**1.1 INTRODUCTION**

In globalization, thousands of brands are trying to gain new customers and tend to retain them. In this competitive environment where customers have wide range and varieties of choices and availability of huge amount of information related to product which make them excessive aware of the goods and services and their functionalities and its uses so it is difficult for the managers to stop them switching to other brands and to make them loyal it also difficult to take decision that what factors should be focused to get their attention and to make them loyal.

Brand image is one of the important steps to reach brand loyalty, based on branding theory it stated that brand image must be congruent and parallel with the consumers’ image and it’s a process and attempt to meet psychological and social needs. Furthermore, brand image drives some important element for the recognition that is wealth, class, success, and style.

Brand Loyalty is a scenario where the consumer fears purchasing and consuming product from another brand which he does not trust. It is measured through methods like word of mouth publicity, repetitive buying, price sensitivity, commitment, brand trust, customer satisfaction, etc. Brand loyalty is the extent to which a consumer constantly buys the same brand within a product category. The consumers remain loyal to a specific brand as long as it is available. They do not buy from other suppliers within the product category. Brand loyalty exists when the consumer feels that the brand consists of right product characteristics and quality at right price. Even if the other brands are available at cheaper price or superior quality, the brand loyal consumer will stick to his brand.Brand loyal consumers are the foundation of an organization. Greater loyalty levels lead to less marketing expenditure because the brand loyal customers promote the brand positively. Also, it acts as a means of launching and introducing more products that are targeted at same customers at less expenditure. It also restrains new competitors in the market. Brand loyalty is a key component of brand equity.

**1.2 SIGNIFICANCE OF THE STUDY**

This study is mainly focuses on the leading brand preference for mobile phone and the attitude of consumers belongs to low, middle and high income groups are taken in Kannur Area . Everyone has got a mobile phone today because it has many advantages: you are flexible and available everywhere and every time but if you don't want to be available once, no problem, you may turn it off. There are many reasons to possess a mobile phone and if you are searching for a new mobile phone one of any kind, please enter. As an offerer, please, describe your offer exactly. It is also important to give the exact appellation of the phone, since little differences in appellation may make up great differences in product.

Mobile operating system milestones mirror the development of mobile phones and smartphones:

**1.3 STATEMENT OF THE PROBLEM**

Recently, we have seen strong smartphone brands are associated repeatedly with exceptional sales, such as buyers queuing at Apple Stores on the first day of product release while some others are not. The general objective of this study is to determine and evaluate the key factors which influence customers’ loyalty toward the brand and to find the contribu-tion of different factors that to what extent they impact the brand loyalty and af-fects customers’ decision making while choosing the brand.

**MOBILE BRANDS** : Samsung Galaxy S10/S10 Plus,Huawei P30 Pro,iPhone 11 Pro/11 Pro Max,Samsung Galaxy Note 10 Plus,iPhone 11,Huawei P30,OnePlus 7T Pro,Oppo Reno 10x Zoom,Samsung Galaxy Note 10,OnePlus 7T,Samsung Galaxy S10e,Google Pixel 4 XL,Honor View 20,Asus Zenfone 6,OnePlus 7 Pro

**1.4 OBJECTIVES OF THE STUDY**

* To determine and evaluate the key factors which influence customers’ loyalty toward the brand
* To study the switching behaviour of other brands among Smartphone users.
* To identify the factors that influence decision-making in purchasing a mobile phone.
* To study the satisfaction level of Smartphone user

**1.5 SCOPE OF THE STUDY**

The scope of the study is confined to understanding the most preferred brand of mobile phone in the industry and the various subjective factors influencing the Brand loyalityof smart phones.

**1.6 METHODOLOGY OF THE STUDY**

The main purpose of study is to find out the smart phone brand loyality of respondents inside Kannur district from various gender, age, income level. An exploratory research was carried out to achieve this purpose. The research is quantitative in nature. The data collected is analyzed statistically to interpret findings and results. This research was conducted in order to determine whether brand loyalty questionnaire play a significant role in using a smartphone among people. The advantages and disadvantages as well as the reliability of this instrument were also part of the objectives. In order to answer these research goals, I opted to obtain the view of people with this topic.

**1.6.1 Areaof the study**

The area of the study is the Kannur area

**1.6.2 Source Of Data**

Both primary and secondary data were collected for the purpose of study.

**Primary Data**

Primary data was collected from the sample of respondents using a structured questionnaire and direct interview method was chosen to fill the questionnaires.

**Secondary Data**

Secondary data sources such as journals, websites, magazines and company records were used to augment the study.

**1.6.3 Sampling method**

For this study, non-probability sampling is used. It is because determining the population size of people preferring various mobile phone brands is difficult. Therefore, sampling method used is the convenience quota sampling.

**1.6.4 Sample size**

The sample size is 25

**1.6.4 Tools for Analysis**

Tools for analysis: Along with the usual statistical tools such as tables, percentages, bar charts,

**1.7 LIMITATIONS OF THE STUDY**

* The research is based on the sample size of 25 and mainly quantitative measure was taken to measure the consumer preference of smart phones among customers.
* The main limitations are expressed as follows,the first limitation concerns the factor of brand loyalty among people who uses the smartphone in Kannur city.
* To put it in another way,there might be some relevant factors, which results in significant, influence on the smartphone users in Kannur city.

**1.8 CHAPTER SCHEME**

The study has been divided in to 5 chapters

* The first chapter deals with Introduction of the study.
* The second chapter deals with Review of literature
* The third chapter deals with Theoretical frame work of the study.
* The fourth chapter deals with Data analysis and interpretations of the

study.

* The final chapter furnishes the findings, suggestions and conclusion for

the study.

**2.1 REVIEW OF LITERATURE**

**Dr. Ramesh Sardar (2012)** on his article “Brand Preference of Passenger Cars in Aurangabad District” detailed that the analysis of marketing, a consumer behavior and brand preference of passenger car is carried out in Aurangabad district of Maharashtra state. As a result, focusing on an industry where brands, marketing knowledge and distribution networks have been important determinants in the growth and survival of firms. It reaches distinct conclusions. The article illustrates the analysis and interpretation of data. Finally it concludes with findings and recommendations of the study which may be useful for general public as even the manufacturers and dealers can understand the dimensions reflecting brand preference of passenger cars and impact of all these factors on customer satisfaction.

**Dr.Shendge (2012**) on his study “A Comparative Study of Consumer Preference towards Cadbury and Nestle Chocolates with Special Reference to Navi Peth Area in Solapur City” viewed that Chocolate is liked and eaten by all age group of people.

Attiya Kanwal (2011) on his study “Consumer preference of International brands over local brands” aimed at determining consumer preference of international brands instead if national or local brands. Consumer evaluates products based on information cues, which are intrinsic and extrinsic. If a consumer is satisfied with a product, he will buy it again, become loyal and over time develop a relationship with the brand. There are various factors which influence consumer purchase decision. The price of a brand plays a fundamental role in the consumer’s choice of brand. If a brand is priced too high then a consumer will avoid it. The price of a brand is an indication of the quality of the brand as well. The country of origin of products is another cue used as a sign of quality of a product. Products from developed countries are perceived to be of better quality. Other factors include fashion, family and friends, brand name, availability, advertising campaigns etc. The sample for this research is taken from Islamabad and Rawalpindi. Simple random sampling was the technique used and the sample size was 100. Data collected for research was through a questionnaire, which was distributed among bothmales and females of various age groups and income levels. Calculations were then analyzed and interpreted using percentage of respondents and frequency distribution. Consumers are seen to give preference to international brands if asked to choose between an international brand and a national brand. Consumers regard international brands to be of better quality, more durable and reliable. Furthermore, they are more price and quality conscious and not very brand loyal. Local companies need to emphasize on the quality of their products in advertisements and their advertisements need to be more targeted and up-beat to attract the younger market segment.

Kaberi Bhattacharyya (2011) in his study “The Role of Media in Influencing Customers’ Brand Choice: Some Observations” told that a brand has arrived in the market, is alive and kicking or simply pulling on. Similarly, generations of customers are made known that a brand has still remained relevant in the changing context of time and space. Leveraging on the charm of audio and video, brands engulf our senses and succeed in becoming an intrinsic part of our lives. While the trust earned by them is directly proportional to their attributes and functionalities, the buzz created around the brands by the media helps them break the clutter of competition and stay vibrant in the consumers’ minds. Creative juices give birth to myriad themes, processes, colours and themes and familiar and not-so-familiar faces take them forward. Although advertisements traditionally remain the sheet anchor, brands use other above-the-line and below-the-line techniques to gain an edge or grab eyeballs. All these definitely has fuelled consumerism and the responsibility for developing the consumerist culture that have taken a vice like grip over our lives and its catastrophic impact on the natural environment can be ascribed to a large extent on the burgeoning media. But the irony is that it is the media again which has declared these wrong-doings to the public and implicated the corporate or the brands into the muddle. This has again thrust upon these brands or their mentors to engage in clean or green activities that would resuscitate their image wholeheartedly.

