones. The majority of smartphones today rely on 3G, 4G, or 5G portable innovation.

Milestones in Smartphone History

- **1983-1990**

The first portable phone. The Motorola Dyna TAC 8000X was the first convenient mobile phone search in 1983. It has a price tag of \$3999 USD. The lucky winner was Vodafone Chairman Sir Ernest Harrison.

Motorola introduced the Dyna TAC 9800X in 1989, introducing the flip phone structure trend that would be visible throughout the 1990s.

- **Features**

Mobile Calling

- **1991-1994**

GSM (global system for mobile Communications) consumer handsets first appeared in Europe in 1991 with the Orbitel TPU 900, but it wasn't until 1992 that mobiles were no longer restricted to commercial enterprise use, but Nokia was one of the first to capitalize on this change, with the Nokia 1011 displaying up that year.

- **Features**

SMS, Games

- **1995-1998**

Introduced to the multi-coloured show. Regardless of the fact that the Siemens S10 only came in four colours (purple, blue, unfamiliar, and black), it brought in cellular phone customization in a big way with Ericson's introduction of interchangeable multi-coloured front panel boards. The following year, Nokia 'Xpress-on' will include interesting interchangeable covers on the NOKIA 5100 segment.

- **Features**
E-mail, vibrate Alerts, Colour Screen
- **1999-2002**
The market is being introduced to feature phones. In the year 1999, Nokia released the 7110, which was the first mobile system to use WAP (Wi-Fi software Protocol, which is a method to get admission to facts over a Wi-Fi cellular community). SHARP added the city's first camera mobile phone after a year in 2000. With the release of the Sony Ericsson T68i and its crystal clear returned camera in 2002, the world's markets began to test camera smartphones.
- **Features**
WAP, Tri-Band Network, video Calling, GPS Navigations, Predictive texts, Camera, Polyphonic Ringtones, MP3 Player, Bluetooth, Memory Card, MMS
- **2003-2006**
3G mobile data The Revolution. In March 2003, the introduction of the 3G mobile network increased download speeds to 2MBPS. The introduction of front-facing cameras on smart gadgets and smartphones in 2003.
For example, the Sony Ericsson Z1010 implied video calling but was later out of favour.
- **Features**
Real tone Ringtones, Augmented Reality, Wi-Fi, Quad-Band, Phone Internet Protocol, Water Proof, Full Web Browsing (opera mini Browser)
- **2007-2010**
Display with capacitive contact. Swiping and looking over have replaced the traditional push button method of input with capacitive touch displays. In May 2007, the LG Prada was the first touchscreen to appear in front of the Apple iPhone. Apple, on the other hand, is confirmed to have both the greater stronger and more advanced brand as well as the main statistics on the capacitive touchscreen's latent capacity.
- **Features**
NFC (Near-Field Communication), Capacitive Touchscreen, Mobile Apps, Apple Store, Wireless Charging

- **2011-2014**

Become a human Soul accessory after the fact. Cell phones have become increasingly important in modern life, providing significantly more than just correspondence features, for not only conversation but also multitasking. Everyday 4G cell network boosted download speeds of up to 12mbps. Google Voice Assistant and Apple's Siri have made voice popularity and voice command popular. Every day, Samsung safeguarded an implicit pulse rate monitoring and size segment with their new Galaxy S5 flagship phone. Now, the cellular industry is undergoing a new revolution in the field of healthcare and health.

- **Features**

Voice Control, Google Voice Control, Siri, Dual Lens camera, Facial Recognition, Fingerprint Scanning, Full HD screen, Heart Rate Monitor, and other health-based apps.

- **2015-2018**

Large displays, internal memory, processors, and functions (applications, camera megapixels, music player, internet, and display screen size) are all on the rise. Global 4G adoption significantly improves video streaming (Netflix, YouTube, Hotstar) and video calling (Skype, WhatsApp, FaceTime) capabilities. The size and shape of the display screen are constantly developing to improve the enjoyment of these highlights. The iPhone 7 Plus is 58% larger than the original iPhone from 2007. Transportable bills apps and E-pockets, as well as Apple Pay and Android Pay, give customers the option of purchasing items with their smartphones.

- **Features**

Iris Scanner, Apple Pay, Android Pay, Bezel Less screen, Notch, in-display fingerprint scanner

- **2018-2020**

Information remodels speeds are several times faster than 4G. The 5G or fifth technology mobile network ensures massive data transmission and advanced best. Increasing ultra-high 4k resolution, video streaming, and portable high-definition cell gaming. Nowadays, smartphones are outfitted with the most recent new developments, such as an all-screen consumer interface. One Plus and other leading phone manufacturers supply the information associated with upward-raised selfie digital cameras and triple cameras in the back.

- **Features**

Quad lens cameras, pop-up selfie camera, 5G connectivity

1.3 WORLD'S 5 BIGGEST SMARTPHONE COMPANIES

The quarterly ranking of the world's smart mobile makers is out, and it gives us an idea of how each company performed in the previous quarter. According to IDC, Samsung remains the market leader, while Chinese smartphone maker Huawei has passed Apple. Phone makers shipped a total of 342.0 million devices in the second quarter of 2018 (2Q18), a 1.8% decrease from the 348.2 million units shipped in the second quarter of 2017. Which are the five largest international phone organizations?

1. Samsung

Large South Korean customer electronics Samsung maintains its lead with a 20.9% market share. Even with a 10.4% drop in shipments year on year, the organization remained at the top. The flagship S9 and S9+, which were introduced late in the first quarter, saw slower-than-expected sales, as is typical for Samsung. Samsung claims the slowdown is due to increased competition on the high end as well as a generally slow smartphone market. However, the company is optimistic that the arrival of the Galaxy Note 9 will result in an increase in revenue.

2. Huawei

The second entry on the list is quite surprising. Huawei, a Chinese mobile phone manufacturer, has surpassed Included to total technology giant Apple to take second place. With a total cargo of 54.2 million devices worldwide, the organization has grown to become the world's second-largest phone producer. The employer grew by 40.9% year on year, increasing the organization's market share to 15.8%. With the release of its "GPU rapid" generation in the second half, Huawei maintained its strong popularity. 618 promotions resulted in strong earnings for Honor models via online channels, as the respect logo remains a key driver of growth for the Chinese language tech giant.

3. Apple

Apple has dropped from first to third place on the list. The company shipped 41.2 million iPhones, representing a 0.7% increase over the previous year's shipment of 41.0 million units. The company did well in the top-class phase because its most

expensive iPhone X is the quality supplier in a few markets. The company has a global market share of 12.1% in the second zone. With the release of three new generations of iPhone models this fall, the company is expected to recapture control of the market.

4. Xiaomi

Xiaomi, a Chinese smartphone manufacturer, ranks fourth on the list. Even after being ahead of Samsung in India, the company has shipped a total of 31.9 million devices globally throughout the second zone. The company has a 9.3% market share overall.

5. Oppo

Oppo, another Chinese smartphone manufacturer, has taken on the fifth role. Oppo has seen a 5.1% increase over the next 12 months as it expanded into new markets such as the Middle East and Africa. The company shipped a total of 29.4 million devices, and the recent release of Oppo Find X has also received some attention.

1.4 BEST INDIAN MOBILE COMPANIES

India is the world's 2d extreme occupies us of and one of the quickest-growing smartphone markets. In India, Samsung smartphones and Chinese mobile phone organizations have ruled the telephone marketplace. However, since the creation of Make in India, beneath is a listing of the greatest Indian cellular mobile groups and types.

Mobile phone companies all over the world are aware of the great potential of the Indian market. As a result, consumers now have a wide variety of smartphone options to choose from.

This complicates the purchase of a smartphone because several premium manufacturers are bringing models loaded with cutting-edge technology to market. 1 billion is the current number of cell phone users in India. With over 1 billion smartphone users, an unbelievable number of people are spending an increasing amount of time online, browsing the internet, using social media, playing games, and entertaining themselves through various platforms.



(Source: <https://khatabook.com/blog/indian-mobile-company/>)

1. Micromax



(Source: <https://khatabook.com/blog/indian-mobile-company/>)

- Chinese OEMs began producing phones in India. These Chinese organizations purchased large quantities of Chinese mobile phones, manufactured them in India, and rebranded them with Indian trademarks. As a result, Indian companies have lost market share. Chinese brands should take advantage of this and begin selling better merchandise at lower prices. Several Indian mobile companies ceased operations in India after 2013.
- Micromax was on the verge of doing the same, but it recovered nicely. With a range of low-cost smartphones and drugs, Micromax became India's most well-known smartphone brand in 2013. The company has also entered the fitness gadgets market with the introduction of the Yu line of gadgets. Micromax's most recent phone, the in 2c, became available in April 2018. It has a 6.5-inch touchscreen as well as an octa-core processor. In addition, the 2c has 3GB of RAM.

2. Karbonn



(Source: <https://khatabook.com/blog/indian-mobile-company/>)

- When it comes to mobile enterprise, you need one that prioritizes the customer. Karbonn is an example of a company that understands this, offering a variety of exciting smartphone models. "Celebrate Simplicity," its slogan, captures the essence of its logo identification and agreements to personalize smartphones for a wide range of personalities.
- Pradeep Jain, the CEO of the agency, graduated from Bhagat Singh College in Delhi and is the creator of this logo. Customer support is a top priority for Karbonn, which has resulted in the company consistently ranking among the top three in India.
- Its smartphones are fast, have better connectivity, and feature superior customer support. Customers will in no way feel overlooked - Karbonn has nice customer support within the industry. Its commitment to the provider makes it one of the quickest-growing brands in India. The organization has extra than 90% in perception across the Indian geography, proving that its telephones are constructed for the people.

3. Lava



(Source: <https://khatobook.com/blog/indian-mobile-company/>)

- A number of the top Indian phone brands, Lava is inside the 2d position. Even though its size, many characteristic-phone manufacturers in India have retreated from the telephone market. Armed with less costly, characteristic-packed smartphones and mass-production prowess, Chinese language manufacturers have dominated the market.
- But, some Indian cell makers are coming around again. Any such is Lava, with its low-cost 6 GB RAM phone presenting a 1600*720 HD plus resolution and Gorilla Glass three safety. India's largest mobile handset producer, Lava, is an award-prevailing employer. Founded in 2009, Lava is currently a ₹1.2 billion turnover business. Regardless of its size, it stays a spot player in the marketplace, however, it keeps to developing with every new release. With the MyZ idea, Lava makes it viable for consumers to improve RAM and ROM. Unlike in previous years, customers no longer have to spend high cash on a brand new telephone in the event that they need to enhance their mobile performance. Customers can select from 66 exclusive approaches to personalize their mobile, both earlier than and after purchase.

4. Intex



(Source: <https://khatabook.com/blog/indian-mobile-company/>)

- Intex is a mobile phone manufacturer that has made a name for itself in the Indian market. In recent years, it has introduced a number of low-cost smartphones aimed at the low and mid-income markets. The price range of its smartphones ranges from \$699 to \$15,999. The employer places a high value on customer satisfaction and ensures that customers are satisfied with their purchases.
- Micromax, Lava, and Intex used to rule the Indian mobile market, and their names were synonymous with low-cost entry-level Android smartphones. However, in 2016, Chinese manufacturers began aggressively competing for market share, with Xiaomi attempting to crack the top five list.
- Samsung and Oppo are among the most important players in the Indian market, but Intex has a manufacturing advantage. While its factories produce 15,000 smartphones per afternoon, it also produces 10,000 function phones.
- The agency's CFO is eager to achieve a 70-30 ratio of domestic to imported components, which is critical for lowering handset prices and competing with overseas players. In India, Intex has five manufacturing facilities, one of which is dedicated to the advancement of thing technology. Within the next few years, the company intends to add a sixth plant, reducing its reliance on imports to 20%.

5. LYF



(Source: <https://khatabook.com/blog/indian-mobile-company/>)

- Reliance Jio, founded in 1981 by men, has a track record of innovation. LYF is a JIO subsidiary that manufactures low-cost Android smartphones. It began as a computer accent manufacturer and has since expanded into smartphones and tablets.
- Reliance LYF, its new division, is the second-largest LTE handset distributor in the United States of America. It is one of India's top five Android phone brands, and LYF also manufactures small hotspots and mini modems. LYF, like many other Indian cellular brands, faces stiff competition from Chinese cellular brands.
- In many expert evaluations, it is possible to see LYF being carried away by the models of Chinese mobile corporations. However, it is unlikely that all of the reviews are genuine. LYF is a household name, and it ranks fifth in India's list of telephone service providers in terms of size.
- This international multinational Indian company came into being in 2009, with its headquarters in Noida. Lava is working to expand its manufacturing capabilities. Lava phones have a lot of features but are inexpensive. Because of their low price points, they are popular among budget smartphone buyers.

6. Xolo



(Source:<https://khatabook.com/blog/indian-mobile-company/>)

- Xolo is another well-known Indian mobile company that produces high-quality smartphones at low prices. The company, founded in 1996 by entrepreneur Narendra Bansal, manufactures low-cost smartphones, tablets, desktop computers, and other electronic devices.
- Their phones are also aimed at people with low incomes. The Andi Udaan, their new flagship model, comes with a 5MP digital camera and a useful keyboard. Xolo also sells feature phones such as the Axon AXO seasoned, Xolo Z2, Xolo E2, and iRist.
- The company became the first in India to collaborate with AMD and Intel to develop an Intel processor for a smartphone. The company also released the X900 phone, India's first phone with 4G connectivity. Xolo also released a tablet and the first 4G phone in India.
- Unlike many other Indian manufacturers, XOLO takes pride in having more say over the design of its phones. It was also proud to announce that it was the first Indian brand to launch a phone powered by Nvidia or Intel. In addition, the company was one of the first in India to introduce 4G technology.

7. I-Ball Mobile

- I-Ball Mobile became founded in Mumbai as a laptop mouse commercial enterprise, and Anil Parasrampuria and Shreans Daga based the business enterprise. The company now manufactures smartphones, tablets, and mobile, accessories.
- I-Ball is an electronics company that specializes in producing low-cost Android smartphones and tablets. With 26 branches in over 750 cities and Wi-Fi self-owned carrier centers, the organization has a griddle presence. It

takes pride in providing the best after-sales service in the industry. Its emphasis on innovation has also made it a popular choice among many younger people in India.



(Source: <https://khatabook.com/blog/indian-mobile-company/>)

- It provides a wide range of low-cost and high-capability smartphones. I-Ball Andi Wink 4G is an exceptional example. It supports a Micro-SIM card and includes Wi-Fi, GPS, Bluetooth, and FM radio. It also aids Band forty, the frequency used in India. It also has a proximity sensor, an accelerometer, and an ambient light sensor. At launch, it will cost around \$8,999.

8. Celkon



(Source: <https://khatabook.com/blog/indian-mobile-company/>)

- Celkon, founded in Hyderabad in 2009, has developed into a dual-SIM made-in-India mobile enterprise and unique smartphone manufacturer. It also manufactured tablets and smartphones under the MilleNIA and CAMPUS brands. To manufacture its products, the company collaborated with Qualcomm and Spreadtrum. Celkon's cell phone lineup includes devices with large display screens.
- Celkon was one of India's first cell phone manufacturers, initially assembling its products in China before shifting operations to India. Its smartphones were popular, but they were quickly outdone by the use of numerous Chinese brands and a few domestic brands.

1.5 INDIAN MOBILE MARKET OVERVIEW

- India is one of the world's fastest-growing economies, with the telecommunications industry in India, particularly in the area of mobile communication, serving as an example of progress. There is a continuous increase in disposable income; there has been a significant shift in customer mindset and aspirations. Mobile phones have become essential components of both personal and professional lives.
- The recent increase in mobile phone usage is an observable fact that cuts across all age and gender lines. Because of the strong competition in the field of mobile verbal exchange, there is a need to examine how customers behave at the time of purchase. India is currently the world's second-largest mobile handset market and is on its way to becoming an excellent larger market.
- To keep up with the high demand for smartphones, the mobile handset market in India is expected to grow by 14.7% in the fiscal year 2013 to Rs. 35,946 crores, according to a Voice & Statistics Survey, up from Rs.31,330 crore in the fiscal year 2012. (Cybermedia.co.in, 2014).
- Mature Indian mobile consumers are expanding their options for high-end handsets, while younger demographics want to use mobile internet technology, causing the phone market to recover. Analysts at TechNavio predict that the smartphone market in India will grow at a compound annual growth rate of 116.4 percent between 2011 and 2015. The growing demand for all-in-one gadgets is one of the key factors driving the market growth.
- Dual SIM smartphones are also becoming more widely available in the Indian mobile market. However, the lack of specific packages for Indians should pose a

challenge to the market's expansion. Smartphones have spread throughout the world and reached their peak in many countries.

- The Indian phone smartphone market especially depends upon price, features, stability, and fashion. Most of the Indians shopping for smartphones are from center earnings organizations and above. As a developing economic system, India is a concentrated suitable area for funding. Sturdy advertising strategies, installed shops, and customer satisfaction are the gear to achieve any market.
- The Indian smartphone market is predicted to develop because the 3G network coverage is increasing and there may be a boom in calls for excessive smartphones in 2014. Mobile manufacturers are targeting building software shops and improving service first-rate to offer an attractive value proposition and improve their marketplace role. The Indian marketplace changed into being dominated by Nokia phones.
- Different manufacturers like Motorola, Samsung, Sony, and LG failed to compete with Nokia phones as Nokia phones are greater clean to apply compared to the cell telephones of different groups. Now, Samsung is the primary participant in the Indian telephone market with 1/3rd of the Indian market part. Indian manufacturers like Micromax and Karbonn are at the second and 0.33 role in the marketplace part with 21% and 10%.

1.5.1 Indian Mobile Phone Market Size

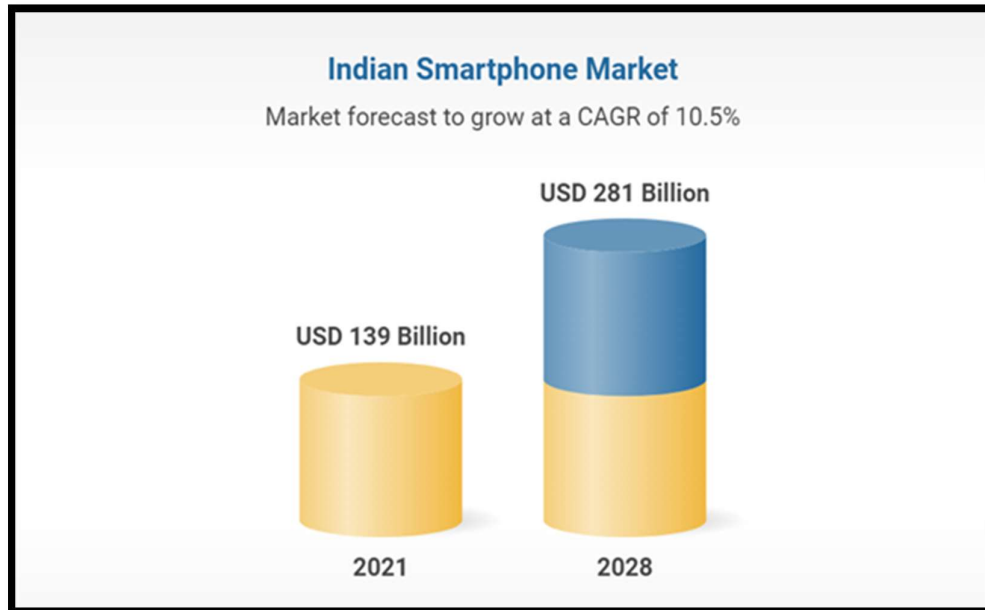
India's smartphone market was valued at US\$ 139 billion in 2021, and it is expected to grow at a CAGR of 10.5% to US\$ 281 billion by 2028.

Some of the Major Factors Contributing to Market Growth:

- Rising Disposable Income
- Development of Telecom Infrastructure
- Emergence of Budget-Centric Smartphones
- An Increase in Product Launches

FIGURE: 1.1

Indian Smartphone Market Size



(Source: <https://www.researchandmarkets.com/reports/5543303/india-smartphone-market-size-analysis-growth>)

The India Smartphone market report is based on a comprehensive examination of the entire Indian smartphone market. The report provides the most recent industry data on the current market situation and future prospects for the India Smartphone market. The study also includes a detailed analysis of market dynamics and an estimation of market size for the forecast period 2022-2028.

The report provides a thorough examination of the Indian smartphone market in terms of both value and volume. The report provides a clear understanding of the current and future growth trends in the Indian smartphone market. The report also uncovers a thorough investigation of smartphone shipment in India. The report also includes the most recent information on India's smartphone sales channels.

An extensive study of smartphone brand preferences among Indian consumers was conducted. Furthermore, this up-to-date report provides a clear picture of the Indian smartphone market's regulatory framework. The report also provides an in-depth analysis of changing market trends, drivers, and restraints that influence the growth of the Indian smartphone market.

The report also examines detailed profiles of innovative and leading players, including business overviews, product portfolios, and the most recent developments.

1.6 WHY DID THE MOBILE INDUSTRY BOOM IN 2020?

In early 1997, the mobile industry took a turn when the first GSM sim card was introduced to the market. Because of GSM sim playing cards, it is now easier to connect with people in remote areas at a low cost. People began shopping for mobile phones, which proved to be a huge success for the cellular industry.

According to research, 1.38 billion cell phones are sold worldwide each year. The industry accelerated after companies released new smartphones with multi-functional applications. Currently, teenagers are too drawn to the new generation, ensuring that they are as up-to-date as possible.

But the major turning point for this industry was the year 2020 in the whole last period. Here is why the mobile industry is successful every year and especially in 2020:

- COVID-19
- Banking sector
- Digital advertisement growth
- E-commerce
- IoT devices
- FAQ

FIGURE - 1.2

Mobile Industry Boom In 2020



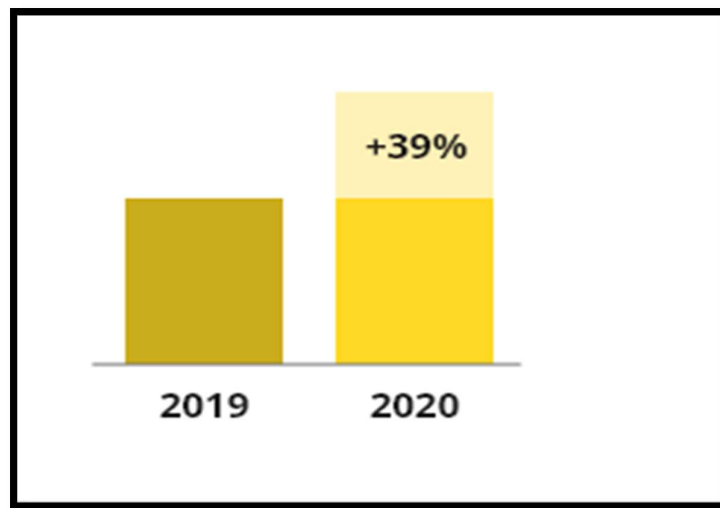
(Source: [https://startuptalky.com/mobile-industry-growth analysis](https://startuptalky.com/mobile-industry-growth-analysis))

1.7 THE IMPACT OF MOBILE TECHNOLOGY IN OUR LIVES

- We are living in the generation of gadgets and smartphones, and communication has never been so easy; with social media, we're continually related to our friends and thousands and thousands of other human beings, irrespective of wherein we are. All we want is a smartphone with an internet connection. Mobile telephones have become a part of our day-by-day lives and except for conversation, we have to be had a large variety of apps that can make our each day existence loads less complicated.
- Even though the price of app development is rising, the number of apps in app stores is growing. A number of these apps had been optimized for cellular app shops in order that we will locate them easier.
- With the best mobile devices, we can study books, listen to music, take pictures, watch videos, play video games, create and edit documents, get medical advice, and much more. As a result, humans are spending more time on their smartphones, increasing their utilization time by nearly 50% between 2019 and 2020.

FIGURE - 1.3

Impact of Mobile Technology In Our Lives



(Source: <https://blog.mobiversal.com/the-impact-of-mobile-technology-in-our-daily-life.html>)

- **39%** increase in the number of hours people spent on their smartphones in 2020.

1.7.1 Negative Effects of Mobile phone in Our Lives

1. Waste of time

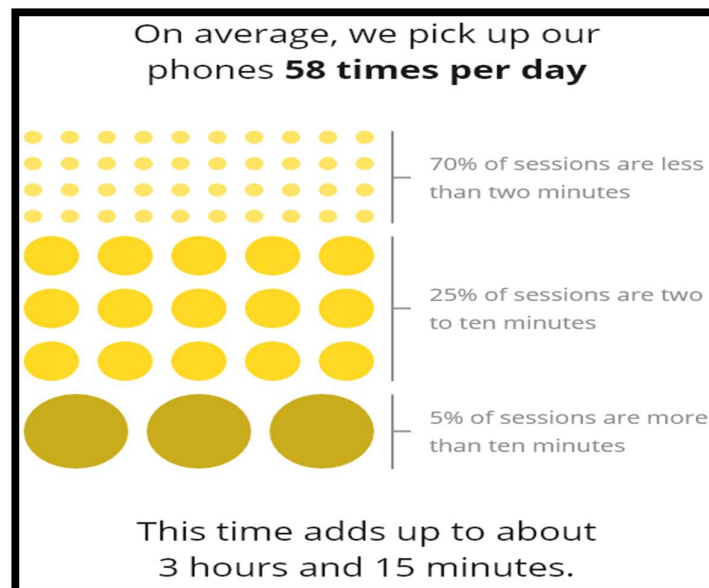
As much as we appreciate what smartphones can do for us today, this technology does have a drawback. According to a recent study conducted by the virtual analytic company Outbreak, we spend nearly 3-4 hours per day on average watching our smart devices, amounting to nearly one day per week! That will happen sooner or later!

The average person checks his phone every 12 minutes, for a total of 80 times per day. Most of the time, people check their phones for no obvious cause. Even when they are not using their phones, you may notice them fussing with them. According to Flurry, the average American adult spends more than 5 hours per day, or approximately 150 hours per month, on mobile phones.

People nowadays are addicted to their cell phones. They have a habit of checking their emails and social media accounts every few minutes. Doing this during work hours is definitely not acceptable. It not only distracts employees from their work, but it also wastes their time and lowers their productivity.

FIGURE - 1.4

Average



(Source: <https://blog.mobiversal.com/the-impact-of-mobile-technology-in-our-daily-life.html>)

2. Addiction

Monophobia, or the fear of being disconnected from the phone, is a term for smartphone addiction. As a result, not only is spending too much time on our devices a sign of addiction but also the fear of not having them on us as kindly. Research shows that people who are addicted to their phones, like any other type of addiction, frequently exhibit signs of depression, anxiety, and other types of psychological fitness issues.

3. Distraction

Another notice, this time from Florida State University, claims that smartphone notifications can impair our attention. Even though they are brief, they can be enough of a distraction to impair your ability to consciousness on a given mission, lowering your performance by prompting venture-inappropriate thoughts and thoughts-wandering. This could be extremely dangerous in a few specific situations, such as when using, for example, a simple notification, which could result in severe accidents.

4. Affecting social skills

Aside from the issues mentioned above, it has a significant impact on people's social lives; people are becoming more disconnected from the real world; they prioritize their phones over human interaction; it's becoming more difficult to see people speaking to each other in public places; they're always too busy with their mobile devices, checking notifications, sending messages, or simply sharing a brand new video.

“Mobile zombies” or “smombie” Frequently pass our approaches, perhaps you’re no longer familiar with the time period but determined possibly you noticed one nowadays. They’re the people on public streets and locations who walk slowly in strange methods with their eyes and fingers focused on your smartphone show.

The technology that powers phone devices has advanced significantly since their founding, particularly in the last ten years. Mobile devices have become smaller, more efficient, and extremely useful. They are everywhere and play increasingly important roles in the lives of everyone.

1.7.2 Positive Effects of Mobile Phones in Our Lives

1. Communication

- Aside from the dark side of mobile technology, which comes in the form of phones, tablets, and notebook computers, it is making our lives easier than ever before. It accomplishes this in a variety of ways, not the least of which is by making communications normal. We can contact those we wish to contact, whether or not they are associated with art or private in nature. The mobile generation has fundamentally altered the way we conduct business.
- Never before have we been able to share as much with our friends and family as we can now, thanks in large part to the mobile generation. Participation in social networking would not have grown as rapidly as it has without mobile devices and the generation behind them. Sharing apparently insignificant details like where we are, what we're doing, and what that looks like has a significant impact on our relationships with friends and family.
- Phone technology has given those who were previously cut off from the rest of the world a voice. That voice can call for help as a nearby tragedy develops, and for the first time, those people are not alone. They could use mobile communication to share their struggles via text, voice, and, most importantly, photos, and actually make a difference.

