A STUDY ON BUYING HABITS OF SMARTPHONE AMONG YOUTH IN ERNAKULAM DISTRICT

Project report submitted to

MAHATMA GANDHI UNIVERSITY, KOTTAYAM

In partial fulfillment of the requirements for the award of degree of

BACHELOR OF COMMERCE

Submitted by

Anju Anu
(Reg No. 200021077081)
Anju Kunjachan

(Reg No. 200021077082)
Anna Meenu Sunil
(Reg No. 200021077083)

Under the guidance of

Mrs. Regi George

DEPARTMENT OF COMMERCE

BHARATA MATA COLLEGE THRIKKAKARA, ERNAKULAM

BHARATA MATA COLLEGE, THRIKKAKARA

(AFFILIATED TO MAHATMA GANDHI UNIVERSITY, KOTTAYAM)

THRIKKAKARA P.O KOCHI – 682021, KERALA

BONAFIDE CERTIFICATE

This is to certify that this dissertation entitled "A STUDY ON BUYING HABITS OF SMARTPHONE AMONG YOUTH IN ERNAKULAM DISTRICT" is a record of original work done by Anju Anu (Reg No. 200021077081), Anju Kunjachan (Reg No. 200021077082), Anna Meenu Sunil (Reg No.200021077083), in partial fulfillment of the requirement for the Degree of Bachelor of Commerce – Finance and Taxation, Bharata Mata College, Thrikkakara under the guidance of Asst. Prof. Regi George, Department of Finance and taxation, the work has not been submitted for the award of any other degree or title of recognition earlier.

Asst. Prof Julie P.J   **Asst. Prof. Regi George**

(Head of the Department)   **(Project Guide)**

Place: THRIKKAKARA   **External Examiner:**

Date:

DECLARATION

We, Anju Anu, Anju Kunjachan and Anna Meenu Sunil, hereby declare that the project report titled "A STUDY ON BUYING HABITS OF SMARTPHONE AMONG YOUTH IN ERNAKULAM DISTRICT", is a Bonafide Record of work done by us under the guidance and supervision of Asst. Prof. Regi George, Department of Finance and Taxation,. We also declare that this report embodies the findings based on our study and observation and has not been submitted earlier for the award of any Degree or Diploma to any institute or university.

Place: THRIKKAKARA

Date:

ANJU ANU
ANJU KUNJACHAN
ANNA MEENU SUNIL

ACKNOWLEDGEMENT

CHAPTER – 1
INTRODUCTION

INTRODUCTION

The original cell phones weren't technically cell phones. These were radios that allowed taxi drivers and crisis management teams to communicate with one another. The origins of mobile phones may be traced back to 1908, when a US Patent for a distant phone was granted in Kentucky. Cell phones were developed in the 1940s by AT&T specialists. Cells for mobile phone base stations were built by workers. Motorola was the first corporation to mass-produce the mobile phone on April 3, 1973. These early mobile phones were known as 0G, or Zero Generation cell phones. The majority of smartphones currently rely on 3G, 4G, or 5G portable innovation.

A smartphone is a mobile device that is capable of doing more than just making and receiving phone calls, text messages, and voice mail. The ability to connect to the internet is a basic function of a smartphone. It also has an access to digital media like images, music, and movies. Till today, a large no. of firms has released new applications and upgrades for smartphones.

According to one survey, the most important motivators for prospective Smartphone buyers are internet browsing (39%), upgrading from existing devices (34%), and apps (29%). Also, the trend in the community (35.6%) is the most significant criterion that influences the smartphone purchase choice, followed by demands (34.4%) and software (33.1%) of the smartphone. Today's youth routinely replace their mobile phones with new versions. Purchasing cellphones from well-known and valued brands has lately become fashionable.

As a result, the goal of this study is to learn about customer purchasing habits on cellphones. The task at hand is to discover why consumers favour smartphones. What or who impacts smartphone purchases? Various people have distinct life variables that influence their purchasing behaviour. In our global age, technology became an inseparable aspect of our lives.

The phrase "planet is near at your fingertips" has recently gained popularity. Technology has further lowered cellphones, from desktop computers to laptop computers. Smartphone use has increased dramatically in recent years. Certain parts of the world had rapid deployment and high mobile phone penetration. At least one in every seventy-five people in the globe possesses a smartphone.

People in today's culture are more reliant on technology, particularly when engaging with others. The smartphone business exploded after 1983. Numerous significant mobile phone carriers have subsequently entered the business. Western smartphone makers, such as Apple and Google, are eagerly looking forward for development of east, giving nations like India significant influence over the features they include in their phones. Many major elements influence and decide smartphone customers' purchase decisions.

Smartphones have resulted in a slow but significant expansion in the mobile sector. With a population of 1.2 billion people, India has around 150 million young people. This figure is large enough to influence the entire country's choice, and because the sector is saturated with competition, persistent growth, and novel features, it becomes vital to separate one product from the next. According to a recent survey, metropolitan India has around 51 million smartphone users and based on that it was concluded that young smartphone purchases have increased the most in India. Because of the increased use of smartphones by young customers, particularly students, smartphone makers must understand the precise features, applications, operating systems, and so on that this group looks for when making a purchasing choice. As a result, the goal of this research is to better understand the factors that influence young students' selection of smartphone handsets. Manufacturers must also examine what sorts of products, design and model, size, memory, capacity, price range, and

after-sales services their clients demand. This analysis includes a variety of variables that reflect various

aspects of the smartphone.

OBJECTIVE

1. To identify the most demanded brand among youth.
2. To identify the factors that influences the buying behaviour of youth.
3. To analyse the distinct features of various smartphones which induce the youth to buy.

SCOPE OF THE STUDY

This research will help us better understand the purchasing habits of young people and to better manage the item portfolio. This study attempts to deconstruct the buyer's purchasing preferences and tendencies towards product consumption, as well as the buyer's degree of pleasure.

1. This research assists with knowing the components which affecting the youth to buy smartphones.
2. It helps to find out the consumer taste and preference to smartphones among the youth.
3. It will help to find the most used brand price range, features etc.

STATEMENT OF PROBLEM

Consumer purchasing behaviour towards cellphones, particularly among young people, is changing on a daily basis in response to market developments. This study focuses on the elements that influence young people's decision to purchase cellphones. The study of teenage purchasing behaviour depends on the social science disciplines of psychology, sociology, and economics. They are unhappy if the performance falls short of their expectations. They are happy if the performance meets their expectations.

It is more difficult to find youth's buying behaviour if there is:

- Lack of knowledge of the market
- Lack of brand awareness
- Lack of financial capability
- Lack of responses.

RESEARCH METHODOLOGY

Based on the objectives formulated the following methodology is adopted to conduct the study.

- **Nature of Study**: Descriptive and analytical research is carried out to meet the aforementioned goals, and it is strictly for academic purposes. Descriptive research is a type of study in which words are used to describe a population, event, or phenomenon.

- **Sources of Data:** For this project, we require original data. The main data is obtained from Kochi youth (students and working youth) using a questionnaire that is tailored to the study's aims. Secondary data was also employed at various stages of the study, such as acquiring information from other sources.

- **Population:** Data was gathered from youth in the Ernakulam area, which serves as the study's universe. The number of sampling units taken from the universe is referred to as the sample size. From the universe, 50 respondents were chosen at random and asked about their Smartphone purchasing habits.

- **Sampling Technique:** Convenient sampling method was adopted to select samples.

- **Technique of data Collection**: The data is collected from Ernakulam Youth (students and working persons between the ages of 15 and 24) using a questionnaire tailored to the study's aims. Data was statistically analysed using the Percentage Anaysis approach and graphically presented using pie charts to reach results. The data was presented using Microsoft Word programme.

LIMITATIONS OF THE STUDY

- Because the sample size is limited, the conclusions may differ when compared to a larger sample size.
- The findings of the study are completely based on the responses given by the respondents which may be subjected to limitations.
- The study is limited by the knowledge and experience of the researcher.

CHAPTERIZATION

- ❖ Chapter 1 - Introduction
- ❖ Chapter 2 - Literature Review
- ❖ Chapter 3 - Theoretical Framework
- ❖ Chapter 4 - Data Analysis and Interpretations
- ❖ Chapter 5 - Findings, Suggestions and Conclusion

CHAPTER – 2
LITERATURE REVIEW

LITERATURE REVIEW

A literature review is a paper published by someone to analyse crucial elements of current knowledge, such as substantive results as well as theoretical and methodological contributions to a certain area. As a result, this chapter is intended to offer a survey of several literatures considered relevant to the study.

1. Malasi (2012) demonstrates that while purchasing a mobile phone, students are heavily affected by colour, clearly displayed brand name or logo, different models, safety packing, appearance, style, and design. The author performed his research on the impact of product qualities on university students' mobile phone preferences. The author contends that individuals look for solutions to their difficulties in the things they purchase in order to meet their needs. Goods are purchased depending on particular characteristics. This, in turn, aids in determining why customers favour some brands over others.

