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# CONTENTS

<b>Sr. No.</b>	<b>TITLE &amp; NAME OF THE AUTHOR (S)</b>	<b>Page No.</b>
<b>1.</b>	<b>ROLE OF SOCIAL MEDIA IN MARKETING AND BUSINESS GROWTH</b> <i>AMIT KUMAR BANSAL, SARITA BANSAL &amp; SHREY GAUTAM</i>	<b>1</b>
<b>2.</b>	<b>PERFORMANCE APPRAISAL OF EMPLOYEES IN RASTRIYA ISPAT NIGAM LIMITED, VISAKHAPATNAM</b> <i>ADARI TULASEE NAIDU &amp; Dr. G. SATYANARAYANA</i>	<b>7</b>
<b>3.</b>	<b>PREDICAMENTS AND CHALLENGES: A STUDY OF INDIAN AIRLINE INDUSTRY</b> <i>RAIS AHMAD KHAN &amp; Dr. K.GOVINDARAJAN</i>	<b>17</b>
<b>4.</b>	<b>E-SHOPPING – A MILE STONE IN SUSTAINABLE DEVELOPMENT</b> <i>Dr. S. ANANDA NATARAJAN &amp; K.REJI</i>	<b>20</b>
<b>5.</b>	<b>THE EFFECT OF JOB SATISFACTION AND WORK ENVIRONMENT ON ORGANIZATIONAL CITIZENSHIP BEHAVIOUR AND ITS IMPLICATION ON JOB PERFORMANCE (EMPIRICAL STUDY ON STATE POLYTECHNIC OF SRIWIJAYA)</b> <i>Dr. A. JALALUDIN SAYUTI, Dr. DIBYANTORO, M.M., Dr. L. SUHAIRI HAZISMA &amp; MUNPARIDI</i>	<b>24</b>
<b>6.</b>	<b>STUDY ON PREFERENCE OF SMARTPHONE BY AHMEDABAD PEOPLE</b> <i>ANSARI FAIZANULHAQQ &amp; PUTHAWALA HAMMAD</i>	<b>31</b>
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	<b>39</b>

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## STUDY ON PREFERENCE OF SMARTPHONE BY AHMEDABAD PEOPLE

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**ABSTRACT**

*When consumer buy smartphone, what is their behaviour at that time, what factors are affecting here, what things consumer consider in their smartphone, by which parameters and factors they choose smartphone, how consumer prefer their smartphone, we want to know what is reality behind it. So, we conduct the study on preference of smartphone by Ahmedabad People. Here, we had done descriptive research. We targeted Ahmedabad city's all age group people. Our sample size is 100 people. And we had collected our primary data by questionnaire method by using convenience sampling method. In this research, we study that, what is behaviour of our respondents by age as well as gender wise, from where they gathered information about smartphone like, from commercial/ads, friend/relatives, online portals/experts, what factors are affecting them like, price, OS, design, display, performance, storage, camera etc., what things they consider in their smartphone, how they select their smartphone like, by reviews, popularity, recommended or self-knowledge. We also study the relationship between change in income and duration of change of smartphone.*

**KEYWORDS**

Ahmedabad, smartphone.

**JEL CODES**

J10, M00, O30, Y1.

**INTRODUCTION**

A smartphone is handheld personal computer with a mobile operating system and a cellular network connection for voice, SMS, and internet data communication.

Basically, a normal smartphone contains operating system, a display, processor, RAM, storage whether internal or external, a camera, battery, sim slot, network and connectivity circuit. And all this are merged together, carried in designed body, and form a typical smartphone.

Operating system includes apple iOS, Google android, BlackBerry's OS, Microsoft's windows OS. Design includes its dimension (height, weight, thickness) material used, colour, waterproofing. Display includes its size, resolution, pixel density, protection. Processor includes chipset/processor, RAM, core, speed. Storage includes internal storage as well as external/expendable storage capacity. Camera includes its resolution, aperture, video recording type. Network and Connectivity includes sim slots, network support, Wi-Fi, Bluetooth, GPS, NFC, USB type. Special/new features like quick charging, finger print sensor or other security features, IR blaster.

