



Customers Buying Behavior towards Smart Phones in Butwal, Nepal

Ankit Neupane

Abstract

Cell phones are one of the moving web-based media nowadays. It's turning into a piece of life as it becomes impeded without this. The cell phone is assuming a significant part that has returned our TV, Radio FM, watch, and so forth in this innovation and cutthroat period, this review will be more fundamental intended for Mobility organizations that their business & profit will be founded on client prerequisites and insights. Every one of the shoppers use cell phones to make their life more straightforward and to embrace the digitalized world by associating the web with the entire world. Highlights/credits that considered by clients while purchasing cell phones are, for example, brand picture, useful, highlights, and applications, battery use, working framework, goal of camera, pixels, stockpiling limit, solidness and similarity, cost. These likewise incorporate various brands like ex-china telephones.

Key words: Smartphone, highlights, credits, client insight

Introduction

In this aggressive and mechanical world telephones have turned into a vital piece of human existence in enlightened society. We can likewise say as the world is readily available this prevalent life. It has been limited to the easiest way that included as cell phones. We can likewise say that cell phones are the help (or) curse to our current life. These days these cell phones are

offering further developed figuring from any spot of this savvy world. Fabricating organizations likewise having their fruition in including these mobiles basically and shrewdly to draw in the clients towards their brand device by offering buyback, EMI, and offers to buy them. Under the cutting edge promoting idea, all promoting exercises need to uncover shoppers. Today our client mentality (or) discernment is likewise not in a consistent way. As they are getting impacted by different brands in light of the fact that of their image highlights. Regardless of the benefits of any value expenses and deals, since shoppers are completely mindful of our economic situations. A large number of the characteristics impact the client's conduct to buy a Smartphone. This might be the brand picture, model, applications, lucidity, and leeway by and large on a specific one. Subsequently, the Smartphone market in India has an immense rivalry to snatch the clients towards them.

Objective of the study

The main objectives of the study are:

- To analyze the attitude of customer towards Smartphones.
- To identify the reason for the change in customer perception.
- To study the factors influencing customers.
- To analyze customer satisfaction levels on buying Smartphones.

Scope of the featured study

- This study helps to analyze the final buying decision of consumer towards purchasing a smart phone.
- By this study consumer can easily come to a perception without taking any time to make decisions.
- By this article in feature, all the generations can have clear picturization about Smartphones.

Literature Review

A consumer passes through five steps during the purchase of products such as need recognition, information search, evaluation of alternatives, purchase and post purchase evaluation from Consumer behavior perspective (Schiffman et al, 2015). The data search can be done through various sources like promotions, informal, reference gatherings, suggestions, social media, and so forth. The shoppers' form their buy choices by the restricted data search of what they got rather than assessing every single imaginable other option (Moorthy et al., 1997).

If there should be an occurrence of cell phone buys, a purchaser might go through every one of the five phases of reasonable navigation or he may make fast buy because of gluttonous contemplations. The overall conviction is that if there should be an occurrence of utilitarian items, levelheaded independent direction is involved, though if there should be an occurrence of libertine items, enthusiastic choice making is involved. For cell phone buy, both judicious and epicurean contemplations might drive customers (Batra and Ahtola, 1991). The buy choices for cell phones generally follow reasonable purchasing process, yet at the same in certain cases the choice may likewise be affected by representative inclination related for certain brands. (Dorsch et al, 2000) It has been seen that more youthful purchasers esteem more decadent elements in cell phones (Wilska, 2003).

Kaushal and Kumar (2015) construed that the shoppers are utilizing or on the other hand need to buy Smartphone in light of the fact that their group of friends is utilizing it and thus they are likewise roused and propelled to utilize advanced cell.

Nagarkoti (2009) observed that clients pay colossal cash in shrewd telephones for most recent innovation and for brands. Mohan (2014) led a study and his discoveries were Cell phone is simply the need of client as well as a need.

Additionally, shopper sees brand picture while buying cell phone and not many shoppers in Indian market are brand steadfast. Liao (2012) reasoned that when purchasing a cell phone, a purchaser sees the brand picture more than other element, for example, plan, combination of equipment and programming, document move and show, cost of extra, buy, cost of the telephone and camera.

Rani and Sharma (2014) observed that the most extreme clients bought the Smartphone for business related reason. The value, execution, plan and quality variables assume a significant part for cell phone buy. Malviya et al. (2013) observed that individuals in Indore are purchasing Cell phones independent of its costs. He likewise added that highlights like brand, social picture, innovation and solidness are playing significant job in purchasing choices of shoppers in Indore.

