

# **RESEARCH PROJECT REPORT**

**“TO ANALYZE THE FACTORS THAT INFLUENCE CONSUMERS  
PURCHASE BEHAVIOR TOWARDS SMARTPHONES IN GREATER  
NOIDA(SEC-1).”**

**FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT  
FOR THE AWARD OF  
MASTER OF COMMERCE**

**UNDER THE GUIDANCE OF  
Prof. BHAVNA SHARMA**

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## **ACKNOWLEDGEMENT**

All praise to the almighty with whose auspicious blessings i have been able to accomplish my research project report successfully. Equal credit goes to my parents and teachers who made me what i am today by their hard labor, devotion, support & prayer.

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I am grateful to my guide **PROFESSOR BHAVNA SHARMA** for her efforts during my project work. My sincere thanks to all other who were associated with the project directly or indirectly for providing me the excellent guidance during the project.

## **DECLARATION**

I, **SHIBIN VARGHESE** Enroll No. **18032010307** student of School of finance and commerce, Galgotias University, Greater Noida, hereby declare that the project report on **“TO ANALYZE THE FACTORS THAT INFLUENCE CONSUMERS PURCHASE BEHAVIOR TOWARDS SMARTPHONES IN GREATER NOIDA(SEC-1).”** is an original and authenticated work done by me.

I further declare that it has not been submitted elsewhere by any other person in any of the institutes for the award of any degree or diploma.

Name and Signature of the Student:

**SHIBIN VARGHESE**

# **CERTIFICATE**

This is to certify that the project report “**TO ANALYZE THE FACTORS THAT INFLUENCE CONSUMERS PURCHASE BEHAVIOR TOWARDS SMARTPHONES IN GREATER NOIDA(SEC-1).**” has been prepared by **SHIBIN VARGHESE** under my supervision and guidance. The project report is submitted towards the partial fulfillment of 2-year, Full time **MASTER OF COMMERCE**.

Name & Signature of Faculty:

**PROF. BHAVNA SHARMA**

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## **ABSTRACT**

The point of the research is to understand the variables that influence consumers purchase behavior of Smartphone users. In this study, the main focus is that to identify whether Smartphone clients purchase Smartphone as a result of their desire or need, motivations to purchase costly advanced mobile phones, how social and individual components influence them to settle on buying choice.

There are different research directed dependent on the examination of variables impacting consumer decision to purchase Smartphone. This research profound the factor which impact the Smartphone purchase decision is monitored. The information is gathered from 160 members utilizing an organized poll to break down the exceptionally affecting the variable of Smartphone purchase.

## INTRODUCTION

**Smartphone** is the device & application. The device is the hardware and the application + the Operating System is the software. The hardware consists of the chip, sensors, screen, camera lens etc which capture data. ... Together both the hardware and the software is what makes the **Smartphone** “smart”.

Origin Of Smartphone- Smartphones were introduced by IBM, in 1992 and by 1994 it was available in the markets. Was called as the Simon Personal Communicator thought it was not very compact and smooth, the contraption in spite of everything featured a few components that affected each Smartphone which followed those components. The SPC was furnished with a touch screen just as the feature to send and to get the emails and messages. It included norm and pointer input screen consoles. These features were extraordinary and were enough to regard it deserving of the title "World's First Smartphone."

Current Trends - The Smartphone showcase was esteemed at 715.9 billion in U.S dollar out on 2019 and was expected to reach 1401.9 billion U.S dollar by the period of 2025, with having 11.2% CAGR over the estimate time frame 2k20 - 25. Expanded buyer spending within locales has increase the deals for markers of Smartphone for a long period. The improvement of the market is anyway leveling, considering strong invasion levels. For example, 94% of United States family units, posses Smartphone and therefore stuffed over indispensable highlights.

## **Objective of the study**

- To study users attribute towards Smartphone,
- To study major factors that attract users towards Smartphone,
- To study the satisfaction level of different users toward Smartphone.

## **Scope of study**

The scope of the research will to identify the consumer purchase behavior towards Smart phone. Due to time constraint only limited number of people where contacted.. The research depends on primary as well as secondary data. The study only focus on consumer purchase behavior in greater noida (sec-1), which will be useful to analyze the purchase behavior of consumer.



## **DATA COLLECTION**

### **Primary Data**

The study depended on essential information. The tools constructed for the collection of data from the customers who possess Smartphone and questionnaire for the Smartphone holders which consist of 19 questions. Questions 1-6 consist of personal questions of consumer or Smartphone holder, rest of the question is related to the consumer purchase behavior which will be further evaluated in analysis.

### **Secondary data**

- Magazine
- Internet
- News papers
- Wikipedia

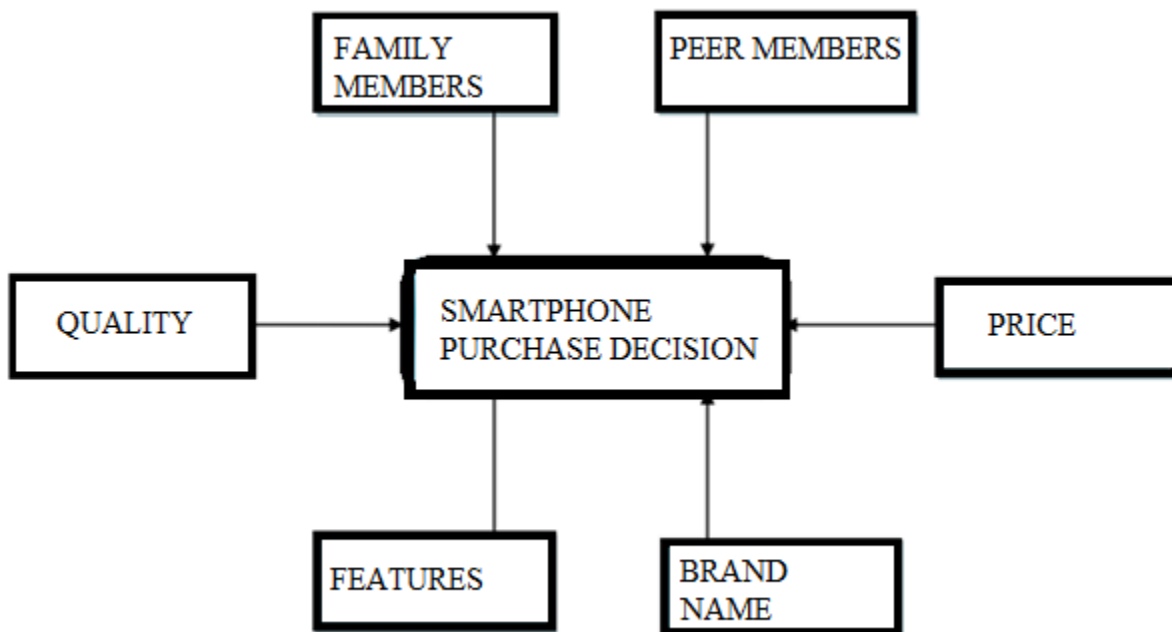
## RESEARCH METHODOLOGY

The main intention of the research is to investigate the profoundly impacting factor for Smartphone purchase decision in GREATER NOIDA(SEC-1). Both primary and secondary data are the sources of quantitative data. The assortment of essential information was completed utilizing a readied survey, which was exposed to testing to guarantee the nature of the questionnaire.

