CONSUMER BEHAVIOUR TOWARDS SMARTPHONE INDUSTRY IN INDIAN MARKET

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Abstract

The behaviour of consumers toward smartphone is increasingly as a focus of marketing research. In particular, consumer’s behaviour in smartphone industry, from adoption motivation to post-usage behaviour it has become a major focus of research in the field of marketing, especially within consumer behaviour. The results of the research confirm that regulatory focus has an influence on consumer behaviour towards smartphone purchase decision by affecting their perception, motivation and lifestyle. As, India is one of the fastest growing economies in the world, the smartphone industry in India is growing very fast and for consumer’s in market smartphone has become essential parts of personal and business life. There is a continuous increase in disposable income; there has been a major shift in the attitude and aspirations of the consumers. This research is to analyse the external and internal factors which are influencing in a consumer in purchasing a smartphone. The research also focuses on consumer attitude for smartphone and influence of brand on consumers in buying decisions. The recent growth of smartphone usage is an observable fact that crosses all age and gender boundaries. Hence, this research explores through quantitative analysis some of the key factors believed to affect consumer’s attitudes and behaviours towards smartphone purchase.
1. 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 Indian Market. 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 smart phones 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 a 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?

This research also aims on the marketing strategy of the smartphone companies to influence the buying behaviour of customer. These strategies include Promotional campaigns, Tie-Ups with network carrier etc.

1.1 The Smartphone History

Hand phone and Internet are the two technologies that have major impact on politics, economy and social in the 21st century (O’Leary & 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).
1.2 Indian Market Overview

India is one of the fastest growing economies all over the world and a live example which depicts the development is the growth of the telecommunication industry in India, especially the in the field of mobile communication. There is a continuous increase in disposable income; there has been a radical shift in the attitude and aspirations 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. Buoyed by 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 (Cybermedia.co.in, 2014). The mature Indian mobile consumers are increasing their preference for high-end handsets and the younger demographics desires to use mobile web technologies that could see the smartphone markets revenues soar. TechNavio's analysts forecast the Smartphone market in India to grow at a Compound Annual Growth Rate of 116.4 per cent over the period 2011-2015. One of the important factors contributing to this market growth is the increasing demand for all-in-one devices. The Smartphone market in India has also been witnessing an increasing availability of dual SIM smartphones. However, lack of specific applications for Indians could pose a challenge to the growth of this market.

Smartphones has penetrated everywhere and peaked out in many countries. India, the second largest telecom market by subscriber base after China, witnessed phenomenal growth in last decade. The total subscriber base as of June 2013 was 903 million as compared to 22.8 million total subscribers in 1999. Mobile subscribers accounting for 96.7% of total subscriber base are responsible for this phenomenal growth in telecom. The country has achieved overall teledensity of 73.5, urban teledensity of 145 and rural teledensity of 42. Average revenue per user (ARPU) and Minutes of Usage (MOU) are stabilizing for both GSM as well as CDMA service operators (The Indian Telecom Services Performance Indicators, 2013). With a fast growing younger demographic and rapidly expanding economy, the country’s smartphone numbers are poised to expand at a much faster pace as compared to rest of the world.
Price remains the main criteria when buying any consumer electronic device in India, including a mobile device. The Indian smartphone phone market mainly depends upon the price, features, stability and style. Most of the Indians buying smartphone are middle income groups and above. As a developing economy, India is a most suitable place for investment. Strong marketing strategies, established retail outlets, customer satisfaction are the tools to succeed in any market. Indian smartphone market is expected to grow as the 3G network coverage is increasing and there is increase in demand of high in smartphones in 2014. Smartphone manufacturer are concentrated on building application stores and improving service quality to offer an attractive value proposition and strengthen their market position. The Indian market was ruled by Nokia phones (3Q2013, 2013). Other brands like Motorola, Samsung, Sony and LG failed to compete with Nokia phones as Nokia phones are more easy to use as compared to the cell phones of other companies. Now, Samsung is the main player in Indian smartphone market with 1/3rd of Indian market share. Indian brands like Micromax and Karbonn are at the second and third position in market share with 21% and 10%. Global companies like Sony, Nokia and Apple are ranked fourth, fifth and sixth (3Q2013, 2013).

![Market Share of Smartphones Brands 2013](source: Telecornlead.com)

**Figure (1) Market Share of Smartphones Brands 2013 (3Q2013, 2013)**

Nokia was the undisputed leader of the Indian mobile phone sector, with 54% of total volume sales in 2009. Nokia benefits form a strong brand image and a reputation for high quality products. According to industry sources, Nokia has the distinct advantage of having the strongest retail network, with a presence in almost 90% of retail outlets selling mobile phones.
However, with the entrance of new companies, such as Micromax, G five and Karbonn in the mobile phone business, the share of Nokia has dropped significantly, from 60% in 2009 & 2010 (Dnaindia.com, 2014).

1.3 Impact of Smartphones on Indian 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 dimensions for business in Indian market. 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 services provider and other sectors of life to utilize the Smartphone to gain competitive advantages. There has been an extreme growth in broadband and Internet service providers business in past few years and one of the main reasons for this drastic increase in their business is the ever increasing use of Smartphone’s and growth of Smartphone and mobile applications. In a very small duration a huge number of Smartphone have been sold that provided an opportunity to businesses to invest in mobile application development and allowed to introduce new business dimensions in market space. As it is easy to change settings and make customizations on Smartphone, therefore there are several programs for Smartphone’s from different sellers including Blackberry, Android, iPhone and Microsoft etc. Mobile Application Market is another business sector introduced by Smartphone’s. Different mobile operating system vendors have their own mobile application technology hence having a different market for Mobile Applications. Smartphone’s also impacted advertising business sector as well. Advertising is an old concept but the features of Smartphone have made it more effective and no doubt it is an additional positive impact of mobile application for business. Mobile application publisher, distributor and service provider are getting large revenue by providing ads as a part of 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 up to 65% are using their smart phones to read news feeds, post status updates, read & 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 Males 53%. They are more likely to have a smartphone than females which is only 47%
(Entner, 2010). The smartphone user tends to be younger than the general cell phone audience. Smartphone features like, text to speech, GPS and social Websites 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.

1.4 Market challenges

Indian smartphone market is an emerging market; there are many smartphone companies that are targeting India as their market. Some of the major international companies are Samsung, Apple, Sony, Nokia, Motorola, LG etc. the market share of international brand are decreasing as local brands like Micromax and Karbonn are launching smartphone with android operating systems and large screen at very low price compare to the international brands. For example, Canvas 4 by Micromax is a smartphone with android 4.3, quad-core processor and has 13MP camera with a 5 inch screen; it was launched at in India below INR 19000 as the smartphones with same features in international brand like Samsung, Apple or Sony is around INR 40000. The sales of local brands are increasing as Micromax market share was 5.6% in 2012 and in 2013 it was 22.7% (Times, 2014).

1.5 Research Questions

The study intends to answer these research questions:

1. How does attitude and subjective norms affect the consumer behaviour towards smartphones in the Indian Market?

2. What are the effect of culture, social status and marketing activities in form of external influence on the consumer for purchasing smartphone in Indian market?

3. What are the effect of perception, motivation and emotion in form of internal influence on the consumer for purchasing smartphone in Indian market?

4. How does social concept and lifestyle affect the consumer decision making process in Indian market?

5. Does the consumer if affected by cost and features of smartphone while purchasing? Does it affected by consumer social status?

6. Does the consumer if affected by brand of smartphone? Does it benefit the consumer to make decision and selecting alternatives?
1.6 Research Objective

The research objectives for this study are as follows:

1. To identify to what extent evaluation of outcomes and beliefs affect consumers attitudes and intention to purchase in the smartphone market in India.

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.

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

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

1.7 Dissertation Structure and Overview

Chapter One provides a general introduction to the research which covers an introduction, background to the study of smartphone market, Indian market overview, market analysis, the aims and objectives of the research.

Chapter Two provides a review of the literature and covers the foundations for the research framework. In this chapter the researcher looks to define the main concepts of the study, identify the core factors of the decision making process through a consumer behaviour model and identifying as how the external and internal factors are motivation consumer in decision making process. In addition, this chapter lays out the arguments for the research, identifying themes and refining research questions and work to build a conceptual framework that can be tested throughout the research.