People buy a smartphone by considering all these things or maybe not. So, we want to know that what is reality behind it. What is behaviour of a consumer at this time, what factors are affecting in this process, what things a consumer consider in his/her smartphone? By which parameters and factors, consumer choose smartphone. And, what is the satisfaction level of consumer towards their smartphone after purchase. So, we choose this topic and start to do the research about this.

**LITERATURE REVIEW**

(Dr. Deepali R. Naidu, 2018) When it comes to identifying relationship between the primary purpose of phone usage and their opinion, preference and usage pattern, there is a moderate positive relationship. Gender wise there was a difference in using the application of Smart phones. Male students were found to use fitness and beauty apps more than female students. Education wise Science students were inclined towards usage of practical application videos and Commerce students used on line tutorials in order to prepare for their exams.

(Jhaveri & Sood, 2017) This Research paper focuses on young consumers' preference towards smartphone brands and features and whether this preference is affected by their gender. This should help manufacturers understand the market better. A study was carried out in a group of students in Ahmedabad. The aim is to find out what convinces consumers the most, is it the features or the brand of the handset; and if there is any gender bias in terms of the choices.

(Sarhandi, Bajnaid, & Elyas, 2017) It indicated that a statistically significant difference in the initiation times and distraction between experimental and control settings. Although no significant emotional difference was observed between the groups, the students themselves indicated a significant difference in their emotional attitude towards smartphone activities as compared to paper-based ones. The smartphone group managed to engage with activities, thereby overcoming many factors which affected the control groups' engagement levels.

(Lesitaokana, 2017) Research on the interactive relationship between youth and mobile phones has demonstrated that mobile devices have become indispensable in many aspects of youth lifestyles. This article considers two very distinct gendered identities resulting from mobile phone consumption among students in Botswana. one involving adolescent females using colourful mobile phones and brightly coloured casings for their handsets as symbols of fashion and modernity, and the other relating to their male counterparts mostly preferring to own smartphones that are costly as these handsets gratify their sense of having a contemporary personal status.

(Saraswathi, 2017) The main objectives of this study are to explore the trends of Smartphone and usage among students. Study revealed that, in the college, taking pictures, making a phone call, sending text message and studying are among the top purposes of usage. At home, participants use to download software, listening to music and taking video. Taking pictures has the least score. At other places, participants use smartphone for watching videos, listening to music, taking video and checking e-mails. Making phone calls has the least score. Majority of the students opined that smartphone is useful for education. More than 50 percent of the students use smartphone always.

(Afroz, 2017) Brand preferences are usually studied by attempting to profile and understand loyal consumers. 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 smart phone.

(Mugo, Njagi, & Chemwei, 2017) The affordances of mobile technologies are being felt in many sectors of world's economy including university education. By solving the limitations of fixed instructional technologies, mobile technologies have received ready acceptance in the education place. The purpose of the study was to investigate the student technological preferences, their levels of utilization as well as attitudes toward mobile technologies. Regarding the levels of utilization of mobile technologies by students, it was concluded that though students use their mobile devices sufficiently, the use of the devices for accessing teaching and learning content was considerably low.

(Ansari, et al., 2016) A smartphone is a device which offers advanced technologies, functions similarly to a computer, supports multitasking and makes it easy to remain connected with others. The results of this study provide insights into the prevalence of respondents' usage of smartphones and their habits and behaviour related to smartphone use itself especially among the younger generation of social disorders such as nomophobia and phubbing. In addition to documenting the experience of smartphone users, the research also examines personality patterns related to smartphone usage, the trends of different age groups, and the effects of gender preferences.

(Shivaratri, 2016) Since then, the market focus has been on mobile replacement rather than on first-time purchase, and the profiles of buyers - and of their tastes, needs and preferences - have changed to a remarkable extent. A new generation of mobiles - generally labelled Smartphones has roused which general consumer interest. The present study identifies the consumer choice patterns regarding the six attributes of a Smartphone: RAM, Memory, Camera, Battery backup, Colour, and size. And the differences of opinion regarding the preferred attributes between the subgroups that can help design a marketing plan to target that particular segment of subgroup.

