

## “A Study of Consumer Perception Towards Smartphone”

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### **Abstract**

A Smartphone is a mobile phone that runs on a mobile operating system and has higher computer power and connectivity than a regular phone. Many current Smartphones come with a high-resolution camera, a touch screen pad, and a web browser that can show conventional web sites. Wi-Fi and mobile broadband are included in the Smartphone for high-speed data access. The rapid development of mobile applications and mobile commerce has been driving smart phone use in recent years. Consumers have grown much more knowledgeable in this era of globalisation, and attitudes of long-lasting brands are rapidly shifting. It has been shown that the cost and quality of durable items are considered to be key deciding factors. To know about customer's preference regarding smartphones a descriptive research was done by researcher. Some set of question were asked which were directly or indirectly connected with the consumer's perception towards buying a smartphone.

**Keywords:** Consumer behaviour, smartphone Industry, Indian market, consumer attitude, smartphone.

### **1. INTROUDCTION**

The first Smartphone combined the functions of a personal digital assistant (PDA) and a cell phone into one device. Models later included media players, digital cameras, video cameras, and a GPS navigation system to create a multitasking device. Many current Smartphones come with a high-resolution camera, a touch screen pad, and a web browser that can show conventional web sites. Wi-Fi and mobile broadband are included in the Smartphone for high-speed data access. The rapid development of mobile applications and mobile commerce has been driving smart phone use in recent years. Google's Android is one of the mobile operating systems used by current Smartphones. Apple's iOS, Nokia's Symbian, RIM's Blackberry OS, Samsung's BADA, Microsoft's Windows Phone, and HP's web OS are all examples of mobile operating systems. Such an operating system can be loaded on a variety of mobile phones, with

each device receiving many OS Software updates over its lifetime. In this study, we explored the necessity of using a Smartphone to analyse consumer perceptions of durable brands. Brand image, country of origin, brand awareness, brand quality, and other factors influence local and global brand choice.... Consumers have grown much more knowledgeable in this era of globalisation, and attitudes of long-lasting brands are rapidly shifting. It has been shown that the cost and quality of durable items are considered to be key deciding factors. their preferred brand Consumers choose low-cost brands because they are less expensive, and this is also true of smartphones. Because Indian consumers are more price sensitive, the increasing demand for low-cost smartphones is due to customer affordability. Consumers who desire superior quality and longevity, as well as to improve their status, choose international brands, such as in the case of smartphones. Apple Smartphone is preferred by consumers that value quality, endurance, and social standing. Now, in order to grasp customer perception, we must first comprehend culture, so that consumer behaviour may be fully comprehended. Customer perceptions of a firm and its products or services, whether durable or not, have an impact on consumer purchase behaviour, which is why organisations strive to improve their image. They invest a lot of money in marketing. They promote themselves by offering exceptional customer service and other effective initiatives that can positively influence the target consumer's perception. Companies may change those perceptions and create successful consumer behaviour with the help of smart planning and execution. Consumer perception is an approximation of reality in that it constantly synthesises all of the information they have about a company in order to make a conclusion about whether the firm gives value for the money.

The behaviour of consumers toward smartphone is increasingly as a focus of marketing research. In particular, consumer's behaviour in smartphone industry, from adoption motivation to post-usage behaviour it has become a major focus of research in the field of marketing, especially within consumer behaviour. The results of the research confirm that regulatory focus has an influence on consumer behaviour towards smartphone purchase decision by affecting their perception, motivation and lifestyle. As, India is one of the fastest growing economies in the world, the smartphone industry in India is growing very fast and for consumer's in market smartphone has become essential parts of personal and business life.

There is a continuous increase in disposable income; there has been a major shift in the attitude and aspirations of the consumers. This research is to analyse the external and internal factors which are influencing in a consumer in purchasing a smartphone. The research also focuses on consumer attitude for smartphone and influence of brand on consumers in buying decisions.

The recent growth of smartphone usage is an observable fact that crosses all age and gender boundaries. Hence, this research explores through quantitative analysis some of the key factors believed to affect consumer's attitudes and behaviours towards smartphone purchase. The second decade of the current century sees a sharp rise in the total number of mobile users in the country. This increase is the result of a new category of mobile phones namely.

Smartphones which had arrived in the market. Today, there are more than 27 million Smartphone users in urban India, which constitutes 9 percent of all mobile users in urban India. The major objective of this research is to identify the key factors which have a dominating effect on the consumers' minds while making a purchase of Smartphone. The collected data were analyzed and interpreted using cross tabulation. The measurement model suggested four factors price, brand preference, social influence and features having a dominant influence on the purchase decision of consumers in Mumbai.

