

Mobile Phones - Customer Dissatisfaction and purchase behavior

**Submitted for the course: LEAN STARTUP MANAGEMENT
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By

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1. INTRODUCTION

1.1 IDENTIFIED PROBLEM

Cognitive dissonance refers to a situation involving conflicting attitudes, beliefs or behaviours. This produces a feeling of discomfort leading to an alteration in one of the attitudes, beliefs or behaviours to reduce the discomfort and restore balance, etc. According to cognitive dissonance theory, there is a tendency for individuals to seek consistency among their cognitions (i.e., beliefs, opinions). When there is an inconsistency between attitudes or behaviours (dissonance), something must change to eliminate the dissonance.

The project aims to find out the different reasons responsible for the cognitive dissonance among mobile handsets i.e. what are the characteristics and the dimensions due to which a person doesn't like his/her phone in the first moment of truth and the consequent month. It also deals with whether the users are satisfied with the product that was promised to them during purchasing and as shown in advertisements. We also aim to find the possible solutions and improvements that can be made to a mobile phone so as to decrease the cognitive dissonance by conducting surveys and collecting the data which will help us to find the major reasons for it. (Post-purchase cognitive dissonance – evidence from the mobile phone market Jenss Graff 2012)

1.2 CUSTOMERS

In today's digital world, smartphones as well as normal feature phones are being used by almost every person irrespective of gender, social status, economic status or any demographic background. With decreasing prices of smart phones and technology being improved every moment, smart phones now play an integral part in every person's life. It is used for communicating purposes as well as for entertainment, social media and clicking pictures and videos. Majority of the population that use smart phones are youth and middle aged people but more and more elder people are also using smart phones nowadays as technology is getting easier to use. Since new technology is introduced almost every other month smartphones are being replaced every year or atmost two years. Hence the frequency of buying has increased significantly giving birth to a very large market that consists of a number of companies selling phones starting from 5000 rupees to as high as 70000 rupees.

1.3 COMPETITORS

The smartphone market is becoming more and more competitive every day and many companies are now producing smartphones at affordable prices. The major companies in the market are Apple, Samsung, Sony, Xiaomi, Nokia, Lenovo, OnePlus, Oppo and Vivo. Among these companies Apple and Samsung occupy the majority of the premium phone market that costs above 50000 rupees. The mid-range market is being dominated by OnePlus phones. They sell their phones for a price of 30000 and are termed as flagship killers for Apple and Samsung phones. Xiaomi is dominating the affordable range market of phones priced less than 15000 and hence has become the largest selling company in India. Brands like Lenovo, Oppo and Vivo are also present in this range offering good products at comparatively less price. Nokia

and Sony have suffered a downfall in the recent years mainly because of their high prices and the emergence of Chinese brands like Xiaomi, Oppo and Vivo.

1.4 IDENTIFIED DIMENSIONS

1. Technical Features

Technical features play an important role in determining the cognitive dissonance among mobile handsets as technical components of the phone actually determine how the phone works. Technology plays a major part in satisfying the customer after the purchase of the mobile phone.

The major sub-dimensions in technology by which the users assess the phone are-

1. OS, RAM and storage
2. Connectivity (Wi-fi, GPS)
3. Battery
4. Camera

2. Product design and aesthetics

The product design also plays an equally important role in determining the cognitive dissonance among mobile handsets. Nowadays many people buy their phone only because of the looks, design and colour as the phone resembles the social status. Hence the design of the phone is essential while purchasing the phone. Also, the build quality and the hardware of the phone is important as it determines the durability and ease of use. The display and the screen size and resolution also come under the hardware aspect. Major sub-dimensions under this dimension are-

1. Build quality and Durability
2. Visual features (Colour and Design)
3. Screen size and resolution

3. Psychological issues

Apart from the technical and hardware features of the phones, psychological factors also affect the cognitive dissonance among mobile user. There are several external psychological factors that determine cognitive dissonance such as-

1. Time period of ownership- After a few time, the users feel bored of their phone and often want to change their phone for an upgraded one.
2. Price of the phone acts as a major psychological factor as even if one is satisfied by his/her phone, he/she maybe dissatisfied as the price is too high or other phones are relatively cheaper. Also, a person feel better when he/she gets a phone at a discount price.
3. Intellectual inconsistency- Dissonance can arise mainly in three ways – First, any logical inconsistency can create dissonance. Second, dissonance can be created when a

person experiences an inconsistency either between his attitude and his behaviour or between two of his behaviours. Third, dissonance can occur when a strongly held expectation is disconfirmed

4. Effect of advertisements- If the product is not as par with the product promised by the company in advertisements, he/she feel cheated and dissatisfied by the product.

4. Social factor

Man is a social animal and hence this factor is a major contributor to the purchase and consumer behaviour towards mobile phones. People buy phones due to social influence from other friends and on the recommendations of other friends. Advertisements and social media also help in influencing the consumer behaviour. Smartphones are also considered as style statements and to bring attention among friends which results in purchase of a phone due to external social factors.

Social labeling is also a persuasion technique that consists of providing a person with a statement about his or her personality or values (i.e., the social label) in an attempt to provoke behavior that is consistent with the label. The technique is believed to rely on a self-perception process and the fact that people's interpretation of past behavior guides future action

5. Brand equity and price point

Many users prefer to buy a phone of a reputed brand like Apple, Samsung not because of the features or the technological advancement but because of its brand identity in the market and the society. It helps the customer to flaunt their phones and gain a social influence among people. Some people are loyal to a particular brand and use only that particular brand's phone. If the user is not able to project the brand identity of their phones due to reasons like non-prominent brand label and concealed logos like in OnePlus phones, the user feels a bit dissatisfied. Nowadays people are also buying phones of lesser known brands because they are affordable and have good technical features.

2. Review of literature

Dimensions and their literature review:

2.1 Technical issues

Reviewed by- Sparsh Goel(15BCE0182)

- i. The paper explains about the feature preferences in mobile phones among different Finnish students by conducting a survey. Of particular interest is the issue of gender differences regarding the use of the cell phones and the broad phone feature preferences. In this research the female respondents seem to use the calendar, Internet, music and camera significantly more than the male respondents. As far as the feature preferences are concerned the female respondents seem to appreciate more price, aesthetics, design, standard processes and parts used, local language

capability. Male respondents on the other hand appreciate significantly more the use of business services and the technological features of the phone like RAM, OS, storage etc. Overall, features like battery, camera, technology, design and ease of use were considered to be important.

(Matti Haverila 2013)

- ii. This research paper investigates the mobile phone feature preferences among male respondents in Finland. In addition, the conceptualization of the feature preferences is studied as well as their relationship to customer satisfaction and repurchase intent of the mobile phone. The results indicate that battery/talk time is the most important feature for the respondents along with storage, camera, OS and ease of use. The respondents perceive there to be six logical factors among the feature preferences as follows: business functionality, support functions, aesthetics + design, parts + processes, solidity, and tones + games. The first three correlate with customer satisfaction, and only the business functionality factor correlates with repurchase intent.
(Matti Haverila 2011)
- iii. This study investigated the evolution of specific cell phone feature preferences among high school, undergraduate and graduate college students in Finland. The paper analyzed the responses of 118 high school, 268 undergraduate and 84 graduate students from educational institutions located in Finland. The results indicate that the students in Finland like specific features like high battery life, camera, sound quality, memory, durability etc.
(Matti Haverila 2013)
- iv. The purpose of this study is to investigate the factors affecting the decision of buying mobile phone devices in Hawassa town. In order to accomplish the objectives of the study, a sample of 246 consumers were taken by using simple random sampling technique. Six important factors i.e. price, social group, product features, brand name, durability and after sales services were found to be important aspects for buying and customer satisfaction. From the analysis, it was clear that consumer's value price followed by mobile phone features like storage, battery, camera, design, colour as the most important variable. The study suggested that the mobile phone sellers should consider the above mentioned factors to equate the opportunity.
(Mesay Sata Shanka 2013)
- v. The main motive of the research is to analyze the highly influencing factor for cellular phone purchase decision in Patiala, Punjab. In Patiala, most of the people are working in various government/nongovernment organizations. The total sample size is 300. The study reveals that higher number of the participants will consider product feature as a primary factor like OS, camera, storage, touch screen, speed, version update. Cellular phone manufactures have to study on features that the users demand for, e.g. camera with higher image resolution, operating system which is better and fast and any innovative product features for both software and hardware. However, the cost of the cellular phone is also significant. Other important factors are external appearance, durability, handleability and brand name.

(Puneet Walia, Dr. Lalit Singla 2012)

- vi. This study finds out the factors that influence customer satisfaction towards a smart phone. The study was conducted in India and was conducted by questionnaire. By the means of analysis tools and softwares it was found out that the factors that influence customer satisfaction in a smart phone are features such as camera quality, battery, connectivity (wifi, gps etc), technical features such as RAM, storage etc and external features such as design, colour etc. The brand value also played an important role in customer satisfaction.
(M Ragupathi, G Prabu 2015)
- vii. This study was aimed to find out the Factors Affecting Customer's Preferences to buy cellular phone for Local versus International Brands. The study found that the international brand were preferred over the local brands as the overall results suggest that the people liked most of the features of those brands which were the international brands say Nokia and Samsung. Other than this all four factors such as color choice preference, brand image preference, Smart Features and cultural effect are all significant. They are the factors that people bring in their consideration while they decide to purchase the mobile. Hence brand value plays an important role in customer satisfaction as they give better technical features as compared to other brands.
(Arif, H., Ahmed, S., & Aslam, M. F. (2015))
- viii. The purpose of this study was to investigate the factors influencing purchase intention of smartphone among university students in Malaysia. Specifically, this study examined the relationship between product features, brand name, social influence, product sacrifice and purchase intention of smartphone. Data was gathered from 367 diploma students from UiM Kedah and analysed. This study confirmed that product features like camera, OS, storage, battery, touch screen and external features like design, colour etc was significantly and positively related to purchase intention of Smartphone. The finding showed that there was a significant and positive relationship between brand name and purchase intention. This study also found that there was a significant and positive relationship between social influence and purchase intention of smartphone.
(Azira Rahim 2015)
- ix. This study aims to find out the attitude and customer satisfaction of the users towards android and windows phones in India. Primary data was collected from the respondents of technical and non-technical students and executives through questionnaire method of sample size 400. 94% of the respondents had android mobile user which shows there is a high inclination towards android platform. This means that the technical feature is most important. The major factors responsible for selecting any brand of smartphones were technical, physical appearance and value. The technical comprises of OS, storage, brand name, network technology, WIFI ranges and customization in services. The second factor which is equally responsible for change in attitude is physical appearance which comprises of

durability and reliability, screen size, weight, size in terms thick and thin of the smartphone. The third factor value which comprises of hardware design and features, cost associated with features, camera quality in terms of pixel.
(Prasad 2016)

- x. The objective of this study is to understand the technology and hardware factors affecting the purchase of smartphones among Indian youth. Primary data was collected by means of survey and around 306 responses were observed onto which regression and factor analysis were carried out to generate a more precise analysis of behaviour of youth. The study showcases that the young student's choice of smartphone is affected by five factors namely as Technology factors which include connectivity, OS and storage, Hardware factors which include design, screen size and resolution, Basic factors such as camera, battery, Brand factors and Financial factors. Out of these, Technology has the most significant influence.
(Joshi Sujata, Jog Yatin 2016)

2.2 Product design and aesthetics

- i. The study seeks to empirically investigate the determinants of Smartphone purchase behavior among young adults in Anambra State, Nigeria. To achieve the objective, survey research design was adopted and quota sampling was chosen as the sampling technique. A sample size of 437 respondents was statistically drawn and the research instrument was a questionnaire. Empirical evidence show that aesthetic value that include design, color and build quality remains the most significant predictor of smartphone purchase behaviour than product features and price in that order. This may be as a result of fashion and fad mindedness of most young adults.
(Ayodele, A. A., & Ifeanyichukwu, C. D. (2016).)

