

**A STUDY OF CONSUMER BEHAVIOUR ON
SMARTPHONE BRAND IN LUNGLEI, MIZORAM**



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CERTIFICATE

This is to certify that the dissertation entitled, “*A Study of Consumer Behaviour On Smartphone Brand in Lunglei, Mizoram*” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by Lalrinchhana under my supervision. He has fulfilled all the requirements laid down in the MZU regulations of Mizoram University. This dissertation is the result of his investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

Date: 29/04/2022

Place: Lunglei, Mizoram

(C.LALRINSANGI)

Supervisor

DECLARATION

I, Lalrinchhana, hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form to anybody else, and that the dissertation has not been submitted by me for any research degree in any other University or Institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

Date:29/04/2022

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Student

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CHAPTER- 1 INTRODUCTION

Introduction

The increasing trend in smartphone among the people is the main reason that has amplified the interest to research on the topic. People's obsession about the Smartphone has been increasing rapidly. The aim of this research is therefore to find out consumer behaviour of Smartphone buyers in Lunglei Mizoram. The research is trying to find out that why do people desire to purchase a smartphone, what influence people in purchasing a smartphone and what motivate them in making the purchase decision.

Different consumers have different characteristics in their life that also influences their buying behaviour. Social factors such as family, groups, roles and status and personal factors such as age, occupation, lifestyle, personality and self concept are those characteristics that could influence the buyer behaviour in making final decision.

Nowadays cheaper smartphones are also available in the market. But why people buy expensive smartphones? Price, quality, brand, country of origin, marketing, sales, word of mouth etc. Could be several factors that a consumer may think before buying Smartphone. How much does brand of smartphone affect the buying decision of a customer? As there are various types of smartphones available in market with varying price; what is the difference between them? And how they impact the customer buying decision?

1.1 Smartphone History

1.1.1 The Smartphones History

Hand phone and Internet are the two technologies that have major impact on politics, economy and social in the 21st century (O'Leary, 2005). The converging of hand phone and internet (Baily et al, 2001) had given birth to smartphone, It has been just few years, and exactly from the introduction of the first iPhone (2007), since the smartphone became a mass consumption product, though smartphones have been around for many years. The first device able to combine voice, data and PIM applications was an IBM product known under the name of "IBM Simon". The IBM Simon was first presented in 1992 at the CONDEX, the computer industry trade show that takes place in Las Vegas, and was launched into the market the following year by a company called BellSouth (Schneidawind, 1992).

1.1.2 Indian Market Overview

India is one of the fastest growing economies all over the world and alive example which depicts the development is the growth of telecommunication industry in India, especially in the field of mobile communication. There is a continuous increase in disposable income; there has been a radical shift in the attitude and aspiration of the consumers. Mobile phone has become essential parts of personal and business life. The recent growth of mobile phone usage is an observable fact that crosses all age and gender boundaries. Due to fierce competition in the field of mobile communication the need arises for the study to know how consumer behaves in the time of purchase, India is currently the 2nd largest mobile handset market in the world and is about to become an even larger market.

Bt the high demand for smartphones, the mobile handset market in India is estimated to have grown by 14.7% in financial year 2013 to touch Rs.35,946 crore, according to a Voice & Data survey compared to Rs.31,330 crore in financial year 2012 (Cyber media.co.in,2014).

1.1.3 Lunglei Market Overview

Price remains the main criteria when buying any consumer electronic device in Lunglei including a mobile device. In Lunglei the smartphones market mainly depends upon the price, features, stability and style. Most of the smartphones buyer in Lunglei are middle income groups and above. Smartphones market in Lunglei is expected to grow as the 4g network coverage is increasing and there is increase in demand of high in smartphones. The smartphones market in Lunglei was ruled by MI phones, other brand like Samsung, Vivo, Apple, Realme, POCO etc, to compete with MI phones as MI phones are cheap and easy to use as compared to other brands. Now, MI is the main player in Lunglei market with ¼ of the population.

Brand	Redmi	Vivo	Apple	Samsung	POCO	Realme	others
%	29.2%	23.3%	13.5%	9.2%	8.1%	6.2%	11.5%

Table (1). Market share of smartphone brand in Lunglei

1.1.4 Impact of Smartphones on Lunglei Market

“A 10% increase in mobile and broadband penetration increases the per capita GDP by 0.81% and 1.38% respectively in the developing countries.”-World Bank

Smartphone has created new dimension for business in Lunglei. It is not only the smartphone sellers enjoying the business but it also created a new area for mobile application developing companies in India, internet service provider and other sector of life to utilise the smartphone to gain competitive advantages. There has been an extreme growth in broadband and internet service providers and one of the main reason for this drastic increase in their business is the ever increasing use of smartphones and growth of smartphones and mobile application. There are some negative impacts of smartphones. The major impact of smartphone is on PC market. According to a survey by Compete, a web analytics firm, a large number of people almost upto 65% are using their smartphone to read news feeds, post status updates, read and reply to messages and post photos. This shows that now people are living PCs and moving towards smartphone’s.

Studies have investigated the demographic characteristics of smartphone users which are 52% males. They are more likely to have a smartphones than females which is only 47%. The smartphone user tends to be younger than the general cell phones audience. Smartphone features like text to speech, GPS and social website are helping

people to easily remain integrated with society. Using these services and many more features, people can easily communicate to their needs, seek assistance from others and remain connected to society.

1.1.5 Smartphone Characteristics

Within the mobile phone category there is a sub class phones known as smartphones. A smartphone is a mobile phone that integrates a feature phone and a mobile computing platform, and the models today even combine functions such as digital cameras, media players, high speed data access via WiFi, GPS navigation, and other application with option to download application through application market. Typically, smartphone also comprise web browsers and high resolution touch screens, which provide people better viewing and browsing experience.

In its simplest form, a smartphone is a mobile phone with built in, add on applications and internet (3G or 4G network) accessed. However, because of its capability to handle a great amount of applications and functions at the same time- the concept of smartphone slowly transition into definition of a handheld computer. The great differences between the available branch and models on the market today are the operating systems platform. The smartphones become more than a device for sending and receiving text messages and calls as it consists of various ways to interact with other users in a more personalized manner, compared to the traditional mobile phones.

While an old style phones includes some basic software such as an address book and games, a smartphone has the ability of further performance. One of the significant difference between a feature phone and a smart phone is that a smartphone can install third party applications from applications store. Users are able to download and install applications on their operating system, such as time schedule, navigators, personal finance managers and games. Generally, a smartphone is based on a certain operating systems that allows phone users to install application on it. Systems include Apple's, iOS, Google's Android, Microsoft's Windows phone etc. The core applications of smartphones consist of cellular voice, data, PIM(personal information management) application such as calendars, contact managers, tasks, notes, email. These application must work together seamlessly and with the features of the phone. For example, pictures taken with the camera can be linked to the address book that users can see who is calling. Navigations software uses address stored in the address book in combination with GPS data to facilitate data entry. E-mail clients are integrated with address book.

1.2 Literature Review

This chapter provides a review and synthesis of the literature, it explain the consumer decisions making process with the model which is used as the research framework. This explains all the external and internal factors which influence consumer in decision making process. This chapter also includes literature for smartphone and its characteristics. It explains the factors which are affecting consumer in purchasing a smartphone. This chapter also

explains the importance of brand influence on consumer in smartphone industry. This chapter use a consumer decision making model to explain the consumer buying behaviour for smartphone industry in Lunglei.

Literature review contents are linked with research questions and research objectives of this research.

1.2.1 Consumer Decision Making

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

Consumer decision making has long been of great interest to researchers. Early decision making studies concentrated on the purchase action. It was only after the 1950s that modern concept of marketing were incorporated into studies of consumer decision making, including a wider range of activities (Engel, Blackwell and Miniard, 1995). The contemporary research indicates that more activities are involved than the purchase itself. Many other factors influence the consumer decision making than the final outcome. Vast numbers of studies have investigated this issue and many models have been developed accordingly. Models aim to depicts the purchase decision making process and its influential factors.

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

In the eye of marketers, a consumer is known as “A man with a problem” therefore a consumer purchase is the response to that problem. The process that a consumer take in his decision making is quite interesting to most of the large companies. They are extremely trying to research the consumer buying process to find out what consumers buy, where and how they buy, when and why they buy. It is easier for researchers to find the answers for what, how, where, when and how much consumers buy but it is not that much that easy to find why they buy. The reason is “The answers are often locked within the consumers head” (Kotler and Keller, 2009).

Usually a buyer passes through five stages to reach his buying decisions. First the buyer notices the difference between his current state and ideal state and recognizes his want and need for something. A need can also be aroused by external stimuli. He or she starts searching the information for his or her desired product through different channels like family, friends advertisement or mass media. After sufficient information is gathered, the buyer processes the information to evaluate the alternatives brand in the choice set. Finally he purchases the

product which he assumes to be the best for him. After purchasing the product, the buyer will take further action to the marketer based on his satisfaction or dissatisfaction (Kotler, 2009). The stages help the buyer to evaluate his or her needs, choose the best smartphone according to his or her needs and budget and purchase it.

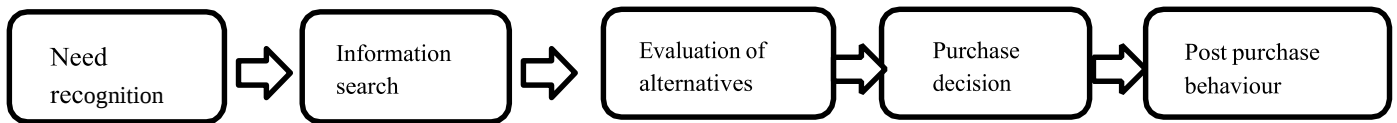


Figure (1): Buyers Decision Process

1.2.2 Models of Consumers Behaviour

Companies used various marketing efforts to influence the decision of consumers but it is difficult to know how consumer respond to them marketing stimuli comprises the Four Ps which are product, price, place and promotion. Smartphone company use this marketing stimuli to influence the consumer to buy new smartphones or replace old one. Besides these there are other stimuli that acts as the major forces in the buyers environment which are economic factor which is town market condition and its economic condition, the next stimuli is the technological factor which is the R & D sector which analyse the usages and needs and develops smartphone according to it and the next is the cultural factor which is cultural impact of the town.

All these stimuli enter into the buyer black box and depending upon the influence of buyers characteristics, the buyer come up with the observable buyer response: product choice, brand choice, dealer choice, purchase timing and purchase amount. (Kotler 2009). For this research The Hawkins, Best and Coney model is used to analyse and develop a framework on consumer behaviour for smartphone in Lunglei market. The Hawkins, Best and Coney model will help in understanding the external and internal influence which are faced by the consumer which motivate them in buying a smartphone. This model which also help in analyzing the decision making process in which a consumer goes while purchasing a smartphone and it will explain as how external and internal influence is related in the decision making process.

1.3 Internal and External Influence on Consumer Behaviour

External Influence on Consumer Behaviour

Culture

Culture is the accumulation of shared meaning, rituals, norms and traditions among the members of an organisation or society. A consumers culture determines the overall priorities he or she attaches to different activities and product. It also determines the success or failure of specific products and services in the market. A product that provide benefits consistent with those desired by members of a culture at any point in time has much better chance of attaining acceptance in the market place. Culture can be considered as a lifestyle which is then passed on from one generation to the other generation. Culture is not static, it is continually evolving, synthesizing old ideas with new ones. In Lunglei the people are of 98% Christian, 0.64% Hindu, 0.55% Muslim and, 0.81% Buddhist.

Demographic

An age cohort consists of people of similar ages who have undergone similar experience. They share many common memories about culture heroes, importance of historic events and so on. Marketers often target products or services to one or more specific age cohorts. They recognised that the same offering will probably not appeal to people of different ages, nor will the language and image they use to reach them. Important age cohorts include teenagers, 18-29 year olds, baby boomers and the elderly. Teenagers are making transition from childhood to adulthood, and their self concept tends to be unstable. They are receptive that helps them to be accepted and enables them to assert their independence. Baby boomers are the most powerful age segment because of their size and economic clout. As this group has aged their interests have changed and marketing priorities have changed as well. According to the census of India 2011, the total population of Lunglei is 1,61,428 out of which 82,891 are male and 78,537 are female. Literate people are 1,21,122 out of which 64,515 are male and 56,607 are female. As for smartphone market it is a huge demographic.

Social Status

Different products and stores are perceived by consumers to be appropriate for certain social classes (Munson and Spivey, 1981). Working class consumer tends to evaluate products in more utilitarian terms such as sturdiness or comfort rather than style or fashion. They are less likely to experiment with new products or style. Each individual's social status or personality also influences the consumption behaviour. Personality can be defined as a set of unique human psychological traits such as confidence, autonomy, adaptability and defensiveness that leads to regular and continuous response to external stimuli. A brand also has a personality, a brand personality can be considered as the individual set of traits that we can attribute to a certain brand. Buyers are more likely to choose brands that reflect their own. Usually, such possessions would be more obvious for public products than for private products available in market (Solomon, 2006).

Occupation and the social class have a powerful impact on buyers' decision. The different categories of social class are as following:

Upper class: They are social elite, leaders in business

Upper middle class: They are mainly professionals and business people

Middle class: They are the white collar workers and small business owners

Working class: They are blue collar workers

Lower class: They are the unskilled, poorly educated and socially disadvantaged people

Reference Groups

A reference group is an actual or imaginary individual or group conceived of having significant relevance upon an individual's evaluation, aspiration or behaviour. Reference groups influence consumers in three ways. These influences are informational, utilitarian and value expressive.