2. Xizi Xie (2014) investigated variables influencing young customers' buying intentions towards the Xiaomi brand in China. According to their findings, there is a moderately positive association between customer desire and purchase intent. They also discovered a link between social worth and attitude and buying intent. Consumer ethnocentrism and pricing consciousness have a favourable relationship with smartphone attitudes. It was also shown that functional value had a favourable association with purchase intention and smartphone attitude. The positive relationship between smartphone attitude and buying intention was greater. Nevertheless, the study only looked at one local brand, Xiaomi, and just four characteristics.

3. Gilpatrick D. Hornsby (2005), says that the country of origin has a significant impact on brand preference. The study also determines whether additional factors impact brand choice. The study comprised 516 replies from useless questionnaires, resulting in a 57% usable response rate. Findings were obtained using descriptive statistics and categorised per scenario setting. Price, appearance, and country of origin are the criteria.

4. Kilpatrick D. Karjaluoto. (2005) did a study to determine the factors influencing customer mobile phone choosing. The study employs 79 graduate students in focus group interviews, followed by a poll of 96 respondents. Price, brand, interface, and properties are the elements that influence mobile phone purchase behaviour in Finland.

5. Saaksjarvi and Samice (2011) investigated the link between brand identity, brand image, and brand choice across time in the context of internet and offline extended retail companies. They analysed a conceptual model using survey data collected over three time periods and discovered that offline-based extension businesses outperformed cyber brands when it came to transforming a brand identity into a successful brand image, particularly in the early online phases.

6. Kushagra (2017), stated that present generation clients who are youthful and energetic are particularly tech-savvy and daring when it comes to adaption to a new product. They place a high value on features like as camera quality, CPU speed for gaming, battery life, and so on.

7. Ibrahim, Kassim, and Mohamood (2013), stated that while acquiring mobile phones, young buyers are more affected by celebrity endorsement, frequency of marketing, discount offers, and word-of-mouth publicity transmitted through friends, family, and relatives.

8. Khan & Rohi (2013) performed a survey among students at City University and Sarhad University in Peshawar to better understand the variables that influence the youth's choice of mobile phone brands.

    A questionnaire was distributed to 110 respondents to assess brand choosing factors. For data analysis, descriptive statistics, regression, and coefficient analysis were employed. The survey results indicated that recommendations from family and friends, brand image, and quality are some of the important variables influencing mobile phone brand choice among Peshawar young. As a result, marketers should focus on and prioritise these criteria when targeting young customers. The authors also suggested that future study should look at other variables that may have had a role.

9. P. Jubien (2013) indicates that graduate students blend their personal lives with their student life, which is impacted by the usage of cellphones. Students can hold a classroom at home or anywhere by using communication and instructional apps provided by cellphones.

10. Prasad (2016)'s report, Indian young have a significant preference for gadgets with the latest software. The ability of smartphones to provide access to enhanced capabilities via third-party apps has been a key component in their popularity over the years.

11. Sumathi K. (2018) investigated the influence of smartphones on academic performance of higher learning students in their study. They stated that smartphones and tablets play an important part in higher learning students' information seeking behaviour when it comes to addressing their learning and research demands.

12. Ayodele (2016) investigated the variables that impact smartphone buying behaviour among Nigerian young adults. According to the findings of their study, variables such as smartphone functionality and aesthetic value affected the buying decisions of these young individuals.

13. Chowdhury and Rahman (2013) investigated the link between demographic characteristics and brand preference and found the qualities that influence mobile phone purchase behaviour as well as why young customers in the Chittagong metropolitan metropolis place special attention on certain aspects. Because of their quick switching mentality, young responders place less emphasis on durability, pricing, and other people's recommendations and opinions. Overall, Samsung is fighting for a portion of the young market with industry leader Nokia, Symphony, Sony Erricson, and other brands.

14. Rijal (2013) investigated the brand preferences of students while acquiring a mobile phone. In a study, technical and economic parameters have a significant influence in brand preference, and the internet and friends are the primary two sources of knowledge about branded mobile phones.

15. Das (2013) conducted an empirical research based on survey method. According to the study, a handset of reputed brand, smart appearance, and with advanced value added features, pleasure ability and usability;is the choice of young consumers; females in gender-group,post-graduates in level of education group, students in occupational group, urban residents in the geographical area group plays most prominent role in buying decision of a mobile handset.

CHAPTER – 3
THEORETICAL FRAMEWORK

THEORETICAL FRAMEWORK

Consumer purchasing behaviour is the total of a consumer's attitudes, preferences, intentions, and decisions in the marketplace while purchasing a product or service. Consumer purchasing behaviour encompasses all attitudes, preferences, and decisions made throughout the process of acquiring a goods or services.

CUSTOMER SATISFACTION

Customer satisfaction is described as an indicator of how satisfied consumers are with a company's products, services, and capabilities. Customer satisfaction data, such as surveys and ratings, may assist a firm in determining how to enhance or adjust its products and services. Consumer's happiness is vital since it indicates that your target audience loves what you're doing. Customer happiness, according to research, leads to increased customer retention, higher lifetime value, and a stronger company reputation.

The primary goal of every firm should be to serve its clients. This is true for manufacturing enterprises, retail and wholesale businesses, government agencies, service companies, non-profit organisations, and any subgroup within an organisation.

BUYING BEHAVIOUR

The set of habits and interactions that a customer conducts before, during, and after a commercial transaction is referred to as purchasing behaviour. Specialists and business owners under market research typically analyse this process to identify areas of opportunity that allow them to enhance their procedures and the way they sell their products or services.

Customers typically create well-defined behaviour patterns that, when studied, give very useful insights that enable data-driven decision-making.

Several studies have established that customer satisfaction has an influence on its customers' purchasing behaviours, since higher satisfaction can assure repeat purchases from happy consumers. It is human nature to be drawn to anything that can always meet their expectations, needs, and desires. When firms and brands see a boost in revenue, they constantly want to retain it by keeping their consumers pleased by addressing all of their customers' requirements and desires. To guarantee that their customers' purchasing habits favour them, corporations provide after-sales services in order to maintain a personal yet professional relationship with them.

DIFFERENT TYPES OF BUYING BEHAVIOUR

The quantity of participation a customer has in a purchase choice determines their purchasing behaviour. Customers can participate to verify that the product is exactly what they are looking for. The level of risk associated in a transaction also influences purchasing behaviour. More cost items carry a bigger risk, requiring greater engagement in purchasing decisions.

Consumer purchasing behaviour may be classified into four types:

1. Complex buying behaviour
2. Dissonance-reducing buying behaviour

3. Habitual buying behaviour
4. Variety seeking buying behaviour

Complex Buying Behaviour:

When buyers purchase an expensive good, they exhibit complex purchasing behaviour. Consumers are heavily involved in the buying choice in this uncommon transaction. Customers will conduct extensive research before making an investment decision. Customers with complicated purchasing behaviours require marketers to have a thorough grasp of the offerings. It is believed that they will assist the buyer in comprehending their goods. It is critical to design an advertising message that impacts the buyer's beliefs and attitudes.

Dissonance - Reducing Buying Behaviour:

Consumer engagement is quite high in dissonance-reducing purchasing behaviour. This might be because of the high pricing and occasional sales. Moreover, there is a scarcity of options, with few substantial distinctions across brands. In this case, a buyer purchases a readily available product. Customers will be pushed to purchase things with little options, leaving them with restricted decision-making options. Consumers buy certain things based on the products offered, time constraints, or money constraints.

Habitual Buying Behaviour:

When a consumer has little input in a purchasing choice, this is portrayed as habitual buying behaviour. In this situation, the consumer notices only a few notable changes across brands.

When customers buy things for their daily lives, they do not give much care to it. People either buy their favourite brand, the one they use frequently, the one that is in stock, or the one that is the cheapest. Radio, television, and print media all impact habitual purchasing behaviour. Furthermore, individuals buy depending on brand familiarity. As a result, marketers must utilise repeating commercials to increase brand recognition.

Variety Seeking Buying Behaviour:

Consumer participation is minimal in variety-seeking consumer behaviour. There are substantial variances between brands. Consumers frequently swap brands in this region. While switching items is inexpensive, consumers may desire to test new products out of curiosity or boredom. Customers in this area typically buy various items not out of unhappiness, but rather out of a need for variety.

For such forms of consumer behaviour, brands must employ distinct techniques. By manipulating shelf space, the market leader will influence regular purchasing behaviour. The shelf will show a variety of similar but distinct product variations.

SMARTPHONES

Mobility is essential in this digital age. Smartphones have become an essential element of human existence since they allow individuals to keep up to date and connected with anything and everything and everyone around the globe. The smartphone has transformed the way people carry out their daily tasks. Most individuals keep their smartphone close and use it to conduct a variety of chores.

A smartphone is a type of cell phone that has an integrated computer as well as functionality not previously associated with phones, including a computer operating system, web surfing, and the capacity to execute software programs.