Reviewed by- Achal Utkarsh(15BCE0606)

- ii. The paper explains about the feature preferences in mobile phones among different finnish students by conducting a survey. Of particular interest is the issue of gender differences regarding the use of the cell phones and the broad phone feature preferences. As far as the feature preferences are concerned the female respondents seem to appreciate more price, aesthetics, design, standard processes and parts used, local language capability.
(Matti Haverila 2013)

Reviewed by- Achal Utkarsh(15BCE0606)

- iii. This study has put efforts to uncover the underlying factors those affect customers in choosing mobile phone. Data were collected from those people live in Khulna city maintaining equal ratios of various groups like male, female, businessmen, employees, students and others (mostly housewives). To select desired respondents, convenient sampling method was used. The results show that the most important factor is physical attributes. Features like camera, colour of the phone, display, design, size, brand value and ease of use are most

important in a mobile phone according to the results. Some other factors are pricing, charging and operating facilities, size and weight, friends' and colleagues' recommendations, neighbours' recommendations and advertising.
(Uddin, M. R., Lopa, N. Z., & Oheduzzaman, M. (2014))

Reviewed by- Achal Utkarsh(15BCE0606)

- iv. The aim of this research is therefore to find out consumer behavior of Smartphone buyers. The research is trying to find out why the people buy Smartphones. Do they buy it because of their need or a desire and why the people buy expensive phones rather than cheaper ones. One of the major findings of this research is that people mostly look at the external hardware and the overall appeal of the phone. The colour, design, screen size and the hardware plays a major role in consumer behaviour towards smartphone.
(Bishal Nagarkoti 2009)

Reviewed by- Achal Utkarsh(15BCE0606)

- v. The purpose of this exploratory study is to better understand the current dynamics of the Malaysian market for smartphone and the usage behaviours of consumers. This paper presents the result of a survey on the trend of smartphone from the perspective of end consumers. The data was collected from 1814 respondents across major cities in Malaysia. This study has revealed that most important factor that affects smartphone purchasing are aesthetics, colour, design, durability and performance. The consumers are willing to pay more in the exchange of better product quality and features.
(Osman et al 2012)

Reviewed by- Achal Utkarsh(15BCE0606)

- vi. This research was conducted in Nepal to find out the most important features of the phone as perceived by the people. The result was that people perceived that the overall quality of the product in terms of its built, durability and hardware is the most important factor. Design and colour also was hugely favoured along with technical features of the phone. People are not hesitant in giving extra money for better quality.
(Sabnam 2016)

Reviewed by- Achal Utkarsh(15BCE0606)

- vii. The study tries to explore key motivating factors which affect consumer purchase behaviour towards smart phones. The study tries to find out the motives and reasons behind using Smart Phones by the consumers. A sample of 70 respondents was selected from among the students of University of Lucknow and they were provided a questionnaire having 15 statements along with the demographic information. Most of the students considered the phone as a style statement and hence the design and the colour of the phone was very important to them. Along with it, the brand of the phone was also a major deciding factor. Also, the social influence plays a major role in deciding the smartphone.
(Kaushal, S.K. (2016))

Reviewed by- Achal Utkarsh(15BCE0606)

2.3 Psychological Issues

- i. Time period plays a critical role in cognitive dissonance. According to Soutar and Sweeney (2003), the level of dissonance varies depending upon time. In most cases, the probability of dissonance is higher just after purchase. But over time, individuals attempt to reduce the feeling of dissonance. As explained earlier, dissonance is a state of mental discomfort, and individuals do not want to continue in this mental state. Individual efforts to narrow the gap between prior expectation and post-purchase perceptions increase with time (O'Neill and Palmer, 2004). The 22-item scale developed by Sweeney et al. (2000) used three months and ten days post-purchase as the time duration for measuring dissonance. But it is also possible to measure dissonance over a longer period cycle.

(Jens Graff, Vinit Parida-2012)

Reviewed by Mayank Verma (15BCE0032)

- ii. Dissonance is known to arise mainly in three ways – First, any logical inconsistency can create dissonance. Second, dissonance can be created when a person experiences an inconsistency either between his attitude and his behaviour or between two of his behaviours. Third, dissonance can occur when a strongly held expectation is disconfirmed, notes Loudon & Della Bitta (2002). However, it must be noticed that in all the above mentioned three conditions, dissonance is not automatic. Rather it is imperative for a consumer to perceive the inconsistency; otherwise, no dissonance will occur. Further, dissonance occurs once a decision has been made as prior to making a decision an individual had an option of adjusting to any attitude or behaviour which he deemed right as per his choice but once a decision is being made, a commitment has been established between the buyer and the consumer, where he cannot further adjust himself and is liable to stick to his decision. This commitment and restriction might invoke dissonance in the consumer.

(Uzma Hasan, Dr. Reshma Nasreen-2012)

Reviewed by Mayank Verma (15BCE0032)

- iii. The theory of cognitive dissonance states inconsistency between two cognitions creates an aversive state akin to hunger or thirst that gives rise to a motivation to reduce the inconsistency.

The theory of cognitive dissonance (Festinger 1957) states that inconsistency between beliefs or behaviors creates an aversive motivational state akin to hunger or thirst. This tension is typically reduced by changing one of the dissonant elements, or adding new ones, until mental consonance is achieved. There have been three major revisions relevant to modern interpretation of dissonance phenomena. Aronson's self consistency model (1968) proposed that dissonance resulted from behaviors that were discrepant with one's conception of oneself as a decent and sensible person.

There are three key strategies to reduce or minimize cognitive dissonance:

- Focus on more supportive beliefs that overcharge the dissonant belief or behavior.

- Reduce the importance of the conflicting belief.
- Change the conflicting belief so that it is consistent with other beliefs or behaviors.

(Behavior Vipin Kumar Anddr. Rajeev Sharma-2010)

Reviewed by- Achal Utkarsh(15BCE0606)

- iv. Human beings are innately determined to be very uncomfortable when faced with information that conflicts with what they believe. The human beings have a general tendency to shift from such psychological state to attain consonance. This consonance can be achieved either by the consumer himself or through other sources. Marketers do portray the shift of such psychological states of customers by using emotional branding as a front line tool and touching the emotional chords of customers which results in establishing a connection between brand and the purchase decisions by the customers.

A brand or product may make a consumer feel proud, excited, or confident. An ad may create feelings of amusement, disgust, or wonder. Emotions can be defined as strong relatively uncontrolled feelings that affect our behavior. Creation of dissonance is always accompanied by some regret, desire or sorrow in customer's mind, branding with emotions touches a chord with attacking views and in turn, makes a perfect association with the product.

(Mohit Jamwal-2014)

Reviewed by Vishal Bhaskar (15BCE0048)

- v. Much social psychology is based on the theory of cognitive consistency. At the most abstract level this means that persons are uncomfortable in maintaining two seemingly contradictory ideas. Among other applications, persons who have made decisions tend to discard information that would suggest such decisions are in error because the cognition that the decision might be in error is in conflict with the cognition that ego is a smart person. Experiments show that groups of persons with the same information have systematically different beliefs that accord with natural theories about their preferences

(George A. Akerlof -2001)

Reviewed by Vishal Bhaskar (15BCE0048)

- vi. Consumer research has demonstrated that emotions play an important role in the decision making process. Individuals may use consumption or purchasing as a way to manage their emotions.

The paper suggests that favorable emotional responses from an advertisement can lead to positive attitudes towards the advertisement, prefactual thinking in the form of hedonic rationalisations and greater behavioural intentions.

Additionally, guilt from consuming and purchasing these hedonic products can be mitigated, which is also associated with greater behavioural intentions.

The structural model and hypotheses were evaluated after attaining a validated measurement model. The model exhibited good fit: χ^2 (903.34), df(164), p-value (0.000), CFI(0.94), IFI (0.94), TLI (0.92) and RMSEA (0.07). H1a and H1b specify direct effects. The results of these direct effects are presented. H1a predicted that emotional response to the advertisement would be positively related to attitude towards the advertisement. This indicates that the more favourable the emotional response to the advertisement, the more favourable the attitude towards the advertisement.

(Elyria Kemp, My Bui, Sindy Chapae University)

Reviewed by Vishal Bhaskar (15BCE0048)

- vii. The high degree of involvement with brands of cell phones while purchasing of a product led to lower degree of dissonance among the respondents surveyed as they presumed that their personal involvement in the purchase decision whilst seeking information about the cell phone and making an actual purchase.

Dissonance has always been a significant aspect of assessing consumer behaviour. The survey conducted revealed that the more time the respondents spent while making the purchase, the more satiated they were with their decision. In order to test the hypothesis and to ensure the authenticity of the result Test was used depicting that those respondents who had consumed more time during purchase transaction never pondered over their buying decision, they always felt that they had made the best possible decision and even post purchase it would never spurt in their mind to ever return the product which is often a first reaction after the dissonance is being felt.

(Omvir Gautam, V.K Singh, Pooja Agrawal)

Reviewed by Vishal Bhaskar (15BCE0048)

2.4 Social Factors

- i. Those who can influence an individual's attitude and behaviour are termed reference groups. These groups can be formal (members of clubs or sociality) or informal (friends, family members). The individual not only looks at the group for social acceptance, but also engages in direct verbal interaction to evaluate purchased products. Students tend to rely largely on such groups regarding purchases (Park and Lessig, 1977; Bearden and Etzel, 1982). Mobile phone buying can also be regarded as a product with big social reward/punishment. It is a technical product with many features and functions that can be difficult to perceive. Therefore, other people can be expected to influence buyers to a large extent. Thus, individuals looking for acceptance from others for a purchase will be more prone to dissonance. Opinions from other people will be important and affect an individual's cognitive dissonance.

(Jens Graff, Vinit Parida-2012)

Reviewed by Mayank Verma (15BCE0032)

- ii. Social labeling is a persuasion technique that consists of providing a person with a statement about his or her personality or values (i.e., the social label) in an attempt to provoke behavior that is consistent with the label. The technique is believed to rely on a self-perception process and the fact that people's (interpretation of) past behavior guides future action (Albarracín & McNatt, 2005; Burger & Caldwell, 2003; Ouellette & Wood, 1998; Tybout & Yalch, 1980). According to Bem's (1972) self-perception theory, people get to know themselves much like they develop a perception of values and traits of others: by observing behavior and attributing it internal or to external influences. When they "see" themselves engaging in a certain act, for no apparent external reasons like incentives or social pressure, that behavior is internally attributed. It informs the individual about his or her personality traits and values. We propose that social labels, provided by others, can be an important source of information about an individual's traits and values as well, and can guide future decisions (Strenta & DeJong, 1981). Providing a label offers an appealing answer to that question, as it involves minimal cognitive effort.

(Gert Cornelissen, Siegfried Dewitte and Luk Warlop)

Reviewed by Samiha Bhat (15BCM0033)

- iii. Research on descriptive norms (Cialdini et al., 1990) suggests that simply doing what everyone else is doing is often preferred over doing the right thing. Therefore such a message, ironically, might be interpreted as a justification to keep on engaging in the undesirable behavior. Fourth, these messages may elicit a state of cognitive dissonance (Festinger, 1957), as people experience a contradiction between what they think they should be doing and their actual behavior. People might reduce dissonance by acting upon the (proenvironmental) value. However, cognitive dissonance may be resolved via other routes that do not result in the desired behavioral change. The least effortful way to reduce dissonance is not to change behavior, but to assimilate one's behavioral and moral values regarding environmentalism to the (less pro-environmental) behavior (Albarracín & McNatt, 2005). Alternatively, avoiding dissonance may even be achieved by simply ignoring the request. Fifth, making people think about why they should act ecological, makes them think about why they should not as well (Warlop, Smeesters, & Vanden Abeele, 2003, p. 205). Making people think about public benefits will be likely to make them consider the private costs of the same behavior as well (Albarracín & Wyer, 2001). Additionally, this will also lead to thinking about the private benefits of alternatives

(Gert Cornelissen, Siegfried Dewitte and Luk Warlop)

Reviewed by Samiha Bhat (15BCM0033)

- iv. A reference group is a person or group of people that significantly influences an individual's behavior. Within this general framework, several types of influence have been identified. Informational influence is based on the desire to make decisions. Faced with uncertainty, an individual will seek information. From the many sources available,

the most likely to be accepted are those viewed as credible. Utilitarian reference group influence is reflected in attempts to comply with the wishes of others to achieve rewards or avoid punishments. If an individual feels that certain types of behavior will result in rewards or punishments from others and these outcomes are viewed as important, he will find it useful to meet the expectation of these significant others.

