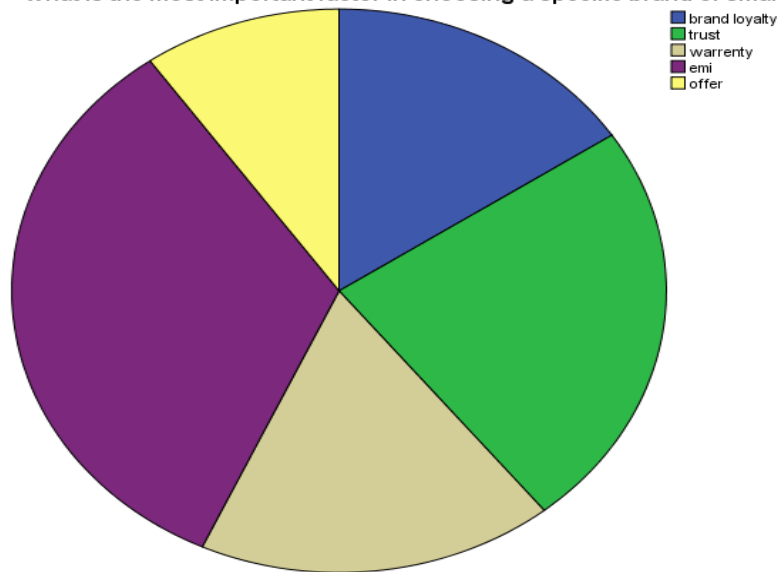


**What is the most important factor in choosing a specific brand of smartphones?**

	Frequency	Percent
brand loyalty	24	15.7
trust	36	23.5
warrenty	27	17.6
emi	51	33.3
offer	15	9.8
<b>Total</b>	<b>153</b>	<b>100.0</b>

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

## References

Batra, Rajeev, Ahtola, Olli T. Measuring the hedonic and utilitarian sources of consumer attitudes. *Marketing Letters*. 1991; 2(2):159-170.

Dorsch MJ, Grove SJ, Darden WR. Consumer intentions to use service category, *Journal of Services Marketing*. 2002; 14(2):92-118.

Moorthy S, Ratchford B, Talukdar D. Consumer information search revisited, *Journal of Consumer Research*. 1997; 23(4):263-277. 10.

Schiffman LG, Wisenblit Joseph, Kumar Ramesh S. *Consumer Behaviour*. 11th ed.: Pearson Education Limited. 2015.

Wilska T-A. Mobile phone use as part of young people's consumption styles. *Journal of Consumer Policy*. 2003; 26(4):441-463

S.K. Kaushal and Rakesh Kumar, "Consumers Reaction Towards Smartphones-An Exploratory Study University of Lucknow", *BVIMSR's Journal of Management Research*, Vol. 7, No. 2, pp. 143-149, 2015.

Y.J. Liao, "Consumer Behavior on Smartphone", Master Thesis, Department of Business Administration, Waseda University, pp. 1-45, 2012.

Amrit Mohan, "Consumer Behaviour towards Smartphone Industry in Indian Market", Ph.D. Dissertation, Department of Business Management, Dublin Business School, pp. 1-85, 2014.

Sudha Rani and Neeta Sharma, “Consumer Behavior towards Usage of Smartphone”, International Journal of Enhanced Research in Management and Computer Application, Vol. 3, No. 9, pp. 1-12, 2014.

Surendra Malviya, Manminder Singh Saluja and Avijeet Singh Thakur, “A Study on the Factors Influencing Consumer’s Purchase Decision towards Smartphones in Indore”, International Journal of Advance Research in Computer Science and Management Studies, Vol. 1, No. 6, pp. 1-8, 2013

Bishal Nagarkoti, “Factors Influencing Consumer Behavior of Smartphone User”, Master Thesis, Department of International Business, Arcada University of Applied Sciences, pp. 1-42, 2009.

© GSJ