2. Daily Utilities

- Mobile telephones have modified the manner we stay our lives. Now, now not nearest can they help us live connected with friends and circle of relatives over social media or communicate with a person on a video call without purchasing data utilization, but built-in make built-in integrated from reserving hotels and cabs to capturing memories simpler than ever earlier than thanks to their built-in cameras!
- We have more facts integrated into our hands than at any time integrated history. It has become 2nd nature to quickly look up useful assets for whatever activity we want to do. Our devices may even anticipate what records integrated we want and present them to us when it is most useful.

3. Healthcare Services

- At the same time that mobile phones have improved our daily lives on many levels, they have significantly increased the high quality of life for many people. Healthcare is an industry that has embraced phone technology, and even though it is still in its early stages of adoption, it is already making significant advances for many.
- Healthcare organizations can get a quick medical opinion using clinical apps like this one, or they can evaluate home medical duties from anywhere and make critical changes to the patient's care. Medical personnel can obtain pacemaker tests remotely via phone and change the device's programming to deal with changes in the patient's situation. Doctors can view complex diagnostic images on phones and identify situations that require immediate treatment, all while the patient is at home.
- Villagers in third-world countries with no nearby healthcare can be identified and treated with the assistance of remote healthcare carriers. Patients in areas where counterfeit drugs are a major problem can use a phone at the point of purchase to confirm the legitimacy of a medication. Every day, this is saving lives and improving healthcare for those affected.
- Children with illnesses such as autism are given capsules to help them focus and communicate with those around them. Patients recovering from motions and brain injuries are using pills to help them recover. Patients of all ages are using phone gadgets to communicate with healthcare providers and loved ones in ways they never have before.
- Humans born deaf are receiving transplant that can be programmed using wireless generation, allowing them to hear their children communicate for the first time. Text messaging on phones has had a significant impact on verbal communication for the deaf.
- Diabetes patients can monitor their glucose levels, which are wirelessly transferred to a small insulin pump, which injects just the right amount to keep them where they need to be.
- Blind people can use cell phones to not only improve their lives but also to achieve a high level of independence. Not only do these phones speak to the blind so they can recognize what's on the screen, but they also have software

that can thoroughly guide them out in busy cities. Phone technology can help the blind choose appropriate clothing for the day. Smartphones can scan the change received from purchase and tell them how many tonnes were given.

1.7.3 Impact of Mobile Phones in Student's Life

- In the 21st century, the whole thing is within the palm of our hands; technology has reached its peak and it's still growing into something brand new every day. The main examples of technology are cell telephones, TV units, computers, and electric-powered vehicles. The smallest piece of technology can make a big difference in our daily lives.
- As stated in the examples, the phone is one of the most rapidly evolving generations in recent years. It began as a tool to simply dial and receive calls. But a long time later, many manufacturers have constructed cellular devices that not only allow you to dial and get hold of a call but additionally to concentrate on music, click pictures, test your health reputation, etc. And as mobile phones have emerged as more low-cost, anybody these days global includes one or two phones at a time.
- Its miles a have for college kids who're studying in faculties or faculties to have phones in recent times because of the new world pandemic, as their educational curricula are to be commenced or endured online. No longer can anybody manage to pay for a pc or a computer, so a cellular, being a less expensive alternative, fills the gap for the laptop in the online lecture.
- College students have an advantage when they have the convenience of a mobile tool; they can now use it for entertainment functions such as movies, video games, social media, and so on, in addition to web lectures.
- As the number of mobile phone users in younger technology has increased, companies have started expanding their mobile model in the form of a request that is more user-friendly and allows people to stick with the app longer, increasing the media used by students.
- Cell phones are both a curse and a blessing for the younger generation, as many of these phones, while being used for education and entertainment purposes, also influence a lot of ill behaviour in the younger generation, such as watching

pornography, blackmailing others for their good, growth in cybercrime, and so on.

- Phones can play an incredibly useful function in the hands of the younger generation. With the assistance of developing social influence and the brand-new ideas that emerge daily in the minds of younger people, the cell smartphone can be an excellent tool to begin a new online enterprise.
- Furthermore, because students can easily gain access to mobile phones, the eLearning industry has experienced exponential growth. People can join sites like LinkedIn to connect with others who have a similar business or are looking for work to get their careers started.
- For younger students attempting to obtain an education, the mobile phone is extremely beneficial because online lectures given by faculties, schools, and training classes can be easily attended via the cellular phone.
- The cell phone has made learning easier for hundreds of people because it fits in your hand and allows you to attend lectures from wherever you are. The cell has even enabled the running humans to pursue their lecturers if for some reason it is left incomplete. A student can be anyone, from a child who begins studying on the first day of school to a working professional who is willing to invest his time and money to complete his education.
- The usage of the mobile phone for training in a student's life became vital even before this pandemic international. Students use their mobile phones to hold digital notes in preference to taking Xerox. It's simpler when they need to take a survey.
- Most importantly, mobile phones are very useful for analyzing tasks when you don't have access to a computer or laptop. With the entire transfer from offline coaching to eLearning as a result of the pandemic, it's far safe to say that a number of the developments established by the eLearning platform will stay even in the post-pandemic global. Trends such as using Google forms for online exams, digital notes, and pre-recorded lectures for revision.
- These days, the source for knowledge has varied and one of the prepared sources is the net. Having a cell smartphone on their character all of the time can assist college students to testing out matters in a greater amusing way to be able to assist them to study it rapidly.

- If a student has any doubts about something that the teacher has been teaching, the student can clear those doubts right away. Because there are so many applications in the App Store for students, the scholar can get help from an app for a subject that he or she lacks in some areas.
- The majority of these applications are free. And nowadays, students would rather learn from pre-recorded lectures than from an e-book. Furthermore, even if you are on vacation, you may bring your cell phone with you wherever you go. Concerning health, studies show that clinical apps are critical to supporting young people's fitness, including diabetes management, and that apps must be accessed throughout faculty hours. When used effectively by the student, a cellular tool works wonders.
- Cell phones have a variety of useful functions. Digital literacy is an important part of young people's education, and research suggests that cell phones can help with this.
- It is critical that students study with those devices in order to effectively participate in the staff. Furthermore, these phones serve as a link between students and their parents, which is critical in ensuring their safety.

1.8 ADVANTAGES OF MOBILE PHONE

1. Keeps us connected

Many apps now allow us to stay in touch with our friends and loved ones at any time. Now we can communicate via video chat with whomever we want by simply operating our mobile or mobile aside from this mobile additionally keeps us updated about the entire world.

2. Day-to-Day Communicating

Nowadays, mobile phones have made our lives much easier for day-to-day activities. You can now assess the stay site visitor's situation on your smartphone and make appropriate choices to arrive on time. It also includes weather updates, cab reservations, and many other features.

3. Entertainment for All

With the development of phone technology, the whole world's gratification is now under one roof. Whenever we get bored with recurring work or at some stage in

the breaks, we will pay attention to tunes, watch films, our favourite indicates, or just watch the video of one's favourite track.

4. Managing Office Work

Nowadays, mobile phones are used for a wide range of reliable tasks, including assembly schedules, document sending and receiving, giving presentations, alarms, task packages, and many others. Telephones have become an indispensable tool for all business owners.

5. Mobile Banking

Nowadays mobiles are even used as a wallet for making payments. Money may be transferred nearly right away to friends, family, or others by way of the use of mobile banking on the telephone. Also, it is easy to effortlessly access his/her account info and realize beyond transactions. So it saves a whole lot of time and is also problem-free.

1.9 DISADVANTAGES OF MOBILE PHONE

1. Wasting Time

People nowadays are addicted to their cell phones. Even when we don't need our phones, we surf the web and play video games, creating a true addiction. People have become dumber as cell phones have become smarter.

2. Making Us Non- communicable

Wide utilization of mobiles has ended in less meet and speak more. Now human beings don't meet physically alternatively chat or comment on social media.

3. Loss of Privacy

It is now a major problem to lose one's privacy due to phone use. Nowadays, we all want to be able to easily access information such as where you live, your friends and family, your job, where your property is, and so on. Simply by browsing through your social media account.

4. Money Wastage

Mobile phone prices have risen in tandem with their utility. Nowadays, human beings are spending plenty of cash on buying smartphones, which could alternatively be spent on more useful things such as education or other beneficial matters in our existence.

1.10 MOBILE PHONE SAFETY TIPS TO DECREASE THE RISK

- Avoid giving cell phones to children as much as possible because young children are at risk from the effects of radiation.
- It is recommended that you exercise extra caution if there is a mobile phone tower in your building, nearby, or even close to your child's school, as their exposure to radiation will be greater than usual.
- Prevent your child from bringing phones to school. In case of an emergency, keep the school's phone number and provide them with yours.
- Keep your cell phones safe and out of reach of your children at all times. Children may try to get a hold of it and use it without your knowledge
- Parents should monitor whatever their wards watch on such devices. And also parents obligation to educate their wards about the pros and cons of Smartphones.

1.11 SWOT ANALYSIS

We rely on our smartphones to communicate with family who is all over the world, to meet a stranger and possibly fall in love, or to plan a surprise birthday party for our best friend. Perhaps you use it for all three. But the point is, whether we realize it or not, our smartphone is an extension of ourselves.

They are not, however, perfect, and neither are the companies that produce your favourite brands. These devices can help us in many ways, but they can also hinder us and expose us to life-changing realities. This smartphone SWOT analysis goes in-depth into why we rely so heavily on our devices, why we shouldn't, and what happens to those of us who can't put them down.

Strengths: There's something for everyone

- Smartphones are divided into two operating systems: Android and iOS. Only Apple-branded merchandise, including iPhones, will feature iOS. However, many outside agencies, such as Samsung and Google, have adopted Android. Both operating systems have advantages and disadvantages, but people will purchase the following upgrade in their phone-based entirely on brand loyalty.
- That means that anyone who owns an iPhone 8 will eventually upgrade to an iPhone X. The more modern features are appealing, but the main issue is the

client's acceptance of the emblem as true. Agreeing makes it easier to say "sure!" to an improvement, despite the fact that the phone alone will cost over \$1,000. This isn't simply real for iPhone customers. People will luckily jump to the newest telephone the instant it comes out. That consists of Samsung fanatics or Pixel lovers.

- We recognize that the majority of people, particularly the younger generations, own a telephone. They use it as an "all-in-one minicomputer on the go," where you can take notes, schedule appointments, watch your favourite movies, or browse the internet whether you're in style or on the subway. When we were given access to information, and the ability to connect to the internet with a phone, their place in our lives was cemented. Goodbye, turn phones and those old Nokia bricks!
- Smartphone development has also resulted in more activity options. Not only for those who build phones and transport them but also for those who create apps.
- Whether you want to listen to music, meditate, or play a modern cellular game, there is most likely an app for both Android and iOS. Mobile video games are frequently filled with in-game purchases, which is how game companies like sweet crush make their millions. But, of course, you can only make that kind of money if your app is well-known. Too many apps are created and then abandoned in the marketplace, never to be downloaded with the aid of anyone.
- Our phones are fantastic commercial enterprise assistants. Employees can check their email while on the go, making it easier to communicate both inside and outside the office. Many organizations are formed solely to develop productivity apps to help other organizations grow. Because of these apps, some business owners are beginning to work remotely. A few are actively hiring employees all over the world to reduce prices (it's less expensive than hiring someone to paint in an office!).

Weaknesses: Attention and (lack of) security

Attention. In where is yours right now?

- People were growing tired of smartphones scaring their attention. In schools, teachers can't deliver a hit lecture while also trying not so subtly to respond to texts, messages, or social media chats on their smart devices. While smartphones were initially lauded for their ability to increase verbal exchange from anywhere

in the world, they have now evolved into a tool of constant advertisements, notifications, and messages.

- Instead of cuddling up with a loved one to watch a movie at night, people are spending more time staring at their phones. What was once a tool to assist us to take control of our work and personal lives has now evolved into an uncontrollable pressure that steals our time and diminishes our mental skills?
- Furthermore, humans are putting their entire lives on their devices. It's no longer unusual for a stranger to mention their phone is their lifestyle, from images to saved passwords for every website they visit. However, this exposes us to facts and privacy violations. What else can someone gain access to if they have access to your phone? Your credit card information? PayPal gains access to? What is your bank's login?
- No matter what you put on those smart devices, which can have more than 200 gigabytes of storage space than some Apple computers! These phones are not intended to be a replacement for laptops or computers.
- Many mobile apps are limited and can only provide the features found on a laptop. Writers may also find it difficult to type up lengthy draughts on such a small screen. Accountants may also decide that Excel and similar apps are too difficult to use on their phones. As much as we regard smartphones as ever-evolving gadgets, they are no longer the "end-all, be-all" of communication and productivity.

Opportunities: Not all of them are good

- Smartphones, once the heroes of rapid technological growth, are gradually transforming into insufficient tools.
- The iPhone 7 has recently lost its headphone jack. This became the standard for any phone, regardless of the iconic symbol. If you want to use your regular headset, you'll need to purchase a separate dongle or Apple's specific Bluetooth earbuds. Despite the fact that online forums are overflowing with court cases, customers continue to support the company that made a large swap.
- This isn't an option for the customer, but it is for every Telephone Company and provider. Unique mobile cases, covers, and sleeves are already promoted by agencies to liven up your device. They offer screen protectors to prevent your screen from cracking or shattering. However, the companies that create your

preferred device can now remove primary and important features in order to promote it properly to you again.

- Shopping for the product later demonstrates to the company that they can take it away and no one will notice.
- Moreover, we're more at threat than ever to have our information stolen from protection breaches. Every day a brand new however popular website well-known shows they have been hacked. Logins, credit card info, and passwords are swiped, leaving you prone, specifically in case you use the identical password for other money owed. You may use programs that change your passwords or lead them to be tough to crack, however, companies must be ready for those attempted breaches.

Threats: Scams, scams, and more scams

- Our smartphones are vulnerable to internet and security flaws.
- It is possible to obtain spyware, a type of software that allows your data to be stolen, on your phone device — regardless of whether it runs Android or iOS. You may end up downloading a perfectly ordinary-looking app that automatically installs this adware without your knowledge.
- Then, as you navigate through your apps, it secretly collects data and sends it to someone who can use it against you. This is becoming more common, but the Google Play store (for Android) has increased its security to keep it from becoming more common.
- Additionally, when using the internet, you may come across ads and click fraud. You unintentionally click on an advertisement claiming that your tool has been compromised! That, however, is not true. If you download the software that they recommend, it is infected
- Despite the fact that it may appear obvious, your credentials and information can be stolen. However, your grandmother or infant, both of whom are far less tech-savvy than you, are prime targets. That is exactly what the con artists are hoping for. Clever devices emerge as a vehicle for these kinds of scams, and the employer and operating device can only do so much.

1.12 PESTLE ANALYSIS

The PESTEL framework is used for the evaluation and in keeping with Johnson, Scholes, and Whittington (2011), “it presents a comprehensive list of influences on the possible success or failure of specific techniques”.

- **(P) olitical/legal factors**

The government's privatization (via Ofcom) of the national telephone company, BT, convince it to allow access to its community (via Open reach) for voice and broadband. This has contributed to the breakdown of BT's monopoly, creating an opportunity for cellular operators to perform at competitive rates.

- **(E) economic factors**

- i. The UK economy has yet to fully recover from the 2008 financial crisis, recovering at a slower rate than other countries despite massive government resuscitation efforts, and consumer spending is expected to fall to zero. In 2011, the population was 6 (the Telegraph, May 2011). This is a risk to the industry because the slower the economy recovers, the slower the market growth for cellular operators.

- ii. While the case examination (p.558) predicts that the personal disposal profits boom experienced between 2002 and 2007 will be repeated in the future, recent trends suggest otherwise. According to reports, household incomes are declining (New Statesman, May 2011 and Mail online, May additionally 2011). This is a risk for the cellular industry because it means lower earnings on household disposal and, as a result, fewer subscribers to its offerings.

- **(S) ocial factor**

- i. Consumer demand for consolidated offerings, such as mobile telephony, fixed-line telephony, television, and broadband internet, has grown (case look at p.558). This means that cellular operators may be able to expand their market as more people come on board with this convergence need, which may be a result of the drop in disposable income, so people want all services in a single and pay a lower lump sum for all in an effort to ration their profits.

- ii. A decline in the United Kingdom fixed line telephone market as households became "cell-only" users. Cell operators may be able to seize fixed-line smartphone operators' market share in order to increase their own.
 - iii. An industry opportunity is a customer-perceived status, which includes proudly owning smartphones. For example, everyone wants an iPhone, HTC, or Blackberry because they are 'cool,' or for other reasons, so business owners can capitalize on this and increase their market share by offering low-cost deals.
 - iv. Buyer 'hype' for new and modern technology because everyone wants to have the latest 'factor' in the era. This would provide an opportunity for the industry to capitalize on and increase its market share.
- **(T) Echnological factors**
 - i. Improvement of the latest technology, IP (Internet Protocol), for voice, information, and video transmission the dynamic nature of technology is posing a danger as operators can be caught with obsolete technology, thereby going through a challenge to be proactive on the way to keep market percentages and mix rates at bay.
 - ii. The continued upgrading of speeds over cell networks poses a threat, as operators ought to keep up with the upgrading of speeds due to the fact they may lose clients to provider vendors who can provide higher speeds.
- **(E) nvironmental factors**

Due to the development in telecommunications generation, mobile operators ought to replace community gadgets and hazardous waste (masts, cables, construction waste, and so forth). Regularly. Smartphone operators are then faced with the task of locating electricity-efficient approaches to recycling, which will also be capital-intensive, altogether posing a hazard.
- **(L) egal factors**
 - i. The issuance of licenses for additional cellular network operators by Ofcom will be a threat to incumbent operators (because their market

share will be threatened) and an opportunity for capable operators because it will lower entry barriers for them.

- ii. Complicated prison contracts can also be a risk to the industry, as numerous legal obligations must be met prior to and after access. Creating unique phone contracts for unique mobile programs can be difficult for operators.

1.13 CONCLUSION

Overall, smartphones are useful inventions. They make it simple for users to access the internet and document information. Phone apps enable users to do a variety of tasks in the palm of their hands. Music, photographs, and files can all fit in a pocket. Users can send emails directly from their phones, in addition to basic phone calls, voice mail, and text messages. Social networking is made easier by the availability of apps and websites. Smartphones can be used as a camera, notepad, calendar, alarm clock, and computer all in one. The majority of smartphone concerns have solutions that make them more of a benefit than a risk. While smartphones have some security and social issues, they are overall very useful devices that many people find essential in their daily and professional lives.

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CHAPTER-2
CONCEPTUAL FRAMEWORK OF CONSUMER
BEHAVIOUR



CHAPTER- 2

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2.1 INTRODUCTION

Consumer behaviour research has been around for quite some time. It is mentioned in Adam Smith's first essay, "The Wealth of Nations," which was published in 1776. It has, however, only recently become a widely studied subject. Consumer behaviour research focuses on how consumers decide whether to buy a product or spend their available resources, such as money, effort, and time, on goods related to consumption. Aside from what customers buy, the study is curious about why and when, where, and how frequently they buy it. Consumer behaviour research is carried out before, during, and after each stage of the purchasing process.

Consumer behaviour crosses disciplinary boundaries. It is based on ideas and hypotheses about people that researchers from a variety of fields, including psychology, sociology, social psychology, cultural anthropology, and economics, have produced. Marketing firms use this understanding of customer behaviour to segment markets, develop marketing strategies, and evaluate marketing effectiveness.

The fast growth in new product introduction, shorter product life cycles, the high rate of new product failures, raised interest in customer protection by way of private organisations and public coverage decision makers, subject over the environment, the adoption of advertising and marketing practises with the aid of carrier and non-profit organisations, and the availability of co-branded products are all factors that have contributed to the improvement of purchaser behaviour studies. Purchaser behaviour has advanced into a critical component of strategic market planning.

Every person is born with a consumer impulse. The consumer is the source of money in the marketing mix. Any business is dependent on its customers. Companies and organizations are developing the "customer-centricity" marketing strategy. They work to develop consumer-focused strategies and techniques. Companies place a high value on meeting the needs of their customers. They strive to provide value to customers in addition to customer pleasure. Consumer behaviour is always viewed as an unpredictable and unresolved mystery by the majority of businesses because it is dependent on a number of variables that are unique to each individual customer.

It's an old adage that the consumer is king because he is the one who determines the demand or any product or service. The study of consumer behaviour helps determine how and why a specific consumer or group reacts to director opinions.

The introduction of the marketing concept has thrown a focus on how clients behave when making purchasing decisions. Product marketing is taking on new aspects in order to make the product more desirable for customers. Because of the increased presence of producers, the competition and competitors are becoming aggressive. The advertising technique is becoming increasingly important in the sale of a product. In today's globalised technology, marketing is the branch that is responsible for product sales. With various projects and studies, this wing handles everything from concept generation to product sales.

The product's advertising directs buyers to the product. Customers are thus able to buy the product based on their instinct. Consumers have predetermined needs and desires for the use of the product.

The selection of the brand and products is a source of concern in product marketing. The advertising concept derives into a marketing technique in the 1950s after entrepreneurs authorised over service of marketing methods like production concept, product concept, and promoting the concept. Consumer-oriented marketing evolved into the advertising and marketing concept that focused on the desires and preferences of the consumers. As a result, manufacturers must focus on the needs and desires of a specific target market in order to be successful and create products that customers will buy.

The manufacturers' targeted marketing strategy has made them extra successful, as the demand for the product is already evaluated earlier than it is manufactured. The failure of the companies is explained by the absence of proper market evaluation. The implementation of the advertising and marketing concept provided the means for the materialisation of customer behaviour. As a result, it is critical for entrepreneurs to have a clear understanding of the purchasing behaviour of their customers.

Consumer behaviour allows us to figure out how a customer behaves at the point of purchase, primarily based on the various factors that influence the decision to purchase goods.

Customer behaviour can be defined as the behaviour of both the individual and organisational purchaser. The consumer purchases the goods for his or her own personal, private use. The term describes how the consumer who purchases the product is responsible for discontinuing use of the product.

Dealers' markets have long since disappeared, and buyers' markets have arisen since the 1950s. This means that the producer's focus has shifted from the goods to the purchasers, with a great emphasis on consumer behaviour. The manufacturer has no control over the behaviour of his customers. A modern dealer first attempts to understand the buyers and their reactions. The customer could be considered the pin around which the entire advertising and marketing device revolves. As a result, the seller must increasingly recognise the purchasers in order to produce products that satisfy them in the manner that consumers require. The advertising and marketing programmes and techniques are based on customer behaviour. A careful observation of customer behaviour will assist marketers in formatting the scale, quality, style, colour, package deal, logo, and many others.

Consumer behaviour is defined as the consumer's reaction at the point of purchase. There are numerous factors that influence consumers to purchase a product. Consumers have high standards for purchasing products based on high quality, price, quantity, and many other factors. , purchasers of goods can be very specific about the products that they purchase and the pleasure that is provided by the consumers. Customers have various wants and need when it comes to purchasing the product. The consumer advertising concept refers to the selection of a product based on the factor of purchases.

Customer behaviour is caused by the behaviour worried with the guidance of the buying of the product, shopping of the product and facilitating in utilizing the goods and services. Consumer behaviour is handling the psychology of the clients in the acquisition of the product. Consumer behaviour examines the numerous elements of the environment that impact the consumers in buying the product.

The customer's purchase conditions are discussed with a multifaceted set of substitutes. Customers should be able to choose from a variety of products. The purchaser selects from a wide range of products based on length, colour, fashion, model, and type. Furthermore, the buyer can choose when and where to buy a positive product, how much he wants to pay, and how he wants to pay for it. Some purchases are routine and won't require much thought.

Many product purchases necessitate an examination of a variety of financial, social, and psychological factors because the consequences of a poor decision can be costly. The economic concept of customer independence acknowledges that the customer is king in the marketplace. In accordance with this concept, all industrious resources are used in order to

fulfil the customer's desires. Purchasers' preferences and selections are made—to the extent that they can be fulfilled by market forces.

The other description is based primarily on the nature of the markets in terms of services and products. There may be two types of markets: consumer markets and marketplace sellers' markets. While in the buyers' market, the customers are assumed to have the upper hand and the goods are designed to fulfil their desires and purposes, in the latter, anything produced is bought and thus there is no doubt of purchaser desires.

2.2 DEFINITION OF CONSUMER AND CONSUMER BEHAVIOUR

❖ Consumer

- An individual who buys products or services for his very own usage, not for manufacture or resale.
- A consumer is one who could make the selection of whether or not to purchase an object at the shop and someone who can be stimulated with the aid of advertising.
- The final purchaser is additionally referred to as the final consumer. He is the end user, the man or woman shopping for items or offerings for the private or to be used in the home.
- The individual that consumes the product or services might also or won't have the stopping power.

❖ Consumer behaviour

- Consumer behaviour refers to the technique in which an individual reaches the desire related to the choice, buying and use of goods and services.
- Customer behaviour is the look at human responses to product services and marketing of services and products.
- The term purchaser behaviour refers back to the consumers show in attempts to find purchasing, the use of, comparing, and removing products or offerings that they expect will satisfy their wishes.
- Customer behaviour refers to the moves and decision techniques of people who buy items and offerings for consumption.

- Consumer behaviour is the mental-communicational procedure and the observable behaviour of purchasers throughout looking, buying and publishing intake of a product or facility.
- Consumer behaviour is the look at ways people, companies, and corporations choose, buy, use, and remove goods, offerings, thoughts, or stories to meet their wants and desires.

2.3 CONSUMER MARKET

A purchaser marketplace is a machine that allows us to buy products, goods, and services. These items can be kept private or shared with others. In the purchaser market, you make your own decisions about how you will spend your money and use the goods you buy. Purchaser market characteristics can include demographic developments such as age and income. The consumer marketplace refers to customers who buy goods and services for personal consumption rather than resale. The various types of purchaser markets are classified as follows:

1. Business to Business (B2B)
2. Business to Government (B2G)
3. Business to Consumer (B2C)
4. Consumer to Consumer (C2C)
5. Consumer to Business (C2B)

However, because of unique characteristics that distinguish certain customers from others, not all customers are the same as each other in their tastes, alternatives, and purchasing behaviour. These specific buyer characteristics include various demographic, psychographic, behavioural, and geographic developments. Industrialists frequently define these buyer characteristics as complete market segmentation, the process of isolating and identifying key consumer businesses. Purchaser markets today are undergoing rapid changes and are flooded with new opportunities and challenging situations. The primary reasons for the changed scenario in the purchaser marketplace are significant changes in purchasing behaviour, industrial lifestyle, and the expansion of the carrier sector.

2.4 WHAT AFFECTS CONSUMER BEHAVIOUR?

Many factors can influence buyer behaviour; however, the most common factors influencing buyer behaviour are:

1. Marketing campaigns

Marketing campaigns have a significant impact on purchasing decisions. They can even convince consumers to switch brands or choose more expensive alternatives if done correctly and frequently, with the right advertising and marketing message. Advertising campaigns, which include Facebook ads for e-commerce, can also be used as reminders for products/services that should be offered frequently but aren't always on customers' minds (like an insurance for instance). An effective marketing message can influence impulse purchases.

2. Economic conditions

Financial circumstances are especially important for high-priced items (such as houses or automobiles). A favourable economic environment is known to make purchasers more confident and willing to make purchases regardless of their financial liabilities. For large purchases, the consumer's decision-making process takes longer, and it may be influenced by more personal factors at the same time.

3. Personal preferences

Personal factors such as likes, dislikes, priorities, morals, and values can also influence purchasing behaviour. Private criticism is especially effective in industries such as fashion or food. Of course, advertisements can influence behaviour, but at the end of the day, customers' choices are heavily influenced by their preferences. If you're a vegan, no matter how many burger joint advertisements you see, you're not going to start eating meat as a result.

4. Group influence

Peer pressure also has an impact on customer behaviour. What our family members, classmates, local loved ones, neighbours, and friends believe or do can have a significant impact on our decisions. Consumer buying behaviour is influenced by social psychology. Choosing fast food over home-cooked meals, for example, is just one example. The level of education and social factors will have an impact.

5. Purchasing power

Last but not least, our purchasing power has a significant influence on our behaviour. Unless you're a billionaire, you'll consider your budget before making a purchase decision. The product is probably excellent, and the marketing is probably excellent, but if you don't have the money for it, you won't buy it. Segmenting customers based on their purchasing ability will help entrepreneurs in determining eligible customers and achieving better results.