(William O. Bearden, Michael J. Etzel)

Reviewed by Vishal Bhaskar (15BCE0048)

- v. The objective of this research was to investigate the underlying factors that determine the decision to purchase mobile phone devices. According to the study, majority of the consumers own Nokia mobile phones. Moreover, most of Nokia mobile phone users have a plan to shift to other brands such as Samsung, Apple and BlackBerry.

According to the Pearson correlation results, price is the dominant factor affecting the decision to buy mobile phone. Secondly, the features incorporated in a mobile handset are the most important factor which is considered by the consumers while purchasing the mobile phone. However, all features of mobile phones are not equally important. The other factors equally correlated and have moderate relationships with the decision to buy are brand name and durability of mobile phones. Both the factors are highly associated with the quality of mobile phone devices. The least correlated factors are after sales service and social influences. This study used multiple regression 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.

Person holds two cognitions that are psychologically inconsistent, he or she will experience dissonance, and will try to reduce it. This notion has led to significant research in social psychology, and has produced an incredible amount of data.

(Mesay Sata (2013))

Reviewed by Samiha Bhat (15BCM0033)

Lee (2014), examining on the factors that influence early adopters' smartphone adoption among college students. The study findings show that there is influence of friends, financial burden, and other family members on the smartphone adoption of college students who adopted smartphones earlier than other students. The study pointed out that brand image of retailer has significant impact on buying decision of customers.

Study also suggests that brand image of retailer has significant impact on perceived quality and perceived risk of buying store brands. In other words, when consumers have tried the store brand, their opinion about it will have a potential influence on the store image, but it is more likely that the image of the store already influenced consumers' willingness to try the brand. *(Mesay Sata (2013))*

Reviewed by Samiha Bhat (15BCM0033)

- vi. The research reveals that brand awareness, association, loyalty, and perceived quality have a significant impact on consumers' intention to purchase products. The paper suggests that marketers should carefully consider the brand equity components when designing their branding strategies. Marketers are also called on to adapt their branding approaches to fit each marketing environment and enhance brand loyalty to reduce the switching behavior of consumers. These consumers feel the brands belong to countries with good image are more reliable rather than brands produced in countries with a less desirable image (*Mesay Sata (2013)*)

Reviewed by Samiha Bhat (15BCM0033)

2.5 Brand equity

- i. The subjects observed experimental images which contained four phone specifications (Memory, Camera Specifications, Screen Size, and Price) and which were divided into four blocks. The analysis of the eye tracking data indicated some significant differences in the sequential position of viewing the logo. According to the statistical analysis, to distinguish which elements are the key points affecting people's choice of smartphone, this study lists 15 phone specification items using a Likert scale to calculate the score by gender and brand. From the gender perspective, we found that both males and females usually paid more attention to the phone's main display resolution and exterior. They almost had the same viewpoint on other specifications. Therefore, from the score viewpoint, participants who were interested in HTC paid more attention to the item of price; those who were interested in APPLE paid more attention to the item of exterior; those interested in SAMSUNG paid more attention to the item of Main Display Size, and those who were interested in NOKIA paid more attention to both the price and exterior items. According to these results, this study infers that consumers' interest in a brand of smartphone will affect their purchase decision making. (*Chia-Ju Liua, Hao-Yun Liang*)

Reviewed by Mayank Verma (15BCE0032)

- ii. Prestige sensitivity: The purchaser feels buying costly products causes that other people think he has high social status and he is of high social class. In other words, purchasing the goods with high price is a sign for other people regarding the purchaser personality (Lichtenstein, Ridgway & Netemeyer, 1993). Brand consciousness: It is the ability of a person to identify and recall a brand that is applied already. It can be said the people with brand consciousness are more inclined to buy goods from the firms with famous brands (*Bouhleb, Nabil & Ghaieb (2011)*)
- iii. Brand equity is positive image about a brand in the mind of a customer (Kim & Kim, 2005). It can be said that Brand equity is an expression usually used in the marketing field, which defines the value of having a popular brand name. It has been observed that the owner of a well-known brand name can produce more profits

from products with that brand name than the products, which have a less known name. Brand equity is value-enhancing element for any company. It adds value and gets preference in the product or service. As earlier studies tells that CBBE increases loyalty toward a company and its products (Keller, 1993; Moradi & Zarei, 2012) also, it helps to generate greater margins in profits and gives brand-extension opportunities and much more (Aaker 1991; Allaway et al., 2011; Buil et al., 2008). Consumer-based brand equity is usually measured from different angles as awareness, brand association, perceived quality, and brand loyalty. Aaker (1996, p. 10) defines brand awareness as the strength by which customers can recall a specific brand. Similarly, it can be said that brand awareness is a customer's ability to recognize a brand (Aaker, 1991; Pappu et al., 2005). Further, Yoo et al. (2000) assess that brand awareness and brand association can be combined in a single term as association.

(Allah Wasaya1 , Bilal Khan1 , Muhammad Shafeel & Mirza Sajid Mahmood1-2010)

Reviewed by Mayank Verma (15BCE0032)

- iv. This research paper aims to study the dynamics of Cognitive Dissonance in the context of Financial Products. The study shall explain the relationship between Cognitive Dissonance and its effect on Brand Recommendations in the context of Financial Products. Design/ Methodology – A survey was conducted among the customers who had bought a financial product recently from any recognized financial institution in India. Scale developed by Sweeney et al. (2000) was used to measure the magnitude of dissonance for 2 factors – “Concern for Deal” & “Wisdom of Purchase”. It was observed that students felt high and medium levels of cognitive dissonance after purchasing a financial product. There was no difference between the levels of cognitive dissonance due to the different types of sellers. The type of product also did not affect the levels of cognitive dissonance except a little influence among Insurance buyers. There was a slight difference in the levels of cognitive dissonance due to few alternatives explored and none or many alternatives explored. Customer who explored few alternatives experienced more cognitive dissonance as compared to those who explored none or many alternatives. The relationship between Cognitive Dissonance and Brand Recommendation was found to be quite consistent and the research inferred that with low levels of cognitive dissonance the propensity to recommend the brand gets higher. Practical Implications- The arousal of cognitive dissonance after the purchase decision taken can be a major concern for marketers as it can result in order cancellations before use, loss of trust for the brand and loss of word of mouth resulting in negative Brand Recommendations.

(Brajesh Bolia, K. J. Somaiya ,Dr. Sumi Jha ,Dr. Manoj K Jha)

Reviewed by Mayank Verma (15BCE0032)

- v. Price consciousness: It refers to the amount the buyers focus on searching and paying the less price for a goods or service (Lichtenstein, Ridgway & Netemeyer (1993). Store price knowledge: It is the knowledge of the consumers of the price of the various stores (Vanhuele&Dreze (2002)). Sale proneness: It is increasing the

interest to respond to the purchase proposal in which the sale price is reduced (Lichtenstein, Ridgway & Netemeyer (1993). Perceived transaction value: It is mental satisfaction perception or the enjoyment of comparing the transaction price and reference price that is in the mind of the buyer of a goods (Grewal, Monroe & Krishnan (1998) Price-quality inference: It is the inclination of the consumer to infer quality of a product based on its price. These types of consumers have positive view to the prices and they think high price means better raw materials, better work and etc. As price plays an important role for these consumers, they mostly accept high price.

(Fahimeh Alsadat Afsahhosseini, and Kamel Kamali -2014)

Reviewed by Samiha Bhat (15BCM0033)

- vi. These emotional chords which are driven by the passion towards the brand are universal and come across broad audiences. Successfully tapping into the emotional chords of customers is always rewarding, but challenging, marketing endeavor.

In order to effectively utilize cognitive dissonance, marketers must make a two-pronged advertising campaign: (1) building a specific brand identity and (2) attachment of emotions with the brand. For a marketer, the main objective of the branding is to position the product effectively so to create a passion amongst consumers of possessing it.

During purchase decisions, dissonance can result when the consumer recognises alternative brands have both positive and negative characteristics. Hence, after making a decision, he realizes that he has acquired some relatively undesirable traits of the selected brand while foregoing some relatively desirable traits of the alternative brands.

(Mohit Jamwal, and Vishal Soodan)

Reviewed by Vishal Bhaskar (15BCE0048)

- vii. Brand is the most valuable asset for a company, where it represents a product or service means to consumers. 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.

39.2% of the respondents agree that they prefer to buy an international recognized brand of Smartphone, 48.8% of the respondents strongly agree that they prefer to buy only a trustworthy brand, 32.8% of the respondents agree that they will only buy the favorite brand, and 32% of the respondents agree that brand name is the factor influencing their decision in buying Smartphone

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 behavior. In terms of gender, it's impact female more than male. Also, lower income group consumers have a greater

impact on brand toward their behavior due to after sales service and limited purchasing capacity.

(Karen Lim Lay-Yee, Han Kok-Siew, Benjamin Chan Yin-Fah)

Reviewed by Vishal Bhaskar (15BCE0048)

- viii. The study in this research paper was quantitative research. It used primary data which was collected through the most common tool of primary research i.e. survey questionnaire. The questionnaire consisted of 19 questions including demographic information.

Data was coded and transformed in quantitative form and analyzed using Excel and SPSS. The use of Frequencies, Chi-Square testing, one sample T-test and overall average analysis based on the overall tabulation was done.

The result shows that the most important factor focused while purchasing sale phones is the smart features. If the phone is having smart phone features then they prefer to buy that brand. The second most important factor is brand name and the third most important factor is the durability.

Reviewed by Vishal Bhaskar (15BCE0048)

- ix. 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. Price is basically the amount of money a consumer willing to pay for in exchange with products and services that they think are valuable. There are so many methods of pricing, such as markup pricing, target-return pricing, perceived-value pricing, going rate pricing and promotional pricing. 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.

31.2% of the respondents are neutral in buying Smartphone on high price, 36.0% of the respondents whereas are neutral on buying Smartphone in deducted price, 33.6% of the respondents is neutral with the thinking of Smartphone in overall is expensive, and 35.2% of the respondents agree that price is the main consideration when it comes to deciding to buy a Smartphone. If the customer pays some price and just after few days he finds that the product is available for lower prices, he will feel dissatisfied.

(Karen Lim Lay-Yee, Han Kok-Siew, Benjamin Chan Yin-Fah)

Reviewed by Vishal Bhaskar (15BCE0048)

- x. The results of the study show that there are some positive relationships between exclusive name and quality perception, between exclusive name and word of mouth advertisement, between quality perception and fidelity, between word of mouth advertisement and brand name and between brand name image and brand name

Research

Paper

study

The proposed study of this paper uses a questionnaire consists of 16 questions and distributes it among 428 people who are randomly chosen from the people who live

in Tehran, the capital city of Iran. Cronbach Alpha (1951) has been calculated as 0.9, which well above the minimum desirable level.

Results-

As we can observe the following relationships exists among all variables,

There is a positive and meaningful relationship between brand name and quality perception. Therefore, it seems that if a product is exclusive, high quality products will be considered.

There is a meaningful and positive relationship between brand name and word of mouth advertisement. Therefore, it seems that if a customer is interested in an exclusive product, he/she will choose based on positive words surrounding around.

There is a positive and meaningful relationship between fidelity and perception quality. In other words, customers will be faithful to high quality products.

(Naser Azad-2012)

Reviewed by Samiha Bhat (15BCM0033)

- xi. When customers are very satisfied with a product they could recommend it to others. Recommendations particularly by the reference group are considered to be important source of information in buying decision process (Senecal, & Nantel, 2004). Research by (Chen et al, 2008) has demonstrated that flow experience appears to influence customer recommendations with regard to mobile services.

Brand

Repeat

Repeat purchase is a practice of buying of a product by a consumer of the same brand name previously bought on another occasion. A repeat purchase is often a measure of loyalty to a brand by consumers. This means that the respondents covered in this study were not loyal, to a single brand name. The study by (Lin and Wang, 2006) indicate that, customer loyalty was affected by perceived value, trust, habit, and customer satisfaction, with customer satisfaction playing a crucial intervening role in the relationship of perceived value and trust to loyalty.