Prof. R.C.S. Rajpurohit and Dr. M.L. Vasita (2011) on their study “Consumer Preferences and Satisfaction towards Various Mobile Phone Service Providers an Exploratory Study in Jodhpur City, Rajasthan” conducted that on 250 mobile phone users of various mobile phone service providers such as Vodafone, Airtel, BSNL, Reliance, Idea, Tata Indicom and few other players. The results derived from the study indicate that the factor that induces the consumers to buy a particular mobile phone operator is call tariffs followed by network coverage and brand image. The study also highlights that majority of respondents are satisfied with the value added services offered by their mobile phone service providers. The findings derived from the study will be helpful for mobile phone service providers in deciding and implementing their sales strategy for the promotion of mobile phone services.

M.Sathish (2011) in their study “A Study on Consumer Switching Behaviour in Cellular Service Provider with reference to Chennai” stated that Indian mobile market is one of the fastest growing markets and is forecasted to reach 868.47 million users by 2013. India has seen rapid increase in the number of players which caused the tariff rates to hit an all time low. This allowed the players to target the low income population thereby increasing the market share. The availability of a number of subscriber options for consumers and varied tariff rates of each player, lead the consumers to switch between service providers. The objectives of the study are to find the factors that influence the consumers in switching the service provider and to delve into finding out the likeliness of switching the service provider. The type of research used for this study is descriptive research design. The area covered under this study was Chennai due to availability of well mixed population base in Tamil Nadu. A well structured questionnaire was designed and administered to collect samples across Chennai. Due to high population and need for variety of respondents, Cluster Sampling method was chosen. The sample size was 112. The variables considered for the study are Consumer demographics, Consumer satisfaction with existing service provider, Factors influencing the switching behaviour and factors that affect the switching behaviour of consumers and these were grouped into 4 categories namely customer service, service problems, usage cost and others. The results from the study reveal that call rates plays the most important role in switching the service provider followed by network coverage, value added service and customer care while advertisement plays the least important role. It is found that there is a relation between switching the service provider and the factors (customer service, service problem, usage cost, etc.). After analysing the findings of the study, we propose that the mobile providers concentrate on increasing network stability and setting tariff rates competitively.

Dr. Shrinivas Patil (2011) on their article “A Relative Analysis on Customers’ Satisfaction of Microwave oven: Study on Select Companies” pointed out that the customer satisfaction is the key for company’s boom and sustainability of today’s competitive marketing world. A company ought to know their customers’ sense towards products and services. The study enables firms to scrutinize the changes in customer satisfaction, so that company can act swiftly to satisfy them. Appraisal of customer satisfaction for unrelenting perfection is a prerequisite for any company. Customer retention is also money-spinning; companies will amplify profits by having better customer loyalty and satisfaction. Customers who are discontented tell twice as many people about it as compared to contented ones. The Indian microwave oven manufacturing companies like Videocon, Onida are having convincingly good products and also they are priced comparatively less with foreign players. The market statistics in India indicate that foreign companies LG, Samsung, IFB have achieved greater heights. The Indian key players Onida and Videocon are not able to get a bigger pie. The study aims to analyze the satisfaction level of customers towards microwave oven products of LG, Onida & Videocon. The sample size of 300 respondents is taken from three major cities like Hubli, Dharwad and Belgaum of North Karnataka. Thus it is analyzed with statistical tools like standard deviation, arithmetic mean and testing hypothesis with chisquare test.

Prof Shital Vakhariya and Dr. Vilas Chopde (2011) in their study on “A Study of the Consumer Preference of Private Labels over National Labels in Apparel Segment of the Departmental Stores in Nagpur Region" pointed out that as per FICCI Ernst & Young 2007 report, (taken from- The Marketing White book 2009-10), the retail sector in India was worth $280 billion, out of which organized retail worth $14 billion. In the beginning of 2010, contribution to private sector in Garment segment to total turnover is 10% and it is expected to cross 20% by 2012. As per the BMI India Retail Report, for the third-quarter of 2010, forecasts the total retail sales will grow from US$ 353 billion in 2010 to US$ 543.2 billion by 2014. With the expanding middle and upper class consumer base and increase in disposable income, the scope of organized retailing is widening in India store brands. It has also started capturing the market share from national brands. Almost every retailer is coming out with their own brands, trying to increase the number and the categories of private brands as their efforts are paying off.

**3.1 THEORETICAL FRAMEWORK**

**3.1.1 SMART PHONE AND CONSUMER PREFERENCE**

**Modern Smart phones**

A Smartphone is a mobile phone built on a mobile computing platform, with more advanced computing ability and connectivity than a feature phone. The first smart phones were devices that mainly combined the functions of a [personal digital assistant](http://en.wikipedia.org/wiki/Personal_digital_assistant) (PDA) and a mobile phone or [camera phone](http://en.wikipedia.org/wiki/Camera_phone). Today's models also serve to combine the functions of [portable media players](http://en.wikipedia.org/wiki/Portable_media_player), low-end compact digital, [pocket video cameras](http://en.wikipedia.org/wiki/Pocket_video_camera), and [GPS](http://en.wikipedia.org/wiki/GPS) navigation units. Modern smart phones typically also include high-resolution [touch screens](http://en.wikipedia.org/wiki/Touchscreen), [web browsers](http://en.wikipedia.org/wiki/Web_browser) that can access and properly display standard web pages rather than just mobile-optimized sites, [Flash](http://en.wikipedia.org/wiki/Adobe_Flash_Player) compatibility, and high-speed data access via [Wi-Fi](http://en.wikipedia.org/wiki/Wi-Fi) and [mobile broadband](http://en.wikipedia.org/wiki/Mobile_broadband).

The most common [mobile operating systems](http://en.wikipedia.org/wiki/Mobile_operating_system) (OS) used by modern smart phones include Apple’s, [Google](http://en.wikipedia.org/wiki/Google)'s [Android](http://en.wikipedia.org/wiki/Android_%28operating_system%29), [Microsoft](http://en.wikipedia.org/wiki/Microsoft)'s [Windows Phone](http://en.wikipedia.org/wiki/Windows_Phone), [Nokia](http://en.wikipedia.org/wiki/Nokia)'s [Symbian](http://en.wikipedia.org/wiki/Symbian), [RIM's](http://en.wikipedia.org/wiki/Research_In_Motion) [Black Berry OS](http://en.wikipedia.org/wiki/BlackBerry_OS), and [embedded Linux](http://en.wikipedia.org/wiki/Embedded_Linux) distributions such as [Maemo](http://en.wikipedia.org/wiki/Maemo) and [MeeGo](http://en.wikipedia.org/wiki/MeeGo).

**3.1.2 HISTORY**

**Early years**

[**IBM Simon**](http://en.wikipedia.org/wiki/IBM_Simon)

The first smart phone was the [IBM Simon](http://en.wikipedia.org/wiki/IBM_Simon); it was designed in 1992 and shown as a concept product that year at [COMDEX](http://en.wikipedia.org/wiki/COMDEX), the computer industry trade show held in [Las Vegas](http://en.wikipedia.org/wiki/Las_Vegas,_Nevada), Nevada. It was released to the public in 1993 and sold by [BellSouth](http://en.wikipedia.org/wiki/BellSouth). Besides being a mobile phone, it also contained a calendar, address book, world clock, calculator, note pad, e-mail client, the ability to send and receive [faxes](http://en.wikipedia.org/wiki/Fax), and games.

Source: Secondary data

**The Nokia 9000**

The [Nokia Communicator](http://en.wikipedia.org/wiki/Nokia_Communicator) line was the first of Nokia's smart phones starting with the [Nokia 9000](http://en.wikipedia.org/wiki/Nokia_9000), released in 1996. In 1998, it was followed by [Nokia 9110](http://en.wikipedia.org/wiki/Nokia_9110), and in 2000 by [Nokia 9110i](http://en.wikipedia.org/wiki/Nokia_9110i), with improved web browsing capability.

In 1997 the term 'smartphone' was used for the first time when [Ericsson](http://en.wikipedia.org/wiki/Ericsson) unveiled the concept phone GS88, the first device labeled as 'Smartphone'.

**Symbian**

**Ericsson R380**

In 2000, the touchscreen [Ericsson R380 Smartphone](http://en.wikipedia.org/wiki/Ericsson_R380) was released. It was the first device to use an open operating system, the [Symbian](http://en.wikipedia.org/wiki/Symbian) OS. It was the first device marketed as a 'smartphone'. It combined the functions of a mobile phone and a [personal digital assistant](http://en.wikipedia.org/wiki/Personal_digital_assistant) (PDA). In December 1999 the magazine [Popular Science](http://en.wikipedia.org/wiki/Popular_Science) appointed the Ericsson R380 Smartphone to one of the most important advances in science and technology. It was a groundbreaking device since it was as small and light as a normal mobile phone. In 2002 it was followed up by [P800](http://en.wikipedia.org/wiki/Sony_Ericsson_P800).