Chapter Three provides details of research methodology process which includes details about the empirical field work, including the sampling techniques, design and testing of questionnaire instrument, survey research implementation and overall data gathering. It also includes ethical issues and any potential limitations of the research.
Chapter Four provides details of data analysis in which the results of the survey are analysed. This includes details of data collected through graphs and tables.

Chapter Five provides a discussion of the research results and conclusion of dissertation. This chapter examines the potential implications of the findings and analyses all facts through research questions and identify if the research objectives were achieved.

Chapter six provides an area of self-reflection where the researcher will give an overview of learning methods with reference to his own, as well as analyse the dissertation writing experience and his performance and development overall.
2. Literature Review

2.1 Introduction

In this chapter provide a review and synthesis of the literature, it explain the consumer decision 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 explain the importance of band influence on consumer in smartphone industry. This chapter use a consumer decision making model to explain the consumer buying behaviour for smartphone industry in India. Literature review contents are linked with research questions and research objective of this research.

2.2 Consumer Decision Making

One of the fundamental issues in consumer behaviour is the way consumers develop, adapt and use decision-making strategies (Moon, 2004). Consumer decision making could be defined as the “behaviour patterns of consumers, that precede, determine and follow on the decision process for the acquisition of need 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 (Loudon and Bitta, 1993). It was only after the 1950’s that modern concepts 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 depict 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, use 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 produces at the time of purchase but now marketers recognize 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 takes 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 easy to find why they buy. The reason is “the answers are often locked within the consumer’s head” (Kotler and Keller, 2009).

Usually a buyer passes through five stages to reach his buying decision. 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/she starts searching the information for his/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 brands 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). For purchasing a smartphone a buyer goes to these five stages. These stages help the buyer to evaluate his/her needs, choose the best smartphone according to his/ her need and budget and purchase it.

![Figure (2): Buyers Decision Process](image-url)
2.3 Models of Consumer Behaviour

Companies use various marketing efforts to influence the decision of consumers but it is difficult to know how consumers respond to them. Marketing stimuli comprises the Four Ps which are product, price, place and promotion. Smartphone companies use these marketing stimuli to influence the consumer to buy new smartphones or replace old one. Besides these there are other stimuli that act as the major forces in the buyer’s environment which are economic factor which is country’s 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 develop smartphone according to it and the next is the cultural factor which is cultural impact of the country

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 Indian 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 analysing 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.

2.4 The Hawkins, Best and Coney Model

The Hawkins, Best and Coney model is based on the Engel, Kollat and Blackwell model and further broadens it to external and internal influences. Hawkins, Best and Coney (2004) regarded the consumer need is influenced by both external factors such as culture, subculture, demographics, social status, reference groups, family, and marketing activities and aspects such as perception, learning, memory, motives, personality, emotion, and attitudes that serve as internal factors.
Together, they form consumer self-concept and lifestyle, leading to needs and desires that drive the five-stage decision process, namely problem/needs recognition, search for alternatives, evaluation of alternatives, choice/purchase made, and post-purchase evaluation. Although the five stages decision process, which is similar to the Engel, Kollat and Blackwell model, views factors such as emotions as an influence, it still takes the assumption that consumer make purchasing decision in a rational manner, assessing alternatives before making a decision. Yet, previous experience as well as perception, learning, memory, motives, personality, emotion,
and attitudes may affect the acquisition. Experience and acquisition may influence the internal
and external factors, which would reinforce or change consumer self-concept and lifestyle.

2.4.1 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 consumer’s culture determines the overall priorities
he/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 benefit consistent with
those desired by members of a culture at any point in time has much better chance of attaining
acceptance in the marketplace. 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. As of the historic factor that Iranian plateau, Central
Asia, Arabia, Afghanistan and the West have invaded India thousands of years ago as a result
Indian people and culture have been influenced extremely and produced a remarkable ethnic
and cultural fusion. 4 main languages are spoken in the country. English is the most vital
language for national, politics and commercial communication. Although 81% of the people
are of Hindu religion, India is the home of Muslims (1% of people) one of the world’s largest
Muslim populations. The population also includes Christians, Sikhs, Buddhists, Sikhs and
Parsis (Cia.gov 2014).

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 event and so on.
Marketers often target products or services to one or more specific age cohorts. They recognize
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 cohort includes teenager, 18-29 year
olds, baby boomers and the elderly. Teenagers are making transaction from childhood to
adulthood, and their self-concept tends to be unstable. They are receptive that help them to be
accepted and enable 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 survey of Cia.gov (2014)
Total population of India is 1.2 billion and age structure from age 15 to 54 consist of 69% of total population in which approx. 376 million are male and approx. 357 million are female. As for smartphone market it is very 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 styles. 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 responses to external stimuli. A brand also has 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 buyer’s 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.

People who are from an upper-class family will undoubtedly consume more on products and services while people from a lower class will spend more cautiously and wisely on products and services in market.

The increase in Indian economic activities naturally has led to creation of employment and business opportunities, which in turn has resulted in a substantial rise in the disposable incomes of the people particularly, the middle class. An ever greater section of the Indian populous is making their entry into the middle class by virtue of their earning potential. With increasing
disposable incomes, higher levels of aspiration and propensity for a better lifestyle - the middle class is the key beneficiary of majority of the products and services marketed in India. Considering the size of the country and its population, the market size for goods and services in India is huge and it is still growing.

**Reference Groups**

A reference group is an actual or imaginary individual or group conceived of having significant relevance upon an individual evaluations, aspiration or behaviour. Reference group influences 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 bit more loosely to describe any external influence that provides social cues. Reference group that affect the consumption can include parents, fellow enthusiast, team members, classmate etc.

A 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 student 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 constitute the most influential primary reference group. 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 brands are evaluated, the decision maker who has the influence on which product will be bought, the purchasing agent who makes the purchase, and the user of the product.

There are two families in the buyer’s life. The family of orientation consists of parents and children (single-parent families and childless families are included). From parents, an individual acquires an orientation toward religion, economics, personal ambition, 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 one’s spouse and children. For example, in the India, 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 men’s and women’s needs as possible targets. As for smartphone, in an urban population of the country 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 an inspiration for marketers (Solomon, 2006). For smartphone marketing, manufacturer use social media tools and television advertisements to influence the consumer in purchase decision making. Manufacturers also try to engage consumers in activities like gaming and competitions for promotion of their product. For example, to increase perceptibility as Micromax was new in Indian market; Micromax bombarded the market by all different kinds of advertising through , radio, outdoor, online, exchange schemes and promotions. They placed their products in popular stores like Croma, The mobile store, Reliance Digital etc. As there was high visibility with the competitive brands, Micromax Tie ups with local distributors for easy availability which helped them to tap the customers who did not visit the popular stores. For the B2C model, higher margins up to 15 per cent were offered to the dealers, which was higher than the industry average of 6 per cent to 10 per cent. And distributors were offered with higher margins than any other manufacturer this helped the company penetrate the market deeper into the urban markets. For new customers the company provided them with better after-sales service and an extended warranty of 2 years, thus gaining the trust of the customer. These marketing strategies helped in the company in increasing the market share it penetrated deeper in the urban markets. It became the second largest GSM mobile phone vendor in India after Samsung, with a market share of 21 per cent. It sold about 1 million mobiles every month. (Micromaxinfo.com, 2014)
2.4.2 Internal Influence on Consumer Behaviour

Perception

Perception refers to the many different ways that an individual can sense external information, select particular sources of information and how they interoperate this information (Belch and Belch, 2009, p118). 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. Perception 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 consumer’s actual behaviour. There are three processes that explain why people from different perceptions with the same object.

1. Selective attention

Selective attention is the process that people screen most stimuli out as the capacity to process stimuli is limited. For instance, average Indians may be exposed to over 1,500 ads, which indicate that marketers have to try their best to attract consumers’ attention. People are more likely to notice stimuli that relate to a current need, that they anticipate, and whose deviations are large in relationship to the normal size of the stimuli.

2. Selective distortion

Selective distortion presents the tendency for people to interpret information that match to the presumptions. Consumers often distort information to support their existing belief and expectations. Selective distortion can be helpful with strong brands when consumers interpret neutral or ambiguous brands information and make it more positive.

3. Selective retention

Selective retention implies the tendency that people forget much of the information that they are exposed, but they still retain information that matches their attitudes and beliefs. It explains why repletion is necessary to avoid information to be neglected.
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 has bought the product and is satisfied after using it.