2.5 CONSUMER BEHAVIOUR IN AN UNSTABLE ECONOMY

In general, customer behaviour is the observation of the procedures that individuals or groups go through when making purchasing decisions in order to fulfil their desires. Generally, purchasing behaviour includes a wide range of purchaser selections that can depend entirely on a wide range of factors such as earnings, demographics, and social and cultural factors. Aside from the simple internal elements that may be thought to be influential to purchasing behaviour, there are a number of things that would be simulated by the outside events in the customer's surroundings. It is far important to note that customer behaviour is a combination of the consumer's purchasing awareness combined with external motivators to result in a change in the purchaser's behaviour. Because of the external influence on the internal community elements, most economies around the world have one problem.

Because of its critical importance to businesses all over the world, the phenomenon of purchase behaviour has drawn the attention of many researchers. A company can expect customers' desires by predicting their behaviour, and then work on fulfilling those needs and meeting their customers' expectations. This would eventually assist corporations to maintain their prosperity and achieve their long-term goals. The context of these studies can significantly assist organisations and professionals in identifying the changes that are likely to occur in purchasers' purchasing behaviour as a result of the global financial disaster. Several large financial institutions and banks failed during the 2007 financial crisis. The US monetary system's shortfall and the collapse of America's securitization loan market had a cascading effect on other industrialized economies around the world. The disaster caused disruptions to the effective European and Asian economies, putting them on the edge of collapse and a deep recession. Other flaws in international monetary structures have emerged.

Customers' panic and uncertainty increased as a result of the new financial events. Many customers throughout the industry were concerned about their financial and material security. Aside from reduced employment income, many households have lost their life savings due to bank failure or a sharp decline in the value of their homes and stocks. The social consequences of the economic disaster are most visible in developing countries, where the poor are disproportionately affected as demand for their labour falls, prices of critical commodities skyrocket, and social services are cut. They are being forced to pull their children out of school, and food is being rationed for some of their own families, with women being the first to give up their share.

The general economic slowdown and rising unemployment forced households to increase working hours or send more people to work. As a result, family expenditure falls through just as much as earnings. Customers cannot save you the decrease in overall expenditure; instead, they tend to change the basket of goods purchased. For example, expenditure on meals and necessities rises when compared to expenditure on clothing. The crisis brought markets to a halt, and significant changes appeared in their structure. Consumers altered their purchasing habits. They begin to be concerned about their jobs and no longer enjoy spending their money. They postponed or reduced a large number of purchases related to recreation and leisure. To avoid repeat purchases, humans may begin shopping for smaller portions or switch to larger-length objects.

The government's role is to protect customers from inflation by controlling and preventing costs from rising further, ensuring that customers' purchasing power does not decline, causing serious problems such as long-term unemployment and poverty.

2.6 CONSUMER INTEREST:

Every customer is drawn to one-of-a-kind services and products. Consumer interest is nothing more than a buyer's willingness to buy products and services that suit their taste, desire, and budget. Purchaser Behaviour is a division that deals with the various stages a customer goes through before purchasing services or products for his or her personal use.

To build a successful business, directors must be able to attract the attention of potential customers. Customers are unlikely to be interested in a product if they are unaware of its existence or are not informed of its benefits.

Why do you think an individual buys a product?

- Requirement
- Social Status
- Gifting Purpose

Why do you think an individual does not buy a product?

- No requirement
- Income/Budget/Financial constraints
- Perception

When do you think consumers purchase products?

- Festive season
- Birthday
- Anniversary
- Marriage or other special occasions

2.7 TYPES OF CONSUMER BEHAVIOUR

There are four main types of consumer behaviour:

1. Complex buying behaviour

This type of behaviour is observed when customers purchase a costly, infrequently sold product. They are particularly concerned with the purchase procedure and purchasers' research prior to committing to a high-priced investment. Consider shopping for a house or a car as an example of complicated shopping behaviours.

2. Dissonance-reducing buying behaviour

The purchaser is extremely concerned about the acquisition process but is having difficulty distinguishing between brands. 'Dissonance' can occur when a consumer is concerned that they will regret their decision.

Consider purchasing a lawnmower. You will select one primarily based on cost and convenience, but after making the purchase, you may be looking for confirmation that you made the correct choice.

3. Habitual buying behaviour

The consumer has little or no involvement in the product or symbol class, which characterises habitual purchases. Consider grocery shopping: you go to the store and buy your preferred type of bread. You're displaying a common pattern, not strong brand loyalty.

4. Variety seeking behaviour

In this case, a customer purchases a new product not because they were dissatisfied with the previous one, but because they are looking for variety. For example, while experimenting with new shower gel scents. Knowing what types of customers your e-save attracts will give you a better idea of how to segment consumer types.

2.8 APPROACHES TO STUDY CONSUMER BEHAVIOUR

There are two broad approaches to the study of consumer behaviour:

1. Managerial Approach

2. Holistic Approach

1. Managerial Approach

It sees customer behaviour as an application of social technological know-how. It is being researched as an additional tool and foundation for expanding marketing techniques. A managerial approach to consumer behaviour is more micro and cognitive in nature. It focuses on the individual customer, emphasising his or her attitudes, perceptions, lifestyle, and demographic characteristics.

Environmental outcomes—reference organisations, one's own family, and tradition—are studied in the context of how they affect the character customer. A managerial orientation is more micro, but it is also more conceptual; that is, it emphasises the thought processes of individual customers and the factors that influence their choices. Marketing executives see such a focus on the individual as the most natural. The goal of all marketing methods should be to fulfil the desires of male and female customers in a socially responsible manner. Facts about the customer's desires (favourite product benefit), thought processes (attitudes and perceptions), and characteristics are gathered (existence and demographics).

This data is then aggregated to define consumer segments that can be targeted with the agency's services. As a result, a more prosperous, older small child boom phase

is likely to be identified, one that prefers casual clothing and values performance over status.

Identification of the type of phase could have implications for businesses ranging from clothing to home computers, and from yogurt to motors. However, there are risks to adopting a rigid managerial approach.

First, it may overestimate consumers' rationality. According to the cognitive viewpoint, customers look for and process facts in a few systematic ways in order to meet their needs. However, such systematic processing may not occur in many cases, such as when consumers purchase the merchandise for a symbolic fee, on impulse, or on an addictive basis. In those cases, using a strict method may not reveal the foundational nature of the customer's decision.

Second, a micro perspective may overlook the dynamics of environmental elements that are unrelated to the individual. For example, a culturally derived perspective on gift-giving within the context of ritual behaviour may be useful to many entrepreneurs. However, if the focus is primarily on male or female consumers, this angle is likely to be overemphasised.

Third, a managerial attitude is more concerned with a purchase than with consumption. This is only natural given that advertising and marketing executives place a premium on sales effects as represented by purchasing behaviour. However, the focus of many people has recently shifted to what happens after the acquisition. The consumption is commonly used to describe pride rather than the 13-buy experience. A new area of advertising and marketing known as dating advertising recognises that marketers should continue to court their customers after the purchase. And, to a large extent, this relationship will be determined by consumer behaviour.

2. Holistic Approach

A holistic approach is more macro-focused. As it focuses on the larger, culturally derived context of consumption, it tends to focus more on the nature of consumption delight than on the purchasing procedure. Consumption is seen as both symbolic and purposeful, antisocial and social, and idiosyncratic and normative. Outside of its impact on consumption enjoyment, purchase behaviour is of little inherent

interest. Because shopping is frequently culturally derived, it is studied within the context of purchasing rather than decision-making.

A holistic approach has some disadvantages. The most important point is that findings concerning the culturally derived meanings of consumer moves and absorption experiences will not be actionable from a marketer's standpoint. This should not bother people who examine customer behaviour for its own sake, but findings from customer behaviour should be actionable for advertising techniques in a business context. Second, a holistic approach no longer places sufficient emphasis on purchasing decisions. Marketers must understand how customers make decisions in order to persuade them. Third, while many patron decisions are not made through a systematic processing procedure, many are. A basic understanding of such cognitive procedures is required if entrepreneurs are to meet the requirements of their customers.

2.9 APPLICATION OF CONSUMER BEHAVIOUR IN MARKETING

Consumer behaviour principles are applied in many areas of marketing as discussed below:

1. Analysing market opportunity

An analysis of customer behaviour enables the identification of consumers' unfulfilled wants and needs. This necessitates an examination of the market's characteristics and situations, as well as customers' lifestyles, income ranges, and emerging impacts. This can represent unhappy wants and desires. The trend towards a greater number of dual-income households, as well as an increased emphasis on convenience and entertainment, has resulted in new demands for family gadgets such as washing machines, mixer grinders, vacuum cleaners, and childcare centres, among others. Products were marketed in response to a genuine and unfulfilled consumer desire.

2. Selecting target market

A market evaluation frequently helps to identify distinct customer segments with very awesome and distinct wants and desires. Understanding these companies, as well as how they behave and make purchasing decisions, enables the marketer to design and market services or products that are primarily tailored to their needs and desires.

3. Marketing mix decisions

Once unsatisfied needs and wants are identified, the marketer has to decide the proper mix of product, price, distribution and promotion. Right here too, purchaser behaviour has a look at could be very useful in finding answers to many confusing questions.

i. Product

Entrepreneurs create products or services to meet unfulfilled needs or desires. Similarly, options for product size, shape, and features exist. The marketer must also make decisions about service packaging, warranties, and add-ons, among other things. Maggie noodles were first introduced by Nestle in masala and capsicum flavours. Finally, with consumer preferences in mind, the organisation introduced garlic, Shabhar, and other flavours.

ii. Price

Price is the second most important aspect of the advertising and marketing mix. Marketers must decide how much to charge for the product or service. These decisions will have an effect on the flow of revenue to the business. It is far more convenient for the marketer to discover solutions to these critical issues through customer conduct research in actual purchasing situations.

iii. Distribution

The following decision is about the distribution channel, or where and how to sell products and services. Should the products be available in all stores or only in a few? Should the marketer use only existing retailers, which also promote competing brands, or should new unique shops promoting solely the marketer's brands be created? Is the location of a store important to customers? Should the company consider direct advertising? Customer behaviour studies are used to provide answers to these questions.

iv. Promotion

Promotion is concerned with advertising communications to customers; the more important techniques are advertising and marketing, personal promoting, income merchandising, exposure, and direct advertising. The marketer must determine which method will be most effective in reaching

out to customers. Is it necessary to market purely or in combination with sales promotion? The company must recognise the target customers, their location, what media they have access to and what media options they have, and so on. In most cases, there will be little or no advertising. Brochures containing technical specifications are distributed to clients on a regular basis, and salespeople conduct follow-up visits.

2.10 CONSUMER BEHAVIOUR MODELS

Economic or Marshallian Model

Economists were the ones who first proposed this principle. They provided a formal explanation for the customer's behaviour. According to this concept, customers are assumed to be rational and very well at monetary calculations. They conform to the law of marginal utility. A customer seeks to spend his or her money on items that provide the most pleasure (application) in relation to his or her interests and at a reasonable price. Earnings, as well as their distribution and stage, influence purchasing behaviour. The following economic factors influence customer behaviour:

1. Disposable Personal Income

The economists attempted to establish a relationship between earnings and spending. Disposable personal profits represent a purchaser's purchasing power. Profit exchange has a direct relationship with shopping behaviour. Non-public consumption spending tends to rise and fall at a slower rate than disposable personal income. Personal earnings are available in a variety of situations, including:

i. Size of family income

The size of the family and the size of the family's earnings influence spending and saving patterns. Large families typically spend more on evaluation, while small households spend much less.

ii. Income Expectation

The earnings expected in the future are directly related to purchasing behaviour. Higher or lower earnings expectations have a direct impact on spending plans.

iii. Tendency to Spend and Save

This is related to purchasers' addiction to spending or shopping from their disposable profits. Purchasers lose money if they place too much emphasis on their existing desires. And customers spend less if they give significance to future desires.

iv. Liquidity of Funds

The liquidity of assets that are easily convertible into cash significantly stimulates normal purchasing plans. For example, marketable stocks and bonds, as well as bank balances, fall into this category. However, these convertible assets have an impact on the customer's freedom, as they virtually buy with reduced income.

2. Consumer Credit Facility for consumer

Credit devices, such as purchase buy, instalment buy, and so on, play an important role in purchase selection. A customer has more purchasing power. 'Buy now, pay later' plays an important role in the rapidly expanding market for automobiles, scooters, washing machines, furniture, televisions, and so on.

The economic model of customer behaviour is one-dimensional. It's far based on sure predictions of buying conduct. They're:

- a. lower the product charge, higher the sales
- b. lower the scale of the artificial product, lower the product sale
- c. higher the actual income, the higher the sales of this product
- d. higher the promotional costs, higher the sales

However, the old saying 'lower the price of a product, higher the sales' may not be accurate because customers may perceive the product to be unfashionable.

This model, according to behavioural researchers, ignores all other elements such as belief, motivation, learning, mindset and personality, and sociocultural factors. Similarly, it has been discovered that consumers are also prompted by various advertising variables such as merchandise, a strong distribution network, and advertising conversation. As a result, it is widely assumed that the monetary version is insufficient. It assumes a homogeneous market, whereas markets are assumed to be heterogeneous.

Psychoanalytical Model

This idea was advanced by Sigmund Freud. According to him, the human persona consists of three components:

1. Identification is the source of all mental strength that propels us forward.
2. The wonderful ego, the internal representation of what is socially acceptable conscience
3. The Ego, is the conscious director of identification impulses for socially acceptable pleasure wanting.

The relative energy of the three factors in the private potential influences customer behaviour. Motivational research has been concerned with investigating customer behaviour motives in order to increase appropriate advertising implications for this reason. This method was used to generate ideas for expanding—the layout, features, advertising, and various promotional strategies.

Sociological Model

Individual selection and behaviour are frequently motivated by one's own family and society, according to this concept. He is stimulated by it and, as a result, has an impact on its development. He works in a variety of capacities as a member of formal and informal associations or organisations, such as being a member of a family, an employee of a company, a member of a professional forum, and an active member of a casual cultural enterprise. As a result, he is primarily influenced by the institution to which he belongs. As an example, one can make the decision, another can complete the transaction, and the product can be used by any other family member. In this case, a mother decides to purchase a small cycle for her child, the cycle is purchased by the father, and the user is the child.

2.11 IMPORTANCE OF CONSUMER BEHAVIOUR

Understanding customer behaviour is essential for any employer before launching a product. The corporation will suffer losses if it fails to analyse how a purchaser will react to a specific product. Customer behaviour is complicated because each purchaser has unique thoughts and attitudes towards product purchase, consumption, and disposal. Knowing the theories and concepts of customer behaviour makes it easier to effectively market a product or service. Furthermore, analysing customer behaviour helps in a variety of ways. Because of the constant change in living requirements, fashion, and style, as well as the change in era, customers' attitudes towards product acquisition vary. Knowing how

to use those elements is extremely important because product marketing is heavily reliant on them.

1. Modern Philosophy:

It is concerned with modern advertising and marketing philosophy to discover customers' desires and satisfy them more effectively than competitors. It makes advertising and marketing more customer-focused. The most important thing is to win.

2. Achievement of Goals:

The key to a company's survival, profitability, and growth in a highly competitive advertising and marketing environment is its ability to identify and fulfil unfulfilled buyer desires earlier and more effectively than the competition. As a result, consumer behaviour enables the achievement of advertising goals.

3. Useful for Dealers and Salesmen:

The examination of customer behaviour is not beneficial to the enterprise on its own. Knowledge of client behaviour is equally useful for middlemen and salespeople to perform their duties effectively in meeting clients' wants and desires. Purchaser behaviour thus improves the overall performance of the distribution device.

4. More Relevant Marketing Programme:

Marketing plans, including product, price, promotion, and distribution options, can be more objectively organised. If the programme is entirely based on consumer behaviour research, it may be more relevant. A meaningful advertising programme can help you realise your advertising dreams.

5. Adjusting Marketing Programme over Time:

Purchaser behaviour is the continuous study of the consumer reaction pattern. As a result, a marketer can easily recognise the changes occurring in the market. To keep up with the market, marketers can make significant changes to their advertising and marketing programmes based entirely on current market trends.

6. Predicting Market Trend:

Purchaser behaviour can also be used to forecast future market trends. Marketers find enough time to prepare for available opportunities and/or deal with challenges and threats.

7. Consumer Differentiation:

Significant market differentiations are well-known. Every market segment requires and desires exceptional merchandise. A separate advertising programme is required for each segment. Understanding buyer differentiation is essential for matching marketing offers with distinct customer organisations. Consumer behaviour research provides information about purchasers' differences.

8. Creation and Retention of Consumers:

Entrepreneurs who base their services on the popularity of consumer needs will find a ready market for their goods. The employer believes it is appropriate to promote its products. Similarly, the company can keep its customers for a long time by continuously studying customer behaviour and attempting to meet changing customer expectations.

9. Competition:

Customer behaviour analysis also aids in dealing with competition. More aggressive blessings can be offered based on customer expectations. It is extremely beneficial in terms of improving the company's competitive strengths.

10. Developing New Products:

The new product is evolved in recognising of wants and desires of the goal marketplace. So as to increase the satisfactory-product, a marketer has to understand accurately the market. As a result, examine of purchaser behaviour is the bottom for developing a brand new product efficiently.

11. Dynamic Nature of Market:

Customer behaviour specialises in the market's dynamic nature. It enables the manager to be more dynamic, alert, and energetic in satisfying customers better and sooner than the competition. Consumer behaviour is critical for observing market movements.

12. Effective Use of Productive Resources:

The examination of consumer behaviour helps the supervisor in making organisational efforts more consumer-oriented. It ensures that sources are used precisely to achieve maximum performance. Every asset unit has the potential to contribute the most to the achievement of goals. It should be mentioned that studying customer behaviour isn't only important for current earnings, but also for forecasting the future market.

Consumer behaviour assumes that if you meet the needs of your customers, they will take care of your needs. The majority of issues can be reasonably resolved by examining customers' behaviour. Without an examination of customer behaviour, current advertising practice is nearly impossible.

2.12 CUSTOMER BEHAVIOUR PATTERNS

Purchasing patterns are not the same as purchasing behaviour. Patterns show a predictable conceptual layout, whereas conduct evolved as behaviours closer to a movement and became more unexpected over time.

Each customer has his or her own shopping behaviour, whereas shopping behaviour styles are collective and provide entrepreneurs with a distinct characterization. Consumer behaviour styles can be classified as follows:

1. Place of purchase

Although all devices are available in the same store, most users will split their purchases across multiple stores. Consider your favourite hypermarket: while you might find clothes and shoes there, you're more likely to buy them from a good-reputation clothing manufacturer.

While a customer has the ability and access to buy the same products in different stores, they are not completely reliant on any save unless it is the only store they have access to. Entrepreneurs will be able to identify key keep places by studying consumer behaviour in terms of desire for the region.

2. Items purchased

Analysing a shopping basket can provide marketers with numerous consumer insights about the tools purchased and how much of each item was purchased.

Necessity items can be purchased in bulk at the same time, whereas luxury items are much more likely to be purchased infrequently and in small quantities.

The quantity of each object purchased is determined by the object's perishability, the customer's purchasing power, the unit of sale, the fee, the number of purchasers for whom the object is intended, and so on.

3. Time and frequency of purchase

Consumers will shop based on their convenience and will depend on carriers even at odd hours, especially with the advancement of e-commerce technology, where everything is just a few clicks away.

It is the shop's responsibility to meet these needs by identifying a buy pattern and healthy its provider in accordance with the time and frequency of purchases. Keep in mind that seasonal variations and nearby differences must also be considered.

4. Method of purchase

A customer can either walk into a store and purchase an item there and then order online and pay via credit card or shipping. The purchasing strategy can also encourage the buyer to spend more money (for online purchasing, you may also be charged a transport price for instance).

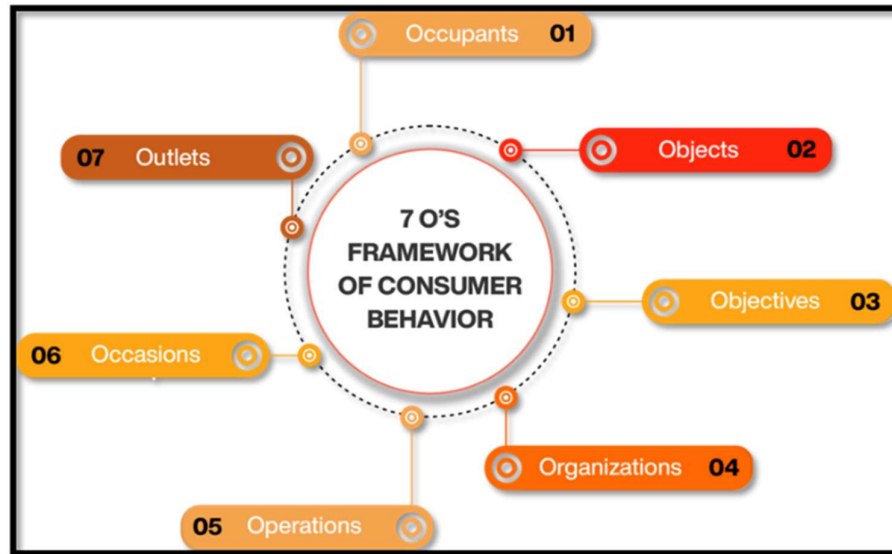
The manner in which a customer purchases an item reveals a lot about the type of buyer he is. Increasing records about their behaviour patterns allows you to identify new ways to get customers to buy more frequently and at higher prices. Take into account all of the information you've already gathered about your customers.

2.13 7 O'S FRAMEWORK OF CONSUMER BEHAVIOUR

A framework has been developed to capture consumer behaviours by addressing numerous customer behaviour problems. This framework, popularly known as the 7 O's Framework, is used to obtain a basic understanding of consumer behaviour.

FIGURE - 2.1

70's FRAMEWORK OF CONSUMER BEHAVIOUR



(Source: Image downloader)

1. **Occupants:** who's the customer
2. **Object of Purchase:** What does the customer purchase
3. **Objective:** Why is the customer shopping
4. **Occasion:** when do they buy or How often do they buy and Use
5. **Outlets:** where do they buy
6. **Operations:** How do they buy
7. **Organisation:** who's involved

2.14 FACTORS AFFECTING CONSUMER BEHAVIOUR

The examination of consumer behaviour is primarily aimed at identifying the possible behaviour offered by a consumer at all levels, i.e. individual or group stage. This examination aids in determining their induced behaviour when making decisions about picking, purchasing, consuming, and disposing of produce or centres.

Furthermore, every consumer, from a child to a global company executive, aims for elements to meet their basic wants and needs. The examination of consumer behaviour assists in identifying the various determinants of decision-making systems that influence a user's shopping behaviour. Users from various histories, cultures, social, public, and psychological backgrounds, and so on. Can exhibit completely unusual behaviour while making purchase-related decisions.

A customer's behaviour is largely determined by a variety of factors known as Determinants of Purchaser Behaviour. These various factors can also be classified into four major categories: private factors, economic factors, sociological factors, and psychological factors. The following phase seeks to identify the numerous elements influencing consumer behaviours.

1. Personal Factors

Personal factors of a man or woman such as age, life stage, lifestyle style, character, career, income, and so on. Are the primary determinants of a consumer's behaviour? A consumer's purchasing habits and patterns change in response to changes in their life stage. There are certain habits such as flavour, clothing style, undertaking, and so on. Are determined by age. Many aspects of an individual's life, such as their values, interests, and practises, evolve over time.

Furthermore, a home degree influences brand selection and shopping styles. Dealers are now focusing on other ranges such as childless couples, same-sex couples, single parents, and live-in couples in the afternoon.

The consumer's career, as well as his purchasing power, influences his purchasing decision. The level of profits also indicated a buyer's purchasing affordability. People in low-income institutions are more interested in purchasing survival items rather than expensive ones.

Someone's lifestyle style also reflects how they spend their money on various goods and services. As a result, it can be stated that private elements and traits are also important factors that influence a user's shopping behaviour.

2. Economic Factors

Many economic factors can also influence a purchaser's behaviour. The following are the most important factors that may have an impact on the economy.

i. Personal income

This is the largest full-size function because it represents a consumer's purchasing power. Even after expending a portion of his earnings to various expenses, such as taxes, loan and interest charges, fixed charges burden, and so on. The left portion is known as throwaway earnings, also known as disposable income. The disposable income has a terrible relationship with

consumer spending because as this income rises, a customer's spending rises and vice versa. Furthermore, changes in disposable income lead to changes in demand for various types of goods. In the scenario, the customer first tries to meet his bare minimum in order to provide for his family. The remainder of the capital expenditure is spent on the extra call, which represents earnings. This appropriation is also strongly related to spending money on behaviour rather than items that improve his or her fitness.

ii. Family income

Within the united states like India, in which there's an idea of a blended circle of relatives, the „consumers buying behaviour is basically stricken by the complete income of all the family individuals of a combined family.

Furthermore, an increase in profits for one member of a family may be offset by a decrease in profits for another member of the family.

Furthermore, the products and services demanded by joint and nuclear family members can differ.

iii. Expectancy about future income

The amount of the consumer's current expenditure is also determined by his expectations about his future profits. If he believes that his future profits will be lower, he will only spend to meet his basic needs. On the other hand, if he assumes an increase in his profits in the future, he will begin spending more on non-essential items.

iv. Availability of credit facilities

Typically, a financial system's expanding credit score capabilities induce the demand pattern of its family. Clean access to loan and credit score facility, frequently in the shape of not-on-time fees; component charge purchasing on smooth month-to-month instalments, and rental buy arrangements persuade customers to shop for exceptional purchaser durables. The lack of such facilities may also cause consumers to postpone their purchase decision.

v. Living standard

The way of life that a customer is used to has a significant impact on his spending habits. His sales may also abruptly fall, but his spending pattern and expenditure will no longer fall proportionally because he will discover it difficult to deviate from he already maintained residing popularity. It may also appear that in order to pay his fees, he may decide to borrow from others. On the other hand, if the consumer's earnings increase on a consistent basis, he may be enticed to raise his usual living standard.

3. Social factors

Individual consumers' social elements can also influence their purchasing patterns and behaviour. Every individual is surrounded by various social positioning factors such as family, neighbours, peer groups, art agencies, roles, and standing. In such cases, it is strongly advised that people remain in groups. Some of the elements referred to as social issues that have an impact on client behaviour are defined below.

i. Family

It's by far the most popular. It connects the individual to an extensive civilization. This is the group in charge of carrying out the role appropriate for a man or woman's adult life. Expectations, insouciances, and ideas of a circle of relative's members influence customer selections in the circle of relative's surroundings. Furthermore, all members of the family consume the foodstuffs and use the offerings, so they play critical roles in the decision-making process.

Typically, family members should play four major roles: originator, persuader, decider, and operator. Individual buyers can take on multiple roles. The collection founder perceives a need for the product; the provider communicates the acquisition decision. The selector has the final say on the option, and the operator is immediately entangled in consuming the product. In most advanced countries, where there is a small number of joint families, nuclear families exist at a higher level, with the aid of the circle of relatives consisting of the father, mother, and children. In this type of situation, the mother usually decides on purchases such as food and clothing, whereas the

father decides on expenditures such as education, insurance, investments, and housing, among other things. The majority of leisure facilities are chosen by children.

ii. Reference group

A customer is associated with several companies in addition to being a member of their own family. These external corporations are referred to as reference agencies. These groups can be formal or informal, social or expert bureaucracies. However, any type of reference institution can influence a consumer's evaluations, beliefs, and aspirations. During the process, the customer obtains information from their reference agencies on topics such as product, fee, overall performance, first-class, style and design, and so on. Furthermore, these corporations are very effective at developing or destroying images of newly released products or services.

iii. Opinion leaders

As a propriety of reference corporations, there is always a disagreeable organisation leader here. The activities, beliefs, and behaviour displayed by this organization's leader are frequently assumed to be a concept and thus are observed by the followers. Those group leaders are frequently consulted when making new purchase decisions. So, you can actually deliver or take that those company leaders play a significant influencing role while making purchasing decisions.

iv. Culture and sub-culture

It discusses theories, everyday ethics, requirements, and customs that extend socially from one peer institution to the next. Culture is something that represents a customer's behaviour pattern as well. Usually, cultures are restricted to a specific location, but there is no agreement that two distinct countries cannot share a unique set of cultural heritage. A lifestyle also influences the style, design, colour, and type of product, among other things. As a result, we can conclude that subculture influences customer behaviour, which then becomes an important determinant in the customer purchasing decision system. Each society is also made up of numerous agencies within a culture. These sub-corporations are known as sub-tradition. As an example,

we can find students, experts, athletes, and so on. Creating a unique institution for each class. Each character who is related to any of the sub-ways of life may be affected by the consumption pattern of that sub-way of life.

v. Social class and caste:

Close institution is a smaller cluster than social class. Such a group is formed by the earnings, reputation, proprietorship, education, consumption sample, career, and location of the awesome men and women's homes. Human beings in our country are divided into three basic classes: those with high incomes, those with middle incomes, and those with low incomes. While a caste is a group whose membership is determined by an organic start. The caste system evolved over time as a result of professional specialisation. In India, there are four major castes: Brahmins, Kshatriyas, Vaishyas, and Sudras. Individually, social lessons and caste shape personal preferences, beliefs, patterns, and behaviour patterns. It is commonly observed that members of a category select a specific logo of a product and purchase from a specific store, which aids their group norms. Individuals from one caste, for example, may not purchase a meal from a motel if the meal is prepared by people from another caste or community. As a result, it is clear that such societal businesses have a significant influence on purchasing behaviour.

