

Customer Attitude and Behaviors towards Mobile Phone in Lunglei, Mizoram



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CERTIFICATE

This is to certify that the dissertation entitled “Customer Attitude and Behaviors towards Mobile Phone 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 RK Lalhruaisanga, Roll No. 2123BCOM042, IV Semester B.Com. He has fulfilled all the requirements laid down in the 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.

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DECLARATION

I, RK Lalhruaisanga 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: 5.5.2023
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Thank you,
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CHAPTER-I

(INTRODUCTION)

ABSTRACT: A consumer sets a frame of preferences in his/her mind to choose or purchase a product or service of same or different brands or producers. Keeping in view the frame of references the present paper is an attempt to study the attributes affecting the purchase decision of consumers towards the purchase of the Mobile Phones and to recommend the policies which may be adopted by the advertisers to enhance awareness among the buyers. The study used primary data collected from a sample of 50 consumers with the help of a questionnaire and found that consumer perceived that Technical Features are most considered attributes of mobile phone followed by Looks, Image & Resource; Entertainment plays a significant role in taking the decision to purchase Mobile Phones. Hence, it may be recommended that the producers or marketers should made mobile phone with enhanced technical features that results in image building of buyers in the society.

1.1 CONCEPTUAL FRAMEWORK:

The mobile phones dominate most of modern human in every movement of life. Which Nowadays is becoming a part of basic needs of a person as means of communication across the world during the last fifteen years. Every individual use mobile for not only communication purpose, but also it became a personal assistance to make an everyday life easier.

Customers are to be reached by various channels but in today's world mobile marketing communication is the one which reaches more end customers. Marketing of the product is done for creating a positive impression of the brand, for better brand recall, to increase sales and to generate awareness marketers should take into account consumers' needs for security and privacy when designing a marketing plan. The marketers should maintain a balance between engaging consumers in their marketing mix and achieving the objectives of their marketing plan. In order to achieve this objective, the marketers must understand the factors, such as incentives and consumer attitudes, which affect consumer acceptance of advertisements via mobile phone. Mobile marketing is marketing on or with a mobile device, such as a smart phone. Mobile marketing can

provide customers with time and location sensitive, personalized information that promotes goods, services and ideas.

1.1.1 Meaning and Concept of mobilephone:

A mobile phone is a wireless handheld device that allows users to make and receive calls. While the earliest generation of mobile phones could only make and receive calls, today's mobile phones do a lot more, accommodating web browsers, games, cameras, video players and navigational systems. Also, while mobile phones used to be mainly known as "cell phones" or cellular phones, today's mobile phones are more commonly called "smartphones" because of all of the extra voice and data services that they offer.

1.1.2 Concept Behaviour and preference:

Smartphones are one of the most trending smart devices in modern era. It became an integral part of life. Smartphone In this technology and competitive era. This study will be more essential designed for Mobility companies that their sales & profit's will be based on customer requirement and perceptions. All the consumers use Smartphone to make their life easier and to adopt the digitalized world by connecting internet with the whole world. Features/attributes that considered by customers while buying Smartphone's are/such as brand image, functional/features and apps, battery usage, operating system, resolution of camera, pixels, storage capacity, durability& compatibility, price. These also include different brands like exchanged phones.

1.2 LITERATURE REVIEW:

Lynda, Judy, and Russell (2012) Examined that customers' impression of the worth value they get from the ordinary day to day utilization of smart phones and how portable advertising (m-promoting) can possibly improve these worth recognitions. The discoveries feature approaches to tailor m-showcasing procedures to supplement purchasers' view of the worth value offered through their smart phones.

Kulshreshtha, Bajpai and Tripathi (2017) in the study ‘Consumer preference for electronic consumer durable goods in India: a conjoint analysis approach’ stated that the modern generation customers who are young and dynamic are very tech-savvy and adventurous as far as adaptability to a new product is concerned. They give very much emphasis on the attributes of a mobile like camera quality, processor speed for gaming, battery power etc

Mokhlis and Yakoop (2012) when experimented ‘Buyer’s behaviour towards smart phones in Malaysian University’ reached the resolution that seven components depict smart phone buying behaviour – inventive and innovative highlighted features, picture quality, value for money, durable, solidness and compatibility, media impact and post sales services. The most significant among them was imaginative highlights followed by proposal and cost.