Reviewed by Samiha Bhat (15BCM0033)

- xii. Brand image has important implications in consumers buying decision. Aaker (1991), for example, says image creates value in a variety of ways, helping consumers to process information, differentiating the brand, generating reasons to buy, giving positive feelings, and providing a basis for extensions.

Reviewed by Samiha Bhat (15BCM0033)

3. METHODOLOGY

3.1 FGD

FGD-1: CONDUCTED BY MAYANK & VISHAL

In an FGD, conducted by by Mayank and Vishal, the participants were Pranav, Piyush, Roshan, Harshit Sharma, Karan Sharma. Pranav told that he owns a Samsung duo which has hanging and lagging problem. Piyush said that he is dissatisfied with his phone's storage space and it has heating problem. Roshan owns a moto G5 plus and he complained about heating problem and microphone not working properly. He also told that he experiences problem in calling as he is not able to hear through the earpiece and has to put the phone in loudspeaker mode or use earphones. Harshit owns a moto G2. His main concerns were display and camera which are not working properly. Camera faces lagging issues and it can't be opened instantly. He also told that sometimes a restart is required to open the camera. He also feels that the company should not provide so much bloatware in a phone because of which random ads keep popping up in notifications and apps. Milan owns a micromax nito 4. He seems to be satisfied with the camera quality and storage but expects them to be better. He expects a better front facing camera for selfies and complains about absence of dedicated sd card slot. Karan Sharma owns a nokia Lumia 720. He told that he was quite happy with his windows phone initially but now after some years he has some serious hardware issue such as volume down button disfunctioning as a result he could not take screenshots. He is also dissatisfied with the customer support of Nokia as there are very few centers in the country now.

FGD 2 CONDUCTED BY ACHAL AND SPARSH

In another FGD, conducted by Achal and Sparsh the participants were Samyak Jain, Amritanshu, Ayush, Sheril and Debashish. Samyak told he owns an iphone 6s. He told that it has an elegant look and excellent camera. He is familiar to Mac OS so he is comfortable with using iphone. He is very satisfied with aesthetics and finds it handy and easy to use as it has feather touch. He complained that updates make older iphones slower and the iphones are incompatible with android phones when it comes to data sharing. In the end he conclude that, Apple has a great brand reputation and the logo speaks for itself. Amritanshu is an owner of a Galaxy note 4. He liked the big 5.7 inch super amoled display of his phone as it has a greater color accuracy and brightness. He also said it is a powerhouse when it comes to raw performance. His major concern was the battery heating up and android updates rolling out after a long duration of time. Still he considers android phones to be elite. Ayush owns a iphone 6 and just bought it recently. He recommends everyone to switch to ios as it has better camera implementation and RAM management. He is quite dissatisfied with the battery performance as it lasts only half a day. He also told that songs and media content are very pricey in itunes and he also faced issues while transferring content from ios to android phones. In the end he concluded by saying that apple values its customers. Sheril just bought a honor 9i a week ago and was extremely impressed with the bezzelless display and camera quality. He considered it as the best phone under 20k. He complained about protruding back camera and honor logo not visible on front. He also stated that he could not find suitable covers and cases for his phone. He prefers to buy from retail shops rather than shopping online because you can test the phone then and there. Debashish has been using Vivo v5 since 1 year and is satisfied with his phone.

He complained that the processor and other technical specs are outdated. But he considers it a value for money phone and says that vivo provided sufficient specs for the price.

FGD 3: CONDUCTED BY SAMIHA BHAT

This FGD was conducted by Samiha Bhat. The participants were Simran Khanna who has Iphone 6+, Prachi who has a moto g4+ and Rucha Kalekar who has Iphone 6s. Simran got her phone as a gift while Prachi told that she bought the phone on recommendations by her friends and the phone is 1.5 year old. Simran was satisfied by her 2.5 year old phone. She had previously used Samsung and LG and found iphone to be better. Although, she thought that the phone is a bit fragile. Prachi had hardware problems in her phone and praised the battery of the phone. Her experience with xiaomi was terrible. Rucha purchases her phone due to the brand value which was 1 year old. She is satisfied with her phone but the battery is a bit less.

3.2 Statements Generated

1 Technical Issues

-Sparsh Goel

1. The results indicate that battery/talk time is the most important feature for the respondents along with storage, camera, OS and ease of use (GP Dr. M.Ragupathi 2015).
2. Male respondents on the other hand appreciate significantly more the use of business services and the technological features of the phone like RAM, OS, storage etc (Haverila, M. 2013).
3. The results indicate that the students in Finland like specific features like high battery life, camera, sound quality, memory, durability etc (Haverila, M. 2013).
4. From the analysis, it was clear that consumer's value price followed by mobile phone features like storage, battery, camera, design, colour as the most important variable (Rahim, A., Safin, S. Z., Kheng, L. K., Abas, N., & Ali, S. M. 2016).
5. Cellular phone manufactures have to study on features that the users demand for, e.g. camera with higher image resolution, operating system which is better and fast and any innovative product features for both software and hardware (Karjaluoto, H., Karvonen, J. 2005).
6. It is found out that the factors that influence customer satisfaction in a smart phone are features such as camera quality, battery, connectivity (wifi, gps etc), technical features such as RAM, storage etc (Walia, P., & Singla, L. 2017).
7. Other than this all four factors such as Smart technical features, color choice preference, brand image preference, and cultural effect are all significant (Haverila, M. 2011).

8. This study confirmed that product features like camera, OS, storage, battery, touch screen and external features like design, colour etc was significantly and positively related to purchase intention of Smartphone (Arif, H., Ahmed, S., & Aslam, M. F. 2015).
9. The major factors responsible for selecting any brand of smartphones were technical, physical appearance and value. (Sujata, J., Yatin, J., Abhijit, C., Noopur, S., & Ruchi, D. 2016).
10. The study showcases that the young student's choice of smartphone is affected by factors like Technology factors which include connectivity, OS and storage (Sata, M. 2013).

2 Design and Aesthetics

-Achal Utkarsh

1. Empirical evidence show that aesthetic value that include design, color and build quality remains the most significant predictor of smartphone purchase behaviour than product features and price in that order (Ayodele, A. A., & Ifeanyichukwu, C. D. 2016).
2. As far as the feature preferences are concerned the female respondents seem to appreciate more price, aesthetics, design, standard processes and parts used, local language capability 9 Haverila, M. 2013).
3. Features like camera, colour of the phone, display, design, size, brand value and ease of use are most important in a mobile phone according to the results (Uddin, M. R., Lopa, N. Z., & Oheduzzaman, M. 2014).
4. One of the major findings of this research is that people mostly look at the external hardware and the overall appeal of the phone (Nagarkoti, B. 2014).
5. This study has revealed that most important factor that affects smartphone purchasing are aesthetics, colour, design, durability and performance (Osman, M. A., Talib, A. Z., 2012).
6. The result was that people perceived that he overall quality of the product in terms of its built, durability and hardware is the most important factor. Design and colour also was hugely favoured along with technical features of the phone (Shrestha, S. 2016).
7. Most of the students considered the phone as a style statement and hence the design and the colour of the phone was very important to them (Kaushal, S.K. 2016).
8. The study showcases that the young student's choice of smartphone is affected by five factors which include hardware factors such as design, screen size and resolution (Sata, M. 2013).

9. The respondents perceive there to be six logical factors among the feature preferences as follows: business functionality, support functions, aesthetics + design, parts + processes, solidity, and tones + games (Haverila, M. 2012).
10. The second factor which is equally responsible for change in attitude is physical appearance which comprises of durability and reliability, screen size, weight, size in terms thick and thin of the smartphone (Sujata, J., Yatin, J., Abhijit, C., Noopur, S., & Ruchi, D. 2016).

3 Psychological Issues

-Mayank Verma

1. If the consumer is more personally involved in making a decision – that is, he himself seeks information about the probable product to be purchased and the makes the buying decision on his own, then he is less likely to come across the uncomfortable feeling of dissonance. (Dr. Uzma Hasan, Dr. Reshma Nasreen-2012)
2. Since dissonance is a psychological concept, it becomes a human tendency to doubt the validity of his decision if it has been taken in compliance with others. (Dr. Uzma Hasan, Dr. Reshma Nasreen-2012)
3. They are not so emotionally involved and do not regret their purchases. (Jens Graff, Vinit Parida-2012)
4. Time also plays a pivotal role in leveraging with the feeling of dissonance. (Dr. Uzma Hasan, Dr. Reshma Nasreen-2012)
5. The more time the salesmen give to the customers to make the decision, the more content they will be with their decision and might return to the same seller again. (Dr. Uzma Hasan, Dr. Reshma Nasreen-2012)
6. Since the value attached with a luxury product is more, the level of anxiety and dissonance is more as well. (Dr. Uzma Hasan, Dr. Reshma Nasreen-2012)
7. By touching the right emotional chords, the marketer not only will succeed in positioning the brands successfully, but can also reduce the level of dissonance in the form of post purchase behavior. (Mohit Jamwal and Vishal Soodan)
8. Psychological theory can be incorporated into theoretical economic models to observe the effect of it on cognitive dissonance. (GEORGE A. AKERLOF AND WILLIAM T. DICKENS)
9. This paper predicted that emotional response to the advertisement would be positively related to attitude towards the advertisement. (Elyria Kemp, My Bui, Sindy Chapa)
10. This indicates that a consumer doesn't feel an after purchase dissonance if he is highly involved in the purchase decision himself where he doesn't consult with many. (Omvir Gautam)

4 Social Factors

-Vishal Bhaskar

1. I found that major demographic factors do not have any effect on the cognitive dissonance, except for a small affect in case of students. (*Brajesh Bolia, Dr sumi Jha.*)
2. Exploring influence of the given model on any other specific product category may unveil novel dimensions. (*Allah Wasaya , Bilal Khan , Muhammad Shafee & Mirza Sajid Mahmood-2016*)
3. Advertising has a positive impact on the mind of the customers. (*Allah Wasaya , Bilal Khan , Muhammad Shafee & Mirza Sajid Mahmood-2016*)
4. Impulse buying reduces stress and tension in shopping. (*Allah Wasaya , Bilal Khan , Muhammad Shafee & Mirza Sajid Mahmood-2016*)
5. A greater role for appeals based on reference groups in simulating selective demand. (William O. Bearden, Michalel J. Etzel)
6. We propose that social labels, provided by others, can be an important source of information about an individual's traits and values as well, and can guide future decisions (Strenta & DeJong, 1981)
7. Research on descriptive norms suggests that simply doing what everyone else is doing is often preferred over doing the right thing. (Cialdini et al., 1990)
8. Social factors have direct effect on the buying decision of the buyer.(Mesay Sata)
9. The study findings show that there are influence of friends, financial burden, and other family members.(Lee,2014)
10. The consumers feel the brands belong to countries with good image are more reliable.(Zarlish Shahid, Tehmeena Hussain and Fareeha Zafar)
11. Recommendations particularly by the reference group are considered to be important source of information in buying decision process (Senecal, & Nantel, 2004).

5 Brand equity

-Samiha Bhat

1. In order to effectively utilize cognitive dissonance, marketers must make a two-pronged advertising campaign: (1) building a specific brand identity and (2) attachment of emotions with the brand. (Mohit Jamwal and Vishal Soodan)

2. It is important for the Smartphone provider to build their strong brand name, particularly by innovating something new and be the pioneer in the market. (Karen Lim Lay-Yee, Han Kok-Siew)
3. The second most important factor is brand name after the smart phone features.(Benjamin Chan)
4. 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. (Karen Lim Lay-Yee, Han Kok-Siew)
5. Buyers focus on searching and paying the less price for a goods or service (Lichtenstein, Ridgway &Netemeyer ,1993).
6. Brand image has important implications in consumers buying decision. (Aaker,1991)
7. Lower the dissonance, higher the probability of brand recommendation. (*Brajesh Bolia.*)
8. With Low levels of Cognitive Dissonance the propensity to recommend a Brand is Higher. (*Brajesh Bolia, Dr sumi Jha*)
9. The consumers related the brand image and ambience with quality offerings and hence the perceived value. (*Brajesh Bolia, Dr sumi Jha-*)
10. In a developing nation like India, the feeling of dissonance is directly related to the value of the product. (*Jens Graff, Vinit Parida-2012*)
11. The more the price attached with the product, the more questionable the consumer be about his purchase decision. (*Jens Graff, Vinit Parida-2012*)

3.3 Questions framed

1. Screening/General Questions

- 1 Do you have a phone?
Yes/no
- 2 What type of phone do you have?
Feature phone
Smart phone
3. How satisfied are you with your current phone?