Although two or more people are normally required to form a group, the term reference group is often used but more loosely to describe any external influence that provides social clues. Reference group that affect the consumption can include parents, fellow enthusiast, team members, classmate etc.

Reference group can take the form of a large, formal organization that has a recognised structure, regular meeting times and officers or it can be small and informal, such as a group of friends or students living in hostels. In smartphone market, companies tend to have more control over their influencing of formal group because they are more easily identifiable and accessible.

Family

Family is considered as the most important consumer consumption organization in society and members of a family constitutes the most influential primary reference groups. Family members play certain roles in the decision making process, namely the information gatherer who has the influence on how and where information is gathered, the influencer who has the influence on different branch are evaluated, the decision maker who has the influence on which product will be bought, the purchasing agents who make the purchase, and the user of the product.

There are two family in the buyers life. The family of orientation consists of parents and children (single parent families and childless families are included). From parents, and individual acquires and orientation towards religion, economics, personal ambitions, and self-worth. Such influence on behaviour can be significant and continuous even though the buyers do not interact often with their parents.

Another more direct influence on daily buying behaviour is the family of procreation, namely ones spouse and children. For example, in Lunglei, the involvement in good purchasing has varied by product category. The wife is usually the main purchasing agent of the family. That is nowadays, traditional purchasing roles are changing. Marketers shall see both mens and womens needs as possible targets. As for smartphones, in an urban population every member of family usually has a smartphone. Normal mobile is usually owned by everyone and they are slowly switching to smartphones.

Marketing Activities

We are surrounded by marketing stimuli in form of advertisement, shops and products competing for our attention and our cash. Popular culture, the music, films, sports, books and other forms of entertainment consumed by mass market is both a product of and inspiration for marketers (Solomon 2006). For smartphone marketing, manufacturer use social media tools and television advertisements to influence the consumer in purchase decision making. Manufacturer also tries to engage consumers in activities like gaming and competition for promotion of their product.

Internal Influence on Consumer Behaviour

Perception

Perception refers to the many different ways that an individual can sense external information, select particular source of information and how they interoperate this information. This means that the people who have the same motivation and are in the same situation may not act the same because they perceive the situation differently. Perceptions is the process by which people select, organize, and interpret information to form the image of certain things. People perceive the same situation differently because they interpret and organize information uniquely. IN smartphone market, perceptions are more important than the reality as it affect consumers actual behaviour.

Learning

Learning induces changes in consumers behaviour arising from experience. Actually most human behaviour is learned. Learning is formed through the interplay of drives, stimuli, cues, responses and reinforcement. A drive is a strong internal stimulus that propels actual action. Cues such as advertising are minor stimuli, which determine when, where, and how a person responds. Response is an effort that people make to satisfy the drive by obtaining a product. Reinforcement happens once a consumer as bought the product and is satisfied after using it.

Memory

All the information and experiences people Confort, as they go through life, become part of the memory. Consumer brand knowledge can be considered as a spreading activation process in the memory network with a variety of linked associations that determines how people retrieve and what information people can recall in the given situation. These linked associations are important determinants for people to recall about the brand, including brand related thoughts, feelings, perceptions, images, experiences, beliefs and attitudes etc.

Personality

Personality describes a persons disposition, helps show why people are different and encompasses a persons unique traits. The “ Big Five” personality traits that psychologists discuss frequently include openness or how open you are to new experiences, conscientiousness or how diligent you are extraversion or how outgoing or shy you are, agreeableness or how easy you are to get along with and neuroticism or how prone you are to negative mental states. Marketers have had better luck linking peoples self concept to their buying behaviour. Marketing researchers believe people buy products to enhance how they feel about themselves to get themselves closure to their ideal selves.

Attitude

“ Attitudes are learned predispositions to respond to an object, or class object, in a consistently favorable or unfavorable way”(Allport, 1935). Attitudes are “ mental positions” or emotional feelings, favorable or unfavorable evaluation and actions tendencies people have about products, services, companies, ideas, issues or institution. Attitudes tend to be enduring, and because they are based on peoples values and beliefs, they are hard to change. Smartphones companies want people to have positive feelings about their offerings.

1.4 Limitations of the Project

When drawing the conclusion of this research few limitations were encountered. The research was conducted on limited in the number of respondents for practical reasons. The sample used cannot be representative of the entire population of the Town, thus it was difficult to draw a conclusion on this small sample. The sample mostly focuses on people in age category of 18-35 years, so this sample does not represent all age category in the town that uses a smartphone. The sample also represents population of few villages in the Town, as Lunglei has very vast population it was difficult to select sample from every village in the Town.

1.5 Social Concept and Lifestyle

According to the model, all the external influence and internal influence on consumer result in their social concept and lifestyle choice. Lifestyle of a consumer refers to a pattern of consumption reflecting their choices as how they spend their time and money. It also refers to the attitudes and values attached to these behavioural patterns (Solomon, 2006). According to Kotler, “Lifestyles is a person's pattern of living as expressed in his or her activities, interest and opinions”. Lifestyle captures a person's whole pattern of acting or networking in the world more than profiling a person social class or personality. Lifestyle and social concepts of consumer influenced results by their external and internal influence result in the decision making process for the product based on need and desire.

Decision Process

Problem Recognition

Belch and Belch (2009) also discuss how a need isn't necessarily something that a person wants but can be something that a person must have in order to facilitate their way of life. This states of the model is centred on what drives consumer to start shopping for products. Problem recognition occurs whenever the consumer sees a significant difference between his or her current states of affairs and some desirable or ideal state. The consumer perceives there is a problem to be solved, which may be large or small, simple or complex. A person may be tempted to acquire that product by advertisement or by other social or physical medium, which triggers the thought about purchasing. Need recognition can occur in several ways. The quality of person's actual state can be diminished simply by running out of products, by buying a product that turn out not to satisfy needs adequately or by creating new needs. In case of smartphone, consumer may want to upgrade their smartphone to enjoy new features or to buy a smartphone for their daily work need or to connect to social network or for his or her social status.

Information Research

Mihart (2012) discussed how information search usually starts with an internal search and a customer will identify products that they are already aware of known as the evoked set. The external search aspect of information search relates to information obtain from external sources, which can include packaging and marketing communication.

Once the problem has been recognised, consumer will need adequate information to resolve it. Information search is the process by which the consumer surveys his or her environment for appropriate data to make a reasonable decision. A consumer may recognise a need and then search the market place for specific information related to the product. Information source can be roughly broken down into two kinds: Internal and external. Internal search is the use of own memory bank to assemble the information about the different product alternatives whereas external search are the information obtained from advertisements, friends etc. There are many information sources by which a person can get the information like friends, family, neighbours, websites and displays in shops, promotions and mass media.

Evaluation of Alternatives

According to Belch and Belch (2009) this part of the decision making process refers to when a customer refers back to the evoked set to evaluate whether or not another product can help solve their problem. In evaluation stage, the product alternatives that are considered comprise the individuals evoked set. Consumers will improve their own evaluation standard based on the information they acquired from information search. In case of smartphones, individuals analyze many alternatives before buying a smartphone. There are various brands of smartphone as well as various price categories which have different features and specifications, the basis of categorization for an individual is by price range or by features and brand.

Purchase Decisions

Belch and Belch (2009) described this point in the process as when a customer makes up his or her mind on what product he or she wishes to purchase, ultimately this is the end goal. In the stage of purchasing decisions, after evaluating the alternatives and selecting products according to the desire to solve his or her problem and satisfy his or her needs and buy the product. This purchase decision is influenced by many factors like reference groups, acquaintance, friends and family. In case of smartphone, consumers make their purchase decision by analyzing the newly introduced smartphone in the market. Consumers rarely buy old models in the market. Consumers prefer new models because of new technology and new features. For the consumer who is loyal to the brand always goes back to the brands as it satisfies his or her demand. For example: Apple, Samsung, Sony etc.

Post Purchase Behaviour

Belch and Belch (2009) describe purchase evaluation as the point in the process where the customer looks to evaluate if the purchase met expectations, exceeded expectations or left them disappointed. After the purchase of the product, the consumer evaluates and analyses the product from the using experience and its performance. If performance does not meet the expectations of the consumer then the consumer gets disappointed and tries to search for ways to minimize the dissatisfaction or replace the product, if the product meets expectation of the consumer then is satisfied and continues using the product happily; if the product goes beyond expectations of the consumer

then the consumer is delighted and the chance of repurchase of that product or the product of that brand will be high. The consumer will also talk and share about the product to others positively.

In case of smartphone; the consumer after buying the smartphone use it and analyze its functions and with a proper use they analyze if the product is satisfying their demand or not. Consumers also rate the smartphone on the website and also post comments about their experience in using the products. If they like it the result is positive if not the reviews are negative and this helps the other customers in buying the products.

1.6 Statement of the Project

Smartphone has created new dimension for business in Lunglei. It is not only the smartphone sellers enjoying the business but it also created a new area for mobile application developing companies in India, internet service provider and other sector of life to utilise the smartphone to gain competitive advantages. There has been an extreme growth in broadband and internet service providers and one of the main reason for this drastic increase in their business is the ever increasing use of smartphones and growth of smartphones and mobile application.

There are some negative impacts of smartphones. The major impact of smartphone is on PC market. According to a survey by Compete, a web analytics firm, a large number of people almost upto 65% are using their smartphone to read news feeds, post status updates, read and reply to messages and post photos. This shows that now people are leaving PCs and moving towards smartphone's. Studies have investigated the demographic characteristics of smartphone users which are 52% males. They are more likely to have a smartphones than females which is only 47%.

1.7 Factors affecting Purchase Decision for Smartphone

Consumers can based their smartphones purchase decisions on a range of product attributes, such as price, wireless carrier, phone functions, phone design, brand, usage phone size, carrier flexibility and purchase location(Harter et al, 2007). However, a finish study found that although consumer decision making in the telecommunications market is affected by specific phone attributes, choice is often made without an understanding of the properties and features that new models have. The researcher of this study noted that consumer decision making was not wholly rational, and symbolic dimensions, such as brand were regarded as important among many study participants in making their phone choice.

Consumers involvement level has previously been found to moderate the influence of framing (i.e a collection of anecdotes and stereotypes that individuals rely on to understand and respond to events) on smartphone attitudes (Martin and Marshall, 1999). The level of consumer involvement is not only defined by the product being

purchased, rather it is also defined by factors such as the perceived level of purchase importance to the individual consumer, and the consumers experience and perceived skills in dealing with the type of product or product category. In existing studies of consumers involvement, it has been found that when compared to low involvement consumers, high involvement consumers use more criteria for choice making search for more information and process relevant information in greater detail (Mitchell, 1989)

Social Factors

In the Unified Theory of Acceptance and Use of Technology (UTAUT) model indicate three direct determinants of intention to use and two direct determinants of actual use (Venkatesh et al, 2003). Social influence among the three direct factors of behavioural intention to use smartphone technologies is recognized as an important factor (Bhattacharjee, 2004). Social influence includes not only mass media reports and expert opinions (External factors) but also word of mouth from friends, colleagues and superiors (Interpersonal factors) (Bhattacharjee, 2004).

Verkasalo's (2010) defines social influence as the degree to which people have the impression that important others ensure they would better use a new system. We consider the interpersonal factors as social influencers in this paper because smartphone is regarded as a new information technology mobile device which creates uncertainty about individuals expected consequences. Additionally, consumer tends to consult with their social network about this uncertainty rather than consulting the external factors such as media and expert opinions before making a decisions to use smartphones.

Smartphone had also made possible for us to remain connected with friends and family all the time. Always connected to the internet through a smartphone provides a great instrument for individuals for constant communication resulting in great safety for children attending schools or going outside. The classic mobile phones provided this facility for long time but the smartphone utilizing the same and providing at additional convenient capabilities to communicate with children and know their whereabouts anytime. The smartphones has given an opportunity to individuals to act as a journalist at any point in time and real time information to the society. Smartphones features like the camera, video capture, access to social websites and nature of always connected to the internet enable individuals to capture any video at anytime and share it with friends and family using social websites and other internet based options.

Actualization

Phang et al (2006) indicate that self actualization refers to the intrinsic motivation to become everything that one is capable of becoming. Self actualization relates to achieving a sense of fulfillment of personal growth and personal potential. Higher motivation for self actualization could make people open to new experience and learn new ideas and skills.

The technologies connecting individuals, colleagues and organization groups hold great potential for learning, personal growth and life improvement. Learning to use new smartphone and its related applications such as GPS, Appstore (software supply for iPhone or Android) could allow smartphone users to share their information seek self development and contribute to actualize the self.

Brand Concern

Brand is the most valuable assets for a company where it represents a product or service means to consumer. Brand are more than just names and symbols. It is also the elements of relationship between company and customers (Kotler and Armstrong, 2010). The brand name has directly influenced customers perception toward the quality of the offerings. When customers are satisfied, they generate word of mouth and it will lead to others to be interested and choose the brand (Azab and Safaei, 2012). To enhance consumer response, marketers strive to build brand equity in order to capture consumer preference and loyalty. Brand equity is the added value endowed on products and services and it may reflect how consumers think, feel and act with the brand. A study on the affect on the brand name toward cars shows that people trust the well known brand for each quality, performance and believe that brand shows a person lifestyle and societal status. Brand is a name, term, design, symbol or any feature that identifies ones seller goods or services as distinct from those of other sellers. According to research, brand has a moderate impact on consumer behaviour.

In terms of gender, its impact female more than male. Also, lower income group consumers have a greater impact on brand toward their behaviour due to after sales service and limited purchasing capacity. 53.3% of people strongly agrees that they choose a brand due to perceive good brand quality. It shows that brand could influence purchase decisions and it should be further look into the effect of factors such as brand awareness, brand equity and brand association has on purchase decisions.