Ganlari, Deka and Dutta (2016) in the study ‘A study on consumer buying behaviour of mobile phones’ stated that the behaviour of consumers towards smartphones is increasingly a focus of marketing research. The recent growth of smartphone usage is an observable fact that crosses all age and gender boundaries. For consumers’ smartphones have become essential parts of personal and business life.

Rout, Mishra, Kantha and Thakur (2020) in the study ‘A study on consumer behaviours towards mobile phone in Bhubaneswar’ stated that Smart phone has many functionalities other than contacting different people. Until today, there is a wide range of brands launching new apps and updates on smart phones. Youngsters today frequently change their mobile phones according to the new models. Buying smart phones from famous brands recently is becoming trendy. Not only do youngsters of all ages enjoy buying and using smart phones.

Watson, McCarthy and Rowley (2013) in their study ‘Consumer attitudes towards mobile marketing in the smart phone era’ observed that the increasing adoption of smartphone technology opens up even more possibilities for mobile marketing. Consumers perceive their mobile device to be for personal communication, and prefer to be able to exercise control over their interaction with organizations.

1.3 RATIONALE OF THE STUDY:

Consumers are crucial to organizations and brands for a variety of reasons. Customers are, first and foremost, the life blood of every company; without them, there would be no business. Businesses must use every effort to attract and retain customers since they are the source of the income required for survival and expansion. Customers are essential because they can help promote brands and businesses. Customers can once again provide valuable feedback to businesses. Consumers can help companies improve their products and services by telling them what they like and dislike and what they need and don't need. Customers, last but not least, are critical because they represent the future. Businesses must constantly entice new customers to replace those who leave, so they must focus on developing long-term relationships with them.

The results of the current study will be useful to consumers who are looking for additional information about a new phone's features, brands, appearance, system issues, etc. The results of the study will undoubtedly assist marketing professionals in understanding the behaviour of mobile phone users so they can develop a plan to attract customers and encourage a beneficial purchasing choice for their goods or services.

1.4 STATEMENT OF THE PROBLEMS:

Marketing research is increasingly focusing on how consumers use smartphones. An important area of research in the field of marketing is focused on consumer behaviour, particularly as it relates to the smartphone industry, from adoption motivation to post-use behaviour. One of the economies in the world with the fastest economic growth rates is India, where the smartphone market is also expanding quickly. Consumers' personal and professional lives now cannot function without their smartphones. This study will aid in the analysis of the internal and external factors that affect a consumer's choice to buy a smartphone. The study also focuses on consumer attitudes towards smartphones and the power of brand recognition in influencing consumer purchasing behaviour. It's evident that smartphone usage has increased recently across all demographics.

1.5 OBJECTIVES OF THE STUDY:

- 1) To know the various factors attributing to competitive edge of one mobile service provider over others.
- 2) To find out the influential factor for selecting a particular mobile service provider.
- 3) To analyze the customer satisfaction and problem of the mobile phones.

1.6 RESEARCH METHODOLOGY:

1.6.1 Data Collection:

Data was gathered for the study from both primary and secondary sources. A structured questionnaire with open-ended and closed-ended questions was created for the purpose of gathering primary data, and it was distributed to the respondents using Google Forms.

The secondary data is gathered from a variety of published and unpublished sources, such as Web sites, journals, magazines, publications, reports, books, dailies, periodical articles, and publications, as well as publications, reports, and publications.

1.6.2 Sampling Method:

50 respondents were chosen at random from three colleges in the city of Lunglei for the study; these colleges are the Lunglei Government College, J Buana's College, and HATIM College.

1.5.3 Location of the study:

The study is carried out in Lunglei City, one of the 11 districts of Mizoram, India, and the second capital of the state. After Aizawl, it has the second-highest population in the state as of 2011. With a total area of 4,536 km² (1,765 sq m), it is also the largest district in Mizoram. The neighbourhood is called Lunglei after its administrative centre (Pin Code: 796701). In Mizo, the word Lunglei, also spelt Lungleh, refers to a rock bridge. Its name comes from a bridge-like rock that can be found near the Nghasih, a small tributary of the Tlawng river. (Mizoram's Directorate of Economics and Statistics, 2020).