Methodology

Research Design: Survey Research

- **Sampling Frame:** Smartphone users of different age group and different profession in Butwal, Nepal
- **Sampling Method:** Convenience Sampling
- **Sampling Size:** 150 respondents
- **Nature of Data:** Primary data as well as secondary data were collected from journals, websites, book, and magazine and from previous research related to smartphone
- **Method of Primary - Data Collection:** Questionnaire
- **Type of Questionnaire:** Structured questionnaire with suitable scaling.
- **Type of Questions:** Closed ended, Ranking questions and multiple-choice questions
- **Statistical tools used:** Reliability, Normality test, Demographic responses, Descriptive statistic
- **Software Used:** IBM SPSS Statistics 20 Package
- **Period of Study:** July 2021 to December 2021
- **Area of study:** Butwal, Nepal

Demographic profile

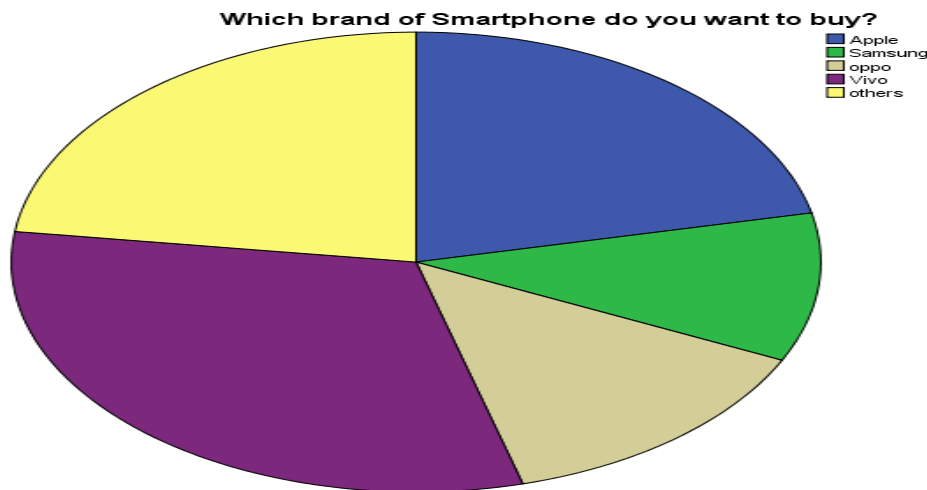
Demographic variables	Frequency	Percentage
Gender		
Female	195	67.7
Male	93	32.3
Total	288	100.0
Education		
SLC/SEE	2	0.7
Undergraduate	45	15.6
Graduate	161	55.9
Master level	66	22.9
Total	288	100.0
Occupation		
Student	87	30.2
Job holder	93	32.3
Unemployed	4	1.4
Business	94	32.6
Other	10	3.5
Total	288	100.0

The table 1 depicts the demographic profile of the respondents which includes information on Gender, Education, Occupation, features and Information. As the Gender of respondents is concerned, 67.7% is female and 32.3% is male. Education wise, SIC/see, undergraduate, graduate, masters level respondents are 0.7%, 15.6%, 55.9%, 22.9% respectively. Occupation wise student, job holder, un-employed, business, others respondents are 30.2%, 32.3%, 1.4%, 32.6%, 3.5% respectively.

Which brand of Smartphone do you want to buy?

	Frequency	Percent
Apple	33	21.6
Samsung	16	10.5
oppo	21	13.7
Vivo	48	31.4
others	35	22.9
Total	153	100.0

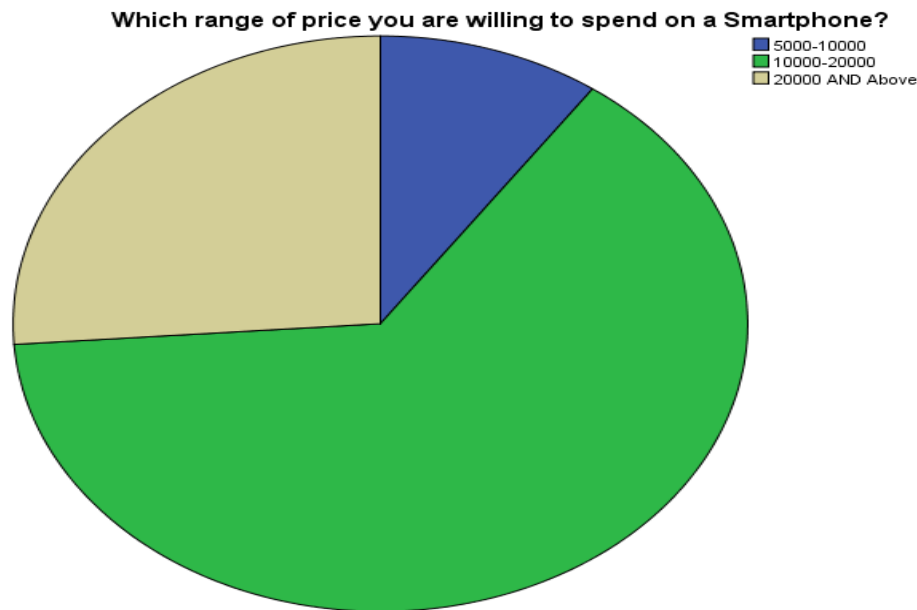
According to this, we can see that the fast-selling brand is Vivo with 48 respondents that mean 31.4% of total samples. The remaining are 21.6% from Apple, 13.7% are of oppo, 10.5% are of Samsung, 22.9% are of other brands.