4. Psychological factors

According to modern cultural psychologists, a few fundamental factors such as motivation, concept, mindset, and learning knowledge, all of which may be internal to the customer, also verify his absorption sample and behaviour. In everyday life, a purchasing decision is the result of various types of desires and reasons, and these psychological elements aid in abstaining or causing the reasons to purchase. As a result, those mental factors appear to be very important variables influencing customer behaviour regarding the purchase of services and products. These elements are briefly described below.

i. Motivation:

Motivation is an important route to power. Connects the boost and the retort. It refers to the recruitment, power, and pursuits involved in the appearance of a series of actions. This motion is referred to as behaviour. A person attempts

to reduce his or her anxiety about his or her country with the help of these effective ceremonies in order to protect and fulfil his or her identity. It is a fully integrated machine with an intellectual and cognitive system. The reasons can range from herbal needs such as food, clothing, and shelter to a strong preference for self-notion. Certain motivations also stimulate the consumer. He wishes to please his/her goals, which is why he initiates a few activities to accomplish his/her goals. That is why it miles said that the motion of the customer is basically affected by his motivation of doing or abstaining from doing something.

ii. Perception:

It is the gradual method in which an individual is assumed to be the problem who collects, organises, and translates the stimulation available in their surroundings. Opinion leads to consideration, and consideration leads to action. A belief attempts to provide meaning to any item or to any man or woman. However, thought is the result of various determinants to it, including the ability to look or pay attention to a message, feelings of needing assistance, love, and everything else that changes the message the person receives.

According to recent experiments, everyone's moves and behaviours are highly discriminated against from one's point of view. Furthermore, the purchase decision made by the consumer is the result of the discretion of the character in question. One has an idea about the product, its price, its current market availability, and stock purchases of the product.

According to an online survey, 99% of the motivation people choose comes from the approach that has been described and the relaxation of the target market. This is why, in the field of advertising, marketers prefer visual commercials to audio commercials. As a result, we can also say that data and knowledge about consumer perceptions help us understand how and why consumers' perceptions exaggerate their behaviour.

iii. Learning:

In the field of psychology, studying is defined as any continuous change in behaviour that occurs as a result of previous studies. The entire learning

system consists of four distinct levels: interest, retention, duplicate, and reinforcement. The term "force" refers to an inner eager kingdom of thoughts that justifies dealings. Hunger, for example, can be a source of power. Attention is a technique for observing stimulation provided by the environment.

Consisting of, watching, and comprehending a television or radio commercial refers to the consumer's focus on the manufacturer's product or offerings. Finally, encouragement defines the praise one receives from the reactions of others. For example, if the customer is relatively pleased with his sold service or product, and he selects the emblem, a positive reinforcement occurs, and his addiction to buying and re-buying is formed as a result. On the other hand, if he is dissatisfied or upset with his purchase decision, there may be negative reinforcement, and as a result, his learning habit will die.

2.15 NATURE OF CONSUMER BEHAVIOUR:

1. Influenced by various factors:

The various factors that influence consumer behaviour are as follows:

- Marketing factors such as product layout, price, promotion, packaging, positioning, and distribution.
- Personal factors such as age, gender, education, and income stage.
- Psychological factors such as purchasing motivations, product perception, and attitudes towards the product.
- Situational factors such as physical surroundings at the time of purchase, social surroundings, and time factors.
- Social factors such as social reputation, reference businesses, and family circle.
- Religious and social elegance—caste and sub-castes—are cultural elements.

2. Undergoes a constant change:

Customer behaviour is not constant. Depending on the nature of the products, it goes through an alternate over time. For example, children prefer colourful and fancy shoes, but as they grow older, as teens and teens, they prefer modern shoes, and as middle-aged and senior citizens, they prefer more sober footwear. The change in purchasing behaviour could be caused by a variety of factors such as increased income, education level, and advertising elements.

3. Varies from consumer to consumer:

Customers do not all behave in the same manner. Different consumers behave in different ways. Individual factors such as customer character, lifestyle, and way of life contribute to variations in patron behaviour. Some consumers, for example, are technophiles. They avoid purchasing and spending outside of their means.

They borrow money from friends, family, and banks, and in some cases use unethical methods to purchase advanced technology. However, there are some clients who, despite having extra cash, do not pass even for routine purchases and avoid the use and purchase of advanced technologies.

4. Varies from region to region and country to county:

Consumer behaviour varies across states, regions, and countries. For example, the behaviour of city customers differs from that of agricultural customers. A wide range of rural customers is conservative in their purchasing habits.

But has sufficient funds, wealthy rural consumers may imagine spending twice as much on luxuries, whereas city consumers may even take out bank loans to purchase luxury items such as automobiles and household appliances. Purchaser behaviour may also differ across states, regions, and countries. It varies according to family background, lifestyle, and stage of development.

5. Information on consumer behaviour is important to marketers:

Entrepreneurs want to have a thorough understanding of their customer's behaviour. They want to investigate the various factors that influence the client behaviour of their target clients.

Knowing about consumer behaviour allows them to make informed marketing decisions about the following factors:

- a. Product design/model
- b. Product pricing
- c. Product promotion
- d. Packaging
- e. Product positioning
- f. Distribution Location

6. Leads to purchase decision:

Positive purchasing behaviour results in a purchase decision. A customer can also make the decision to purchase a product for a variety of reasons. The acquisition decision leads to increased demand and sales growth for the entrepreneur. As a result, marketers want to influence customer behaviour in order to increase sales.

7. Varies from product to product:

For distinctive produce, customer behaviour is distinct. Some customers may purchase an excessive amount of positive items while purchasing very little or no other items. For example, teenagers may spend heavily on produce, cell phones, and branded clothing for snob appeal, but may not spend on well-known and academic reading. A middle-aged person may also spend less on clothing, but may also invest money in financial savings, insurance plans, pension plans, and so on.

8. Improves standard of living:

The buyers for consumer behaviour may also result in a higher standard of living. The more a person purchases goods and services, the higher the standard of living. However, if someone spends less on goods and services despite having a large income, they deprive themselves of a higher standard of living.

9. Reflects status:

Consumer behaviour is not only influenced by a purchaser's status, but it also reflects it. Customers who own luxury vehicles, watches, and other items are considered to be more popular. The luxurious objects also provide the proprietors with a pleasurable experience.

2.16 SCOPE OF CONSUMER BEHAVIOUR

1. Consumer behaviour and marketing management:

Effective business leaders understand the importance of advertising to their company's success. A valid understanding of consumer behaviour is critical to the long-term success of any advertising application. In reality, it is clearly visible as a cornerstone of the advertising and marketing concept, an important philosophical orientation of many advertising and marketing managers. The advertising concept is summarised in three interconnected orientations: customers' wants and desires, business enterprise integrated method.

2. Consumer behaviour and non-profit and social marketing:

In today's world, even non-profit organisations such as government organisations, spiritual faiths, universities, and charitable institutions must market their services to the "target institution of consumers or institution." In other cases, those businesses must entice the majority of people to support specific causes or ideas. Furthermore, they contribute to the elimination of societal problems. As a result, a thorough understanding of customer behaviour and decision-making processes will help those efforts.

3. Consumer behaviour and government decision making:

In recent years, the importance of customer behaviour concepts in government decision-making has grown. Essential areas of activity have been impacted:

i. Government services:

It is becoming increasingly common, and government provision of public services can benefit significantly from the knowledge of purchasers, or customers, of these offerings.

ii. Consumer protection:

Many organisations at all levels of government are concerned with regulating business practices in order to protect the welfare of consumers.

4. Consumer behaviour and demarketing:

It has become so clean that users are experiencing a technology of scarcity in terms of some natural fuel and water. Because of scarcity, promotions have emphasised conservation rather than consumption. In other cases, consumers were encouraged to reduce or discontinue their use of specific items suspected of having dangerous consequences. Packages designed to reduce drug abuse, gaming, and other forms of conception are examples. These actions were taken by government organisations, non-profit organisations, and other private organisations. The term "demarketing" refers to all efforts to persuade customers to reduce their consumption of specific services or products.

5. Consumer behaviour and consumer education:

Customers will also benefit directly from orderly investigations into their own behaviour. This can happen on an individual basis or as part of larger formal educational programmes. Customers may be more inclined to plot an attempt to save money if they learn that a large portion of the billions spent annually on grocery goods is used for consumer buying rather than spending according to a pre-planned buying list. In today's world, as entrepreneurs who may have an impact on purchasers' purchases, purchasers have the opportunity to better understand how they influence their personal behaviour.

2.17 CONSUMER DECISION RULES

These are commonly referred to as statistics processing strategies. These are methods that help customers evaluate various options and reduce the risk of making complex decisions by providing guidance. Choice rules were extensively classified into the following categories:

1. Compensatory Decision Rules:

Purchasers evaluate each feature of a brand or model and assign a weighted score to each logo. The calculated rating reflects the logo's value as a capability purchase preference. The purchaser is expected to choose the logo with the highest rating among competing brands. This rule's distinguishing feature is that it uses a positive assessment of a brand on one attribute to offset a negative assessment of a few other features. For example, a high-quality characteristic such as high fuel efficiency is balanced by a negative evaluation of high maintenance costs.

2. Non-compensatory Decision Rules:

In contrast to the preceding rule, non-compensatory guidelines do not allow customers to balance a high-quality evaluation of a brand on one attribute against a poor evaluation on another. Non-compensatory rules are classified into three types.

- **Conjunctive Decision Rule:**

The consumer establishes an exclusive, minimally ideal level as a cut-off point for each characteristic in the conjunctive choice rule. In this case, the option is removed for further consideration if a particular logo or model falls below the cut-off point on any attribute.

- **Disjunctive Rule:**

It is the 'mirror image' of the conjunctive rule. In this case, the customer defines a separate minimally suitable cut-off stage for each characteristic. In this case, if an alternative meets or exceeds the cut-off installed for any characteristic, it is considered conventional.

- **Lexicographic Decision Rule:**

According to this rule, the purchaser ranks the attributes in order of perceived relevance or significance. Later, he compares different options in terms of the single most important attribute. In this top-ranked opportunity, regardless of the rating on another attribute, if one option scores sufficiently high, it is chosen and the process ends.

2.18 LEVELS OF CONSUMER DECISION MAKING

The purchaser decision-making process is complex to different degrees. All purchase decisions no longer necessitate significant effort. It could be distinguished into three distinct levels of customer selection making on a continuum of effort ranging from very high to very low:

1. Extensive Problem Solving (EPS)
2. Limited Problem Solving (LPS)
3. Routine Problem Solving (RPS)

- 1. Extensive Problem Solving (EPS)**

When customers buy a new or unexpected product, they usually need a lot of information and a long time to decide. They should develop the concept of a new product category and establish the criteria for selecting the product or brand.

- 2. Limited Problem Solving (LPS)**

Customers may be familiar with both the product category and various brands within that category, but they have no firm brand preferences. They aim out additional information that will help them differentiate between various brands.

- 3. Routine Problem Solving (RPS)**

Customers who have already purchased a product or emblem require very little data to select the product. Consumers engage in routine and automated purchases.

2.19 CONSUMER DECISION MAKING

It is the decision-making process that leads to a purchase decision. Implementation of two or more opportunity movements or behaviours represents a desire.

The most honest decision-making occurs when customers conduct extensive data searches in order to cautiously compare or increase alternatives. Purchase decisions are made to meet needs and desires.

- **Stages In Consumer Decision Making**

The customer decision-making process is explained in five stages: problem identification, search statistics, alternative evaluation, purchase decision, and post-purchase behaviour.

- 1. Problem recognition**

When a person has an unfulfilled need, the purchasing process begins to meet the need; typically, unsatisfied needs cause anxiety. The nature of the desire indicates the speed with which someone acts to fulfil the disgruntled need, which is of extreme importance.

Paperwork is prioritised based on desire and importance. The majority of consumers appear to have two distinct desires or hassle popularity patterns. When a product fails to perform satisfactorily, some users realise they have a problem. In assessment, the decision to try something new may result in the selection technique.

- 2. Searching Information**

A desire that has been impressed and identified may be happy while the goods or offerings are to be taken. Customers' curiosity is proved by their desire to seek additional information about products or services.

Purchasers can use a variety of extraordinary sources of information, including friends, relatives neighbours, salespeople, sellers, advertisements, mass media, peeking, and, most importantly, customer enterprise. The number of checks that customers anticipate when they are in the purchasing process. They used confirmatory issue analysis to show that high probing costs and superior logo knowledge were related to lower search interest in new vehicles.

3. Evaluation of Alternative

The customer decision method is the only way for the customer service facts to be evaluated against alternative brands in the desired set. The assessment nation is the mental state of examining the product or service.

When evaluating alternatives, many values are taken into account, such as product attributes, logo photos, facilities, and concessions. For many customer goods, an overview of the purpose may be too multifaceted; customers may also evaluate manufacturers on two or three key functions and eliminate brands if they are no longer good enough on any one characteristic.

4. Decision on purchase

Consequently, the consumer arrives at a purchase decision which can be one of the three i.e. shopping for, buying later and purchasing now. Not buying makes the consumer to the problem admire step, as the practice bother, was no longer resolved and the consumer again associates with the system as its miles explained. A put-up price of buying may be because of a lesser motivation or evolving private and economic scenario that forces the consumer not to buy now or publish payment of buy for a future period of time. If positive attitudes are fashioned toward the determined opportunity, the customer will make a buy selection.

5. After purchase Behaviour

The customer's satisfaction is determined by the product's superiority, price, and ease of use in the marketplace; the product should meet the customer's expectations in order to keep the earnings. So, after purchase, there are three conditions: the consumer is content, the consumer is excited, or the consumer is dissatisfied. In the event of dissatisfaction, the customer returns to the hassle reputation level and also undertakes the data seek method, option evaluation, and purchase decision.

It begins with working relationships about how to use the product and is laid out in terms of fulfilment. In addition, such behaviour has been recreated in common purchases or identity forms. The experience of satisfied product use leads to recurring purchases, references from pleased customers to future customers, extra usage, and brand guidance. Publish a purchase behaviour examination that also includes how customers used and discarded the product after consumption.

6. Customer Satisfaction

The consumer's satisfaction with future purchases is dependent on the provider's performance in relation to the buyer's expectations. The level of a person's felt nation as a result of comparing a product's perceived performance (outcome) in relation to the man or woman's expectations is known as purchaser's delight. This preference stage is characterised by the distinction between perceived overall performance and customer expectations.

"a variety of things that have an effect on purchaser satisfaction, along with product high-quality, product accessibility and put up income assistance together with warranty and offerings. Purchaser satisfaction is regarded as proof of providing satisfactory products or services."

2.20 CONCLUSION

Consumer Behaviour is the study of how consumers select and buy goods, services, and ideas to satisfy their needs. Consumer behaviour influences the consumers' buying behaviour; hence, it is important to understand consumer behaviour in greater detail. Three factors influence consumer behaviour. Cultural, social, and personal -There are four major psychological processes that influence consumer behaviour: motivation, perception, learning, and memory. Typical purchasing processes include problem identification and information search. Alternative evaluation, post-purchase behaviour other people's attitudes, unexpected situational factors, and perceived risk can all influence a purchase decision.

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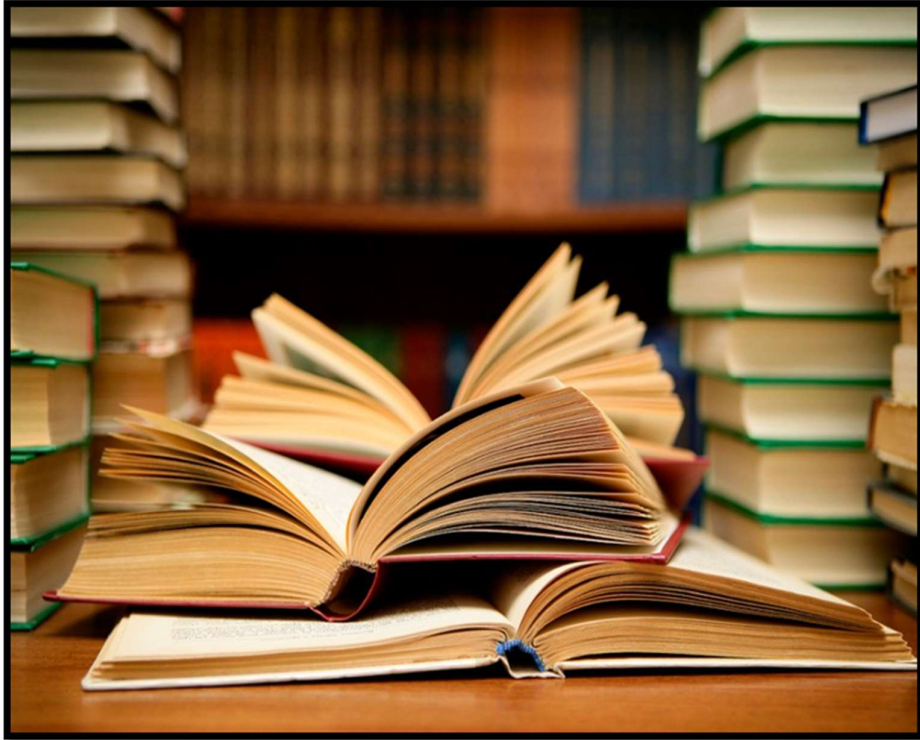
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CHAPTER- 3
REVIEW OF LITERATURE



CHAPTER- 3

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3.1 INTRODUCTION

In this chapter, some literature related to consumer buying behaviour for mobile phones has been reviewed. A literature review covers information that has been published in a specific field of study, and occasionally information that has been published within a specific time frame.

Although a literature review can simply be a list of sources, it typically follows an organizational structure and combines summary and synthesis. A synthesis is a reorganization or reshuffle of the material in a summary, which is a recap of the key points from the source. It could provide a fresh interpretation of dated information or blend fresh and outdated perspectives. Perhaps it might follow the intellectual progression of the field, including major arguments. Also, based on the circumstance, the literature review may assess the sources and inform the reader of the most pertinent or relevant.

3.2 OBJECTIVES

- It reviews the literature in the field of study you have chosen.
- It compiles a summary of the data from that literature.
- By pointing out gaps in present knowledge, exposing the limitations of ideas and points of view, suggesting areas for more research, and examining contentious issues, it critically analyses the material acquired.
- It organizes how the literature is presented.

3.3 PURPOSE

- Provide background information on the subject
- Determine areas of existing study to avoid duplication and to properly credit other scholars
- Recognize contradictions, such as gaps in the literature, inconsistencies between studies, and unanswered questions from other studies.
- Determine the need for more research (justifying your research)
- Determine the connection between the works and their impact on the subject and other works.

- Put your own findings in the context of the existing literature and argue why more research is necessary.

3.4 IMPORTANCE

- To help establish the consistency in knowledge and relevance of existing resources, it offers the interpretation of current literature in light of new advancements in the subject.
- By charting their knowledge advancement, it aids in evaluating the influence of the most recent facts in the sector.
- It draws attention to the dialectics of inconsistencies between diverse theories within the area to establish facts.
- In order to fill in the gaps in the literature that were initially examined, more study is done to get the most recent data and theories.
- Identifies the position of the current research in the field's conceptual framework.
- Provides data to assess the research's relevance and coherence.
- Along with highlighting the growth of knowledge, it also identifies areas that need more research, serving as a jumping-off point for any future studies.
- Establishes the research question and justifies the study.
- Establishes a conceptual framework for the research that includes the theories and concepts that will be used to evaluate the research's success.
- Helps choose a more suitable research methodology by analyzing the advantages and disadvantages of earlier, related studies.

3.5 BENEFITS

- A review of a topic's state of research at the moment. This is likely the most obvious benefit of the literature review. Once a researcher has chosen an area to focus on for a research project, a search of pertinent information sources will aid in determining what is already known about the issue and how much has previously been explored.

- Identifying the subject-matter authorities. One of the other benefits derived from performing the literature review is that it will rapidly indicate which researchers have published the most on a certain issue and are, therefore, undoubtedly the authorities on the topic.
- A person is almost certainly more knowledgeable than another if they have authored twenty articles on the same or related themes. Most of the other articles created on the same subject will most likely cite this same author. A researcher can infer that a certain author is reliable based on the number of articles they have produced and the number of times they have been mentioned by other writers.
- Identifying the approaches employed in prior research on the same or related issues. When deciding which methods could be most helpful in advancing a topic, it is frequently helpful to evaluate the types of studies that earlier researchers have conducted. Likewise, a study of earlier findings may help researchers come up with a fresh approach to their current line of inquiry.

3.6 LITERATURE REVIEW RELATED TO CONSUMER BEHAVIOR TOWARD MOBILE PHONE

(**Monisha, 2022**) has investigated The Covid 19 Pandemic is a new challenge for us. The research looks into the factors that influence consumers to buy smartphones online. The samples were collected using a structured questionnaire method using the snowball sampling technique. The survey received 55 responses, which were collected using Google forms and analyzed using a statistical tool as a percentage analysis and ranking method. The purpose of this study was to identify consumer purchasing habits regarding online smartphone purchases. In addition, consumer purchasing intentions towards online shopping apps.¹⁸

(**Rai, Vijay Kumar, & Girish Chimwal, 2022**) has conducted “A Study on Customer Purchase Behaviour towards Mobile Phones with Special Reference to Faizabad City”. The purpose of this research was to look into the internal and external factors that influence Faizabad residents' decisions to buy mobile phones. This study was based on quantitative analysis and collected the opinions of 200 Faizabad residents via a digital questionnaire. Sampling was used in the research using the non-probability research approach.

Researchers also discovered that customers in Faizabad have a strong preference for purchasing phones from e-commerce companies because they provide better options at lower prices, and Redmi (MI) is their preferred brand of mobile phone.²⁵

(Dave, Sharma, & Prajapati, 2021) has examined consumer purchasing trends for smartphones using a sample of 156 Ratlam, India residents who responded to a questionnaire. Researchers were able to determine customer purchasing habits for smartphones using the development of information. Researchers also investigated the factors that may influence a person's decision to purchase a smartphone, such as those listed below (Brand, Price, Reviews, etc.). The goal of this research is to find out how consumers buy smartphones. To discover what factors influence a customer's decision to purchase a smartphone. To comprehend the demographic characteristics of the respondents. And the sampling strategy is convenience sampling.⁷

(Muruganatham & Naveen, 2021) has investigated as a result of increased innovation, the smartphone market has grown year after year. There were 1.03 billion smartphones in use worldwide in the third quarter of 2012, a 47% increase from the third quarter of 2011. Tools such as rank analysis and percentage analysis were used in the study. The primary goal of this research was to identify the factors that influence consumer smartphone purchase decisions in Tirupur by examining consumer behaviour towards smartphones in that city. The purpose of this research was to look into the socioeconomic aspects of smartphones in Tirupur and identify the factors to consider when purchasing smartphones in Tirupur. Sampling method the sampling technique was convenient, and the sample size was 88 respondents.¹⁹

(Neupane, 2021) has examined this study helps in the analysis of consumers' final purchasing decisions for a smartphone. The convenience sampling method was used to collect a total of 150 responses. Reliability, normality testing, demographic responses, and descriptive statistics were among the statistical tools employed. And the sample frame consists of smartphone users of various ages and professions in Butwal, Nepal. And, based on available data, it was reasonable to conclude that the role of print media (newspapers, magazines) and radio has clearly declined. Buyers put their money towards a plan that was simple to implement and required little maintenance. A buyer purchases a group of cell phones that meet his needs, and they are usually influenced by some thought that leads him to choose a specific brand or store.²²

(Parihar, 2021) has conducted “A study on the consumer buying behaviour and preferences towards mobile phones in Bhopal”. The researcher was observing and evaluated consumer opinion as well as the growing demand for mobile phones in order to achieve goals such as determining the reason for using a smartphone. And the customer's perception of smartphones. Also, customer satisfaction with smartphones. Also, the customer's choice of mobile network service provider. An online questionnaire was created to collect responses from respondents. The sample size of 54 respondents from Bhopal was estimated using the random sampling technique. Researchers conclude that product features such as the camera, battery life, and processing speed were the most important factors in purchasing decisions.²³

(A, 2020) has examined the primary goal of the study was to determine how important smartphones are to Generation Z. A multistage random sampling procedure was used. There were 209 completed and usable projects in total. Questionnaires were collected from respondents who attended higher secondary schools in Kochi Municipal Corporation. The research used a simple percentage analysis to achieve the goal. According to the study, smartphones are the most commonly used device among Generation Z, and they are used for a variety of purposes. This research assists society and smartphone manufacturers in comprehending the popularity of this digital device among the next generation.²

(Alshare, et al., 2020) has examined The study's goal to look into the brand as one of the main dimensions for making a final purchasing decision among Jordanian consumers when choosing a mobile phone as an index for them and when purchasing in particular. An analytic descriptive approach was used to collect data for the study, with a questionnaire distributed to a random sample of 240 participants from the study population. The study found a positive relationship between mobile phone quality and brand selection, which was attributed to gender, age, and educational culture variables. Based on the findings, the study advised cellular device manufacturers to offer high-quality products at reasonable prices that take into account the purchasing power of consumers in the targeted markets.⁴

(Hasan & Priya Verma, 2020) have done the research focuses on a thorough examination of consumer behaviour. The study uncovered the reason for consumers' actions when purchasing a smartphone. Customers prefer a total of 21 smartphone factors or features when purchasing a smartphone. The study identified the most and least important factors. In this day and age, when researchers were all utilizing modern technologies and

establishing standards for the use of mobile devices. This study addresses a current need, and the research design was descriptive as well as analytical in nature. The random sampling technique was used to collect data. The research employs both primary and secondary data.¹¹

(Rajasekaran, 2020) has conducted “consumer buying behaviour of mobile phone” A questionnaire was developed to investigate how Chennai residents use their mobile phones, and 100 people responded. It was decided to use practical sampling. Primary data was gathered using a questionnaire, secondary data from previous studies on the same subject, books, real statistics, and other information. The primary goal of this study was to learn more about the purchasing habits of mobile phone users. Primarily to gain a better understanding of the frequency, mode, and other aspects of purchases.²⁷

(Rout, Mishra, Kantha, & Thakur, 2020) has examined the Khurda district in Bhubaneswar was the site of the analysis. The goal of this study was to look at the key elements that motivate consumers to buy and use cell phones in today’s economically and technologically advanced environment. Also considered are the factors that influence customer satisfaction. There were a total of 100 responses. The sampling technique is non-random convenience sampling. According to research, 55% of respondents prioritize the cost of a phone when making a purchase. When purchasing a mobile device, 58% of respondents said the brand factor was very important to them. Furthermore, 79% of respondents place a high value on quality. When it comes to mobile purchases, 81% of respondents place a high value on features. The relationship was examined using chi-squared.²⁸

(Sahu, 2020) has investigated the research conducted in the academic year 2019-2020 in Bilaspur, Gujarat. After 100 respondents completed a well-structured questionnaire, 100 respondents from the Chhattisgarh city of Bilaspur were surveyed. Multiple regression analysis was performed using SPSS software to examine the significance and correlation, as well as ANOVA to test the hypothesis. According to the findings, the most popular mobile phone manufacturers in Bilaspur city were Xiaomi, Samsung, Apple, Oneplus, and other brands. This study aimed to discover how consumers feel about and behave when purchasing different mobile brands. In addition, research the key features that buyers consider when selecting a mobile device. The study concludes that many aspects were identified as mobile phone selection criteria by the study. ²⁹