1.7. LIMITATIONS OF THE STUDY:

1. It's possible that some respondents didn't answer the questionnaire honestly. They might respond with a fabrication.
2. The research was completed quickly. There is not enough time to cover for additional samples.

Chapter 2

DATA ANALYSIS AND INTERPRETATION

This chapter discuss the analysis and demographic of the respondents. It also analyses the consumer preference towards mobile phone.

2.1 Gender of the Respondents:

TABLE 2. 1: Gender of the Respondents

Options	Gender of the respondents
Male	30
Female	20
Total	50

(Source: Primary Data)

Table 2.1 shows the gender of the respondents. The total respondents of the survey are 50. Out of 50 respondents 30 (60%) of the respondents are male and the rest 20(40%) are female.

2.2 Age Of the respondents:

TABLE 2. 2: Age of the Respondents

Option	No of respondents	Percentage
Below 20	17	34%
21-30	27	54%
31-40	6	12%
41 and above	Nil	Nil
Total	50	100%

(Source: Primary Data)

Table 2. 2 shows the age group of the respondents. Out of 50 respondents, 34% of the respondents are in the age group of below 20 years, 54% of the respondents are in the age group of 21 – 30 years, 12% of the respondents are in the age group of 31-40 years.

2.3 Educational Qualification:

TABLE 2. 3: Educational Qualifications

Options	No. of respondents	Percentage
Below HSLC	Nil	Nil
HSLC	Nil	Nil
HSSLC	2	4%
Graduate	33	66%
Post-Graduate	15	30%
Total	50	100%

(Source: Primary Data)

Table 2. 3 shows the Educational Qualifications of the respondents. Out of the 50 respondents, 66% of the respondents had completed Graduation, 4% of the respondents had completed HSSLC and the remaining 30% had completed Post Graduation.

2.4 Monthly Income of the respondent's family:

TABLE 2. 4: Monthly Income of the respondent's family

OPTIONS	No. of respondents	Percentage
Below Rs.50,000	23	46%
Rs.50,000-1,00,000	1	2%
Rs.1,00,000-1,50,000	6	12%
Rs.1,50,000 and above	20	40%
Total	50	100%

(Source: Primary Data)

Table 2. 4 show the Monthly Income of the respondent's family. Out of the respondents, 46% of the respondent's monthly income were below Rs50,000 ,2% between Rs50,000-1,00,000, 12% between Rs1,00,000-1,50,000, 40% between Rs1,50,000 and above.

2.5 When did you purchased your current mobile phone:

TABLE 2.5: When did you purchased your current mobile phone:

Option	No. of respondents	Percentage
6 months ago	15	30%
1 years ago	16	32%
Within the past 2 years	15	30%
Over the past 2 years	4	8%
Total	50	100%

(Source: Primary Data)

Table 2.5 displays the respondents' current mobile phone purchases. 30% of the respondents made their purchases within the last six months, 62% within the past year, 30% within the past two years, and the remaining 8% over the past two years.

2.6 Which brand of Mobile Phone you are currently using?

TABLE 2.6: Brands of Mobile Phone currently used by the Respondents

Options	No. Of Respondents	Percentage
Samsung	10	20%
Redmi	7	14%
Apple iPhone	18	36%
Oppo	2	4%
Vivo	1	2%
One Plus	7	14%
Others	5	10%
Total	50	100%

(Source: Primary Data)

The brands of mobile phones that the respondents currently use are listed in Table 2. 6. Samsung, Redmi, Apple, Oppo, Vivo, One Plus, and other brands fall under this category. The highest percentage of respondents—36%—used Apple Brand products at the time of the survey. One Plus 14%, Redmi 14%, Oppo 4%, Vivo 2%, Samsung 20%, and Others 10%.

2.7 What was the primary driving force behind the purchase of your current mobile phone?

TABLE 2. 7: primary driving force behind the purchase of your current mobile phone

Options	No. Of Respondents	Percentage
Advertisement	15	30%
Friends/Relatives	18	36%
Dealers	12	24%
Internet	5	10%
Total	50	100%

(Source: Primary Data)

Table 2. 7 displays the items that the respondents are considering purchasing in addition to their current mobile phone.30% of the respondents said that advertisements piqued their interest, followed by 36% from friends and family, 24% from dealers, and 10% from the internet.