### Research Design

Research design is based on research work that guides for the achievement of the objectives. Hence it will be descriptive .

### Research Framework



### Sample procedure

The procedure adopted in the project would be non-probability convenience sampling because of the pandemic situation that has occurred i.e., corona virus(covid19)

## RESULT ANALYSIS

In the survey, total 160 questionnaire were circulated.

The basic demographic profile of participants.

S.NO	PARAMETERS	NUMBER	PERCENTAGE
1.	GENDER <ul style="list-style-type: none"><li>• MALE</li><li>• FEMALE</li></ul>	95 65	59.4 40.6
2.	AGE <ul style="list-style-type: none"><li>• BELOW 20</li><li>• BETWEEN 20-30</li><li>• BETWEEN 30-40</li><li>• BETWEEN 40-50</li><li>• ABOVE 50</li></ul>	40 46 39 30 05	25 28.7 24.3 18 4
3.	OCCUPATION <ul style="list-style-type: none"><li>• Employed</li><li>• Unemployed</li><li>• Self-employed</li></ul>	52 75 33	32.5 46.9 20.6

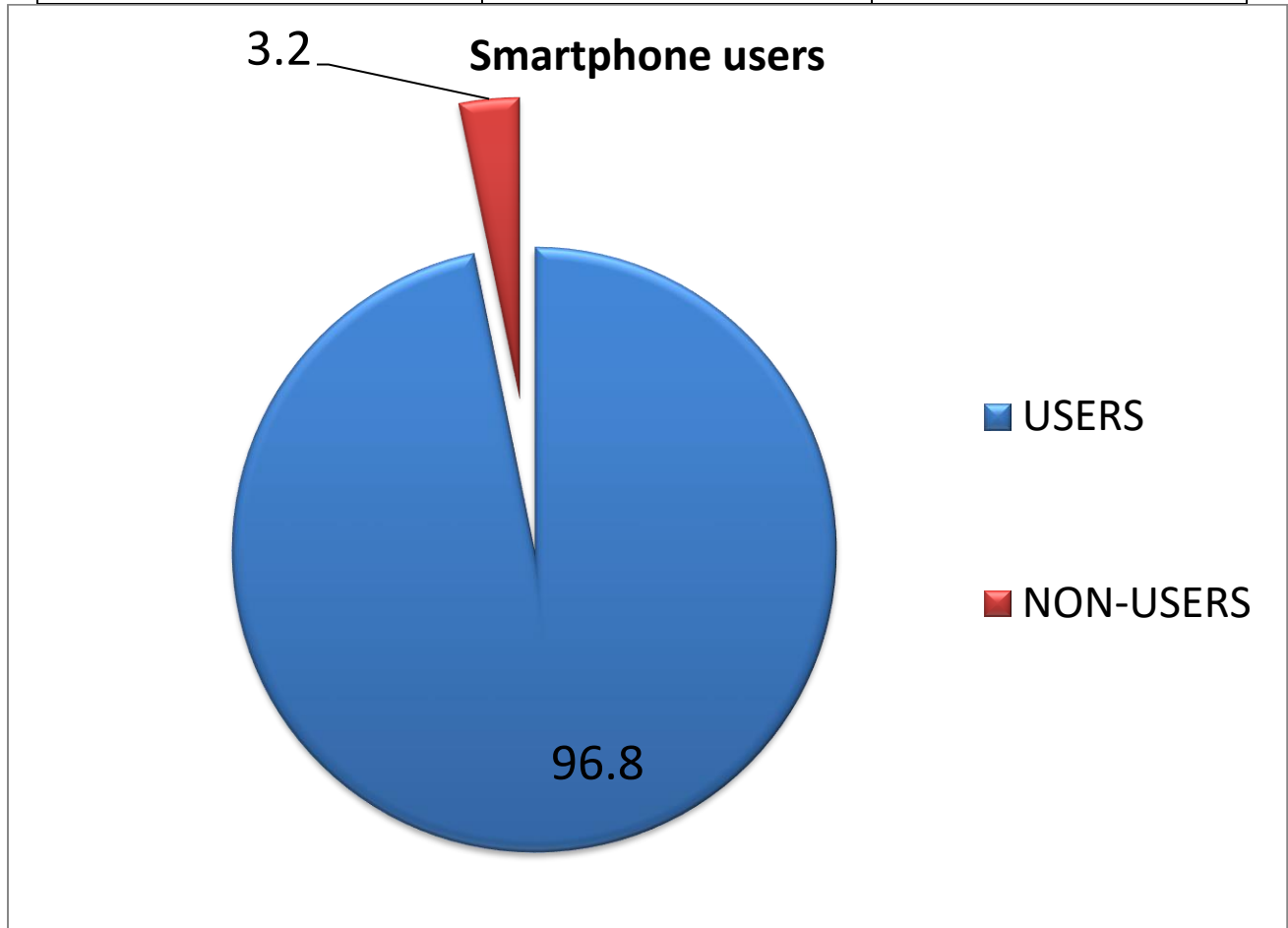
4.	Educational qualification: <ul style="list-style-type: none"> <li>• below 10th class</li> <li>• 10th pass</li> <li>• 12th pass</li> <li>• Graduate</li> <li>• Post graduate</li> </ul>	15 16 56 29 33 11	9.3 1 35 18.1 20.6 16
5.	INCOME: <ul style="list-style-type: none"> <li>• 10000 or less</li> <li>• 10000-30000</li> <li>• 30000-50000</li> <li>• 50000 or above</li> </ul>	55 43 32 20 10	34.3 26.8 20 12.5 6.4

The most noteworthy number of members partook in the rundown as follows:

- From Gender aspect, around 59.4% are categorized under male group
- While considering age, around 28.7% participants fall in between the age group of 20-30.
- While considering occupation, 46.9% participants are unemployed.
- While considering education, 35% were marked under 12<sup>th</sup> pass.
- While considering income, 34.3% has come under 10000 or less.

