A

PROJECT REPORT

On

CONSUMER PREFERNCE TOWARD DIFFERENT SMART PHONES

SUBMITTED TO H.P. UNIVERSITY SHIMLA



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SUPERVISIOR: SUBMITTED BY:

Ms. Rajni Thakur Adarsh Kumar

ASST. PROF.(BBA) BBA 6th SEM.

UNIV. ROLL. NO. 5190350002

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I also acknowledge with a deep sense of reverence, my gratitude towards my parents and member of my family, who has always supported me morally as well as economically. At last but not least gratitude goes to all of my friends who directly or indirectly.

**DECLARATION**

I hereby declare that the Project Report was submitted by me under the supervision and guidance of Assistant Prof. **Ms. Rajni Thakur** Project Guide, of **Swami Vivekananda Govt. Degree College Ghumarwin** in partial fulfillment For The Award of The Degree of **Bachelor of Business Administration (BBA)** I further declare that I am solely responsible for omission and commission of errors if any.

**Signature of the Student**

**CERTIFICATE**

This is to certify that the Project Report entitled” Customer satisfaction toward different smart phones” for the award of the degree of **Bachelor of Business Administration (BBA)** from **Himachal Pradesh University**, is a record of Project Report carried out by **Mr. Adarsh kumar of BBA 6th Sem. Swami Vivekanand Govt. College Ghumarwin. University Roll No. 5190350002**, under my supervision and guidance, no part of this report has been submitted to any other Degree/Diploma and this report may be taken for evaluation.

**Sign of Candidate Sign of Guide**

**Sign of coordinator (BBA)**

Date:-

Place:-

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CHAPTER-1

**Introduction**

According to oxford dictionary “A smart phone that performs many of the functions of a computer, typically is having a touch screen interface, Internet access, and an operating system capable of running downloaded apps.”

According to Wikipedia “Smartphone a class of mobile phones and of multi-purpose mobile computing devices. They are distinguished from features phones by their stronger hardware capabilities and extensive mobile operating systems, which facilitate wider software, internet over mobile.

Modern day smart phones have made one of the largest impacts on human lives. There are so many outstanding features that have us wondering what we should do without them. Your whole life is at the touch of your fingertips. Smartphone have made lives of people easier and much more comfortable. Smartphone have everything from texting to checking the weather, reminders, music, surfing the web, entertainment. It is unbelievable the incredible features you receive from something so small and delicate. Now we can never imagine ourselves without them. Smartphone allow you to do so many things on them. The quick communication a Smartphone provides us also allows families to stay connected especially due to the geographic difference and long distances. Communicating has become much more comfortable; if you do not want to call your professor, you are able to avoid the awkward small talk and text them. Communication is the number of factor why people buy cell phones. Everyone wants the easiest, fastest way to get in connected with others. That is why communication has evolved into so much more than just calling.

A major aspect that has evolved other than cell phones is photography in Smartphone. We have a literal global network of camera operators with the ability to capture breath taking moments, newsworthy events and transmit usable photos. You many experience an amazing views, events and you want to share it with the world. No worries, modern’s day Smartphone have given humans access to an outstanding digital cameras inside of their phones and have allowed humans to share the photos in only a few seconds. Along with the crisp focus and crystal clearness there are multiple filters and effects that application provide us to enhance our photographs. Technology is advancing by leaps and bounds, and has given humans high –powered communication gadgets.

Technology has, since the primitive years, always been used to invent tools in order to solve problems. This would, in turn, simplify and make man’s life easier. Through advancements in the fields, man has become more efficient on both the macro –and microscopic levels. Anything now a day can be attained with easier the flip of switch of click of a mouse. One particular technology that comes about in this time was the Smartphone. Since 2008, the Smartphone, a device that combine a normal cell phone with the computer, typically offering internet access, data storage, email capability, etc. All in your hand was deemed as groundbreaking technology and created one of the largest and most competitive markets.

In the past, families used to schedule the time frames in order to all get together to sit down and have a talk about what had happened during their day. Since the creation of Smartphone, this has changed from a time for everyone to talk and socialize with each other into a competition of how many words per minutes someone can text on their Smartphone.