2.8 What is the time period of using your current Mobile Phone?

TABLE2. 8: Time Period of using current Mobile Phone

Options	No. Of Respondents	Percentage
Less than a year	4	8%
1-2 years	10	20%
2-3 years	23	46%
More than 3 years	8	16%
Can't say	5	10%
Total	50	100%

(Source: Primary Data)

The time that respondents use their current mobile phone is displayed in this table. 8% of the survey participants had only had their current mobile phone for a few months. 20% of respondents have been employed for 1-2 years, 46% for 2-3 years, 16% for more than 3 years, and 10% are unable to respond.

2.9 How much average hours do you spent on your Mobile Phone (In a day)?

TABLE 2. 9: Average hours they spent on their Mobile Phone. (In a Day)

Options	No. Of Respondents	Percentage
3-6 hours	4	8%
6-9 hours	12	24%
9-12 hours	21	42%
12-18 hours	9	18%
18 hours and more	4	8%
Total	50	100%

(Source: Primary Data)

The respondents' average daily mobile phone usage is displayed in Table 2. 9. Among the respondents, 8% used 3-6 hours, 24% used 6-9 hours, 42% used 9-12 hours, 18% used 12-18 hours, and 8% used 18-plus hours.

2.10 The price the consumers are willing to pay for buying new Mobile Phones?

TABLE 2. 10: Consumers are willing to pay for buying new Mobile Phones

Options	No. Of Respondents	Percentage
Less than Rs.10,000	3	6%
Rs.10,000-20,000	20	40%
Rs.20,000-40,000	15	30%
Any amount	5	10%
Can't say	7	14%
Total	50	100%

(Source: Primary Data)

Table 2.10 displays the price range at which consumers are willing to purchase new smartphones. 6% of those respondents are eager to spend their money less than Rs. 10,000, 40% between Rs. 10,000 and 20,000, 30% between Rs. 20,000 and 40,000, 10% any amount, and 14% unable to specify.

2.11 Are you happy with the brand of your current mobile phone?

TABLE 2. 11: Are you happy with the brand of your current mobile phone?

Options	No. Of Respondents	Percentage
Not satisfied	5	10%
Somewhat Satisfied	9	18%
Satisfied	21	42%
Can't say	15	30%
Total	50	100%

(Source: Primary Data)

Table 2.11 reveals whether the respondents are happy with the brand of their current mobile phone. 10% of respondents said they weren't satisfied, 18% said they were somewhat satisfied, 42% said they were satisfied, and 30% couldn't say whether they were satisfied.

2.12 What types of problems you are facing while using your current mobile phone?

TABLE 2. 12: types of problems you are facing while using your current mobile phone

Options	No. Of Respondents	Percentage
Not having any problems	7	14%
Heating Up	13	26%
Battery problem	8	16%
Touch problem	6	12%
Operating system Problem	9	18%
Hanging problem	7	14%
Total	50	100%

(Source: Primary Data)

Table 2.12 displays the various issues they are currently having with their mobile phone. 26% of respondents report having issues with heating, 18% with operating systems, 16% with batteries, 14% with phones hanging, 14% with no issues, and 12% with touching issues.

2.13 What are the most thing you do while using your Mobile Phone?

TABLE 2. 13: The most thing you do while using your Mobile Phone

Options	No. Of Respondents	Percentage
Homework/Activities	18	36%
Playing Games	12	24%

Social Media	13	26%
Business	7	14%
Total	50	100%

(Source: Primary Data)

Table 2.13 displays the respondents' primary methods of operation when using their mobile phones. Most respondents (36%) use their mobile phone for work or schoolwork, followed by (24%), gaming, (26%), social media, and (14%), business.

2.14 If another brand of the same product appears in the market will you prefer to stop buying this brand and buy the new brand?

TABLE 2. 14: If another brand of the same product appears in the market will you prefer to stop buying this brand and buy the new brand

Options	No. Of Respondents	Percentage
NO	16	32%
I MAY CONSIDER	12	24%
I CAN'T SAY	13	26%
YES	9	18%
Total	50	100%

(Source: Primary Data)

Table 2.14 reveals whether respondents intend to purchase a new phone of a different brand or a new phone of the same brand. When asked if they prefer to purchase the same brand of phone when purchasing a new one, 32% of respondents responded in the negative.24% respond "YES," 26% "might consider," and 18% "can't say.