(Zabiullah, B.Eswar Sai, & B.Amarendra, 2020) has conducted “Buying behaviour of customers towards Smartphones”. The goal of this study was to understand consumer perceptions of smartphones, investigate the cause of the shift in consumer perception, examine the variables influencing customers, and assess customer satisfaction with Smartphone purchases. The primary goal of this study was to determine how different customers perceive their smartphone purchasing behaviour. The overall sample size for the survey data was 50, and it was all original data. The researcher concluded that the importance of print media (newspapers, magazines, and radio) has declined in the age of digital information. Why Customers prefer designs that are easy to use and require little attention. The consumer buys a variety of mobile phones to meet his needs, and these purchases have always been influenced by variables that influenced him to choose a specific brand or retailer.⁴⁰

(K & S. Suganya, 2019) has examined this study aims to determine Indian customers' smartphone purchasing habits. The study's goal was to understand why people want to buy smartphones, what factors influence their decision, and what motivates them. The primary objective was to comprehend customer purchasing habits for mobile phones in Namakkal City. A secondary goal was to identify the demographic characteristics of mobile phone users. And learn about the factors that influence users' decisions to buy mobile phones. Another disadvantage of the study was that it was limited to consumers in Namakkal City, and the sample size was only 100 due to time constraints. The sample size for the study was made up of SAMSUNG mobile phone users. The survey was conducted in Namakkal, a city of 100 people. Sampling Method Convenience sampling with a non-probability sample method was used in the research project.¹

(Modi, 2019) have conducted “A study on the consumer buying behaviour and preference towards mobile phone in Bhopal”. The purpose of the study was to look into customer purchasing behaviour for mobile phones based on gender, i.e., male or female. The study included 30 mobile phone users from Hyderabad, India. In this study, simple random convenience sampling was used, in which each individual in the population of interest had an equal likelihood of selection and a random sample was drawn. This information was gathered in a convenient and random manner from mobile customers and then analyzed. According to the final researcher, the use of mobile phones has devolved into their misuse,

as everyone is completely absorbed in them 24 hours a day, seven days a week, which is extremely harmful to human health because it has the greatest impact on the brain.¹⁷

(Mustafa & Ahsan Al- Rifat, 2019) carried out the purpose of this study was to identify the primary factors that influence customers' choice of mobile phones. Data were gathered from Dhaka residents, with an equal mix of males and females, businessmen, employees, students, and others (mostly students). The most convenient sampling method was used to select the desired respondents. In Dhaka, Bangladesh, 305 mobile phone users participated in the study. The data were analysed using factor analysis and Cronbach's alpha. Factor analysis was used to identify twelve consumer purchasing behaviour decision factors. These twelve factors were subjected to a factor analysis, with perceived consumer satisfaction in terms of purchasing decisions as an independent variable. The "social factor," according to the findings, has the greatest positive impact on satisfaction, followed by brand, advertising, and price. The study provided useful insights into mobile phone purchasers' purchasing habits.²⁰

(Prabhakar & M.V.S Rajesh, 2019) concluded the purpose of this paper was to examine the impact of advertising on Smartphone purchasing behaviour. The goal of this study is to look into gender differences in smartphone feature preferences, as well as gender preferences in relation to the type of advertisement. The entire data set was collected by distributing a structured questionnaire to 52 respondents in the region. According to descriptive statistics, the majority of respondents own a Xiaomi phone, followed by a Motorola phone, and Internet advertising is regarded as the most effective type of advertising in the smartphone market, followed by social media advertising. There is no significant relationship between age and customer satisfaction, nor is there a significant relationship between customer earnings and their frequency of purchasing smartphones, according to the findings.²⁴

(Rajan, 2019) has examined this study investigates how smartphones influence the online shopping habits of young adults working in Kerala's Alappuzha District. In addition to examining the level of employment among employed youth, the study investigates the factors that influence their purchasing behaviour. Smartphone use among young people with jobs in Alappuzha District. A standardized questionnaire was used to collect data for the study, and 143 samples were analyzed. The purpose of this research was to look into

the factors that influence internet purchasing habits. In addition, potential issues that customers may encounter when shopping online will be investigated.²⁶

(Agarwal, 2018) has examined this study and aims to look into the factors that influence adult purchasing behaviour when it comes to mobile phones. This paper's information came from both primary and secondary sources. ANOVA was used to interpret data from 610 respondents in the Indian state of Odisha's major cities of Bhubaneswar and Cuttack. And look into the effects of various factors on adult mobile phone purchasing behaviour. In the final study, determine the various factors that influence purchasing decisions among different age groups of customers. According to the literature, customers consider various factors before purchasing a phone.³

(Gowda & K. S. Gopalakrishna, 2018) has conducted “Rural Consumer Purchase Behaviour towards Mobile Phone with Special Reference to Mandya District, Karnataka”. Structured questionnaire interviews with rural consumers were used to collect primary data. A total of 303 people were interviewed, and data were collected using a questionnaire from two villages in Mandya District, Karnataka: Keelara and Alakere. According to the findings, rural consumers or respondents prefer branded mobile phones. The majority of them weighed brand and price equally.¹⁰

(Singh & Singh, 2018) has conducted “A study of consumer perception about smartphones”. The study aims to cover all of the research on judging customer reactions when purchasing smartphones. A sample of 100 cell phone users is gathered. The questionnaire was analyzed using a pie diagram and a bar chart to determine the impact, and various interpretations were made. According to the study, most consumers would rather purchase different smartphone brands than the same brand. As a result, consumers are not brand loyal to smartphones. Most consumers gather information about the brand and its features and make comparisons before purchasing a smartphone. The brand name is an important consideration when purchasing a smartphone.³⁴

(Kumari, 2017) has conducted In Tirupur and it was decided to take into account various mobile phones such as those from Microsoft, Sony Ericsson, Samsung, LG, and HTC. The consumer's purchasing habits when it comes to mobile phones, as well as the consumer's level of satisfaction with variously branded mobile phones and the reason for the consumer's dissatisfaction. The primary goal of this research is to learn about Tirupur's

mobile phone purchasing habits. The secondary is understanding the effectiveness of mobile phone companies' promotional activities in order to make customer recommendations. As part of the nonprobability sampling technique, the convenience sampling method was used, and approximately 150 samples were collected for the study. According to the study's findings, many factors are considered as mobile phone selection criteria.¹⁴

(Sethi, 2017) has examined the purpose of this study to gain a better understanding of two major consumer decisions when purchasing a smartphone: Which smartphone brand should I purchase? Where can I purchase it? This research paper aims to investigate consumer purchasing behaviour for smartphones in India, specifically in the Delhi/NCR region. The researcher concluded that problem recognition was generic in all cases. This means that there are numerous brands on the market that can meet the needs of a consumer.³¹

(C.Mathapati & Vidyavati, 2016) has examined the purpose of this research to identify the fundamental factors that may influence customers' decisions to purchase a mobile phone. Data were collected from Bijapur residents while maintaining equal ratios of different groups such as male, female, businessmen, employees, students, and others (housewives). To select the desired respondents, a convenient sampling method was used. A structured questionnaire with a five-point Likert scale was created and used to collect responses based on the previous study. Factor analysis was used to elicit the underlying factors that influence a mobile phone purchase decision. Physical attributes, pricing, battery life and service facilities, size and weight, recommendations from friends and social groups, and advertising are the most important factors, according to the findings.⁶

(Ganlari, 2016) has conducted “A study on consumer buying behaviour of mobile phones”. The findings of the study confirm that regulatory focus influences consumer behaviour in terms of smartphone purchase decisions by influencing perception, motivation, and lifestyle. The goal of this research was to look at both external and internal factors that influence a consumer's decision to buy a smartphone. The study also investigates consumer attitudes toward smartphones as well as the influence of brand names on consumer purchasing decisions. As a result, using quantitative analysis, this study investigates some of the key factors thought to influence consumer attitudes and behaviour toward smartphone purchases.⁸

(Gill, 2016) has examined this study and looks into the external and internal factors that influence a young buyer's decision to buy a smartphone. This study's goal was to identify and analyze attitudes and beliefs that influence consumer purchasing behaviour for smartphones in Ludhiana. A descriptive study was used in this empirical study. This research is based on both primary and secondary data sources. The convenience sampling method was used to select respondents from a sample of 100 cell phone users. The study, once completed, is aimed at young male and female respondents and provides information about their smartphone usage and purchasing behavior.⁹

(Shrestha, 2016) has examined the study investigates the extent to which a consumer's lifestyle influences them, as well as the factors that influence young consumers to purchase smartphones. The study looks into how social media influences young consumers' mobile phone consumption behaviour. As a result, the purchasing habits of consumers aged 18 to 35 are examined in light of Nepal's current state of the mobile phone market. The primary goal of this research is to look into the future potential of smartphone consumption in Nepal. According to the survey and interview results, the majority of consumers were between the ages of 21 and 25.³³

(Thangadurai.J, 2016) has examined the study of mobile advertising would significantly impact how businesses operate. The purpose of this research is to look into the factors that influence customers' purchasing behaviour in mobile marketing. The goal of this study was to look into the relationship between mobile phone users' characteristics and their attitudes. A survey conducted in Chennai yielded 72 valid responses. The results revealed a positive relationship between the characteristics of mobile phone users and their behavioural intentions.³⁷

(Naing & Sirion Chaipoopirutana, 2014) has researched this study investigates the relationship between consumer perception, product image, consumer desire, emotional value, consumer uncertainty, attitude towards the product, and purchase intention and a smartphone. 400 questionnaires were distributed in 5 different shopping malls in Yangon, Myanmar, to accomplish this. To analyze the data, Pearson Correlation was used. The results show a positive and statistically significant relationship between perceived quality, product image, consumer aspiration, emotional value, product attitude, and purchase intention. They also find a statistically significant negative relationship between consumer

uncertainty and purchase intent. Based on these findings, the smartphone manufacturer appears to need to develop a marketing strategy to increase purchase intent.²¹

(Velumani, 2014) has examined the goal of this article to identify different lines of thought that could be used to guide future consumer research. The goal of this study was to identify the factors that influence people's preference for Nokia phones. Determine whether you really need a Nokia phone. The study drew heavily on both primary and secondary data. This study relied on descriptive research. Many people own Nokia phones. The researchers approached respondents in a Nokia showroom to collect data. To collect data, non-probability random sampling was used to select respondents. Percentage analysis, the Garret ranking method, the Chi-square test, and ANOVA were used to investigate all variables. It was concluded that if Nokia Mobile produces effective advertising, it will have a significant influence on consumers' decisions to purchase Nokia Mobile.³⁹

(Jha, 2013) has examined the purpose of this paper was to investigate consumer purchasing habits in Bihar and compare the habits of urban and rural Bihar consumers when it comes to mobile phones. And to determine rural and urban consumers' purchasing habits in relation to mobile phones. The paper investigates the attitudes of rural and urban consumers toward mobile phones. It also attempts to identify the factors that influence consumers' purchasing decisions and compares urban and rural consumers' purchasing habits. The total sample size was 320, with consumers from both urban and rural areas represented. The questionnaire used a Likert scale to determine the reason for the purchase of a mobile phone.¹²

(Malviya, Saluja, & Thakur, 2013) has examined the primary goal of this study was to identify the key factors influencing consumer decisions when purchasing a Smartphone. The collected data were analyzed and interpreted using Chi-square, reliability analysis, factor analysis, and confirmatory factor analysis. Data was discovered to be reliable for factor analysis. Price, brand preference, social influence, and features were proposed as four factors influencing consumer purchase decisions in Indore by the measurement model. After determining that the confirmation factor model was used in the study, it was determined that people in Indore buy Smartphones at any price.¹⁶

(Sata, 2013) has investigated what influences people's decisions when purchasing mobile phones in Hawassa. To achieve the study's objectives, a sample of 246 customers was

chosen using a simple random sampling technique. Researchers investigated both primary and secondary data. Six significant components were investigated using correlation and multiple regression analysis. The investigation revealed that consumers valued price as the most important variable among all, followed by mobile phone features and that it also served as a key driver in their decision to buy a mobile phone. The study recommended that mobile phone sellers consider the variables listed above when assessing the risk.³⁰

(Soomro & Ghumro, 2013) has conducted “An analysis of consumer behaviour in mobile phone market in Sindh”. In addition to studying brand selection by young consumers in Sindh, this study helped understand the overall purchase behaviour of this segment of consumers. The goal of this study was to look into consumer purchasing habits for various mobile phone brands and service providers. Investigate consumer purchasing motivations as well. The population of the study is made up of students from various universities in Sindh. Descriptive statistics were also employed. The findings of the study support the majority of the hypotheses. Many respondents prefer to buy a mobile phone with value-added features such as a camera, a large screen, a well-known brand, and a low price.³⁵

(Liao, 2012) has conducted “Consumer behaviour on a smartphone”. The primary goals of this study are to identify the smartphone target market and the factors that influence smartphone purchases. The analysis was divided into two major sections in the research. The first was to use discriminant analysis to investigate the determinants of smartphone purchases, and the second was to use cluster analysis and ANOVA to identify smartphone market segmentation. For the purposes of the study, five population statistic variables are generated. A total of 200 questionnaires were distributed, with 179 collected, yielding an 89.5% response rate. After removing invalid questionnaires, 154 valid questionnaires were collected, resulting in an effective return rate of 86.03%.¹⁵

(Suraj, B.C, & K., 2012) have researched “Empirical study on buying behaviour of mobile phone in India”. This paper looks for variables and factors that influence consumer purchasing behaviour. The stratified sample was chosen at random, and the results were analyzed using statistical tools such as Chi-square and the bivariate correlation method. The findings indicate that mobile phone usage does not appeal equally to people of different ages; that there was a high degree of correlation between age and a monthly salary of mobile phone usage; that educational qualification has no effect on mobile phone selection; and

that mobile phone selection was based on the services derived and held for a longer period of time-based on the quality of the product.³⁶

(Ashaduzzaman, S. M. Sohel Ahmed, & Md. Moniruzzaman Khan, 2011) have conducted “Consumer choice behaviour towards mobile phone operators in Bangladesh”. This study reveals the consumers' Telecommunication Operator Choice Behaviour Pattern. The goal of this study is to identify demographic profiles that influence user behaviour and operators' customer awareness. Information was critical in this situation for responding to changing conditions. 95 consumers were interviewed using a structured questionnaire. Researchers collected primary and secondary data. This research identifies consumer demographic profiles that indicate their purchasing habits, how they are rewarded, and their level of satisfaction.⁵

(Sharma, 2010) has researched “An Empirical Study of Consumer Behaviour in Mobile Phone Market in Bhutan”. The consumer behaviour of mobile phones was an unexplored field. The goal of this paper was to identify the factors that influence Bhutanese youth's purchase of mobile phones. It uses factor analysis to determine the factors that influence consumer behaviour. In this study, 254 Bhutanese consumers were polled to determine their motivations for purchasing new mobile phones. The findings of the study identify five accountable factors that the youth community takes into account when purchasing a mobile phone.³²

(Kharche, Sweta Banerjee, & Priya Pandey) has been conducted to identify and analyze the fundamental external and internal factors that influence a consumer's decision to buy a smartphone in a highly competitive market. The goal of this research was to identify the factors that influence smartphone buyers' selection and purchasing decisions. To assess smartphone buyers' purchasing habits. For the study, the non-random "convenient sampling" method was used to select desirable and competent respondents. A total of 531 questionnaires were also distributed, with 500 of them deemed relevant to the study. The findings of the study confirm that regulatory focus influences consumer behaviour in terms of smartphone purchase decisions by influencing perception, motivation, and lifestyle.¹³

(Thomas) have conducted “A study on mobile marketing and its impact on consumer buying behaviour”. The goal of this research was to look into the effect of mobile marketing on customer purchasing behaviour. A survey conducted in Hyderabad yielded 100 valid

responses. This study aims to determine people's purchasing habits and attitudes toward mobile marketing, as well as to identify the factors that facilitate and limit mobile marketing communication. SPSS was one of the tools used in the analysis of the study (Statistical Package for Social Studies). The data set for the study includes both primary and secondary sources. Convenient samples were chosen based on the respondents' convenience and availability. The results revealed a positive relationship between the characteristics of mobile phone users and their behavioral intentions.³⁸

3.7 WHAT IS A RESEARCH GAP?

A research gap is defined as an unanswered question or unresolved problem in a field that is caused by a lack of existing research in that area. A research gap can also exist when there is a substantial amount of existing research but the findings of the studies point in different directions, making it difficult to draw firm conclusions.

3.8 RESEARCH GAP OF THE CURRENT STUDY

- The lack of investigation into the impact of social media and online reviews on consumer buying behaviour could be a research gap in "An Empirical Study on Consumer Buying Behaviour towards Mobile Phone: A Case Study of Rajkot City." While the study looks at several factors that influence consumer behaviour, such as brand, price, and features, it does not look at how social media and online reviews influence consumer perceptions and decisions towards the mobile phone.
- Another research gap could be the city of Rajkot's limited focus on specific demographic groups or segments. The study provides an overall analysis of consumer purchasing behaviour towards mobile phones in Rajkot, but it does not investigate how different demographic groups may have different purchasing behaviour or preferences. Younger consumers, for example, may prioritize certain features or brands over others, whereas older consumers may prioritize trustworthiness and durability.
- Furthermore, the study only looks at consumer behaviour in Rajkot, which may not be representative of consumer behaviour in other cities or regions. As a result, future research could investigate whether the study's findings hold true in other geographic locations and cultural contexts.

- Finally, the study only looks at the factors that influence consumer behaviour towards mobile phones and does not investigate the relationship between consumer behaviour and post-purchase outcomes like satisfaction, loyalty, and word-of-mouth. Future research could look into how consumer behaviour towards mobile phones affects these outcomes and how businesses can use this data to improve customer retention and empowerment.

3.9 CONCLUSION

A literature review's goal is to collect current, relevant research on your chosen topic and summaries it into a comprehensive overview of the field's body of knowledge. This gives you the opportunity to present your own argument or conduct original research on the topic. The literature review mentioned above assists the researcher in data analysis and interpretation. Furthermore, it assists in the generation of realistic and useful suggestions. A literature review is a description of the previous research efforts and past achievements on a phenomenon. It is beneficial to compare with others. Previous study. A thorough review of the literature is also recommended. The foundation for good research.

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CHAPTER- 4
RESEARCH METHODOLOGY



CHAPTER- 4

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4.1 INTRODUCTION

The research and analysis of the steps that are implemented are one of the most important aspects of any research project. These steps must be appropriate for testing research questions or hypotheses, as well as for improving accessibility to the overall design of the research, such as data collection and analysis. This chapter describes the methodologies used in this research to test the hypotheses of the problem under study and provides a foundation for evaluating the validity of the results, an understanding of the explanation for choices made, and sufficient details for another researcher to recreate this study. This chapter also includes some important objects relating to research methodologies such as the problem under study, a literature review, objectives and hypotheses and the methodologies developed for them, data instruments including data collection and analysis, and the limitations and conclusion of research methodology.

The current study is entirely based on primary source data. In this study, 187 respondents were chosen to examine consumer buying behaviour towards mobile phones.

4.2 MEANING AND DEFINITION OF RESEARCH

What is Research?

The careful consideration of study regarding a specific concern or problem using scientific methods is known as research. Research is a systematic inquiry process that includes data collection, documentation of critical information, and analysis and interpretation of that data/information in accordance with appropriate methodologies established by specific professional fields and academic disciplines.

Definitions of Research

- **Redman and Mory** define research as a “systematized effort to gain new knowledge.”⁴
- **D. Slesinger and M. Stephenson in the Encyclopaedia of Social Sciences** define research as “the manipulation of things, concepts or symbols for the purpose of generalising to extend, correct or verify knowledge, whether that knowledge aids in construction of theory or in the practice of an art.”⁶

- **According to Kothari (2006)**, “Research is a pursuit of truth with the help of study, observation, comparison and experiment, the search for knowledge through objective and systematic method of finding solutions to a problem.”²
- **Payton (1979) states**, “Research is the process of looking for a specific question in an organized, objective, reliable way.”⁵
- **Longman Dictionary of Contemporary English (1997)**, “Research as a serious study of a subject that is intended to discover new facts or test ideas.”³

4.3 8 TIPS FOR CONDUCTING ACCURATE RESEARCH

- Identify the major trends, issues, opportunities, and problems that you notice. Create a sentence for each one.
- Keep track of how frequently each of the main findings appears.
- Make a list of your findings, starting with the most common and working your way down.
- Examine a list of the SWOT analysis's strengths, weaknesses, opportunities, and threats.
- Prepare your study's conclusions and recommendations.
- Implement your strategies
- Look for gaps in the information and, if necessary, conduct additional research.
- Plan to go over the results and think about efficient ways to analyze and interpret them.

4.4 PROCESS OF RESEARCH

The research process consists of a series of actions or steps required to carry out research effectively, as well as the desired sequencing of these steps. Figure 4.1 represents an illustration of a research process.

Figure 4.1

Research Process Chart



(Source: <https://ccsuniversity.ac.in/bridge-library/pdf/Research-Methodology-CR-Kothari.pdf>)

4.5 PROBLEM OF THE STUDY

The present study is an attempt to examine "An Empirical Study on Consumer Buying Behaviour towards Mobile Phones: A case study of Rajkot city." The purpose of this research is to examine consumer behaviour on mobile phones in Rajkot city.

4.6 OBJECTIVE OF THE STUDY

- To distinguish the factors that influence the customer's purchasing decision in relation to mobile phones.
- To identify the numerous differences between various features that help attract customers to buy it.
- To investigate customer attitudes towards Smartphones.

- To investigate the key reasons that encourage consumers to buy and use smartphones

4.7 HYPOTHESIS OF THE STUDY

Townsend says, "Hypothesis is a suggested answer to a problem in the research studies."

F. N. Kerlinger says "A hypothesis is a description of the relationship of two or more variables."

A hypothesis is defined in statistics as a formal statement that explains the relationship between two or more variables of the specified population. It assists the researcher in translating the given problem into a clear explanation of the study's outcome. It explains and predicts the expected outcome clearly. It specifies the types of experimental designs and guides the research process.

A hypothesis is a statement of the empirical relationship between a set of variables. In general, this type of hypothesis is referred to as a scientific hypothesis. A statistical hypothesis is a hypothesis about the parameters of a probability distribution. The probability distribution may be of the variables or the coefficients of the (correlation) relationship between the dependent and independent variables. A simple hypothesis is one in which a statistical hypothesis completely defines the probability distribution; all other types are composite hypotheses. Statistical hypotheses are typically investigated by specifying a null hypothesis (usually referred to as H_0) and an alternative hypothesis (often referred to as H_1), which is simply the negation of the null hypothesis. The null hypothesis is set up to state that there is no relationship between the variables when studying their relationship. As a result, scientific hypotheses are investigated by testing the statistical null hypothesis".

Null Hypothesis (H_0)

The null hypothesis is a type of hypothesis that explains the population parameter and is used to test the validity of experimental data. Based on the availability of the given population or sample, this hypothesis is either rejected or not rejected. In other words, the null hypothesis is one in which the sample observations are the result of chance. It is defined as a statement in which the surveyors express their desire to examine the data. H_0 represents it.

Alternative Hypothesis (H₁)

In a standard statistical experiment, the alternative hypothesis is a statement. It is opposed to the null hypothesis and is denoted by H_a or H₁. It is also possible to define it as an alternative to the null. An alternative theory is a statement that a researcher is testing in hypothesis testing. From the researcher's perspective, this statement is correct, and it ultimately proves to reject the null and replace it with an alternative assumption. The researchers predict the difference between two or more variables in this hypothesis so that the pattern of data observed in the test is not due to chance.

To test the above objectives the following hypothesis was formulated:

Null hypothesis

- There is no significance difference between social need and gender.
- There is no significance difference between innovative features and gender.
- There is no significance difference between price and gender.
- There is no significance difference between post-purchase and gender.
- There is no significance difference between customer loyalty and gender.

4.8 RESEARCH DESIGN

Kothari says, “A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.” In fact, the research design is the conceptual framework within which research is carried out; it serves as the blueprint for data collection, measurement, and analysis. As a result, the design includes an outline of what the researcher will do, from developing the hypothesis to its operational implications to data analysis. The research design refers to the advanced planning of the methods to be used for collecting relevant data and the techniques to be used in their analysis while keeping in mind the research objective and the availability of staff, time, and money. The research design should be carefully prepared because any mistakes can negatively influence the entire project. In fact, research design has a significant impact on the reliability of the results.

Here in this research study, “AN EMPIRICAL STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS MOBILE PHONE: A CASE STUDY OF RAJKOT CITY.” Will be analyzed. The T- test will be used to conduct the study for this research work.

4.8.1 Title of the study

The title of the present study is as under:

“AN EMPIRICAL STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS MOBILE PHONES: A CASE STUDY OF RAJKOT CITY.”

4.8.2 Period of the study

This study is conducted in the year 2022-23

4.8.3 Sample of the study

The study was conducted towards Mobile Phone users. The size of population is 187 and the survey was conducted in Rajkot City. The researcher has adopted a convenient sampling method for this study.

4.8.4 Data collection

This study is based on the Primary data and data are collected through a questionnaire.

4.8.5 Data analysis

The primary data collected via the questionnaire were classified, tabulated, and analyzed using Excel. For studying Ranks, statistical tools and techniques such as Arithmetic Averages, Percentages, and Frequency Distribution were used, and for testing hypotheses, researchers used T-test. T-value was calculated and compared to a critical value, which was determined by determining degrees of freedom and then finding the critical value on the critical value table at a 5% significance level.

According to the nature of the study, the researcher uses the following tools and techniques to analyse consumer purchasing behaviour and test hypotheses.

Tools and Techniques

Tools:-

- **Average**

The term "average" is a simple term with multiple meanings. The type of average you use depends on whether you're adding, multiplying, grouping, or dividing work among your set's items. The average is the value that can be used to replace every existing item while producing the same results.

- **Weighted average**

A weighted average is a calculation that considers the relative importance of the numbers in a data set. Before performing the final calculation on a weighted average, each number in the data set is multiplied by a predetermined weight. A weighted average is typically used to equalize the frequency of values in a data set.

- **Percentage**

A percentage is a number or ratio expressed as a fraction of 100. If we need to calculate the percentage of a number, divide it by the whole and multiply by 100. As a result, the percentage denotes a part per hundred. The term % refers to one hundred per cent. It is denoted by the symbol "%."

- **Frequency distribution**

The frequency (f) of a particular value is the number of occurrences of the value in the data. The frequency distribution of a variable is the set of all possible values and the frequencies associated with these values. Frequency distributions are represented graphically as frequency tables or charts. Frequency distributions can show either the number of observations that fall into each range or the percentage of observations that fall into each range. In this case, the distribution is known as a relative frequency distribution. Both categorical and numerical variables can be represented by frequency distribution tables.

Statistical techniques:-

- T-test

→ **T-TEST**

A T-test is a statistical test that is used to compare the means of two groups. It is often used in hypothesis testing to determine whether a process or treatment actually has an effect on the population of interest, or whether two groups are different from one another. When choosing a T-test, you will need to consider two things: whether the groups being compared come from a single population or two different populations, and whether you want to test the difference in a specific direction. To determine whether your calculated t value is greater than what would be expected by chance, compare it to the values in a critical value chart. If this is the case, you can reject the null hypothesis and conclude that the two groups are indeed distinct.

T-value was calculated and compared to a critical value, which was determined by determining degrees of freedom and then finding the critical value on the critical value table at a 5% significance level. T-value was then compared to a critical value. If the T-value is less than the critical value, then the null hypothesis (H₀) should be rejected, and vice versa.

4.9 SIGNIFICANCE OF THE STUDY

The significances of the study are as follows:

- This research clearly describes consumer behaviour towards mobile phones in Rajkot.
- This study discusses various important aspects such as consumer attitude, perception, and behaviour and their impact on decision-making.
- This study helps to know the guiding factor of buying a smartphone.
- This study helps to know which smartphone brand is liked by consumers in Rajkot City.

4.10 SCOPE OF THE STUDY

- This research study is only being conducted in Rajkot. So that the researcher can include more cities or states.
- The study's sample size is 187 respondents, but the researcher can increase the number of respondents.
- The purpose of this study is to discover which mobile phones people prefer in Rajkot city such as Samsung, Redmi, Oneplus, Vivo, and Oppo.
- This study helps to identify the factors that influence consumer purchases of mobile phones.
- To learn about a consumer's purchasing habits when selecting a specific brand.
- This study also contributes to the level of consumer satisfaction.
- This study also contributes to the current smartphone market scenario in Rajkot City.