**Nokia 9210 communicator**

Also in 2000, the Nokia 9210 communicator was introduced, which was the first color screen model from the [Nokia Communicator](http://en.wikipedia.org/wiki/Nokia_Communicator) line. It was a true smartphone with an open operating system, the [Symbian](http://en.wikipedia.org/wiki/Symbian) OS.

**Nokia N95**

Symbian was the number one smartphone platform by market share from 1996 until 2011 when it dropped to second place behind Google's [Android](http://en.wikipedia.org/wiki/Android_%28operating_system%29) OS. In February 2011, Nokia announced that it would replace Symbian with [Windows Phone](http://en.wikipedia.org/wiki/Windows_Phone) as the operating system on all of its future smartphones. This transition was completed in October 2011, when Nokia announced its first line of Windows Phone 7.5 smartphones, Lumia 710 and [800](http://en.wikipedia.org/wiki/Nokia_Lumia_800).

**Windows Mobile**

**Windows Mobile** is a [mobile operating system](http://en.wikipedia.org/wiki/Mobile_operating_system) developed by [Microsoft](http://en.wikipedia.org/wiki/Microsoft) for [smartphones](http://en.wikipedia.org/wiki/Smartphone) and [Pocket PCs](http://en.wikipedia.org/wiki/Pocket_PC). Some software applications can be purchased from [Windows Marketplace for Mobile](http://en.wikipedia.org/wiki/Windows_Marketplace_for_Mobile) until it is discontinued on 9 May 2012.

Most early Windows Mobile devices came with a [stylus](http://en.wikipedia.org/wiki/Stylus_%28computing%29), which can be used to enter commands by tapping it on the screen. The primary touch input technology behind most devices were resistive which did not require a stylus and work with any pressed input method; later devices used [capacitive sensing](http://en.wikipedia.org/wiki/Capacitive_sensing). Along with touch screens a large variety of [form factors](http://en.wikipedia.org/wiki/Mobile_phone_form_factors) existed for the platform. Some devices featured slide-out keyboards, while others featured minimal face buttons.

In February 2010, Microsoft announced a new phone platform, [Windows Phone](http://en.wikipedia.org/wiki/Windows_Phone), to supersede Windows Mobile, incompatible with Windows Mobile devices and software. The final version of Windows Mobile, released after the announcement of Windows Phone, was 6.5.5. Phones running Windows Mobile cannot run software for Windows Phone. Microsoft says that the Windows Phone operating system is incompatible with devices designed for Windows Mobile as "Windows Mobile 6.x devices do not meet Windows Phone hardware requirements designed to ensure a consistent user and developer experience", and software designed for Windows Mobile is incompatible with the new operating system. However, Windows Phone 7 ROMs that are compatible with some Windows Mobile devices have been developed and Microsoft, while not supporting them, has taken no other action.

**BlackBerry OS**

**BlackBerry OS** is a proprietary [mobile operating system](http://en.wikipedia.org/wiki/Mobile_operating_system), developed by [Research In Motion](http://en.wikipedia.org/wiki/Research_In_Motion) for its [BlackBerry](http://en.wikipedia.org/wiki/BlackBerry) line of [Smartphone](http://en.wikipedia.org/wiki/Smartphone) handheld devices.

**iOS**

**iOS** (formerly **iPhone OS** prior to June 2010) is [Apple Inc.](http://en.wikipedia.org/wiki/Apple_Inc.)'s [mobile operating system](http://en.wikipedia.org/wiki/Mobile_operating_system). Originally developed for the [iPhone](http://en.wikipedia.org/wiki/IPhone), it has since been extended to support other Apple devices such as the [iPod Touch](http://en.wikipedia.org/wiki/IPod_Touch), [iPad](http://en.wikipedia.org/wiki/IPad), and [Apple TV](http://en.wikipedia.org/wiki/Apple_TV).

**The iPhone**

In 2007, [Apple Inc.](http://en.wikipedia.org/wiki/Apple_Inc.) introduced its first [iPhone](http://en.wikipedia.org/wiki/IPhone_%28original%29). It was initially costly, priced at $499 for the cheaper of two models on top of a two year contract. The first mobile phone to use a [multi-touch](http://en.wikipedia.org/wiki/Multi-touch) interface, the iPhone was notable for its use of a large touchscreen for direct finger input as its main means of interaction, instead of having a [stylus](http://en.wikipedia.org/wiki/Stylus_%28computing%29), keyboard, and/or keypad, which were the typical input methods for other smartphones at the time. The iPhone featured a web browser that ArsTechnica then described as "far superior" to anything offered by that of its competitors. Initially lacking the capability to install native applications beyond the ones built-in to its OS, at [WWDC](http://en.wikipedia.org/wiki/Worldwide_Developers_Conference#WWDC_2007) in June 2007 Apple announced that the iPhone would support [third-party](http://en.wikipedia.org/wiki/Third-party_developer) "web 2.0 applications" running in its web browser that share the look and feel of the iPhone interface. As a result of the iPhone's initial inability to install third-party native applications, some reviewers did not consider the originally released device to accurately fit the definition of a smartphone "by conventional terms." A process called [jailbreaking](http://en.wikipedia.org/wiki/IOS_jailbreaking) emerged quickly to provide unofficial third-party native applications. The different functions of the iPhone (including a GPS unit, kitchen timer, radio, map book, calendar, notepad, and many others) allowed consumers to replace all of these items.

In July 2008, Apple introduced its second generation [iPhone](http://en.wikipedia.org/wiki/IPhone_3G) with a lower list price starting at $199 and 3G support. Released with it, Apple also created the [App Store](http://en.wikipedia.org/wiki/App_Store_%28iOS%29), adding the capability for any [iPhone](http://en.wikipedia.org/wiki/IPhone) or [iPod Touch](http://en.wikipedia.org/wiki/IPod_Touch) to officially execute additional native applications (both free and paid) installed directly over a [Wi-Fi](http://en.wikipedia.org/wiki/Wi-Fi) or cellular network, without the more typical process at the time of requiring a PC for installation. Applications could additionally be browsed through and downloaded directly via the [iTunes](http://en.wikipedia.org/wiki/ITunes) software client on [Macintosh](http://en.wikipedia.org/wiki/Macintosh) and [Windows](http://en.wikipedia.org/wiki/Microsoft_Windows) PCs, rather than by searching through multiple sites across the Internet. Featuring over 500 applications at launch, Apple's App Store was immediately very popular, quickly growing to become a huge success.

In June 2010, Apple introduced iOS 4, which included APIs to allow third-party applications to multitask, and the [iPhone 4](http://en.wikipedia.org/wiki/IPhone_4), which included a 960×640 pixel display with a pixel density of 326 [pixels per inch](http://en.wikipedia.org/wiki/Pixel_density) (ppi), a 5 [megapixel](http://en.wikipedia.org/wiki/Megapixel) camera with [LED](http://en.wikipedia.org/wiki/LED_flashlight) flash capable of recording [HD video](http://en.wikipedia.org/wiki/High-definition_video) in [720p](http://en.wikipedia.org/wiki/720p) at 30 [frames per second](http://en.wikipedia.org/wiki/Frame_rate), a front-facing [VGA](http://en.wikipedia.org/wiki/VGA) camera for videoconferencing, a 1 [GHz](http://en.wikipedia.org/wiki/Hertz) processor, and other improvements. In early 2011 the iPhone 4 became available through [Verizon Wireless](http://en.wikipedia.org/wiki/Verizon_Wireless), ending [AT&T](http://en.wikipedia.org/wiki/AT%26T_Mobility)'s exclusivity of the handset in the U.S., and allowing the handset's 3G connection to be used as a wireless [Wi-Fi hotspot](http://en.wikipedia.org/wiki/Tethering) for the first time, to up to 5 other devices. Software updates subsequently added this capability to other iPhones running iOS 4.