(V. Thakare, & S, 2016) Multi-Criteria Decision Making (MCDM) is a sub-discipline of Operations Research which deals with decision problems under the presence of a number of criteria. A typical MCDM problem involves the evaluation of a set of alternatives in terms of a set of decision criteria. Technique for Order of Preference by Similarity to Ideal Solution (TOPSIS) is one of the popular multi-criteria decision-making method. It is based on the concept that the best alternative should have the shortest distance from the ideal solution and the farthest distance from the negative ideal solution. Here, TOPSIS method to determine the preference order of the set of smart phones based on their various features is described.

(Khawas, 2016) A thorough knowledge of Consumers and an understanding of their behaviour is essential if the businessman wish to continue to remain in business. Once having understood the behaviour of consumers and knowledge that their behaviour can be influenced, the organization Can initiate a number of steps to do so. The main aim of study is to find out the factors which are influencing consumer behaviour of Smartphone users. The study is mainly focused towards the growing use of Smartphone and what are the factors associated with it, and Why people would prefer Smartphone rather than ordinary handsets.

(Sinha & Mishra, 2016) Mobile today is the most sought-after device required by every one for communication and for many other usages. People prefer smart phones because of its facility of internet and social media features while they prefer feature phone because of its cost effectiveness. This study focuses on the views and perception of consumers of Bhopal city towards mobile hand set. In which different income group people of male and female were randomly selected. The collected data with different variables is analysed on various aspects to come to conclusion of significance.

(Hwang & Park, 2016) The paper aims to analyse the effect of media use behaviour of cell phone users on the preferences for cell phone specifications. Based on the survey data of the Korean Information Society Development Institute and data on hardware attributes of mobile phone models, they employed a mixed logit model for the estimation of the interactions between consumer attributes and product characteristics. Since cell phone producers are sensitive to cell phone customers' preferences for hardware specifications, this study's results can provide a clue to predict technological changes on cell phone hardware.

(Rahim, Safin, Kheng, Abas, & Ali, 2016) The expansion of mobile communication technology e.g. wireless internet, mobile phone and Global Positioning System (GPS) are constantly evolving and upgrading as a result of consumers' changing needs and preferences. Therefore, this paper examines about factors influencing purchasing intention of smartphone among university students. The result shows that three variables that are product features, brand name and social influence have significant relationship except one variable, product sacrifice that has no significant relationship with purchasing intention.

(Dospinescu & Florea, 2016) The wide range of mobile phones transform the decision-making process of buyers in a tough assignment. One of the conditions that a smartphone to be successful on the market, when technical services and features offered are perceived as undifferentiated, represent elements of visual impact. The design is now one of the most important agents of satisfaction of the consumer universe of experiences. The knowledge gained from this research could provide some elements to build strong brand equity and identity that would lead to increasing their sales volume.

(Çelik, Eygü, & Oktay, 2015) Here, the main objective of this paper is to determine factors that may possibly contribute to young consumers' smartphone brand preference in a developing country with a particular emphasis on undergraduate students in Turkey. The dependent variable of this study is smartphone brand with a four-category. Estimation results suggest monthly individual income and smartphone use in years have an increasing and decreasing impact on the use of a specific brand, respectively. Results also reveal that monthly household income, price of current smartphone, product design, product weight, and after purchase services have both increasing and decreasing influence regarding a specific brand preference. (Pandey & Nakra, 2014) Nowadays, many manufacturers are tapping this potential market which has created a lot of choice availability for the customers. This paper focuses on the consumer preference towards smartphone brands. One of the major factors for selecting a smartphone is the Operating System (OS). This paper studies the consumer preference towards various OS and preference towards a smartphone brand with android as its OS. The study found that android and iOS are the most preferred OS, while Samsung is the highest preferred brand to be selected for an android platform. The price, screen size and RAM size are the most important attributes while choosing the smartphone brand.