Mobile phone is the thing considered as status symbol not as long ago in India is now afforded by a rickshaw puller to a laborer. In its recent statement issued telecom regulatory authority of India (TRAI) the numbers of persons using the smart phones are increasing day by day. The mobile phone users demands high on these days. They want their mobile to be loaded with top end feature but at affordable costs.

With this huge market, the companies soon realize the importance of timely tapping it with appropriate products and marketing strategies. The adoption of mobile phones has been exceptionally raised in many parts of the country for last few years. It creates a separate stage in the minds of people among the old and new generation, as an essential part of life, which removes the communication gap that exists in earlier days. The question arises here is that how much the mobile phone users are satisfied with their product brand? Customer/ consumer satisfaction is a meaningful key to open the paths of marketing and marketers success that relates to the profitability, brand promotion, creation of consumer value and customer involvement as well.

**Consumer Preference**

Consumer preference is used primarily to mean to select an option that has the greatest anticipated value among a number of options by the consumer in order to satisfy his/her needs or desires. Preference indicates choices among neutral or more valued options available. The preference of the consumer is the result of their behavior they show during searching, purchasing and disposing the products.

## **Consumer Satisfaction**

Every human being is a consumer of different products. If there is no consumer, there is no business. Therefore, consumer satisfaction is very important to every business person. The consumer satisfaction after purchase depends on the product performance in relation to his/her expectations.

Philip kotler (2008) observed that satisfaction is a person’s feelings of pressure or disappointment resulting from products perceived performance (outcome) in relation to his or her expectations.

Consumer satisfaction is the level of a person’s felt state resulting from comparing a product’s perceived performance (outcome) in relation to the person’s expectations. This satisfaction level is a function of difference between perceived performance and expectations. If the products performance exceeds expectations, the customer is highly satisfied or delighted. If the performance matches the expectations, the customer is satisfied. If the products performance falls short of expectations, the customer is dissatisfied.

Consumer satisfaction or dissatisfaction is the feeling derived by the consumer when he compares the products actual performance with the performance that he expects out of it. Consumers make their expectations from the service quality, service, delivery, communications, past experiences and references. These all are to be judged correctly by the management so that their perceptions match with consumer expectations.

If any of these factors are wrongly interpreted then the expected level of consumer satisfaction cannot be reached.

## **Smart phone Industry in India**

1. The smart phone industry is one of the fastest growing industries in India. India has nearly 200 million telephone lines making it the third largest network in the world after China and USA.
2. With a growth rate of 45%, Indian Smartphone industry has the highest growth rate in the world.
3. India’s mobile phone subscriber base is growing at a rate of 84.4%.
4. China is the biggest market in Asia Pacific with a subscriber base of 48% of the total subscriber in Asia Pacific.
5. Compared to that India’s share in Asia Pacific Mobile phone market is 6.4%. Considering the fact that India and China have almost comparable populations, India’s low mobile penetration offers huge scope for growth.

**Main Smart-phone Companies In India**

1. Xiaomi (Mi)
2. Realme
3. Asus Zenfone
4. Samsung
5. Apple (I-phone)
6. Panasonic
7. Sony
8. Lenovo
9. Vivo
10. Oppo

## **Xiaomi (Mi)**



According to Wikipedia Xiaomi is Chinese electronic company headquartered in Bijing. Xiaomi makes and invests in Smartphone, mobile apps, laptops, and related consumer electronics.

Xiaomi released its first Smartphone in August 2011 and rapidly gained market share in China to become the country’s largest Smartphone Company 2014. At the start of second quarter of 2018, Xiaomi was the world’s fourth –largest Smartphone manufacturer, leading in both the largest market, China, and the second largest market, India. Xiaomi later developed a wider range of consumer electronics, including a smart home ecosystem.

## **RealMe**



RealMe is a Shenzhen-based Chinese Smartphone manufacturer. The brand was officially established on 4 May 2018 by Sky Li and other young Individual from various countries and in India RealMe takes the third position under seven months.

RealMe first appeared in China in 2010. It was a sub brand of OPPO Electronics Corporation until its separation in 2018, after it becomes an independent company.