2. PERSONAL DETAILS

What is your age?

What is your gender?

What is your marital status?

What is your occupation?

Questions on Technical features (All questions have 5 ratings)

By- Sparsh Goel(15BCE0182)

1. How much does technical features influence your buying decision? (Ratings from very low to very high) (Rahim, A., Safin, S. Z., Kheng, L. K., Abas, N., & Ali, S. M. 2016)
2. Which operating system do you prefer in a smartphone? (Walia, P., Singla, L. 2017).
Android/iOS/Windows
3. How much does Storage and RAM influence your buying decision? Sujata, J., Yatin, J., Abhijit, C., Noopur, S., & Ruchi, D. (2016).
4. How much did processor speed and quality influence your buying decision? (Sata, M. 2013).
5. How much does battery performance influence your buying decision? (Haverila, M. 2013)
6. Does sound quality of the phone affect your buying decisions? (Arif, H., Ahmed, S., & Aslam, M. F. 2015)
7. Does screen resolution and video quality affect your buying decision? (Haverila, M. 2011)
8. How much does camera quality affect your decision? Haverila, M. (2012).
9. What technical related problems do you have in your current phone? (Ratings from very low to very high) (GP Dr. M.Ragupathi 2015).
 - A. Lagging
 - B. Heating
 - C. Battery drainage
 - D. Touch screen problems
 - E. Other problems
10. What do you use your phone for the most? (Rating from very low to very high) (Karjaluo, H., 2005).
 - 3.10.1 Social media applications
 - 3.10.2 Gaming

- 3.10.3 Calling and messaging
- 3.10.4 Media applications (Photos and videos)
- 3.10.5 Music
- 3.10.6 Other applications

11. What additional features do you prefer in a phone? (Rating from very low to very high)

- 3.11.1 Fingerprint sensor
- 3.11.2 Face recognition
- 3.11.3 Dual camera
- 3.11.4 Bezelless design

Questions on design and aesthetics

by- Achal Utkarsh(15BCE0606)

1. How important is the design and aesthetics of the phone to you as opposed to functionality? (Ayodele, Adeola Adetola and Chioma Dili Ifeanyichukwu)

Scale of 1 to 5

2. Are You satisfied with the phone screen size ? (Sabnam Shrestha 2014)

Yes

No

3. Does the colour of the phone affect your buying decision? (Sabnam Shrestha 2014)

a. Yes

b. No

4. How much does the weight and handling of the phone influence your buying decision? (Mesay Sata 2013)

Scale 1 to 5

5. How much does the durability of the phone matter to you? (Mesay Sata 2013)

Scale 1 to 5

6. Does the design of the phone affect your buying decision? (Bishal Nagarkoti)

7. Do you have any hardware issues (dysfunctional buttons, charging port failure etc) in your current phone? (Bishal Nagarkoti)

8. Are You satisfied with the camera of your phone?(Sabnam Shrestha 2014)

9. Do you have a protruding camera in your phone? (Sabnam Shrestha 2014)

If yes, does it bother you?

a. Yes

- b. No
10. Rate the display preference for your daily use ? (Sabnam Shrestha 2014)
- a. Curved display
 - b. Bezel less display
 - c. Normal HD screen

Questions on Psychological Influence

By Mayank Verma (15BCE0032)

1. How likely is your decision of buying a phone affected by the amount of time you take to make the decision ? (Uzma Hasan, Dr. Reshma Nasreen , 2012)

Rate on scale of 1-5

1-very low

5-very high

2. What is your level of satisfaction and content after buying a phone which was recommended by someone else? (Uzma Hasan, Dr. Reshma Nasreen , 2012)

Rate on scale of 1-5

1-I regret it

5-very high

3. “I take more time to make a decision when I opt for buying an expensive phone as compared to an inexpensive phone”. How much is the above statement consistent with you beliefs? (Uzma Hasan, Dr. Reshma Nasreen , 2012)

Rate on scale of 1-5

1-very low

5-very high

4. How difficult is it to make up your mind when there are a large number of options available in the range of phones you are looking for? (Jens Graff,2012)

Rate on scale of 1-5

1-very low

5-very high

5. How likely is your involvement/interest during the time of purchase influence your level of satisfaction/content/happiness post-purchase? (Jens Graff,2012)

Rate on scale of 1-5

1-very low

5-very high

6. How likely are you to buy a phone of same brand which you have used before? (Chia-Ju Liua*, Hao-Yun Liangb,2013)

Rate on scale of 1-5

1-very low

5-very high

7. How much are you influenced by any new phone model coming to the market? (Chia-Ju Liua*, Hao-Yun Liangb,2013)

Rate on scale of 1-5

1-very low

5-very high

8. Your level of influence if you bought a refurbished phone over a new one? (Necati Tereyağoglu)

Rate on scale of 1-5

1-very low (doesn't make any difference)

5-very high (I should have bought a new one)

9. What is the level of inconvenience and anxiety experienced by you when your phone is not available to you? (Parul Maurya , Yogita Penuli , Ashutosh Kunwar , Hemlata Lalia,Versha Negi, Anjana Williams, Vandana Thakur, 2014)

Rate on scale of 1-5

1-very low (doesn't make any difference)

5-very high (I should have bought a new one)

10. To what level has mobile phone affected your studies/job/work ? (Parul Maurya , Yogita Penuli , Ashutosh Kunwar , Hemlata Lalia,Versha Negi, Anjana Williams, Vandana Thakur, 2014)

Rate on scale of 1-5

1-very low

5-very high

11. How disconnected/isolated do you feel from the rest of the world when using a mobile phone? (Tessa Jones,2014)

Rate on scale of 1-5

1-very low

5-very high

Questionnaire on social factor and customer satisfaction

By Vishal Bhaskar (15BCE0048)

6.1 Did you come across the advertisement of the mobile phone? (Allah Wasaya , Bilal Khan , Muhammad Shafee & Mirza Sajid Mahmood-2016)

- Yes
- No

6.1.1 If yes, rate the amount of advertisement you came across in the following. (very high to very low)

- Social media
- Television advertisements
- Newspapers or pamphlets

6.2 How much your phone buying decision was effected by adertisements? (Allah Wasaya , Bilal Khan , Muhammad Shafee & Mirza Sajid Mahmood-2016)
(Ratings: very high to very low)

6.3 How much phone reviews on social media affected your buying decision? (Mesay Sata)
(Ratings: very high to very low)

6.4 Rate where would you prefer to buy the mobile phone?

- Stores
 - E-commerce Website
 - Received as a gift
 - Second hand
- (Ratings: very high to very low)

6.5 Rate the importance of recommendations given to you to buy this phone? (Strenta & DeJong, 1981)

- Friends
- Family member

6.6 Does any person in your friend circle own the same phone? (Cialdini et al., 1990)

- Yes

- No

6.7 Did you change/buy your phone due to social influence? (Lee,2014)

- Yes
- No

6.8 How much information did you have about the phone before purchasing it? (Jens Graff, Vinit Parida-2012)

- Very less
- Less
- Good
- Very good
- Knew everything

6.9 How was the experience collecting information about the phone for you? (Jens Graff, Vinit Parida-2012)

- Very easy
- Easy
- Neither easy nor hard
- Hard
- Very hard

6.10 Did you contact any person who had previous experience with the phone? (Jens Graff, Vinit Parida-2012)

- Yes
- No

6.11 Did you contact the customer care of the company for any problems occurred? (Grönroos, 1995).

- Yes
- No

6.11.1 If yes, how was the experience?

- Very bad
- Bad
- Satisfying
- Good
- Very good

6.12 How much customer support matters to you? (Hogart, 1981)

- Very much
- Up to a satisfactory level
- Not much

Questionnaire –Brand Equity

By Samiha Bhat (15BCM0033)

7.1 How many Smartphone's do you have now? **(General)**
(1, 2, 3, more than three)

7.2 How many different brands have you experienced till now? **(General)**
(Multiple check options – HTC, Apple, Samsung, Blackberry, LG, Nokia, Motorola, Sony Ericsson, Others)

7.3 How many brands regarding smart phones do you know that exist in the market?
(General)
(1, 2, 3, more than three)

7.4 How often do you upgrade to other new phones or have changed phones in the past?
(General)
(Not at all, Quite Infrequently, Fair, Frequently, Always)

7.5 “The brand in itself plays a major role in shaping an image about the products in the minds of the consumer.” How important do you think Brand name recognition and image is while purchasing Smart Phones?

Rate on a scale from 1 to 5

1-Very low

5- Very high

(Muazzam Khan^a *, Apoorva Kulkarni^b, S. Vijayakumar Bharathi^c 2010)

7.6 “Specific well-known mobile phones were shown with their brand Name, logo and respondents' preferences were noted.” Did Brand Name Influence your Decision Making Process of purchase?

Rate on a scale from 1 to 5

1 -Very low

5- Very high

(Muazzam Khan^a *, Apoorva Kulkarni^b, S. Vijayakumar Bharathi^c 2010)

7.7 Do you undoubtedly agree with ‘I trust this Brand’ or ‘I rely on this Brand’ after purchasing the phone of your choice?

Rate on a scale from 1 to 5

1-Very low

5- Very high

(Steffan Kyhe, 2015)

7.8 “Customers rate their experience of a particular product based on its content or satisfaction level”. Based on Brand name influence purchase, how can u describe your satisfaction with the existing Smartphone/s?

Rate on a scale from 1 to 5

1-Very low

5- Very high

(Nasibu R. Mramba, 2015)

- 7.9 “There is a positive and meaningful relationship between loyalty and perception quality. In other words, customers will be faithful to your products.” How loyal are you to a particular brand over these years of purchasing?

Rate on a scale from 1 to 5

1 -Very low

5- Very high

(Nasr Azad^{a*} and Maryam Safaei^b, 2013)

- 7.10 “Brand switching is the process of choosing to change from routine use of one product or brand to steady usage of a different but similar producer.” Do you alternate brands often based on characteristics like cost, quality, features or brand name?

Rate on a scale from 1 to 5

1-Very low

5- Very high

(Keller, 2003)

- 7.11 “A repeat purchase is often a measure of commitment to a brand by consumer.” How would you rate your commitment with your existing Smartphone?

Rate on a scale from 1 to 5

1-Very low

5- Very high

(Nasibu R. Mramba, 2015)

- 7.12 “Buyers are about to buy a product they seek absolute maximization expected value that they derive by rationally evaluating different choice alternatives and opting the choice that has the maximum return.” Overall Influence of Brand Name, Brand Equity and Value of the present Smartphone?

Rate on a scale from 1 to 5

1-Very low

5- Very high

(Nasibu R. Mramba, 2015)

- 7.13 “Many brands still at the zenith of popularity because of the effective amount of store name and prestige earned by the company over the years.”

What is your view on the effect of prestige and perceived quality on your mobile phone decision and purchase?

Rate on a scale from 1 to 5

1-Very low

5- Very high

(U. Thiripurasundari*; Dr. P. Natarajan)**

- 7.14 “The property that sells a particular brand among the masses is its unique selling property (USP).” Did you go through all the properties that the mobile phone was offering to check how different your choice is from the other ones in the market?

Rate on a scale from 1 to 5

1-Very low
5- Very high

(Kevin Lane Keller, 2013)

4. RESULTS ANALYSIS AND INTERPRETATION

There were 526 responses to the questionnaire out of which 515 were valid.

Likert Scale from 1-5 where 1 represents very low and 5 represents very high has been used.