Litchfield (2010) evaluated the top five most recognized definitions of smartphone in order to define it:

1. A smartphone can be upgraded by installing a suitable (or 'open') operating system.

2. A smartphone is a cell phone that has more advanced computer power and connection than a standard feature phone.

3. A smartphone features a QWERTY keyboard. Instead, a virtualized QWERTY equivalent

4. A smartphone features a big touchscreen, defined as anything more than 3.2" in size.

5. A smartphone has always been connected and has access to the entire Internet. He said that the preceding definitions were flawed and that there is no industry consensus on the word smartphone.

SMARTPHONE INDUSTRY

In the previous 10 years, the smartphone sector has evolved significantly and gotten increasingly sophisticated. Fresh and unusual goods are constantly being created and released virtually regularly. As a result, the market environment might vary substantially by one year to another, as well as from one month to another. It is also a young industry, with some of the top firms today having went out of fashion ten years ago.

The smartphone market in India is predicted to expand rapidly due to a number of factors, including increased availability of low-cost smartphones and a focus on less populated regions. Furthermore, the country's smartphone sales are likely to increase as 3G network coverage expands and 4G networks are deployed.

MAJOR SMARTPHONE BRANDS

Smartphones have become an indispensible component of our daily life. Top Smartphones have altered how individuals use their phones nowadays. Customer preferences are always changing, so it's a world of cutting-edge style and creativity for these popular smartphone businesses. The three top smartphone brands are Apple, Samsung and Xiaomi.

1. **APPLE:**
   Since the iPhone's introduction in 2007, Apple rose to prominence in the smartphone business. It was the very first touchscreen handset to have full internet connectivity, which was not common at the time. About 2 billion iPhones were sold since their introduction, believe it or not.

In contrast to Android, Apple devices run the iOS operating system. Apple created iOS especially for their smartphones, and it takes advantage of Apple's fully advanced mobile app framework. Apple's App Store, for example, has over 2.1 million application software. For the time being, Apple continues to develop steadily, especially given client brand loyalty.

2. **SAMSUNG:**
Samsung, which first appeared on the South Korean electronics scene in 1969, is still the world's leading smartphone manufacturer. The corporation employed almost 290,000 people worldwide and works in 74 countries. These phones use the Android operating system, which is a revised form of such Linux kernel as well as additional open-source software. If you've heard the word before, it's because there's a lot of dispute in the United States about whose OS is better. The Android operating system is used to allow functionality in mobile touchscreen devices such as smartphones.

3. **XIAOMI:**
Xiaomi, one of the newer firms on our list, launched first ever smartphone in 2011. Despite having just about 18,000 workers globally, Xiaomi is the fourth most valued technological start-up, having received $1.1 billion in capital from investors.
Despite the company's goods are not well-known in the United States, they do have markets in China, Singapore, Japan, India, South Korea, Russia, South Africa, and numerous European Union nations.

MAJOR FACTORS INFLUENCING BUYING BEHAVIOUR

This section discusses the five major factors that influence the buying behaviour of youth towards smartphones. It demonstrates how **technology factors, hardware factors, basic elements, brand factors, and financial factors** influence youth smartphone purchasing intentions.

1. **FINANCIAL FACTORS:**
One of the most important considerations for Indian youngster is money, whether it is his own or borrowed. We Indians want a phone that is affordable yet sturdy, has all of the required functionality, and depicts a style icon. Thus, basically, a nice smartphone with the best discounts is required. According to the report, many consumers buy electrical devices through the internet, including smartphones. Numerous firms, like Apple and Nokia, have seen significant sales increases when given discounts and EMI payments. Companies also choose to give out free items during various festive seasons and other times of celebration, which promotes sales and customer loyalty and retention in the long term.

2. **HARDWARE FACTORS:**
The price of a smartphone is significant, followed by the numerous hardware and quality elements. They are network coverage, display, sound, camera, speed, battery usability, and stylish look. As a result, the primary elements that we evaluated in this research are the CPU speed, phone connectivity, camera quality, battery life, single/dual SIM card slot, RAM capacity, and memory card slot.

3. **BRAND FACTORS:**
   The brand's existence, prominence, and position in the consumer's perspective ensure that it has carved out a market for itself and sculpted out an image for itself. The advertising done by such businesses is crucial in appraising the particular brand and the way a consumer would view this and make their sales on it. According to the results of the survey conducted for this article, many individuals feel that brand image plays a significant part in their purchase since it provides a promise of assured quality. Businesses rely on customer pleasure as another kind of advertising.

4. **TECHNOLOGY FACTORS:**
   Keeping these features in mind, the different dependent variables considered here are OS/Version, level of security requirement, applications supported in a smartphone, changes that can be easily adopted by a smartphone on various updates by different applications, and compatibility of a smartphone with other devices.

5. **BASIC FACTORS:**
   Characteristics such as smartphone size, screen quality, portability, and a strong user interface are all reasons to believe that any certain brand of phone is excellent enough to grab the attention of the younger population. Many assume that the size of a smartphone is directly tied to display resolution and inversely associated to practicality, i.e., the larger the smartphone, the higher the resolution and
   the more difficult it is to carry. Today's high-density smartphones enable the device to show webpages in their standard format in a manner remarkably similar to how they look on the desktop. The user must be able to readily adapt to the smartphone and utilize it in accordance with his changing needs.

BEST FEATURES OF SMARTPHONES
When it comes to mobile devices, it's alluring to look at the most recent premium models with the quickest mobile processors, best screens, and the most storage. The must have features are:

1. **STORAGE AND RAM:**
   Processing speed might be the difference between a happy and an unhappy individual. Yet, you will want a smartphone with sufficient processing power to operate all of the business-critical apps. With adequate Memory, the customers' mobile devices can multitask more effectively while on the move. At a starting point, 3GB of RAM is frequently plenty to get the job done when users are mostly utilizing one or two programs. But, for smoother multitasking, aim for 4GB or more onboard Memory.

2. **CAMERA QUALITY:**
   Many people depend on smartphones to swiftly record and share photos and video, but a flexible multilens camera system makes this much more effective.
   Remote peers may have a more complete picture with clearer photographs and videos. Increased visibility will assist in coordinating difficult activities from a distance. A flexible camera may also assist in the creation of photos for use on social media.

3. **BATTERY:**
    You may have the quickest car in the world. It can't go anyplace if it's out of gas—period! Similarly, a bad battery completely negates the idea of owning a premium smartphone. A phone should ideally last you an entire day with continuous use. When shopping for a smartphone, look for one with at minimum a 2000 mAh battery and 15 hours of standby time. Smartphones with such specifications should last at least a whole day.

4. **ACCESSORIES:**
    Accessories, although not the most striking aspects of smartphones, have their place. Flagship cellphones are usually significantly better supported. As a result, they offer a wider selection of cases, screen coverings, stylus pens, and other accessories — which is why buying a luxury or premium smartphone is helpful if you want to save money and get decent accessories. For flagships, you may discover a variety of covers, cases, and design tweaks. But nowadays even they have been cut down and are to be bought separately.

RECENT TRENDS IN SMARTPHONE INDUSTRY

Downloaded applications for smartphones, tablet devices, and other devices are the ideal instruments for ensuring ease, independence, and speed. Nevertheless, there's always a catch: not every programs are appealing to consumers and work as expected. This occurs when mobile app suppliers do not consider consumer wants and do not create their solutions in accordance with the most recent mobile app development trends. Therefore, even if each project's customer demands are unique, trends in developing mobile applications are widely available.

1. **ARTIFICIAL INTELIGENCE (AI):**
    Since 2017, when Apple authorized developers to incorporate its voice assistant Siri within their applications, the mobile industry has been concentrated on artificial intelligence. This fostered the use of AI and machine deep learning into a variety of applications. There are several smartphone applications available today that can detect voice commands, evaluate both written and visual data, predict usage patterns, and make projections, suggestions, and judgments. Mobile app developers face stiff competition as they strive to maximize the usage of advanced technologies in their software products.

2. **MOBILE PAYMENTS:**
    Nowadays, e - commerce market is one of the world's fastest growing markets, and online shopping experience ranks as one of the top trends. As a result, the popularity of mobile payments is increasing.
    The amount of smartphone payment app users increased significantly after 2020. This was largely due to the COVID-19 outbreak and people's refusal to pay with cash. In 2021, more than two billion individuals will have utilized mobile payments.
    Apart from several banking apps, the most popular payment apps are Apple Pay, Google Pay, PayPal, AliPay, WeChatPay, and Zelle. These apps enable users to conduct financial transactions more quickly, easily, and also from anywhere, which contributes to the development of mobile commerce. The trend of building eCommerce mobile apps that accept payments will continue in 2023
    .

