

Katyal (2017) researched that Factors Affecting Smartphone Purchase Decision the research object was to find the factors affecting customer smartphone purchase decision, to analyse the impact of demographic factors affecting consumer's smartphone purchase decision. In this research paper descriptive study has been used. Sample of 300 respondent was taken and the tool used to analyse data are SPSS and MS-excel. The data was collected from various region of Haryana using convenient sampling was done. The data was collected using primary data in the form of questionnaire that is filled by the customers. The secondary data was collected from internet and other resources the research conclude that Important features which are responsible for smartphone purchase are: usefulness of the smartphone. Features of the smartphones also plays important roles. Majority of the customer become loyal towards certain brands which also affect purchase decision.

Mesay (2013) researched on Consumer Buying Behaviour of Mobile Phone Devices The objective of this research was to investigate the underlying factors that determine the decision to purchase mobile phone devices. During the survey, 231 respondents were collected using questionnaire. This study used multiple regressions analysis to test the effects of six independent variables (price, social influence, durability, brand name, product feature and after sales service) on the decision to buy a mobile phone device. All the six independent variables combined significantly influence the consumers buying decision of mobile phone devices. The leading factor is price followed by product features and durability.

Malviya & Saluja (2013) researched on the Factors influencing consumer purchase decision towards smartphones in Indore the factor This research is basically an exploratory research, where it is aimed to explain the relation between the four independent factors namely price, brand name, features and social influences on the consumers' purchase decision towards Smartphone. Data were collected with convenient sampling. The sample of 188 respondents was collected, The collected data were analysed and interpreted using chi-square, reliability analysis, Factor analysis, Confirmatory Factor Analysis with the help of SPSS conclude that Other features like brand, social image, technology and durability are playing major role in buying decisions of consumers in Indore.

Mathapatia & Vidyavati (2016) research that the underlying factors that might affect customers in purchasing a mobile phone. The research objective was to identify the underlying factors which have a role in deciding the brands while customers purchase a mobile phone. The research based on sampling method, Factor analysis The survey was done with 200 people and analysed with statistics tool for data analysis. The research concludes that buying decisions depend on branded mobile phone, factors taken in to consideration by customers are price, physical attributes, charging and user friendliness, size, weight, friends and social group recommendations, neighbours' recommendations and advertising.

Reddy & Soni (2021) attempts to investigate and understand the factors that influence the purchase decision towards smartphones. The investigation objective was is to study the factors influencing consumer purchase decision towards smartphones. Consumer perception refers to marketing and advertising the idea of sensory perception to understand how a product or service affects consumer actions. The investigation based on sampling method, factors analysis, multiple method. the investigation concludes that important component that determines purchase decision is the price and inbuilt feature within the smartphone and Consumer loyalty, advertisement, market strategies, and consumer satisfaction are the critical factors that help consumers in making a wise purchase decision.

Engidaw (2020) attempts to investigate factors affecting consumer purchase intention of smartphones. The major objective of this study was to assess factors affecting consumers' purchase intention of smartphones. A complete sample of 385 consumers selected in Hawassa city by employing the population precision method and a systematic random sampling technique at the time of data collection. Descriptive and inferential statistical tools such as; frequency tables, percentages, means, standard deviations, Pearson correlation, and multiple regression analysis were used to data analysis. The analysis concludes that all variables namely price, product feature, brand name, advertising, and social influence have a positive relationship with the consumers' purchase intention.

Nagarkoti (2009) researched about the factors influencing consumer behaviour of smartphone users. The aim of the study is to know about the factors influencing consumer behaviour of Smartphone users. The research is based on the books, journals and articles whereas the empirical part is concluded by conducting two focus group interviews consisting 6 Smartphone users aged 20-30 years in each group from the Helsinki region. The research concludes that variables such as durability, reliability, processing ability, software, hardware, multifunction ability, latest technology and brand affect smartphone buying decision.

Rao, Bhamani & Chauhan (2022) conducted a study on the factors affecting smartphone purchase decision. This research focuses on identifying the factors which affects the smartphone purchase decision of a customer. The study is conducted on 202 students and people from Vadodara, and other cities of Gujarat with the income up to 1 lakh INR per annum. The study concludes that factors such as brand concern, price factors, convenience, product features concern and social influence concern affect smartphone buying decision.

Rahman & Sultana (2022) researched about brand concern, price factors, convenience, product features concern and social influence concern variables. This descriptive study aimed to determine the factors that affect customers' preferences to buy a cellular phone. The research was conducted in a total of the eight largest cities in Bangladesh collecting 385 user samples with google form and analysing 410 questions from questions. The research concludes features, quality, storage, battery backup, appearance, price, brand image, social influence affect smartphone buying decision.

Gaulavi, Deka & Dutta (2016) researched about the external and internal factors that influence the consumer decision in purchasing a smartphone. The objective was to focus on consumer attitude for smartphones and the influence various factors have on consumer buying decision. The research is based on multiple methods using both qualitative and quantitative techniques in data collection with more emphasis on quantitative methods. The survey was done on 60 people in Joypur , Guwahati and analysed in statistical tool for analysis. The research conclude that the buying decision depend on external factors such as quality of product, brand image, price, sales & service and internal factors such as culture, social status, friends, word of mouth.

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