➤ **Number of Smartphone users :**

<b>Parameter</b>	<b>Customers</b>	<b>Percentage</b>
Users :	155	96.8
Non-users :	05	3.2

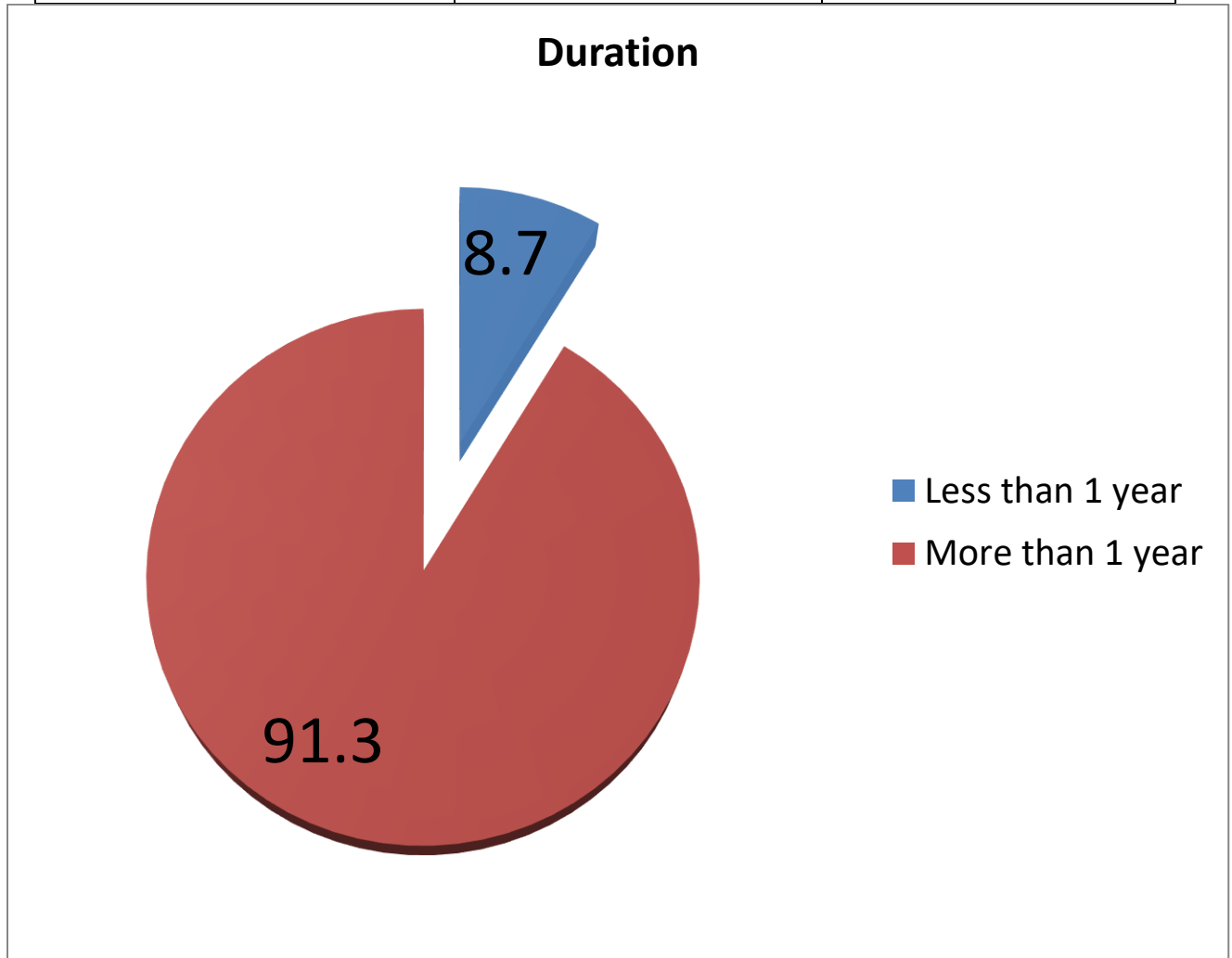


**Interpretation**

The above chart show that out of 160, 155 customers(96.8%) were Smartphone user rather 5 customers(3.2%) are non-users of Smartphone .

➤ **Duration Of Smartphone Used:**

<b>Duration</b>	<b>Customers</b>	<b>Percentage</b>
Less than 1 year	14	8.7
More than 1 year	146	91.3

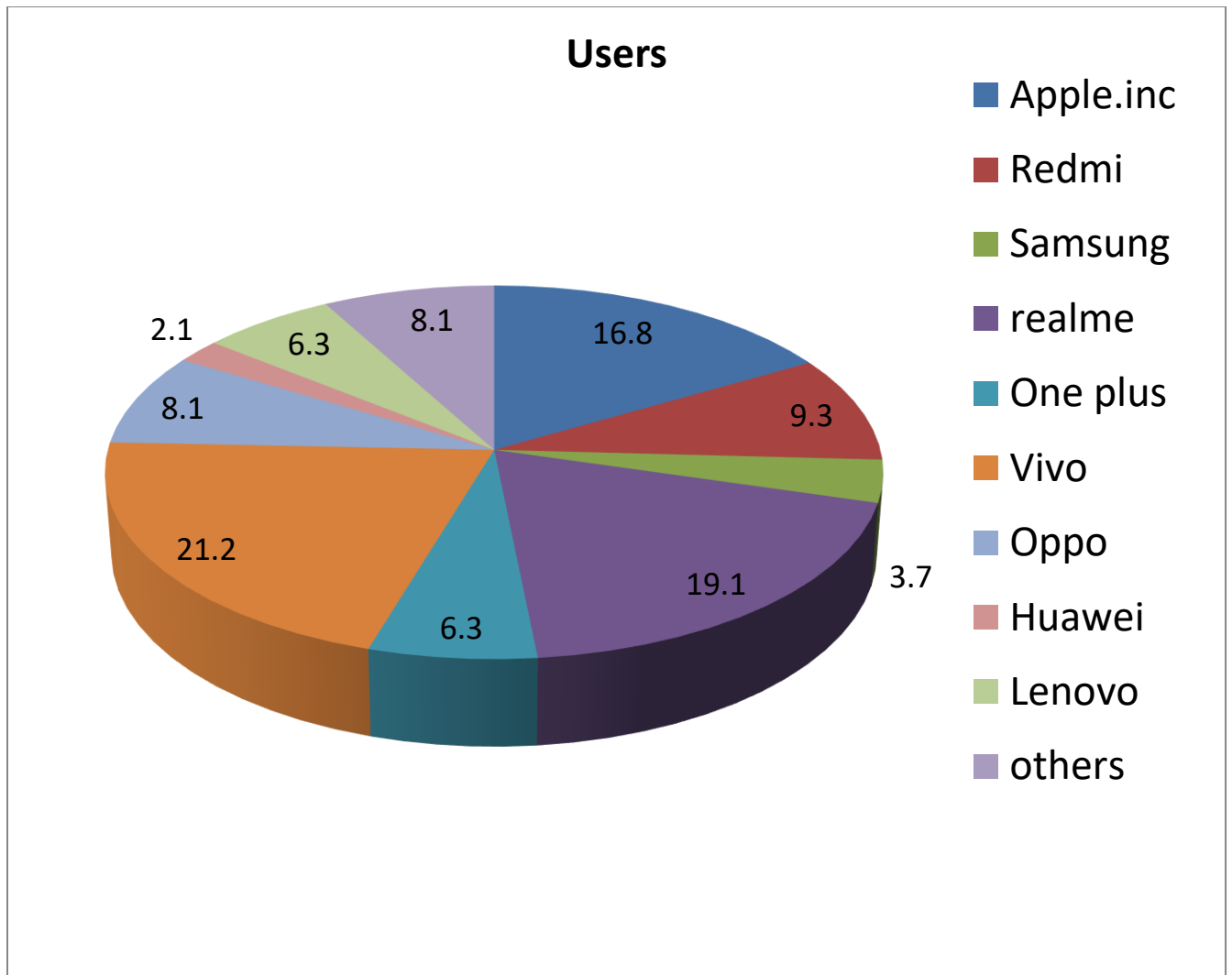


**Interpretation**

The above chart show that out of 160,146 customers(91.3%) were being using Smartphone for more than 1 year, on the other hand 14 customers (8.7%) were using Smartphone for less than 1 year.