Price Concern

“Price is the amount of money charged for a product or service, or the sum of values that customers exchange for the benefits of having or using the product or service” (Kotler and Armstrong, 2010). Price is basically the amount of money a customer willing to pay for in exchange with products and service that they think are valuable. The value of money varies from different people. Some might think it is valuable for a high price but others might think it does not worth for the value of money. There are so many methods of pricing, such as mark up pricing (Kotler and Keller, 2012). If the discount rate is low, it should be presented in its value whereas if the discount rate is high, it should be presented in percentage, so that customers will have higher purchase intention.

From the consumers perspective, price provides a source of information for buyers to judge product quality, especially in cases where they are purchasing highly innovative products and lack the knowledge required to objectively evaluate the product or technology.

According to Flipkart.com which is India's leading online retail store that the cost of smartphone range from Rs.5,000 to Rs.60,000. Price range on smartphone depends on its specification and capacity. Rs.5,000 to Rs.10,000 is range for low end smartphone which as a basic camera and basic smartphone features. Rs.10,000 to Rs.20,000 is the range for mid-end smartphone which has good camera and good processing power. Rs.20,000 to Rs30,000 is the range for high end smartphone and above that are flagship models of smartphones of manufacturers (Flipkart.com, 2014). Product Features Concern

- Feature is an attributes of a product to meet the satisfaction level of consumers needs and wants through owning of the products, usage and utilization of a product (Kotler et al, 2009). Product features including hardware and software. Hardware is the description for a device that can be touched physically. The hardware of a smartphone is the body of the phone itself, size and weight. Colour and design are also considered as hardware as it is the physical appearance of the smartphone. Software whereas is the general term for computer programs, procedure and documentation. The software of a smartphone is the operating platform, storage memory, or apps that run the phone. The software for a phone in the market is such as iOS, Android, Windows. According to a research, factor affecting ones to acquire a smartphone due to software consists of 33% whereas hardware has only 17.6%. It shows that software is much more important than hardware in smartphone purchase decision making process. However, in the same research, smartphone designs gain the most importance of the device specification, it consist of 56% exceed the importance of WiFi quality
- Consumer Behaviour: Including brand loyalty and willingness to pay a premium price.

Brand Awareness

Brand awareness is a brands ability to be recognized or recalled as a member of a certain product category or service (Aaker, 1991). Rossiter & Percy (1987) relates it to the strength of the brand node or trance in memory as reflected by consumers ability to identify the brand in different situations.

Brand awareness plays an important role in consumer decision making process for smartphone purchase. Firstly, it increases the likelihood of a brand being a member of a consideration set. Secondly, it has been shown that consumers adopt a discussion rule to buy familiar brands. Brand awareness can therefore be seen to affect decisions about brands in the consideration set. Lastly, it influences the formation and strength of brand association. Fundamentally, high level of brand awareness should increase the probability of brand choice, produce greater consumer and retailer loyalty and decrease vulnerability to competitive marketing actions (Keller, 1993). Smartphone marketers use marketing tools and social media to reach to various consumers in the market.

Customer Brand Engagement

Customer Brand Engagement is the total level of a customer's intellectual, emotional and behavioural activities as a result of brand interactions. It is the level of an individual customer's motivational, brand related and context dependent state of mind (Hollebeek, 2011). Interactively between the consumer and a brand is considered not only a distinct concept, but is viewed as an antecedent required for engagement to occur. Cocreated value is defined as the perceived level of value created in the mind of the consumer through interactions with the brand of smartphone. Similarly, customer brand experience is conceptually related engagement to be momentary yet to have strong personal meaning which may illicit cognitive or behavioural responses (Hollebeek, 2011).

Mollen and Wilson (2010) argued that engagement is the outcome of continual interaction between consumer and the brand that reinforces the emotional, psychological or physical commitment to the brand. Furthermore, manifestations of engagement are described in the literature as dynamic concept that may vary from short term, highly volatile, engagement describes the strength of the relationship between a consumer and a brand. Smartphone marketers influence consumers at emotional and psychological level in engaging with their brand. They use emails and interactive application which connects consumers directly to brand to interact with consumer and influencing them in purchasing smartphone or upgrade one. Marketers also organize promotional events and activities which engage consumer to the brand.

Brand Loyalty

Smith and Wright (2004) investigated the customer loyalty for and found out that product value attributes directly impact the levels of loyalty. In their analysis, they concluded that brand image, firm viability, product quality and post sales service quality significantly affect repeat sales. Punniyamoorthy and Mohan (2007) investigated the antecedents of brand loyalty and found out that involvement, functional value, price worthiness, emotional value, social value; brand trust, satisfaction, commitment and repeat purchase are having positive relationship with brand loyalty. Marketers in smart phone industry influence consumer with high quality of product and brand engagement to make sure consumer to be loyal to the brand. In summary loyalty had been investigated to be formed through the following such as brand trust, commitment, satisfaction, perceived value, image, association, quality and others. Likewise the consequence of brand loyalty are related to their relationship with repeat purchase, purchase intention, word of mouth, preference, price premium, brand equity, variety seeking, performance, resistance to competitor and brand switching. Loyalty can be hard to define as it can be formed from attitudinal or Behavioral dimensions. One of the attitudinal loyalties is attitude towards brand. Attitude toward brand is an attitudinal measure for loyalty as attitude towards the brand is a relatively enduring, one-dimensional summary evaluation of the brand that presumably energizes behaviour. These study encompasses the dimensions of appealing, good, pleasant, favourable and likeable as found in the Spears and Singh (2004) as the measurement for the construct of attitude toward brand. Thus, brand loyalty is defined as the attitude toward brand.

Brand Association

Consumers favourable brand beliefs will influence their purchase intentions and choice of the brand. For smartphone, brand association can be represented by the functional and experiential attributes offered by the specific brand. Consumers associate the brand with, such as dynamism, high technology, innovativeness, sophistication, distinctiveness, excellence and prestige (Norjaya et al, 2007). The combination of tangible and intangible attributes create a brand identity, that is “A unique set of brand associations that the brand strategist aspires to create or maintain,” which drives brand associations (Aaker, 1996). Therefore, the identity of the specific brand may impact brand associations and ultimately sales. In short, brand association is defined as the strength of functional and experimental attributes perceived by the consumers by the consumer.

This chapter showed the consumer behaviour toward smartphone in Lunglei market, the behaviour is influenced by various factors. These factors motivate consumer and help them in purchase decision making process which result in consumer buying a smartphone. The model help to determine each factor and identify as how they are influencing consumers. This literature helped to shape the research questions and research objectives of this study. It also shows the brand influence on consumer behaviour as brand of smartphones plays important role in consumer purchase decision for a smartphone.

1.8 Research Methodology

This chapter identifies how the research was done, and its aim is to describe the research strategy and methods applied in this study, and to discuss their suitability within the context of various research philosophies, models and methodological approaches. This includes a general overview of the overall research philosophy employed in carrying out the research, justification of the chosen approach, provision of operational construct definitions and specification of their indicators, and a discussion of the data collection and analysis methods. It is useful to state at this point that due to the confirmatory nature of the research objectives, the questions that emerged in chapter two and previous research foundations reported in the literature, the approach used in this research is primarily informed by a positivist philosophy based on the deductive approach of enquiry. In line with general practice within research of a management nature, some elements of inductive-based qualitative techniques are incorporated in achieving the objectives of this research; hence, it is important to evaluate the range of research approaches and possible methodologies that were at the researcher's disposal, in order to show how these were considered and to justify the methodological choices made.

1.8.1 Research design

A research is designed in line with the nature of the problem identified and the questions to be addressed (McGivern, 2006). The stated objectives of this research are confirmatory and explanatory in nature, as they sought to describe and confirm the consumer behavioural on smartphone in Lunglei market; and to establish, as well as explain, the nature of the effect of regulatory focus in consumer's smartphone buying behaviour.

Research design provides an overall direction for the collection and analysis of data of a study (Churchill 1979). Importance of research design stems from its role as a critical link between the theory and argument that informed the research and the empirical data collected (Nachmias and Nachmias 2008). A choice of research design reflects decisions about the priority being given to a range of dimensions of the research process (Bryman and Bell 2007), and this of course will have considerable influence on lower-level methodological procedures such as sampling and statistical packages. Along with clear research plan it provides, constraints and ethical issues that a study will inevitably encounter must also be taken into account (Saunders et al. 2009).

As such this study employed a cross sectional self-administered survey design using a questionnaire instrument to collect data on consumers' perception and motivations on smartphone usage and consumer buying behaviour toward smartphone in the Indian market in different situation. This addresses both the descriptive and explanatory aspects of the research. The data collected was then analysed and thereby addressing the confirmatory aim of the research.

1.8.2 Research Objective

1. To identify to what extent evaluation of outcomes and beliefs affect consumers attitudes and intention topurchase in the smartphone market in Lunglei
2. To develop a framework on the effects of external influence and internal influence which affect self-conceptand lifestyle of the consumer which result in purchasing decision making process.
3. To analyze what are the factors which influence and eventually motivate the customer to buy smartphonein Lunglei market.
4. TO analyze the theoretical implication of brand of smartphone in Lunglei market and what are the effect onpurchase decision making process.

1.8.3 Data Collection & Sampling methods

With the purpose of answering the research questions in this dissertation, the Primary data collection is used. Using primary data collection had allowed addressing specific issues to consumers about their use of their

Smartphone and factors that influenced them in the purchase decision making process for a smartphone. Data collection was a critical part of the research as this was the core of the findings. Additionally, using primary data allowed greater control on the collection of information.

1. Data Collection Methods

This research is based on multi-methods, using both quantitative and qualitative techniques, in data collection with more emphasis on quantitative method. It must be noted that the questionnaire survey was used as main data collection instrument of this study because the questionnaire survey enables researchers to examine and explain relationships between constructs, in particular cause and effect relationships (Saunders et al, 2009).

2. Primary Data Collection

Primary data are the data collected for the specific research problem in hand, using procedures that fit the research objectives best. For this research, to analyse the consumer behaviour toward smartphone in Lunglei market primary data is collected through surveys as this research use the quantitative method for primary data collection, the research questionnaires were distributed among the selected sample for the research via email or Facebook, questionnaires were shared via Google Drive the links shared on Facebook and email. Using Social Media platforms and tools as a way to collect data was very valuable as it allowed to quickly sharing the questionnaires by posting on Social Network websites and sending message to my contacts to ask them to share the questionnaires to their own contacts. The link was shared on various pages in Facebook which help in reaching various masses. The survey was done with 260 people living in Lunglei. The data collected in excel was exported to SPSS for data analysis. Then descriptive statistic like graph, pie chart and cross tabulation tables were prepared according to the data collected. The results of the statistical analysis helped in the testing of the hypotheses of the research and also in answering the research questions and meets the research objectives of the study.

With the aim of answering the research questions, both exploratory and descriptive has been used of this research. Saunders et al, cited Robson (2002) to define an exploratory study as valuable mean of finding out ‘what is happening; to seek new insights’ to ask questions and to access phenomena in new light. On the other hand, Saunders et al, quoted Robson (2002) to define a descriptive study as a mean to ‘portray an accurate profile of persons, events or situations’. For the purpose of the research it was needed to combine these two kinds of study therefore in this research both deductive and inductive approaches are used to answer the research question. Moreover, for this research descriptive study is used in order to test the theory, which was done by collecting and analysing quantitative data through questionnaires.

3. Sample

For the research it is possible to collect data from an entire population as it is of a manageable size. However, it should not be assumed that a census would necessarily provide more useful results than collecting data from a

sample which represents the entire population (Saunders et al. 2009). This will be equally important whether you are planning to use interviews, questionnaires, observation or some other data collection technique. The results from an appropriately designed sample may be more accurate than an attempted census, (Baker and Foy, 2008). Non-probability sample was used for sample selection for this research. Sampling also saves time, an important consideration when you have tight deadlines. As there is no clear limit about sample size for the consumer behaviour research, it is recommended that the sample size should be decided on basis of research, it is recommended that the sample size should be decided on basis of research objective, observation on priority and researcher judgement (Kish, 1965 ; Miaoulis and Michener, 1976 ; Jankowicz, 2005). So for the research about 250+ questionnaires was be distributed via various methods so that it could reach different demographic and to people with different background.

As this research is on consumer behaviour of smartphone in Indian market the data collection for this research fewer people are involved as sample as it make it manageable which result in gathering the data more quickly and questionnaires are used to collect data from the entire population but only a sample of the collected are analysed.

4.Sample Population

“An assumption can be made from the targeted sample about the population to achieve the research objective” (Saunders et al. 2009). For collecting the data about the consumer behaviour toward purchasing a smartphone form the sample of the targeted population this research will follow the five steps of procedure based on Churchill and Iacobucci's (2002) and Wilson's(2006) suggestions.

For this research , sample was collected from targeted population in Lunglei to analyse their behaviour toward smartphone. The targeted demographic was people above 18-35 years of age. As this targeted sample are very active on social networking sites and generally use a smartphone, so to understand their buying behaviour toward the smartphone in the market, this demographic helped in data collection process.