(Rani & Sharma, 2014) Despite the rapidly growing competition, the study of consumer behaviour is very important. The aim of this paper is to analyse the consumer preference for brand of Smartphone (in Rohtak city) and second, to determine whether there is a significant difference between preferences for features of smart phones on the basis of gender (special reference to Blackberry, Samsung, Apple and Nokia).

(Gill, 2016) The perception of customers regarding smart phones is progressively becoming an issue of study for marketing research professionals. Consumer behaviour regarding perception towards smart phone's, buying choices; to post-usage behaviour is a subject of research for marketers. India is a standout amongst the developing economies due to its high growth rate, large population, high aspiration levels, increasing disposable incomes, and a large proportion of population being below thirty-five. This study investigates the external and internal variables which aid in influencing the young purchaser acquiring a smart phone.

(Vikram & Ramanathan, 2015) They considered trend in smartphone among the people is the main reason that has amplified the interest to research on the topic. The aim of their research is to find out the customer behaviour of smartphone buyers in Indian market. Their research is trying to find out why people desire to purchase a smartphone and what influence people in purchasing a smartphone and what motivate them in making the purchase decision. Price, quality, brand, country of origin, marketing, sales, word of mouth etc. could be several factors that a consumer may think before buying a smartphone.

(Kumar & Iywarianranjana, 2015) They studied customer purchase behaviour towards smartphone. Customer buying is not mere transfer of item from seller to buyer. Consumer wants buying to become a happy affair. They would like to see, touch and feel the commodities that they buy. Understanding this psychology for the consumer many organizations have come to make purchase of happy affair. The present study is conducted in Erode city and it is decided to consider different smart phones like Nokia, Sony Ericsson, Samsung, HTC and Micromax. This study helps to know the factors which influencing the consumer to purchase Smartphones, to know the buying behaviour of the consumer while choosing Smartphones, to know the consumers satisfaction level towards different branded smart phones. The study was conducted towards Mobile Phone users.

(Setiawan MM & MM, 2014) They suggested the intention to switch smartphone is an interesting issue to be studied, because it can be used to elaborate the consumers' intention to switch otherwise give insights and stimuli for marketer to maintain their relationship with customers. The questionnaire contains of six variables and thirty-one items. Consumers will consider beyond physical attributes and price, they are: beneficial and image attribute. They engage in a form value of benefit-cost ratio. Besides that, convenience and perceived value were found positive significant on attitude toward switching. This circumstance is the same with mediating variable attitude toward switching on intention to switch smartphone. In this study, implications of the results were also discussed.

(Prasad, 2016) He suggested Indian youth has a strong inclination towards the gadgets with preference for latest software. The factor of success for smartphones over the years has been not only in their ability to run well, but also to give access to extended capabilities via third-party apps. A customer attitude model is being developed through the variable taken as service quality, service value and service involvement is being designed and validated through the empirical method of factor analysis.

(Guleria, 2015) According to her, consumer preferences are defined as the subjective or individual tastes, as measured by utility. The related study is conducted in Solan town of Himachal Pradesh with a sample size of 80 Smartphone users to highlight the change in the usage and applicability of the technology from the traditional handsets to the new emerging smartphones across multiple brands, applications and prices. The study identifies factors which are responsible for building consumer preference for Smartphone and various usability features. Moreover, study will indicate suggestive inferences to help the companies during STP (selecting, targeting and positioning) process of marketing their Smartphone.

(Nur Hazwani Mohamad Roseli, 2016) His study focused on the relationship between Smartphone's preferences with buying decision among consumers. 327 students from selected higher education institution in Malaysia had been chosen as the respondents for the study. A convenient sampling technique and a five-point Likert scale validated questionnaire were employed in the study. The research used Pearson Correlation Analysis in attempt to achieve the objectives. Based on the statistical analysis, all variables namely product features, brand name, price and social features have a positive relationship with the consumers buying decision.