On 30 July 2018, former vice president of OPPO and head of OPPO’s overseas business department Sky Li announced his official resignation from OPPO and his intention to establish RealMe as an independent brand on the Chinese micro blogging website Weibo. He said that in the future, the RealMe brand will focus on providing mobile phones that integrates strong performance and stylish design, bringing young people a joyful life featuring affordable “Technology” and “Beauty”.

## **Asus Zenfone**



Asus is a Taiwan-based, multinational computer hardware and consumer electronics company that was established in 1989. Dedicated to creating products for todays and tomorrows smart life, Asus is the world’s No.1 motherboard and gaming brand as well as a top-3 consumer notebook vendor.

Asus become widely known in North America when it revolutionized the PC industry in 2007 with its Eee PC. Today, the companies is pioneering new mobile trends with the Asus Zenpone series, and it is rapidly developing virtual and augmented reality products as well as IOT devices and Robotics technologies. Most recently, Asus introduced Zenbo, a smart home Robot designed to provide assistance, entertainment, and companionship to families.

## **Samsung**



Samsung is the South Korean Conglomerate headquarters in Samsung town, Seoul. It comprises numerous affiliated businesses; most of them united under the Samsung Brand, and it is the largest South Korean Chaebol.

Samsung was founded by Lee Byung-Chul in 1938 as a trading company. Over the next three decades, the group diversified into areas including food processing, textiles, insurance, securities, and retail. Samsung entered in Electronics Company in the lates 1960’s and the construction and shipbuilding industry in the mid-1970.

As the 2017 Samsung has the sixth highest global brand value.

## **Apple (I-phone)**



Apple Inc. is an American multinational technology company headquarters in Cupertino, California, that designed, develops, and sells consumer electronics, computer software, and online services. It is considered one of the big four of technology along with Amazon, Google, and facebook. The companies hardware products include the iphone Smartphone, iPad tablet computer, the Mac personal computer, the iPod portable media player, the apple watch smart watch, the apple TV digital media player, the apple Air pods software includes the macOS and iOS operating systems, the iTunes media player, the Safari web browser, and life and work creatively and productivity suites, as well as professional applications like Final Cut Pro, Logic Pro and Xcode. Its online services include the iTunes Store, the iOS app store.

Apple was founded Steve Jobs, Steve Wozniak, and Ronald Wayne in April 1976 to develop and sell wozniak’s apple. Apple is well known for its size and revenues.

## **Panasonic**



Panasonic corporation formerly known as Matsushita Electric Industrial Co. Ltd. , is a Japanese multinational electronic corporation headquarter in Kadoma, Osaka, Japan.

The company was founded in 1918 as a producer of light bulb sockets and has grown to become one of the largest Japanese electronics producers alongside Sony, Hitachi, Toshiba, Pioneer and Canon Inc. in addition to electronics, it offers non-electronic products and services such as home renovation services. Panasonic world’s fourth largest television manufacturer by 2012 market share. Panasonic has a primary listing on the Tokyo stock exchange and is a constituent of the Nikkei 225 and TOPIX indices. It has secondary listing on the Nagoya stock exchange.

# **Sony**

Sony is a multinational telecommunication company founded on 1 Oct. 2001 as a joint venture between Sony and Ericsson headquarter in Tokyo, Japan and wholly owned by Sony. It was originally incorporated as Sony Ericsson mobile communications, and headquarters in London, England, until Sony acquired Ericsson’s share in the venture on 16 February 2012. Sony Ericsson’s strategy was to release new models capable of digital photography as well as other multimedia capabilities such as downloading and viewing video clips and personal information management capabilities.

## **Lenovo**



Lenovo Group Ltd. Or Lenovo PC International, often shortened to Lenovo is a Chinese multinational technology company with headquarter in Bejing, China, and Morrisville, north Carolina, United states , it designs , develops, manufactures, and sell personal computer, servers, electronic storage devices, IT management software, Televisions . Lenovo is the world’s largest personal computer vendor by unit’s sales as of March 2019.It markets the ThinkPad business line of notebook computers, Idea pad, Yoga and legion consumer line of notebook laptops and the Idea Center and Think Centre lines of desktops.

Lenovo has operations in more than 60 countries and sells its products in around 160 countries. Lenovo was founded in Beijing in November 1984 and legend and was incorporated in Hong Kong in 1988.