5.Quantitative Questionnaire

Quantitative methods are mainly used in the data collection process of research. It involves data that is either in the form of, or expressed as numbers (Easterby-Smith et al, 2008). To understand the consumer behaviour toward smartphone industry in Lunglei the questionnaire is designed to elicit information from the target respondents in an appropriate, simple and cost-effective manner, in order that the objectives of the survey may be achieved. In

general terms, the types of information that are gathered using a questionnaire can be divided into three categories, namely fact, opinion and motive (Shelton, 2000)

The quantitative questionnaires were distributed among people in Lunglei via E-mail and Facebook pages. This was done to reach the different kind demographic in Lunglei. Quantitative questionnaires are useful as the results derived are quantifiable and measurable against other variables in an objective manner (Saunders et al,2009). These questionnaires have 17 different types of question with different styles of questions like, category question, ranking question, matrix question etc.

The questionnaire was designed to capture the required information. To understand the consumer preference for smartphone brand, questionnaire was developed to determine the brand preference and brand loyalty of consumer in Lunglei market. To understand the consumer influence in buying a Smartphone a matrix question was developed which helped to understand their motivation. To understand the purchasing power for Smartphone in Lunglei market, questionnaire had a ranking question which helped in understand as how much consumer prefers to pay for a smartphone in Lunglei market. These questionnaires helped in understanding their behaviour toward smartphone and eventually helped the researcher in obtaining the data and then analysing and answering the research questions and meeting the research objective. See Appendixz (B) for questionnaire used for data collection.

1.9 Chapter Plan

These are the chapter plan for the study:

Chapter 1: INTRODUCTION

1.1 Smartphone history

1.2 Literature Review

1.3 External & Internal Influence on consumer behaviour

1.4 Limitation of the project.

1.5 Social concept and lifestyle

1.6 Statement of the project

1.7 Factors affecting Purchase Decision for Smartphone

1.8 Research Methodology

1.9 Chapter Plan

Chapter 2: Data Analysis and Interpretation

Chapter 3: Discussion and Findings

Chapter 4: Conclusion and Suggestion
Bibliography

CHAPTER- 2

DATA ANALYSIS AND INTERPRETATION

2. Data Analysis and Interpretation

This chapter is data analysis, in this chapter the data collected through questionnaires was analysed. As the primary research method was survey, Questionnaires was distributed among people via email and Facebook. SPSS was used to process the data using various graph, chat and statistics to illustrate the finding. This chapter will first show the sample and analyse the targeted sample. Then according to research objectives the finding was discussed and analysed.

Demographics

Gender

The total targeted sample consisted of 260 people in which 230 of them used smartphone. The result shows that out of the 260 people 143 were male which is 55% of total targeted population and 117 were female which 45% of total targeted population sample is..A gender pie chart can be found in Appendix (A)

		Frequency	Percent	Valid Percent
Valid	Male	143	55.0	55.0
	Female	117	45.0	45.0
	Total	260	100.0	100.0

Table (2) showing frequency and percentage of gender of respondents

Age

The total number of respondents was 260 and in that the highest majority of respondents were of age 22-25 that are 132 respondents which was 50.8% of total. The second highest and third highest respondents were age 26-30 and 18-21. This can imply that other age groups were underrepresented in the sample in relation to the Lunglei population as they make up a significant percentage of the Lunglei population. An age bar graph can be found in Appendix (A)

		Frequency	Percent	Valid Percent
Valid	18-21	43	16.5	16.5
	22-25	132	50.8	50.8
	26-30	51	19.6	19.6
	31-40	21	8.1	8.1

41-50	8	3.1	3.1
50 and above	5	1.9	1.9
Total	260	100.0	100.0

Table (3) showing frequency and percent of age of respondents

Occupation

According to the table (3) the maximum numbers of respondents were students which were 148 which were 56.9% of total sample. This was followed by employees working in private sector which was 13.1%, 8.1% are self-employed and 6.9% are employed by government. 4.2% and 3.1% are in education and management field respectively. 7.7% works in other various fields.

An occupation pie chat can be found in Appendix ()

	Frequency	Percent	Valid Percent
Valid Student	148	56.9	56.9
Self-Employed	21	8.1	8.1
Government	18	6.9	6.9
Education	11	4.2	4.2
Management	8	3.1	3.1
Employee	34	13.1	13.1
Others	20	7.7	7.7
Total	260	100.0	100.0

Table (4) showing frequency and percent of occupation of respondents

Research Objective 1

To identify to what extent evaluation of outcomes and beliefs affect consumer's attitudes an intention to purchase in the smartphone market in Lunglei.

A set of question was asked to the respondents to understand the consumer's attitude toward the smartphone in Lunglei market. These questions help in understanding consumer attitude toward smartphone, consumer perception toward their current smartphone, consumer budget

for purchasing a new smartphone, consumer's frequency of switching a smartphone and consumer preference of manufacturer as local or international. These questions identify consumer attitude thus collecting data for the research objective.

Consumer's attitude toward owning and level of satisfaction from smartphone

Do you own a smartphone?

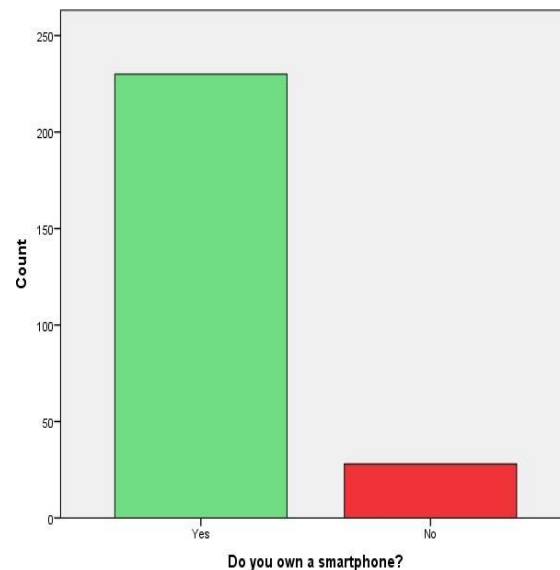


Figure (2) showing respondents owning a smartphone

This question was to identify that what percentage of people use smartphone in Lunglei. According to the figure (9) From the sample of 260 people 88.5% that is 230 people out of 260 use smartphone and only 30 that is 11.5% does not use smartphone. So it clarifies that the number of smartphone users has increased in Lunglei.

If yes, are you satisfied with your smartphone?

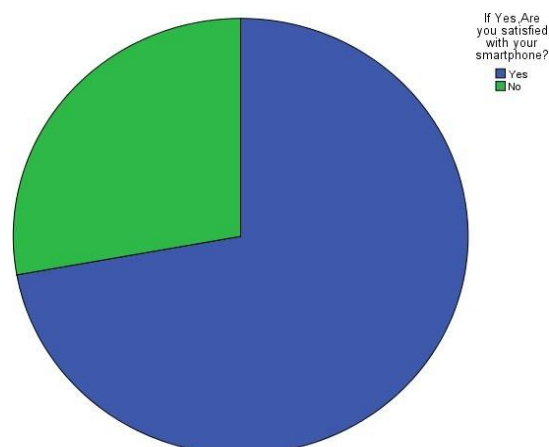


Figure (3) showing respondent's satisfaction with their smartphone

This question was to identify the satisfaction of respondents with their smartphone. According to figure (10) 63.8% said that they are satisfied with their smartphone and 24.6% said that they are not satisfied with their smartphones and 11.5% who does not use smartphone does not reply. This data helps in analysing the satisfaction level of consumers from smartphone, as maximum respondents using a smartphone are satisfied with their product.

If no, do you think you would be buying a smartphone in near future?

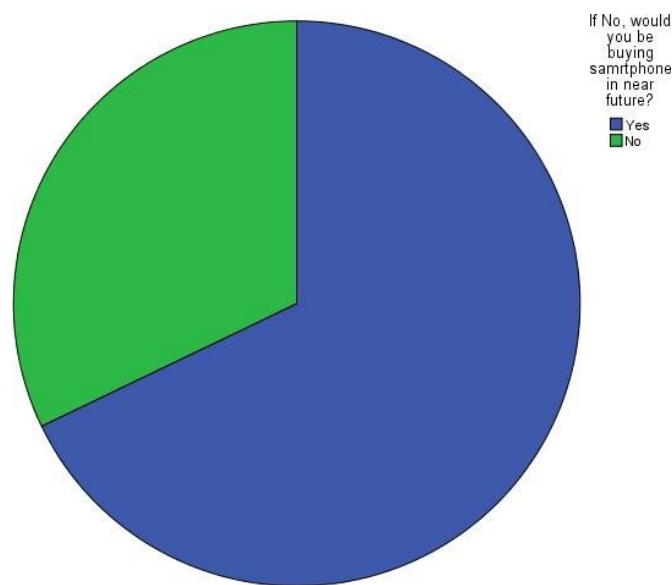


Figure (4) showing respondents plan to buy a smartphone in future

This question was to identify that those people who are not using smartphone currently, are they planning to buy a smartphone or not. According to survey, 230 respondents have a smartphone and only 30 respondents do not own a smartphone. So in this figure we see that out of that 30 respondents 21 plans to buy a smartphone in near future and 9 do not want to buy a smartphone. This result clarifies that maximum number of people are looking forward to buy a smartphone in future.

Consumer attitude toward switching smartphone

Would you like to switch to another brand with additional features?

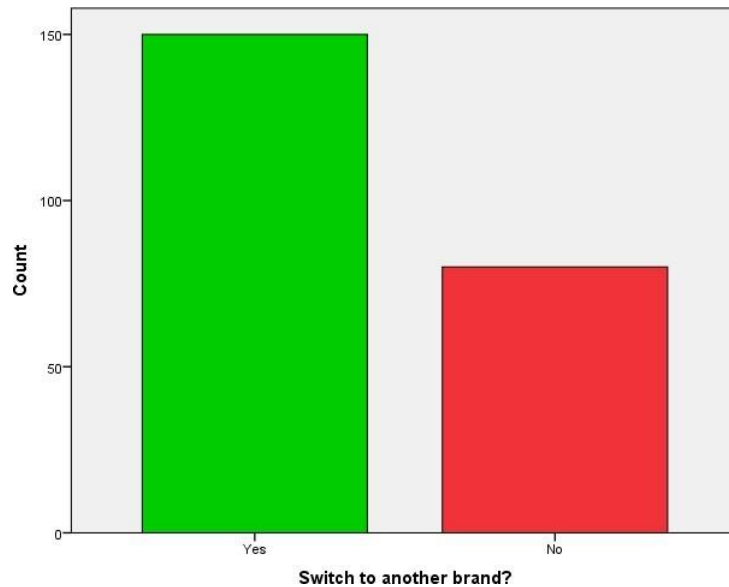


Figure (5) shows respondents view on switching brands

This question was to identify as do the smartphone users want to switch their smartphone brand with another with additional or new features as new brands are launching new and improved smartphone and some improved features differs from brand to brand . According to the figure (12) 150 respondents which is 57.7% says that they will switch to another brand with additional features whereas 80 respondents which is 30.8% says that they won't switch to another brand. 30 respondents who does not use smartphone does not reply which is 11.5%. This result it clarifies that most people will switch their smartphone brand in order to get new features.

		Frequency	Percent	Valid Percent
Valid	Yes	150	57.7	65.2
	No	80	30.8	34.8
	Total	230	88.5	100.0
Missing		30	11.5	
Total		260	100.0	

Table (5) showing frequency and percent of consumer view on switching to other brand

Level of switching smartphones

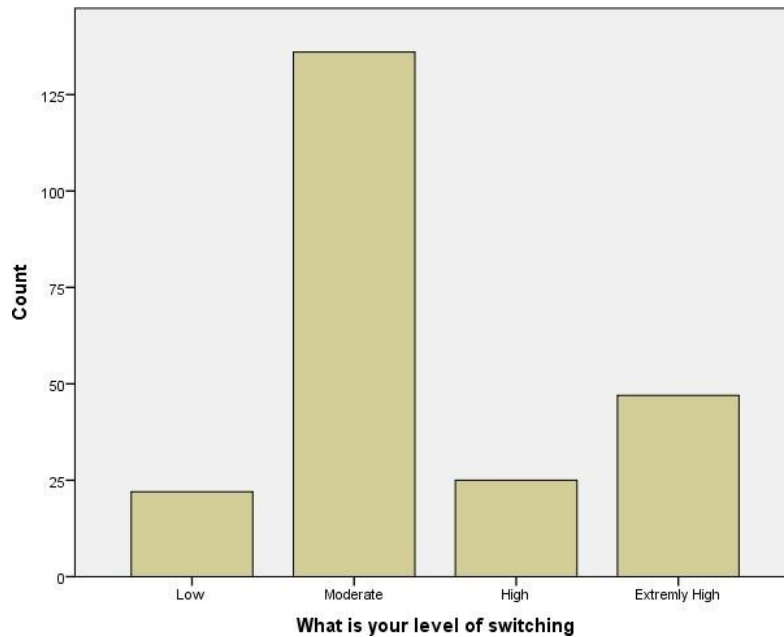


Figure (6) shows the level of switching of smartphone of respondents

This question was to identify as how often person switch or change their smartphone. According to the Figure (13) 52.3% says that they switch smartphone in moderate or reasonable way whereas 18.1% says they change their smartphone frequently. For 8.5% the level of switching smartphones is low they rarely change and for 9.6% is high. 11.5% respondents who do not use smartphone do not reply. This result helps in understand that maximum number of people in Lunglei change their smartphone in moderate level which is that they use their smartphone for 2 to 3 years.

		Frequency	Percent	Valid Percent
Valid	Low	22	8.5	9.6
	Moderate	136	52.3	59.1
	High	25	9.6	10.9
	Extremely High	47	18.1	20.4
	Total	230	88.5	100.0
Missing		30	11.5	
Total		260	100.0	

Table (6) showing frequency and percent of respondents level of switching How much are you willing to pay for a smartphone?

