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Critical role of consumer behaviour for choosing smart phone brands

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ABSTRACT

Brand preferences while choosing smart phone are usually studied by attempting to profile and understand loyal consumers in Gorakhpur market . It is the indicator of the strength of a brand in the hearts and minds of customers. Brand preference represents which brands are preferred under assumptions of equality in price, battery durability, camera resolution and so on. In recent times smart phone plays a significant role among the users to meet up their numerous objectives by operating their desired, perform the task efficiently. A total of 100 completed copies of questionnaires are evaluated for analysis. The results suggest that, brand name variable have statistically significant relationships with consumer preferences variable for choosing smart phone brands. The findings of the study indicated positive correlations among the variables i.e. battery backup, camera resolution RAM size, durability, internal memory, processor, GPU (Graphic processing unit) and price have significant impact on the overall preferences of the consumers. The result derived from Cross tabulation and Likelihood ratio entails that these above factors are plays critical role in consumer behaviour to give preference or to choose the smart phone brands. there is strong relationship between customer and the brands. In this research collection of resources are based on primary data (in the form of questionarre) and secondary data (from newspaper , advertisement) etc.

Keywords: Brands , loyality , features , consumer behaviour , prices , preferences etc.

Introduction

New generation may be known as as clever phone generation as they like to busy with their smart smartphone all the time. And it will become a totally vital instrument of their life. So before selecting their instrument of passing time they spent substantial quantity of time for choosing clever cellphone. There are many factors to recall and emblem is one of them. Knapman (2012) found clients of Smartphone are strongly influence by way of emblem in relation to selecting clever cellphone. A clever smartphone is a cell smartphone with a complicated mobile operating system which mixes functions of a personal computer working device, with greater advanced computing functionality and connectivity with other features useful for cell or hand-held use through offering advanced technology for facts management, cellular calls, e-mail sending, and internet access. While providing a standardized platform for software developers a smart cellphone plays the whole lot a personal computer can do, and because of its mobility, an awful lot more. It combines a mobile cellphone with very advanced capabilities in smart telephones internet, instant messenger e mail, media player, video games, GPS navigation unit, digital digital camera, voice dictation for messaging and a voice look for

asking questions about anything. It is going with out announcing that a unmarried second can't be surpassed without having the lifestyles of clever phone as it makes human existence easy and making them informed concerning the complete universe a good way to adapt with the technological advancement. Smartphone used as a device that permits the user to make smartphone call and at the same time has a few capabilities that permit the person to do a little activities that within the past changed into not viable except the use of a computer or a personal virtual assistant (PDA), along with sending and receiving e-mails, amending an workplace record.

Operating system is what permits the Smartphone to run its applications there are unique working system, along with iPhone runs IOS, BlackBerry runs The BlackBerry OS, other type of handsets runs Google's Android OS, HP's internet OS, and a few other runs Microsoft's Windows Phone.

In 1999, the Japanese company NTT DoCoMo released the primary smart phones to achieve mass adaption inside a rustic. Smart phones have become tremendous in the 21st century and maximum of those created from 2012 onwards have high-speed cellular broadband 4G net, movement sensors, and mobile payment capabilities. In the third region of 2012, a thousand million clever phones were in use international. Global smart telephone income exceeded the sales figures for ordinary mobile phones in early 2013.(www.Wikipedia.Com)

In the technological advancement age, no nation even just a single man can not do something's especially the modern-day activities in current time. There has been additionally a extremely good and really huge era of the assessment of mobile phones from easy and larger cellular phones, which had been able to send and get hold of the text messages best. The clever telephones are more likely to be the hand held computer systems for configuring the daily schedules, saving large documents, for looking videos, listening track, the usage of net, using international extensive web, video conferencing and plenty more than a human thoughts can think.