3. **5G CONNECTIVITY:**
The world of developing mobile applications is being transformed by 5G. The advancement of wireless connectivity allows for the incorporation of sophisticated technologies like the Internet of Things (IoT), AI, AR, and cloud technology into mobile devices. The 5th network is now spreading internationally, meeting the rising communication demands of billions of devices. It offers four major advantages for mobile solutions such as speed, low latency, connectivity and bandwidth.

5. **IMPROVED MOBILR SECURITY:**
All of the major retailers, banks, and airlines now have their own smartphone applications. As its users are feeding and maintaining personal information in these applications, they require robust safety precautions. Sadly, many programs include flaws that allow hackers to exploit them.
 Cyberattacks may be extremely costly to a corporation, resulting in direct financial losses, regulatory fines, a loss of consumers, and a deterioration of the company's market reputation.As a result, app security remains a top priority for both providers and customers.

6. **VOICE RECOGNITION:**
Swiping or tapping a screen is a more normal way for consumers to interacting with mobile applications than speaking. As a result, speech recognition technology is aggressively infiltrating apps. VUIs and voice assistants of today can do simple tasks like seeking information over the network or altering phone settings. They aren't particularly powerful yet, but they are evolving.

BENEFITS OF SMARTPHONES

1. **Brought Us Near**:
The most obvious benefit is that it ties you to your dear ones. Text, audio, or video calls are all acceptable modes of communication. Smartphones allow you to communicate with loved ones. It also aids in the sharing of memories with loved ones. It is now simpler to send images and movies over instant messengers.

2. **Virtual Assistant Roles**:
Your smartphone has evolved into your personal assistant. Smartphones outperformed humans when it came to document management. They can keep track of your crucial notes. Furthermore, they preserve and safeguard your personal information.

3. **Unrestricted Connections:**
You may transmit data from Desktops to cellphones. You may also transfer your data to a Laptop. All you need to do is link them by cable or Bluetooth.

4. **Maps and Directions:**
You may realize where you are and can find convenient way and routes to get somewhere, especially if you are in an unfamiliar location. Also, if we follow the maps, we can quickly get to a location. Thus, in a nutshell, we have a globe maps in our hands. Just open Google

Maps on one's phone and comply with the instructions.

5. **Online Payments:**
   With the development of mobile banking, paying utility bills is no longer a hassle. You do not need to go to a bank to conduct business. It is now feasible to conduct transactions from the comfort of one's own home. It's all because to cellphones. It's all simple to do from home using your mobile phones.

6. **Internet Access:**
   Smartphones enables the sharing of Wi-Fi networks. You may use the hotspot option to connect to the Wi-Fi that your buddies are using. You will have access to Wi-Fi even without device, whether you join through a pc or a phone.

7. **Download Multiple Applications:**
   They increased application access. Smartphones allow you to download as many programs as you desire. You may use and profit from these applications.

8. **Convenience:**
   They fit effortlessly into your bag or pocket. Also, they are light in weight. For individuals on a tight budget, there are low-cost versions available. If the battery runs out, you may recharge it in a car or connect it to an electric socket through a wire.

9. **Camera Substitutes**:
   Many individuals nowadays do not possess a camera. Because their smartphones have all of the necessary image and video recording capabilities. After capturing the material, it may be transmitted to others by email, texting, or Bluetooth. It may also be uploaded here on internet with a few mouse clicks. Several phones also have features like picture editing.

10. **Video Calling Made Simple**:
    Video calling is more convenient. Video calls, particularly when you are separated by another person, bring you closer. It might be personal or professional communication. Video calls have grown in popularity as a means of communication. Smartphones provide high-quality video calling.

LIMITATIONS OF SMARTPHONES

1. **Addiction:**
   Smartphones feature appealing games and social networking platforms that can result in addiction, particularly in young children under the age of ten. As a result, mobile phone use has been restricted at numerous schools.
   Many people check their mobile devices first thing in the morning. Are you one of them? That's how important our smartphone is. Before we welcome everyone in our immediate vicinity with a warm "Greeting," we examine it carefully.

2. **Security and privacy leaks:**
   Dependency on technology has led to an array of security issues that may expose you. The smartphone is easily hackable, which increases the risk of your personal information being leaked (videos, photos). There are several apps that, once installed, take all of your data.

3. **Car accidents while driving:**
   Individuals get so concerned with their cellphones that they speak on them while driving. The regular use of mobile phones greatly leads to this malfunction or injury.

4. **Health issue:**
   In addition, the argument that smartphone towers are harmful to health is not totally substantiated. Yet, according to some studies, smartphone towers can impair your health in a variety of ways, including sleep deprivation and other health difficulties.

5. **Time Waste:**
   Individuals typically spend a considerable number of hours on the smartphones since they've gotten reliant on them. This is due to the fact that we get so dependent on our smartphones, which are designed to be addicting. It affects the majority of children and teenagers. Students like to squander their time by doing things like engaging in video games, watching films, enjoying music, and other types of amusement.

6. **Sleep issues:**
   Heavy smartphone use has a detrimental influence on the sleep routine. Individuals use their phones even when sleeping. Some people's night time fixation with their smartphone displays prevents them from obtaining adequate sleep.
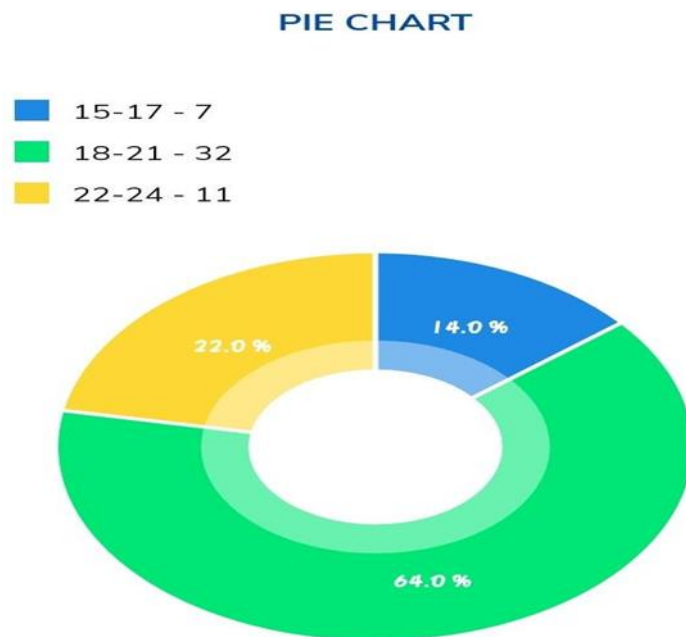
CHAPTER – 4
DATA ANALYSIS AND
INTERPRETATIONS

DATA ANALYSIS AND INTERPRETATIONS

Table 4.1 AGE GROUP

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
15 – 17	7	14.00
18 – 21	32	64.00
22 - 24	11	22.00
TOTAL	50	100.00

Figure 4.1 AGE GROUP

INTERPRETATION

From the above table we can identify that 64.0% of respondents are of the age group 18 – 21 and about 11.0% and 7.0% respondents are of the age group 22 – 24 and 15 – 17 respectively.
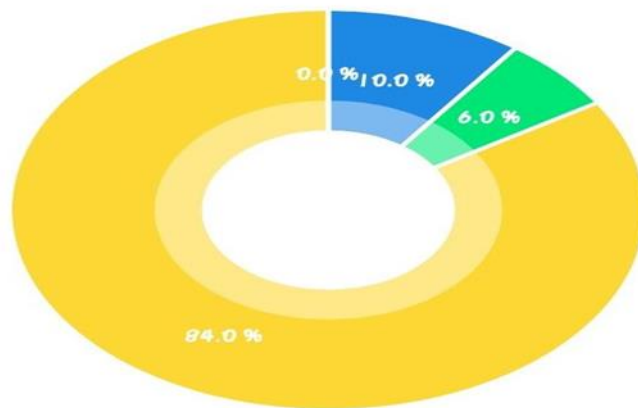
Table 4.2 OCCUPATIONAL STATUS

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
Employed	5	10.00
Self employed	3	6.00
Student	42	84.00
Unemployed	0	0.00
TOTAL	50	100.00

Figure 4.2 OCCUPATIONAL STATUS

PIE CHART

Employed - 5
Self Employed - 3
Student - 42
Unemployed - 0

INTERPRETATION

From the data it is evident that 84% of the respondents belong to non- income group while 10% and 6% of them are employed and self- employed respectively. From this we have can say that the majority have no source of income as them being students.