Which range of price you are willing to spend on a Smartphone?

	Frequency	Percent
5000-10000	15	9.8
10000-20000	98	64.1
20000 AND Above	40	26.1
Total	153	100.0

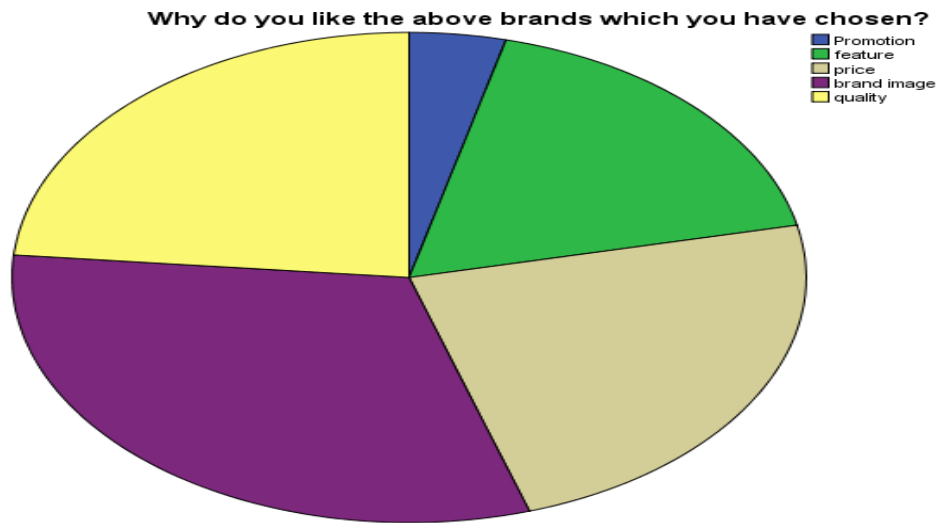
According to this table 15% 98% 40% in this we see that buying price level among the customers, most of them are willing to buy 10000- 20000 range of smartphones at 98% of total samples. The remaining are 40% from 5000-10000, 15% are of 20000 and above.



Why do you like the above brands which you have chosen?

	Frequency	Percent
Promotion	6	3.9
feature	27	17.6
price	36	23.5
brand image	48	31.4
quality	36	23.5
Total	153	100.0

In this, we can see that which is more influencing to buy a particular Smartphone and also with comparison from the above-chosen brand. The customers are more influencing by brand image only with 48 respondents that mean 48% of the total sample. The remaining are 36% of price, 36% of quality, 27% are of feature, 6% are of promotion.



Where do you choose the information for buying a Smartphone?

	Frequency	Percent	Valid Percent	Cumulative Percent
In store	26	17.0	17.0	17.0
online marketing	72	47.1	47.1	64.1
Valid friends / relative	40	26.1	26.1	90.2
other	15	9.8	9.8	100.0
Total	153	100.0	100.0	