➤ **Smartphone that an individual use:**

<b>Brand name</b>	<b>No. of users</b>	<b>Percentage</b>
Apple.inc	27	<b>16.8</b>
Redmi	15	<b>9.3</b>
Samsung	06	<b>3.7</b>
realme	29	<b>18.1</b>
One plus	10	<b>6.3</b>
Vivo	34	<b>21.2</b>
Oppo	13	<b>8.1</b>
Huawei	03	<b>2.1</b>
Lenovo	10	<b>6.3</b>
others	13	<b>8.1</b>



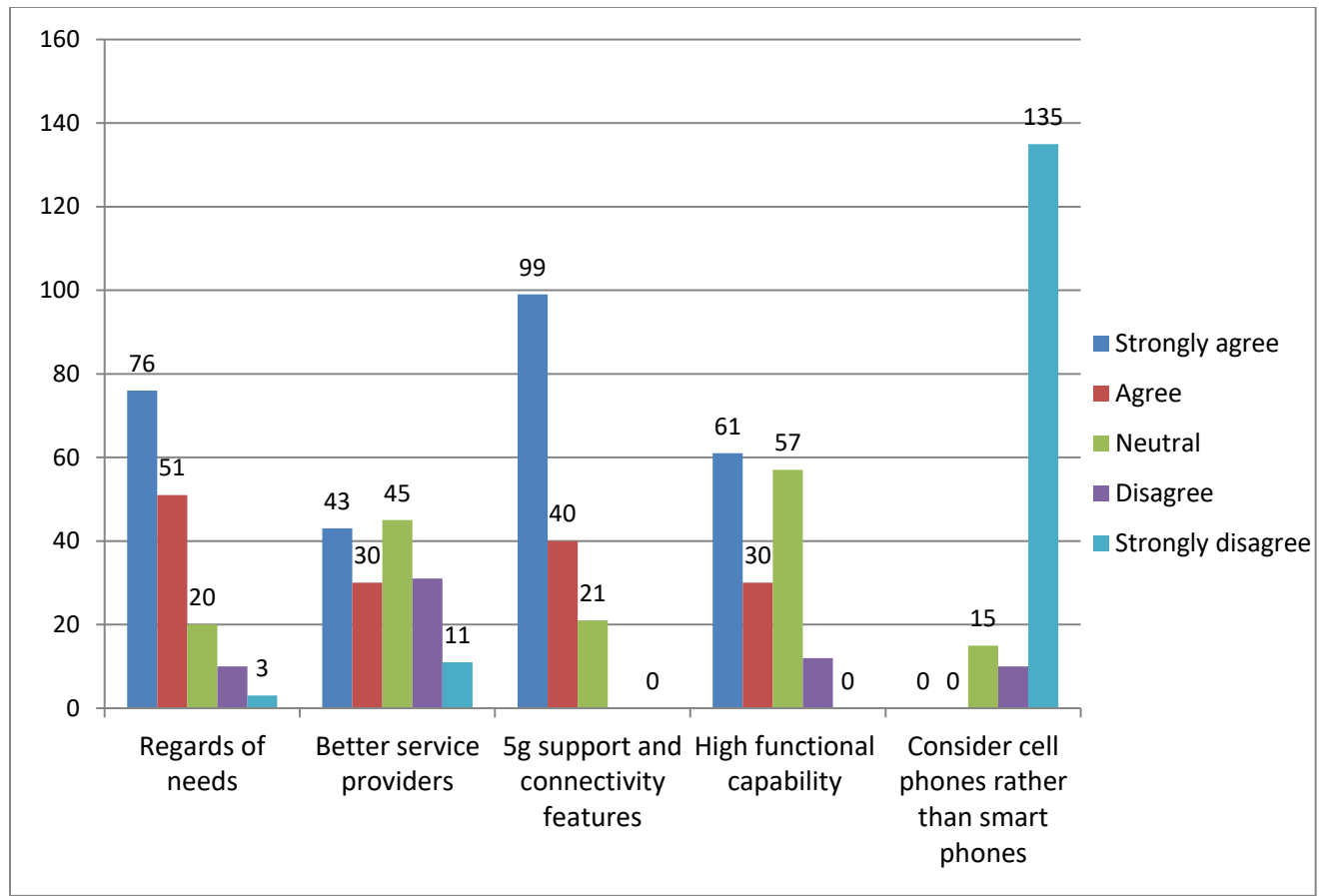
### Interpretation:

The above pie chart shows, majority of the users are using **VIVO** Smartphone i.e..34 users out of 160. And the least purchased Smartphone is **HUAWEI** i.e..3 on 160



**ATTITUDE CONSIDERATION OF CONSUMER'S TOWARDS  
SMARTPHONE**

<b>Particular</b>	<b>Strongly agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly disagree</b>
Regards of needs	76	51	20	10	3
Better service providers	43	30	45	31	11
5G support and connectivity features	99	40	21	0	0
High functional capability	61	30	57	12	0
Consider cell phones rather than smart phones	0	0	15	10	135