4.11 LIMITATIONS OF THE STUDY

In the real world, the researcher in any field of knowledge lays the groundwork for further research, and this process continues. However, every study and research has limitations. The researcher must deal with a variety of issues, some of which are related to circumstances/situations. The following are the study's main limitations:

- The study depends on primary data gathered through questionnaires. There is a possibility of biased information provided by respondents, and the limitations of the questionnaire method are relevant to the current study.
- The current study is limited to 187 Rajkot respondents. Based on careful sample selection, the respondents in this study may not be representative of the general population.
- Each statistical instrument has its own limitations.
- This research includes some selected factors of consumer behaviour for analysis.
- The research is based on primary data. So As a result, the survey would be dependent on the respondents' awareness.

4.12 CHAPTER PLAN

- ➔ **Chapter 1-** Introduction
- ➔ **Chapter 2-** Conceptual Framework of Consumer Behaviour
- ➔ **Chapter 3-** Review of Literature
- ➔ **Chapter 4-** Research Methodology
- ➔ **Chapter 5-** Data Analysis & Interpretation
- ➔ **Chapter 6-** Summary, Findings, and Suggestions

CHAPTER 1: INTRODUCTION

This chapter gives an Introduction to the Mobile Industry, the Invention of the Mobile phone, the World's 5 biggest smartphone companies, the Best Indian mobile companies, the Indian market overview, Indian mobile phone Market size, and why the mobile industry boomed in 2020. The impact of mobile technology in our lives, Negative effects of mobile phone in our lives, Positive effects of mobile phones in our lives, Impact of mobile phones in student's life, Advantages & Disadvantages of mobile phones, Mobile phone safety tips to decrease the risk, SWOT analysis, PESTLE analysis.

CHAPTER 2: CONCEPTUAL FRAMEWORK OF CONSUMER BEHAVIOUR

This chapter gives more information about consumer behaviour like introduction, definition, consumer market, and what effect of consumer behaviour. Consumer behaviour in a world of economic instability, consumer interest, types of consumer behaviour, approaches to study consumer behaviour, application of consumer behaviour in marketing, consumer behaviour models, importance & patterns, 7'o framework, factor, nature, scope, rules, levels of consumer decision making.

CHAPTER 3: REVIEW LITERATURE

A descriptive literature review provides an overview of previous research on the research topic. This literature review is useful in creating the foundation for the research, identifying gaps, and developing a theoretical framework and methodology.

CHAPTER 4: RESEARCH METHODOLOGY

This chapter discusses the methodology used for the study. Does this chapter provide an overview of research methodology, including topics such as what is research? the definition of research, research process, 8 tips for accurate research, the problem of the study, objectives of the study, hypotheses of the study, research design in which we take the title of the study, period of the study, the scope of the study, a sample of the study, data collection, tools & techniques, significance of the study, limitation of the study, and so on.

CHAPTER 5: DATA ANALYSIS & INTERPRETATION

This chapter is presented as the study's brain. The chapter primarily deals with data analysis and interpretations of data collected via structured questionnaires. This chapter contains an introduction, the main profile of respondents, and the T-test test, which was also used to measure the consumer behaviour of mobile phones in Rajkot. T-test also researcher used 5 point scale to measure consumer behaviour towards mobile phones in Rajkot city.

CHAPTER 6: SUMMARY, FINDINGS & SUGGESTIONS

This chapter presents a summary, findings, and conclusion of the entire study revealed by the researcher following the completion of the research.

4.13 CONCLUSION

A research methodology gives legitimacy to research and produces scientifically sound results. It also includes a detailed plan that assists researchers in staying on track, making the process smooth, effective, and manageable. After reading the study, the conclusion should help the reader understand why your research is important to them. A conclusion is a synthesis of key points, not just a summary of your points or a re-statement of your research problem.

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CHAPTER-5
DATA ANALYSIS & INTERPRETATION



CHAPTER- 5

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5.1 INTRODUCTION

The process of converting data into information is known as data analysis. This step includes identifying patterns and trends in data as well as developing hypotheses about the relationships between variables.

The goal of data analysis is to understand the meaning of the data and then apply that comprehension to make decisions or predictions. Data analysis can be used to improve business processes, make better decisions, and better understand customer behaviour.

5.2 WHAT IS DATA ANALYSIS?

Data analysis is defined as the process of cleaning, transforming, and designing data in order to find useful information for business decisions. The goal of data analysis is to extract useful information from data and make decisions based on that information.

A simple example of data analysis is when we decide in our daily lives, we consider what happened previously or what will happen if we make that decision. This is nothing more than analyzing our past or future and making decisions based on that analysis. We gather memories from our past or future imagination for this purpose. So that is just data analysis. The same thing an analyst does for business purposes is now known as data analysis.

→ Process of Data Analysis

The Data Analysis Process is nothing more than gathering information through the use of a suitable application or tool that allows you to explore the information to find patterns in it. You can make decisions or reach final conclusions based on that information and data.

The phases of data analysis are as follows:

1. Requirements for Data Gathering
2. Data Gathering and Cleaning
3. Data Examination
4. Interpretation of Data
5. Visualization of Data

5.3 MAIN PROFILE OF RESPONDENT

This study is based on primary data, which was collected using a questionnaire. The researchers selected 187 respondents as a sample to measure consumer behaviour towards mobile phones in Rajkot city.

Table 5.1

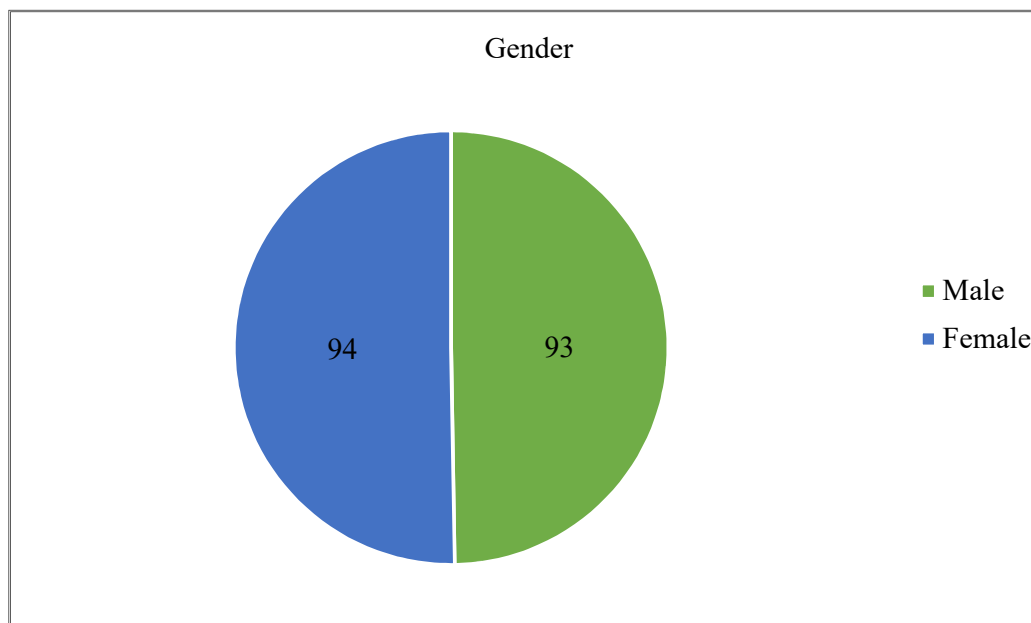
Classification of Respondents According to the Gender

Sr. No.	Gender	No. of Respondents	%
1	Male	93	49.73
2	Female	94	50.27
	Total	187	100.00%

(Source: Computed from the questionnaire)

Chart 5.1

Classification of Respondents According to the Gender



(Source: Computed from the questionnaire)

Analysis:

The gender of respondents is shown in the above table and in chart no. 5.1. Out of 187 respondents, 49.73% are Male and 50.27% are Female. This shows that respondents are nearly equal to each other.

Table 5.2

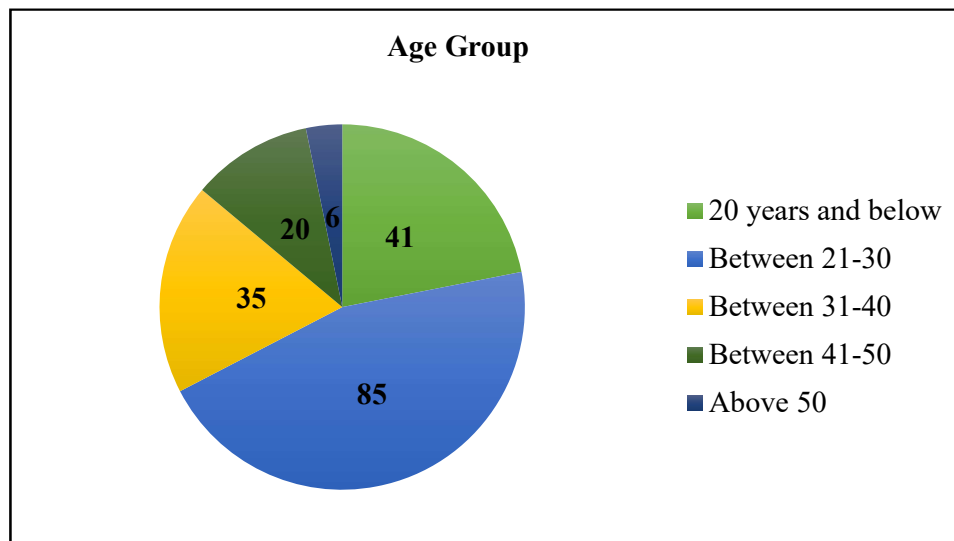
Classification of Respondents According to the Age Group

Sr. No.	Age Group	No. of Respondents	%
1	20 years and below	41	21.93
2	Between 21-30	85	45.45
3	Between 31-40	35	18.72
4	Between 41-50	20	10.70
5	Above 50	6	3.21
	Total	187	100.00%

(Source: Computed from the questionnaire)

Chart 5.2

Classification of Respondents According to the Age Group



(Source: Computed from the questionnaire)

Analysis:

The age of the respondents is shown in the above table and chart 5.2. There are 21.93% of respondents 20 years and below, 45.45% of respondents between the ages of 21-30, 18.72% of respondents between the ages of 31-40, 10.70% of respondents between the ages of 41-50, and 3.21% of respondents the age of above 50. When comparing all age groups, the age group between 21-30 years is more as compared to other groups.

Table 5.3

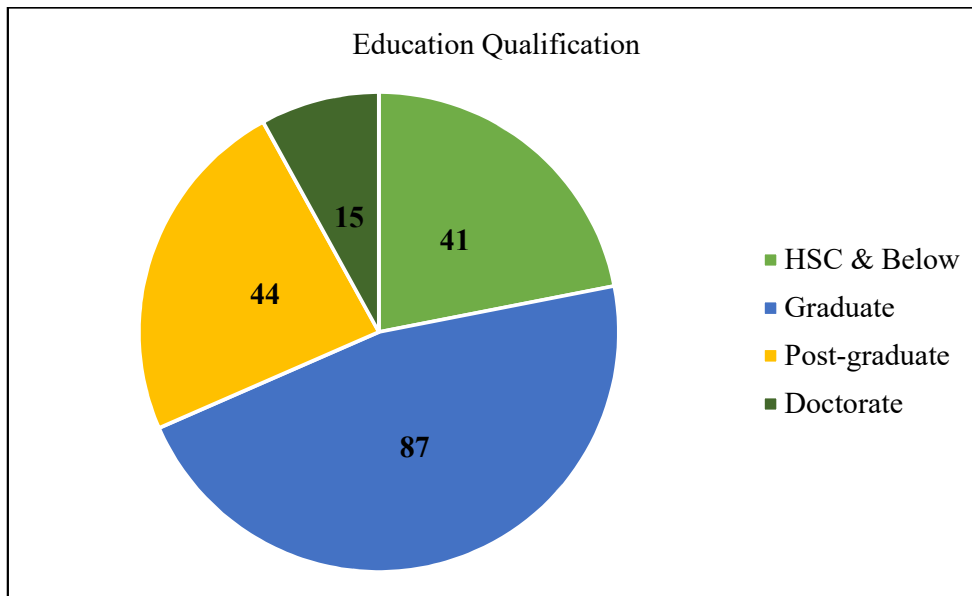
Classification of Respondents According to the Educational Qualification

Sr. No.	Educational Qualification	No. of Respondents	%
1	HSC & Below	41	21.93
2	Graduate	87	46.52
3	Post-graduate	44	23.53
4	Doctorate	15	8.02
	Total	187	100.00%

(Source: Computed from the questionnaire)

Chart 5.3

Classification of Respondents According to the Education Qualification



(Source: Computed from the questionnaire)

Analysis:

The Education Qualification of Respondents is shown in the above table and chart 5.3. Out of 187 respondents, 21.93% are from HSC and below, 46.52% are from Graduate, 23.53% are from Post-Graduate, and 8.02% are from Doctorate. According to the research data, the majority of respondents in this study are from Graduate backgrounds.

Table 5.4

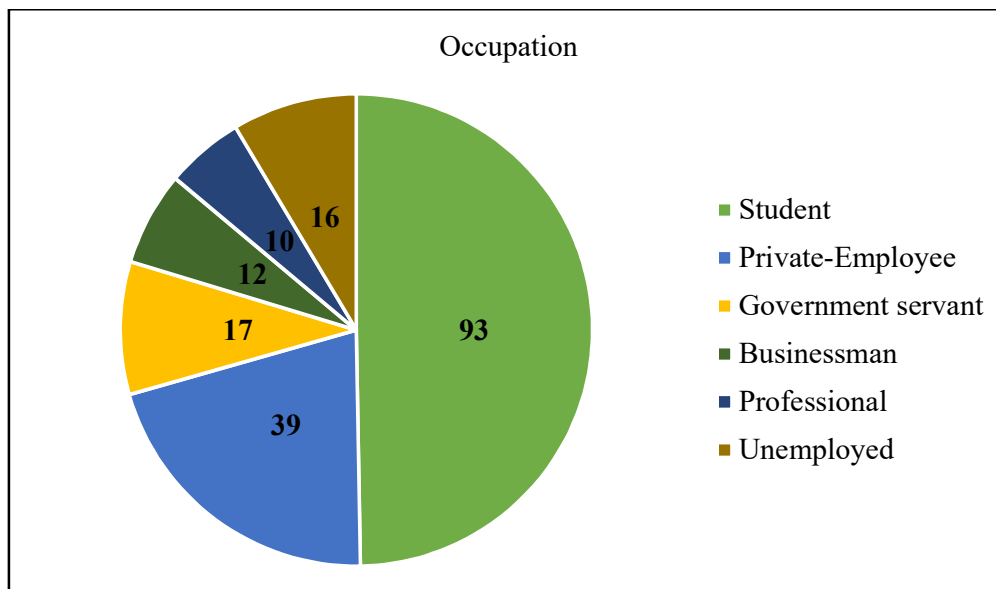
Classification of Respondents According to the Occupation

Sr. No.	Occupation	No. of Respondents	%
1	Student	93	49.73
2	Private-Employee	39	20.86
3	Government servant	17	9.09
4	Businessman	12	6.42
5	Professional	10	5.35
6	Unemployed	16	8.56
	Total	187	100.00%

(Source: Computed from the questionnaire)

Chart 5.4

Classification of Respondents According to the Occupation



(Source: Computed from the questionnaire)

Analysis:

The occupation classification of respondents is shown in the above table and chart 5.4. There are 49.73% of students, 20.86% of private employees, 9.09% of government employees, 6.42% of business owners, 5.35% of professionals, and 8.56% of people who are unemployed. According to the research data, the majority of the respondents are Students.

Table 5.5

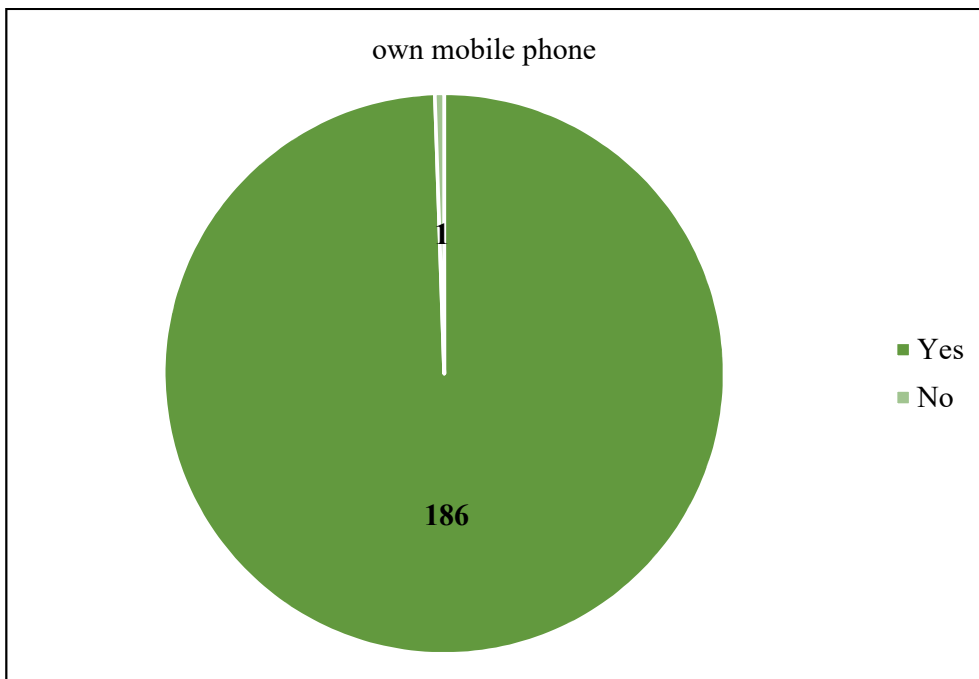
Classification of Respondents According to Having a Mobile Phone

Sr. No.	Question	No. of Respondents	%
1	Yes	186	99.47
2	No	1	0.53
	Total	187	100.00%

(Source: Computed from the questionnaire)

Chart 5.5

Classification of Respondents According to Having a Mobile Phone



(Source: Computed from the questionnaire)

Analysis:

The above table and chart 5.5 show the classification of respondents based on their own ownership of a mobile phone. From a total of 187 respondents, 99.47% have a mobile phone, with the remaining 0.53% not having one.

Table 5.6

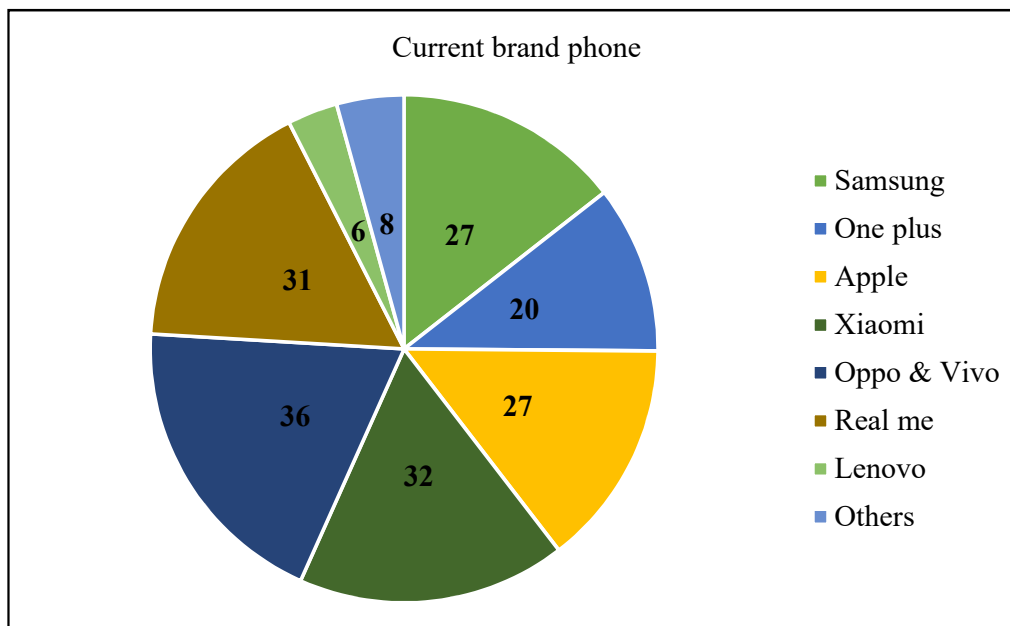
Classification of Respondents According to Having a Current Mobile Brand

Sr. No.	Question	No. of respondents	%
1	Samsung	27	14.44
2	One plus	20	10.70
3	Apple	27	14.44
4	Xiaomi	32	17.11
5	Oppo & Vivo	36	19.25
6	Real me	31	16.58
7	Lenovo	6	3.21
9	Others	8	4.28
	Total	187	100.00%

(Source: Computed from the questionnaire)

Chart 5.6

Classification of Respondents According to Having a Current Mobile Brand



(Source: Computed from the questionnaire)

Analysis:

The above table and chart 5.6 classify respondents based on whether or not they own a current brand phone. Out of the 187 respondents, 14.44% have the Samsung brand, 10.70% have the One Plus brand, 14.44% have the Apple brand, 17.11% have the Xiaomi brand, 19.25% have the Oppo & Vivo brand, 16.58% have the real me brand, 3.21% have the Lenovo brand, and 4.28% have the other brand. According to the researcher's findings, the majority of people own Oppo and Vivo brands, while Lenovo brand owners are in the minority. Furthermore, researchers can claim that the Samsung and Apple brands have comparable user numbers.

Table 5.7

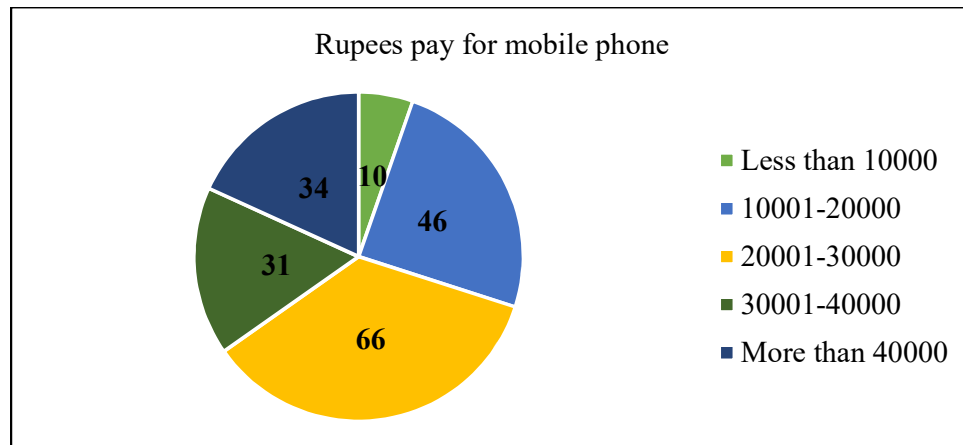
Classification of Respondents According to How Much Rupees Pay for Mobile Phone

Sr. No	Question	No. of respondents	%
1	Less than 10000	10	5.35
2	10001-20000	46	24.60
3	20001-30000	66	35.29
4	30001-40000	31	16.58
5	More than 40000	34	18.18
	Total	187	100.00%

(Source: Computed from questionnaire)

Chart 5.7

Classification of Respondents According to How Much Rupees Pay for Mobile Phone



(Source: Computed from the questionnaire)

Analysis:

The above table and chart 5.7 describe respondents based on how much rupees they pay for a mobile phone. Out of 187 respondents, 5.35% pay less than \$10,000, 24.60% pay 10001-20000, 35.29% pay 20001-30000, 16.58% pay 30001-40000, and 18.18% pay more than 40,000. According to the analysis, the majority of people will pay between 20001 and 30000 rupees for mobile phones and the least of people will pay less than 10000.

Table 5.8

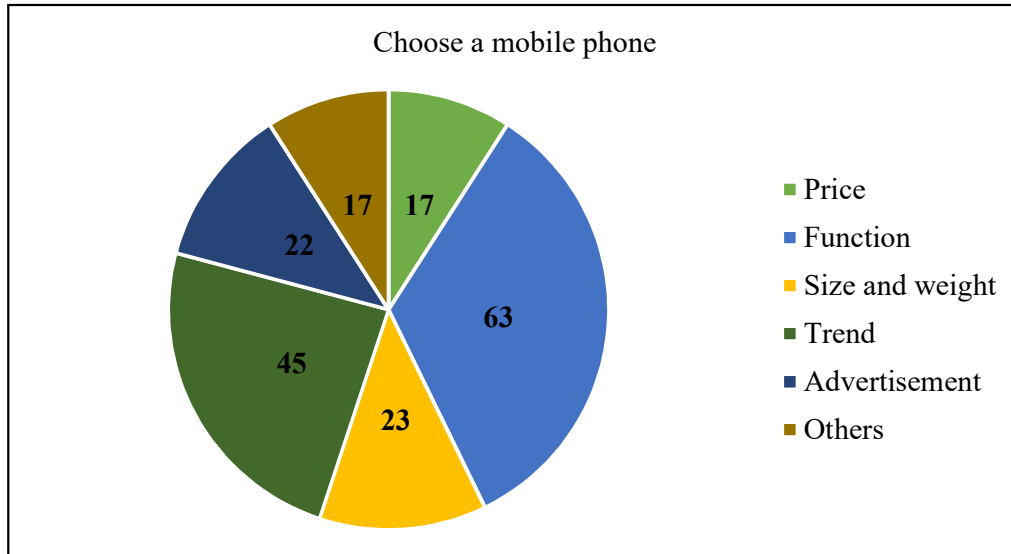
Classification of Respondents According to Choosing a Mobile Phone

Sr. No.	Question	No. of respondents	%
1	Price	17	9.09
2	Function	63	33.69
3	Size and weight	23	12.30
4	Trend	45	24.06
5	Advertisement	22	11.76
6	Others	17	9.09
	Total	187	100.00%

(Source: Computed from Questionnaire)

Chart 5.8

Classification of Respondents According to Choosing a Mobile Phone



(Source: Computed from the questionnaire)

Analysis:

The above table and chart 5.8 show the classification of respondents based on why customers chose this mobile phone. Out of 187 respondents, 9.09% choose based on price, 33.69% choose based on function, 12.30% choose based on size & weight, 24.06% choose based on trend, 11.76% choose based on the advertisement, and 9.09% choose for other reasons. According to the findings, the majority of people make their decisions based on function. And also indicate that the Least of people equally choose a mobile phone based on price and other factors.

Table 5.9

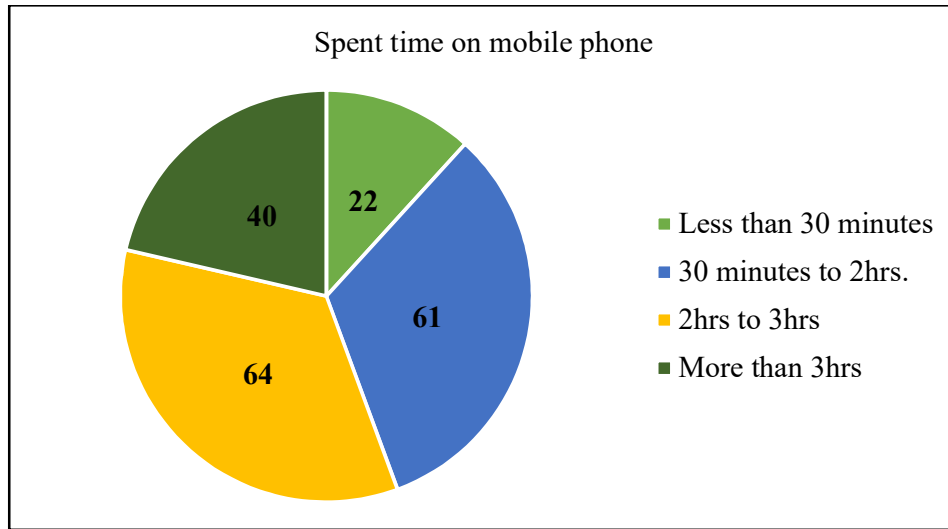
Classification of Respondents According to Spent Time on Mobile Phone in a Day

Sr. No	Question	No. of respondents	%
1	Less than 30 minutes	22	11.76
2	30 minutes to 2hrs.	61	32.62
3	2hrs to 3hrs	64	34.22
4	More than 3hrs	40	21.39
	Total	187	100.00%

(Source: Computed from questionnaire)

Chart 5.9

Classification of Respondents According to Spent Time on Mobile Phone in a Day



(Source: Computed from the questionnaire)

Analysis:

The above table and chart 5.9 represent the classification of respondents according to the period of time spent on mobile phones per day. Out of 187 respondents, 11.76% spent less than 30 minutes in a day, 32.62% spent 30 minutes to 2 hours in a day, 34.22% spent 2 hours to 3 hours in a day, and 21.39% spent more than 3 hours in a day. According to the findings, the majority of people spent 2 to 3 hours per day on their mobile phones. And the least of people spent less than 30 min in a day.