The [iPhone 4S](http://en.wikipedia.org/wiki/IPhone_4S) was announced on October 4, 2011, improving upon the iPhone 4 with a dual core [A5](http://en.wikipedia.org/wiki/Apple_A5) processor, an 8 megapixel camera capable of recording [1080p](http://en.wikipedia.org/wiki/1080p) video at 30 frames per second, [World phone](http://en.wikipedia.org/wiki/World_phone) capability allowing it to work on both GSM & CDMA networks, and the [Siri](http://en.wikipedia.org/wiki/Siri_%28software%29) automated voice assistant. On October 10, Apple announced that over one million iPhone 4Ss had been pre-ordered within the first 24 hours of it being on sale, beating the 600,000 device record set by the iPhone 4, despite the iPhone 4S failing to impress some critics at the announcement due to their expectations of an "iPhone 5" with rumored drastic changes compared to the iPhone 4 such as a new case design and larger screen. Along with the iPhone 4S Apple also released [iOS](http://en.wikipedia.org/wiki/IOS_version_history#iOS_5.x:_Fifth_major_OS_release)  and [iCloud](http://en.wikipedia.org/wiki/ICloud), unfettering iOS devices from Macintosh or Windows PCs for device activation, backup, and synchronization, along with additional new and improved features.

There are about 35 percent of Americans that have some sort of Smartphone. This shows that the market is spreading fast and there are also more capabilities for smart phones because of this spread.

Smartphone’s are also mainly valuable based on the operating system. For example, the iPhone runs on the iOS and other devices run different operating systems which makes the functionality of these systems different.

**Android**

**Android** is a [Linux](http://en.wikipedia.org/wiki/Linux)-based [operating system for mobile devices](http://en.wikipedia.org/wiki/Mobile_operating_system) such as [smart phones](http://en.wikipedia.org/wiki/Smartphone) and [tablet computers](http://en.wikipedia.org/wiki/Tablet_computer). It is developed by the [Open Handset Alliance](http://en.wikipedia.org/wiki/Open_Handset_Alliance) led by [Google](http://en.wikipedia.org/wiki/Google).

Android was listed as the best-selling Smartphone platform worldwide in Q4 2010 by Canalys with over 300 million Android devices in use by February 2012. According to Google's [Andy Rubin](http://en.wikipedia.org/wiki/Andy_Rubin), as of February 2012 there are over 850,000 Android devices activated every day.

[**Galaxy Nexus**](http://en.wikipedia.org/wiki/Galaxy_Nexus)**, the latest "**[**Google phone**](http://en.wikipedia.org/wiki/Google_Nexus)**"**

The [Android](http://en.wikipedia.org/wiki/Android_%28operating_system%29) operating system for smart phones was released in 2008. Android is an [open-source](http://en.wikipedia.org/wiki/Open_source) platform backed by [Google](http://en.wikipedia.org/wiki/Google), along with major hardware and software developers (such as [Intel](http://en.wikipedia.org/wiki/Intel), [HTC](http://en.wikipedia.org/wiki/HTC_Corporation), [ARM](http://en.wikipedia.org/wiki/ARM_Holdings), [Motorola](http://en.wikipedia.org/wiki/Motorola) and [Samsung](http://en.wikipedia.org/wiki/Samsung), to name a few), that form the [Open Handset Alliance](http://en.wikipedia.org/wiki/Open_Handset_Alliance). The first phone to use [Android](http://en.wikipedia.org/wiki/Android_%28operating_system%29) was the [HTC Dream](http://en.wikipedia.org/wiki/HTC_Dream), branded for distribution by [T-Mobile](http://en.wikipedia.org/wiki/T-Mobile) as the G1.

**Bada**

The [Bada](http://en.wikipedia.org/wiki/Bada) operating system for smartphones was announced by Samsung on 10 November 2009. The first Bada-based phone was the [Samsung Wave S8500](http://en.wikipedia.org/wiki/Samsung_S8500), released on June 1, 2010, which sold one million handsets in its first 4 weeks on the market.

Samsung shipped 3.5 million phones running Bada in Q1 of 2011. This rose to 4.5 million phones in Q2 of 2011

**3.1.3 CONSUMER PREFERENCES**

The underlying foundation of demand, therefore, is a model of how consumers behave. The individual consumer has a set of preferences and values whose determination are outside the realm of economics. They are no doubt dependent upon culture, education, and individual tastes, among a plethora of other factors. The measure of these values in this model for a particular good is in terms of the real opportunity cost to the consumer who purchases and consumes the good. If an individual purchases a particular good, then the opportunity cost of that purchase is the forgone goods the consumer could have bought instead.

We develop a model in which we map or graphically derive consumer preferences. These are measured in terms of the level of satisfaction the consumer obtains from consuming various combinations or bundles of goods. The consumer’s objective is to choose the bundle of goods which provides the greatest level of satisfaction as they the consumer define it. But consumers are very much constrained in their choices. These constraints are defined by the consumer’s income, and the prices the consumer pays for the goods.

We will formally present the model of consumer choice. As we go along, we will establish a vocabulary in order to explain the model. evelopment of the model will be in three stages.

After a formal statement of the consumer’s objectives, we will map the consumer’s preferences. Secondly, we present the consumer’s budget constraint; and lastly, combine the two in order to examine the consumer’s choices of goods.

Consumer make decisions by allocating their scarce income across all possible goods in order to obtain the greatest satisfaction. Formally, we say that consumers maximize their utility subject to budget constraint. Utility is defined as the satisfaction that a consumer derives from the consumption of a good. As noted above, utility’s determinants are decided by a host of noneconomic factors. Consumer value is measured in terms of the relative utilities between goods.

**3.2 THESE REFLECT THE CONSUMER’S PREFERENCES.**

**3.2.1 Theory of Consumer Preferences**

Consumer preferences are defined as the subjective (individual) tastes, as measured by utility, of various bundles of goods. They permit the consumer to rank these bundles of goods according to the levels of utility they give the consumer. Note that preferences are independent of income and prices. Ability to purchase goods does not determine a consumer’s likes or dislikes. One can have a preference for Porsches over Fords but only have the financial means to drive a Ford.

These preferences can be modeled and mapped through the use of indifference curves. In order to graphically portray consumer preferences, we need to define some terms. First, since we will be working in two dimensions (2-d graphs), we assume a two good world. These could be any two goods. One common treatment is to define one good, say food, and let the other good be a composite of all other goods. For expository simplicity (making things easier for me), let’s define the two goods as Good X and Good Y. The axes of the graph then measure amounts of Good X on the horizontal, and amounts of Good Y on the vertical. Each point in this Cartesian space then defines some combination of goods X and Y. We call these combinations commodity bundles.

**3.2.2 Limitations of Consumer Theory**

Challenges to developing a practical formula for this situation are numerous. People are not always rational, for example, and occasionally they are indifferent to the choices available. Some decisions are particularly difficult to make, because consumers are not familiar with the products, or the decision has an emotional component that isn't able to be captured in an economic function.

Consumer theory therefore makes several assumptions to simplify the process. For example, in Kyle’s case (above), economics can assume he understands his preferences for pizza and video games and can decide how much of each he wants to purchase. It also assumes there are enough video games and pizzas available for Kyle to choose the quantity of each he desires.

**3.2.3 Consumer Preference**

Eddie prefers to buy upscale, expensive Norvel brand clothing, while Jack loves to purchase low-cost clothing brand Nickel and Dime. Why do consumers prefer different products and services? In this lesson, you will learn the definition of consumer preferences and how they influence consumer choice.

Consumer preference is defined as a set of assumptions that focus on consumer choices that result in different alternatives such as happiness, satisfaction, or utility. The entire consumer preference process results in an optimal choice. Consumer preferences allow a consumer to rank different bundles of goods according to levels of utility, or the total satisfaction of consuming a good or service.

It is important to understand that consumer preferences are not dependent upon consumer income or prices. So a consumer's capacity to buy goods does not reflect a consumer's likes or dislikes. For example, Eddie can have a consumer preference for Rolex watches over Timex but only have the financial income to purchase a Timex.

**3.2.4 Consumer Preference Assumptions**

Let's further examine the idea of consumer preference through the three basic assumptions. The first assumption is called completeness, which is when the consumer does not have indifference between two goods. If faced with apples versus oranges, every consumer does have a preference for one good over the other. For example, Eddie has two alternative choices: steak or chicken. The assumption of completeness reflects the idea that Eddie should be able to compare his options, in this case steak and chicken. In other words, Eddie should be able to say whether he likes steak or chicken better.

The second assumption is called transitivity, which is based on defining a relationship between goods, such as if a consumer prefers good A to good B, and prefers good B to good C, then the consumer should prefer good A to good C. Let's use Eddie's food selections as another example. If Eddie prefers steak (good A) to chicken (good B), and prefers chicken (good B) to turkey (good C), then Eddie should prefer steak (good A) to turkey (good C)

**3.2.5 Consumer Decision Making**

One of the fundamental issues in consumer behaviour is the way consumers develop, adapt and use decision-making strategies (Moon, 2004). Consumer decision making could be defined as the “behaviour patterns of consumers, that precede, determine and follow on the decision process for the acquisition of need satisfying products, ideas or services” (Du Plessis et al.,1991).