Knapman (2012) found customers of Smartphone are strongly have an impact on by way of logo in relation to choosing Smartphone. Knapman additionally signified many potentialities for Smartphone makers to tackle new method with the customers of Smartphone and to give emblem application-by way of information the idea for pupil logo first preference and identify the essential roles that emblem play in Smartphone preference.

Cronin & Taylor (1992) observed that the pride felt after the primary trial of a emblem directed clients to decide upon the equal logo of their selections to repurchase it. (Oliver, 2003) investigated the connection among purchaser pride and emblem loyalty, and discovered a fantastic dating among those variables. The study located that the global emblem have been desired over the neighborhood brands as the overall outcomes recommend that the humans liked most of the capabilities of these brands which were the international brands say Nokia and Samsung. Other than this all 4 factors inclusive of color desire preference, emblem photo choice, Smart Features and cultural effect are all vast Arif, et.Al.,(2015). "Brand Preferences may be defined as the subjective, conscious and behavioral inclinations which have an effect on consumer's predisposition towards a brand" Mohan Raj.,(2016).

The Smart phones are becoming truly popular on this advanced international. Everyone wants to convey his personal personal statistics and records with him all of the time which clever smartphone makes viable. It is being established that inside the destiny smart phones will take over all of the different virtual gadgets in next 12 months's including laptops, personal desktop computers and notebooks. Acer, Amazon, Apple, BlackBerry, BLU, Cleon, Huawei, i-mate, I cell, Lava, Lenovo, Miramax, Microsoft, Nokia, One plus, Oppo, Samsung, Walton, Panasonic, Siemens, Sony, T-Mobile, Toshiba, Yota, ZTE and so forth. Are some branded smart telephones and each holds

exceptional features. One may additionally select Oppo and other may additionally prefer Walton or, Samsung. A accurate know-how of college students brand choice in Smartphone might help in expertise how emblem form college students buying decision and possibilities.

II. Review of Literature

Patron's pre-purchase assessment between of predicted overall performance and actual performance with low cost value is customer pride. If the actual overall performance of service issuer more than customers' predicted that means clients are glad. When state of affairs is opposite as like real overall performance is less than predicted which means customers are disillusioned. Hafeez et al. (2010) carried out the look at to research the determinants of patron pride in telecommunications area in Pakistan the usage of 250 customers in Pakistan. The effects in their examine show that customer services and price equity have a effective relationship with purchaser pride. The results similarly show that independent variables not handiest influence based variable however supplement every other in that if client services are of right first-rate, then clients might be inclined to pay more for the services furnished. Thokoa and Kalebe (2015) Customer pleasure is crucial in that satisfied customers form the inspiration of a successful service company because it results in repeat purchases, emblem loyalty, in addition to high-quality phrase of mouth which can similarly enhance financial overall performance of the favored carrier company.The take a look at discovered that price has great high quality impact on customers' belief of a telecommunication service issuer. Hague et al additionally endorse that charge, carrier nice, product pleasant, and promotional offer play an essential role whilst customers choose telecommunication provider issuer. Sharma M., (2012) patron choices outline as the man or woman tastes, as measured with the aid of utility, of numerous styles of goods. Notice that alternatives are unbiased of earnings and prices. Ability to buy items does not decide a client's likes or dislikes. Brand choice are dependent on various variables that are purchaser used, that measured by application.

III. Objective of the Study

The principal goal of this observe is to understand the students emblem preferences toward smart phone. The different targets of the take a look at are as follows-

1.To study the factors which influence and eventually motivate the consumer to buy the smart phones in gorakhpur market.

IV. Methodology of the Study

Research Design: The research layout for the observe is descriptive and analytical in nature that is performed a few of the 100 questionairre involved customers particularly college students of MMMUT college.

Data Collection

The objectives of research are such that both primary and secondary data is required to achieve them. Primary data would be collected through structured questionnaire. While secondary data are obtained through company.

Primary Data:

The primary data would be collected through structured questionnaire filled by the consumer Gorakhpur branch. The questionnaire should be designed in such a way that the consumers' response should be easily analysed.