### IMPORTANCE OF THE STUDY

By our research mobile companies can analyse it, as well as retail/sales man, & they can change their strategy according it. Both of them can know the behaviour of consumer about selection of smartphone. This data can help companies that, what consumer want in their mobile according they include/improve the features.

### OBJECTIVES OF THE STUDY

1. To study preference of smartphone by Ahmedabad People.
2. To know which factors are affecting at time of purchase.
3. By which parameters & factors consumer choose Smartphone.
4. Consumer behaviour at time of buying Smartphone.

### HYPOTHESIS

H0 (1):- People don't buy smartphone according to their need.

H1 (1):- People buy smartphone according to their need.

H0 (2):- Sales staff of store/market doesn't influence the decision of the consumer.

H1 (2):- Sales staff of store/market influences the decision of the consumer.

H0 (3):- There is no relationship between change in income and duration of changing smartphone.

H1 (3):- There is relationship between change in income and duration of changing smartphone.

### RESEARCH METHODOLOGY

This study had targeted Ahmedabad city. It has included all age group who are using smartphone. We had use descriptive research design, because this study describes various characteristic of Ahmedabad population behaviour about how consumer choose the smartphone, their perception, and their preferences. It also describes various aspects of which factors are affecting during selection of smartphone. We had use questionnaire to get response from respondents and use their response as our primary data. We had preferred website, which provide all the information about mobile & observe expert talks & suggestion, about smartphones for our personal information. The data is collected from Ahmedabad city, people who bought Smartphone in past or who willing to buy new Smartphone. Here, data is collected by convenience sampling method from 100 respondents.

### ANALYSIS AND INTERPRETATION

TABLE 1: ONLINE REQUEST FOR ADVICE ON SELECTION					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	61	61.0	61.0	61.0
	No	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

#### INTERPRETATION

According to our research, majority of our respondents put online request to expert/portals, to get advice on selection before buying their smartphone. Around 61% of our respondents put online request for this. 39% of our respondent don't put online request for this.

TABLE 2: VISIT STORE FOR PHYSICAL/PERSONAL TOUCH OF SMARTPHONE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	72	72.0	72.0	72.0
	No	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

#### INTERPRETATION

According to our research, around 72% of our respondent don't visit store for physical/personal touch of smartphone before they bought their smartphone. Rest of our 28% respondent visit store for physical/personal touch. 28% of our respondent don't visit store for physical/personal touch.

TABLE 3: REASON FOR BUYING SMARTPHONE		
Reason	Frequency	Percentage
New technology exist/improved technology	76	43.93%
New features available	50	28.9%
Want to switch smartphone	25	14.45%
New upgrade/update available	21	12.13%
Other	1	0.57%

#### INTERPRETATION

43.93% of our respondent buy smartphone because of new technology exists/improved technology. 28.9% of our respondent buy smartphone because of new features are available. 14.45% of our respondent buy smartphone because they want to switch smartphone. 12.13% of our respondent buy smartphone because new upgrade/update available respectively.

**TABLE 4: DURATION OF CHANGING MOBILE/SMARTPHONE**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	10	10.0	10.0	10.0
	1 to 2 years	40	40.0	40.0	50.0
	2 to 3 years	40	40.0	40.0	90.0
	More than 3 years	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

**INTERPRETATION**

10% of our respondents change their smartphone in less than one year of duration. 40% of our respondents change their smartphone in one to two years of duration. 40% of our respondents change their smartphone in two to three years of duration. 10% of our respondents change their smartphone after more than three years of duration.

**TABLE 5: GATHER INFORMATION ABOUT SMARTPHONE**

Source	Frequency	Percent
Commercial/advertisement	48	30.37%
Friends/relatives	54	34.17%
Online portals/experts	56	35.44%
Other	0	0

**INTERPRETATION**

30% of our respondents gather information from commercial/advertisement. 34% of our respondents gather information from friends/relatives. 35% of our respondents gather information from online portals/experts.