Consumer decision making has long been of great interest to researchers. Early decision making studies concentrated on the purchase action (Loudon and Bitta, 1993). It was only after the 1950’s that modern concepts of marketing were incorporated into studies of consumer decision making, including a wider range of activities (Engel, Blackwell and Miniard, 1995).

The contemporary research indicates that more activities are involved than the purchase itself. Many other factors influence the consumer decision making than the final outcome. Vast numbers of studies have investigated this issue and many models have been developed accordingly. Models aim to depict the purchase decision-making process and its influential factors.

Consumer behaviour is a wide range of study about the decision making processes that a consumer make at the time of making a purchase. According to Kotler (2009) “Consumer behaviour is the study of how individuals or groups buy, use and dispose of goods, services, ideas or experience to satisfy their needs or wants”. In the early stages, consumer behaviour was taken as buyer behaviour that reflects the interaction between consumers and produces at the time of purchase but now marketers recognize consumer behaviour as an ongoing process not only what happens at the time when consumer gives money and gains some goods or services (Solomon, 2006).

In the eye of marketers, a consumer is known as “a man with a problem” Therefore a consumer purchase is the response to that problem. The process that a consumer takes in his decision making is quite interesting to most of the large companies. They are extremely trying to research the consumer buying process to find out what consumers buy, where and how they buy, when and why they buy. It is easier for researchers to find the answers for what, how, where, when and how much consumers buy but it is not that much easy to find why they buy.

The reason is “the answers are often locked within the consumer’s head” (Kotler and Keller, 2009).

Usually a buyer passes through five stages to reach his buying decision. First the buyer notices the difference between his current state and ideal state and recognizes his want and need for something. A need can also be aroused by external stimuli. He/she starts searching the information for his/her desired product through different channels like family, friends, advertisement or mass media. After sufficient information is gathered, the buyer processes the information to evaluate the alternatives brands in the choice set. Finally he purchases the product which he assumes to be the best for him. After purchasing the product, the buyer will take further action to the marketer based on his satisfaction or dissatisfaction (Kotler, 2009).

According to Hoyer, Macinnis ( 2008),“Consumer behavior reflects the totality of consumers’ decisions with respect to the acquisition, consumption, and disposition of goods, services, activities, experiences, people, and ideas by (human) decision-making units (overtime).”

According to Kotler and Armstrong (2004), “Consumer buyer behaviour refers to the buying behaviourof final consumers- individuals and households who buy goods and services for personal consumption. All of these final consumers combine to make up the consumer market.”

According to Solomon (1996), “Consumer behaviour is the process involved when individuals or groups select, purchase, use, or dispose of products, services, ideas or experiences to satisfy needs and wants.”

Peter F.Drucker (1988) was apt in saying, “it is the consumer who determines what business is…. What the consumer thinks he is buying, what he considers ‘value’ is decisive – it determines what a business is, what it produces and whether it will prosper”. The importance of consumption was recognized even in early periods when Adam Smith (1776) stated that “consumption is the sole end-purpose of all production”.

William L. Willkie (1986)defined consumer behaviouras‘‘theactivities that are selecting, purchasing and using products and services in order to satisfy the needs and desires in which people engage’’. Such activities comprises of mental and emotional process, in addition to physical actions.

According to Belch and Belch (1985), “Consumer behaviour is the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and service so as to satisfy their needs and desires”.

Schiffman and Kanuk (1978) stated consumer behaviour is ‘‘the behaviour which consumers show forth in searching for, purchasing, using and evaluating products, services and ideas which they expect will satisfy their needs’’. Here, the term ‘evaluation’ has been used by

Schiffman and Kanuk in the context of re-purchase. In case of first purchase consumer’s mind will first evaluate and finally adopt or reject the product. Thus, consumer behaviour entangles all the acts of individuals which entangle buying and using products, comprising of the decision process which precede and determine these acts. However, thefactors precede and determine consumer behaviour and they are a

combination of external and internal influences that a consumer interacts constantly.

The study of consumer behaviour is the attempt to understand and foretell human actions in buying process. Consumer behavior surrounds an immense area comprising of consumer motivation, preferences, purchasing patterns, buying process and shopping behaviourete. Thus, the study of consumer behaviour concentrates an answering to these questions, “why, when, where, what and how do the consumers buy”.

Engel, Kollat and Blackwell (1970) define consumer behavior as “acts of individuals directly involved in obtaining and using economic goods and services, including the decision processes that precede and determine these acts”. They add further that though the word behaviour is used to include only the overt or observable actions, it is increasingly being recognized that the overt purchasing act is only one (the discernible) portion of the decision process. Consumer behaviour, viewed more rationally, would include the less discernible, but nevertheless important process that underlie and accompany consumption. In effect it involves the study not only of what people consume but when, how often, and under what condition goods and services are consumed.

**3.2.6 EIGHT STAGE MODEL OF BUYING BEHAVIOUR**

* NEED RECOGNITION

The process of buying normally starts with the recognition of a need by the consumer. He recognizes a problem and develops a perception of the problem. Then he seeks information from the environment for solving his problems.

* INFORMATION SEARCH

The customer now turns to the world of information around him. It makes him aware of the existence of the product that would solve his problems

* EVALUATION OF ALTERNATIVES

Comprehension or evaluation of alternatives comes out of his ability to reason with the information he has gathered about the product, its function and the satisfaction it can give. The awareness and comprehension stages represent the information processing stage. These two stages constitute the cognitive field of the purchase process. Cognition refers to acquisition of knowledge.

* ATTITUDE

The consumer develops an attitude favourable or unfavourable towards the product as a result of the awareness and comprehension. Attitude is the sum total of the individual faith and feelings towards a product. The purchase process will continue only if he develops a favourable attitude or a liking for the product.

* LEGITIMISATION

The buyer must be convinced that the purchase of the product is the legitimate course of action. This stage often stands as a barrier between a favourable attitude towards the product and actual purchase. Only if the buyer is convinced about the correctness of the purchase decision will he proceeds. At this stage, he may further seek information regarding the product, or attempt to assess the information already available. Attitude and legitimization constitute the attitude field of the purchase process

* TRIAL

Conviction leads the consumer to try the product on a small scale; he may buy a sample. He tries to evaluate the product from his own experience.

* ADOPTION

A successful trial leads him to buy / adopt the product. Trial & adoption stages constitute the behavioral field in the buying process.

* POST PURCHASE BEHAVIOUR

The purchase leads to a specific purchase behaviour on the part of the individual. Reaction to and evaluation of the purchase decision is the theme in this stage. Usually, the purchase creates some restlessness or dissonance in the mind of the individual. He is not sure about the product. He may even feel that the other brand would have been better. He may even feel that the salesman has taken him for a ride. As this dissonance is uncomfortable, the individual by himself will seek additional information and reassuring advertisement about the product he bought, or he may deliberately avoid positive stories about the competitive brand.

**3.2.7 FIVE STAGE MODEL OF BUYING BEHAVIOUR**

* NEED RECOGNITION

The process of buying normally starts with the recognition of a need by the consumer. He recognizes a problem and develops a perception of the problem. Then he seeks information from the environment for solving his problems

* INFORMATION SEARCH

The customer now turns to the world of information around him. It makes him aware of the existence of the product that would solve his problems.

* EVALUATION OF ALTERNATIVES

Comprehension or evaluation of alternatives comes out of his ability to reason with the information he has gathered about the product, its function and the satisfaction it can give. The awareness and comprehension stages represent the information processing stage. These two stages constitute the cognitive field of the purchase process. Cognition refers to acquisition of knowledge.

* PURCHASE DECISION

There are three possibilities in purchase decision; they are from whom to buy, when to buy and do not buy. From whom to buy depends up on terms of sale, past experience buying from the seller and return policy. When to buy influences time pressure, pleasantness of the shopping experience.

* POST PURCHASE BEHAVIOR

The purchase leads to a specific purchase behavior on the part of the individual. Reaction to and evaluation of the purchase decision is the theme in this stage. Usually, the purchase creates some restlessness or dissonance in the mind of the individual. He is not sure about the product. He may even feel that the other brand would have been better. He may even feel that the salesman has taken him for a ride. As this dissonance is uncomfortable, the individual by himself will seek additional information and reassuring advertisement about the product he bought, or he may deliberately avoid positive stories about the competitive brand1.

**3.3 FACTORS INFLUENCING BUYING BEHAVIOUR**

A number of consumer- specific factors influence the buying behavior of the consumer. They may be grouped in to three broad categories as shown below;

* PERSONAL FACTORS
* PERSONAL DEMOGRAPHIC
* PERSONAL PSYCHOGRAPHICS
* SOCIO-CULTURAL FACTORS
* CULTURAL FACTORS
* SOCIAL FACTORS
* INFORMATION REACHING THE CONSUMER FROM THE WORLD OUTSIDE

**3.3.1 PERSONAL FACTORS**

There are two main parts to personal factors; that is persons demographics and parsons psychographic.