Secondary Data:

The secondary data are collected from the books, journals ,company website, etc.

Sample Size:

The selected sample size should be 100 respondent

Sampling Unit:

The sampling unit only covers the Gorakhpur city.

Sampling Techniques:

Convenience sampling would be used, because response from the employees would be easily available.

Research Design:

Descriptive Research design would be used.

This survey has various boundaries, Like any other survey:

1. Time turned into very restricted.
2. As the take a look at is on conduct aspect, data may be biased.
4. The have a look at is conducted in a completely small region and on a small pattern size, the outcomes of the observe cannot be generalized for some other place of states.

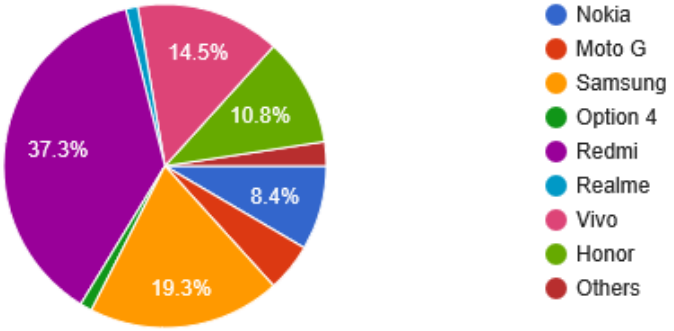
Findings and Analysis

Data Collection

According to the need of the research and the reliability of data, both primary and secondary sources were used to collect data. Primary data are the data collected from original sources that were previously unknown. These data are collected particularly for the research project. It can be collected by various methods. For this research, primary data were collected through personal interview and online survey.

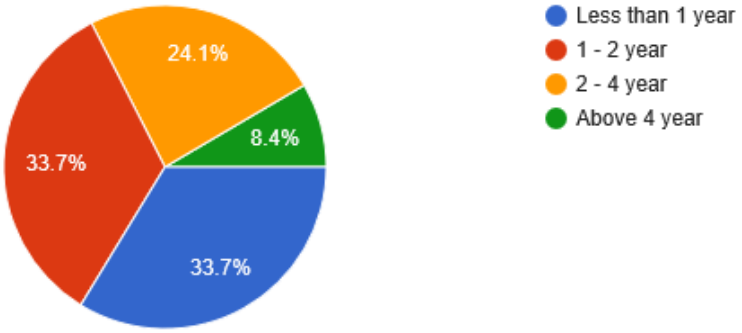
Data Analysis:

- **Which smart phones you are using**



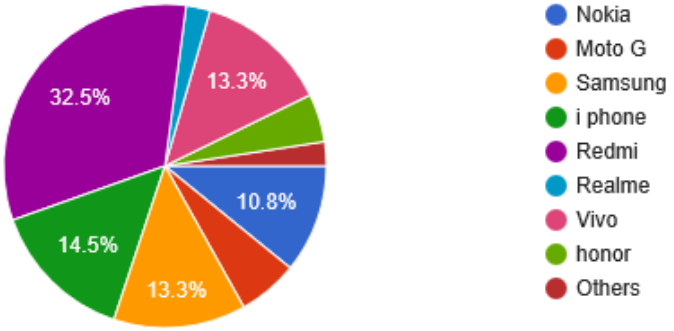
Interpretation: According to the survey 37.5% use the brand redme, 19.3% samsung,14.5%vivo,10.8% honor and rest are uses others.