Memory

All the information and experiences people confront, 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.

Motivation

Maslow’s theory

Abraham Maslow tried to explain why people are driven by particular need at particular times. He placed needs in a hierarchy, which is called Maslow’s hierarchy of needs. He identified five levels of needs from the most to the least pressing.

The first level of Maslow’s hierarchy of needs is physiological needs, which is the basic level of all needs including food, water, and shelter. People will always try to satisfy their most important needs first; the second level of Maslow’s hierarchy of needs is called safety needs. When basic needs are satisfied, people will strive for security, stability, and freedom from fear; the third level is social needs, where people consumers will try to satisfy their needs for friendship, belonging, and affiliation. Such emotional security is valued by other people in social circles; the fourth level of Maslow’s hierarchy of needs is esteem needs that individual and status, to be superiority; self needs and has to do with self-development and realization. In
Maslow’s hierarchy of needs, a person tries to satisfy lower level need first, when that needs are satisfied, the person will then satisfy the next most important need.

![Abraham Maslow hierarchy of needs](image)

Figure (4) Abraham Maslow hierarchy of needs (Maslow, Stephens, Heil and Maslow, 1998)

**Personality**

Personality describes a person’s disposition, helps show why people are different, and encompasses a person’s 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 people’s self-concepts to their buying behaviour. Marketing researchers believe people buy products to enhance how they feel about themselves to get themselves closer to their ideal selves.
Attitude

“Attitudes are learned predispositions to respond to an object, or class object, in a consistently favourable or unfavourable way” (Allport, 1935, p810). Attitudes are “mental positions” or emotional feelings, favourable or unfavourable evaluations, and action tendencies people have about products, services, companies, ideas, issues, or institutions. Attitudes tend to be enduring, and because they are based on people’s values and beliefs, they are hard to change. Smartphone companies want people to have positive feelings about their offerings.

2.4.3 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 et al, “Lifestyle is a person’s pattern of living as expressed in his or her activities, interests and opinions”. Lifestyle captures a person’s whole pattern of acting or networking in the world more than profiling a person’s social class or personality. (Kotler et al, 2009). Lifestyle and social concept of consumer influenced by their external and internal influence result in the decision making process for the product based on need and desire.

2.4.4 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 stage of the model is centred on what drives consumers to start shopping for products (Workman and Studak, 2006). Problem recognition occurs whenever the consumer sees a significant difference between his or her current state of affair and some desired 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 Product, by buying a product that turns out not to satisfy needs adequately, or by creating new needs.

In case of smartphone, consumers 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/her social status.

**Information Research**

Mihart (2012) discuss 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 obtained from external sources, which can include packaging and marketing communications. 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 marketplace for specific information related to the product. Information sources can be roughly broken down into two kinds: internal and external. Internal search is the use of own memory band 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, trader, and display in shops, promotions and mass media. In case of smartphone Information about the product is collected via many source like, Friend and family, online review of the product etc.

**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 of stage, the product the product alternatives that are considered comprise the individual’s evoked set. Consumers will improve their own evaluation standard based on the information they acquired in from information search. Members of the evoked set usually share some characteristics; they are categorised similarly. The way products are mentally grouped influences which alternatives will be considered, and some brand are more strongly associated with these categories than are others.
In case of smartphones; Individual analyse many alternatives before buying a smartphone. There are various brand of smartphone as well as various price categories which have different features and specifications; the basis of categorisation for an individual is by price range or by features and brand.

**Purchase decision**

Belch and Belch (2009) describe this point in the process as when a customer makes up his/her mind on what product his/her wishes to purchase, ultimately this is the „end goal”. In the stage of purchase decision, after evaluating the alternatives and selecting product according to the desire the consumer solves his/her problems and satisfy his/her needs and buy the product. This purchase decisions is influenced by many factors like reference groups, acquaintance, friends and family. It’s also possible that if the consumer has a positive toward any certain brand then the consumer might intend to buy the product of that brand only.

In case of smartphones; consumer make their purchase decision by analysing the newly introduced smartphone in the market. Consumer rarely buys old models in the market. Consumer prefers new models because of new technology and new features. For the consumer who loyal to the brand always goes back to the brand as it satisfy his/her demand. For example: Apple, Sony and Samsung.

**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 try to search for way to minimize the dissatisfaction or replace the product; if the product meets expectations of the, then the consumers is satisfied and continue using the product happily; if the product go 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 higher. 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 analyse its functions and with a proper use they analyse if the product is satisfying their demand or not. Consumers also rate the smartphone on the websites and also post comment about their experience in using the product. If they like it the result is positive if not they the reviews are negative and this helps the other customers in buying the products.

2.5 Smartphone Characteristics

Within the mobile phone category, there is a sub-class of 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 Wi-Fi, GPS navigation, and other applications with option to download application through application market. Typically, smartphones also comprise web browsers and high-resolution touchscreens, 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 network) access. However, because of its capability to handle a great amount of applications and functions at the same time - the concept of a smartphone slowly transitioned into definitions of a handheld computer. The great differences between the available brands and models on the market today are the operating systems platform. The smartphone becomes 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 feature phone includes some basic software such as an address book and games, a smartphone has the ability of further performance. One of the significant differences between a feature phone and a smartphone is that a smartphone can install third-party applications from applications store. Users are able to download and install application on their operating systems, such as time schedule, navigators, personal finance managers and games. Generally, a smartphone is based on a certain operating system that allows phone users to install applications 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, and PIM (personal information management) applications such as calendars, contact managers,
tasks, notes, e-mail. These applications 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 so that users can see who is calling. Navigation software uses addresses stored in the address book in combination with GPS data to facilitate data entry. E-mail clients are integrated with address book.

2.6 Factors affecting Purchase Decision for Smartphones

Consumers can base their smartphone 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 Finnish 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 (Karjaluoto et al., 2005). The researchers 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.

Consumer’s 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 consumer’s experience and perceived skill in dealing with the type of product or product category. In existing studies on consumer 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).

2.6.1 Social factors

In the Unified Theory of Acceptance and Use of Technology (UTAUT) model indicate three direct determinants of intention to use (performance expectancy, effort expectancy, and social influence) and two direct determinants of actual use (intention and facilitating conditions) (Venkatesh et al., 2003). Social influence among the three direct factors of behavioural intention to use smartphone technologies is recognized as an important factor (Bhattacherjee, 2004). Social influence in includes not only mass media reports and expert opinions (external
factors) but also word of mouth from friends, colleagues, and superiors (interpersonal factors) (Bhattacherjee, 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, consumers tend to consult with their social network about this uncertainty rather than consulting the external factors such as media and expert opinions before making a decision to use Smartphone (Lopez-Nicolas et al., 2008).

However, Verkasalo (2010) suggests that the social norm influences intention to use a Smartphone indirectly through influencing the perceived enjoyment. Kim (2009) states that social influence could affect the intention to use a Smartphone via influencing the perceived usefulness. Shin (2010) also indicates that social influence has a positive influence on the attitude towards Smartphone purchasing.

Smartphone had also made possible for us to remain connected with our 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’s utilizing the same and providing additional convenient capabilities to communicate with children and know their whereabouts anytime. The Smartphone has given an opportunity to individuals to act as a journalist at any point in time and real-time information to society. Smartphone 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 any time and share it with friends and family using social Websites and other Internet based options.

2.6.2 Self-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 fulfilment of personal growth and personal potential. Higher motivation for self-actualization could make people open to new experience and learn new ideas and skills (Heylighen, 1992; Phang et al., 2006).
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, App Store (software supply for iPhone or android) could allow Smartphone users to share their information seek self-development, and contribute to actualize the self.

For example, one of the most appealing applications of Smartphone seems to be game programs. The role playing games allow users to play roles of different alternative heroes through virtual world. The game players can thus fulfil the needs of self-actualization (Wan and Chiou, 2006). However, the relationship between self-actualization and the adoption of Smartphone has not been examined. This study suggests those new technologies and Smartphone applications present consumers an opportunity to communicate and explore more and more of the world in order to actualize the self.