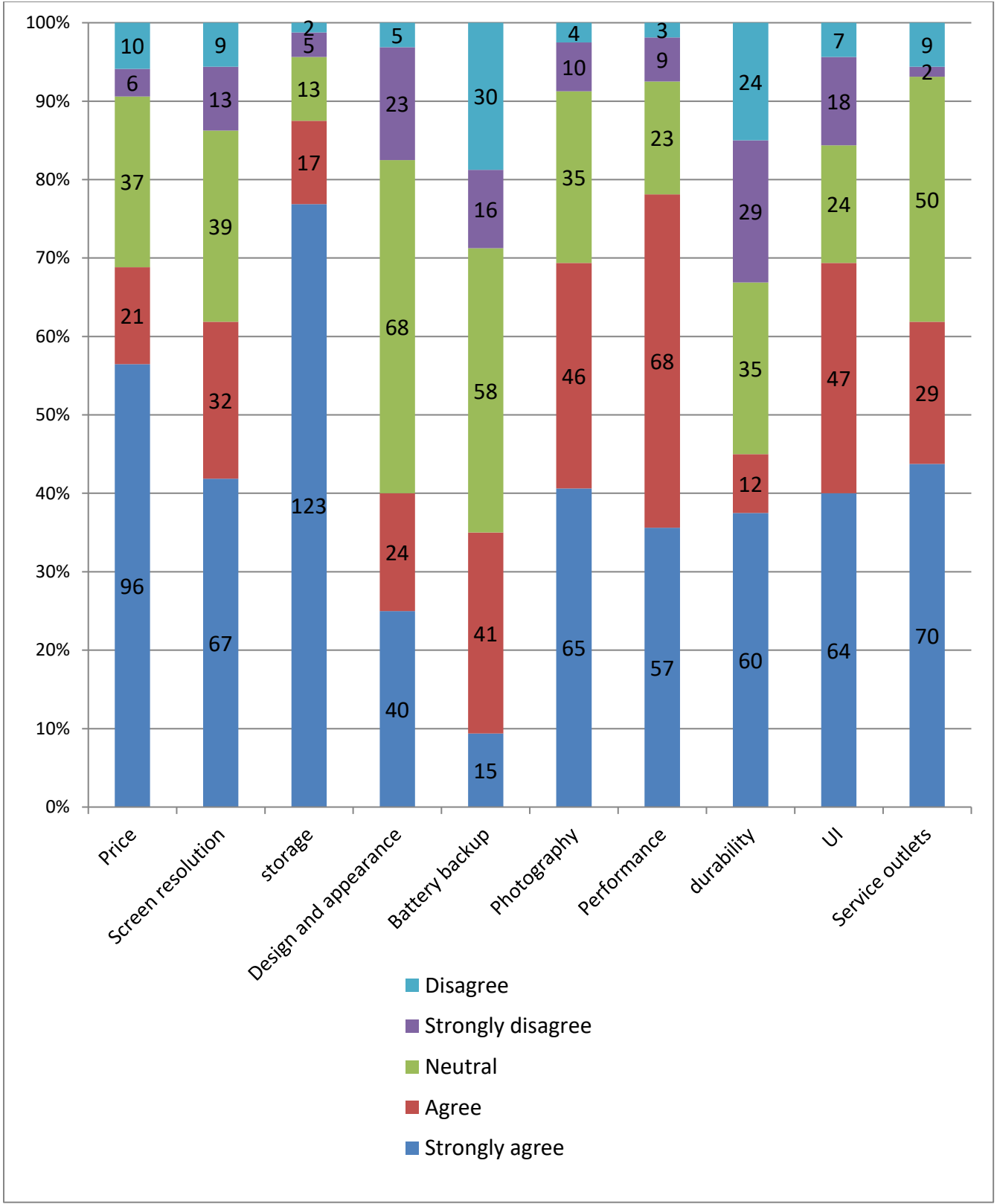


**Interpretation:**

- When it comes to regards or esteem of individual , majority strongly agree i.e. 76 out of 160
- Where it comes to better service providers, majority agree i.e. 45 out of 160
- When it comes to 5g support and connectivity features, majority strongly agree
- When it comes to High functional capability, majority strongly agree i.e. 61 out of 160
- When considering cell phones over Smartphone, majority strongly disagree i.e. 135 out of 160

## **Other attributes**

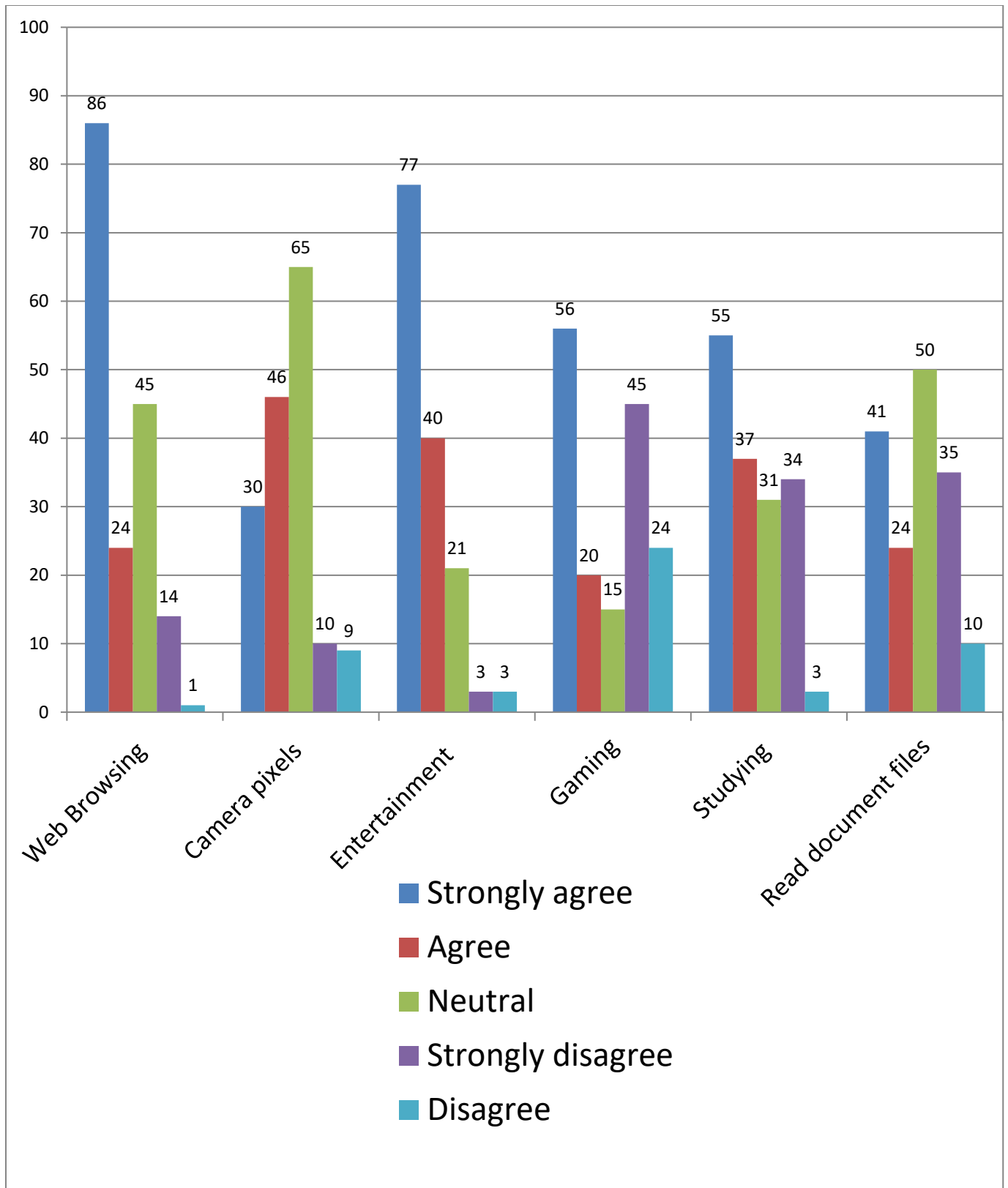
<b>Particular</b>	<b>Strongly agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Strongly disagree</b>	<b>Disagree</b>
Price	96	21	37	6	10
Screen resolution	67	32	39	13	09
Storage	123	17	13	05	02
Design and appearance	40	24	68	23	05
Battery backup	15	41	58	16	30
Photography	65	46	35	10	4
Performance	57	68	23	9	3
Durability	60	12	35	29	24
UI	64	47	24	18	7
Service outlets	70	29	50	2	9