- **How often do you change your smart phones.**



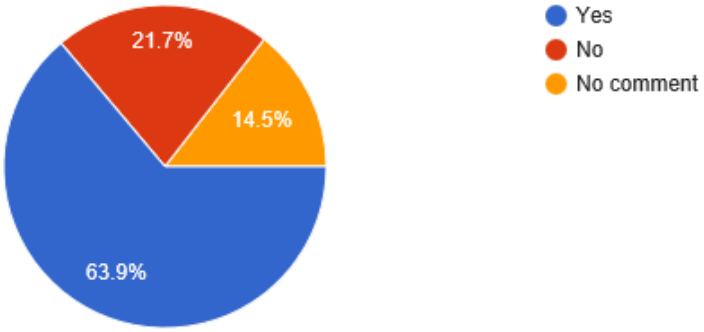
Intreprtation:According to survey 33.7% of users says smartphone should change less than 1 year , 33.7 % 1-2 year., 24.1%says change in between 2-4 year.

- **What is your favourite brand in mobile?**



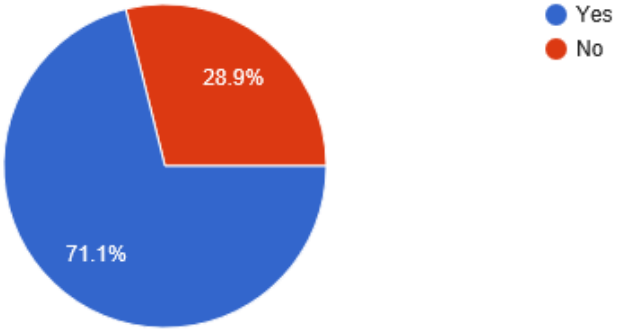
Interpretation: most of the users of smart phone i.e redmi (32.5%) then iphone 14.5% then vivo. And other preferences.

Do you think prolonged use(use under long period) of smart phone would cause health problem. Eg. Cancer.



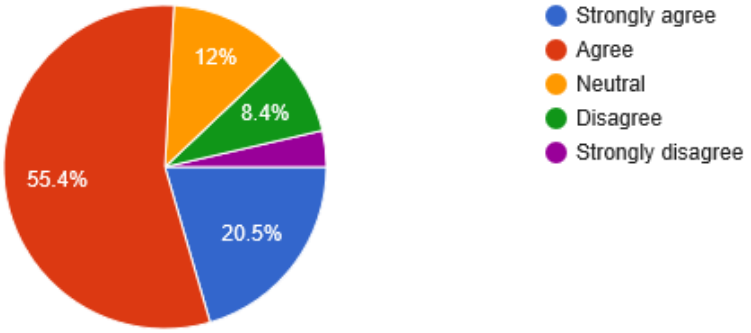
Interpretation: according to this survey 63.9% of peoples are says long uses of smartphone causes health problem. 14.5 % says no causes of health issue.

- **Is choice of smart phone shows status in society?**



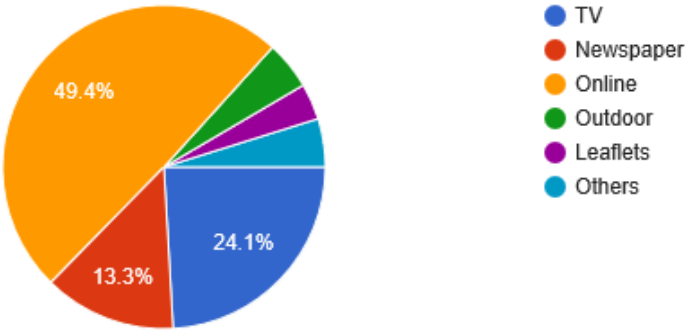
Interpretation: according to this survey 71.1% says smartphone shows status in society , and 28.9% says no.

- **Is choice of smart phones brands will reduce the PC, laptops, Tabs etc.**



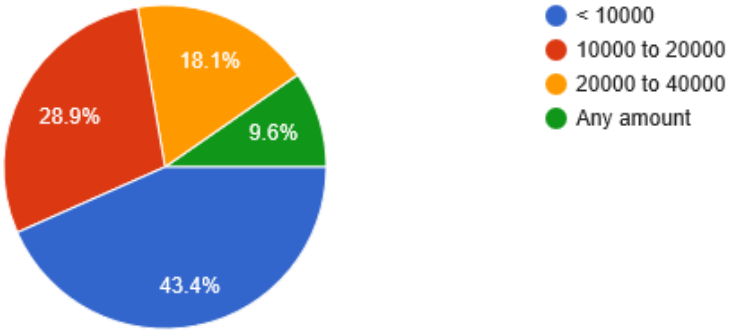
Interpretation: According to this survey 55.4% of peoples says choi0ce of smart phones brands will reduce the pc, laptops,tabs etc.