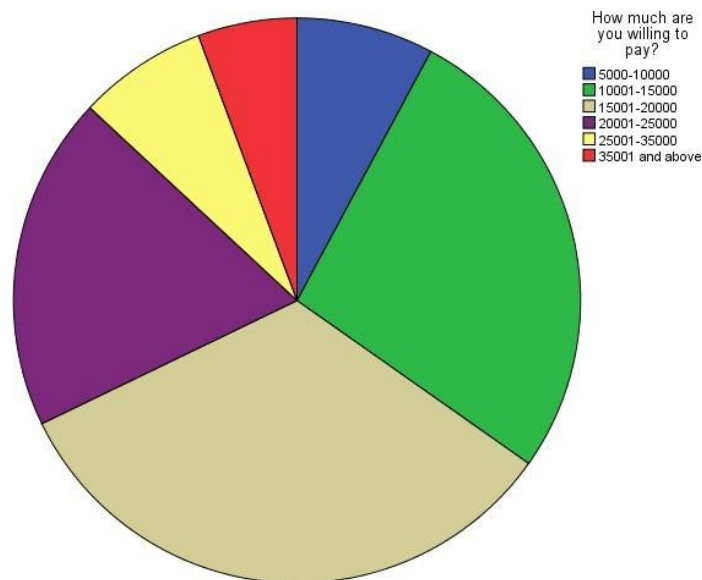


Figure (7) shows that how much they are willing to pay for a smartphone

This question was asked to identify as how much the people of Lunglei are willing to pay to purchase a smartphone. This question also helps in understanding as which range of smartphone have high sales. According to the figure (14) 29.2% is willing to pay from Rs. 15001 – Rs. 20000 and 23.8% is willing to pay from Rs. 10001- Rs. 15000, this range focuses on mid-range smartphones in the Indian market. 16.9% are willing to pay Rs. 20001 to Rs. 25000 and 6.5% are willing to pay Rs. 25001 – Rs. 30000 for a smartphone. There are only 6.9% who want to pay Rs. 5000-Rs. 10000 for a smartphone which is for the low-end smartphone in the market. Only 5% are willing to pay for high-end smartphone which is the range of Rs. 35000 and above. 11.5% respondents who do not use a smartphone do not reply. This result clarifies that the maximum number of people purchase mid-range smartphones which cost between Rs. 10000 to Rs. 20000 and the sales of mid-range smartphones have high sales in Lunglei market.

		Frequency	Percent	Valid Percent
Valid	5000-10000	18	6.9	7.8
	10001-15000	62	23.8	27.0

15001-20000	76	29.2	33.0
20001-25000	44	16.9	19.1
25001-35000	17	6.5	7.4
35001 and above	13	5.0	5.7
Total	230	88.5	100.0
Missing	30	11.5	
Total	260	100.0	

Table (7) showing frequency and percent of respondents; as how much they are willing to pay for a smartphone

You prefer smartphone manufactured by

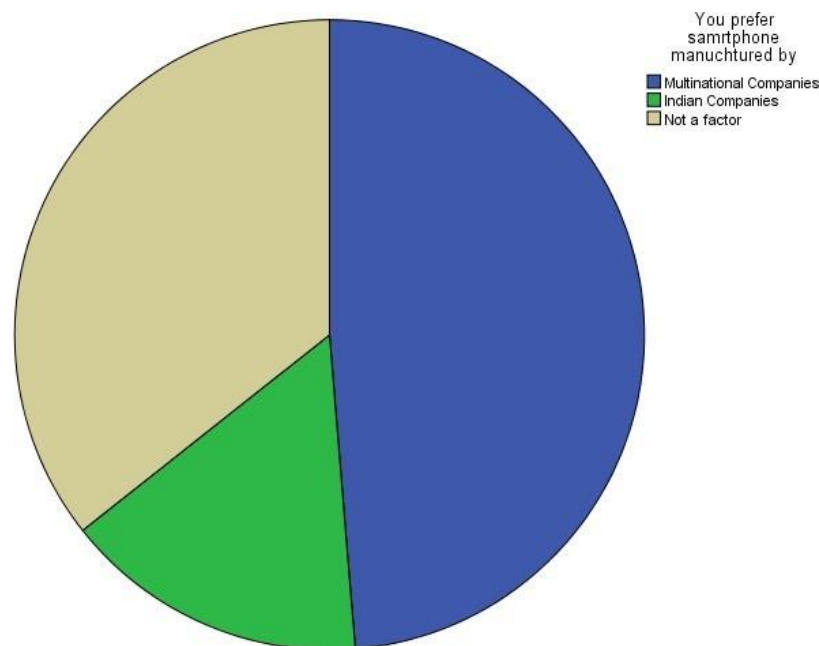


Figure (8) shows respondents preference for manufacturer

This question was asked to identify that which manufacturing companies are preferred by the people of Lunglei as many local Indian companies have started manufacturing and selling smartphone in the market. According to the figure (15) 43.1% consider multinational companies as manufacturer of their smartphone whereas only 13.8% consider Indian manufacturer for their smartphones. For 31.5% of respondents it was not a factor as it does not

matter to them as long as the smartphone is worth buying and has good specifications. 11.5% respondents who do not use smartphone do not reply. This result clarifies that maximum number of population prefer multinational companies for smartphone and for few it's not a factor as long as the product is good and worth buying while for some prefer smartphone manufactured by Indian companies.

As this research objective was to identify extent of evaluation and belief effect of consumer attitude on purchase of smartphone in Lunglei market it concludes that maximum consumer using smartphone are satisfied with their smartphone. Consumers not using smartphone are planning to purchase one in future. These data shows that consumer level of switching is moderate in Lunglei market and if other brand provide additional features then consumer are willing to switch their smartphones. The data collected also help to conclude that cost of smartphone is a factor while making purchase decision as consumer in the market does not want to pay a lot for a smartphone and consumer prefer international brand to Indian brand in the market.

Research Objective 2

To develop a framework on the effects of external influence and internal influence which affect self-concept and life style of the consumer which result in purchasing decision making process.

This research objective was framed to develop the framework of external and internal influence which affects the consumer in market, the data will imply that external and internal influence are important factors in consumer decision making process and these factors works as influential factor to consumer in the process.

Research Objective 3

To analyse what are the factors which influence and eventually motivate the customer to buy smartphone in Lunglei market.

This research objective was framed to analyse the factors that influence a consumer for purchasing a smartphone and the factors that motivates them in purchasing a smartphone. This

research objective helps in analysing as how much a consumer is influenced by their lifestyle and what is consumer behaviour after purchasing a smartphone.

In order to collect data for these research objectives a matrix style question was asked by the respondents to understand the effect of external and internal influence which motivates them and how much they motivate them to make a decision for purchase of a smartphone. These questions had five options which were strongly non-influential, non-influential, neutral influential, influential and strongly influential to analyse as how much the following factors influence them. This helped in understanding and analysing influential factors and consumer motivation for the process.

Family and Friend Suggestion/ Word of Mouth

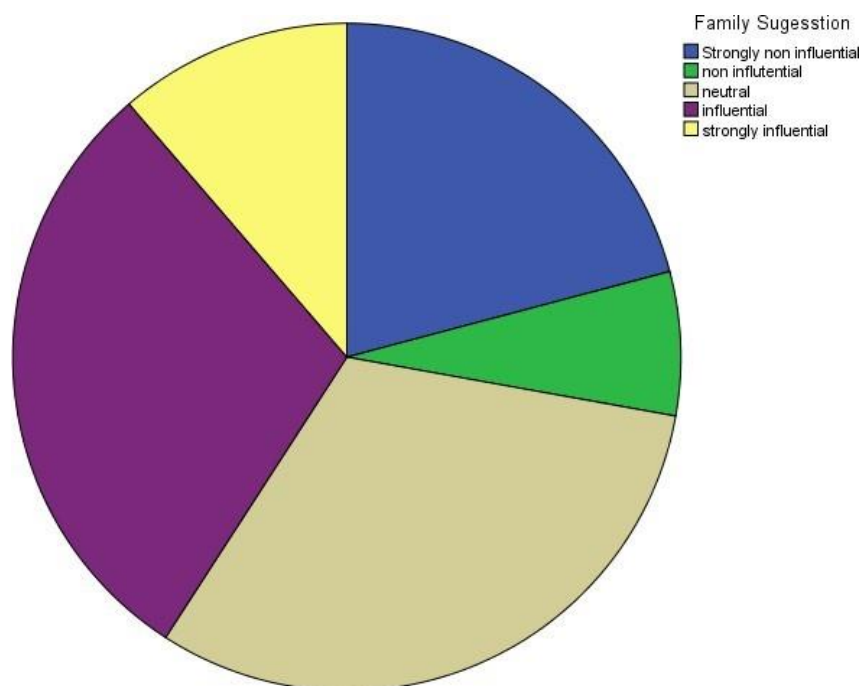


Figure (9) shows influence of family and friend and word of mouth

This question was asked to identify the level influence of family and friend/word of mouth on consumer in decision making process. According to the figure (16) 27.7% were neutral to family and friend suggestions influence on buying a smartphone whereas 26.2% were influential to family and friend suggestions. 18.5% were strongly non-influential to family and friend suggestions and 6.2% was non-influential to it. 10% of respondents were strongly influential to family and friends suggestions and word of mouth. 11.5% respondents who do not use smartphone do not reply. This result clarifies that maximum number of people consult

to their family and friends before making a purchase decision. They rarely experiment in purchase decision for smartphone. This data helps in providing valuable information in relation to research objective and literature as literature shows that family and friend/ word of mouth act as an external influence to consumer in purchase decision making process.

		Frequency	Percent	Valid Percent
Valid	Strongly non influential	48	18.5	20.9
	non influential	16	6.2	7.0
	neutral	72	27.7	31.3
	influential	68	26.2	29.6
	strongly influential	26	10.0	11.3
	Total	230	88.5	100.0
Missing		30	11.5	
Total		260	100.0	

Table (8) showing frequency and percent of family suggestions influence of respondents

Financing

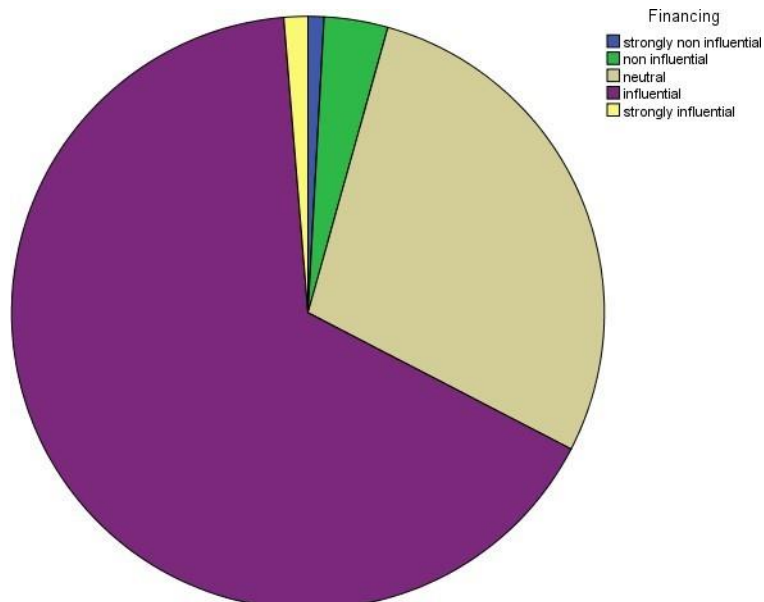


Figure (10) shows influence of finance

This question was asked to identify the influence of finance on consumers before buying a smartphone. According to the figure (17) finance is influential to 58.5% and it is neutral to 25% for buying a smartphone. For 3.1% its non-influential and 0.8% it is strongly non-influential, but finance strongly influences 1.2% of the total respondents. 11.5% respondents who do not use smartphone do not reply. This result clarifies that maximum number of consumer are influenced by their finances and it is one of the major factor which helps consumer in deciding as how much to spend on a smartphone. For few people finance is not influential.

	Frequency	Percent	Valid Percent
Valid strongly non influential	2	.8	.9
non influential	8	3.1	3.5
neutral	65	25.0	28.3
influential	152	58.5	66.1
strongly influential	3	1.2	1.3
Total	230	88.5	100.0
Missing	30	11.5	
Total	260	100.0	

Table (9) showing frequency and percent of financial influence of respondents

The well-known brand name of the product

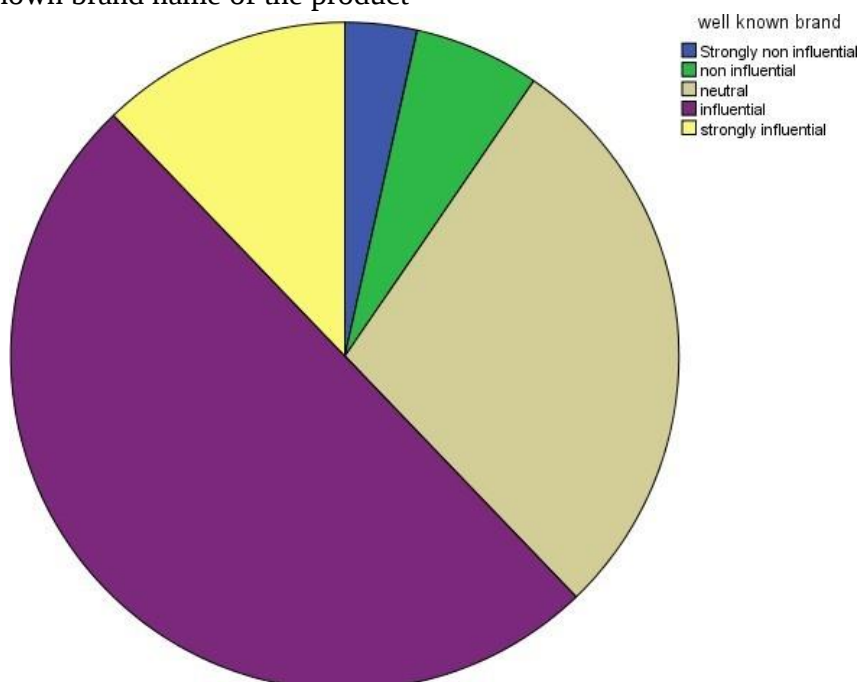


Figure (11) shows the influence of well-known brand name of the product

This question identifies as is the consumer get influenced by brand name. According to the figure (18) 44.2% is influential by the well-known brand name of the product and 25% have neutral influence of that. 3.1% is strongly non-influential and 5.4% is non-influential of the well-known brand name of the product. 10.8% is strongly influential to the brand name of the product. 11.5% respondents who do not use smartphone do not reply. The result clarifies that brand name is influential to maximum number of consumers.

