

# INTRODUCTION

The buying behaviour of youth towards branded gadgets has become a topic of great interest to marketers and researchers alike. The increasing use of technology and gadgets has led to a surge in the market for branded gadgets, which has resulted in a growing number of consumers, particularly among the youth. The youth are a significant consumer segment for branded gadgets as they are early adopters and are always on the lookout for new and trendy gadgets that can enhance their lifestyle.

The study aims to explore the factors that influence the buying behaviour of youth towards branded gadgets. It will investigate the factors that motivate youth to buy branded gadgets, their preferences and choices regarding the brand, the impact of advertising and marketing on their purchasing behaviour, and the role of peer influence in their decision-making process.

The study will employ a mixed-method approach, including a survey and in-depth interviews with selected participants. The survey will be conducted among a sample of youth aged 18-25 years, while the interviews will be conducted among a smaller sample of participants to gain a more in-depth understanding of their buying behaviour.

The study's findings will have significant implications for marketers and businesses looking to target the youth market for branded gadgets. The study will provide insights into the factors that influence youth's buying behaviour towards branded gadgets, which can be used to develop effective marketing strategies and enhance the brand's appeal to this segment of consumers. Additionally, the study will contribute to the existing literature on consumer behaviour towards branded gadgets, which can serve as a valuable resource for future research in this area.

## **OBJECTIVES OF THE STUDY**

- To understand the factors that influence the buying behaviour of youth customers towards branded gadgets.
- To investigate the relationship between the perception of youth customers towards branded gadgets and their purchase decisions.
- To identify the most preferred branded gadgets among youth customers and the reasons for their preference.
- To determine the level of satisfaction of youth customers with their branded gadgets and the factors that affect their satisfaction.
- To explore the role of social media and advertising on the perception and buying behaviour of youth customers towards branded gadgets.

## **SCOPE OF THE STUDY**

The scope of a study on the buying behaviour of youth towards branded gadgets can be quite broad, encompassing a wide range of factors that influence the purchasing decisions of this demographic.

## **LIMITATIONS OF THE STUDY**

- The information obtained or the collection of data is limited.
- The study is purely academic.
- The survey was conducted in this urban sector of respondents thus it cannot be generalized.
- The information provided by respondents could be biased.

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