Table 5.10

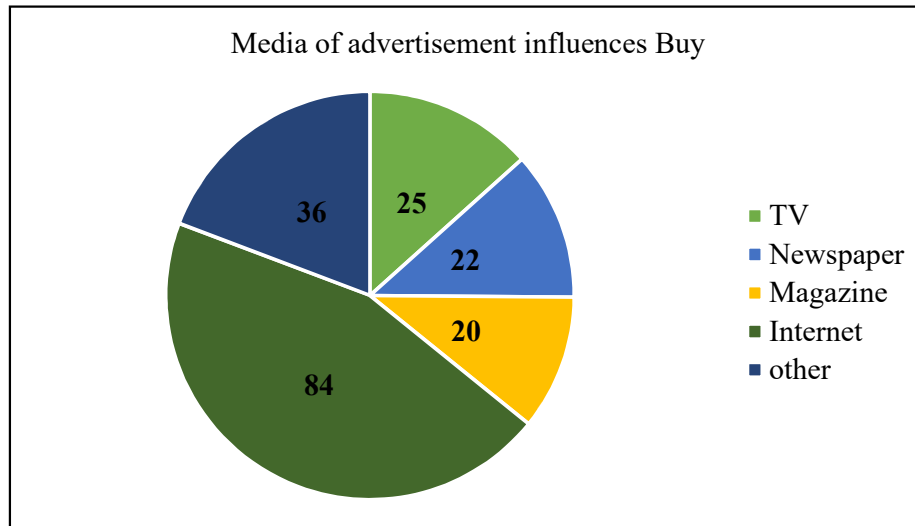
Classification of Respondents According to Media of Advertisement Influence Purchase

Sr. No.	Question	No. of respondents	%
1	TV	25	13.37
2	Newspaper	22	11.76
3	Magazine	20	10.70
4	Internet	84	44.92
5	other	36	19.25
	Total	187	100.00%

(Source: Computed from Questionnaire)

Chart 5.10

Classification of Respondents According to Media of Advertisement Influence buy



(Source: Computed from the questionnaire)

Analysis:

The above table and chart 5.10 show the classification of respondents based on how advertisement media influences purchases. Out of 187 respondents, 13.37% were influenced by TV, 11.76% were influenced by newspapers, 10.70% were influenced by magazines, 44.92% were influenced by the internet, and 19.25% were influenced by others. According to research, the majority of individuals are influenced by Internet advertisements, and the least consumers are influenced by magazines.

Table 5.11

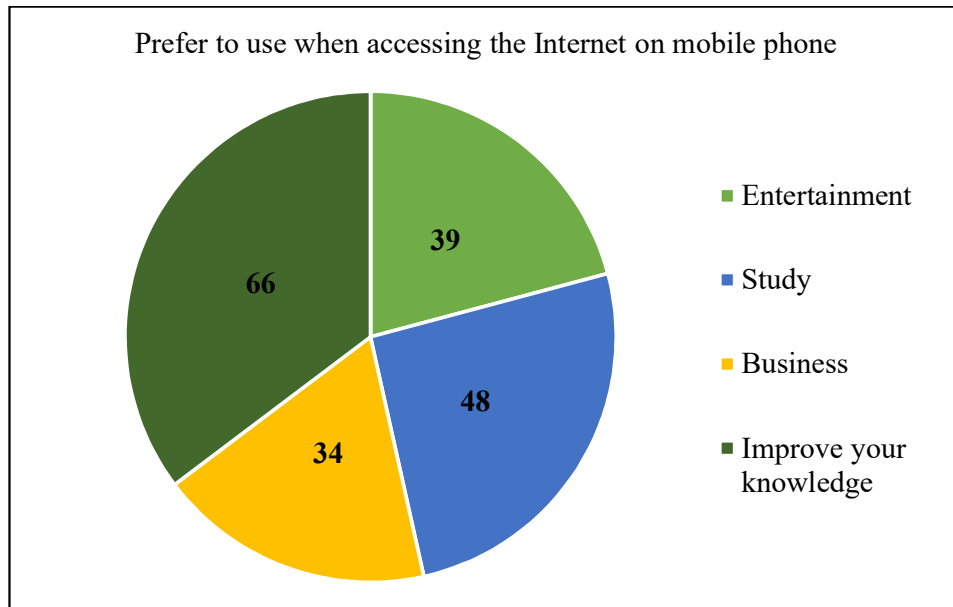
Classification of Respondents According to Prefer to Use Internet Accessing

Sr. No.	Question	No. of respondents	%
1	Entertainment	39	20.86
2	Study	48	25.67
3	Business	34	18.18
4	Improve your knowledge	66	35.29
	Total	187	100.00%

(Source: Computed from questionnaire)

Chart 5.11

Classification of Respondents According to Prefer to Use Internet Accessing



(Source: Computed from the questionnaire)

Analysis:

The above table and chart 5.11 show how respondents are classified in aspects of what they prefer to use when accessing the internet on their mobile phones. Out of 187 respondents, 20.26% prefer entertainment, 25.67% prefer to study, 18.18% prefer business, and 35.29% prefer improved knowledge. According to research, the majority of people prefer to improve their knowledge and the least number of people prefer business.

Table 5.12

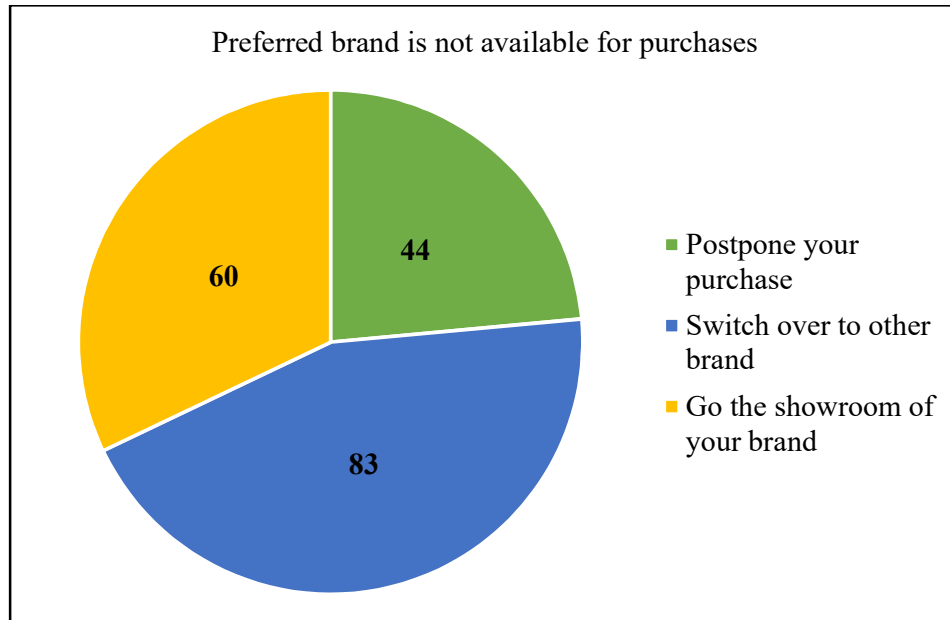
Classification of Respondents According to Preferred Brand is Not Available

Sr.No.	Question	No. of respondents	%
1	Postpone your purchase	44	23.53
2	Switch over to other brands	83	44.39
3	Go to the showroom of your brand	60	32.09
	Total	187	100.00%

(Source: Computed from questionnaire)

Chart 5.12

Classification of Respondents According to Preferred Brand is Not Available



(Source: Computed from the questionnaire)

Analysis:

The above table and chart 5.12 show the respondent classification based on when their preferred brand is not available for purchase. Out of 187 respondents, 23.53% postpone purchases, 44.39% switched to another brand, and 32.09% visit the brand's showroom when the preferred brand is unavailable. According to the researcher's analysis, the majority of people switch to other brands when their preferred brand is unavailable at the time of purchase. While least of people postpone their purchase.

Table 5.13

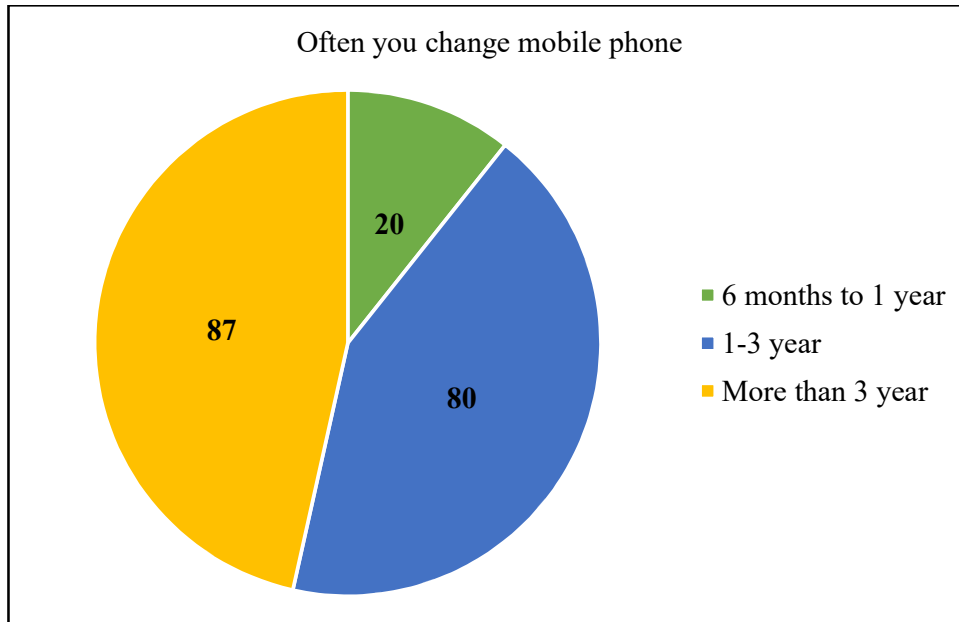
Classification of Respondents According to Often You Change Mobile Phone

Sr. No.	Question	No. of respondents	%
1	6 months to 1 year	20	10.70
2	1-3 year	80	42.78
3	More than 3 year	87	46.52
	Total	187	100.00%

(Source: Computed from Questionnaire)

Chart 5.13

Classification of Respondents According to Often You Change Mobile Phone



(Source: Computed from the questionnaire)

Analysis:

The above table and chart 5.13 describe respondents based on how frequently they change their mobile phones. Out of 187 respondents, 10.70% change mobile phones between 6 months and 1 year, 42.78% change mobile phones between 1 and 3 years, and 46.52% change mobile phones more than 3 years. According to research, the majority of people change their mobile phone after more than three years. And least of people change their mobile phone 6 months to 1 year.

Table 5.14

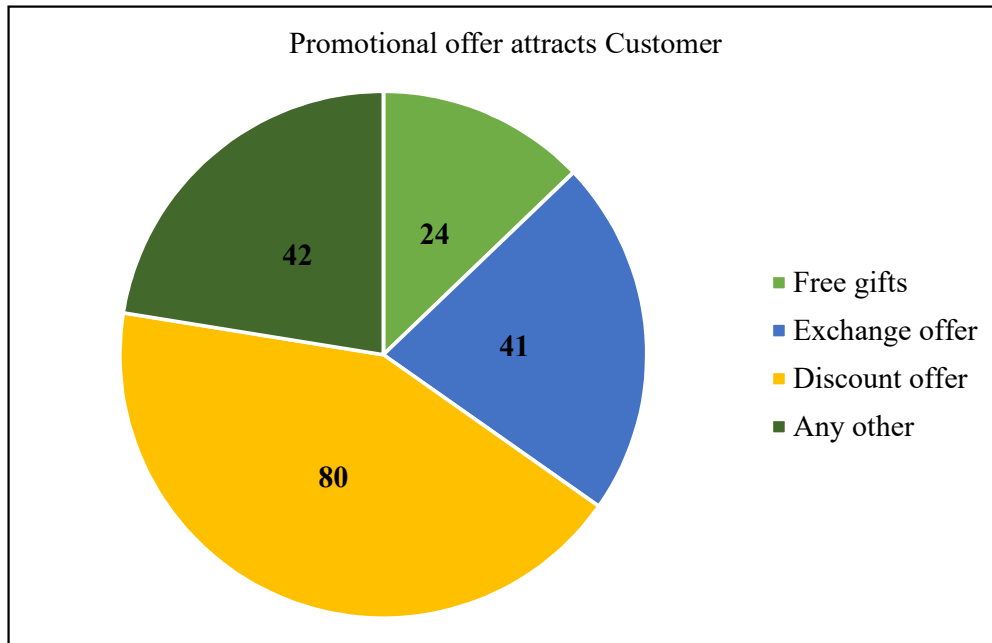
Classification of Respondents According to Promotional Offers Attracts Customer

Sr. No.	Question	No. of respondents	%
1	Free gifts	24	12.83
2	Exchange offer	41	21.93
3	Discount offer	80	42.78
4	Any other	42	22.46
	Total	187	100.00%

(Source: Computed from Questionnaire)

Chart 5.14

Classification of Respondents According to Promotional Offers Attracts Customer



(Source: Computed from Questionnaire)

Analysis:

The above table and chart 5.14 show how respondents are classified based on promotional offers that attract customers. Out of 187 respondents, 12.83% are attracted to free gifts, 21.93% are attracted to exchange offers, 42.78% are attracted to concession offers, and 22.46% are attracted to any other promotional offer. According to the findings, the majority of customers are attracted to discount promotional offers. While the least are attracted to free gifts.

Table 5.15

Classification of Respondents According to Previous Mobile Phone

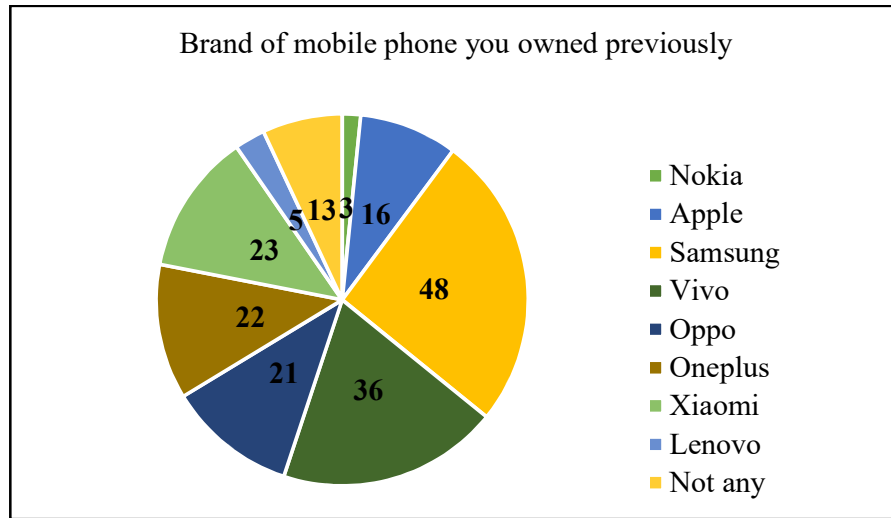
Sr. No.	Question	No. of respondents	%
1	Nokia	3	1.60
2	Apple	16	8.56
3	Samsung	48	25.67
4	Vivo	36	19.25
5	Oppo	21	11.23
6	Oneplus	22	11.76
7	Xiaomi	23	12.30

8	Lenovo	5	2.67
9	Not any	13	6.95
	Total	187	100.00%

(Source: Computed from questionnaire)

Chart 5.15

Classification of Respondents According to Previous Mobile Phone



(Source: Computed from Questionnaire)

Analysis:

The above table and chart 5.15 show the classification of the previous brand of mobile phone owned. Out of 187 respondents, 1.60% owned the Nokia brand, 8.56% owned the Apple brand, and 25.67% owned the Samsung brand; 19.25% owned the Vivo brand; 11.23% owned the Oppo brand; 11.76% owned the Oneplus brand; 12.30% owned the Xiaomi brand; and 6.95% did not own any brand of mobile phone. According to the findings, the researcher can conclude that the majority of users have previously purchased the Samsung brand. While least of users have previously purchased the Nokia brand.

5.4 MEASUREMENT OF CONSUMER BEHAVIOUR

Table 5.16

Classification According to Giving Importance to Factors at the Time of Purchase

Factor	Very important		Important		Normal		Least important		None		T (W)	W.A (187)	R
	F	W (5)	F	W (4)	F	W (3)	F	W (2)	F	W (1)			
Price	137	685	29	116	31	93	0	0	0	0	894	4.78	1
Brand	54	270	112	448	18	54	1	2	2	2	776	4.15	2
Design	46	230	77	308	57	171	7	14	0	0	723	3.87	6
Feature	65	325	68	272	36	108	18	36	0	0	741	3.96	5
Colour	34	170	67	268	60	180	15	30	11	11	659	3.52	7
Memory	70	350	76	304	27	81	12	24	2	2	761	4.07	3
Display	72	360	65	260	41	123	7	14	2	2	759	4.06	4
Battery	83	41	65	260	28	84	6	12	5	5	402	2.15	8

(Source: Computed from the questionnaire)

Analysis:

The researcher used weighted averages for overall comparison and assigned weights to rank such as Very Important -5 weight, Important -4 weight, Normal -3 weight, Least important -2 weight, and None -1 weight. The weighted average of the number of respondents based on factors at the time of mobile phone purchase is computed in the table above.

Above table 5.16 shows a rank-wise classification of the importance of factors considered when purchasing a mobile phone. In 1st rank, the weighted average is 4.78, indicating that the price factor is important to the majority of respondents. Looking for the 2nd rank, the weighted average is 4.15, indicating that respondents give importance to the brand at the time of purchase. The weighted average in the 3rd rank is 4.07, so here researcher can say that respondents give importance to memory factors at the time of mobile phone purchase. The weighted average in the 4th rank is 4.06, indicating that respondents place a high value

on the display factor. The weighted average in the 5th rank is 3.96, indicating that respondents place a high value on the feature factor. The weighted average in the 6th rank is 3.87, indicating that respondents give importance to design factors. The weighted average in the 7th rank is 3.52, indicating that respondents give importance to colour factor at the time of mobile purchase. The weighted average in the 8th rank is 2.15, which indicates that respondents give least importance battery factor at the time of mobile phone purchase as compare to other factors. The researcher concludes from the above table that most respondents give importance to price and the least importance to the battery when purchasing a mobile phone.

Table 5.17

Classification of Respondents According to Mobile Phone Factor Satisfaction

Factor	Very satisfied		Satisfied		Normal		Least satisfied		Can't say		T (W)	W.A (187)	R
	F	W (5)	F	W (4)	F	W (3)	F	W (2)	F	W (1)			
Price	108	540	53	212	18	54	4	8	4	4	818	4.37	1
Brand	59	295	107	428	19	57	2	4	0	0	784	4.19	2
Shape	57	285	75	300	42	126	13	26	0	0	737	3.94	6
Feature	61	305	85	340	30	90	10	20	1	1	756	4.04	4
Colour	65	325	57	228	49	147	11	22	5	5	727	3.89	7
Camera	65	325	78	312	33	99	10	20	1	1	757	4.05	3
Performance	72	360	63	252	41	123	7	14	4	4	753	4.03	5
User-friendly	65	325	81	324	31	93	5	10	5	5	757	4.05	3

(Source: Computed from questionnaire)

Analysis:

The researcher used weighted averages for overall comparison and assigned weights to rank such as Very satisfied -5 weight, Satisfied -4 weight, Normal -3 weight, Least satisfied -2 weight, and Can't say -1 weight. The weighted average of the number of respondents based on mobile phone factor satisfaction.

Above table 5.17 shows a rank-wise classification of the mobile phone factor satisfaction in their current mobile phone. In 1st rank, the weighted average is 4.37, indicating that the price factor is satisfied by the majority of respondents. Looking for the 2nd rank, the weighted average is 4.19, indicating that respondents are satisfied with the brand factor. The weighted average in the 3rd rank is 4.05, so here researcher can say that respondents are satisfied with the camera and user-friendly both. The weighted average in the 4th rank is 4.04, indicating that respondents are satisfied with a feature. The weighted average in the 5th rank is 4.03, indicating that respondents are satisfied with the mobile phone performance factor. The weighted average in the 6th rank is 3.94, indicating that respondents are satisfied with their mobile phones. The weighted average in the 7th rank is 3.89, indicating that respondents are satisfied with their mobile phone colour. The researcher concludes from the above table that most respondents are satisfied with the mobile price and the least with the mobile colour.

Table 5.18

Classification of Respondents According to Time Spent on Other Feature

Feature	Don't use it		More than 30 min		More than 2 hrs		More than 3 hrs		T (W)	W.A (187)	R
	F	W (4)	F	W (3)	F	W (2)	F	W (1)			
Internet surfing	41	164	53	159	15	30	78	78	431	2.30	7
Music	30	120	92	276	57	114	8	8	518	2.77	3
Gaming	104	416	40	120	28	56	15	15	607	3.25	1
Message	21	84	87	261	56	112	23	23	480	2.57	5
Camera	35	140	87	261	50	100	15	15	516	2.76	4
Social media	22	88	77	231	56	112	32	32	463	2.33	6
Other utilities	41	164	87	261	45	90	14	14	529	2.83	2

(Source: Computed from Questionnaire)

Analysis:

The researcher used weighted averages for overall comparison and assigned weights to rank such as Don't use it -4 weight, More than 30 min -3 weight, More than 2 hrs -2 weight, and

More than 3 hrs -1 weight. The weighted average of the number of respondents is based on time spent on mobile phones other features.

Above table 5.18 shows a rank-wise classification of time spent on other mobile features. In 1st rank, the weighted average is 3.25, indicating that the majority of respondents spent their time on games. Looking for the 2nd rank, the weighted average is 2.83, indicating that respondents spent their time on other features. The weighted average in the 3rd rank is 2.77, so here researcher can say that respondents spent their time on music. The weighted average in the 4th rank is 2.76, indicating that respondents spent their time on mobile cameras. The weighted average in the 5th rank is 2.57, indicating that respondents spent their time on the messages. The weighted average in the 6th rank is 2.33, indicating that respondents spent their time on social media. The weighted average in the 7th rank is 2.30, indicating that respondents spent their time on the internet surfing. The researcher concludes from the above table that most respondents are spent their time on games and least on internet surfing.

Table 5.19
Rank-Wise Classification of Buying a Mobile Phone-Based on Factors
According to Respondents' Opinion

Factor	Rank 1		Rank 2		Rank 3		Rank 4		Rank 5		Rank 6		Rank 7		Rank 8		T (W)	W.A (187)	R
	F	W	F	W	F	W	F	W	F	W	F	W	F	W	F	W			
To express my status	107	856	9	63	12	72	20	100	5	20	3	9	3	6	28	28	1154	6.17	1
To check mail and web browsing	10	80	93	651	18	108	8	40	6	24	4	12	15	30	33	33	978	5.23	4
To contact with family	31	248	29	203	95	570	8	40	4	16	16	48	2	4	2	2	1131	6.05	2
For personal safety	12	96	24	168	24	144	94	470	19	76	11	33	3	6	0	0	993	5.31	3
To get information	6	48	6	42	13	78	44	220	100	400	11	33	4	8	3	3	832	4.45	5
For text message	2	16	6	42	18	108	6	30	38	152	95	285	17	34	5	5	672	3.59	6
For using clock	5	40	14	98	2	12	3	15	4	16	38	114	105	210	15	15	520	2.78	7
For high-resolution camera	14	112	6	42	5	30	4	20	11	44	9	27	37	74	101	101	450	2.41	8

(Source: Computed from questionnaire)

Analysis:

For the purpose of overall comparison, the researcher has used weighted average and gives weight to rank like – 1st rank to 8 weight, 2nd rank – 7 weight, 3rd rank- 6 weight, 4th rank – 5 weight, 5th rank- 4 weight, 6th rank- 3 weight, 7th rank- 2 weight, 8th rank- 1 weight. The following above table computed the weighted average of the number of respondents according to their reason for buying a mobile phone based on factors.

The above table 5.19 shows rank wise classification of buying a mobile phone based on factors according to respondents' opinions. In 1st rank, the weighted average is 6.17 which means that respondents believe the mobile phone is express status. According to 2nd rank, the weighted average is 5.23 which means respondents buy a mobile phone for checking mail and browsing. In the 3rd rank, the weighted average is 6.05 indicates respondents buy mobile phones for contact with their family. According to 4th rank, the weighted average is 5.31 which concludes respondents buy a mobile phone for their own safety. In 5th rank, the weighted average is 4.45 which indicates respondents purchase a mobile phone for getting information. According to 6th rank, the weighted average is 3.59, which indicates respondents purchase a mobile phone for text messages. In 7th rank, the weighted average is 2.78, which concludes respondents buy phone for using clock. According to 8th rank, the weighted average is 2.41 which indicates respondents purchase mobile phone for the high-resolution camera. The Researcher concludes that the majority of respondents buy mobile phone for express their status and least are high-resolution camera.

Table 5.20

Classification of Respondents According to Social Need Factors

Factor	SA		A		N		D		SD		T (W)	W.A (187)	R
	F	W (5)	F	W (4)	F	W (3)	F	W (2)	F	W (1)			
I believe mobile phone brands show the social status	70	350	33	132	46	138	27	54	11	11	685	3.66	1
Mobile phone brands tell me what people	20	100	101	404	51	153	8	16	7	7	673	3.60	2

with similar lifestyle buy and use													
Mobile phone brands help to impress others	33	165	64	256	64	192	20	40	6	6	659	3.52	4
People buy a mobile phones for fashion	32	160	74	296	54	162	21	42	6	6	666	3.56	3

(Source: Computed from the questionnaire)

Analysis:

For the purpose of overall comparison, the researcher has used weighted average and gives weight to rank like – SA- 5 weight, A- 4 weight, N- 3 weight, D- 2 weight, SD- 1 weight. The above table computed the weighted average of the number of respondents based on whether they agreed or disagreed with that factor statement.

The above table 5.20 shows whether respondents are whether agreed or not with that factor statement. In 1st rank, the weighted average is 3.66 which means most respondents believe mobile phone shows social status. Looking 2nd rank weighted average is 3.60 indicates respondents think mobile phone brands with similar lifestyle buy and use. In 3rd rank, the weighted average is 3.56 which means people buy mobile phones for fashion according to the researcher’s opinion. In the 4th rank weighted average is 3.52 indicates according to respondents’ opinions mobile phone brands help impress others. The researcher concluded most respondents’ opinion is mobile phone brand shows social status. While the least respondents’ opinion is mobile phone brand helps to impress others.

Table 5.21

Classification of Respondents According to Innovative Feature

Factor	SA		A		N		D		SD		T (W)	W.A (187)	R
	F	W (5)	F	W (4)	F	W (3)	F	W (2)	F	W (1)			
I prefer a mobile phone that has a high-resolution camera	64	320	63	252	43	129	15	30	2	2	733	3.92	1
I choose a mobile phone that uses double Sims	31	155	96	384	44	132	14	28	2	2	701	3.75	3
I prefer a larger display screen size when I buy a mobile phone	30	150	76	304	54	162	22	44	5	5	665	3.56	4
I choose a mobile phone that has quick charging	50	250	84	336	38	114	12	24	3	3	727	3.89	2

(Source: Computed from the questionnaire)

Analysis:

For the purpose of overall comparison, the researcher has used weighted average and gives weight to rank like – SA- 5 weight, A- 4 weight, N- 3 weight, D- 2 weight, SD- 1 weight. The above table computed the weighted average of the number of respondents based on whether they agreed or disagreed with that factor statement.

Table 5.21 shows whether respondents agreed or disagreed with that factor statement. The weighted average for the 1st rank is 3.92, indicating that most respondents prefer a mobile phone with a high-resolution camera. Looking at the 2nd rank weighted average of 3.89, it is clear that respondents prefer a mobile phone that charges quickly. The weighted average in the 3rd rank is 3.75, indicating that people prefer mobile phones with two SIM cards. The 4th rank-weighted average of 3.56 indicates that respondents prefer a larger display screen size when purchasing a mobile phone. The researcher concluded that the majority

of respondents prefer a mobile phone with a high-resolution camera. While least prefer larger display screen sizes when buying a mobile phone.