## **FACTORS FOR SMARTPHONE PURCHASE DECISION**

- **The main factors that are being considered by customers while purchasing Smartphone:**

<b>Factors</b>	<b>Customers considerations</b>				
	<b>Strongly agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Strongly disagree</b>	<b>Disagree</b>
<b>Web Browsing</b>	86	24	45	14	01
<b>Camera pixels</b>	30	46	65	10	09
<b>Entertainment</b>	77	40	21	03	03
<b>Gaming</b>	56	20	15	45	24
<b>Study</b>	55	37	31	34	03
<b>Read document files</b>	41	24	50	35	10

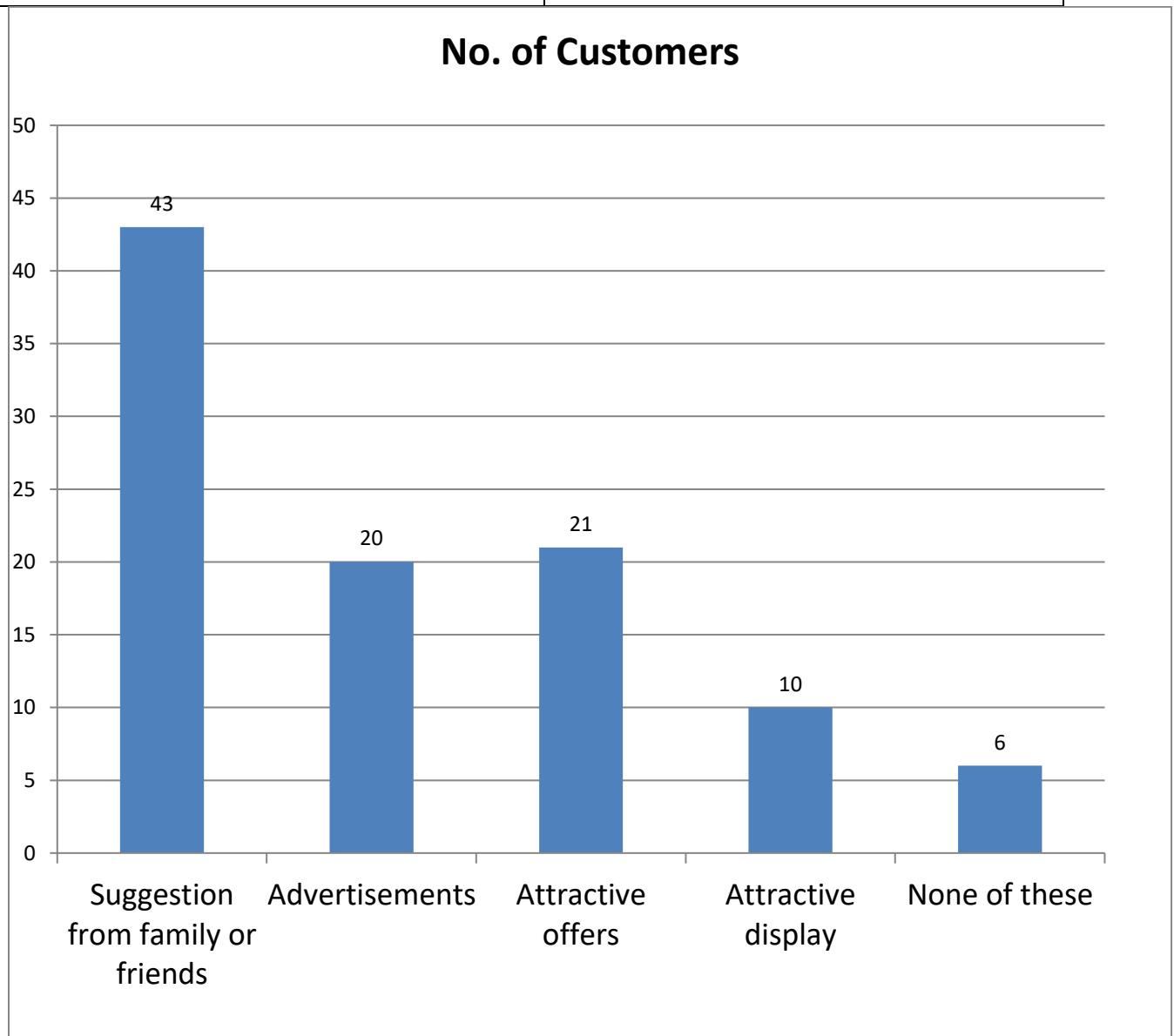


## Interpretation

- When it comes to **Web browsing**, 86 strongly agree, 24 agree, 45 are neutral, 14 strongly disagree, and 1 disagree while making purchase of Smartphone.
- When it comes to **Camera pixels** , 30 strongly agree, 46 agree, 65 are neutral, 10 strongly disagree, and 9 disagree while making purchase of Smartphone
- When it comes to **Entertainment**, 77 strongly agree, 40 agree, 21 are neutral, 3 strongly disagree, and 3 disagree while making purchase of Smartphone
- When it comes to **Gaming**, 56 strongly agree, 20 agree, 15 are neutral, 45 strongly disagree, and 24 disagree while making purchase of Smartphone .
- When it comes to **Study**, 55 strongly agree, 37 agree, 31 are neutral, 34 strongly disagree, and 3 disagree while making purchase of Smartphone .
- When it comes to **Read document files**, 41 strongly agree, 24 agree, 50 are neutral, 35 strongly disagree, and 10 disagree while making purchase of Smartphone