- **Where did you often see the smart phone advertisement?**



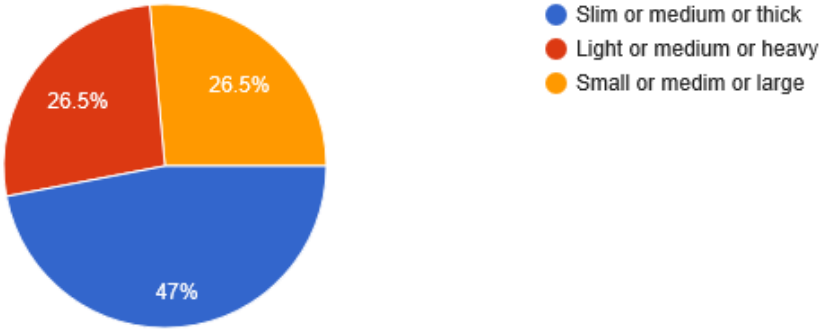
Interpretation: mostly smart phone advertisement are seen by online .

- **What would be willing to pay for a smart phone?**



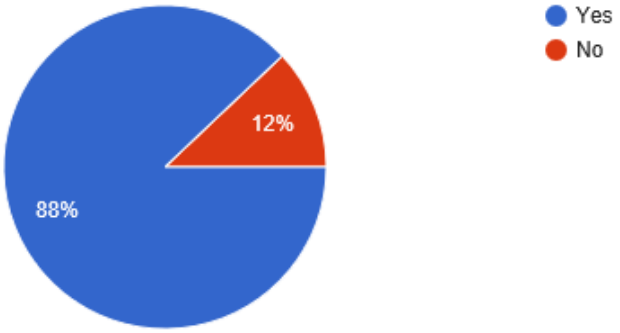
Interpretation:According to this survey 43.4% of them users can able to pay about Rs.10000 and 28.9% peoples able to pay between 10k to 20k., and rest at any cost.

- **Do you prefer smart phones to be?**



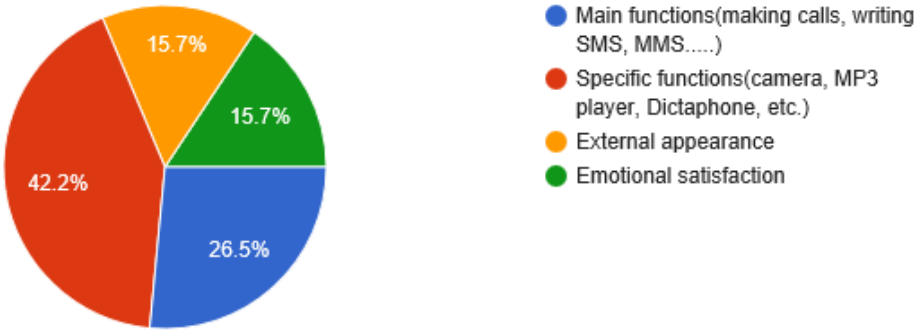
Interpretation: aacording to this survey 47% of peoples are prefers slim or medium or thick smartphones. 26.5%are light or heavy smartphone users. And 26.5 are small or medium or large.