## **Vivo**



Vivo communication technology co. Ltd., known as Vivo, is a Chinese technology company owned by BBK Electronics that designs and manufactures smart phones, Smartphone accessories, software, and online services, which are then sold in India. The company develops software for its phones, distributed through its Vivo Apps Store, with iManager included in their proprietary, android-based operating system, Fun touch OS.

Vivo was founded in 2009, in Dongguan, China, and was named for the Esperanto word for “life”. In the first quarter of 2015, Vivo was ranked among the top 10 smart phones makers, achieving a global market share of 2.7%.

## **Oppo**



Guangdong OPPO Mobile telecommunication Corp. , Ltd. Commonly refers to as Oppo, is a Chinese consumer electronics and mobile communication company headquartered in Dongguan, China, known for its smart phones, Blu-ray players and other electronics devices. A leading manufacturer of smart phones, Oppo was the top Smartphone brand in China 2016 and was ranked in No. 8 worldwide.

The brand name Oppo was registered in China in 2011 and launched in 2014. Since then, they have expended to all parts of world.

In June 2016, Oppo become the biggest Smartphone maker in China, selling its phones at more than 200,000 retail outlets.

# CHAPTER-2

## **Review of Literature**

Customer satisfaction is the feeling of pleasure and disappointment resulting from the comparison of products, perceived performance or outcome in relation to the person’s prior expectations. The satisfaction is the level of a person’s felt state resulting from comparing a products perceived performance (outcome) in relation to the person’s expectation (kotler,2000).

Seth (2008) analyzed that there is relative importance of service quality attributes and showed that responsiveness is the most importance dimension followed by reliability, customer perceived network quality, assurance , convenience, empathy and tangibles.

Liu (2002) found that the choice of a phone is characterized by two attitudes: attitude towards the mobile phone brand on one hand and attitude towards the network of the other.

Samuvel (2002) observed that most of the respondents consider size, quality, price , instrument servicing are an important factor for selecting the handset while majority of the respondents are satisfied over the payment system, quality of service, coverage area and the process of attending the complaints regarding their mobile service provider.

Nandhini (2001) examined that attitude of respondents using cell phones was not influenced by either education or occupation and income.

Kalpana and Chinnadurai (2006) found that advertisement play a dominant role in influencing the customer but most of the customer are of opinion that promotional strategies if cellular companies are more sale oriented rather than consumer oriented.

Haqueet (2007) suggested that price, service quality, product quality and availability, and promotional offer play a main role during the time to choose Mobile Brand.

According to the latest survey of Harris Interactive, 54% of U.S. adult cell phone users say they have no preference for an existing brand or a new one offered by their service provider. Meanwhile the rest differ in opinion between interest in a new brand 27% and an existing brand 19%. The survey also showed that 64% of respondents agree that more competition among cell phone manufacturer will lead to product innovation. 40% believe that it will ensure more choices in the marketplace.

Bronnenberg, Dube, and Mathew (2010) wrote that much of consumer’s observed willingness to pay for brands may reflect the influence of past experience. Heterogeneity in brand capital explains a substantial share of geographic variation in purchase. Brand capital evolves endogenously as a function of customer’s life histories, and decays slowly once formed. Brand capital can explain large and long lasting advantages to first movers. Brand preference plays an especially important role in categories with high level of advertising and social visibility.

Chen and Chang (2008) found that Brand equity has significantly positive effects on both brand preference and brand locality. The effect of brand equity on purchase intention is also significant.

DelVeccio, Henard, Freling (2006) quoted that sales promotion neither a positive nor a negative effect on brand preference beyond the promotion period. While the overall mean effect is not statistically significant this does not suggest that sales promotion do not affect brand preference. Consistent with the notion that multiple mechanism may affect post promotion preference. Sales promotion either undermines or augments brand preference depending on the promotion and characteristics of the product being promoted.

Paulo, Duarte and Mario (2010) quoted that several factors contribute to brand preference, especially those related to brand identity, personality and image and their congruence with consumer self image. The main direct effects on brand preference are the self image congruence and the identity/personality and image of the brand.

Sriram, Chintagunta and Neelamgham (2004) found that intrinsic brand preference have a much bigger effect on the performance of the brand than the inclusive value which reflects model level prices, product attributes, and the length of the brand’s product line. Further they found that some brands can increase their advertising expenditure and still increase their profitability.