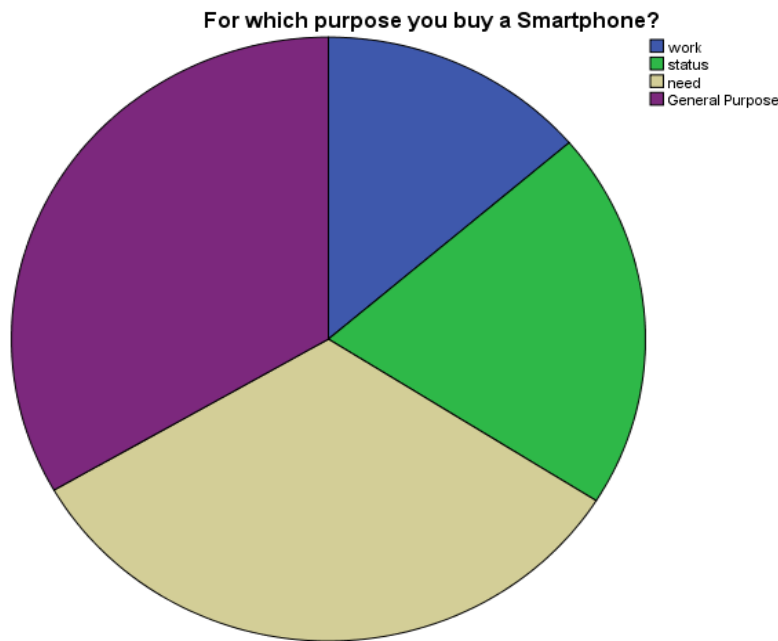
This question shows us where do the customers are gathering information regarding easily buying a Smartphone. Most of them are searching the information from online marketing with 72 respondents that mean 47.1 % of total samples. At present online marketing is the trending more which gives us more information. The remaining customers are choosing from 26.1 % are of friends/Relative, 17% are of In stores, 9.8% of choosing the information from other sources.



For which purpose you buy a Smartphone?

	Frequency	Percent
work	21	13.7
status	31	20.3
need	50	32.7
General Purpose	51	33.3
Total	153	100.0

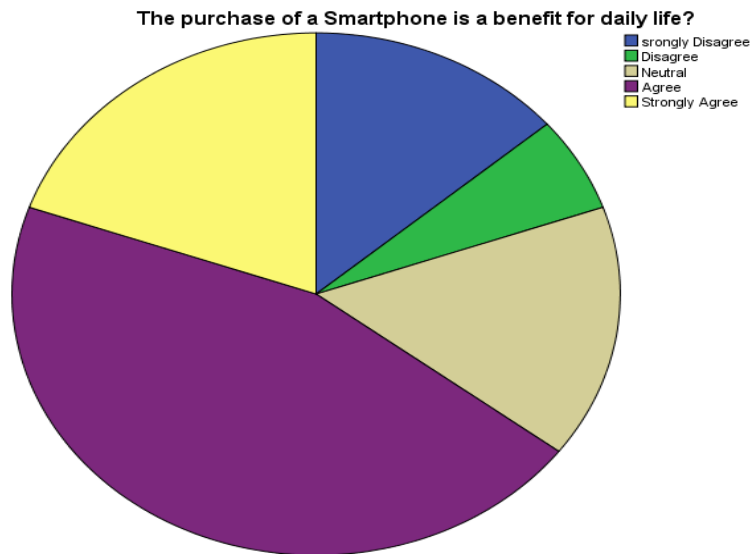
This query indicates that for what sake the customers are buying the Smartphone. Bulk customers are buying the Smartphone to satisfy their General purpose with 33.3% respondents that means 32.7% of total samples customers are buying the Smartphone to satisfy their need. The leftover customers buying behavior are of 20.3% towards status, only 13.7% are of them buying Smartphone work purpose.



The purchase of a Smartphone is a benefit for daily life?

	Frequency	Percent
strongly Disagree	21	13.7
Disagree	9	5.9
Neutral	24	15.7
Agree	69	45.1
Strongly Agree	30	19.6
Total	153	100.0