**TABLE 6: FACTOR AFFECTING ABOUT SELECTION OF SMARTPHONE**

Factors	Frequency	Percentage
Price	77	11.91%
Launch date	19	2.94%
Brand	61	9.44%
After sale service of brand	31	4.79%
OS	31	4.79%
Sims slot	30	4.64%
Design	38	5.88%
Display	42	6.5%
Performance	64	9.9%
Storage	58	8.97%
Camera	61	9.44%
Battery	46	7.12%
Network & Connectivity	41	6.34%
Special feature	41	6.34%
None	6	0.92%
Other	0	0%

**INTERPRETATION**

There are many factors which are affecting our respondents, about selection of smartphone, they are mentioned above. Price is the only factor which affect majority of our respondent.

**TABLE 7: SPECIAL REASON FOR BUYING SMARTPHONE**

Special Reason	Frequency	Percentage
Gaming	22	5.99%
Camera	65	17.71%
Performance	72	19.61%
Display	43	11.71%
Battery size	36	9.8%
Sims slot	37	10.08%
Innovation/features	44	11.98%
Storage size	43	11.71%
None	2	0.54%
Other	3	0.81%

**INTERPRETATION**

There are also some special reasons because our respondents buy smartphone, they are mentioned above. Majority of our respondent buy smartphone for performance purpose.

**TABLE 8: SELECTION OF PREFERRED SMARTPHONE**

Factors	Frequency	Percentage
By reviews/overall review	59	32.06%
Popularity	52	28.26%
Recommended by portals/experts	29	15.76%
Self-knowledge	43	23.36%
Other	1	0.54%

**INTERPRETATION**

According to our research 32.06% of our respondent select their preferred smartphone by view review/ overall reviews. 28.26% of our respondents select their preferred smartphone by popularity. 15.76% of our respondent select their preferred smartphone after recommendation of portals/expert. And 23.36% select their smartphone by their self-knowledge.

TABLE 9: VIEW REVIEWS/INFORMATIVE VIDEOS ABOUT SELECTED SMARTPHONE BEFORE BUYING					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	74	74.0	74.0	74.0
	No	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

**INTERPRETATION**

74% of our respondent view review/informative video about their selected smartphone before they buy their phone and 26% of them don't.

TABLE 10: SALES STAFF INFLUENCE THE DECISION					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	66	66.0	66.0	66.0
	No	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

**INTERPRETATION**

66% of our respondents say that when they go to the physical store/market sale staff influence their decision. But 34% of them don't say this.

**TABLE 11: METHOD OF BUYING SMARTPHONE AND AGE**

		Age				Total
		Less than 18 years	18 to 25 years	25 to 30 years	More than 30 years	
How did you buy your smartphone?	Offline/Market/Store	6	54	4	6	70
	Online	2	24	1	3	30
Total		8	78	5	9	100

**INTERPRETATION**

54% of our respondent buy smartphone from store/market and they are 18 to 25 years of age. And other findings are mentioned above.

**TABLE 12: SALES STAFF INFLUENCE DECISION AND AGE**

		Age				Total
		Less than 18 years	18 to 25 years	25 to 30 years	More than 30 years	
If you bought from offline/market/store, would you think sales staff influence your decision to buy?	Yes	7	50	2	7	66
	No	1	28	3	2	34
Total		8	78	5	9	100

**INTERPRETATION**

Half of our respondents say sales staff influence their decision and all are belonging 18 to 25-year age group/ category. 28% of them don't say this and they are also belonging to 18 to 25 year of age category.

**TABLE 13: VIEW REVIEWS/INFORMATION VIDEOS OF SELECTED SMARTPHONE BEFORE BUY AND AGE**

		Age				Total
		Less than 18 years	18 to 25 years	25 to 30 years	More than 30 years	
Did you view reviews/informative videos about your selected smartphone before you bought your phone?	Yes	6	61	2	5	74
	No	2	17	3	4	26
Total		8	78	5	9	100

**INTERPRETATION**

61% of them view reviews/ informative videos and they are belonging to 18 to 25-year age category. 17% of them don't view review/informative videos and they are also 18 to 25-year age category.