### 2.6.3 Brand Concern

Brand is the most valuable asset for a company, where it represents a product or service means to consumers. Brands are more than just names and symbols. It is also the element of relationship between company and customers (Kotler and Armstrong, 2010). The brand name has directly influenced customer’s perception toward the quality of the offering. When customers are satisfied, they generate word of mouth and it will lead to others to be interested and choose the brand (Azad 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 effect of brand name toward cars shows that people trust the well know brand for its 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 one seller’s 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, it's 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 agree that they choose a brand due to perceived good brand quality (Farzana, 2012). 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 decision.
2.6.4 Price Concern

“Price is the amount of money charged for a product or service, or the sum of the 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 consumer willing to pay for in exchange with products and services 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, target-return pricing, perceived-value pricing, going rate pricing and promotional 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 (Isabella, 2012).

From the consumers’ perspective, price provides a source of information for buyers to judge product quality (Carpenter, Glazer, and Nakamoto 1994; Sivakumar and Raj 1997), especially in cases where they are purchasing highly innovative products and lack the knowledge required to objectively evaluate the product/technology.

According to Flipkart.com which is India’s leading online retail store 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 has 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 Rs. 30,000 is the range for high-end smartphone and above that are flagship models of smartphone of manufactures (Flipkart.com, 2014).

2.6.5 Product Features Concern

Feature is an attribute of a product to meet the satisfaction level of consumer’s needs and wants, through owning of the product, 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’s design gain the most importance of the device specification, it consists of 56% exceed the importance of Wi-Fi (38.5%), computing power (34.2%), price (30.2%) and others (Osman, 2012).

2.7 Impact of Brand on Consumer Behaviour for Smartphone

In recent years there has been rapid growth in the adoption of smartphones that has attracted increasing attention of consumer buying behaviour (Kim, Lin, & Sung, 2013). Smartphones provide marketers with the opportunity to develop smartphones that will create a unique content of interactive experience between consumers and a brand, thus engaging consumers more effectively. Currently smartphone devices have a central role in the mobile communications landscape, and growth in market share is predicted to be strong throughout the next five years (Gelenbe et al., 2013).

2.7.1 Brand Equity

Brand building is an activity that takes some to build and often even longer time before yielding any results. From a managerial perspective, brand equity provides a strong platform when introducing new products and could shield towards competing attacks (Aaker, 1996). However, ultimately and most importantly, the brand has to carry meaning for the consumer (Cobb-Walgren et al., 1995; Farquhar 1989; Crimmins 1992). Brand equity can be defined from various perspectives, yet for the purpose of this dissertation is to analyse consumer’s perception toward brand of smartphone i.e. how customers perceive a product or service (Hong-bumm et al., 2003; Capon, 2008). Various researchers have chosen different strategies in the operationalization of consumer based brand equity and these can be divided into two groups (Aaker, 1996):

- Consumer Perceptions: covering brand awareness, brand association, and perceived quality
- Consumer Behaviour: including brand loyalty and willingness to pay a premium price.
2.7.2 Brand Awareness

Brand awareness is a brand's 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 the consideration set. Secondly, it has been shown that consumers adopt a decision 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 associations. Fundamentally, high levels 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.

2.7.3 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). Interactivity between the consumer and a brand is considered not only a distinct concept, but is viewed as an antecedent required for engagement to occur. Co-created 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 the 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 a dynamic concept that may vary from short-term, highly volatile, to long-term, relatively stable processes. Closely related to brand loyalty (Bowden, 2009), engagement describes the strength of the relationship between a consumer and a brand. Smartphone marketers influence consumer at emotional level 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 organise promotional events and activities which engages consumer to the brand.

2.7.4 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 smartphone industry influence consumer with high quality of product and brand engagement to make sure that consumer be loyal to the brand. In summary, loyalty had been investigated to been formed through the following antecedents such as brand trust, commitment, satisfaction, perceived value, image, association, quality and others. Likewise, the consequences 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 behavioural dimensions. One of the attitudinal loyalties is attitude towards brand. Attitude toward brand is an attitudinal measure for loyalty as attitude toward the brand is a relatively enduring, one-dimensional summary evaluation of the brand that presumably energizes behaviour. This study encompasses the dimensions of appealing, good, pleasant, favourable and likeable as found in Spears and Singh (2004) as the
measurement for the construct of attitude toward brand. Thus, brand loyalty is defined as the attitude toward brand.

2.7.5 Brand Association

Consumers’ favourable brand beliefs will influence their purchase intentions and choice of the brand. For smartphone, brand associations 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 creates 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 experiential attributes perceived by the consumers.

2.8 Conclusion

This chapter showed the consumer behaviour toward smartphone in Indian 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 helped 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 smartphone plays important role in consumer purchase decision for a smartphone.
3. 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.

3.1 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 Indian market; and to establish, as well as explain, the nature of the effect of regulatory focus in consumers’ 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.

3.2 Research Objective

1. To identify to what extent evaluation of outcomes and beliefs affect consumers attitudes and intention to purchase in the smartphone market in India.

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

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

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

3.3 Research Questions

1. How does attitude and subjective norms affect the consumer behaviour towards smartphones in the Indian Market?

2. What are the effect of culture, social status and marketing activities in form of external influence on the consumer for purchasing smartphone in Indian market?

3. What are the effect of perception, motivation and emotion in form of internal influence on the consumer for purchasing smartphone in Indian market?

4. How does social concept and lifestyle affect the consumer decision making process in Indian market?
5. Does the consumer if affected by cost and features of smartphone while purchasing? Does it affected by consumer social status?

6. Does the consumer if affected by brand of smartphone? Does it benefit the consumer to make decision and selecting alternatives?

Figure (6) The Research Onion (Saunders, et al 2009)

3.4 Research Philosophy

Creswell (2003) states that in order to formulate a suitable research strategy that explains how data will be collected and analysed and knowledge gained, a clear research philosophy should first be established. This is primarily because any philosophical assumptions regarding the topic of interest impact upon how the phenomena can be understood, and therefore such assumptions must remain constant throughout the research exercise (Creswell, 2003). For this research positivism philosophy is used as philosophy as is usually associated with quantitative
research and deals mainly with results obtained from statistical data which was helpful for collecting data and analysing the consumer behaviour on smartphone market in India.

**Positivism**

The positivism philosophy is represented in its extreme by quantitative purists (Johnson and Onwuegbuzie, 2004). This philosophy believes that social observations can be associated to physical phenomena, and can therefore be studied in the same way as pure scientific inquiry: the observation constitutes a separate entity, the observer is separate from the entity that is observed and it is possible to establish cause and effect reliably and validly. In positivism, a researcher begins with a theory as a result of previous findings or personal observations, formulates a hypothesis to be tested, and collects data that either supports or rejects the hypothesis; depending on the outcome revisions and subsequent tests may be conducted. Data collection within the pure positivist paradigm follows quantitative method (Silverman, 2000) involving the representation of holistic phenomena in measurable, observable reductive variables. However while positivism has proved very popular within social science and management research, its purist derivative has been criticised for giving rise to barriers in research robustness due to a narrow definition of “the concept of science” (Johnson and Onwuegbuzie, 2004). Onwuegbuzie (2009) states that while positivism promotes the idea of objectivity towards confirmation and falsification, this position disregards the fact that many human decisions are made in the course of carrying out research, and that researchers are themselves members of a social context susceptible to subjectivism, for example in deciding what to study, developing research instruments and interpreting findings.

In social science research, positivism has been largely replaced with post positivism (Guba, 1990), the difference between the two being that the researcher makes no assumptions about the infallibility of the findings for their theory but rather holds these findings as conjectural. The main tenets of post positivism are that there is no single shared reality, nor is there a distinct separation of knower from the known; these assumptions attempt to reconcile criticisms of the positivist philosophy. Therefore while positivism advocates the use of theory-free observed data to formulate theory, post positivism advocates that theory can be formulated prior to data and then tested or confirmed using scientific data. From a post positivist perspective, the researcher begins research by knowing what will be studied and how the study will be carried out, clearly stating the hypothesis and defining the methods, and
deriving knowledge from the research which can then be transferred to practice. In this research a post-positivist process was primarily followed due to the confirmatory nature of the research objectives.

3.5 Research Approach

On the second layer of the research onion is Research approach. There are two types of research approach that can be employed, according to Saunders et al (2009) which are inductive and deductive approaches.

The first approach is the deductive approach which is also known as the testing theory in which the researcher develops a theory or hypotheses and designs a research strategy to test the formulated theory and the second is the inductive approach which is also known as building a theory, in which the researcher starts with collecting data in an attempt to develop a theory. A researcher should explain clearly which approach is being followed in his or her research project.