4.1 Demographic details

1. Gender

Gender	Percentage
Male	72%
Female	28%

2. Age-

Age group	Percentage
15-20	34%
20-30	54.2%
30-40	3.8%
40-50	4.4%
>50	3.6%

3. Marital Status:

Type	Percentage
Single	85.9%
Married	11.6%
Other	2.5%

4. Occupation

Type	Percentage
Student	83.8
Service	9.1
Homemaker	3
Other	4

5. Number of Smart phones

1	23.6
2	30.6
3	18.4
>3	27.4

6. Prince range

<10000	17.7
10000-20000	52.5
20000-30000	10.3
30000-40000	7.6
>40000	12

7. Satisfaction level

Highly dissatisfied	4.8
Dissatisfied	3.2
Neither dissatisfied nor satisfied	10.8
Satisfied	57.6
Highly Satisfied	23.6

Average satisfaction level: 3.92

4.2 ANALYSIS- INFLUENCE OF DIMENSIONS

1. Influence of Technical Factors

Type	Average
O.S.	3.76
RAM and storage	4.02
Processor speed and quality	3.96
Battery performance	4.07
Camera quality	3.89
Sound quality	3.77
Screen resolution	3.87

2. Issues in phone

Type	Average
Lagging	2.18
Heating	2.38
Battery drainage	2.55
Touch screen problems	1.83
Other hardware issues	1.91

3. Aesthetic and design influence:

Property	Average
Screen size	3.43
Color	3.16
Weight and handling	3.32
Design	3.58
Build quality	3.74
Durability	3.94

4. Influence of social factors

Factor	Average
Ads on social media	2.55
Television and newspaper ads	2.47
Recommendations from family and friends	3.29
Phone reviews on internet	3.61
Knowledge you had about phone	3.64
Customer support quality	3.40

5. Peer pressure influence (percentages):

Factor	Yes	No	Maybe
Someone in friend circle had same phone	63	25	12
If they contacted that person.	46	47	7
If they changed their phone due to social influence.	10	82	08

6. Psychological factors:

Factor	Rating Average
Time taken to make purchase decision.	2.84
Satisfaction level after going with someone else's recommendation	3.08
Difficulty in decision making for high price phones.	3.15
Confusion due to large no. of options available in same price range.	3.03

Influence of a new phone model arriving in market.	3.1
Distress and anxiety when phone was not available	2.73

7. Influence of Brand:

Factors	Rating Average
Brand name and Image	3.55
Brand recognition in the market	3.55
Brand Value	3.61
Prior experience with a particular brand	3.61
Prestige of a brand among people	3.34
Loyalty to a particular brand	3.12
Frequency of changing brands	2.71
Confidence in using Chinese or lower brands	2.42

4.3 ANALYSIS ON GENDER

1. Satisfaction level-

Male	Female
3.88	4.03

2. Influence of Technical Factors

Type	Male	Female
O.S.	3.76	3.75
RAM and storage	4.01	4.05
Processor speed and quality	3.96	3.95
Battery performance	4.03	4.17

Camera quality	3.84	4.03
Sound quality	3.75	3.82
Screen resolution	3.85	3.95

3. Issues in phone

Type	Male	Female
Lagging	2.16	2.25
Heating	2.36	2.41
Battery drainage	2.51	2.67
Touch screen problems	1.85	1.78
Other hardware issues	1.92	1.88

4. Aesthetic and design influence:

Property	Male	Female
Screen size	3.35	3.62
Color	3.15	3.15
Weight and handling	3.27	3.44
Design	3.56	3.60
Build quality	3.72	3.78
Durability	3.92	3.98

5. Influence of social factors

Factor	Average	Female
Ads on social media	2.50	2.66
Television and newspaper ads	2.43	2.58
Recommendations from family and friends	3.26	3.34
Phone reviews on internet	3.63	3.55
Knowledge you had about phone	3.67	3.55
Customer support quality	3.40	3.40

6. Psychological factors:

Factor	Male	Female
Time taken to make purchase decision.	2.77	3.02
Satisfaction level after going with someone else's recommendation	3.01	3.27
Difficulty in decision making for high price phones.	3.13	3.22
Confusion due to large no. of options available in same price range.	2.97	3.21
Influence of a new phone model arriving in market.	3.16	3.19
Distress and anxiety when phone was not available	2.72	2.77

7. Influence of Brand:

Factors	Male	Female
Brand name and Image	3.52	3.63
Brand recognition in the market	3.50	3.67
Brand Value	3.58	3.70
Prior experience with a particular brand	3.56	3.77
Prestige of a brand among people	3.34	3.21
Loyalty to a particular brand	3.10	3.2
Frequency of changing brands	2.74	2.63
Confidence in using Chinese or lower brands	2.41	2.46

4.4 ANALYSIS ON AGE

1. Satisfaction level-

15-20	20-30	30-40	40-50	>50
3.93	3.88	4.05	4.28	4

2. Influence of Technical Factors

Type	15-20	20-30	30-40	40-50	>50
O.S.	3.70	3.87	3.47	3.61	3.06
RAM and storage	3.95	4.13	4.05	3.90	3.06
Processor speed and quality	3.90	4.05	4	3.76	3.33
Battery performance	3.97	4.14	4.21	4.04	3.86
Camera quality	3.82	3.93	4.05	4	3.73
Sound quality	3.76	3.82	3.73	3.61	3.33
Screen resolution	3.79	3.97	3.78	3.80	3.33

3. Issues in phone

Type	15-20	20-30	30-40	40-50	>50
Lagging	2.14	2.22	2	1.95	2.6
Heating	2.34	2.44	2.1	2.19	2.13
Battery drainage	2.45	2.64	2.52	2.38	2.4
Touch screen problems	1.87	1.81	1.84	1.66	2
Other hardware issues	1.83	1.96	2.05	1.76	2

4. Aesthetic and design influence:

Property	15-20	20-30	30-40	40-50	>50
Screen size	3.37	3.45	3.36	3.61	3.33
Color	3.24	3.09	2.78	3.42	3.4
Weight and handling	3.28	3.32	3.36	3.47	3.26

Design	3.55	3.59	3.52	3.71	3.4
Build quality	3.74	3.75	3.73	3.94	3.26
Durability	3.94	3.93	3.68	4.33	3.86

5. Influence of social factors

Factor	15-20	20-30	30-40	40-50	>50
Ads on social media	2.57	2.56	2.57	2.47	2.06
Television and newspaper ads	2.47	2.49	2.21	2.52	2.33
Recommendations from family and friends	3.19	3.32	3	3.71	3.53
Phone reviews on internet	3.59	3.67	3.52	3.42	3.13
Knowledge you had about phone	3.64	3.67	3.36	3.76	3.2
Customer support quality	3.42	3.71	3.36	3.57	3.66

6. Psychological factors:

Factor	15-20	20-30	30-40	40-50	>50
Time taken to make purchase decision.	2.70	2.97	2.73	2.71	2.46
Satisfaction level after going with someone else's recommendation	2.93	3.13	3.05	3.57	3.2
Difficulty in decision making for high price phones.	3.07	3.26	2.89	2.9	2.93
Confusion due to large no. of options available in same price range.	2.85	3.19	3	2.8	2.73
Influence of a new phone model arriving in market.	3.15	3.26	2.89	3.05	2.2
Distress and anxiety when phone was not available	2.77	2.75	2.78	2.57	2.1

7. Influence of Brand:

Factors	15-20	20-30	30-40	40-50	>50
Brand name and Image	3.45	3.59	3.63	3.76	3.66
Brand recognition in the market	3.39	3.62	3.73	3.61	3.73
Brand Value	3.5	3.68	3.47	3.76	3.73
Prior experience with a particular brand	3.47	3.69	3.63	3.80	3.53
Prestige of a brand among people	3.22	3.40	3.10	3.57	3.4
Loyalty to a particular brand	3.17	3.08	3.36	3.28	3
Frequency of changing brands	2.68	2.80	2.52	2.33	2.06
Confidence in using Chinese or lower brands	2.42	2.49	2.36	2.09	1.73

4.5 Analysis on occupation:

1. Satisfaction level:

Homemaker	Other	Service	Student
4.18	3.89	4.02	3.90

2. Influence of Technical Factors

Type	Homemaker	Other	Service	Student
O.S.	3.12	3.78	3.29	3.83
RAM and storage	3.31	4.16	3.64	4.08
Processor speed and quality	3.37	3.94	3.64	4.02
Battery performance	3.87	4.16	3.78	4.10

Camera quality	4.12	3.89	3.71	3.90
Sound quality	3.31	3.89	3.48	3.81
Screen resolution	3.5	3.72	3.57	3.92

3. Issues in phone

Type	Homemaker	Other	Service	Student
Lagging	1.75	2.38	2.26	2.18
Heating	1.81	2.66	2.33	2.39
Battery drainage	2.12	2.88	2.57	2.55
Touch screen problems	1.37	1.72	2	1.84
Other hardware issues	1.5	1.94	2.13	1.90

4. Aesthetic and design influence:

Property	Homemaker	Other	Service	Student
Screen size	3.5	3.66	3.33	3.42
Color	3.06	3.22	3.15	3.15
Weight and handling	3.18	3.33	3.26	3.32
Design	3.5	3.66	3.46	3.58
Build quality	3.43	3.72	3.53	3.77
Durability	3.81	4	3.8	3.95

5. Influence of social factors

Factor	Homemaker	Other	Service	Student
Ads on social media	2.31	2.22	2.33	2.59
Television and newspaper ads	2.06	2.38	2.28	2.51
Recommendations from family and friends	3.25	3.22	3.26	3.29
Phone reviews on internet	2.93	3.22	3.4	3.67
Knowledge you had about phone	3.12	3.5	3.37	3.69
Customer support quality	3.37	3.66	3.42	3.38

6. Peer pressure influence (Numbers):

Factor	Homemaker			Other			Service			Student		
	Y	N	M	Y	N	M	Y	N	M	Y	N	M
Someone in friend circle had same phone	13	2	1	9	5	4	27	11	7	278	112	46

If they contacted that person.	9	7	0	7	7	4	20	21	4	205	208	23
If they changed their phone due to social influence.	4	12	0	1	16	1	6	35	4	42	359	35

Y: Yes, N: No, M: Maybe

7. Psychological factors:

Factor	Homemaker	Other	Service	Student
Time taken to make purchase decision.	2.25	2.61	2.84	2.87
Satisfaction level after going with someone else's recommendation	3.12	3.38	3.22	3.05
Difficulty in decision making for high price phones.	2.56	2.72	3	3.21
Confusion due to large no. of options available in same price range.	2.37	2.55	3.08	3.07
Influence of a new phone model arriving in market.	2.25	2.55	2.91	3.25
Distress and anxiety when phone was not available	2.56	2.11	2.6	2.78

8. Influence of Brand:

Factors	Homemaker	Other	Service	Student
Brand name and Image	3.31	3.61	3.6	3.55
Brand recognition in the market	3.18	3.5	3.66	3.55
Brand Value	3.25	3.77	3.62	3.62
Prior experience with a particular brand	3.56	3.55	3.42	3.64
Prestige of a brand among people	2.93	2.94	3.44	3.36

Loyalty to a particular brand	3.12	2.94	3.11	3.13
Frequency of changing brands	2.12	2.55	2.51	2.76
Confidence in using Chinese or lower brands	1.87	2.22	2.2	2.47

4.6 ANALYSIS ON MARITAL STATUS:

1. Satisfaction level-

Single	Married	Other
3.910515	4.050847	3.777778

2. Influence of Technical Factors

Type	Single	Married	Other
O.S.	3.825503	3.372881	3.111111
RAM and storage	4.071588	3.762712	3.444444
Processor speed and quality	4.004474	3.728814	3.555556
Battery performance	4.085011	4.084746	3.444444
Camera quality	3.892617	3.966102	3.666667
Sound quality	3.803132	3.644068	3.222222
Screen resolution	3.914989	3.694915	3.222222

3. Issues in phone

Type	Single	Married	Other
Lagging	2.165548	2.254237	2.888889
Heating	2.38255	2.271186	3
Battery drainage	2.550336	2.508475	3.333333

Touch screen problems	1.82774	1.881356	2.111111
Other hardware issues	1.912752	1.864407	2.222222

4. Aesthetic and design influence:

Property	Single	Married	Other
Screen size	3.41387	3.576271	3.111111
Color	3.154362	3.169492	3.222222
Weight and handling	3.313199	3.423729	2.888889
Design	3.581655	3.525424	3.555556
Build quality	3.758389	3.644068	3.555556
Durability	3.935123	3.935123	3.555556