## **2. Review of Literature**

**Amrit Mohan** studied the behaviour of consumers toward smartphone is increasingly as a focus of marketing research. In particular, consumer's behaviour in smartphone industry, from adoption motivation to post-usage behaviour it has become a major focus of research in the field of marketing, especially within consumer behaviour. The results of the research confirm that regulatory focus has an influence on consumer behaviour towards smartphone purchase decision by affecting their perception, motivation and lifestyle. As, India is one of the fastest growing economies in the world, the smartphone industry in India is growing very fast and for consumer's in market smartphone has become essential parts of personal and business life. There is a continuous increase in disposable income; there has been a major shift in the attitude and aspirations of the consumers. This research is to analyse the external and internal factors which are influencing in a consumer in purchasing a smartphone. The research also focuses on consumer attitude for smartphone and influence of brand on consumers in buying decisions. The recent growth of smartphone usage is an observable fact that crosses all age and gender boundaries. Hence, this research explores through quantitative analysis some of the key factors believed to affect consumer's attitudes and behaviours towards smartphone purchase.

**Revathy Rajasekaran et. al.** said that Smartphone usage has proliferated in recent years. Nowadays people seem to become dependent towards Smartphone due to its convenience, great camera features, easy applications installations, and more importantly, it can do most of the

computer functions on the go. In this technology and competitive era, this study aims to explore the key factors which motivate consumers to purchase and use Smart Phones. Further, the reason behind usage of smart, phone is found and to identify the customer attitude towards smart phone and finally to know the customer's satisfaction level towards smart phones. This study is more essential for Smartphone companies as their sales and profit will be depend upon on customer perception. Overall this study will facilitate the improvement of Smartphone industry in the view of customer perception and their attitude.

**Surendra Malviya et. al.** in their research they found that the second decade of the current century sees a sharp rise in the total number of mobile users in the country. This increase is the result of a new category of mobile phones namely Smartphones which had arrived in the market. Today, there are more than 27 million Smartphone users in urban India, which constitutes 9 percent of all mobile users in urban India. The major objective of this research is to identify the key factors which have a dominating effect on the consumers' minds while making a purchase of Smartphone. The collected data were analyzed and interpreted using chi-square, reliability analysis, Factor analysis, Confirmatory Factor Analysis. It was found that data is reliable for factor analysis. The measurement model suggested four factors price, brand preference, social influence and features having a dominant influence on the purchase decision of consumers in Indore.

**Deepika Ganlari** The behaviour of consumers towards smartphones is increasingly a focus of marketing research. In particular, consumer behaviour in the smartphone industry, from adoption motivation to post-usage behavior has become a major focus of research in the field of marketing. The results of the research confirm that the regulatory focus has an influence on consumer behavior towards smartphone purchase decision by affecting their perception, motivation, and lifestyle. India is one of the fastest growing economies in the world and the smartphone industry in India is also growing very fast. For consumers smartphones have become essential parts of personal and business life. There is a continuous increase in disposable income; there has been a major shift in the attitude and aspirations of the consumers. This research is to analyze the external and internal factors which influence a consumer's decision in purchasing a smartphone. The research also focuses on consumer attitude for smartphones and the influence brand name has on consumer buying decisions. The recent growth of smartphone usage is an observable fact that crosses all age and gender boundaries. Hence, this research explores through quantitative analysis some of the key factors believed to affect consumer's attitudes and behaviors towards smartphone purchase.

**Xinping Shi et. al.** described that Consumer loyalty toward smartphone brands: The determining roles of deliberate inertia and cognitive lock-in Research in commitment–trust perspective overlooks the effect of status quo bias on consumer brand loyalty. This study aims to integrate the bias including consumers’ deliberate inertia and cognitive lock-in with consumers’ trust and commitment in the perspective. We empirically analyze a research model and hypothetical relationships using structural equation modeling with survey data from smartphone consumers. The results show that the inertia meaningfully and positively enhances consumers’ brand loyalty, and the lock-in significantly predicts consumers’ deliberate inertia and commitment. The findings significantly advance extant knowledge with the positive effects of deliberate inertia and cognitive lock-in on consumers’ brand loyalty.