Cobwalgren, Rubie, and Donthu (1995) found that the brand will the greater advertising budget yielded substantially higher level of brand equity. In turn, brand with the higher brand equity generated significantly greater preference and purchase intention.

According to study conducted by Chedi respondents with strong brand preferences experienced less image transfer in the incongruent condition, as opposed to the congruent condition. Also research findings show that respondents with strong brand preference have significantly more developed product schemas. It can be assumed that when the product is placed in an incongruent sponsorship, respondents with strong brand preference are not convinced of the similarity or the value of the event in order for image to be transferred. Respondents with both weak and strong brand preference experienced a large extent of image transfer in a congruent sponsorship.

Hossain quoted that brand preference is significantly correlated with customer’s repurchase intention. Therefore, it is important to the management of the company to make their brand preferable to the customers by taking necessary steps like more promotional measures to uplift the image of the brand, to enhance the budget regarding the brand related issues. Customer satisfaction is also the significant variable that has a definite influence over brand preference. It is considered to be a very significantly factor to satisfy the existing as well as the potential customers.

## **Recommendations**

On the basis of the various findings many recommendation can be given for the various companies in this sector. As the main problem faced by the people is that the audio of the handset and peoples will not be able to buy the Smart phones in flash sales. Apart from these problems lots of respondents just praised all the companies for providing Smartphone on such a cheap price. Some of the people will discouraged by the camera quality. Some users want the more storage in the device.

* Smart-phone companies should provide better audio quality to the customers.
* The problem of not getting Smartphone in flashsale is should be solved by the company.
* Mobile phone companies have to focus on improving the camera quality.
* Mobile phone companies have to focus on making more storage in the device.
* Customer feedback should be promoted.
* All the companies should increase their distribution channel.

**Objectives of The Study**

The main objective of this study is to understand the mobile brand preference, the various factors affecting the choice of brand and level of satisfaction towards the existing brand. The objectives of the study are as follows:

1. To identifies the profiles of customers of specific brand by gender, age, locality and education level.
2. To determine what people expect from various mobile phone brands.
3. To understand the trend in mobile phone usage by customer.
4. To check the level of satisfaction in peoples of existing brand.
5. To analyze what people see when they are looking to buy a new Smartphone.
6. To know which brand mobile is used by most of the peoples.

## **Limitations of the Study**

1. A sample size of 100 people is taken, so we cannot draw inferences about the population from this sample size.
2. Time-period is short and resource constraints.
3. The scope of the projects is limited to the students of SVGC Ghumarwin. So we cannot say that same response will exist throughout.
4. This study is based on prevailing satisfaction of the respondents. But their satisfaction may change according to time, fashion, technology, development, etc.
5. The students are not cooperative .It was very difficult to fill questionnaire from them.
6. The respondents selected were young Indian consumer(typically between 18-30years of age).Therefore, the results cannot be an indicative of all consumers of India
7. Due to time and resource Constraints,the survey was done through online medium.
8. Personal interaction with all respondents was not possible and therefore output is not controlled.

CHAPTER-3

**Research Methodology**

**Sampling**

Sample Size: 100

Sample Unit: Maximun Youth

Sampling Area: Ghumarwin

Sampling Technique: Google Survey forms

**Research Design**:

* Visiting the various places in Ghumarwin and gathered information required as per the questionnaire.
* The research design is descriptive research

**Data Collection:-**

* Primary data has been collected through Questionnaire and observation, which are the two basic methods of collecting primary data, which suffers all research objectives.
* Questionnaire method is used to collect the data

# **CHAPTER-4**

**Q.1 What is your gender?**

**Table No 4.1**

|  |  |  |
| --- | --- | --- |
| **Particular** | **No of Person** | **Percentage** |
| Male | 55 | 55% |
| Female | 45 | 45% |
| Total | 100 | 100% |

**Fig. No. 4.1**

**Interpretation :-**

The graphical representation says that out of 100 respondents, 55% are male and 45% were female.