For this research on consumer behaviour toward smartphone in India both deductive and inductive approach was used as these approach helps in understanding the consumer behaviour as it provides a basis for scientific-style model specification and testing with very high accurate result. Deduction possesses several important characteristics. First, there is the search to explain causal relationships between variables and it is operationalised in a way that enables facts to be measured quantitatively. This holds that problems as a whole are better understood if they are reduced to the simplest possible elements. The final characteristic of deduction is generalisation. In order to be able to generalise statistically about regularities in human social behaviour it is necessary to select samples of sufficient numerical size (Saunders 2009). For Inductive, it goes from specific observations to broader generalizations and theories. In inductive reasoning, it begins with specific observations and measures and then begins to detect patterns and regularities which result in formulating some uncertain hypotheses that can be explored, and which finally end up in developing some general conclusions or theories for the research (Saunders 2009). As a consequence of this, the use of quantitative techniques was applied as the primary methods for data gathering process.
3.6 Research Strategy

On the third layer of research onion is research strategy which helps in identifying the different methods which can be used in order to answer the research questions. These methods are surveys, case study, experiment, grounded theory, guided approach, ethnography and action research (Saunders et al, 2009).

The survey strategy is usually associated with the deductive approach. It is a popular and common strategy in business and management research and is most frequently used to answer who, what, where, how much and how many questions. It therefore tends to be used for exploratory and descriptive research. Surveys are popular as they allow the collection of a large amount of data from a sizeable population in a highly economical way. Often obtained by using a questionnaire administered to a sample, these data are standardised, allowing easy comparison. In addition, the survey strategy is perceived as authoritative by people in general and is both comparatively easy to explain and to understand. (Saunders 2009)

Surveys are a common method of collecting quantitative data in social and marketing research. A survey is a systematic method of gathering data from a population, by sampling a portion of that population and subsequently generalising the attributes of the population from this sample. Baker and Foy (2003) state that a survey is concerned with fact finding by asking questions of persons representative of a population of interest to determine attitudes, opinions and help understand behaviour.

The survey content and form will differ depending on the objective and the intention, and these considerations will lead to the type of survey to be undertaken, whether factual, opinion or interpretive. Factual surveys are concerned with actual behaviour and attributes while opinion surveys are concerned with the respondents’ views. Interpretive surveys on the other hand are concerned with explaining the why of actions, beliefs or opinions (Mayer, 1965, in: Baker and Foy, 2003).

While interpretive survey is considered analytical, factual and opinion surveys are generally classed as descriptive. The survey technique is popular within the quantitative methodology because of its advantages in providing a basis for gathering factual, attitudinal and behavioural data, as well as its ability to provide the researcher with great scope in terms of reach, sample size and costs (Hart, 1987, in: Baker and Foy, 2003).
Surveys are also weak in internal validity because they rely heavily on the use of statistical measures to control for extraneous variables, and as a result it is difficult to reliably prove causation in the relationships between variables. To limit the effect of these disadvantages, careful attention was given to the design and execution of the test instrument. In marketing research surveys are used to gather data on various topics and are particularly useful for researching attitudes, lifestyle, behaviours, decision making and demographics. This empirical precedence as well as other considerations such as costs, time and accessibility, were major factors and considerations in the valuation of the survey method’s suitability for this research which focused on aspects of consumer behaviour involving attitudes, perception and motivation in purchasing of a smartphone in Indian market.

3.7 Research Methodical Choice

This layer of the research onion highlights a basic but important choice all researchers face when designing their research which is whether to use a quantitative method or qualitative method for data gathering approach and corresponding analysis procedure which is known as mono method, more than one qualitative method or quantitative method for data gathering approach and corresponding analysis procedures, but not both which is known as multi methods or whether to mixed method which is where both quantitative and qualitative data gathering and corresponding analysis procedures are used. (Saunders et al, 2009).

For the research one can choose to use a single data collection technique and corresponding analysis procedure, either a mono method quantitative design or a mono method qualitative design. Alternatively, they can use multiple methods. In multi method quantitative designs the researcher uses more than one quantitative data collection technique. (Tashakkori and Teddlie 2003)

For this research multi method is used for research as multi-method refers to those combinations where more than one data collection technique is used with associated analysis techniques, but this is restricted within either a quantitative or qualitative world view (Tashakkori and Teddlie 2003). As the primary data collection in this research is done by questionnaires this research use multi-method but focus more on quantitative research. As the
research question for survey had some questions which were qualitative in nature, multi-method helped in collecting data in that situation.

![Figure (7) Research choices (Saunders, et al, 2009)](image)

### 3.8 Time Horizon

The final layer of the research onion, before reaching the core, highlights the time horizon over which the researcher undertakes the research. Where research is undertaken to answer a question or address a problem at a particular time this ‘snapshot’ is cross-sectional and is likely to make use of strategies such as a survey or case study. Conversely, where answering the question or addressing the problem necessitates data being collected for an extended period of time, the research is longitudinal, being likely to make particular use of strategies such as an experiment, action research, grounded theory and archival research.

This research on consumer behaviour toward smartphone is cross-sectional as the study of a particular phenomenon is at a particular time. Cross-sectional studies often employ the survey strategy (Easterby-Smith et al. 2008; Robson 2002). They may be seeking to describe the incidence of a phenomenon or to explain how factors are related in different organisations. A self-completion questionnaire was used in a cross sectional survey design to collect data on smartphone buying motivations, behaviour and evaluation.

### 3.9 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.
3.9.1 Data Collection Methods

This research is based on multi-methods, using both quantitative and qualitative techniques, in data collection with more emphasis on quantitative methods. 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).

3.9.2 Primary Data Collection

Primary data are the data that are collected for the specific research problem in hand, using procedures that fit the research objective best. For this research, to analyse the consumer behaviour toward smartphone in Indian market primary data is collected through surveys. As this research use the quantitative method for data primary data collection, the research questionnaires were distributed among the selected sample for the research via e-mail or Facebook, questionnaires was shared via Google Drive the link shared on Facebook and e-mail. Using Social Media’s platforms and tools as a way to collect data was very valuable as it allowed to quickly sharing the questionnaires by posting on Social Networks websites and sending messages to my contacts to ask them to share the questionnaires to their own contacts. The link was shared on various pages in Facebook which helped in reaching various masses. The survey was done with 260 people living in India. The data collected in excel was exported to SPSS for data analysis. Then descriptive statistics 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 this research and also in answering the research questions and meets the research objectives of this 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, p59) to define an exploratory study as a valuable mean of finding out ‘what is happening; to seek new insights; to ask questions and to assess phenomena in new light. On the other hand, Saunders, et al, quoted Robson (2002, p59) 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.
3.9.3 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 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 makes 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 data collected are analysed.

3.9.4 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 India 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.

### 3.9.5 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 India 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 India via E-mail and Facebook pages. This was done to reach the different kind demographic in India. 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 questions 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 Indian 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 Indian market, questionnaire had a ranking question which helped in understand as how much consumer prefers to pay for a smartphone in Indian 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 objectives. See Appendix (B) for questionnaire used for data collection.

3.10 Ethics

Ethical issues can arise at a variety of stages in business and management research (Bryman and Bell, 2011).

In order to avoid any ethical issues the information was obtained through questionnaires, it was only used for the dissertation purpose. The ethical policy of companies regarding their information was respected. All the contributors to this research were informed with all the details regarding the survey. All the people who was asked questions had all the right in deciding whether to participate in the survey or not. Additionally there was right of privacy to the participants. The participants had all the right in refusing to answer any question they consider inappropriate. The participants can had right to give their opinion on the product which was only used in the research purpose. “Covert observation transgresses that principle, because participants are not given the opportunity to refuse to cooperate” (Bryman and Bell, 2011).

The participation in the survey was voluntary the participants can themselves decide whether they want to be the part of the survey or not and the participants can withdraw at any time of survey and confidentiality will be protected of that participants. The research will never reveal any confidentiality of the companies. “The right to privacy is a tenet that many of us hold dear, and transgressions of that right in the name of research are not regarded as acceptable” (Bryman and Bell, 2011).
3.11 Limitation

While conduction the research time management can be a limitation as this was an analysis of the smartphone market. It is a vast sector and the Indian market is very huge so, in order to complete the research on schedule time management was very important. The time taken to conduct the paper including preparation, research, analysing findings and drawing conclusions was excessive.