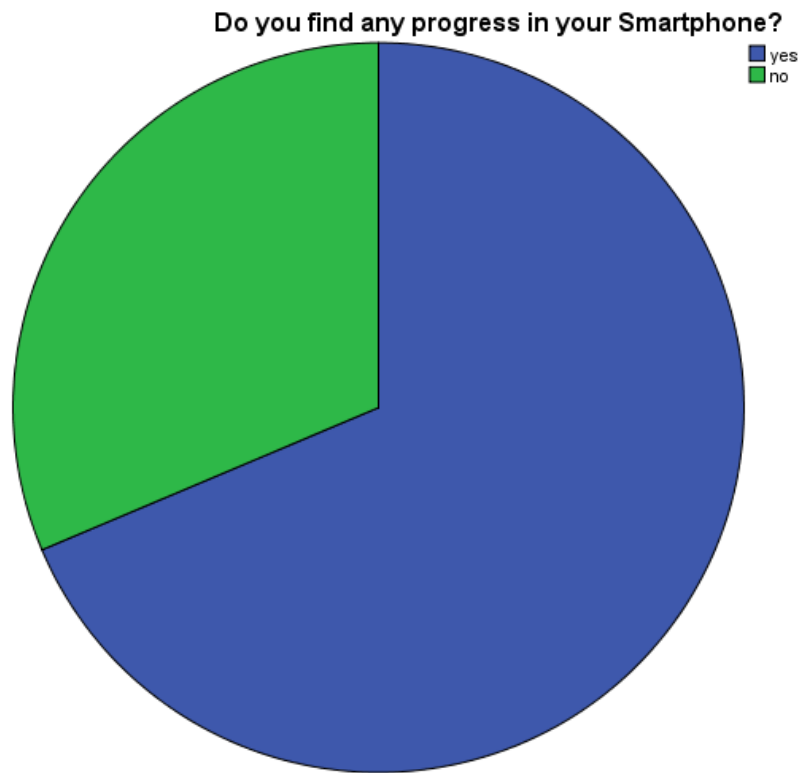
This question shows us whether smartphones are useful or not for daily life based on satisfaction. A bundle of the customers is agreed with 63 respondents that mean 45.1 % of total samples, saying that Smartphone is very useful for their daily life. The enduring customers are saying 19.6% are of strongly agree, 15.7% are of neutral, 13.7% are of strongly disagree and 5.9% are saying that Smartphone has disagreed for daily life.



Do you find any progress in your Smartphone?

	Frequency	Percent
yes	105	68.6
no	48	31.4
Total	153	100.0

This indicates that whether the works level increased is not when using the Smartphone. The highest response from customers is yes with 47 respondents that mean 94%, the rest of the 6% is from none and 0% for no. By these, we can say that the risk level is reduced at working time by using smartphones.



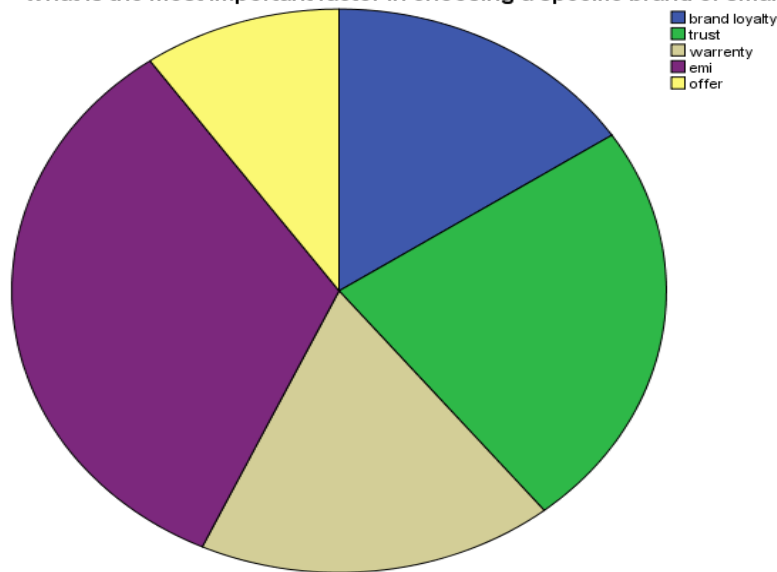
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What is the most important factor in choosing a specific brand of smartphones?

	Frequency	Percent
brand loyalty	24	15.7
trust	36	23.5
warranty	27	17.6
emi	51	33.3
offer	15	9.8
Total	153	100.0

This question says that why customers are stick on to one certain particular factor. Most of the customer's important factor is brand loyalty with 51 respondents that means 33.3% of total samples. The remaining says 23.5%, 17.6%, 15.7%, 9.8% are of trust, warranty and brand loyalty and offer .

What is the most important factor in choosing a specific brand of smartphones



DISCUSSION OF FINDINGS

- The attitude towards smartphones in the total sample 64.1% members are willing to spend on Smartphones.
- Most customers' perception according to our study 31.4% of members are changing perception based on the brand image.
- The factors influencing the total samples 47.1% of members are choosing information online marketing. To buy the Smartphones by the offers.
- The factors influencing the total samples 68.6% of members are influencing to satisfy their needs.
- The satisfaction levels of customers in the total samples 64.5% of members are responding towards buying the Smartphones by the satisfaction level.

CONCLUSION

In view of the aftereffects of the current exploration, the accompanying ends have drawn,

□ In the period of advanced data, it has a reasonable observer that job of print media (papers,

Magazines) and radio has definitely fallen.

□ Shoppers lean toward the plan which is not difficult to work and require less upkeep.

□ Buyer purchasing an assortment of cell phones which fulfill his needs and they generally

Affected by his buying actives by some thought which lead him to choose a Specific brand/store

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