2.15 By using Likert’s 5-point scale, give your scale to the importance given by you on the following six attributes/factors while purchasing mobile phone.

TABLE 2. 15: importance given by you on the following six attributes/factors while purchasing mobile phone

Options	Not at all important (1)	Not important (2)	Neutral (3)	Important (4)	Very important (5)	No. Of Respondent s
Brand Name	5	16	8	7	14	50
Handle-ability	6	9	17	8	10	50
Features	7	5	18	7	13	50
Price	7	5	19	8	11	50
Durability	9	7	12	17	5	50
External appearance	10	11	15	8	6	50
After sales services	11	6	19	9	5	50
Total	55	59	108	64	64	350
Percentage	15.71%	16.86%	30.85%	18.29%	18.29%	100%

(Source: Primary Data)

Table 2. 15 displays the respondents' preferences for mobile phone purchases. Not at All Important, 16.86%, Not Important, 30.85% Neural, 18.29% Important, and the remaining 18.29% Very Important were the responses given by 15.71% of respondents.

2.16 Price (Important, comparisons, quality, decreasing price of mobile phone)

TABLE 2. 16: Price (Important, comparisons, quality, decreasing price of mobile phone)

Options	Strongly Agree	Agree	Disagree	Strongly Disagree	No. Of Respondents
Price is an important factor when purchasing smart phone	20	9	10	11	50
I compare price of other's smart phone brand and store brand before i choose one	8	22	8	12	50
Choosing high quality brand phone with high price is better than low price with low quality?	24	9	10	7	50
Do you think the price of phone are decreasing?	26	10	5	9	50
Total	78	50	33	39	200
Percentage	39%	25%	16.5%	19.5%	100%

(Source: Primary Data)

Table 2.16 displays the respondents' opinions on price, including its significance, price comparisons, quality, and the declining cost of mobile phones. 39% of the respondents answered "STRONGLY AGREE," followed by responses of "AGREE," "AGREE," "DISAGREE," and "STRONGLY DISAGREE."

CHAPTER 3

RESULTS AND DISCUSSIONS

Major Finding:

This chapter finally highlights the findings of the study from the data collected from 50 respondents

Demographic profile of the respondents:

The demographic status of the respondents is one of the objectives that this research tried to find out.

- i) There were 50 survey respondents in total; of those, 30 (or 60%) were men and 20 (or 40%) were women.
- ii) 34% of respondents are under the age of 20, 54% are between the ages of 21 and 30, 12% are between the ages of 31 and 40, and the remaining NIL. Younger respondents are more likely to be eligible.
- iii) Graduates made up 66% of the respondents, HSSLC students made up 4%, and postgraduate students made up the remaining 30%. Class X and below and HSLC received nothing. This demonstrates that a large portion of the respondents were educated.
- iv) 46% of the respondent's family's monthly income was under Rs. 50,000, 2% was between Rs. 50,000 and Rs. 100,000, 12% was between Rs. 1,00,000 and Rs. 1,50,000, and 40% was above Rs. 1,50,000. The average family's monthly income is a little low.
- v) Of the respondents, 30% made their purchases within the last six months, 62% within the past year, 30% within the past two years, and the remaining 8% over the past two years. One year ago, respondents partially purchased a mobile phone.
- vi) The highest percentage of respondents—36%—used Apple Brand products at the time of the survey. One Plus 14%, Redmi 14%, Oppo 4%, Vivo 2%, Samsung 20%, and Others 10%. This demonstrates that the majority of respondents use an Apple iPhone.
- vii) Of the respondents, 30% were swayed by advertisements, 36% by recommendations from family or friends, 24% by salespeople, and 10% by the internet. Most people are influenced by family or close friends when purchasing a mobile phone.