**Ha Nam Khanh Giao et. al.** their research examined four specific objectives:(1) identifying factors that affect Vietnamese consumer attitudes towards smartphone advertising,(2) measuring the level of impact of the factors,(3) testing the difference of attitudes among groups of consumers with different characteristics in terms of gender, age, income, and academic level, and (4) proposing some managerial implications to have better Vietnamese consumer attitudes towards smartphone advertising. The study uses the online survey form via e-mail and Facebook in a convenience sampling method; the subjects surveyed are between the ages of 18 and 35, and all are in urban areas in Vietnam, and are using smartphones and accessing the internet and other phone applications. A sample of 490 respondents were valid and used for processing. The study employs a combination of qualitative and quantitative methods to analyze exploratory factors and linear multiple regression. The results reveal that there are five main factors affecting Vietnamese consumer attitudes towards smartphone advertising positively, arranged by reduced importance: entertainment, informativeness, credibility, non-irritation, permission and control. From that, the study offers some managerial suggestions for smartphone advertisers to improve their strategies and tactics to enhance their customer service, so that the smartphone advertising can attract people and help Vietnamese consumer in their buying behavior.

### **3. Objective of the study**

- To study the key factors that drive people to buy and utilise smart phones.
- To determine most important reason to why a person uses a smartphone.

#### 4. Research Methodology

It is the plan, structure of investigation conceived so as to obtain answer to research question. The research design, which was adopted for the study was descriptive in nature.

Descriptive research: When the researcher is interested in knowing the characteristics of certain groups such as, gender, profession, a descriptive study may be necessary. In this research did descriptive research also because research want to know the consumer perception and preferences towards smart phone.

#### 5. Data Analysis

##### 5.1 Key Factors affecting buying behaviour

**Table 5.1.1 Factor Influencing buying behaviour**

	Feature_buyin		Price_Buying		Security_buyin		BrandImage_buying		AfterSaleService_buyin	
	N	%	N	%	N	%	N	%	N	%
Important	63	49.6	26	20.5	18	14.2	12	9.4	14	11.0
Most Important	20	15.7	65	51.2	18	14.2	20	15.7	9	7.1
Nutral	10	7.9	18	14.2	62	48.8	31	24.4	24	18.9
Least important	22	17.3	12	9.4	22	17.3	57	44.9	54	42.5
Not important	12	9.4	6	4.7	7	5.5	7	5.5	26	20.5
Total	127	100.0	127	100.0	127	100.0	127	100.0	127	100.0

Interpretation: This question was asked to identify the influence of preference for feature you were looking while buying a smart phone, as is it an important factor in decision making process or not. According to the given data:-According to the Features 49.6% important,15.7% most important,7.9% neutral , least important 17.3%, not important 9.4% According to the Price 20.5% important ,51.2% most important,14.2% neutral , least important 9.7%, not important 4.7%. According to the security 14.2% important,14.2% most important,48.8% neutral , least important 17.3%, not important 5.5% According to the Brand image 9.4% important ,15.7% most important,24.4% neutral, least important 44.9%, not important 5.5%. According to the After sale service 11.0% important, 7.1% most important,18.9% neutral , least important 42.5%, not important 20.5%.

## 5.2 Reason to use phone

**Table 5.2.1 Reason for buying phone**

Reasons	N	%
Required for work	52	40.9
Smart phones Features	40	31.5
Status	11	8.7
Multi tasking	24	18.9
Total	127	100.0

Interpretation: According to the given data in above table it shows that the most prime reason to purchase a smartphone is for required for work it is 40.9% which is 52 persons, 31.5 is for features which is 40 persons, 18.9 % is multi-tasking 24 persons and least is for status which is 8.7% which is 11 persons This conclude that most of people prefer using smartphone for Require for work.

## 6. Conclusion

In this modern era, a Smartphone is just not only the want but also a need if you know how to make proper use of it. All the maximum respondents mentioned Smartphone as their need. Obviously, Smartphone have changed the ways that we used to live, communicate and connect with people all over the world. With it, you can surf internet with just a touch in a smartphone, whether to read the breaking news, or compare the prices or features of a products while shopping, booking the travel tickets, connecting to social network or keep track of your parcels delivered wherever you are and so on. Smartphone features like, text to speech; GPS and social integration are some examples, which can helps group of people to easily remain integrated with society. All the respondents agreed that Smartphone is really essential to make their daily life easier. Indeed Smartphone have made people smarter by organizing their lives with a single device and providing access to the world wide information at the fingertips. It doesn't only organize daily life by putting calendars, to do list and shopping list at one place but also helps people connected from all over the world by integrating contacts, emails, social networking, messaging and even video chats. It has made lives easier for everyone. One can use it for education purpose, job related tasks, information search or entertainment purposes. That is the

main reason that everyone carries a Smartphone nowadays.\

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