* DEMOGRAPHICS OF THE CONSUMER

An individual consumer’s age, education level, occupation, overall economic position influences his role as a buyer and the scope of his buying. They decide the product categories he will consider, the range of brand he will turn to, the shop he will patronize, and the quantities he will buy at a time.

* PSYCHOGRAPHICS OF THE CONSUMER

Besides the factors like age, education, etc. there are certain facts about the consumer like lifestyle, attitudes, self concept and concern, about status, value system, and beliefs etc. which too influence his buying behaviour. These are more difficult one that makes predictions about the consumer behavior of a buyer tough and challenging one. Individuals coming under the same economic group can be vastly different when it comes to lifestyle and attitude.

**3.3.2 SOCIO-CULTURAL FACTORS**

* CULTURAL FACTORS

Culture influences consumer behavior deeply. A person usually acquires his cultural attributes right at his childhood. Culture include religion, caste, tradition, language, pattern of social behaviors etc.Cultural diversity operates in dress, food habits, marriage practices and almost all matters of the individual life. The do’s and don’ts listed by culture impact the individual life style and consequently his buying behavior.

* SOCIAL FACTORS

Buyer is living in a society. He is a member of social group or organizations, he belongs to a family, friends, close colleagues, etc. exercise a strong influence on the lifestyle and buying patterns of its members.

**3.3.3 INFORMATION REACHING THE CONSUMERS FROM VARIOUS SOURCES**

The buyer today is exposed to a veritable flood of information, unleashed on him from different sources. The business firm informs the consumer about new products, improved version of existing products and soon. When the buyer sees an advertisement for a product, he receives information about the existence about the product. Subsequently, he may develop a positive or negative attitude towards the product or he may remain neutral2. Delivering a free sample of the product to a prospective buyer may also create in his mind an idea about the product. Here too, there is no guarantee that he will try it. If the sample is tried, he guaranteed some information positive or negative which in turn influence the buying behavior. So, in any case some information about the product reached him and is exercise.

**DATA ANALYSIS AND INTERPRETATION**

**TABLE NO. 4.1**

**CLASSIFICATION OF AGE OF RESPONDENTS**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| 15-20 | 4 | 16 |
| 21-30 | 10 | 40 |
| 31-40 | 6 | 24 |
| Above 40 | 5 | 20 |
| **Total** | **25** | **100** |

**Source: Primary data**

**CHART NO.4.1**

**CLASSIFICATION OF AGE OF RESPONDENTS**

**INTERPRETATION:**

Table No.4.1 shows that 16% of the respondents are in the age group of 15-20 years, 40% of the respondents are in the age group of 21-30 years, 24% of the respondents are in the age group of 31-40 years and 20% of the respondents are in the age group of above 40 years.

**TABLE NO. 4.2**

**CLASSIFICATION OF GENDER OF RESPONDENTS**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Male | 17 | 68 |
| Female | 8 | 32 |
| **Total** | **25** | **100** |

**Source: Primary data**

**CHART NO.4.2**

**CLASSIFICATION OF GENDER OF RESPONDENTS**

**INTERPRETATION:**

Table No.4.2 shows that 68% of the respondents are male and 32% of the respondents are female.

**TABLE NO. 4.3**

**USING SMART PHONE BRAND**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Apple | 4 | 16 |
| Samsung | 9 | 36 |
| Redmi | 3 | 12 |
| Realmi | 2 | 8 |
| Nokia | 6 | 24 |
| Others | 1 | 4 |
| **Total** | **25** | **100** |

**Source: Primary data**

**CHART NO.4.3**

**USING SMART PHONE BRAND**

**INTERPRETATION:**

Table No.4.3 shows that 16% of the respondents are using Apple, 36% of the respondents are using Samsung, 12% of the respondents are using Redmi, 8% of the respondents are using Realmi, 24% of the respondents are using Nokia and 4% of the respondents are now using other smart phone brands.

**TABLE NO. 4.4**

**SATISFACTION WITH THE BRAND OF SMART PHONE**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Satisfied | 11 | 44 |
| Dissatisfied | 2 | 8 |
| Fair | 4 | 16 |
| Very satisfied | 8 | 32 |
| **Total** | **25** | **100** |

**Source: Primary data**

**CHART NO.4.4**

**SATISFACTION WITH THE BRAND OF SMART PHONE**

**INTERPRETATION:**

Table No.4.4 shows that 44% of the respondents are satisfied, 8% of the respondents are dissatisfied, 16% of the respondents are fair and 32% of the respondents are very satisfied with the brand of smart phone.

**TABLE NO. 4.5**

**PREFERING THE SAME BRAND IN FUTURE**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Yes | 19 | 76 |
| No | 6 | 24 |
| **Total** | **25** | **100** |

**Source: Primary data**

**CHART NO.4.5**

**PREFERING THE SAME BRAND IN FUTURE**

**INTERPRETATION:**

Table No.4.5 shows that 76% of the respondents prefer the same brand and 24% of the respondents do not prefer the same brand in future.

**TABLE NO. 4.6**

**OTHER BRAND PREFERRING AS CURRENT BRAND**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Sony | 3 | 12 |
| Samsung | 5 | 20 |
| Microsoft | 4 | 16 |
| Apple | 7 | 28 |
| Micro max | 5 | 20 |
| Others | 1 | 4 |
| **Total** | **25** | **100** |

**Source: Primary data**

**CHART NO.4.6**

**OTHER BRAND PREFERRING AS CURRENT BRAND**

**INTERPRETATION:**

Table No.4.6 shows that 28% of the respondents preferring apple as the current brand, 20% prefer Samsung, 20% prefer micromax, 16% prefer Microsoft, 12% prefer Sony and 4% of them prefer other brands.

**TABLE NO. 4.7**

**FAMILY AND FRIENDS INFLUENCED WHILE SELECTING A BRAND**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Strongly non influential | 2 | 8 |
| Non influential | 3 | 12 |
| Neutral influential | 6 | 24 |
| Influential | 4 | 16 |
| Strong influential | 10 | 40 |
| **Total** | **25** | **100** |

**Source: Primary data**

**CHART NO.4.7**

**FAMILY AND FRIENDS INFLUENCED WHILE SELECTING A BRAND**

**INTERPRETATION:**

Table No.4.7 shows that family or friends influenced while selecting a brand 8% of the respondents are strongly non influential, 12% of the respondents are non influential, 24% of the respondents are neutral influential, 16% of the respondents are influential and 40% of the respondents are strongly influential while selecting a brand.

**TABLE NO. 4.8**

**INFLUENCED BY AVAILABILITY OF FINANCE AT THE TIME OF PURCHASE**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Strongly non influential | 2 | 8 |
| Non influential | 3 | 12 |
| Neutral influential | 6 | 24 |
| Influential | 3 | 12 |
| Strong influential | 11 | 44 |
| **Total** | **25** | **100** |

**Source: Primary data**

**CHART NO.4.8**

**INFLUENCED BY AVAILABILITY OF FINANCE AT THE TIME OF PURCHASE**

**INTERPRETATION:**

Table No.4.8 shows that 8% of the respondents are strongly non influential, 12% of the respondents are non influential, 24% of the respondents are neutral influential, 12% of the respondents are influential and 44% of the respondents are strongly influential by availability of finance at the time of purchase.

**TABLE NO. 4.9**

**SELECTION INFLUENCED BRAND NAME**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Strongly non influential | 2 | 8 |
| Non influential | 1 | 4 |
| Neutral influential | 7 | 28 |
| Influential | 9 | 36 |
| Strong influential | 6 | 24 |
| **Total** | **25** | **100** |

**Source: Primary data**

**CHART NO.4.9**

**SELECTION INFLUENCED BRAND NAME**

**INTERPRETATION:**

Table No.4.9 shows that 8% of the respondents are strongly non influential for selection, 4% of the respondents are non influential, 28% of the respondents are neutral influential, 36% of the respondents are influential and 24% of the respondents are strongly influential due the brand name.

**TABLE NO. 4.10**

**CONSIDERED THE TECHNICAL ASPECT OF THE DEVICE WHILE PURCHASING**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Strongly non influential | 1 | 4 |
| Non influential | 1 | 4 |
| Neutral influential | 8 | 32 |
| Influential | 7 | 28 |
| Strong influential | 8 | 32 |
| **Total** | **25** | **100** |

**Source: Primary data**

**CHART NO.4.10**

**CONSIDERED THE TECHNICAL ASPECT OF THE DEVICE WHILE PURCHASING**

**INTERPRETATION:**

Table No.4.10 shows that 4% of the respondents are strongly non influential, 4% of the respondents are non influential, 32% of the respondents are neutral influential, 28% of the respondents are influential and 32% of the respondents are strongly influential while considering the technical aspect of the device while purchasing.