➤ **Other factor that encourage in making customer purchase of Smartphone:**

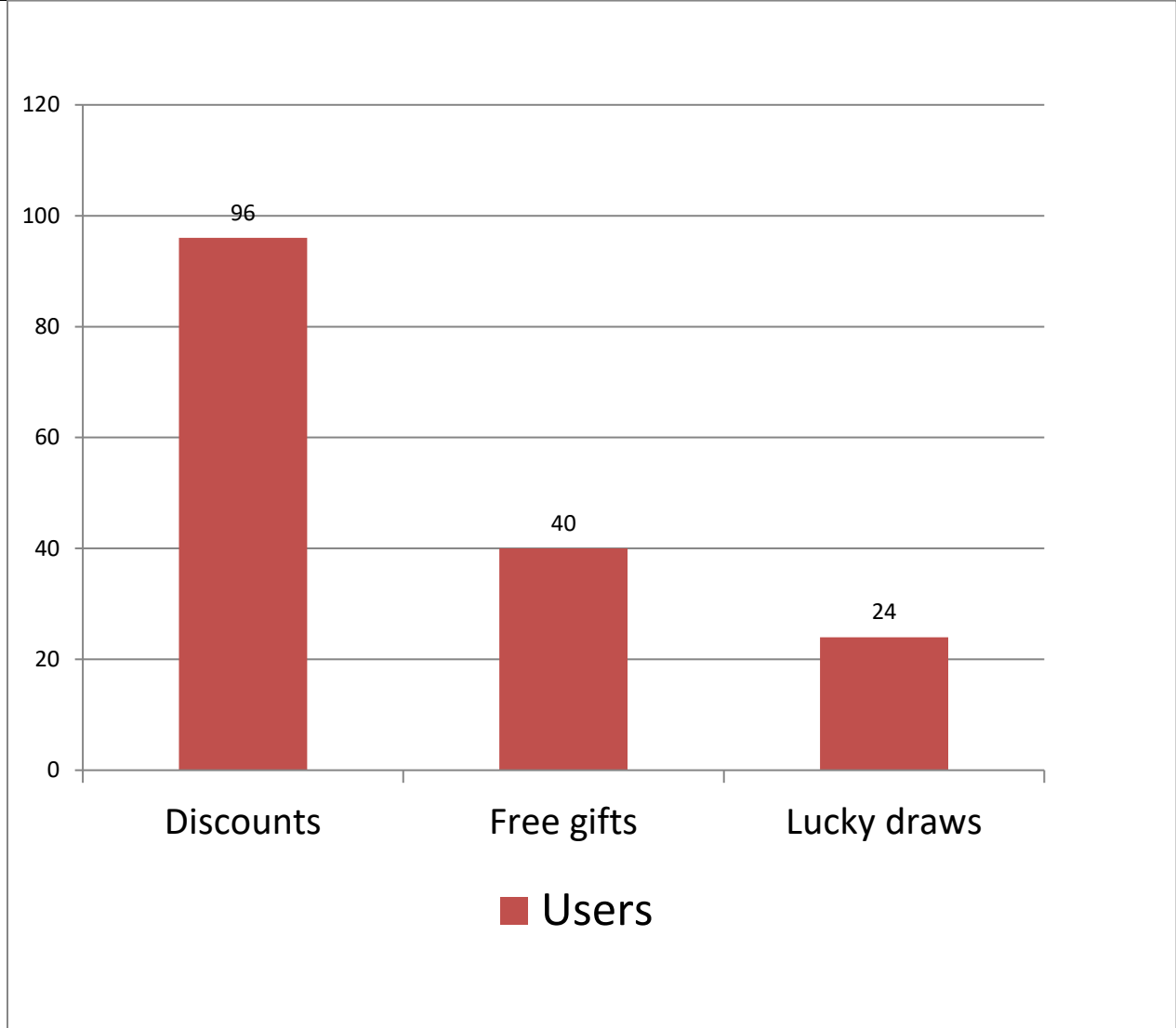
<b>Factors</b>	<b>No. of Customers</b>
Suggestion from family or friends	43
Advertisements	20
Attractive offers	21
Attractive display	10
None of the above	04





➤ **Promotion activities that attract customers the most:**

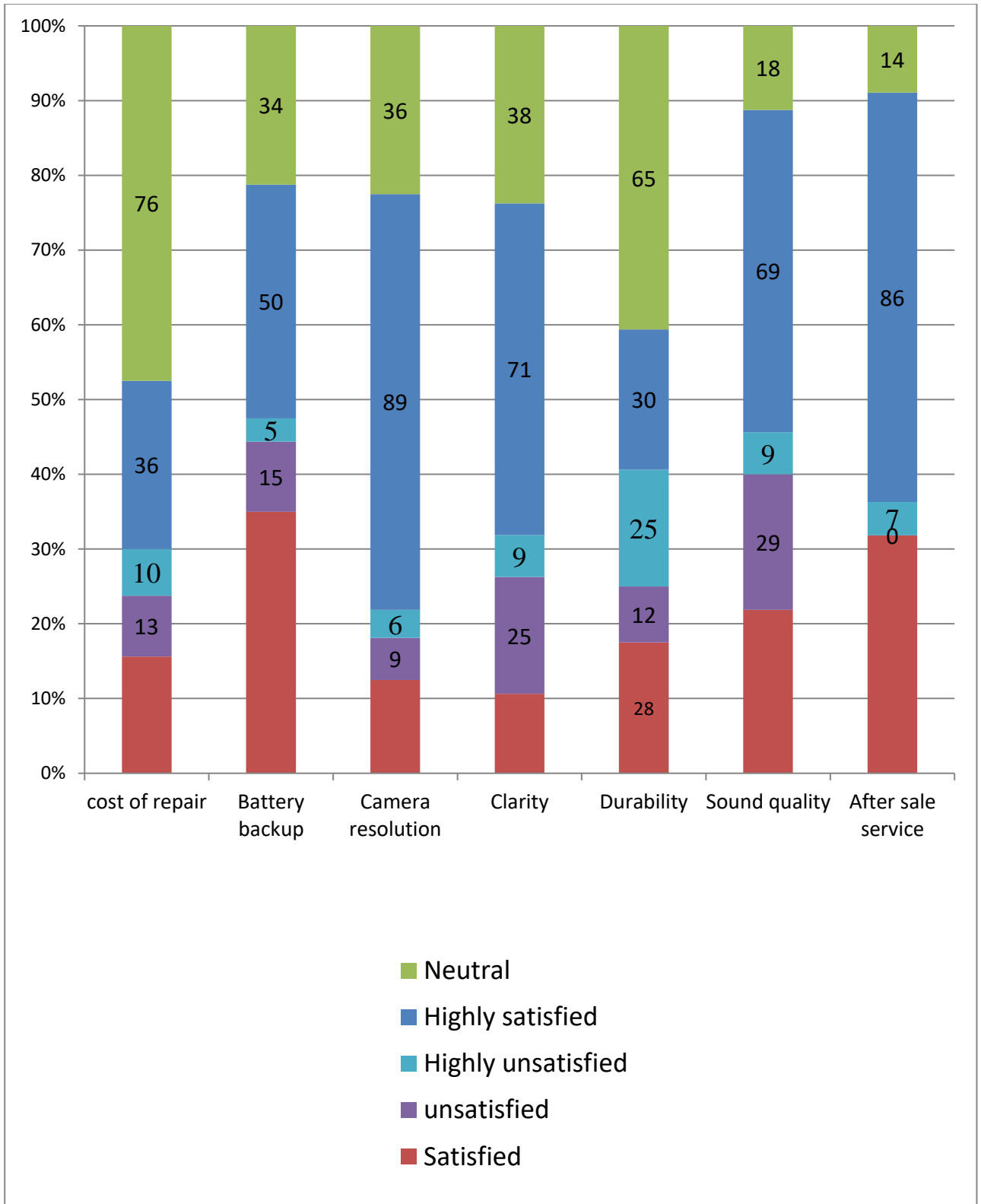
	<b>Customers</b>
Discounts	96
Free gifts	40
Lucky draws	24