Table 4.3 PERIOD FOR WHICH SMARTPHONES HAVE BEEN USED

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
1 year	2	4.00
2 years	3	6.00
3 years	18	36.00
More than 3 years	27	54.00
TOTAL	50	100.00

Figure 4.3 PERIOD FOR WHICH SMARTPHONES HAVE BEEN USED

INTERPRETATION

From the data we can understand that more than 50% of the respondents have the using smartphones for more than 3 years and 36 % for 3 years followed by 6% and 4% for 2 years and 1 year respectively.
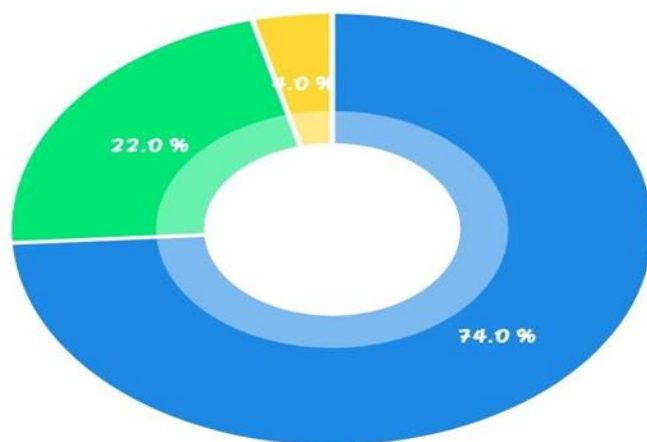
Table 4.4 SMARTPHONES A NECESSITY OF THIS GENERATION

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
Yes	37	74.00
Maybe	11	22.00
No	2	4.00
TOTAL	50	100.00

Figure 4.4 SMARTPHONES A NECESSITY OF THIS GENERATION

PIE CHART

Yes - 37
Maybe - 11
No - 2

22.0 %

4.0 %

74.0 %

INTERPRETATION

According to the table, a majority of 74% thinks that smartphones are a necessity of this generation, 22% are quite uncertain and rest 4% thinks they are not a necessity.
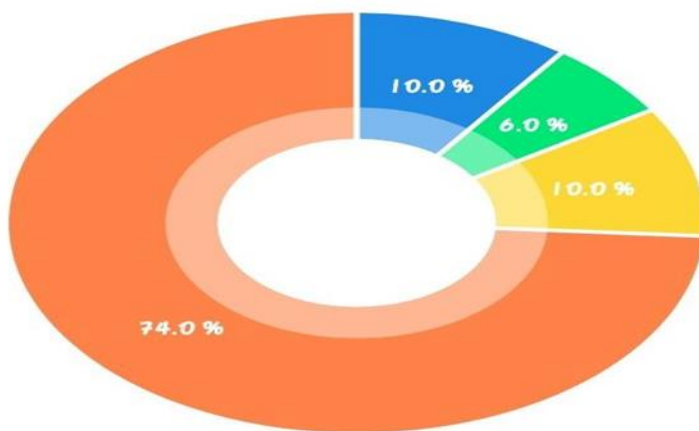
Table 4.5 TIME TAKEN FOR PURCHASE OF NEW SMARTPHONE

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
Less than a year	5	10.00
1 year	3	6.00
2 year	5	10.00
More than 2 years	37	74.00
TOTAL	50	100.00

Figure 4.5 TIME TAKEN FOR PURCHASE OF NEW SMARTPHONE

PIE CHART

Less than a year - 5
1 year - 3
2 years - 5
More than 2 years - 37

10.0 %
6.0 %
10.0 %
74.0 %

INTERPRETATION

From the table we can see that a total of 37 respondents change or purchase a new smartphone only after a period of 2 years whereas 5 respondents change their smartphones in a period of less than 1 year and 2 years and the rest 3 on a period of 1 year.

Table 4.6 IMPORTANT PART OF LIFE

RESPONSE	NO. OF REPONDENTS	PERCENTAGE
Yes	30	60.00
Maybe	17	34.00
No	3	6.00
TOTAL	50	100.00

Figure 4.6 IMPORTANT PART OF LIFE

PIE CHART

- Yes - 30
- Maybe - 17
- No - 3
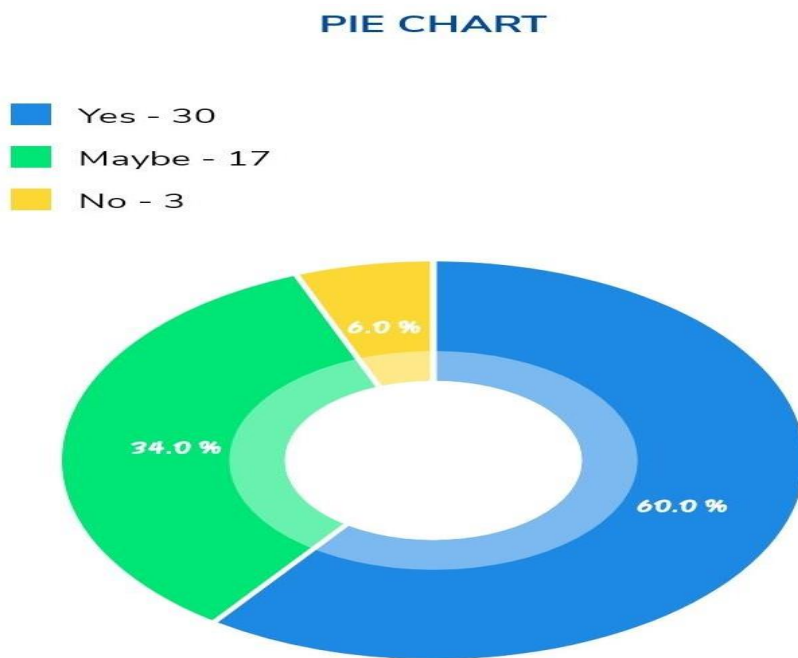
INTERPRETATION

From the data it can be seen that 60% consider smartphones as an important part of their lives while 34% is uncertain about its importance. None considered martphone as not important.
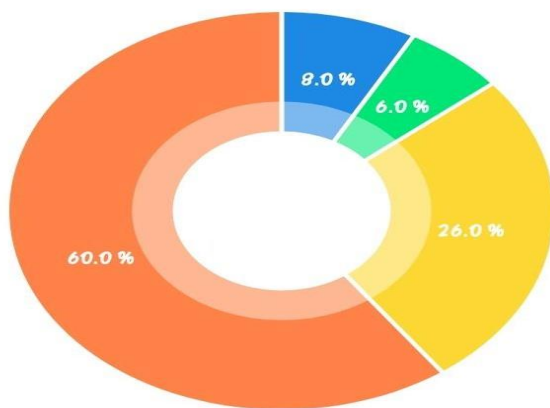
Table 4.7 CURRENTLY USING BRAND

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
Apple	4	8.00
Oneplus	3	6.00
Samsung	13	26.00
Others	30	60.00
TOTAL	50	100.00

Figure 4.7 CURRENTLY USING BRAND

PIE CHART

Apple - 4
OnePlus - 3
Samsung - 13
Others - 30

8.0 %
6.0 %
26.0 %
60.0 %

INTERPRETATION

According to this table we can see that only 4, 3 and 13 respondents have purchased brands like Apple, Oneplus and Samsung respectively where the rest 30 have purchased other brands. In conclusion we can say that the respondents are given with a wide variety of choices.

Table 4.8 BRAND AWARENESS

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
1	0	0.00
2	2	4.00
3	0	0.00
More than 3	48	96.00
TOTAL	50	100.00

Figure 4.8 BRAND AWARENESS
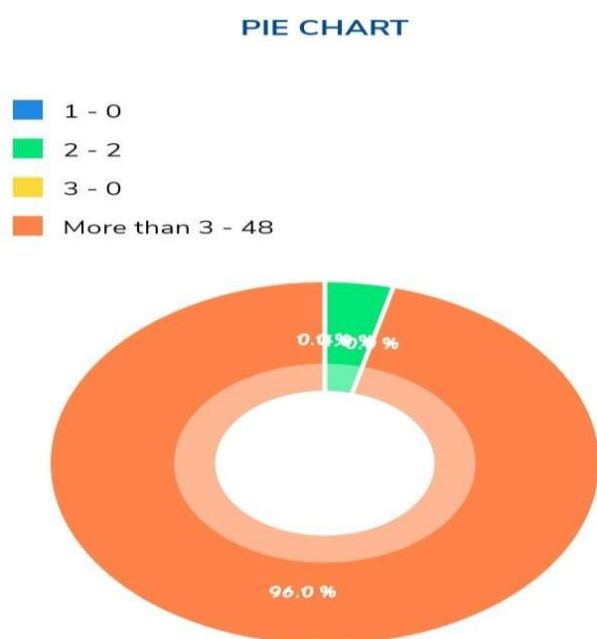
INTERPRETATION

From the table we can understand that 48 respondents do know more than 3 brands making a percentage of 96.00% whereas only 2 respondents know about 2 brands only making a percentage of 4. From this we can conclude that the majority of respondents are well aware of the market
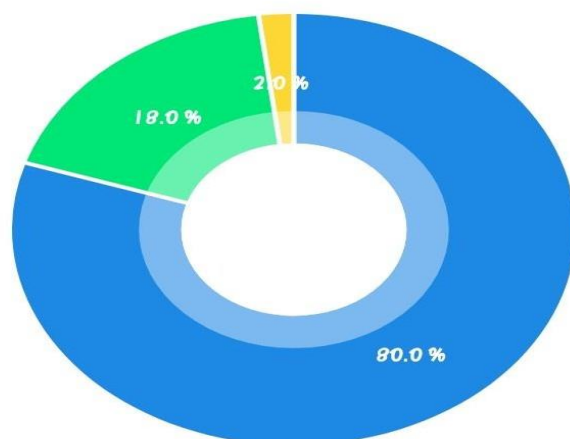
Table 4.9 IMPORTANCE OF A BRAND NAME WHILE PURCHASING A SMARTPHONE