**TABLE NO. 4.11**

**OFFER DURING FESTIVAL OR SALES PROMOTIONS ACTIVITIES INLFUENCED PURHCASE**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Strongly non influential | 2 | 8 |
| Non influential | 1 | 4 |
| Influential | 16 | 64 |
| Strong influential | 6 | 24 |
| **Total** | **25** | **100** |

**Source: Primary data**

**CHART NO.4.11**

**OFFER DURING FESTIVAL OR SALES PROMOTIONS ACTIVITIES INLFUENCED PURHCASE**

**INTERPRETATION:**

Table No.4.11 shows that offer during festival or sales promotions activities influenced purchase, 8% of the respondents are strongly non influential, 4% of the respondents are non influential, 64% of the respondents are influential and 12% of the respondents are strongly influential offer during festival or sales promotions activities.

**TABLE NO. 4.12**

**INFLUENCED BY FESTIVAL SEASON OR PROMOTIONAL ACTIVITIES**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Strongly non influential | 4 | 16 |
| Non influential | 1 | 4 |
| Neutral influential | 3 | 12 |
| Influential | 11 | 44 |
| Strong influential | 6 | 24 |
| **Total** | **25** | **100** |

**Source: Primary data**

**CHART NO.4.12**

**INFLUENCED BY FESTIVAL SEASON OR PROMOTIONAL ACTIVITIES**

**INTERPRETATION:**

Table No.4.12 shows that influenced by festival season or promotional activities, 16% of the respondents are strongly non influential, 4% of the respondents are non influential, 12% of the respondents are neutral influential, 44% of the respondents are influential and 24% of the respondents are strong influential by festival season and promotional activities.

**TABLE NO. 4.13**

**INFLUENCED BY ADVERTISEMENT**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Strongly non influential | 2 | 8 |
| Non influential | 1 | 4 |
| Neutral influential | 3 | 12 |
| Influential | 12 | 48 |
| Strong influential | 7 | 28 |
| **Total** | **25** | **100** |

**Source: Primary data**

**CHART NO.4.13**

**INFLUENCED BY ADVERTISEMENT**

**INTERPRETATION:**

Table No.4.13 shows that, 8% of the respondents are strongly non influential, 4% of the respondents are non influential, 12% of the respondents are neutral influential, 48% of the respondents are influential and 28% of the respondents are strongly influential by advertisement.

**TABLE NO. 4.14**

**CONSIDERING THE AFTER SALES SERVICES OFFERED BY THE SELLER**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Strongly non influential | 6 | 24 |
| Non influential | 8 | 32 |
| Influential | 9 | 36 |
| Strong influential | 2 | 8 |
| **Total** | **25** | **100** |

**Source: Primary data**

**CHART NO.4.14**

**CONSIDERING THE AFTER SALES SERVICES OFFERED BY THE SELLER**

**INTERPRETATION:**

Table No.4.14 shows that considered the after sales services offered by the seller 24% of the respondents are strongly non influential, 32% of the respondents are non influential, 36% of the respondents are influential and 8% of the respondents are strongly influential considering the after sales services offered by the seller.

**TABLE NO. 4.15**

**INFLUENCED BY FEATURES**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Strongly non influential | 2 | 8 |
| Non influential | 1 | 4 |
| Neutral influential | 4 | 16 |
| Influential | 5 | 20 |
| Strong influential | 13 | 52 |
| **Total** | **25** | **100** |

**Source: Primary data**

**CHART NO.4.15**

**INFLUENCED BY FEATURES**

**INTERPRETATION:**

Table No.4.15 shows that 8% of the respondents are strongly non influential, 4% of the respondents are non influential, 16% of the respondents are neutral influential, 20% of the respondents are influential and 52% of the respondents are strongly influential by its features.

**TABLE NO. 4.16**

**AMOUNT PAYING FOR SMART PHONE**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Below 5000 | 2 | 8 |
| 5000-10000 | 3 | 12 |
| 10000-15000 | 5 | 20 |
| 15000 above | 15 | 60 |
| **Total** | **25** | **100** |

**Source: Primary data**

**CHART NO.4.16**

**AMOUNT PAYING FOR SMART PHONE**

**INTERPRETATION:**

Table No.4.16 shows that 8% of the respondents say that the amount paid for smart phone is below 5000, 12% of the respondents say that the amount paid for smart phone is 5000-10000, 20% of the respondents say that the amount paid for smart phone is 10000-15000 and 60% of the respondents say that the amount paid for smart phone is 15000 above.

**TABLE NO. 4.17**

**PREFERRING MORE TYPE OF MEDIUM OF PURCHASE**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Authorized retailer | 4 | 16 |
| Multi brand showroom | 18 | 72 |
| Online/ ecommerce | 2 | 8 |
| Other | 1 | 4 |
| **Total** | **25** | **100** |

**Source: Primary data**

**CHART NO.4.17**

**PREFERRING MORE TYPE OF MEDIUM OF PURCHASE**

**INTERPRETATION:**

Table No.4.17 shows that 16% of the respondents prefer to purchase through authorized dealer, 72% of the respondents prefer to purchase through multi brand showroom, 8% of the respondents prefer to purchase through Online/ ecommerce and 4% of the respondents prefer to purchase through other type of medium.

**TABLE NO. 4.18**

**DISPLAY PREFERRING AT THE TIME OF BUYING THE SMARTPHONE**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Full screen | 14 | 56 |
| Notch display | 5 | 20 |
| Water drop display | 4 | 16 |
| Normal display | 2 | 8 |
| **Total** | **25** | **100** |

**Source: Primary data**

**CHART NO.4.18**

**DISPLAY PREFERRING AT THE TIME OF BUYING THE SMARTPHONE**

**INTERPRETATION:**

Table No.4.18 shows that 56% of the respondents prefer full screen, 20% of the respondents prefer notch display, 16% of the respondents prefer water drop display and 8% of the respondents prefer normal display at the time of buying smart phone.

**TABLE NO. 4.19**

**PREFERRING ADDITIONAL SECURITIES TO THE PRODUCTS FOR THE SAFE USE**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Screen guard protection | 16 | 64 |
| Phone cover | 3 | 12 |
| Smart phone insurance | 4 | 16 |
| None | 2 | 8 |
| **Total** | **25** | **100** |

**Source: Primary data**

**CHART NO.4.19**

**PREFERRING ADDITIONAL SECURITIES TO THE PRODUCTS FOR THE SAFE USE**

**INTERPRETATION:**

Table No.4.19 shows that 64% of the respondents prefer screen guard protection, 12% of the respondents prefer phone cover, 16% of the respondents prefer smart phone insurance and 8% of the respondents prefer none of these additional securities to the products for the safe use.

**TABLE NO. 4.20**

**SPECIFICATION OF SMART PHONE AT THE TIME OF BUYING**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Camera quality | 10 | 40 |
| Display resolution | 5 | 20 |
| Internal memory | 8 | 32 |
| RAM | 2 | 8 |
| **Total** | **25** | **100** |

**Source: Primary data**

**CHART NO.4.20**

**SPECIFICATION OF SMART PHONE AT THE TIME OF BUYING**

**INTERPRETATION:**

Table No.4.20 shows that 40% of the respondents prefer camera quality smart phone at the time of buying, 20% of the respondents prefer camera quality display resolution, 32% of the respondents prefer internal memory and 8% of the respondents prefer RAM.

**TABLE NO. 4.21**

**PREFERRING BATTERY CAPACITY IN SMART PHONE**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| 3000 mah | 9 | 36 |
| 4000 mah | 10 | 40 |
| 4500 mah | 5 | 20 |
| 5000 mah | 1 | 4 |
| **Total** | **25** | **100** |

**Source: Primary data**

**CHART NO.4.21**

**PREFERRING BATTERY CAPACITY IN SMART PHONE**

**INTERPRETATION:**

Table No.4.21 shows that 36% of the respondents prefer 3000 mah, 40% of the respondents prefer 4000 mah, 20% of the respondents prefer 4500 mah and 4% of the respondents prefer 5000 mah battery capacity to the smart phone.

**TABLE NO. 4.22**

**PREFERRING THE ACCESSORIES IN THE BOX OF PRODUCT**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Ear phone | 6 | 24 |
| Screen guard | 4 | 16 |
| Fast charger | 12 | 48 |
| Phone cover | 3 | 12 |
| **Total** | **25** | **100** |

**Source: Primary data**

**CHART NO.4.22**

**PREFERRING THE ACCESSORIES IN THE BOX OF PRODUCT**

**INTERPRETATION:**

Table No.4.22 shows that 24% of the respondents prefer ear phone, 16% of the respondents prefer screen guard, 48% of the respondents prefer fast charger and 12% of the respondents phone cover in the box cover of product.