The questioner part was also challenging as selecting a group of 250+ people with different background was essential for the research and analysing the market from different viewpoints. It was felt that the sample size was needed in order to get a broad understanding of the area would be 250+ , if this was not achieved the sample may become insufficient.

There was some difficulties because of the language barrier but as most of the Indian people understand and speaks English language that was not that difficult.
4. Data Analysis

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.

4.1 Demographics

4.1.1 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. According to (Cia.gov, 2014) the male to female ratio in India is 1.08 male: 1 female, so this is a positive finding with regards to male and female ratio of Indian population. A gender pie chart can be found in Appendix (A)

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>143</td>
<td>55.0</td>
<td>55.0</td>
</tr>
<tr>
<td>Female</td>
<td>117</td>
<td>45.0</td>
<td>45.0</td>
</tr>
<tr>
<td>Total</td>
<td>260</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table (1) showing frequency and percentage of gender of respondents

4.1.2 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 Indian population as they make up a significant percentage of the Indian population (Cia.gov, 2014). An age bar graph can be found in Appendix (A)
Table (2) showing frequency and percent of age of respondents

4.1.3 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 ()

Table (3) showing frequency and percent of occupation of respondents
4.2 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 India.

A set of question was asked to the respondents to understand the consumer’s attitude toward the smartphone in Indian 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.

4.2.1 Consumer’s attitude toward owning and level of satisfaction from smartphone

Do you own a smartphone?

Figure (9) showing respondents owning a smartphone

This question was to identify that what percentage of people use smartphone in India. 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 India.
If yes, are you satisfied with your smartphone?

Figure (10) 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 (11) 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.

**4.2.2 Consumer attitude toward switching smartphone**

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

![Switch to another brand?](chart)

Figure (12) 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.
Table (4) showing frequency and percent of consumer view on switching to other brand

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>Yes</td>
<td>150</td>
<td>57.7</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>80</td>
<td>30.8</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>230</td>
<td>88.5</td>
</tr>
<tr>
<td>Missing</td>
<td></td>
<td>30</td>
<td>11.5</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>260</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Level of switching smartphones

Figure (13) 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 India change their smartphone in moderate level which is that they use their smartphone for 2 to 3 years.
Table (5) showing frequency and percent of respondents level of switching

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low</td>
<td>22</td>
<td>8.5</td>
<td>9.6</td>
</tr>
<tr>
<td>Moderate</td>
<td>136</td>
<td>52.3</td>
<td>59.1</td>
</tr>
<tr>
<td>High</td>
<td>25</td>
<td>9.6</td>
<td>10.9</td>
</tr>
<tr>
<td>Extremely High</td>
<td>47</td>
<td>18.1</td>
<td>20.4</td>
</tr>
<tr>
<td>Total</td>
<td>230</td>
<td>88.5</td>
<td>100.0</td>
</tr>
<tr>
<td>Missing</td>
<td>30</td>
<td>11.5</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>260</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

How much are you willing to pay for a smartphone?

This question was asked to identify as how much Indian people 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 form 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. 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 smartphone do not reply. This result clarifies that maximum
number of people purchase mid-range smartphone which cost between Rs. 10000 to Rs. 20000 and the sales of mid-range smartphone have high sales in Indian market.

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid 5000-10000</td>
<td>18</td>
<td>6.9</td>
<td>7.8</td>
</tr>
<tr>
<td>10001-15000</td>
<td>62</td>
<td>23.8</td>
<td>27.0</td>
</tr>
<tr>
<td>15001-20000</td>
<td>76</td>
<td>29.2</td>
<td>33.0</td>
</tr>
<tr>
<td>20001-25000</td>
<td>44</td>
<td>16.9</td>
<td>19.1</td>
</tr>
<tr>
<td>25001-35000</td>
<td>17</td>
<td>6.5</td>
<td>7.4</td>
</tr>
<tr>
<td>35001 and above</td>
<td>13</td>
<td>5.0</td>
<td>5.7</td>
</tr>
<tr>
<td>Total</td>
<td>230</td>
<td>88.5</td>
<td>100.0</td>
</tr>
<tr>
<td>Missing</td>
<td>30</td>
<td>11.5</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>260</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table (6) showing frequency and percent of respondents; as how much they are willing to pay for a smartphone

You prefer smartphone manufactured by

Figure (15) shows respondents preference for manufacturer
This question was asked to identify that which manufacturing companies are preferred by Indians as many local 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 Indian 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 Indian 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.
4.3 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.

4.4 Research Objective 3
To analyse what are the factors which influence and eventually motivate the customer to buy smartphone in Indian 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 in 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 was 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.
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

<table>
<thead>
<tr>
<th>Influence Level</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly non influential</td>
<td>48</td>
<td>18.5</td>
<td>20.9</td>
</tr>
<tr>
<td>Non influential</td>
<td>16</td>
<td>6.2</td>
<td>7.0</td>
</tr>
<tr>
<td>Neutral</td>
<td>72</td>
<td>27.7</td>
<td>31.3</td>
</tr>
<tr>
<td>Influential</td>
<td>68</td>
<td>26.2</td>
<td>29.6</td>
</tr>
<tr>
<td>Strongly influential</td>
<td>26</td>
<td>10.0</td>
<td>11.3</td>
</tr>
<tr>
<td>Total</td>
<td>230</td>
<td>88.5</td>
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Table (7) showing frequency and percent of family suggestions influence of respondents

**Financing**

Figure (17) 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.
Table (8) showing frequency and percent of financial influence of respondents

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The well-known brand name of the product

Figure (18) 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.

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Table (9) showing frequency and percent of well-known brand influence on respondents

The quality of the product

Figure (19) 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.

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Table (10) showing frequency and percent of quality of product influence on respondents

Satisfaction for a previous product of certain brand

Figure (20) 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.

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

**Position within society**

Figure (21) 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.

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Table (12) showing frequency and percent of position in society influence on respondents

Technical aspect of the product

Figure (22) 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 in influential to maximum consumers. As the technical aspects of a smartphone helps consumers deciding as what additional function in a smartphone they require and this help in decision making process.

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Table (13) showing frequency and percent of technical aspect influence on respondents

**Festival season/Promotion**

Figure (23) 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.

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Table (14) showing frequency and percent of festival season and promotion influence on respondents

Advertisement

Figure (24) 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.

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Table (15) showing frequency and percent of advertisement influence on respondents

**After Sales Services**

Figure (25) 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 non-influential 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.

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Table (16) showing frequency and percent of after sales and services influence on respondents
4.5 Research Objective 4
To analyse the theoretical implication of brand of smartphone in Indian 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.

4.5.1 Consumer Brand Preference

Which brand of smartphone did you purchased last time?

![Bar chart showing smartphone brands](image)

Figure (26) showing smartphone brands

This question helps to understand as which company is dominating the Indian 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 Samsung smartphone, 22.3% purchased Micromax smartphones, 13.5% purchased Apple smartphones, 9.2% purchased Sony, 6.2% purchased HTC and 8.1% purchased other brands. The rest 11.5% are
those who do not use smartphone and does not reply. The result clarifies that Samsung has highest number of consumers in Indian market. Micromax being Indian brand has 2\textsuperscript{nd} highest number of users in country. According to (3Q2013, 2014), it can be justified that Samsung has the highest number of consumers in the market and home grown brands like Micromax is behind Samsung in consumer preference.

**How important is brand while purchasing smartphone?**

![Bar chart](image)

Figure (27) 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.
Table (17) showing frequency and percent of importance of brand to consumer

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Would you buy same brand while purchasing new smartphone in future

Figure (28) 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 same 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.

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Table (18) showing frequency and percent of respondent’s decision on purchasing same brand in future

Satisfaction with brand of smartphone?

Figure (29) 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.

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<tr>
<td>Satisfied</td>
<td>136</td>
<td>52.3</td>
<td>59.1</td>
</tr>
<tr>
<td>Very Satisfied</td>
<td>17</td>
<td>6.5</td>
<td>7.4</td>
</tr>
<tr>
<td>Total</td>
<td>230</td>
<td>88.5</td>
<td>100.0</td>
</tr>
<tr>
<td>Missing</td>
<td>30</td>
<td>11.5</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>260</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table (19) showing frequency and percent of respondent’s satisfaction with brand of smartphone
5. Discussion and Conclusion

5.1 Introduction

The major purpose of this study is to analyse consumer behaviour towards smartphone in the Indian 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’s 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.