		Frequency	Percent	Valid Percent
Valid	Strongly non influential	8	3.1	3.5
	non influential	14	5.4	6.1
	neutral	65	25.0	28.3
	influential	115	44.2	50.0
	strongly influential	28	10.8	12.2
	Total	230	88.5	100.0
Missing		30	11.5	
Total		260	100.0	

Table (10) showing frequency and percent of well-known brand influence on respondents

The quality of the product

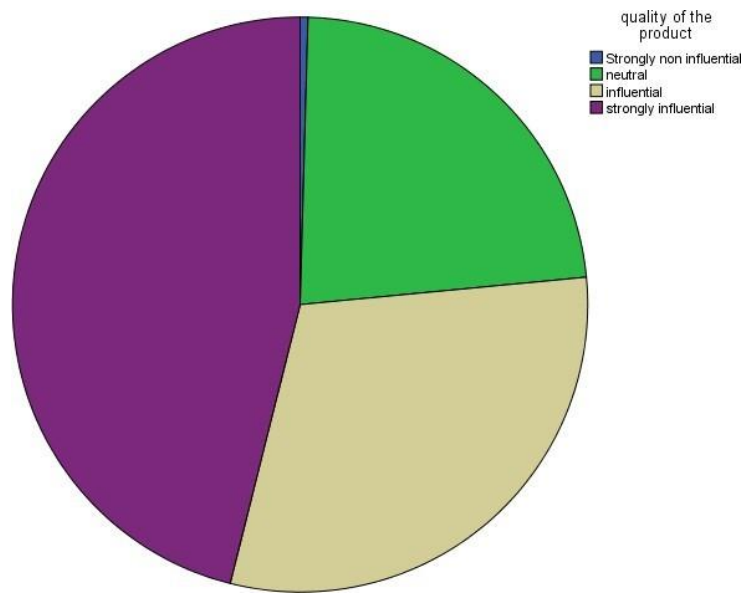


Figure (12) shows the influence of quality on respondents

This question was to identify as how much quality of the smartphone influence consumers in making the purchase decision. According to the figure (19) 40.8% is strongly influenced by quality of the product. 20.4% has neutral influence and 26.9% has influence of quality of product. 0.4% is strongly non-influential by the quality of the product. 11.5% respondents who do not use smartphone do not reply. The result clarifies that quality of the product has maximum influence on the consumer. It helps the consumer in deciding the as which smartphone to buy from the alternatives. Quality of smartphone depends on its durability and reliability to work properly and the influence of quality is high as consumer want to pay for good product.

		Frequency	Percent	Valid Percent
Valid	Strongly non influential	1	.4	.4
	neutral	53	20.4	23.0
	influential	70	26.9	30.4
	strongly influential	106	40.8	46.1
	Total	230	88.5	100.0
Missing		30	11.5	
Total		260	100.0	

Table (11) showing frequency and percent of quality of product influence on respondents

Satisfaction for a previous product of certain brand

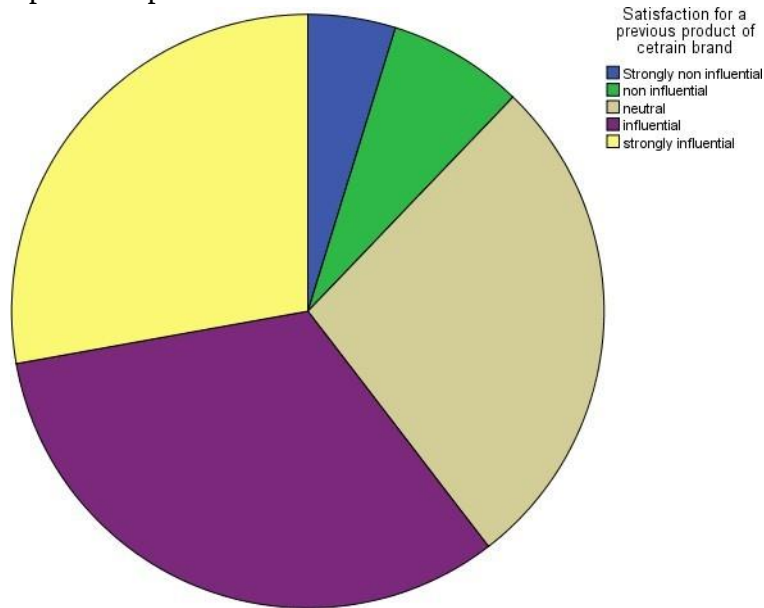


Figure (13) shows respondents satisfaction for a previous product of certain brand

This question was to identify the influence of the importance of satisfaction of previous product of certain brand According to Figure (20) Influence of satisfaction for a previous product of certain brand is 28.8% influential to respondents and 24.6 says that it is strongly influential. For 24.2% it is neutral influential. Influence of satisfaction for a previous product of certain brand is non-influential to 6.5% and 4.2% say it is strongly non-influential. 11.5% respondents who do not use smartphone do not reply. The result clarifies that that satisfaction for previous product of certain brand is influential for maximum as this helps in the buyer deciding whether the product they are purchasing is reliable or not. This also develops the brand image in consumer mind. This data helps in understanding that consumer are influential to brand and if they have used that brand earlier then they will tend to choose that brand again.

		Frequency	Percent	Valid Percent
Valid	Strongly non influential	11	4.2	4.8
	non influential	17	6.5	7.4
	neutral	63	24.2	27.4
	influential	75	28.8	32.6
	strongly influential	64	24.6	27.8

Total	230	88.5	100.0
Missing	30	11.5	
Total	260	100.0	

Table (12) showing frequency and percent of satisfaction of previous product influence on respondents

Position within society

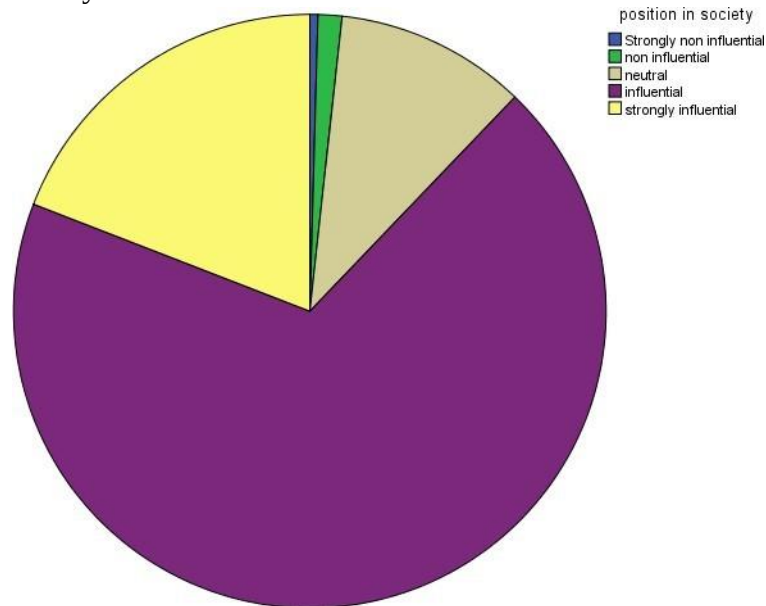


Figure (14) shows the influence of position within society

This question was asked to identify as how much the consumer status in society influence them in making purchase decision for smartphone. According to figure (21) 60.8% are influential to their position within society and 16.9% are strongly influenced by it. For 9.2% position in society is neutral. 1.2% is non-influential and 0.4% is strongly non-influential by their position in society. 11.5% respondents who do not use smartphone do not reply. The result clarifies that the position of consumer in society is influential and this is a factor for a consumer in deciding as which smartphone to purchase to maintain their status in society. Position in society has maximum influence on the consumer in decision making process.

		Frequency	Percent	Valid Percent
Valid	Strongly non influential	1	.4	.4
	non influential	3	1.2	1.3
	neutral	24	9.2	10.4
	influential	158	60.8	68.7
	strongly influential	44	16.9	19.1

Total	230	88.5	100.0
Missing	30	11.5	
Total	260	100.0	

Table (13) showing frequency and percent of position in society influence on respondents

Technical aspect of the product

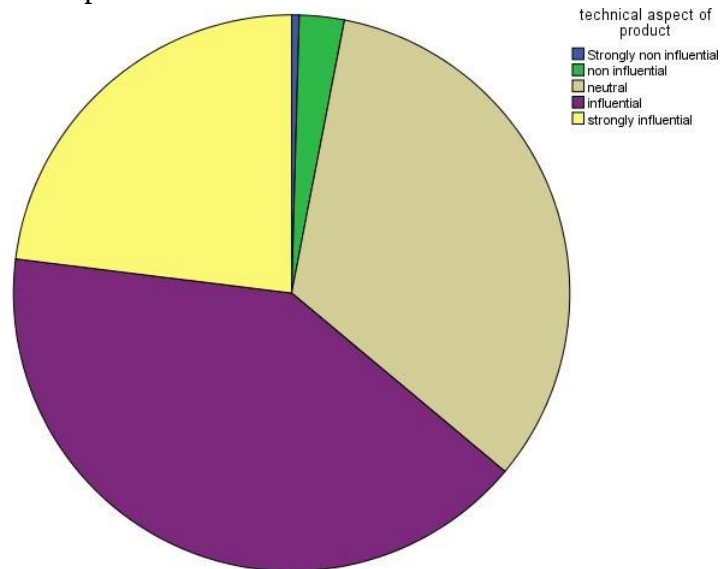


Figure (15) shows influence of technical aspect of the product

This question was asked to identify the influence of technical specification of smartphone on consumers before purchasing the product. According to the figure (22) 36.2% of respondents are influential with the technical aspect of the product whereas 20.4% are strongly influential by it. 29.2% have neutral influence of technical aspect. 2.3% is non-influential and 0.4% is non-influential by the technical aspect of the product. 11.5% respondents who do not use smartphone do not reply. The result clarifies that technical specification of a smartphone is influential to maximum consumers. As the technical aspects of a smartphone help consumers decide as what additional function in a smartphone they require and this helps in the decision-making process.

		Frequency	Percent	Valid Percent
Valid	Strongly non influential	1	.4	.4
	non influential	6	2.3	2.6
	neutral	76	29.2	33.0
	influential	94	36.2	40.9
	strongly influential	53	20.4	23.0

Total	230	88.5	100.0
Missing	30	11.5	
Total	260	100.0	

Table (14) showing frequency and percent of technical aspect influence on respondents

Festival season/Promotion

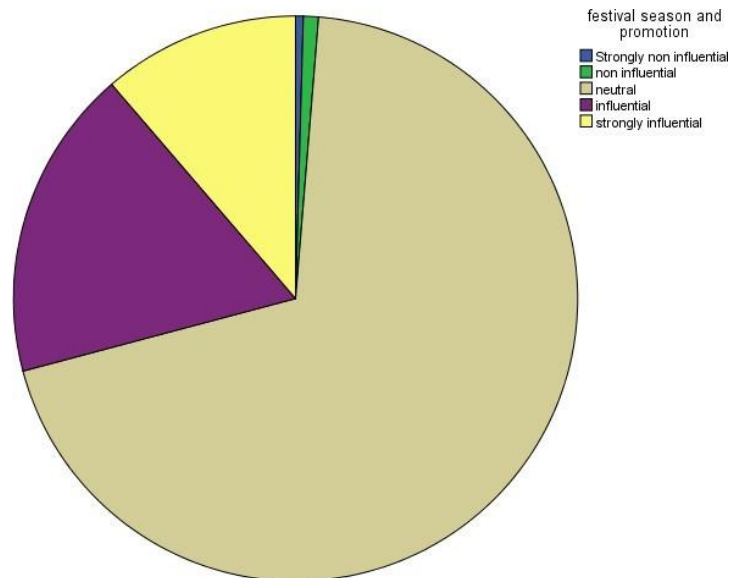


Figure (16) shows influence of Festival season and promotion on respondents

This question was asked to identify the influence of festival offers and promotional offers on consumer decision making process. According to the figure (23) 61.5% have neutral influence of festival season and promotions on them. 15.8% is influential by the festival season and promotions whereas 10% are strongly influential by it. 0.8% is non-influential and 0.4% is strongly non-influential by the festival season and promotion. 11.5% respondents who do not use smartphone do not reply. The result clarifies that festival season and promotional offers have neutral influence on maximum consumer. As this states that promotional offers are accepted by consumers but it does not play major factor in decision making process for many.