**Q. 2 What is the age of respondents?**

**Table No 4.2**

|  |  |  |
| --- | --- | --- |
| **Particular** | **No of Person** | **Percentage** |
| 18-25 | 60 | 60% |
| 25-35 | 40 | 40% |
| Total | 100 | 100% |

**Fig. No. 4.2**

**Interpretation** The graphical representation says that maximum number of respondents i.e. 60% is of the age of 18 to 25 years and 40% is of the age of 25 to 35 years.

**Q.3 From how long respondents are using Smartphone?**

**Table No 4.3**

|  |  |  |
| --- | --- | --- |
| **Particular** | **No of Person** | **Percentage** |
| From 1- 2 years | 15 | 15% |
| From 2-3 years | 20 | 20% |
| From 3- 4 years | 25 | 25% |
| From 4-5 years | 40 | 40% |
| Total | 100 | 100% |

**Fig. No. 4.3**

**Interpretation**:-The graphical representation says that maximum 40% respondents are using smart phones from 4-5 years.

**Q.4 Which company Smartphone respondents are using?**

**Table No 4.4**

|  |  |  |
| --- | --- | --- |
| **Particular** | **Count** | **Percentage** |
| Apple | 7 | 7% |
| Xiomi | 10 | 10% |
| Panasonic | 13 | 13% |
| Asus | 16 | 16% |
| Vivo | 12 | 12% |
| Oppo | 12 | 12% |
| Samsung | 8 | 8% |
| Realme | 7 | 7% |
| Sony | 6 | 6% |
| Lenovo | 7 | 7% |
| Other | 2 | 2% |
| Total | 100 | 100% |

**Fig. No. 4.4**

**Interpretation**:-

The graphical representation says that out of 100 respondents 7% persons find Apple advertisement most attractive, 10% persons find MI advertisement, 13% persons find Panasonic advertisement, 16% persons find Asus advertisement, 12% persons find Vivo advertisement, 12% persons find Oppo advertisement, 8% persons find Samsung advertisement, 7% persons find Realme advertisement, 6% persons find Sony advertisement, 7% persons find Lenovo advertisement and 2% persons find other advertisement.

**Q.5 Which features respondents see most while purchasing Smartphone?**

**Table No 4.5**

|  |  |  |
| --- | --- | --- |
| **Particular** | **Count** | **Percentage** |
| Camera | 35 | 35% |
| Ram and Rom | 28 | 28% |
| Software | 25 | 25% |
| Other | 12 | 12% |
| Total | 100 | 100% |

**Fig. No. 4.5**

**Interpretation**:-

The graphical representation says that out of 100 respondents 35 persons mostly watch camera and 28 persons see RAM and ROM.

**Q.6 Are respondents are satisfied from their current Smartphone?**

**Table No 4.6**

|  |  |  |
| --- | --- | --- |
| **Particular** | **Count** | **Percentage** |
| Yes | 78 | 78% |
| No | 22 | 22% |
| Total | 100 | 100% |

**Fig. No. 4.6**

**Interpretation:-**

The graphical representation says that out of 100 respondents 78 are satisfied from their Smartphone and 22 are not satisfied from their Smartphone.

**Q.7 Do the respondents are again wants to purchase the Smartphone of same company that they are using?**

**Table No 4.7**

|  |  |  |
| --- | --- | --- |
| **Particular** | **Count** | **Percentage** |
| Yes | 76 | 76% |
| No | 24 | 24% |
| Total | 100 | 100% |

**Fig. No. 4.7**

**Interpretation:-**

This chart shows that 76% persons again purchase the Smartphone of same company and 24% persons again purchase the Smartphone of same company.

**Q.8 Which Smartphone making company advertisement the respondents find most attractive?**

**Table No 4.8**

|  |  |  |
| --- | --- | --- |
| **Particular** | **Count** | **Percentage** |
| Apple | 7 | 7% |
| Xiomi | 10 | 10% |
| Panasonic | 13 | 13% |
| Asus | 16 | 16% |
| Vivo | 12 | 12% |
| Oppo | 12 | 12% |
| Samsung | 8 | 8% |
| Realme | 7 | 7% |
| Sony | 6 | 6% |
| Lenovo | 7 | 7% |
| Other | 2 | 2% |
| Total | 100 | 100% |

**Fig. No. 4.8**

**Interpretation**:-

The graphical representation says that out of 100 respondents 7% persons find Apple advertisement most attractive, 10% persons find MI advertisement, 13% persons find Panasonic advertisement, 16% persons find Asus advertisement, 12% persons find Vivo advertisement, 12% persons find Oppo advertisement, 8% persons find Samsung advertisement, 7% persons find Realme advertisement, 6% persons find Sony advertisement, 7% persons find Lenovo advertisement and 2% persons find other advertisement.