## **LEVEL OF SATISFACTION**

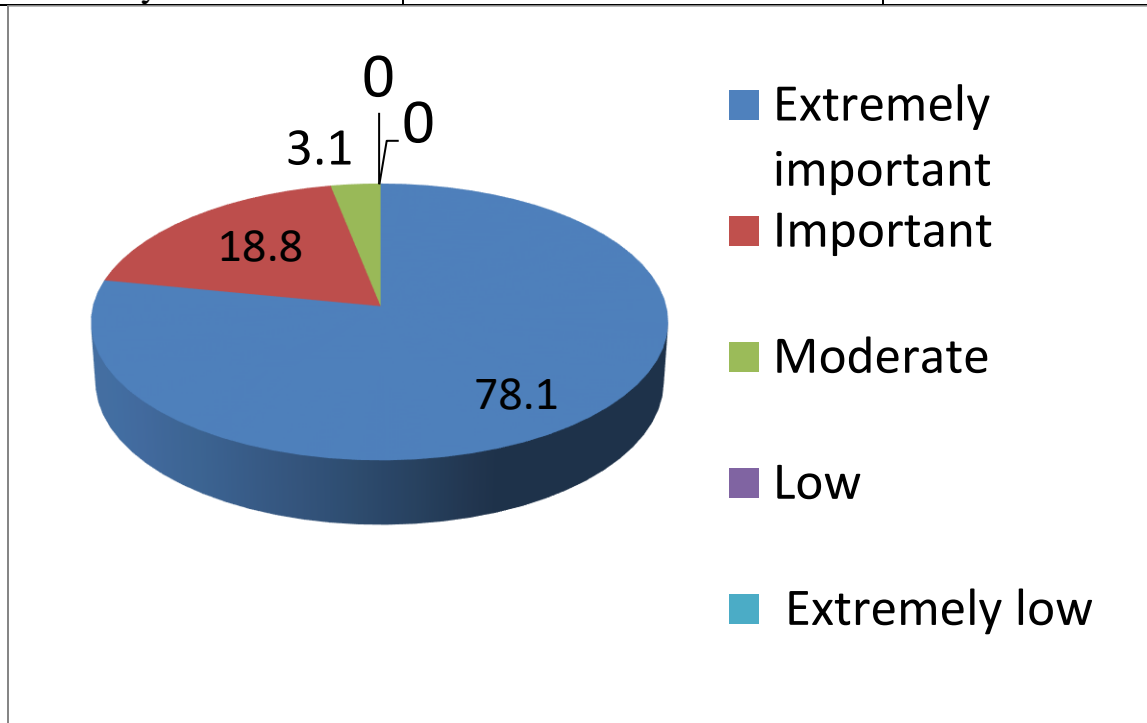
➤ Satisfactory level of a users towards Smartphone:

<b>Particular</b>	<b>Highly satisfied</b>	<b>Satisfied</b>	<b>Neutral</b>	<b>unsatisfied</b>	<b>Highly unsatisfied</b>
<b>Cost for repair</b>	36	25	76	13	10
<b>Battery backup</b>	50	56	34	15	05
<b>Camera resolution</b>	89	20	36	09	06
<b>Clarity</b>	71	17	38	25	09
<b>Durability</b>	30	28	65	12	25
<b>Sound quality</b>	69	35	18	29	09
<b>After sale service</b>	86	50	14	0	07



➤ **Does SMARTPHONES plays a major role in users daily lifetime:**

	<b>No. of customers</b>	<b>percentage</b>
Extremely important	124	77.5
Important	30	18.5
Moderate	05	3.1
low	01	0.9
Extremely low	0	0



**Interpretation**

It can be seen that 124 out of 160 of customers (77.5%) consider **Extremely important**, whereas 30 consider **important**, 5 as **moderate**, 1 as **low** and 0 as **extremely low** in their life.

## **FINDING**

The fundamental thought of this findings is to break down the elements equipped for affecting buy choice of purchasers on Smartphone. The research uncovers that majority of the people considers item quality an essential factor. Smartphone makes need to concentrate on quality that the clients interest for, for example working framework for better, quick and any inventive item includes both programming as well as equipment. With the improvement in item feature and giving what is significantly mentioned, that may assist Smartphone fabricates to maximize their benefit and deals.

In any case, the expense of the Smartphone is additionally critical. In any case, the cost of the telephone changes to purchaser thought. In any event, creating and created enterprises ought to think about this at the top of the priority list, while planning Smartphone. Because of which, the market estimation of specific association will develop thus individuals additionally can receive profited in return.

## **SUGGESTION**

Ownership of Smartphone is high among students at current era. It is significant for the makers to fabricate easy to understand Smartphone so as to contact the individuals of essential degree of students. They should concentrate on after deals administrations. The administration places ought to have the option to do quick fixes i.e..the item ought to be supplanted or fixed at the earliest opportunity.

The presentation of 4G portable office has make a blast in the versatile market. New administrations offered by the specialist organizations in 4G would be an additional fascination. Specialist organizations should begin offering great incentive for cash plots in 4G mode. There are modest cell phones accessible for low cost and nations like China and Korea fabricate them for the most part.

It is proposed that the State could descend intensely on those sets as they are generally without International Mobile Equipment Identity (IMEI) which represents a security danger. Dominant part of the portable clients are uninformed of the wellbeing dangers brought about by cell phones. Consequently, it is firmly proposed to keep them educated as to the reactions because of the exorbitant utilization of Mobile phones. Teaching individuals about the best possible utilization of Mobile phones will help in disposing of avoidable wellbeing dangers.

## CONCLUSION

In this advanced era of Smartphone, its both the need and want that you acknowledge its utilization. Smartphone is very much convenient to carry, customers use to carry wherever they go and whenever they like. Mostly, in house, school, workplace, metro-trains, general stores, shopping malls.

Obviously , Smartphone transform the living standards of human compared to our early 90s. With Smartphone, any individual can surf-in the web with just a swipe that maybe to peruse the latest news, shopping, ticket booking, purchase of grocery, etc. The well-known things profound members preferred to do the most with Smartphone were to call , messaging, looking into feed, stories and messages in facebook, instagram, whatapp, etc. They also likely to use Smartphone for other social medias, e.g.:- twitter, snapchat, and so forth, shopping, online flight ticket, e-banking, gaming, recordings, listening music, overseeing ordinary fund, making plans, web perusing, etc. Obviously, with such a various number of uses utilized for distinct purposes through Smartphone, which basically rely on the individual what he/she alternative uses are.

Factor that impacted the profound group of participants were there character and individuals prospective. Participants mentioned that brand, there fervor for latest products or being exceptional and strong characters are explanations of being influenced. Member also said that his daily life routine affected his choice to deal with his bustling life.

Customers accepted that Smartphone is extremely fundamental to have day-to-day life simpler. Without a doubt Smartphone assist to individuals become more intelligent with sorting out their daily routine in a single gadget and giving access to the relevant data on there fingertips. Just not to compose routine life by putting schedules and shopping list at a single place yet in addition assist individuals associated from everywhere throughout the world by incorporating contact, long range informal connections and video visits. It has made lives simpler for everybody. People utilize it for training reason, office related work, search of reports or for amusement. The primary explanation why everybody conveys a Smartphone in this current era.

## **BIBLIOGRAPHY**

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- Magazine
- Internet
- Newspapers