		Frequency	Percent	Valid Percent
Valid	Strongly non influential	1	.4	.4
	non influential	2	.8	.9
	neutral	160	61.5	69.6
	influential	41	15.8	17.8
	strongly influential	26	10.0	11.3

Total	230	88.5	100.0
Missing	30	11.5	
Total	260	100.0	

Table (15) showing frequency and percent of festival season and promotion influence on respondents

Advertisement

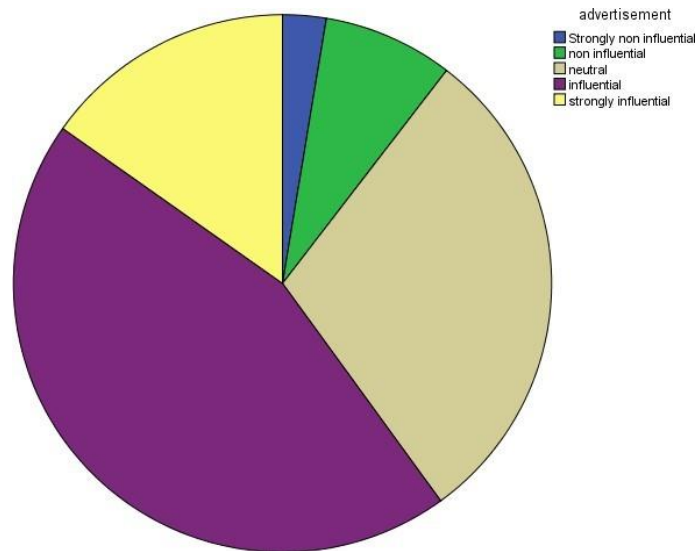


Figure (17) shows the influence of advertisement on respondents

This question was asked to identify the influence of advertisement on consumers, as do advertisement play major role in consumer decision process and how much advertisements influence consumers does. According to the figure (24) 39.6% are those who are influential of the advertisement where are 13.5% says that they are strongly influential by the advertisement. 26.2% are neutral with the advertisement. 6.9% are non-influential and 2.3% are strongly non-influential by it. 11.5% respondents who do not use smartphone do not reply. The result clarifies that advertisement has major influence on consumer decision making process. As maximum consumer are influenced by it and advertisement in attracting consumer to the brand and helps them choosing a smartphone.

		Frequency	Percent	Valid Percent
Valid	Strongly non influential	6	2.3	2.6
	non influential	18	6.9	7.8
	neutral	68	26.2	29.6
	influential	103	39.6	44.8
	strongly influential	35	13.5	15.2

Total	230	88.5	100.0
Missing	30	11.5	
Total	260	100.0	

Table (16) showing frequency and percent of advertisement influence on respondents

After Sales Services

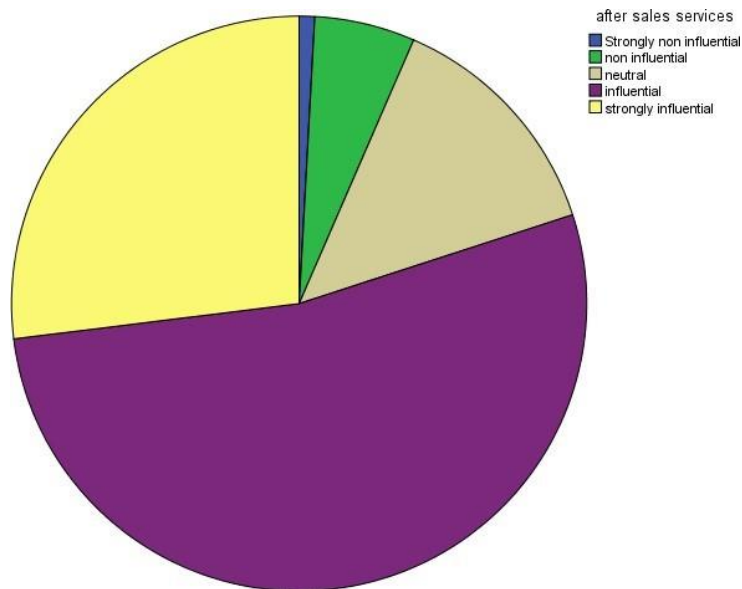


Figure (18) shows influence of after sales service on respondents

This question was asked to identify the influence of after sales services of manufacturer to consumer, as is it an important factor in decision making process or not. According to the figure (25) 46.9% are influential to after sales services provided by manufacturer whereas 23.8% are strongly influential to it. 11.9% are neutral to after sales services. 5% is noninfluential to after sales services and 0.8% says that they are strongly non-influential to after sales services provided by manufacturer. 11.5% respondents who do not use smartphone do not reply. The result clarifies that after sales services provided by manufacturer is an important factor as decision making process for smartphone as maximum consumers are influential to this factor. This factor also helps brand to build their brand image in consumers mind by providing good services after the purchase.

	Frequency	Percent	Valid Percent
Valid Strongly non influential	2	.8	.9
non influential	13	5.0	5.7
neutral	31	11.9	13.5

influential	122	46.9	53.0
strongly influential	62	23.8	27.0
Total	230	88.5	100.0
Missing	30	11.5	
Total	260	100.0	

Table (17) showing frequency and percent of after sales and services influence on respondents Research Objective 4

To analyse the theoretical implication of brand of smartphone in Lunglei market and what are the effect on purchase decision making process.

This research objective was framed to analyse the importance of brand to consumer in decision making process and effect of brand on consumer behaviour for smartphone in the market.

A set of questions was asked to understand the effect of brand on Indian consumer for purchasing a smartphone. These questions helped in understanding and analysing brand effect on purchase decision making process thus achieving research objective.

Consumer Brand Preference

Which brand of smartphone did you purchased last time?

Brand	Redmi	Vivo	Apple	Samsung	Poco	Realme	others
%	29.2%	23.3%	13.5%	9.2%	8.1%	6.2%	11.5%

Table (18) showing smartphone brands

This question helps to understand as which company is dominating the Lunglei smartphone market and what brand of smartphone consumers prefer as their smartphone. According to the figure (26) in the survey out of 230 smartphone users 29.2% purchased Redmi smartphone, 22.3% purchased Vivo smartphones, 13.5% purchased Apple smartphones, 9.2% purchased Samsung 6.2% purchased Realme and POCO 8.1% purchased other brands. The rest 11.5% are

those who do not use smartphone and does not reply. The result clarifies that Redmi has highest number of consumers in Lunglei market. Vivo being the 2nd highest number of users in Lunglei. It can be justified that Redmi has the highest number of consumers in the market.

How important is brand while purchasing smartphone?

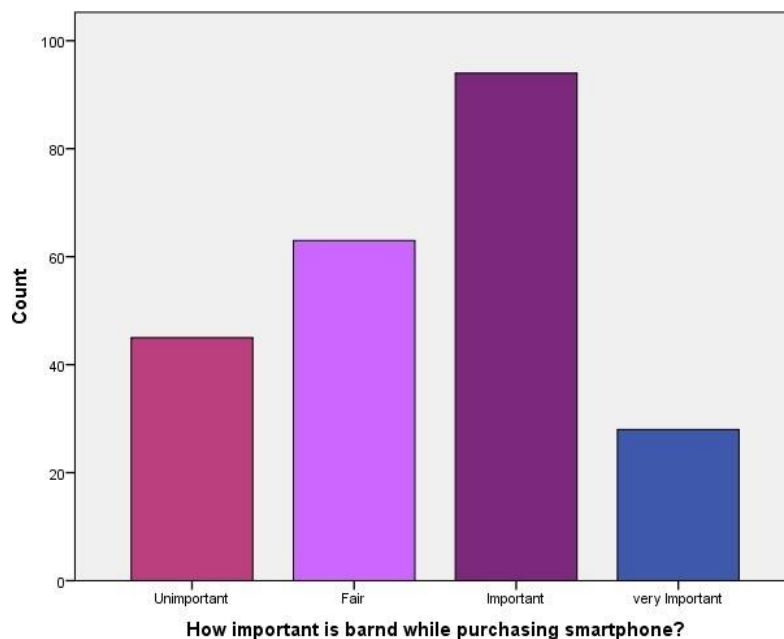


Figure (19) shows importance of brand for smartphone

This question was asked to identify the importance of brand to a consumer and does brand name is important to consumer in choosing a smartphone in market. According to the figure (27) 36.2% of respondents said that brand is important to them whereas it is very important for 10.8% of respondents. It was fair for 24.2% and unimportant for 17.3% of the respondents. The rest 11.5% are those who do not use smartphone and does not reply. The result clarifies that brand name is important to maximum consumer in deciding in purchase of a smartphone, as brand name helps consumer in deciding based on the brand image, their social status, previous product of same brand.

		Frequency	Percent	Valid Percent
Valid	Unimportant	45	17.3	19.6
	Fair	63	24.2	27.4
	Important	94	36.2	40.9
	very Important	28	10.8	12.2

Total	230	88.5	100.0
Missing	30	11.5	
Total	260	100.0	

Table (19) showing frequency and percent of importance of brand to consumer

Would you buy same brand while purchasing new smartphone in future

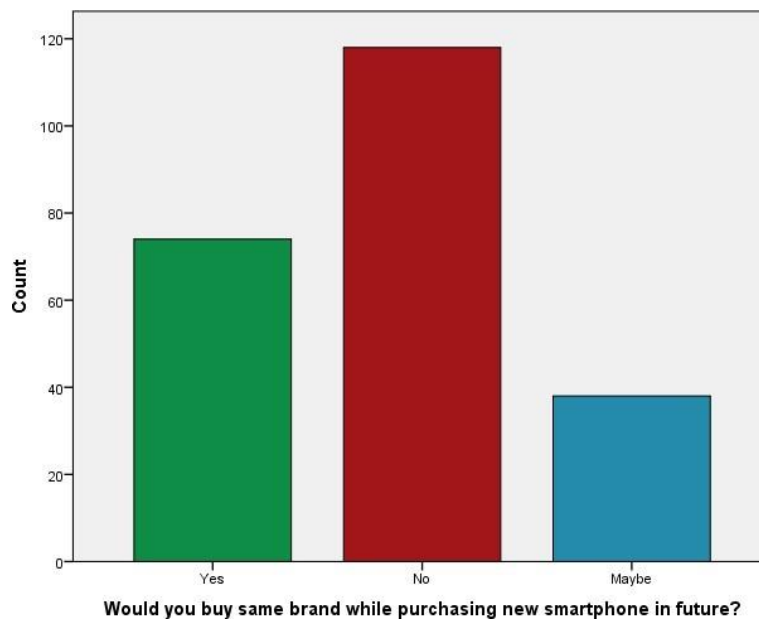


Figure (20) shows respondents decision of buying the same brand of smartphone in future

This question was asked to identify that whether consumer will buy same brand of smartphone for their next smartphone or not. According to the figure (28) 45.4% of respondents said that they wont be buying same brand of smartphone in future where as 28.5% of respondents said that they will buy sme brand of smartphone in future. 14.8% of respondents said maybe, as they are not sure. The rest 11.5% are those who do not use smartphone and does not reply. The result clarifies that maximum number of consumer say they will not buy the same brand, they will try different brand for their smartphone as there are many brands and alternatives in market, some consumers said that they will buy the same brand for their next smartphone.

	Frequency	Percent	Valid Percent
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Valid	Yes	74	28.5	32.2
	No	118	45.4	51.3
	Maybe	38	14.6	16.5
	Total	230	88.5	100.0
Missing		30	11.5	
Total		260	100.0	

Table (20) showing frequency and percent of respondent's decision on purchasing same brand in future

Satisfaction with brand of smartphone?

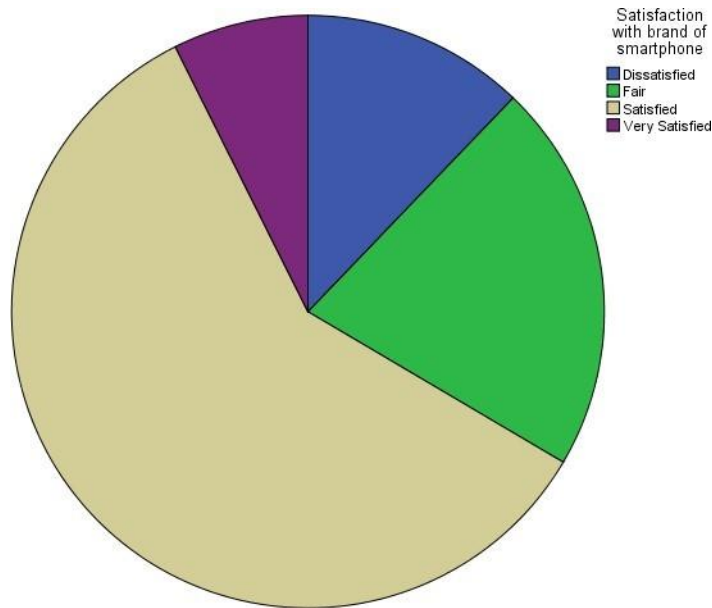


Figure (21) shows respondents satisfaction with their brand of smartphone

This question was asked to identify the level of satisfaction among consumer with their brand of smartphone. According to Figure (29) 52.3% of respondents said that they are very satisfied with their brand of smartphone where as 6.5% respond as very satisfied with their brand of smartphone. For 18.8% of respondents it was fair and 10.8% are dissatisfied with their brand of smartphone. The rest 11.5% are those who do not use smartphone and does not reply. The

result clarifies that maximum consumers are satisfied with their brand of smartphone and very few are dissatisfied with the brand of their smartphone.