- viii) 8% of the participants had only been using their current mobile phone for a few months. 20% of respondents have been employed for 1-2 years, 46% for 2-3 years, 16% for more than 3 years, and 10% are unable to respond. Nearly half of the respondents can protect and use their smartphone for two to three years.
- ix) 8% of respondents used 3-6 hours, 24% used 6-9 hours, 42% used 9-12 hours, 18% used 12-18 hours, and 8% used more than 18 hours. On average, respondents used their phones for 9 to 12 hours per day.
- x) 6% of respondents are willing to spend less than Rs. 10,000, 40% between Rs. 10,000 and Rs. 20,000, 30% between Rs. 20,000 and Rs. 40,000, 10% any amount, and 14% are unsure. The respondents are willing to spend between 10,000 and 20,000 rupees.
- xi) Of the respondents, 10% were not satisfied, 18% were somewhat satisfied, 42% were satisfied, and 30% were unsure of their level of satisfaction. Nearly half of those surveyed are content with their current phone.
- xii) Of the respondents, 26% have issues with heating, 18% with operating systems, 16% with batteries, 14% with phones hanging, 14% don't have any issues, and 12% have issues with touching. The respondents' most prevalent issue with their current mobile phone are heating.
- xiii) The majority of respondents (36%) use their mobile phones for work-related activities or schoolwork, followed by gaming (24%), social media (26%), and business (14%). The majority of respondents use their phones for homework and assignments.
- xiv) 32% of the respondent answers it NO and they prefer to buy the same brand phone when they're buying new phone. 24% answers it YES, 26% may consider it and the remaining 18% Can't say. Respondents are willing to buy current brand of their current Mobile Phone.
- xv) 15.71% of respondents indicated their answers as Not at All Important, 16.86% as Not Important, 30.85% as Neutral, 18.29% as Important, and the remaining 18.29% as Very Important. The majority of respondents select "Not Important" for Brand Name. The majority of responses were neutral for handle-ability, features, price, external appearance, and after-sale services. And Durability received the majority of respondents' important responses.

- xvi)** When asked if they prefer to purchase the same brand of phone when purchasing a new one, 32% of respondents responded in the negative. 24% respond "YES," 26% "might consider," and 18% "can't say." The respondents are open to purchasing the same brand of mobile phone they currently own.
- xvii)** The respondents' responses ranged from 39% answering STRONGLY AGREE to 25% agreeing to 16.5% disagreeing to 19.5% strongly disagreeing. When buying a smart phone, price is an important consideration; opting for a high-end, branded phone is preferable to one that is inexpensive but of inferior quality. Do you believe that phone prices are decreasing? Most respondents gave emphatic yes answers. Prior to making a decision, I compare the cost of various smart phone brands and store brands. Agree was the most common response from the respondents. It is evident that the respondents agreed with the majority of the questions in Table 2.16.

Chapter 4

CONCLUSIONS AND SUGGESTIONSS

SUGGESTIONS:

This study's primary goal was to learn more about consumer attitudes towards mobile phones.

The following will list some of the research's recommendations:

1. The population of Lunglei is growing steadily, and as a result of the expanding economy, more people are using mobile phones and smartphones every day. The challenge for the consumer in purchasing a mobile phone will increase as the number of customers grows.
2. According to the study, almost half of the respondents used an iPhone. Therefore, I should note that having more iPhones available in stores will not be a bad idea for the customers.
3. Respondents' primary mobile phone complaints centre on the device's heating. Therefore, I believe that mobile phone manufacturers can resolve these issues.
4. The manufacturers of mobile phones should create affordable models because the majority of respondents say they would buy one for between Rs. 10,000 and 20,000.
5. Nowadays, advertising is the most successful way to purchase any product, including phones, cosmetics, and other items. Therefore, Lunglei needs to produce more product advertising.

CONCLUSIONS:

A smart phone can do much more than just connect with people. Numerous companies continue to introduce new apps and updates for smartphones. Today's youth frequently upgrade their smartphones to the newest models. Recently, it has become fashionable to purchase smartphones from well-known brands. Young people of all ages take pleasure in purchasing and using smartphones.

52% of the respondents strongly agrees that the price of phone has been decreasing.44% agrees that comparing different brand phone is compatible when they intend to buy phone. So, in

terms of mobile phone store in Lunglei, most of the respondents satisfies mainly on the iPhone systems and design.

By identifying the factors that influence consumers' smartphone purchases, this study's main goal is to analyse consumer behaviour towards smartphones in Lunglei. The findings of this study demonstrate that when it comes to purchasing a mobile phone, branding, product design, product performance, and price all play significant roles. All systems, processors, graphics, and other components are part of smart phone systems. Therefore, the mobile phone user bears a major portion of responsibility for this property. I have discovered from my research that 40% of respondents prioritise price when buying a phone. Choosing high quality at a high price is preferable to choosing low quality at a low price, according to 48% of survey respondents. 52% of those surveyed strongly concur that the popularity of the phone has been declining. When considering a phone purchase, 44% of respondents think that comparing various brands is acceptable. Therefore, the majority of respondents are mostly satisfied with the iPhone's systems and design in terms of the mobile phone store in Lunglei.