**Q.9 How much are you willing to pay for a Smartphone of your choice?**

**Table No 4.9**

|  |  |  |
| --- | --- | --- |
| **Particular** | **Count** | **Percentage** |
| 5000-1000 | 30 | 30% |
| 10000-15000 | 45 | 45% |
| 15000-25000 | 25 | 25% |
| Total | 100 | 100% |

**Fig. No. 4.9**

**Interpretation** The graphical representation says that maximum number of respondents i.e. 30% is of the 5000-10000, 45% is of the 10000-15000 and 25% is of the 15000-25000.

**Q.10 Future where do liketo purchase Smartphone ?**

**Table No 4.10**

|  |  |  |
| --- | --- | --- |
| **Particular** | **Count** | **Percentage** |
| Authorized Retail | 25 | 25% |
| Showroom | 35 | 35% |
| Online | 25 | 25% |
| Other | 15 | 15% |
| Total | 100 | 100% |

**Fig. No. 4.10**

**Interpretation** The graphical representation says that maximum number of respondents i.e. 25% is of the Authorized Retail, 35% is of the Showroom,25% is of the Online and 15% is of the other.

**CONCLUSIONS**

The stats of the research show that a majority of Indian customers go for the Mi smart phones whereas least preferred brand are One-Plus, Asus Zenfone and Google pixel. Most of the customers are using their Smartphone from more than 5 years. The most important thing that the respondents see while purchasing the smart phone is Processor. Research shows that most of the persons are satisfied from their current Smartphone and they again want to purchase the smart phone of same company. The research also tells that mi advertisement is most attractive advertisement as compared to other brands.

Various findings are given as follows

* Mi is the favorite brand of the students of Ghumarwin,with a percentage of 37 because of its features.
* 46.55 % of the respondents are using their smart phones from 5 to 6 years.
* The most attractive advertisement is of Mi.
* The most important thing that the respondents see in their Smartphone is processor of the Smartphone.
* 78.45 % respondents are satisfied from their smart phone.
* 65.52 % respondents again wants to purchase the Smartphone of same brand that they are Currently using.
* Mostly students use the mobile phone for Internet.

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## **ANNEXURE**

**QUESTIONNAIRE:-**

**Q.1 WHAT IS YOUR SEX?**

1. Male
2. Female

**Q.2 what is your age group?**

1. Less than 20 years
2. 21-30 years
3. 31-40 years
4. Above 40 years

**Q.3 How long respondents are using smart phones?**

(a) From 1-2 years

1. From 2-3 years
2. From 3-4 years
3. From 5-6 years

**Q.4 Which company smart phone you are using Smartphone?**

1. Apple
2. Mi Redmi
3. Panasonic
4. Asus Zenfone
5. Vivo
6. Oppo
7. Samsung
8. Real me
9. Sony
10. Lenovo
11. Others

**Q.5 which feature you analyze most while purchasing a Smartphone?**

(a)Camera

(b) RAM and ROM

(c) Software

(d) others

**Q.6 Do you satisfied from your current Smartphone?**

1. Yes
2. No

**Q.7 Do you again purchase the smart Phone of same brand that you are using currently?**

1. Yes
2. No

**Q.8 Which Smart Phone making company advertisement you find most attractive in current scenario?**

1. Mi
2. Google Pixel
3. Apple
4. Asus
5. Lenovo
6. Vivo
7. Oppo
8. Sony
9. Nokia
10. Real Me
11. Others

**Q.9 How much are you willing to pay for a smartphone of your choice?**

1. Below 50005000-10,000
2. 10,000-15000 15000-2500
3. 25000 and above

**Q.10Future where do liketo purchase smartphone ?**

1. Authorized retail
2. showroom
3. online
4. other

**Thankyou**