5.2 Theoretical Contribution According to Research Questions

With regards to the first research question which was to find out the effect of attitude and subjective norms of consumers, the finding shows that consumers in India have very positive attitude toward smartphone use as smartphone as maximum respondents uses smartphone in their daily lives and they are mostly satisfied with their smartphone as it satisfies their need. Upon asking the question to respondents who does not use smartphone to find out as are they planning to purchase on in future maximum number of them said yes, which means people in India are slowly switching their normal mobile phone to smartphone.

With regard to second and third research question which was to find of effect of external and internal influence that motivates consumer in purchasing a smartphone, the result shows that consumers are influential to external factors like culture, social status, family and friend, word of mouth and marketing activities and the internal factors like perception, motivation, memory, learning and attitude. The finding also shows us that the respondents are influenced by these external factors and internal factors and these factors force them to purchase a smartphone. As
discussed in literature review the model (The Hawkins, Best and Coney Model, 2004) shows that these external factors and internal factors motivates a consumer in decision making process and the finding shows helped in analysing that these factors are very influential to a consumer in purchasing a smartphone. The consumers are influenced by combination of these factors according to its need and desire. According to data finding it is clear that Family and friend suggestion and social status are influential to consumers as before purchasing a smartphone consumer does take advice from their family and friend. Their social status is influential as disposable income of a consumer have very important factor for purchasing a smartphone and the disposal income of a consumer depend on their social status. As discussed in literature review that social class and disposable income of consumer in India is growing consumer need a smartphone as a status symbol. According to finding it is clear that for the respondents financing is influential and buying behaviour of consumer depend on this factor.

For internal factors according to the model (The Hawkins, Best and Coney Model, 2004) discussed in literature review, these factors are influential to consumer in making purchase decisions as the factor like memory helps consumer in identifying and differentiating smartphone model and brand with their perception which is built by advertisement, word of mouth and promotion of that product in market. According to data finding respondents were influential to advertisement of smartphone, maximum respondents said that they were influence by the advertisement of the product as advertisement of the product helps them in understanding new features of that product and these factors sometimes directly influence them in purchase decision making. Consumers also visit websites like gsmarena.com and android authority.com for reviews on smartphone, this also help as product advertisement as these websites review the smartphones in depth which helps consumers in learning factor which later helps in decision making process.

With regards to fourth research question which was to find the relationship of lifestyle and social concept to buying behaviour, result shows that lifestyle factor have a great impact on the purchase behaviour of the respondents. As discussed in literature review of the research (The Hawkins, Best and Coney Model, 2004) the effect of all external and internal factors result in life style of the consumer which eventually results in purchase decision making process. In decision process a consumer chooses a product or brand, which seems to possess a maximum possibility of the characterization or elaboration of their lifestyle. It can be assumed that the individual’s behaviour toward smartphone in market can be predicted from an understanding of how that individual represents himself to the world. The details of individual’s life style
system are known by the products and services which are selected, purchased and consumed by the individuals, in order for them to define, actualize or extend their life style identity. According to data finding the effect of this factor was very influential to the consumers in purchasing a smartphone in the market as these factors combined help the consumer in decision making process which include the five stage of decision making process.

For the need of recognition stage which includes factors like social influence and culture influence the data shows that smartphone are very useful and helpful to consumers in the market as with smartphone they can get connect to social media and take pictures and use as a multimedia device. The data helps in concluding that smartphone need is increasing and it is influencing the consumer in purchasing the product.

For Information search stage which include factors like friend and family influence and learning factor, data shows that consumer research for their smartphone using various method like review websites and asking friends and family. This stage helps consumer in collecting information about various available smartphones in the market.

For evaluation of alternatives stage which include factors like perception, memory and social status of consumer, in this stage of decision making process consumer evaluate all the alternatives on basis of their perception toward the brand, their memory about the product, and their social status. The data finding clarifies that these factors are important in the stage of decision making as maximum respondents said that position in society is influential to them, maximum respondents said that they are influential to well-known brand name while purchasing smartphone and maximum number of respondents agree that advertisement influence them in buying a smartphone.

For purchase decision stage, it is analysed that consumer after evaluating all the factors and analysing all the alternatives chooses smartphone on basis of their lifestyle, desire and need. The data finding clarifies that consumer purchase the product after analysing the external and internal influence which motivates them to make the purchase decision.

For post purchase stage, it is discussed in literature review that consumers after purchasing smartphone post review depend upon their usages on websites which become influential factor for other consumers in purchasing the smartphone and if the product matches the consumer expectations then the brand image of that product is increased in consumer minds.
With regards to fifth research question which was to find of effect of cost of smartphone on purchase behaviour, the result shows that cost of smartphone is an important factor for a consumer in purchasing a smartphone as price is one of the major determinants of buyer choice and also one of the most important elements determining company market share and profitability (Kotler 1994). From the data finding it is clear that maximum consumer prefer buying medium range smartphone which is Rs. 10,000 to Rs. 20,000 and few consumer want to spend more than Rs. 35,000 for a smartphone which is range for high-end smartphone. This also helps in understanding that maximum numbers of smartphone sold in India are the medium range smartphone. Literature review also discussed that price of smartphone is one of the important factor which influence consumer in purchasing a smartphone as it effect the buying decision in many ways like, if consumer disposable income does not meet the cost of consumers desired smartphone or if consumer gets discount or promotional offer on a smartphone. The price factor changes and influence consumer buying behaviour for smartphone.

For the effect of smartphone features in buying decision, smartphone features is also an important factor which affect purchase decisions as smartphone feature distinguish one smartphone to another, consumer at the stage of selecting form alternatives in purchase decision model, as discussed in literature review smartphone is distinguish on basis of their features like, some smartphone have 4 inch to 5 inch screen and some smartphones have screens more than 5 inch, some smartphone have faster processor, some smartphones have good camera etc. Consumers decide which smartphone to buy according to his need and desire. According to the data collected it clarifies that maximum number of consumer prefers good quality smartphone and technical aspect of smartphone also influence them in making purchase decisions. This concludes that smartphone price in market and smartphone features are important factors which helps consumer in decision making process.

With regards to sixth research question, which was to find out brand influence on consumer, the result shows that the brand has very influential to consumers in decision making process, the impact of brand on consumer behaviour as discussed in literature review is an important factor which helps a consumer in selecting smartphone on basis on the brand image of company. Brand helps consumer in identifying the quality of the smartphone. Smartphone manufacturing companies build their brand image by manufacturing good quality product. There are various brands in Indian market like, Samsung, Sony, HTC, Micromax etc. According to the data collected, Samsung has maximum number of consumers in the market,
2nd is Micromax which is an Indian company. The data also shows that other companies like Sony, Apple and HTC as good number of consumer in market. This data helps in understanding that brand image is important to consumer in India. In this research maximum consumers agreed that they will switch brand of their smartphone to get additional feature which means that few Indian consumer are loyal to brand. In data collection, maximum consumer agreed that brand is very important to them in purchase decision making process as they prefer known brand name and previous used product of that brand as their next brand instead of experimenting with new brand. These data concludes that consumer perceives brand image while purchasing smartphone and few consumers in Indian market are brand loyal.

5.3 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.
5.4 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 country, 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 country that uses a smartphone. The sample also represents population of few states in the country, as India has very vast population it was difficult to select sample from every state in the country.

5.5. 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 industry in India.

5.5. Recommendation 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.
6. Self-Reflection on Own Learning and Skills Development

6.1 Introduction

This section outlines the method to learning that was observed during the MBA Business Management program in Dublin Business School primarily in the dissertation assignment, discussing the skills development process and knowledge acquisition that was achieved. Based on academic theory, the chapter seeks to explain how the learning occurred and the most significant development areas identified in the process that are set to significantly contribute to my future professional career.

This chapter of the dissertation will discuss about learning situations that was met during this process and how it helped in gaining knowledge. The First part in this reflection, various learning theories are explained which are applied. In the second part of this reflection, will explain the learning process, the third part will explain al the personal achievements and knowledge gained from this course and the fourth part will explain all the skill that are obtained during this work.