5. Influence of social factors

Factor	Single	Married	Other
Ads on social media	2.559284	2.508475	2.333333
Television and newspaper ads	2.487696	2.389831	2.333333
Recommendations from family and friends	3.270694	3.40678	3.222222
Phone reviews on internet	3.651007	3.355932	3.444444
Knowledge you had about phone	3.677852	3.440678	3.111111
Customer support quality	3.384787	3.542373	3.333333

6. Psychological factors:

Factor	Single	Married	Other
Time taken to make purchase decision.	2.856823	2.728814	3
Satisfaction level after going with someone else's recommendation	3.053691	3.322034	3
Difficulty in decision making for high price phones.	3.192394	2.932203	3
Confusion due to large no. of options available in same price range.	3.067114	2.881356	2.666667
Influence of a new phone model arriving in market.	3.225951	2.79661	2.888889
Distress and anxiety when phone was not available	2.760626	2.542373	3

7. Influence of Brand:

Factors	Single	Married	Other
Brand name and Image	3.55481	3.661017	2.888889
Brand recognition in the market	3.557047	3.627119	2.777778
Brand Value	3.621924	3.661017	3.222222
Prior experience with a particular brand	3.628635	3.559322	3.555556
Prestige of a brand among people	3.357942	3.322034	2.666667
Loyalty to a particular brand	3.129754	3.220339	2.444444

Frequency of changing brands	2.756152	2.40678	2.777778
Confidence in using Chinese or lower brands	2.458613	2.152542	2.555556

Interpretation:

1. Technical Factors:

Most of the people are giving weightage to Ram, Storage, Battery, Processor and Camera because all of these factors have nearly got 4 rating. However, it was observed that females tend to have a marginally higher preference for Camera quality as compared to men. People in 20-50 age group had rated High for Ram, Storage, Processor speed and Battery which gives an idea that they prefer high performance phones. Students have rated 4 for ram, storage, processor and battery whereas homemakers, service people have rated these factors as 3-3.5 which shows students demand high performance phones for running heavy multimedia content and games. Singles have given higher importance to Technical specs and compared to other categories. Battery drainage, heating and lagging had ratings of 2.55, 2.38, 2.18 respectively and were the most prominent issues addressed by people.

2. Aesthetic design and influence:

People also get highly influenced by design and hardware factor. Durability (3.94) & Build quality (3.74) have been rated the highest among all aesthetic and design factors. Other aspects like colour, design and screen size have also been rated considerably high. From the results, female have a higher preference for design and build quality. They are highly influenced by hardware and aesthetics.

3. Social factors:

Ads on social media and internet have lowest ratings ie. nearly 2.5 whereas reviews on internet, pre-acquired knowledge and customer support had the highest rating ie 3-3.5. This means people are not influenced by ads easily. They are paying more attention to real life performance based on internet reviews and recommendations from friends. People above the age of 40 are more influenced by recommendations of society. Students and singles give high importance to internet reviews and pre-acquired knowledge. It has also been observed that most of the people prefer to buy a phone which their acquaintance already possesses and a fair amount of people have consulted those acquaintance in relation to buying the same phone model as theirs which implies people are more influenced by the friend circle. However only a few people have bought a phone under social influence.

4. Psychological factors:

Distress and anxiety due to non-availability of phone as well as time factors were given the least ratings. Females take more time to decide and they also experience more confusion among different options. Also, Females rated higher than men when it comes to going with someone else's recommendation. People below age of 30 found it more difficult to make decision for high priced phones and also, they were most influenced by latest phone models. Students and Service people have greater confusion when large number of options are available or buying higher priced phones.

5. Brand Factor:

Most of the people are not comfortable with buying cheap substandard Chinese brand phones. People also rated low when it came to changing brand. People prefer to buy phones of reputed brands which they have already used before. Females seem to be more brand conscious than males as they have rated higher when it comes to brand value and loyalty. The age-group above 50 is least interested in Chinese brands because they rated <2 and they have the highest inclination towards brand value and recognition (rating >3.7). Homemakers are not comfortable using Chinese substandard brand phones as they rated below 2 for it.

5. FINDINGS OF THE STUDY

The results show that the majority of the people are satisfied with their smartphones, although there are some people that are not satisfied. It can be seen from the analysis that the five dimensions that were obtained from review of literature play a major role in influencing the buying decision of the people. The detailed findings are as follows-

a. Technical factors

The results show that technical factors like OS, RAM, storage, camera, battery etc are the major factors influencing their buying decision. We can see that the battery performance, RAM, storage and processor quality are the most important technical requirements in the phone as per the results. Hence, issues in technical performance like battery drainage, heating, low storage, lagging are the most influential in causing customer dissatisfaction. Other factors like camera quality and screen resolution also play an important role.

b. Design and aesthetics

The results show that the design and hardware factor is the second most important factor that influence the buying decision of smartphone after technical factors. Hardware factors like build quality, durability and handling of the phone play a major role in customer satisfaction as seen from the results. Female respondents are highly influenced by the hardware and design factors. Hence, any problems in the build quality, design and the overall hardware of the phone causes

customer dissatisfaction. These factors are also visible to the human eye and hence are very important. Colour and design also play an influential role for a lot of people.

c. Social factors

Man is a social animal. Hence, it is obvious that the people are influence by many external social factors. The results show that external factors like phone reviews on internet, recommendations from friends and family and the customer support quality available are influential factors in deciding the purchase of the phone. Contrary to the literature review, the results show that advertisements on T.V., newspapers and other medium are not highly influential in determining the consumer behaviour. This may be due to bad marketing or advertisements that convey false and exaggerated information which can result in customer dissatisfaction.

d. Psychological factor

There are many psychological factors associated with the phones as most people spend a lot of time on their phone. The results show that people tend to get confused because of a lot of options in the market and also people have difficulty in decision making while purchasing high priced phones. Also, people tend to get influenced when a new phone arrives in the market. The results also show that a large number of people show distress and anxiety when the phone is not available.

e. Brand factor

The results show that apart from technical and hardware factors, the brand factor also plays a major influencing role in customer purchase behaviour. Brand value, brand name and image and prior experience with a particular brand are highly regarded and considered by the respondents. It can be seen that people are not highly confident of buying a less popular brand. Also, the loyalty is not very high. Hence, any issues in a branded phone will cause a lot of customer dissatisfaction. Brands must aim to create customer value.

Overall, the results show that technical factors play a major role in influencing the purchase decision followed by hardware, design, brand and social factors. Hence the technical issues like lagging, heating, battery drainage and hardware issues like bad design, colour or dysfunctional buttons etc. tend to create more customer dissatisfaction. External factors like social, psychological and brand factors also influence the buying decision and contribute in creating customer satisfaction or dissatisfaction.

6. Conclusion:

In our survey, we got 526 responses out of which 515 were valid. In the survey, we found that majority of the people were satisfied or highly satisfied with their mobile phones, especially females and older people were more satisfied. On the basis dimensions we can see that,

For **technical factors**, battery, RAM and storage play the deciding role. People prefer these features over the other technical factors whereas the influence of sound quality and O.S. is comparatively low. The complaints of battery drainage, heating and lagging of the devices was most common among the people. We also saw that battery requirement for older people are much higher than younger age groups. Camera also play an important role for female as compared to male population. The unmarried people prefer high technical features. Therefore, we can say that the mobile phone manufacturers should focus on technical features like battery, RAM, storage of the devices more as compared to other features.

In the **Aesthetic and design** point of view, we can conclude that durability and build quality plays the major role in satisfying the customer. While on the other hand we can also see that the color of the device has negligible effect on the decision making of the customer. Female population give importance to screen size while male prefer design of the device. People nowadays prefer rough handling phone which can last longer. Thus, the material, build quality and the design of the phone should be taken special care of by the mobile phone companies.

If we look at the **social factors** which influenced the decision making of the people, we can see that, the ads on social media and television has very low effect on them. On the other hand, people prefer to read the online reviews about the phone available given by the experienced customer on the e-commerce websites and social media. They first like to accumulate enough information about the phone before making the buying decision. We can also see that few of the people contacted friends who had the same phone for reviews. Therefore, we can conclude that the phone manufacturers should focus on improving their advertisement techniques, and they shouldn't show false information about the phone in the ads.

In the perspective of **psychological factors**, we can see that the people got feeling of anxiety and confusion as new model phone with new features struck the market. We can also see that people felt more difficulty when deciding over the phone with high prices. They took their time but not a lot of time to make the buying decision. The results also show that a large number of people show distress and anxiety when the phone is not available.

In the **Brand image** perspective, for the people, brand name and value play important roles. People like to buy phones with which they have a prior experience and they choose not to switch brand quickly. The people have very low faith in Chinese or lower brands and they not prefer to buy them. Thus, the manufacturers should focus on maintaining their brand image. If they are a new brand, they can collaborate. Brands need to position and distinguish themselves in the market and should aim to create customer value.

Therefore, we can conclude that technical features play the most important role in the mobile phone buying decision and people also go for devices which has a good brand image in the market. Design and hardware factors also play a major role in influencing their purchase. They like to collect information about their phones like reviews available by the people who have experience of the phone online. So, they take their time to make the decision about the phone.

Hence, external factors like brand, social and psychological factors are also responsible for customer purchase behaviour and satisfaction.

Since we observe that technical factors play the most influential role in purchase behaviour which means any problems in the technical aspect of the phone will cause major customer dissatisfaction. The major problems identified in the technical aspect are lagging, heating, battery drainage and other software problems which cause high cognitive dissonance and customer dissatisfaction. People also feel dissatisfied if the hardware and the build quality of the phone is not good and the design and the colour is not as shown in the advertisements. Since, we observe that the people do not focus on advertisements much, they are dissatisfied by the advertisements which show false and exaggerated videos. People also tend to get confused and take time because of a number of options in the market.

7. Business Proposal

7.1 Executive Summary

We aim to make an online startup which gives a platform to rent the smartphones for a particular period of time. The main aim of our idea is to decrease the dissonance and dissatisfaction among the customers. We also aim to provide a platform for people to exchange their smartphones with each other falling in the same price range. We will provide the smartphone of various price range to people on a rent basis starting from 3 months to a maximum of 1 year. Hence, people will be able to use different technologies and brands at a lower price rather than just buying a smartphone and use it for more than 2 years. It is a pay as you use model. This reduces dissonance as there is only a short term involvement with the phone and low costs involved. Also, we will provide another feature wherein people can barter their smartphones with one another based on their preferences and price range. For example, if a person using a Samsung Galaxy S8 wants to try and use an iPhone 8, he/she can simply contact with another person on the site who is looking for a Galaxy S8 and then both can exchange their phones. This also decreases dissonance and people will be able to use different brands and platforms.

The main target audience for our start-up are youth who are independent working class people who and students studying in school and colleges. Hence, we aim to target the age group of 18-35 who are using smartphones daily and have a good idea about smartphones. Also, we aim to implement it in urban areas.

To achieve and implement this, we need to develop a website and a mobile application. Also, we will need to approach and tie up with different mobile phone brands for their products. We will also need investment from other businesses and sources. Initially, our main aim will be to generate enough revenue to recover our investments and then to expand the business to offline stores as well.

7.2 Business Description

We identified that majority of the customers who purchase smart phones face some sort of buyer's remorse. So, we targeted this problem to project our business. We want to set up a business in which we will allow the customers to rent the mobile phones on the price much lower than the original price for a period of time. So, they can try expensive phones which they can't afford to buy at lower prices. If they are dissatisfied, they can give it back after the time period. It will be pay as you use service. Therefore, it will reduce dissonance. The prices of the phones will also reduce after each time a customer uses it for the given period of time. We also propose to add a barter system to the business where the customers will be able to exchange phones with other customers. So, we can say that the customers will be able to experience variety at low cost, thus reducing cognitive dissonance.

7.3 SWOT Analysis

<u>STRENGTH</u> <ul style="list-style-type: none">-Offering short term contracts-Value for money services-Fast shipping of products-Pickup services-Barter services-Pay as you use model-Low buyer's remorse	<u>WEAKNESS</u> <ul style="list-style-type: none">-New concept may take time to adapt in society.-No brand recognition.-Lack of access to key distribution channels.-Lack of offline channels.
<u>OPPURTUNITY</u> <ul style="list-style-type: none">-Growing market segment.-Customer dissonance.-Tie ups mobile phone brands-Tie ups with telecom services.-Sponsorships and advertisements.	<u>THREATS</u> <ul style="list-style-type: none">-Involves high risk.-Damages to phone.-Competition from reputed e-commerce sites.-Competition from auction sites like Ebay.-Changes of laws and regulations.