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
Important	40	80.00
Neutral	9	18.00
Unimportant	1	2.00
TOTAL	50	100.00

Figure 4.6 IMPORTANCE OF A BRAND NAME WHILE PURCHASING A SMARTPHONE

PIE CHART

Important - 40
Neutral - 9
Unimportant - 1

2.0 %
18.0 %
80.0 %

INTERPRETATION

From the above table we can see that 40 respondents think that brand name do have an importance by making an 80% while only 9 and 1 respondents think that it is neutral and unimportant with a proportion of 18% and 2%. From this we can conclude that brand name isimportant when it comes to the purchase of a smartphone.
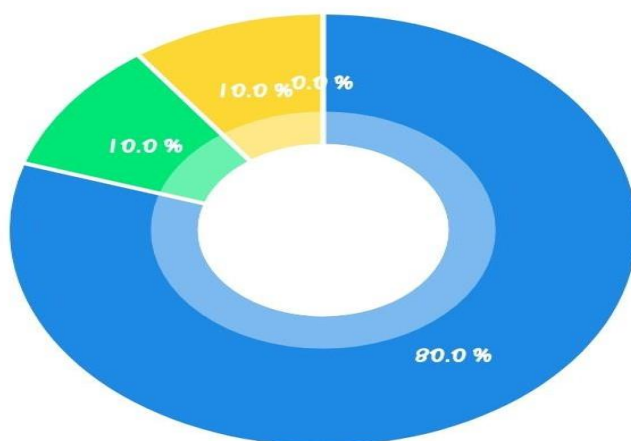
Table 4.10 PREFERRED BRAND BY YOUTH

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
Apple	40	80.00
Oneplus	5	10.00
Samsung	5	10.00
Others	0	0.00
TOTAL	50	100.00

Figure 4.10 PREFERRED BRAND BY YOUTH

PIE CHART

Apple - 40
OnePlus - 5
Samsung - 5
Others - 0

10.0 % 0.0 %

10.0 %

80.0 %

INTERPRETATION

According to the table the most preferred brand by the youth is Apple with 40 respondents making a percentage of 80 which is followed by Oneplus and Samsung with 5 respondents each making a percentage of 10 each.

Table 4.11 PURCHASED BRAND BY THE YOUTH

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
Apple	24	48.00
Oneplus	3	6.00
Samsung	18	36.00
Others	5	10.00
TOTAL	50	100.00

Figure 4.11 PURCHASED BRAND BY THE YOUTH

PIE CHART

Apple - 24
OnePlus - 3
Samsung - 18
Others - 5

INTERPRETATION

From the table we can see that the mostly purchased brand by youth is Apple 48% of the total followed by Samsung with 36%. Youth of 10% purchase brands other than Apple, Samsung and Oneplus. Oneplus brand is purchased only by 3% of the youth.

Table 4.12 FACTORS INFLUENCING THE BUYING BEHAVIOUR OF YOUTH

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
Price	20	40.00
Quality	17	34.00
Social status	5	10.00
Brand	8	16.00
TOTAL	50	100.00

Figure 4.12 FACTORS INFLUENCING THE BUYING BEHAVIOUR OF YOUTH

PIE CHART

- Price - 20
- Quality - 17
- Social status - 5
- Brand - 8

16.0 %

10.0 %

40.0 %

34.0 %
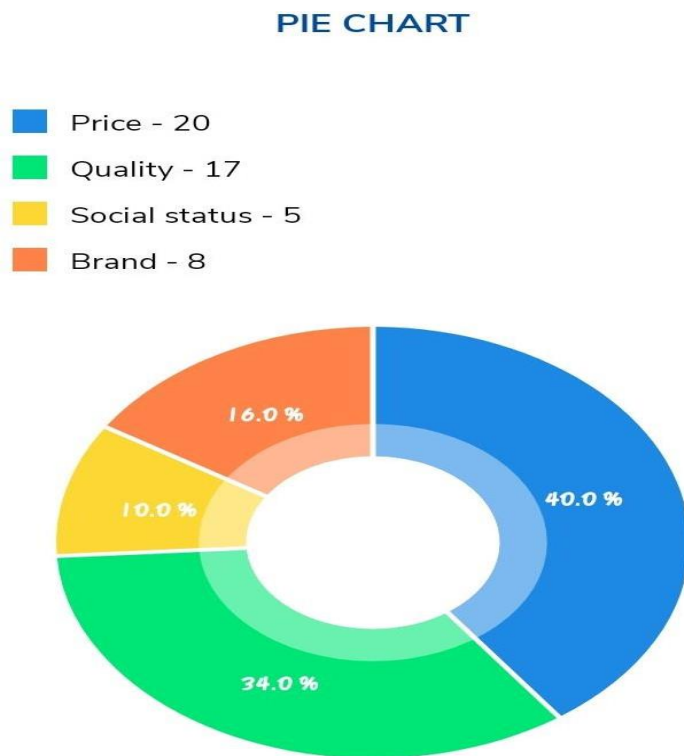
INTERPRETATION

According the respondents 40% of the respondents think that price as a factor that influences their buying behaviour wheras 34% thinks that it is quality of the product that influences the purchase of smartphones. 16% and 10% respectively thinks that brand and social status have an impact in the purchasing od the product.

Table 4.13 IMPORTANT FACTOR AS PRICE

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
Yes	28	56.00
Maybe	20	40.00
No	2	4.00
TOTAL	50	100.00

Figure 4.13 IMPORTANT FACTOR AS PRICE

PIE CHART

Yes - 28
Maybe - 20
No - 2

4.0 %
40.0 %
56.0 %
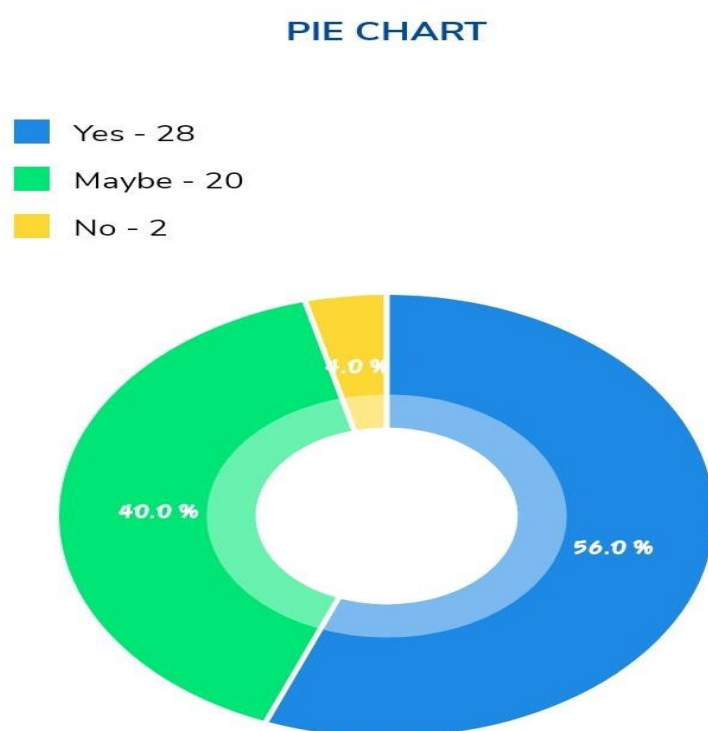
INTERPRETATION

From the table we can identify that 28 respondents do think that price is the most important factor whereas 20 respondents think that it might be the important factor and the rest think that price is not the important factor.