**TABLE 14: METHOD OF BUYING SMARTPHONE AND GENDER**

		Gender		Total
		Male	Female	
How did you buy your smartphone?	Offline/Market/Store	48	22	70
	Online	26	4	30
Total		74	26	100

**INTERPRETATION**

48% of our respondents buy smartphone from store/market and they are male. 22 of them buy smartphone from store/ market and they are female.

**TABLE 15: SALES STAFF INFLUENCE DECISION AND GENDER**

		Gender		Total
		Male	Female	
If you bought from offline/market/store, would you think sales staff influence your decision to buy?	Yes	50	16	66
	No	24	10	34
Total		74	26	100

**INTERPRETATION**

50% of our respondents say sales staff influence their decision and they are male. 16% of them who are female say sales staff influence their decision.

**TABLE 16: VIEW REVIEWS/INFORMATIVE VIDEOS FOR SELECTION OF SMARTPHONE AND GENDER**

		Gender		Total
		Male	Female	
Did you view reviews/informative videos about your selected smartphone before you bought your phone?	Yes	56	18	74
	No	18	8	26
Total		74	26	100

**INTERPRETATION**

56% of them who are male they view reviews/informative videos about their selected smartphone before they buy. 18% of them who are female who view reviews/informative videos for this.

TABLE 17: DURATION FOR CHANGING MOBILE/SMARTPHONE AND ANNUAL INCOME

		Annual income				Total
		Less than 5 lakhs	5 to 10 lakhs	10 to 15 lakhs	More than 15 lakhs	
Duration for changing mobile/smartphone.	Less than 1 year	6	2	1	1	10
	1 to 2 years	25	6	2	7	40
	2 to 3 years	28	9	3	0	40
	More than 3 years	10	0	0	0	10
Total		69	17	6	8	100

**INTERPRETATION**

28% of our respondent who earn less than 5 lakhs annual, change their smartphone in 2 to 3 years. 9% of them, who earn 5 to 10 lakhs annually, change their smartphone in 2 to 3 years of duration. 3% of them, who earn 10 to 15 lakhs annually, change their smartphone in 2 to 3-year duration. 7% of them who earn more than 15 lakhs per annum change smartphone in 1 to 2 years of duration.

**HYPOTHESIS TESTING****HYPOTHESIS 1**

H0:- People don't buy smartphone according to their need.

H1:- People buy smartphone according to their need.

TABLE 18: BINOMINAL TEST OF HYPOTHESIS (1)

	Category	N	Observed Prop.	Test Prop.	Exact Sig. (2-tailed)
Did you buy smartphone according to your need?	Group 1 Yes	91	.91	.50	.000
	Group 2 No	9	.09		
	Total	100	1.00		

**INTERPRETATION**

H0 is rejected because; here significance level is 0.000, which is less than standard value 0.05. So, the result is, people buy smartphone according to their need.

**HYPOTHESIS 2**

H0:- Sales staff of store/market doesn't influence the decision of the consumer.

H1:- Sales staff of store/market influence the decision of the consumer.

TABLE 19: BINOMINAL TEST OF HYPOTHESIS (2)

	Category	N	Observed Prop.	Test Prop.	Exact Sig. (2-tailed)
If you bought from offline/market/store, would you think sales staff influence your decision to buy?	Group 1 No	34	.34	.50	.002
	Group 2 Yes	66	.66		
	Total	100	1.00		

**INTERPRETATION**

H0 is rejected because; here significance level is 0.002, which is less than standard value 0.05. So, the result is sale staff of store/market influence the decision of the consumer.

**HYPOTHESIS 3**

H0:- There is no relationship between change in income and duration of changing smartphone.

H1:- There is relationship between change in income and duration of changing smartphone.