7.4 Market Analysis

It has been found that majority of mobile phone manufacturers are still cutting costs on important factors such as technical specifications and build quality and are providing a substandard quality smartphones to people at high prices. The users who buy these phones have to stick to these phones for at least a year or two before they upgrade their phone. This results in cognitive dissonance and dissatisfaction among buyers. Many customers complained about technical issues and hardware problems within a year of their purchase. The customer invests a lump sum money in the smartphone so he has no other option but to keep on using it until a

year or two. To eliminate such problems from the market we suggest a business plan which aims at providing high quality smartphones to customers at low costs on short term contract. This will decrease the chances of post purchase buyer's remorse and lower the dissonance as the customer can change their phones after a few months if they didn't like certain features. It also gives an opportunity to telecom operators and mobile manufacturers like Xiaomi to advertise with us showcase their latest innovations and products. It can change the way people use phones in current scenarios. Smartphones will become a "pay as you use" commodity just like an internet or telephone connection. Also, people willing to try new technology everyday can make use of barter system. Mobile phone hardware costs are high but giving the same phone on rent for 3-4 times a year will not only recover the cost of phone but also generate some profits.

7.5 Organisation Structure

The organisation will be divided and managed by 5 persons having their own role in it. One would be the CEO of the business. The other will be the technical head who will be responsible for keeping an eye over all the technical things happening in the business. One person will be appointed as the financial head who will be responsible for all money and budget things. One person will manage all marketing and public relations. And the last person will be appointed as sales and management head who will be responsible for sales and stocks.

7.6 Marketing Plan

The marketing of the company plays a major role in the development of the business. As our company is online based, we will advertise our startup on various social media sites like Facebook, Instagram etc. We will also advertise our site on television and newspapers. Initially, we will also provide promotional offers and discounts to create an initial customer base. Sponsorships in events is also another method to create awareness among the people. After some expansion and recognition, we also aim to endorse our company by a famous personality.

7.7 Funding/ Financial Plan

Majority of the fund will be provided by the investors. Some of it will be taken as loan and the remaining from personal sources. During the initial stages, we won't hire much workers and keep the business restricted to online only. In later stages when the business will expand and more revenues will be generated, we will open offline outlets in major cities and thus hire people to work in them. We are planning to generate approximate profit of 30 percent of the stock. The revenues generated will be used to further expand the business, advertisements and regulate other necessary non-operating things.

7.8 Growth Milestones

We plan to start by building a website and a mobile app. Our first milestone will be 10,000 downloads of the app and 1000 customers. After completion of this milestone we will gain some brand recognition and can plan to tie up with some major mobile manufacturers such as Xiaomi, Samsung, OnePlus, Lenovo etc. This will be our second milestone. The third milestone, will be to establish offline channels for distribution in major cities. At last, our final goal is change the current scenario of marketing mobile phones globally and pursue people to adopt this new trend of renting handsets as per use. After we are successful in India we may extend our business offshore.

7.9 Business plan Model

Problem Identified <ul style="list-style-type: none">• Customers dissatisfied due to technical and hardware issues.• Confusion among people due to high number of choices.• False and exaggerated advertisement misleads people.• High priced phones causing high dissonance.	Solution <ul style="list-style-type: none">• Providing high quality phones of different brands and price range to the customers on fixed rent for a particular period of time.• Providing barter facility between people who want to try different phones without paying any extra money.• These steps will reduce customer dissonance and dissatisfaction.
Target Market <ul style="list-style-type: none">• Students and working class people in urban areas.• Age range: 16-35	Competition <ul style="list-style-type: none">• Companies who sell phones on EMI basis.• Websites like OLX and Ebay.
Sales Channels <ul style="list-style-type: none">• Online Website and phone application.• Establishment of outlets after business expansion.	Marketing activities <ul style="list-style-type: none">• Ads on social media like Facebook, Instagram etc.• Promotional offers and discounts in the initial stages.• Sponsorship in events to create awareness.• Ads on TV and newspapers.
Revenue <ul style="list-style-type: none">• Renting the phones multiple times will not only recover cost but also generate revenue.	Expenditure <ul style="list-style-type: none">• Development and maintenance of mobile app and website.• Selling and distribution expenses.

<ul style="list-style-type: none"> • Ads of mobile phones and carrier networks on website a mobile app. <p>Expected Net profit ratio: 30%</p> <p>Net Revenue: 130% of capital.</p>	<ul style="list-style-type: none"> • Selling and distribution expenses. • Buying mobile phones on credit. • Provision for legal expenses. • Repairing costs.
<p>Milestones</p> <ul style="list-style-type: none"> • 10000 app downloads + 1000 mobiles lent. • Tie up with major mobile manufacturers. • Establishment of offline outlets in major cities. • 1 million app download. • Ultimate Goal: Changing the current scenario of purchasing mobile phones to renting them thus removing cognitive dissonance completely. 	
<p>Team and roles</p> <p>Founders/ Board of directors: Vishal, Mayank, Sparsh.</p> <p>CEO: Vishal</p> <p>Technical head: Mayank</p> <p>Financial head: Sparsh</p> <p>Marketing and Public relations: Samiha</p> <p>Sales and management head: Achal</p>	<p>Partners and resources</p> <ul style="list-style-type: none"> • Leading mobile phone brands like Xiaomi, Samsung, Lenovo, OnePlus etc. • Investors: VITTBI and other businesses and personal investments.

7.10 Project Cost-1 Time expenditure

No	Description	Amount(₹) 2018-2019	Amount(₹) 2019-2020
1.	Technology Development/ acquisition.	20,000	12,000
2.	Company registration, Office setup and operations.	2,00,000	3,00,000
3.	Training material development and purchases	20,00,000	30,00,000
	Total	22,20,000	33,12,000

7.11 Project Cost- Recurring expenditure

Sl No	Description	Amount [FY 2018-19]	Amount [FY 2019-20] Projected
1.	Core Technology Management	10,000	15,000
2.	Third party applications, User licenses	5,000	15,000
3.	Office and administration costs	5,00,000	6,00,000
4.	Marketing and promotion	1,00,000	1,50,000

5.	Human resources and remuneration	50,000	2,00,000
6.	Training solutions and training material(annual)	20,000	50,000
	Total	6,85,000	10,30,000

7.12 Funding Support

SL. NO.	Description (Revenue Stream)	Amount (FY 2018-19)	AMOUNT (FY 2019-20) projected
1.	Revenue generated by the business	36,60,000	56,00,000
2.	Corporate contributions	15,00,000	0
3.	Soft loans	5,00,000	0
4.	Public donations	2,00,000	1,00,000
5.	Government Support	0	2,00,000
	TOTAL	58,60,000	60,00,000

7.13 Revenue Model

SL. NO.	Description (Revenue Stream)	Amount (FY 2018-19)	AMOUNT (FY 2019-20) projected
1.	Core Services	28,60,000	41,00,000
2.	Premium services	3,00,000	5,00,000
3.	Value added Services	5,00,000	10,00,000
	TOTAL	36,60,000	56,00,000

7.14 Business Model Canvas

Key Partners -Technology partner: <u>Xiaomi</u> , Samsung, <u>Lenovo</u> , Oneplus etc. -Media partners: Advertising companies -Telecom partners: Airtel, Vodafone, JIO -Finance partners	Key Activities -Renting the smartphones. -Platform for barter of smartphones. -Logistics -Monetization of website and app. -Promotion and marketing Key Resources -Smartphones -Website -Mobile App -Human resource	Value Proposition -Platform for smartphone renting to reduce buyer's remorse. -Exchange of mobile phone between people providing a different user experience each time. -Home deliver and pickup. -Value for money: pay as you use.	Customer Relationships -Short term contract on smartphones. -Long term contract with mobile manufacturers. -short term relation between two customers to exchange smartphones. Channels - Website - Mobile app - Social media channels for communication. - Logistics services - Offline stores (after expansion)	Customer Segments -Students -Teenagers -Working class men and women -Middle age people -People in urban areas -Mobile phone manufacturers. -Telecom companies -Payment gateway providers -Advertising companies -Logistics personnel
Cost Structure <ul style="list-style-type: none"> - Technology development costs - Administration expenses - Opening Stock and Purchase costs - Distribution expenses - Promotional advertising costs - Legal costs 		Revenue Streams <ul style="list-style-type: none"> - Renting of smartphones - Monetization from advertisements on website and app - Barter commission - Promotional offers from telecom companies 		

Appendix

i. BIBLIOGRAPHY

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ii. Questionnaire

2/9/2018

Survey on Mobile Phones

Survey on Mobile Phones

* Required

Personal Details

1. **Gender ***

Mark only one oval.

- ☐ Male
☐ Female
☐ Other

2. **Age ***

Mark only one oval.

- ☐ 15-20
☐ 20-30
☐ 30-40
☐ 40-50
☐ >50

3. **Marital Status ***

Mark only one oval.

- ☐ Single
☐ Married
☐ Other

4. **Occupation ***

Mark only one oval.

- ☐ Student
☐ Service
☐ Homemaker
☐ Other

5. Referred By: *

Mark only one oval.

- ☐ Mayank Verma
- ☐ Vishal Bhaskar
- ☐ Sparsh Goel
- ☐ Achal Utkarsh
- ☐ Samiha Bhat

6.

Do you use a mobile phone? *

Mark only one oval.

- ☐ Yes
- ☐ No

7.

What type of phone do you have? *

Mark only one oval.

- ☐ Feature phone
- ☐ Smart Phone

8.

How many smartphones have you used? *

Mark only one oval.

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ >3

9.

What is the price of your phone? *

Mark only one oval.

- ☐ <10000
- ☐ 10000-20000
- ☐ 20000-30000
- ☐ 30000-40000
- ☐ >40000

10. What is your satisfaction level with your phone? *

Mark only one oval.

- ☐ Highly dissatisfied
☐ Dissatisfied
☐ Neither satisfied nor dissatisfied
☐ Satisfied
☐ Highly satisfied

11. How much does these technical factors influence your buying decision? *

Mark only one oval per row.

	Very low	Low	Neither high nor low	High	Very high
O.S.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RAM and Storage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Processor speed and quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Battery performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Camera quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sound quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Screen resolution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. How much the following problems do you have in your phone? *

Mark only one oval per row.

	Very low	Low	Neither high nor low	High	Very high
Lagging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Battery drainage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Touch screen problems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other hardware Issue (eg. Dysfunctional buttons, charging port failure etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. How much does these hardware and design factors influence your buying decision? *

Mark only one oval per row.

	Very low	Low	Neither high nor low	High	Very high
Screen size	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weight and Handling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Build quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Durability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. How much influence the following had on your phone buying decision? *

Mark only one oval per row.

	Very low	Low	Neither low nor high	High	Very high
Ads on social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Television or Newspaper ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recommendation from friends and family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Phone reviews on internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowledge you had about the phone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer support quality available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Answer in Yes or no. *

Mark only one oval per row.

	Yes	No	Maybe
Does anyone in your friend circle has same phone?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Did you contact the above person?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Did you change your phone due to social influence?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Rate the following. *

Mark only one oval per row.

	Very low	Low	Neither low nor high	High	Very high
Time taken to make purchase decision,	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Satisfaction level after going with someone else's recommendation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Difficulty in decision making for high price phones.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Confusion due to large no of options available in same price range,	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Influence of a new phone model arriving in market.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Distress and anxiety when phone was not available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. How does the following influence your buying decisions? *

Mark only one oval per row.

	Very Low	Low	Neither Low or High	High	Very High
Brand name and Image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand recognition in the market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand value	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prior experience with a particular brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prestige of a brand among people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2/9/2018

Survey on Mobile Phones

18. Rate the following *

Mark only one oval per row.

	Very Low	Low	Neither Low or High	High	Very High
Loyalty to a particular brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frequency of changing brands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Confidence in using Chinese or lower brands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. Other suggestions or comments

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iii. Gantt Chart