Table 4.14 PRICE RANGE OF CURRENT SMATPHONE

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
Below 10,000	1	2.00
10,000 – 20,000	33	66.00
20,000 – 30,000	9	18.00
Above 30,000	7	14.00
TOTAL	50	100.00

Figure 4.14 PRICE RANGE OF CURRENT SMATPHONE

PIE CHART

- Below 10,000 - 1
- 10,000 - 20,000 - 33
- 20,000 - 30,000 - 9
- Above 30,000 - 7
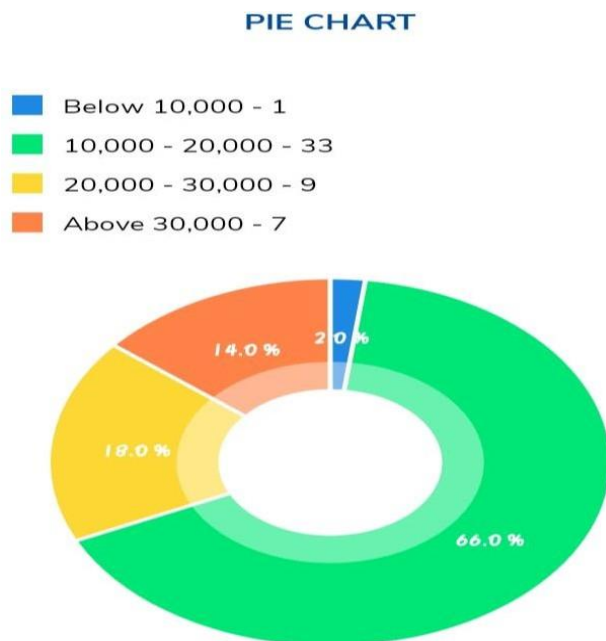
INTERPRETATION

From this we can understand that majority of the respondents are using a smartphone that comes of a price range 10,000 – 20,000 with a proportion of 66%. 32% respondents use a phone above Rs. 20,000 and only 2% uses a smartphone below the price range of Rs. 10,000.

Table 4.15 PRICE COMPARISON BEFORE MAKING A PURCHASE

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
Yes	42	84.00
Maybe	7	14.00
No	1	2.00
TOTAL	50	100.00

Figure 4.15 PRICE COMPARISON BEFORE MAKING A PURCHASE
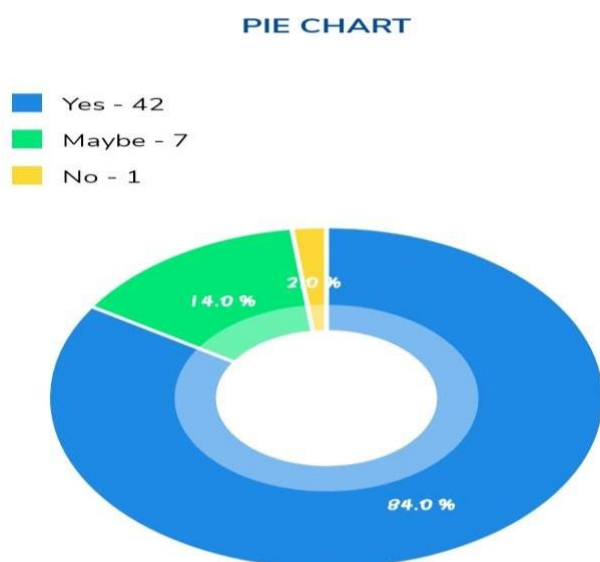
INTERPRETATION

According to the data, 84% of the total respondents do make a comparison before making a purchase whereas 2% of respondents do not make a comparison. The rest 14% is unsure whether they make a comparison or not.
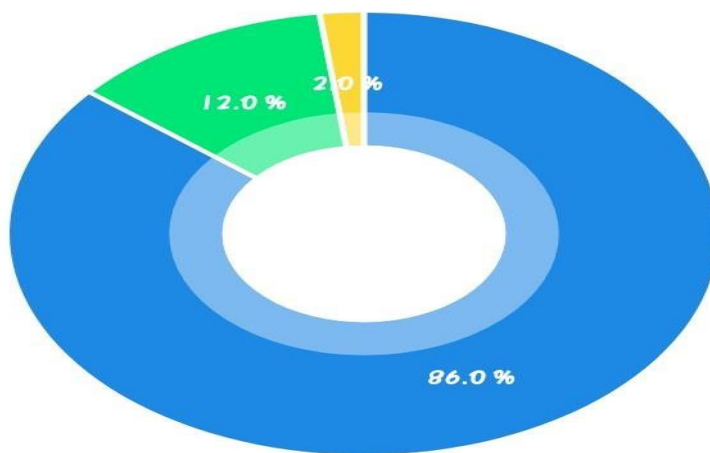
Table 4.16 SOCIAL MEDIA INFLUENCE

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
Yes	43	86
Maybe	6	12
No	1	2

Figure 4.16 SOCIAL MEDIA INFLUENCE

PIE CHART

Yes - 43
Maybe - 6
No - 1

12.0 % 2.0 %

86.0 %

INTERPRETATION

From this we can understand that 86% of the respondents do think that social media do have an impact on the purchase of smartphones. From the total respondents 12% think that social media do not have an impact on the smartphone purchase whereas the rest 2% is not certain.
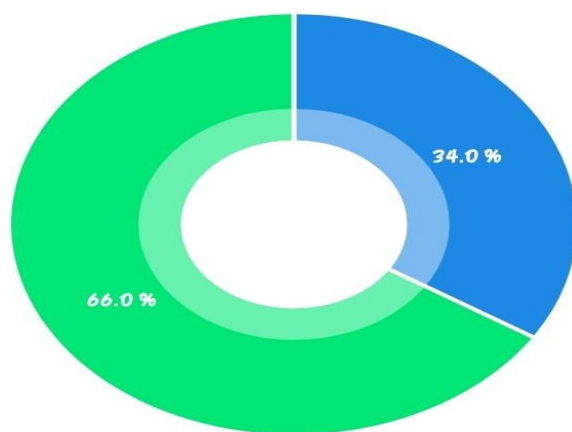
Table 4.17 METHOD OF SHOPPING

RESPONSE	NO. OF RESPONSE	PERCENTAGE
Online shopping	17	34.00
Offline shopping	33	66.00
TOTAL	50	100.00

Figure 4.17 METHOD OF SHOPPING

PIE CHART

Online Shopping - 17
Offline Shopping - 33

34.0 %

66.0 %

INTERPRETATION

From the table we can conclude that 66% prefers offline shopping rather than onlineshopping. While 34% wants it to be purchased online.

Table 4.18 PURPOSE OF SMARTPHONE

RESPONSE	NO. OF REPONDENTS	PERCENTAGE
Gaming	9	18.00
Studying	14	28.00
Influencing	17	34.00
Others	10	20.00
TOTAL	50	100.00

Figure 4.18 PURPOSE OF SMARTPHONE

PIE CHART

Gaming - 9
Studying - 14
Influencing - 17
Others - 10

18.0 %
28.0 %
34.0 %
20.0 %
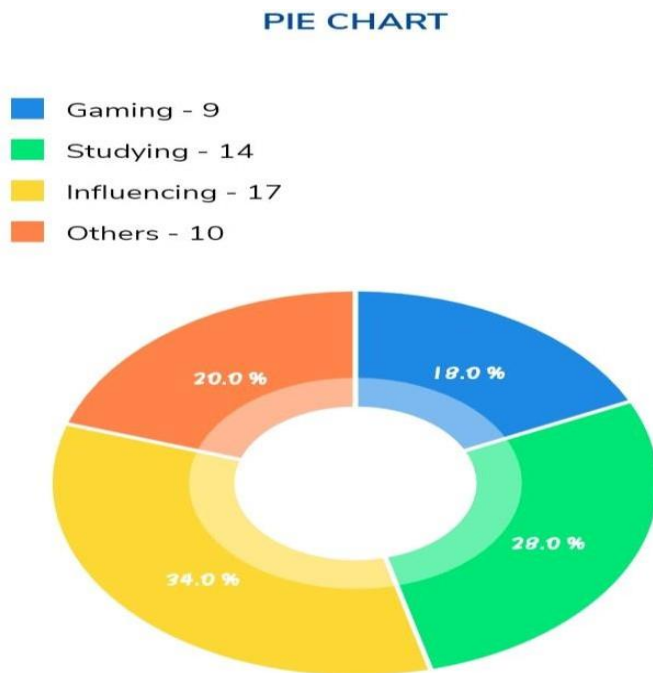
INTERPRETATION

According to the table, 34% of the total young respondents use their phone for influencingwhereas 28% responders use their phone for studying and 18% and 20% use their smartphones for gaming and other purposes respectively.

Table 4.19 PREFERRED SIZE OF SMARTPHONES

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
Small	1	2.00
Medium	45	90.00
Large	4	8.00
TOTAL	50	100.00

Figure 4.19 PREFERRED SIZE OF SMARTPHONES

PIE CHART

Small - 1
Medium - 45
Large - 4

8.0 % 2.0 %

90.0 %
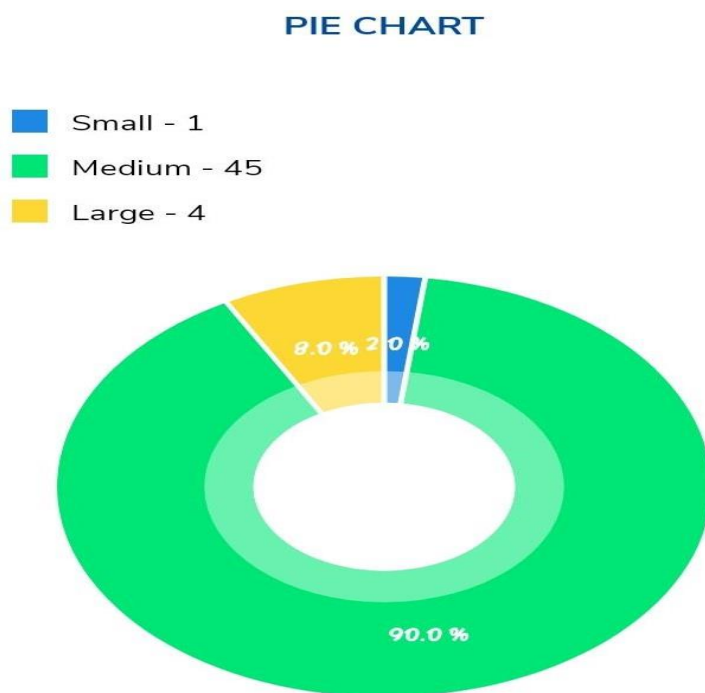
INTERPRETATION

From the data we can understand that 90% of the total respondents like their size of smartphone at a medium proportion whereas 8% wants it at a large size and the balance 2% want it at a small size.