TABLE 20:- CHI-SQUARE TEST OF HYPOTHESIS (3)

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.966a	9	.124
Likelihood Ratio	18.833	9	.027
Linear-by-Linear Association	6.139	1	.013
N of Valid Cases	100		

**INTERPRETATION**

H0 is accepted because; here significance level is 0.124, which is greater than standard value 0.05. So, the result is, there is no relationship between change in income and duration of change of smartphone.

**FINDINGS**

- According to our research, majority of our respondents put online request to expert/portals, to get advice on selection before buying their smartphone. Around 61% of our respondents put online request for this.
- Around ¼ of our respondent don't visit store for physical/personal touch of smartphone before they bought their smartphone. Rest of our 72% respondent visit store for physical/personal touch.
- 91% of our respondents buy smartphone according to their need.
- 43.93% of our respondent buy smartphone because of new technology exists/improved technology.
- Price is the only factor which affect majority of our respondent.
- Majority of our respondent buy smartphone for performance (processor/chipset, RAM) purpose.
- 32.06% of our respondents select their preferred smartphone by view review/ overall reviews. And 28.26% of them select by popularity.
- 74% of our respondent view review/informative video about their selected smartphone before they buy their phone and 26% of them don't.
- 70% of our respondents don't buy online, they prefer market or store. But rest of 30% buys smartphone online.
- Sales staff of store/market influence the decision of the consumer. 66% of our respondents say that when they go to the physical store/market sale staff influence their decision.
- There is no relationship between change in income and duration of change of smartphone.

TABLE 21: SUMMARY OF HYPOTHESIS

Hypothesis	Particulars	Result
H0 (1)	Don't buy smartphone according to need.	Rejected
H0 (2)	Sale Staff of store/market don't influence the decision of the consumer.	Rejected
H0 (3)	No relationship between change in annual income and duration of change of smartphone	Accepted

**SUGGESTIONS**

- People should put online request to portal/expert for suggestion before buy their smartphone.
- People should buy smartphone according to their need. If people would buy such smartphone that they don't need, then they spend more money which is worthless.
- People should view reviews/ informative videos about their selected smartphone before buying decision.
- People should select smartphone according reviews/ overall review before they buy.
- People should don't buy smartphone by just popularity or trend, because popular smartphone is not always same as people's need and people's like and dislike. Example, there is smartphone named Samsung Galaxy J2 Pro, which is launched in July 25, 2016. It is not so good, as well as it is costly in terms of value of that mobile, but it's sold millions of millions unit in India just because the popularity of Samsung Brand. There is smartphone Brand named Xiaomi, which don't give such user friendly custom operating system, it called MIUI. It is not so user-friendly user interface with compare to Google's stock android. People who used Google stock Android in their past, face difficulties to use MIUI. But still maximum people buy Xiaomi's smartphone, just because it is very popular. And one of Xiaomi's smartphone named Xiaomi Redmi Note 4, it become India's largest selling mobile in 2017. The same thing is happening with Oppo and Vivo. The price of Oppo and Vivo's smartphone are little costly with compare to other. But Oppo and Vivo do too much advertisement and make their smartphone popular. And people buy their costly smartphone, just because of popularity and people pay more.
- People don't be influence by sales staff of store/market, because what they say is not truth always.

**CONCLUSION**

The major purpose of this study is to analyse consumer behaviour towards smartphone by Ahmedabad people. We find that what is behaviour of our respondents, from where they gathered information about smartphone, what factors are affecting them, like, price, OS, design, display, performance, storage, camera etc., what things they consider in their smartphone, how they select their smartphone. We also study the relationship between change in income and duration of change of smartphone. We also find some interesting facts such as, Oppo and Vivo more focuses on advertisement as well as they make strong supply chain by giving maximum commission to the retailer for selling their smartphone. It is roughly about 14%, (approximately) where normal company give only 3% to 4% commission. This is maximum commission rate in whole Indian smartphone market.

**LIMITATION**

This study is held in Ahmedabad city and there is many population, almost all who buy smartphone or who willing to buy. It but because of convenience data collection method this study can't reach each & every consumer. This study held only in Ahmedabad city so, it can't reflect whole market or all consumer's preference. Time for research is limited.

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