We tried to determine if there is a correlation between the significance of various factors, such as price, brand, quality, and features, and satisfaction with the product. It has been discovered that various aspects of the mobile phone, including the cost, brand, quality, and features, are significant.

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QUESTIONNAIRE

“Customer Attitude and Behaviors towards Mobile Phone”

Hello, my name is RK Lalhruaisanga from B.COM 4th Semester Studying at HATIM. I am doing research on the topic **Customer Attitude and Behaviors towards Mobile Phone**. The responses will be used for academic purposes only and it will be confidential.

I will be greatly honored if you could spare your time for answering the questions.

1. Gender of the Respondents:

- (i) Male []
- (ii) Female []
- (iii) Others []

2. Age of the respondents

- (i) Below 20 years []
- (ii) 21 – 30 years []
- (iii) 31 – 40 years []
- (iv) 41 – 50 years []
- (v) 51 and above []

3. Educational Qualification:

- (i) CI X and Below []
- (ii) HSLC []
- (iii) HSSLC []
- (iv) Graduate []
- (v) Post- Graduate []

4. Monthly income of the respondent's family:

- (1) Below 50,000 []
- (ii) 50000 – 1,00,000 []

- (iii) 1,00,000 – 1,50,000 []
- (iv) 1,50,000 and Above []

5. When did you purchased your current mobile phone?

- (i) 6 months ago []
- (ii) 1 year ago []
- (iii) Within the past 2 years []
- (iv) Over the past 2 years []

6. Which brands of mobile phone you are currently using?

- (i) Samsung []
- (ii) Redmi []
- (iii) Apple iPhone []
- (iv) Oppo []
- (vii) Vivo []
- (viii) One Plus []
- (xi) Others []

7. What is the source of the buying your current mobile phone?

- (i) Advertisement []
- (ii) Friends/Relatives []
- (iii) Dealers []
- (iv) Internet []

8. Time period of using mobile phone?

- (i) Less than one year []
- (ii) 1 – 2 years []
- (iii) 2 – 3 years []
- (iv) more than 3 years []
- (v) Can't say []

9. How much average hour do you spent on your Mobile Phone (in a day)?

- (i) 3-6 hours []
- (ii) 6-9 hours []
- (iii) 9-12 hours []
- (iv) 12-18 hours []
- (v) 18 hours and more []

10. The Price the Consumers are willing to pay for mobile phones

- (i) Less than Rs. 10,000 []
- (ii) Rs. 10,000 to Rs. 20,000 []
- (iii) Rs. 20,001 to Rs. 40,000 []
- (iv) Any amount []
- (v) Can't say []

11. Are you satisfied with your current mobile phone brand?

- (i) Not satisfied []
- (ii) Somewhat satisfied []
- (iii) Satisfied []
- (iv) Can't say []

12. What types of problems you are facing while using your current mobile phone?

- (i) Not having any problem []
- (ii) Heating up []
- (iii) Battery problem []
- (iv) Touch problem []
- (v) Operating system problem []

(vi) Hanging problem []

12. What are the most things you do while using your phone?

(i) Homework/Activities []

(ii) Playing Games []

(iv) Social Media []

(v) Business []

13. If another brand of the same product appears in the market will you prefer to stop buying this brand and buy the new brand?

i. No []

ii. Yes []

iii. I may Consider []

iv. Can't say. []

14. By using Likert's 5-point scale, give your scale to the importance given by you on the following six attributes/factors while purchasing mobile phone.

Options	Attributes/Factors	Not at all important (1)	Not important (2)	Neutral (3)	Important (4)	Very important (5)
Brand Name						
Handle-ability						
Features						
Price						
Durability						
External appearance						
After sales services						

15. Price

	Price	Strongly Agree	Agree	Disagree	Strongly Disagree
1	Price is an important factor when purchasing smart phone				
2	I compare price of other's smart phone brand and store brand before i choose one				
3	Choosing high quality brand phone with high price is better than low price with low quality?				
4	Do you think the price of phone are decreasing?				