**TABLE NO. 4.23**

**IMAGE OF A BRAND CAN INFLUENCE THE BUYING BEHAVIOR**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Yes | 18 | 72 |
| No | 7 | 28 |
| **Total** | **25** | **100** |

**Source: Primary data**

**CHART NO.4.23**

**IMAGE OF A BRAND CAN INFLUENCE THE BUYING BEHAVIOR**

**INTERPRETATION:**

Table No.4.23 shows that 72% of the respondents said that image of a brand can influence the buying behavior and 28% of them said that image of a brand cannot influence the buying behavior

**TABLE NO. 4.24**

**CONSIDERING THE MOST IMPORTANT POINT WHEN PURCHASE A SMARTPHONE**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| High quality | 15 | 60 |
| Lower price | 10 | 40 |
| **Total** | **25** | **100** |

**Source: Primary data**

**CHART NO.4.24**

**CONSIDERING THE MOST IMPORTANT POINT WHEN PURCHASE A SMARTPHONE**

**INTERPRETATION:**

Table No.4.24 shows that 60% of the respondents said that they considering high quality as the most important point when purchase a Smartphone and 40% of them considering lower price.

**TABLE NO. 4.25**

**TRYING FOR A NEW OPERATING PLATFORM/SYSTEM WHEN PLAN TO PURCHASE A NEW SMARTPHONE**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Yes | 16 | 64 |
| No | 9 | 36 |
| **Total** | **25** | **100** |

**Source: Primary data**

**CHART NO.4.25**

**TRYING FOR A NEW OPERATING PLATFORM/SYSTEM WHEN PLAN TO PURCHASE A NEW SMARTPHONE**

**INTERPRETATION:**

Table No.4.25 shows that 64% of the respondents said they trying for a new operating platform/system when plan to purchase a new Smartphone and 36% are not trying for a new operating platform/system.

**TABLE NO. 4.26**

**RATE FOR COMMITMENT WITH PREFERENCE BRAND**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Very Uncommitted | 3 | 12 |
| Uncommitted | 5 | 20 |
| Fair Committed | 7 | 28 |
| Very Committed | 10 | 40 |
| **Total** | **25** | **100** |

**Source: Primary data**

**CHART NO.4.26**

**RATE FOR COMMITMENT WITH PREFERENCE BRAND**

**INTERPRETATION:**

Table No.4.26 shows that 40% of the respondents are very committed with their preferred brand, 28% are fair committed, 20% are uncommitted and 12% of them are very uncommitted.

**TABLE NO. 4.27**

**SATISFACTION WITH CURRENT SMARTPHONE**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of Respondents** | **Percentage** |
| Very dissatisfied | 1 | 4 |
| Dissatisfied | 3 | 12 |
| Fair satisfied | 9 | 36 |
| Very satisfied | 12 | 48 |
| **Total** | **25** | **100** |

**Source: Primary data**

**CHART NO.4.27**

**SATISFACTION WITH CURRENT SMARTPHONE**

**INTERPRETATION:**

Table No.4.27 shows that 48% of the respondents are very satisfied with their current Smartphone, 36% are fair satisfied, 12% are dissatisfied and 4% of them are very dissatisfied.

**5.1 FINDINGS**

1. 16% of the respondents are in the age group of 15-20 years.
2. 68% of the respondents are male.
3. 16% of the respondents are using Apple smart phone.
4. 44% of the respondents are satisfied with the brand of smart phone.
5. 76% of the respondents prefer the same brand in future.
6. 28% of the respondents preferring apple as the current brand.
7. 40% of the respondents are strongly influential by family or friends while selecting a brand.
8. 44% of the respondents are strongly influential by availability of finance at the time of purchase.
9. 36% of the respondents are influential due to the brand name.
10. 32% of the respondents are neutral influential and also 32% of the respondents are strongly influential while considering the technical aspect of the device while purchasing.
11. 64% of the respondents are influential for the offer during festival or sales promotions activities.
12. 44% of the respondents are influential by festival season and promotional activities.
13. 48% of the respondents are influential advertisement.
14. 36% of the respondents are influential considering the after sales services offered by the seller.
15. 52% of the respondents are strongly influential by its features.
16. 60% of the respondents say that the amount paid for smart phone is 15000 above.
17. 72% of the respondents prefer to purchase through multi brand showroom.
18. 56% of the respondents prefer full screen at the time of buying smart phone.
19. 64% of the respondents prefer screen guard protection to the products for the safe use.
20. 40% of the respondents prefer camera quality smart phone at the time of buying.
21. 40% of the respondents prefer 4000 mah battery capacity to the smart phone.
22. 48% of the respondents prefer fast charger in the box cover of product.
23. 72% of the respondents said that image of a brand can influence the buying behavior.
24. 60% of the respondents said that they considering high quality as the most important point when purchase a Smartphone.
25. 64% of the respondents said they trying for a new operating platform/system when plan to purchase a new Smartphone.
26. 40% of the respondents are very committed with their preferred brand.
27. 48% of the respondents are very satisfied with their current Smartphone.

**5.2 SUGGESTIONS**

* Advertising through media, Internet and personal selling to promote the products, to increase awareness in the market.
* Holdings on outlets and publication in the prominent magazines help in increasing its awareness among the consumer to evoke the demand of their brand.
* Policy of replacing problem arising sets should be done timely and the retailer should be accommodated immediately.
* Company should make proper schedule or particular days for hearing the complaints of their customer and retailers.
* All smart phone companies should ensure good quality of service for their customers

**5.3 CONCLUSION**

As brand marketers look for new ways to feature their products when shoppers are considering the competition, they should look no further than something consumers already have in hand – their smartphones.” So that is why that the owners of smartphones from traditional brand favourites like Nokia and LG are less likely to remain loyal to the brand when they purchase their next handset. It is certainly an exciting time for consumers, with what seems like a continuous flow of new phones entering the market, all of which boast different applications and state-of-the-art technology. It remains to be seen whether traditional mobile phone manufacturers will fall by the wayside as they fail to adapt to new demand for glossy brands like Apple, or whether they’ll instead be granted another bite of the technological cherry.

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**WEBSITES**

* www.wikipedia.com

**QUESTIONNAIRE**

Name :

Age :

` 15-20 21-30

31-40 Above 40

Gender :

Male Female

1. Mention the smart phone brand you are using now ?

Apple Samsung

Redmi Realine

Nokia Others

1. Are you satisfied with the brand of smart phone?

Satisfied Dissatisfied

Fair Very satisfied

1. Will you prefer the same brand in future?

Yes No

1. Which other brand you prefer current brand?

Sony Samsung

Microsoft Apple

Micromax Others

1. Whether family or friends influenced you while selecting a brand?

Strongly non influential Non influential

Netural influential Influential

Strong influential

1. Are you influenced by availability of finance at the time of purchase?

Strongly non influential Non influential

Netural influential Influential

Strong influential

1. Whether brand name influenced your selection?

Strongly non influential Non influential

Natural influential Influential

Strong influential

1. Whether you considered the technical aspect of the device while purchasing?

Strongly non influential Non influential

Netural influential Influential

Strong influential

1. Whether the offer during festival or sales promotions activities influenced your purchase?

Strongly non influential Non influential

Influential Strong influential

1. Are you influenced by festival season or promotional activities?

Strongly non influential Non influential

Netural influential Influential

Strong influential

1. Are you influenced by advertisement?

Strongly non influential Non influential

Netural influential Influential

Strong influential

1. whether you considered the after sales services offered by the seller?

Strongly non influential Non influential

Influential` Strong influential

1. Are you influenced by features?

Strongly non influential Non influential

Netural influential Influential

Strong influential

1. How much amount to pay for smart phone?

Below 5000 5000-10000

10000-15000 15000 above

1. Which type of medium of purchase you prefer more?

Authorized retailer Multi brand showroom

Online / ecommerce Other.

1. Which type of display do you prefer at the time of buying the smarphone?

Full screen notch display

Water drop display normal display

1. Are you prefer in additional securities to the products for the safe use?

Screen gurad protection Phone Cover

Smart phone insurance None

1. On which specification of smart phone you prefer at the time of buying?

Camera quality display resolution

Internal memory RAM

1. How much battery capacity do you prefer to your smart phone?

3000 mah 4000mah

4500mah 5000mah

1. What all accessories do you prefer in the box of product?

Fast charger Ear phone

screen guard phone cover

1. Do you think the image of a brand can influence the buying behaviour?\*

Yes No

1. Which one you consider as the most important point when purchase a Smartphone?

High-quality

Lower price

1. When you plan to purchase a new Smartphone, will you try a new operating platform/system?

Yes No

1. .How would you rate your commitment with your preference brand?

Very Uncommitted Uncommitted

FairCommitted Very Committed

1. Do you satisfy with your current Smartphone?

Very Dissatisfied Dissatisfied

FairSatisfied Very Satisfied