- **Is battery backup is neccessary for choice of smart phones brands?**



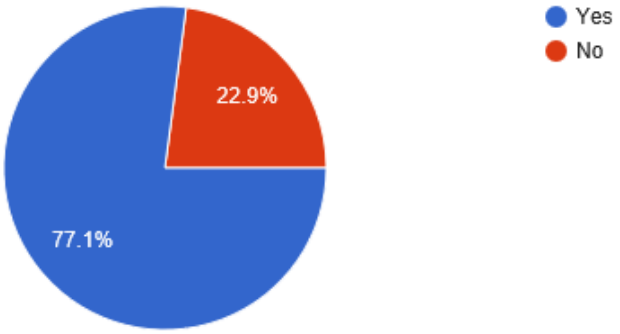
Interpretation: according to this survey battery backup is necessary in smartphones.

- **Buying a new smart phones for you is important:**



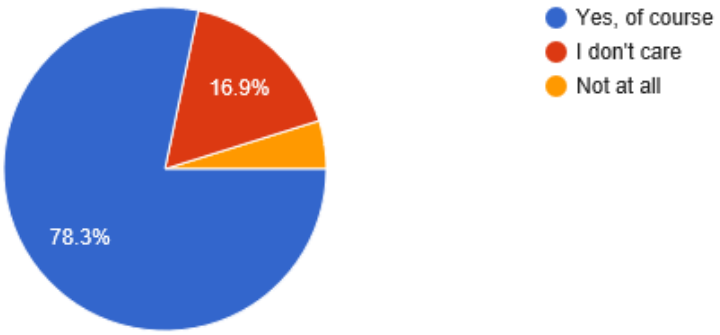
Interpretation: According to this survey42.2% peoples goes through specificfunctions like camera ,mp3 player ,dictaphone ,etc.

- **Have you ever thought about negative effects of smart phones?**



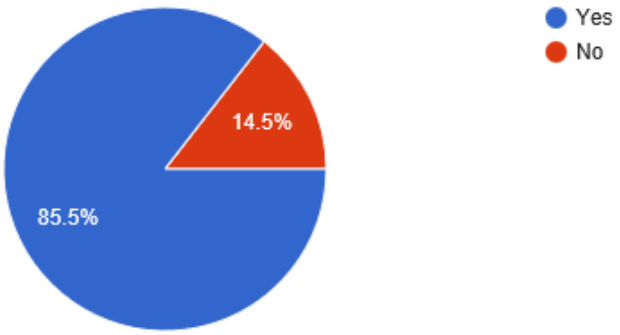
Interpretation:According this survey 71.1% of users thought about negative effects of smat phones .

- **If the design of a smart phone important for you?**



Interpretation: according to this survey 78.3% of peoples says smartphones are important for us , 16.9% says it dos'nt matter.

- **Is choicing of smartphone brands are helpful in education?**



Interpretation: According to this survey 85.5% of peoples says that smartphone brands are helpful in education.

Findings:

- According to this survey brand image is the most important criteria which is expected among all the respondent.
- According to the study brand is to be highly impotant criteria which be consider before purchasing of brandes smartphones .
- It is found that at proper interval of time the replacement of smartphone is necessary to the users.
- It is also findings, that choicing of smatphone brands give loyality, status in the society and the market.
- Pepole who belong to different age group have different perception regarding the choicing of the smartphone brands.

Conclusion

As we know that in present Indian market, the smart phone brands plays a very vital role & the consumers focused on choice of branded smartphones .brands are changing very frequently day by day. The individuals have their own views and perception towards various types of smartphone brands. The study of this research were focused over "the critical role of consumer behavior for choice of smartphone brands ". After doing study it is known that the consumers behavior towards smartphone brands is positive, and it also play a very important role in the life of every customer .the smartphone brands have imagesand also develop a positive mind set for trust and for purchasing and become loyal towards smartphone brands. The major factors which are playing the role in developing consumer's behaviors towards smartphone brands i.e consumer loyalty, service quality, satisfaction level, image of the smartphone and smartphone-client relationship. Choice of smartphone brands has to endless . A lot of functions ,technology webs are there in smartphone.

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