6.2 Learning Theory

“Learning is the process whereby knowledge is created through the transformation of experience” Kolb (2005). Everything we know, everything we can do and everything we believe, we have learned, we are products of our learning (Honey & Mumford, 2006). Rogers (2013) suggested two contrasting approaches in the learning process. The learning can be confined to a specific activity, such as parenting or running a shop, where there is a concrete and immediate learning from the accumulation of experience even though there is no specific learning objective from the task, in which case Rogers refers to as task conscious or gaining knowledge (Rogers, 2013). On the other hand, the learning process can follow the learning-conscious or formalised learning approach, in which unlike the task conscious approach, there is a consciousness of learning, learning itself is the task and the learner is aware of that (Rogers, 2013). Kolb (2005) pointed out the importance for the learner to use a variety of learning styles and suggested that effective learning should proceed around a cycle. The four learning styles of Kolb’s theory are: concrete experience (learn by doing something), reflective observation (think about what has happened), abstract conceptualization (drawing conclusions) and active experimentation (test the theory in the future). Concrete experience would relate to
actively going to lectures, reading books in the library and researching information. Reflective observation refers to when someone learns from something that has happened; this might be a reviewing a lecture to identify how it went and potential learning’s from it. Abstract conceptualisation refers to when someone reflects and draws conclusions and allows us to make judgements on what has happened in order to make better, more learned decisions going forward. Active experimentation, essentially as this stage we look to put into practice the learning’s that we have made. The cycle then begins again.

The theory proposes that knowledge develops from the combination of grasping and transforming the experience, through the modes of concrete experience and abstract conceptualization, and then reflective observation and active experimentation (Kolb and Kolb, 2005). They argued that this theory portrays an idealized learning cycle where the learner goes through the four stages of experiencing, reflecting, thinking and acting (Kolb and Kolb, 2005). Cassidy (2004) highlighted that in Kolb’s Experiential Learning model, “individuals will show a preference for or will cope with some stages better than others and learning is seen as a continuous, interactive process”.

With regards to my learning process, I consider it to be Reflective according to Kolb’s learning cycle model as I have always collected as much as information needed about something before making a decision. That being said, throughout the process of this dissertation I have had to adopt other learning styles, mainly the concrete and abstract approaches. Concrete learning
style helped me in reading books and researching information about this dissertation on consumer behaviour toward smartphone and abstract learning helped me in drawing conclusion to my research by reflecting on other research in this area. However, considering the overall experience at the MBA in Business Management course, there is a clear preference for the reflective observation approach.

6.3 Learning Process

Learning process separates the individual differences in the ways in which people learned into three domains; learning preference, learning style and cognitive style. According to this framework, learning preference refers to favouring one type of teaching or learning experience over the other, whereas learning style relates to the way of acquiring knowledge and skills, through particular ways of engaging with the learning process. Cognitive style refers to the distinctive and habitual way of representing, organising and processing information in the memory (Smith and Sadler-Smith, 2006). According to this theory, I based my MBA in Business Management course on learning style. Learning style is my main style is that of a reflector, learning and constructing meaning through the process of reflection for the study. This gives me extensive consideration and observation of the concepts and theory presented in the classes, before forming and expressing an opinion. This was mainly how I achieved learning throughout the MBA course.

6.4 Personal Achievements and MBA knowledge

The programme and the dissertation provided me with personal achievements. During the MBA program I had to write assignments for all my courses. I have always put a lot of efforts into it in order to get the good grades possible and with lots of efforts I managed to get good result in this course. All assignments in this course helped me in gaining knowledge and improving my research skills. As this course structure was new and different to me, I still managed to understand in quickly. As my course was MBA in business management I choose two different streams. In first semester Human Resource and in second semester Marketing. Both streams helped me in academic and business knowledge in depth. During Dissertation, I choose consumer behaviour for smartphone market because this area is very interesting to me. This dissertation also helped in in gaining in depth knowledge of consumer behaviour and smartphone market industry in India. As my future plan is to get a job in marketing sector for telecom industry in India, the knowledge I gained with this research had help in better understanding the industry and the market.
6.5 Skills Development during MBA

Interpersonal Skills

The dynamic and interactive format of the MBA Business Management program, along with the significant number of group projects assigned and presentations delivered throughout the length of the course greatly helped the development of my social and interpersonal skills. Verbal and non-verbal communications skills, listening and negotiation are all skill areas that were extensively tested and developed throughout the program. This acquired skill set will not only significantly contribute to my future professional success in targeted areas such as people’s management roles, but also to my personal life.

Research Skills

The involvement in research activities have been one of the most fascinating experiences and skill developments from the MBA Business Management program. With no exposure and experience in research previously, the task of the final dissertation assignment was enormous challenges at the start but eventually I started develop confidence in completing this research after meeting my supervisor who was very helpful and helped me in understanding the systematic way do complete the dissertation. Time management and organisational skills developed from this dissertation. The process of selecting the research topic, submerging into the academic literature of an unknown subject, choosing and designing the research methodology was rewarding. Decision making and dealing with uncertainty were two skills that were tested to a great extent during the dissertation work, considering the multiple times that I had to make decisions amid situations that were not entirely clear and known. Undoubtedly, the dissertation assignment has been the most difficult task in the MBA program, however, I feel that overall it has been the single most important source of knowledge acquisition and skills development of the entire course. In addition, I expect the outcome produced in the dissertation to serve as an additional benefit and help advance my professional career further.

Marketing Skills

Marketing was always an area that I was looking to build my career in but I needed that extra edge to set me apart. I truly feel this MBA course, especially the dissertation stage, helped me not only develop my understanding of the marketing but also help me think beyond standard approaches and bring new and more effective options which can help in my career.
6.6 Conclusion

From a personal perspective, the overall experience of completing the full time MBA Business Management course was rewarding. The personal rewards and added value that this experience will provide to my future professional prospects will be noteworthy. One of the most valuable assets the MBA Business Management experience has given me was the possibility of self learning. Being surrounded by smart and competitive people, with various backgrounds and skill sets has served as a great personal benchmark, to identify my strengths, qualities and weaknesses, and in the process, identify my career goals and the specific development areas I needed to focus in order to achieve those goals. Despite my learning style and preferences identified earlier, the MBA Business Management course has provided me with an educational culture that promoted diverse learning spaces regularly contributing greatly to my personal development as a whole. The learning and development experiences highlighted throughout this chapter have been significantly beneficial in my becoming more career aware and career ready. Therefore, the successful completion of this dissertation project concluded an extraordinary learning experience that will help push my professional career to the next level, and will remain as valuable asset for the rest of my life.
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The Indian Telecom Services Performance Indicators, April-June 2013, TRAI, December 2013


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.

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

If any other, please specify below:

__________________________________________________________________________________________
5. Which brand of Smartphone did you purchase last time?

Sony ( )
Samsung ( )
HTC ( )
Apple ( )
Micromax ( )
Other __________________

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

7. What is your level if switching smartphones?

Low ( )
Moderate ( )
High ( )
Extremely High ( )

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

Unimportant ( )
Fair ( )
Important ( )
Very important ( )
9. While purchasing a smartphone what are the important factors that help you in deciding?  
1=least important, 5= most important

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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</thead>
<tbody>
<tr>
<td>Brand</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Performance</td>
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<tr>
<td>Quality</td>
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<tr>
<td>Design</td>
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<td>Operating System</td>
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<tr>
<td>Value</td>
<td></td>
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<td></td>
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<tr>
<td>Reputation</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>Service</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

If any other, please specify below:

_________________________________________________________________________________

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

<table>
<thead>
<tr>
<th>₹</th>
<th>(   )</th>
</tr>
</thead>
<tbody>
<tr>
<td>5000-10000</td>
<td>(   )</td>
</tr>
<tr>
<td>10001-15000</td>
<td>(   )</td>
</tr>
<tr>
<td>15001-20000</td>
<td>(   )</td>
</tr>
<tr>
<td>20001-25000</td>
<td>(   )</td>
</tr>
<tr>
<td>25001-35000</td>
<td>(   )</td>
</tr>
<tr>
<td>35001 and above</td>
<td>(   )</td>
</tr>
</tbody>
</table>

11. Would you buy the same brand when buying a new phone in the future?  
Yes / No / Maybe
12. You prefer a smartphone manufactured by:
Multinational companies (   )
Indian companies (   )
Not a factor (   )

13. Based on your own experience, how would you rate your satisfaction with the brand of Smartphone?
Dissatisfied (   )
Fair (   )
Satisfied (   )
Very satisfied (   )

14. 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

Thank you