Table 5.22

Classification of Respondents According to the Price Factor

Factor	SA		A		N		D		SD		T (W)	W.A (187)	R
	F	W (5)	F	W (4)	F	W (3)	F	W (2)	F	W (1)			
Price is the most important factor when I buy a mobile phone	72	360	65	260	37	111	12	24	1	1	756	4.04	1
I look for price discounts when I buy a mobile phone	50	250	95	380	31	93	10	20	0	0	743	3.97	2
I look for higher prices when I choose a mobile phone	37	185	53	212	66	198	32	64	10	10	669	3.58	5
I look for reasonable after-sales service	27	135	95	380	44	132	19	38	2	2	687	3.67	3
The brand provides enough range of product terms of different prices	37	185	76	304	50	150	15	30	9	9	678	3.63	4

(Source: Computed from the questionnaire)

Analysis:

For the purpose of overall comparison, the researcher has used weighted average and gives weight to rank like – SA- 5 weight, A- 4 weight, N- 3 weight, D- 2 weight, SD- 1 weight.

The above table computed the weighted average of the number of respondents based on whether they agreed or disagreed with that factor statement.

Table 5.22 shows whether respondents agreed or disagreed with that factor statement. The weighted average for the 1st rank is 4.04, indicating that according to respondent opinion price is the most important factor when buying a mobile phone. Looking at the 2nd rank-weighted average of 3.97, it is clear that respondents look for price discounts at the time of purchase. The weighted average in the 3rd rank is 3.67, indicating that respondents look for after-sales service. The 4th rank-weighted average of 3.63 indicates that according to respondents' opinions, the brand provides enough range of product terms of different prices. The weighted average in the 5th rank is 3.58 which indicates respondents look for higher prices at the time choosing mobile phones. The researcher concluded that the majority of respondents' opinion is the price is the most important factor at the time of mobile purchase. And last respondent's opinion is looking for a higher price at the time of mobile phone purchase.

Table 5. 23

Classification of Respondents According to the Post Purchase

Factor	SA		A		N		D		SD		T (W)	W.A (187)	R
	F	W (5)	F	W (4)	F	W (3)	F	W (2)	F	W (1)			
Availability of nearby service center	76	380	60	240	34	102	16	32	1	1	755	4.04	4
Guarantee	62	310	95	380	29	87	1	2	0	0	779	4.17	1
Good customer service	61	305	84	336	40	120	2	4	0	0	765	4.09	2
Available of accessories	64	320	83	332	30	90	9	18	1	1	761	4.07	3

(Source: Computed from the questionnaire)

Analysis:

For the purpose of overall comparison, the researcher has used weighted average and gives weight to rank like – SA- 5 weight, A- 4 weight, N- 3 weight, D- 2 weight, SD- 1 weight.

The above table computed the weighted average of the number of respondents based on whether they agreed or disagreed with that factor statement.

Table 5.23 shows whether respondents agreed or disagreed with the statement about the factor. The weighted average for the 1st rank is 4.17, indicating that post-purchase guarantee for mobile phones respondents believe the company provides good post-purchase customer service. The 2nd rank-weighted average of 4.09 indicates that respondents believe the company provides good post-purchase customer service. The weighted average for the 3rd rank is 4.07, indicating that respondents search for available mobile accessories. According to respondents' opinions, the availability of nearby service centers is indicated by the fourth rank-weighted average of 4.04. The researcher concluded that the majority of respondents' opinion is good post-purchase customer service, while the last respondent's opinion is the availability of nearby service centers.

Table 5.24

Classification of Respondents According to the Customer Loyalty

Factor	SA		A		N		D		SD		T (W)	W.A (187)	R
	F	W (5)	F	W (4)	F	W (3)	F	W (2)	F	W (1)			
I would prefer using my current phone brand rather than any other one	66	330	66	264	36	108	18	36	1	1	739	3.95	1
I defend my brand in the circle of my friends, colleagues, family	39	195	91	364	44	132	13	26	0	0	717	3.83	2
Whenever there is a change in my requirements, I will switch over	29	145	84	336	59	177	11	22	4	4	684	3.66	4
Over the period of time, my loyalty	34	170	92	368	46	138	13	26	2	2	704	3.76	3

to the company has grown stronger														
I will wait to purchase the same brand in the absence of availability	31	155	84	336	51	153	14	28	7	7	679	3.63	5	
The repurchase is encouraged due to the satisfactory working of the mobile phone	38	190	93	372	45	135	9	18	2	2	717	3.83	2	

(Source: Computed from the questionnaire)

Analysis:

For the purpose of overall comparison, the researcher has used weighted average and gives weight to rank like – SA- 5 weight, A- 4 weight, N- 3 weight, D- 2 weight, SD- 1 weight. The above table computed the weighted average of the number of respondents based on whether they agreed or disagreed with that factor statement.

Table 5.24 shows whether respondents agreed or disagreed with the statement about the factor. The weighted average for the 1st rank is 3.95, indicating that respondents preferred current mobile brands rather than anyone. The 2nd rank-weighted average of 3.83 indicates that respondents defend their mobile brand to their friends, colleagues, and family and repurchase mobile phones due to satisfaction. The weighted average for the 3rd rank is 3.76, indicating that respondents' loyalty has grown stronger day by day. The weighted average for the 4th rank is 3.66, which indicates that if respondents' requirements changed they switch over to another brand. The weighted average for the 5th rank is 3.63, indicating that respondents wait to purchase the same brand at the time when prefer brand is absent. The researcher concluded that the majority of respondent's opinion prefer the current brand phone rather than any other, while the last respondent's opinion is to wait to purchase the same brand when the brand is not available.

Table 5.25

Classification of Respondents According to the Compatibility of Smartphone

Factor	SA		A		N		D		SD		T (W)	W.A (187)	R
	F	W (5)	F	W (4)	F	W (3)	F	W (2)	F	W (1)			
My current smartphone is compatible and fits my needs	74	370	64	256	35	105	13	26	1	1	758	4.05	1
My current smartphone is fit my habit of using a cell phone	44	220	102	408	35	105	6	12	0	0	745	3.98	2
My current smartphone fulfills my wants and needs	46	230	82	328	51	153	8	16	0	0	727	3.89	3
My current smartphone is fit my lifestyle/ working style	44	220	84	336	48	144	10	20	1	1	721	3.86	4
My current smartphone is a good complement to the traditional mobile phone for me	37	185	98	392	40	120	8	16	4	4	717	3.83	5

(Source: Computed from the questionnaire)

Analysis:

For the purpose of overall comparison, the researcher has used weighted average and gives weight to rank like – SA- 5 weight, A- 4 weight, N- 3 weight, D- 2 weight, SD- 1 weight.

The above table computed the weighted average of the number of respondents based on whether they agreed or disagreed with that factor statement.

Table 5.25 shows whether respondents agreed or disagreed with the factor statement. The 1st rank weighted average is 4.05, indicating that respondents believe their current smartphone is compatible and meets their needs. The 2nd rank-weighted average of 3.98 indicates that respondents' phones were appropriate for their use of mobile phones. The weighted average for the 3rd rank is 3.89, indicating that respondents' current smartphones meet their needs and desires. The weighted average for the 4th rank is 3.86, indicating that respondents' mobile phones fit their working style and lifestyle. The weighted average for the 5th rank is 3.83, indicating that respondents' current smartphones are a good complement to traditional mobile phones. According to the researcher, the majority of respondents believe their current smartphone is compatible and meets their needs, while the last respondent believes it is an overly good complement to the traditional mobile phone.

5.5 RESULT OF T-TEST FOR EQUALITY

T-test: two-sample assuming equal variances

Table 5.26

Social need	Male	Female
Mean	3.720430108	3.808510638
Variance	0.464469378	0.737131091
Observation	93	94
Pooled Variance		0.601537158
Hypothesized Mean Difference		0
df		185
t stat		0.776485394
P(T<=t) one-tail		0.219227034
t critical one-tail		1.653131869
P(T<=t) two-tail		0.495410129
t critical two tail		1.972869946

(Source: Computed from Excel)

Analysis:

From above Table 5.26, it can be seen that the calculated value of p is 0.50 at a 5% level of significance. Since the p-value is greater than 0.05, it is concluded that the null hypothesis is accepted. Hence, according to the t-test, there is no significant difference in social need and gender.

Table 5.27

Innovative feature	Male	Female
Mean	3.860215054	4.074468085
Variance	0.534595605	0.43525509
Observation	93	94
Pooled Variance		0.48465686
Hypothesized Mean Difference		0
df		185
t stat		2.104235731
P(T<=t) one-tail		0.018354475
t critical one-tail		1.653131869
P(T<=t) two-tail		0.03670895
t Critical two-tail		1.972869946

(Source: Computed from Excel)

Analysis:

From above Table 5.27, it can be seen that the calculated value of p is 0.04 at a 5% level of significance. It is based on a t-test, and it can be seen that there is a significant difference in innovative features and gender. The researcher also said that the reason for failing to accept the null hypothesis because the p-value is less than 0.05.

Table 5.28

Price	Male	Female
Mean	3.559139785	3.893617021
Variance	0.510051426	0.397163121
Observation	93	94
Pooled Variance		0.45330217
Hypothesized Mean Difference		0
df		185
t stat		3.396700577
P(T<=t) one-tail		0.000417441
t critical one-tail		1.653131869
P(T<=t) two-tail		0.000834881
t Critical two-tail		1.972869946

(Source: Computed from Excel)

Analysis:

From above Table 5.28, it can be seen that the calculated value of p is 0.000834881 at a 5% level of significance. It is based on a t-test, and it can be seen that there is a significant difference in price and gender. The researcher also said that the reason for failing to accept the null hypothesis because the p-value is less than 0.05.

Table 5.29

Post-purchase	Male	Female
Mean	4.139784946	4.308510638
Variance	0.27372604	0.366163349
Observation	93	94
Pooled Variance		0.320194525
Hypothesized Mean Difference		0
df		185
t stat		2.038726016
P(T<=t) one-tail		0.021450145
t critical one-tail		1.653131869
P(T<=t) two-tail		0.042900289
t Critical two-tail		1.972869946

(Source: Computed from Excel)

Analysis:

From above Table 5.29, it can be seen that the calculated value of p is 0.04 at a 5% level of significance. It is based on a t-test, and it can be seen that there is a significant difference in post-purchase and gender. The researcher also said that the reason for failing to accept the null hypothesis because the p-value is less than 0.05.

Table 5.30

Customer loyalty	Male	Female
Mean	3.838709677	3.914893617
Variance	0.419354839	0.401281171
Observation	93	94
Pooled Variance		0.410269157
Hypothesized Mean Difference		0
df		185
t stat		0.813230372
P(T<=t) one-tail		0.20856568
t critical one-tail		1.653131869
P(T<=t) two-tail		0.41713136
t Critical two-tail		1.972869946

(Source: Computed from Excel)

Analysis:

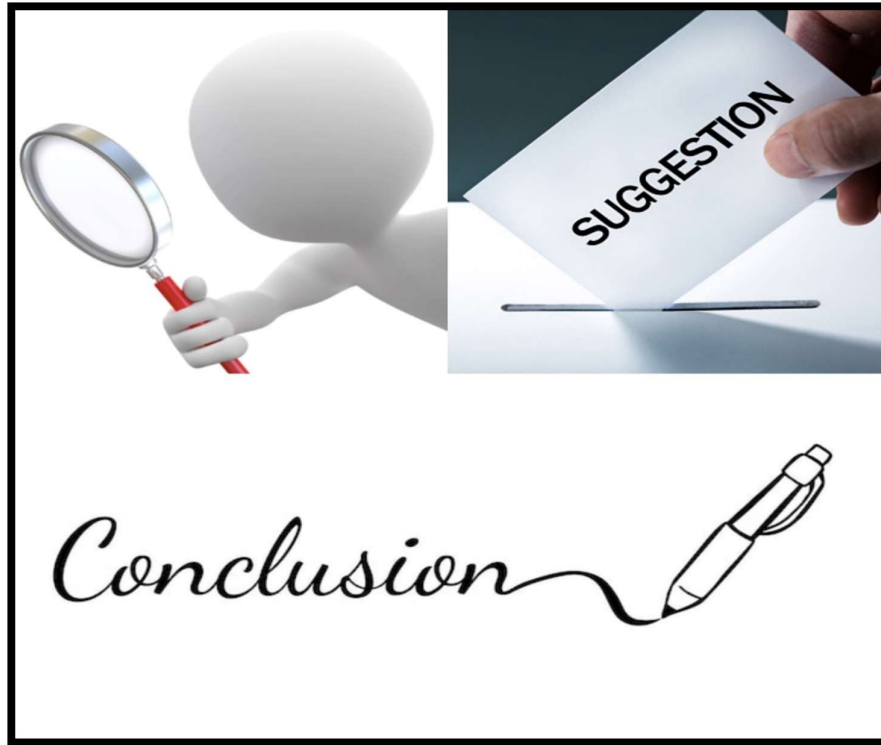
From above Table 5.30, it can be seen that the calculated value of p is 0.42 at a 5% level of significance. Since the p-value is greater than 0.05, it is concluded that the null hypothesis is accepted. Hence, according to the t-test, there is no significant difference in customer loyalty and gender.

5.6 CONCLUSION

Analyze data and form overall conclusions about the results of research experiments in one or more well-written paragraphs. Analyzing data can involve looking at the actual numbers and utilizing tools such as the average, mean, and standard deviation. The conclusion should then consider whether the data results confirm the Researcher's hypothesis. Describe what your investigation revealed. In this research, gender is nearly equal to each other. And most respondents are students. Respondents give importance to the price factor at the time of purchase. The majority of respondents switch over to another brand when their preferred brand is not available. In the majority of factors, the null hypothesis rejected because the p-value is less than 0.05. Respondents agree with a mobile phone is express their status.

CHAPTER- 6

SUMMARY, FINDINGS AND SUGGESTION



CHAPTER- 6

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6.1 INTRODUCTION

Many points in this chapter include a summary, findings, suggestions, and conclusions from data collection, analysis, and interpretation. The summary briefly summarizes the previous chapter. Where findings are concluded after the analysis of the available data and from that important suggestion is given by the researcher.

6.2 SUMMARY

The present study is divided into five chapters. The following is a brief summary of each chapter:

Chapter 1: Introduction

This chapter provides an overview of the mobile industry, the invention of the mobile phone, the world's five largest smartphone companies, the best Indian mobile companies, an overview of the Indian market, the Indian mobile phone market size, and why the mobile industry will boom in 2020. The impact of mobile technology in our lives, Negative effects of mobile phones in our lives, Positive effects of mobile phones in our lives, Impact of mobile phones in student's lives, Mobile Phone Advantages and Disadvantages Mobile phone safety tips, SWOT analysis, and PESTLE analysis are all available.

Chapter 2: Conceptual framework of consumer behaviour

This chapter contains additional information about consumer behaviour, such as a definition of consumer and consumer behaviour, the consumer market, and the impact of consumer behaviour. Consumer behaviour in a world of economic instability, consumer interest, types of consumer behaviour, approaches to study consumer behaviour, application of consumer behaviour in marketing, consumer behaviour models, importance & patterns, 7'o framework, factor, nature of consumer behaviour, Scope of consumer behaviour, consumer decision rules, levels of consumer decision making. Consumer behaviour is the study of how people choose and purchase goods, services, and ideas to meet their needs. Consumer behaviour influences consumer purchasing behaviour. Consumer behaviour is the study of how consumers select and buy goods, services and ideas to satisfy their needs.

Chapter 3: Review literature

A review of the literature is a summary of previous research on the research topic. This literature review is useful in setting up the basis for the research, avoiding duplication, identifying gaps, and fully developing a theoretical framework and methodology.

Chapter 4: Research methodology

This chapter discusses the study's methodology. An overview of research methodology in this chapter, including topics like the definition of research, the research process, the problem of the study, the objectives of the study, the hypotheses of the study, the research design from which the researcher takes the title of the study, the period of the study, the scope of the study, a sample of the study, data collection, tools & techniques, the significance of the study, the limitations of the study, and so on.

Chapter 5: Data analysis and Interpretation

This chapter is portrayed as the brain of the study. This chapter is considered a prime chapter in the research work because this chapter justifies the research title. The chapter focuses on data analysis and interpretations based on structured questionnaire data. This chapter includes an introduction, the main profile of respondents, and the T-test test, which was also used to measure mobile phone consumer behaviour in Rajkot. In addition to the T-test, the researcher used a 5-point scale to assess consumer behaviour towards mobile phones in Rajkot.

Chapter 6: Summary, Findings and Suggestions

Following the completion of the research, this chapter presents a summary, findings, and conclusion of the entire study discovered by the researcher. Researchers offer ideas for future study. This chapter gives suggestions to the company.

6.3 FINDINGS OF THE STUDY

In the case of smartphones, consumers make purchasing decisions by analyzing newly introduced smartphones on the market. Consumers rarely purchase older models on the market. The consumer prefers new models due to new technology and features. Consumers

who are loyal to a brand will always return to that brand because it meets their needs. Apple, Sony, and Samsung are a few examples. After analyzing all of the collected data, the researcher found several findings from her research on consumer purchasing behaviour for mobile phones in Rajkot.

6.3.1 Findings based on the main profile of the respondent

1. The majority of Rajkot's customers are female. 49.73% of the 187 respondents are male, while 50.27% are female. In this case, the researcher has only considered the male and female gender.
2. In this study, the majority of consumers in Rajkot city are between the ages of 21 and 30.
3. According to the highest percentage of educational qualifications, 46.52% are from a Graduate background.
4. In this study, most respondents are students.
5. In Rajkot city, 99.47% of respondents own a mobile phone, while 0.53% do not own one.
6. In Rajkot city, the majority of people own Oppo and Vivo brands, while Lenovo brand owners are in the minority. And the Samsung and Apple brands have comparable user numbers.
7. According to mobile phone payment, the majority of people will pay between 20001 and 30000 rupees for mobile phones. And the least of people will pay less than 10000.
8. The researcher found in this study that when it comes to choosing a mobile phone, the majority of people base their decision on function. Furthermore, the majority of people choose a mobile phone based on price and other factors.
9. According to this study, consumers spent time on a mobile phone in a day, the majority of people spent 2 to 3 hours per day on their mobile phones. And the least of people spent less than 30 min in a day.
10. In this current study, the research found that the media of advertisements influences the purchase of mobile phones, with internet advertisements influencing the majority of individuals. Magazines have the least influence on consumers.

11. According to prefer the use of internet access, the majority of people prefer to improve their knowledge and the least number of people prefer business.
12. According to this study, the researchers found that when a brand is not available for purchase, the majority of people switch to other brands when their preferred brand is unavailable at the time of purchase. And least of people postpone their purchase.
13. The study revealed that the majority of people change their mobile phone after more than three years. And least of people change their mobile phone 6 months to 1 year.
14. The majority of people are attracted to discount promotional offers, while the minority are attracted to free gifts.
15. As per respondents' previous mobile phones, the researcher can conclude that the majority of users have previously purchased the Samsung brand. While least of users have previously purchased the Nokia brand.

6.3.2 Findings based on the weighted average

1. According to giving importance to factors at the time of mobile purchase, most respondents give importance to price and the least importance to the battery when purchasing a mobile phone.
2. In this study, the researcher found that according to mobile phone factor satisfaction, most respondents are satisfied with the mobile price and the least with the mobile colour.
3. The number of respondents is based on time spent on mobile phones other feature. The researcher concludes that most respondents are spent their time on games and least on internet surfing.
4. According to social need factors, the researcher found that most respondents' opinion is mobile phone brand shows social status. While the least respondents' opinion is mobile phone brand helps to impress others.
5. According to innovative features, the researcher found that the majority of respondents prefer a mobile phone with a high-resolution camera. While least are larger display screen sizes when buying a mobile phone.
6. According to this study, the researcher found that price factors in the majority of respondents' opinion price is the most important factor at the time of mobile

purchase. And least respondent's opinion is looking for a higher price at the time of mobile phone purchase.

7. In the post-purchase factor, the researcher found that the majority of respondents' opinion is good post-purchase customer service, while the last respondent's opinion is the availability of nearby service centres.
8. In customer loyalty, the researcher found that the majority of respondent's opinion prefer the current brand phone rather than any other, while the last respondent's opinion is to wait to purchase the same brand when the brand is not available.
9. According to compatibility with smartphones, the researcher found that the majority of respondents believe their current smartphone is compatible and meets their needs, while the last respondent believes it is an overly good complement to the traditional mobile phone.

6.3.3 Findings based on T-test

1. From the test results of the respondents' Social needs, the null hypothesis is accepted. Therefore, there is no significance difference in social needs and gender.
2. From the test results of the respondent's Innovative feature, the null hypothesis is rejected. The researcher also said that the reason for failing to accept the null hypothesis because the p-value is less than 0.05.
3. From the test results of the respondent's Price, the null hypothesis is rejected. That's why the researcher found that there is a significant difference in price and gender.
4. From the test results of the respondent's Post-purchase, the null hypothesis is rejected. So, there is a significant difference in post-purchase and gender. The researcher also said that the reason for failing to accept the null hypothesis because the p-value is less than 0.05.
5. From the test results of the respondent's Customer loyalty, the null hypothesis is accepted. Therefore, there is no significance difference in Customer loyalty and gender.

6.4 SUGGESTIONS

From based on the study researcher wants to offer a few recommendations and suggestions.

1. According to researchers, the company should design mobile phones with a variety of functions because the majority of people purchase mobile phones based on function.
2. The study concludes that the majority of people are more connected to the internet when they buy a mobile phone, so the industry should use the Internet as a medium of advertisement.
3. Consumers will purchase preferred mobile phone brands, so businesses must collect market data on customer preferences.
4. According to the study, the majority of people purchased Vivo and Oppo mobile phones, so companies should produce more brands to increase profits and customer satisfaction.
5. I believe that this study will provide significant knowledge and information to smartphone manufacturers in identifying consumer preferences.
6. Smartphone companies that want to establish a market or those that have already established a market but want to expand their business in Rajkot should focus on product quality and functionalities.
7. Smartphone manufacturers should release smartphones with longer battery lives, as this could be very beneficial to people who experience power failures on a regular basis.
8. As of the sample, only 35.29% of people are willing to spend money on Smartphones. It would have been better because Smartphones play a major role in the present world.
9. Consumer perception is shifting as a result of new Android features and innovative models, which is a good sign.
10. The purchase decision is highly influenced by price. When it comes to choosing mobile phones, the price has a significant positive impact on consumer perception.
11. More advertisements and discounts should be used to attract customers.

12. Because so many customers drown their phones in water due to unavoidable circumstances, the company will introduce waterproof phones with unbreakable bodies to their valued customers.
13. As consumers demand more and more features, smartphone manufacturers should increase the number of features available.
14. According to the study, customers are more interested in product features such as processing price, brand, and display life, so manufacturers should focus more on these when designing smartphones.
15. Companies can focus more on the youth population because they use smartphones the most.

6.5 CONCLUSION

The research work concludes with a summary, findings, and suggestions. The researcher gives an overview of all related information which is related to mobile phones like market size, positive and negative effects etc. And gives additional information about consumer behaviour like definition, impact, consumer market, models etc. review literature is a summary of previous research on the research topic. Research methodology gives a sample of the study, data collection, tools & techniques etc. Data collection is portrayed as the brain of the study. The researcher used T-test. In this study, researchers conclude that respondents are nearly equal. And most respondents are Students. The researcher discovered the entire study.

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QUESTIONNAIRE

An Empirical Study on Consumer Buying Behaviour Towards Mobile Phone: A Case Study Of Rajkot Study

Name:

Email id

Gender:

- Male
- Female

Age:

- 20 years and below
- Between 21-30
- Between 31-40
- Between 41-50
- Above 50

Educational Qualification:

- HSC & Below
- Graduate
- Post-graduate
- Doctorate

Occupation:

- Student
- Private-Employee
- Government servant
- Businessman
- Professional
- Unemployed

Do you own mobile phone?

- Yes
- No

Which brand of phone are you currently using? (Please tick anyone)

- Samsung
- One plus
- Apple
- Xiaomi
- Oppo & Vivo
- Real me
- Lenovo

- Others

How much did you pay for it (in rupees)

- Less than 10000
- 10001-20000
- 20001-30000
- 30001-40000
- More than 40000

Why did you choose this mobile?

- Prize
- Function
- Size and weight
- Trend
- Advertisement
- Other

How much time do you spend on mobile in a day?

- Less than 30 minutes
- 30 minutes to 2hrs.
- 2hrs to 3hrs
- More than 3hrs

Which media of advertisement influences your purchase?

- TV
- Newspaper
- Magazine
- Internet
- other

What do you prefer to use when accessing the internet on your mobile phone?

- Entertainment
- Study
- Business
- Improve your knowledge

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

How often you change your mobile phone?

- 6 months to 1 year
- 1-3 year

- More than 3 year

Which promotional offer attracts you most?

- Free gifts
- Price offer
- Discount
- Any other

What brand of mobile phone you own previously?

- Nokia
- Apple
- Samsung
- Vivo
- Oppo
- One plus
- Xiaomi
- Lenovo
- Not any

How much importance do you give to the following factor when you purchase a mobile?

(Tick in the desired column)

Factor	Very important	Important	Normal	Least important	None
Price					
Brand					
Design					
Features					
Colour					
Memory					
Display					
Battery					

How satisfied are you with the following factors in your current mobile?

(Tick in the desired column)

Factor	Very satisfied	Satisfied	Normal	Least satisfied	Can't say
Price					
Brand					

Shape					
Features					
Colour					
Camera					
Performance					
User-friendly					

Do you use any other features of your mobile? If so, how much time do you spend on this feature?

	Don't use it	>30 minutes	>3hrs
Internet			
Music			
Gaming			
Message			
Camera			
Social media			
Other utilities			

Rank your reason for buying a mobile phone based on the following factors. Please tick mark on appropriate box. Give rank from 1 to 8. 1 is high and 8 is low.

Reason for buying mobile phone	1	2	3	4	5	6	7	8
To express my status								
To check mail and web browsing								
To contact with family								
For personal safety								
To get information								
For text message								
For using clock								
For high-resolution camera								

Please tick mark on appropriate box to indicate the extent to which you agree or disagree with that factor.

S.D.= Strongly disagree

D = Disagree

N = Neutral

A = Agree

S.A. = Strongly Agree

S.r. No.	Factor	SA	A	N	D	SD
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❖	Social need					
	I believe mobile phone Brand shows the social status					
	Mobile phone brands tell me what people with similar lifestyles buy and use					
	Mobile phone brand helps to impress others					
	People buy mobile phone for fashion					
❖	Innovative features					
	I prefer mobile phone that has high resolution camera					
	I choose a mobile phone that uses double Sims					
	I prefer larger display screen size when I buy mobile phone					
	I choose a mobile phone that quick charging					
❖	Price					
	Price is most important factor when I buy a mobile					
	I look for price discount when I buy mobile phone					
	I look for higher prices when I choose a mobile phone					
	I look for reasonable after sales service					
	The brand provides enough range of the product in terms of different prices					
❖	Post purchase					

	Availability of nearby service center					
	Guarantee					
	Good customer service					
	Available of accessories					
❖	Customer loyalty					
	I would prefer using my current phone brand rather than any other one					
	I defend my brand in the circle of my friends, colleagues, family					
	Whenever there is a change in my requirements, I will switch over					
	Over the period of time, my loyalty to the company has grown stronger					
	I will wait to purchase the same brand in the absence of availability					
	The repurchase is encouraged due to satisfactory of mobile phone					

For each compatibility of smart phone statement, please indicate to which extent you feel it is agreeable or not.

Statement	SA	A	N	D	SD
My current smartphone is compatible and fit with my needs					
My current smart phone is fit with my habits of using cell phone					
My current smart phone can fulfill my wants and needs in current					
My current smart phone is compatible					

and fit with my lifestyle/ working style					
My current smartphone is a good complement to the traditional mobile phone for me					



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Certificate

This is to certify that **Mr/Ms Barot Chandni** of **Atmiya University** participated in

Vividha 2023 - A National Conference on Recent Trends in Commerce and Management, organized by Christ College, Rajkot, affiliated to Saurashtra University, Rajkot, on Saturday, March 04, 2023. He/She has presented a Paper/Poster entitled An Empirical Study on Consumer Buying Behaviour Towards Mobile Phone: A case study of Rajkot city in **Commerce** in the **PM** category.

He/She has achieved **2nd position**

Barot Chandni

Dr. Supriya Raithatha
Convener

Chandni Barot

Dr. Yvonne Fernandes
Principal

Fr. (Dr.) Jomon Thommana

Fr. (Dr.) Jomon Thommana
Director