		Frequency	Percent	Valid Percent
Valid	Dissatisfied	28	10.8	12.2
	Fair	49	18.8	21.3
	Satisfied	136	52.3	59.1
	Very Satisfied	17	6.5	7.4
	Total	230	88.5	100.0
Missing		30	11.5	
Total		260	100.0	

Table (21) showing frequency and percent of respondent's satisfaction with brand of smartphone.

CHAPTER- 3

DISCUSSION AND FINDINGS

3. Discussion and Findings

Introduction

The major purpose of this study is to analyse consumer behaviour towards smartphone in Lunglei market by finding the factors which influence consumer of smartphone purchase. The result in this study shows that branding, product design, product performance and price have the influence on people's buying decision process, which echoes to the literature that whether the product can satisfy people's needs, appearance, branding and cost of smartphone can affect consumer behaviour.

According to consumer behaviour models, whether the product is able to satisfy people needs is one of the arguments that influence people's buying decision. In the case of smartphone, the product performance, including integration of hardware and software, file transfer and display, and camera performance, is considered as the influence that defines whether one's major needs could be satisfied; as what literature implies that brand name has the effect on certain level to the cognition of product quality, in this study, brand image of a smartphone vendor affects people's purchase decision.

Discussion and Findings

- 260 people 143 were male which is 55% of total targeted population and 117 were female which 45% of total targeted population.
- the highest majority of respondents were of age 22-25 that are 132 respondents which was 50.8% of total. The second highest and third highest respondents were age 26-30 and 18-21.
- the maximum numbers of respondents were students which were 148 which were 56.9% of total sample. This was followed by employees working in private sector which was 13.1%, 8.1% are self-employed and 6.9% are employed by government. 4.2% and 3.1% are in education and management field respectively. 7.7% works in other various fields.
- From the sample of 260 people 88.5% that is 230 people out of 260 use smartphone and only 30 that is 11.5% does not use smartphone.
- 63.8% said that they are satisfied with their smartphone and 24.6% said that they are not satisfied with their smartphones.

- 230 respondents have a smartphone and only 30 respondents do not own a smartphone. So in this figure we see that out of that 30 respondents 21 plans to buy a smartphone in near future and 9 do not want to buy a smartphone.
- 150 respondents which is 57.7% says that they will switch to another brand with additional features whereas 80 respondents which is 30.8% says that they won't switch to another brand.
- 52.3% says that they switch smartphone in moderate or reasonable way whereas 18.1% says they change their smartphone frequently. For 8.5% the level of switching smartphones is low they rarely change and for 9.6% is high.
- 29.2% is willing to pay from Rs. 15001 – Rs. 20000 and 23.8% is willing to pay from Rs. 10001- Rs. 15000, this range focus on mid-range smartphones in the Indian market. 16.9% are willing to pay Rs. 20001 to Rs. 25000 and 6.5% are willing to pay Rs. 25001 – Rs. 30000 for a smartphone. There are only 6.9% who want to pay Rs. 5000Rs. 10000 for a smartphone which is for the low-end smartphone in the market. Only 5% are willing to pay for high end smartphone which is the range of Rs. 35000 and above.
- 43.1% consider multinational companies as manufacturer of their smartphone whereas only 13.8% consider Indian manufacturer for their smartphones. For 31.5% of respondents it was not a factor as it does not matter to them as long as the smartphone is worth buying and has good specifications.
- 27.7% were neutral to family and friend suggestions influence on buying a smartphone whereas 26.2% were influential to family and friend suggestions. 18.5% were strongly non-influential to family and friend suggestions and 6.2% was noninfluential to it. 10% of respondents were strongly influential to family and friends suggestions and word of mouth.
- finance is influential to 58.5% and it is neutral to 25% for buying a smartphone. For 3.1% it is non-influential and 0.8% it is strongly non-influential, but finance strongly influences 1.2% of the total respondents.
- 44.2% is influential by the well-known brand name of the product and 25% have neutral influence of that. 3.1% is strongly non-influential and 5.4% is non-influential of the well-known brand name of the product. 10.8% is strongly influential to the brand name of the product.

- 40.8% is strongly influenced by quality of the product. 20.4% has neutral influence and 26.9% has influence of quality of product. 0.4% is strongly non-influential by the quality of the product.
- Influence of satisfaction for a previous product of certain brand is 28.8% influential to respondents and 24.6 says that it is strongly influential. For 24.2% it is neutral influential. Influence of satisfaction for a previous product of certain brand is noninfluential to 6.5% and 4.2% say it is strongly non-influential.
- 60.8% are influential to their position within society and 16.9% are strongly influenced by it. For 9.2% position in society is neutral. 1.2% is non-influential and 0.4% is strongly non-influential by their positionin society.
- 36.2% of respondents are influential with the technical aspect of the product whereas 20.4% are strongly influential by it. 29.2% have neutral influence of technical aspect. 2.3% is non-influential and 0.4% is non-influential by the technical aspect of the product.
- 61.5% have neutral influence of festival season and promotions on them. 15.8% is influential by the festival season and promotions whereas 10% are strongly influential by it. 0.8% is non-influential and 0.4% is strongly non-influential by the festival season and promotion.
- 39.6% are those who are influential of the advertisement where are 13.5% says that they are strongly influential by the advertisement. 26.2% are neutral with the advertisement. 6.9% are non-influential and 2.3% are strongly non-influential by it.
- 46.9% are influential to after sales services provided by manufacturer whereas 23.8% are strongly influential to it. 11.9% are neutral to after sales services. 5% is noninfluential to after sales services and 0.8% says that they are strongly non-influential to after sales services provided by manufacturer.
- The result clarifies that Redmi has highest number of consumers in Lunglei market. Vivo being the 2nd highest number of users in Lunglei. It can be justified that Redmi has the highest number of consumers in the market.
- 36.2% of respondents said that brand is important to them whereas it is very important for 10.8% of respondents. It was fair for 24.2% and unimportant for 17.3% of the respondents.

- 45.4% of respondents said that they wont be buying same brand of smartphone in future where as 28.5% of respondents said that they will buy sme brand of smartphone in future. 14.8% of respondents said maybe, as theyare not sure.
- 52.3% of respondents said that they are very satisfiedwith their brand of smartphone where as 6.5% respond as very satisfied with their brand of smartphone. For 18.8% of respondents it was fair and 10.8% are dissatisfied with their brand smartphone.

CHAPTER- 4

CONCLUSION AND SUGGESTION

4. Conclusions and Suggestions

4.1 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.

Limitations

When drawing the conclusion of this research few limitations were encountered. The research was conducted on limited in the number of respondents for practical reasons. The sample used cannot be representative of the entire population of the Town, thus it was difficult to draw a conclusion on this small sample. The sample mostly focuses on people in age category of 18-35 years, so this sample does not represent all age category in the town that uses a smartphone. The sample also represents population of few villages in the Town, as Lunglei has very vast population it was difficult to select sample from every village in the Town.

4.2 Further Research

A recommendation for future research in this field is to conduct the study with a larger sample as larger sample will help in analysing the consumer behaviour more accurately. Also, it would be beneficial to conduct this study over a period of time, with a longitudinal time horizon, thus

discovering trends in attitudes and behaviours. Finally, consumer attitude could be better understood if other factors which are driving consumer in purchasing a smartphone are taken into consideration. This would help to construct a more complete conceptualisation of all factors affecting consumer's attitudes towards smartphone brand in Lunglei..

4.3 Suggestion to Industry

Smartphone companies in India should focus on their product quality and brand image as consumer is mostly influenced by these factors while purchase a smartphone. Companies should spend more on advertisement and promotion which should be interactive and connects to consumer on emotional level that will help them to reach wider audience and this will also help as external factor to consumer in decision making process. Companies should also launch more smartphone with standard quality for lower classes as this will help company to reach more consumer as lower classes population in country are high. This will be beneficial for companies and for the people. Companies should also focus on tie-up with mobile network companies for mid-range smartphone.

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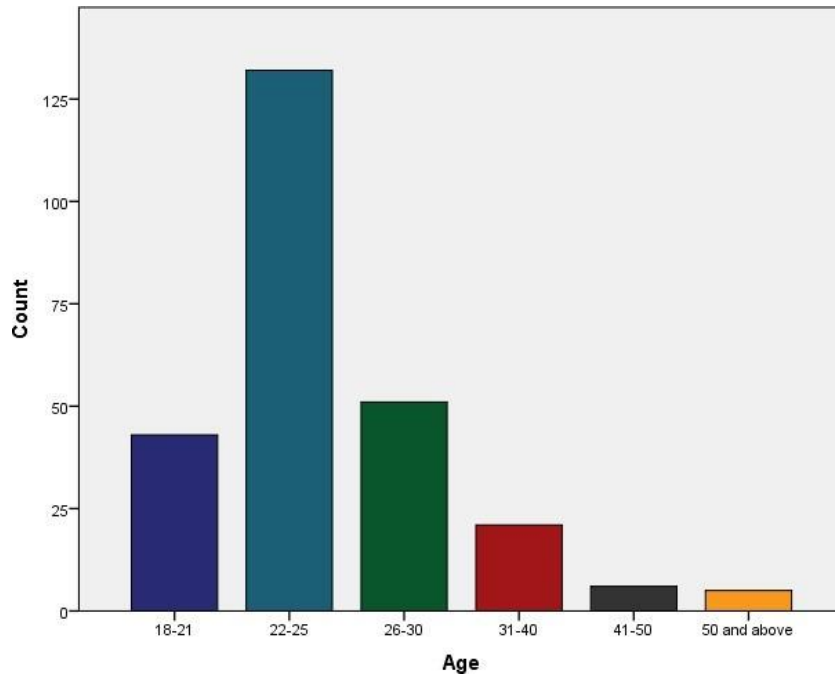
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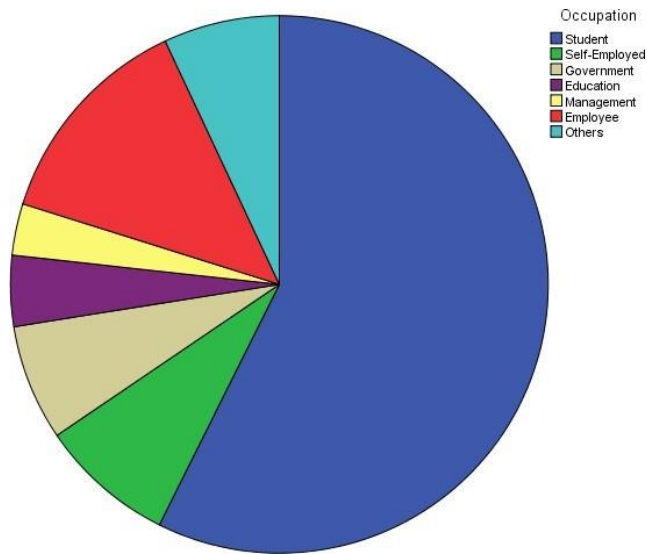
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Appendices

Appendix A: Graph for Age and Occupation



Graph for Age of Respondents



Graph for Occupation of Respondents

Appendix B

Questionnaire

1. Do you own a Smartphone? Yes / No
2. If yes, are you satisfied with your smartphone? Yes / No

3. If no, do you think you would be buying a smartphone in the near future? Yes / No

4. In the following Question Select the degree of influence of the following factors on your purchase of a smart phone.

	Strongly non-influential	Non-Influential	Neutral Influential	Influential	Strongly Influential
Family and friends suggestion/ Word of mouth					
Financing					
The well-known brand name of the product					
The quality of the product					
Your satisfaction for a previous product of certain brand					
Your position within the society					
Technical aspect of the product					
Festival season/ promotions					
Advertisement					
After sales services					

If any other, please specify below:

1. Which brand of Smartphone did you purchase last time?

POCO ()

Samsung ()

Redmi () Apple ()

Vivo ()

Other _____

2. Would you like to switch to another brand with additional features? Yes / No

3. What is your level if switching smartphones?

Low ()

Moderate ()

High ()

Extremely High ()

4. How important do you think a brand is when you purchase a Smartphone?

Unimportant ()

Fair ()

Important ()

Very important ()

5. While purchasing a smartphone what are the important factors that help you in deciding?

1=least important, 5= most important

	1	2	3	4	5
Brand					
Price					
Performance					
Quality					
Design					

Operating System					
Value					
Reputation					
Service					

If any other, please specify below:

6. How much are you willing to pay for a smartphone of your choice?

₹ 5000-10000 ()

₹ 10001-15000 ()

₹ 15001-20000 ()

₹ 20001-25000 ()

₹ 25001-35000 ()

₹35001 and above ()

7. Would you buy the same brand when buying a new phone in the future?

Yes / No / Maybe

8. You prefer a smartphone manufactured by:

Multinational companies ()

Indian companies ()

Not a factor ()

9. Based on your own experience, how would you rate your satisfaction with the brand of Smartphone?

Dissatisfied ()

Fair ()

Satisfied ()

Very satisfied ()

10. Gender: Male / Female

15. Age:

18-21 ()

22-25 ()

26-30 ()

31-40 ()

41-50 ()

50 and above ()

1. You prefer a smartphone manufactured by:

Multinational companies ()

Indian companies ()

Not a factor ()

2. Based on your own experience, how would you rate your satisfaction with the brand of Smartphone?

Dissatisfied ()

Fair ()

Satisfied ()

Very satisfied ()

3. Gender: Male / Female

15. Age:

18-21 ()

22-25 ()

26-30 ()

31-40 ()

41-50 ()

50 and above ()

16. Occupation:

Student

Self-Employed

Government

Education

Management

Employee

THANKYOU