Table 4.20 PREFERRED FEATURE OF A SMARTPHONE

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
Camera quality	15	30.00
Storage and RAM	26	52.00
Battery	5	10.00
Gaming and Processing	4	8.00
TOTAL	50	100.00

Figure 4.20 PREFERRED FEATURE OF A SMARTPHONE

PIE CHART

- Camera Quality – 15
- Storage and RAM – 26
- Battery – 5
- Gaming and Processing – 4
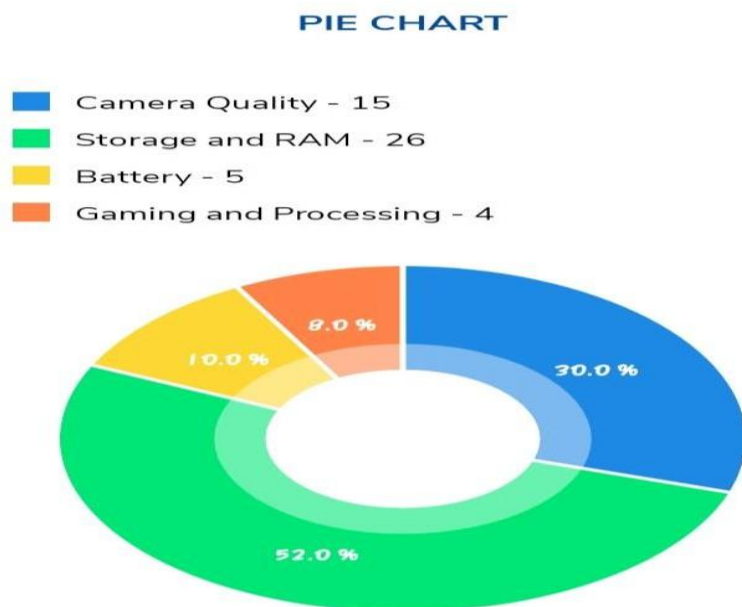
INTERPRETATION

From the data, it can be concluded that 52% of the total prefers storage and RAM and 30% prefers camera quality. 10% and 8% prefers battery and gaming and processing for their smartphones features.

Table 4.21 IMPORTANCE OF DESIGN OR STYLE OF SMARTPHONE

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
Important	33	66.00
Neutral	17	34.00
Unimportant	0	0.00
TOTAL	50	100.00

Figure 4.21 IMPORTANCE OF DESIGN OR STYLE OF SMARTPHONE

PIE CHART

- Important - 33
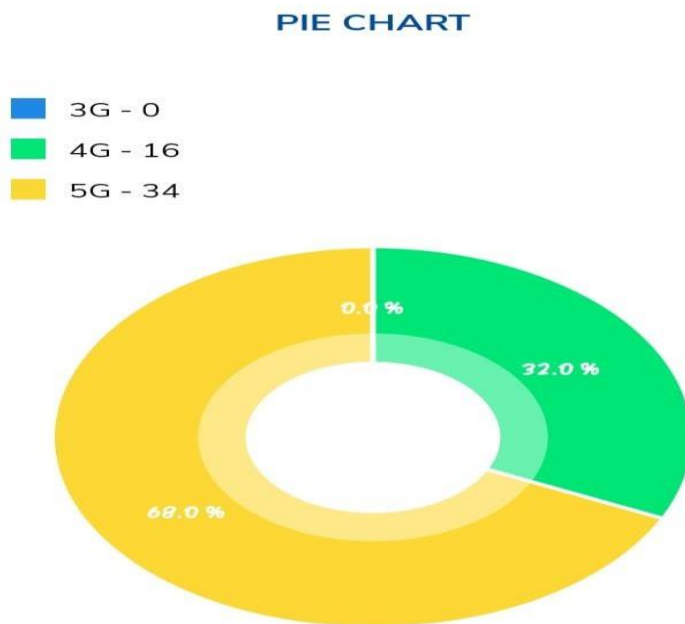- Neutral - 17
- Unimportant - 0

0.0 %
34.0 %
66.0 %
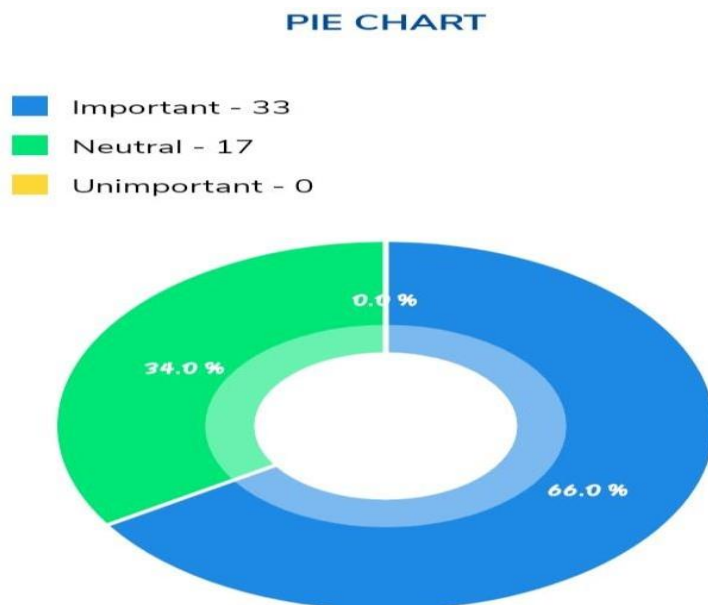
INTERPRETATION

From the data it is evident that 66 % do think that the design or style do have an importance whereas 34 % is not certain about the importance.

Table 4.22 PREFERRED NETWORK

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
3G	0	0.00
4G	16	32.00
5G	34	68.00
TOTAL	50	100.00

Figure 4.22 PREFERRED NETWORK

PIE CHART

3G - 0
4G - 16
5G - 34

0.0 %
32.0 %
68.0 %

INTERPRETATION

From the data, it can be understood that 68% want their network to 5G which means that theywant an upgraded network system whereas 34% prefers the current 4G network and nobody prefers the 3G network.

Table 4.23 OPINION OF FRIENDS AND FAMILY WHILE PURCHASING ASMARTPHONE

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
Yes	36	72.00
Maybe	6	12.00
No	8	16.00
TOTAL	50	100.00

Figure 4.23 OPINION OF FRIENDS AND FAMILY WHILE PURCHASING ASMARTPHONE

PIE CHART

Yes - 36
Maybe - 6
No - 8

16.0 %
12.0 %
72.0 %
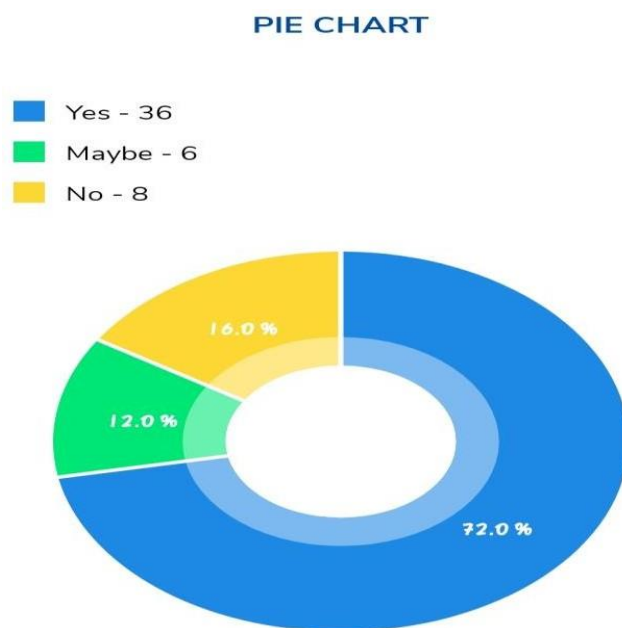
INTERPRETATION

Based on the data it can be concluded that 72% do ask for the opinions of their friends andfamily before making a smartphone purchase whereas the rest 12% and 16 % are either uncertain or do not ask for their opinion.
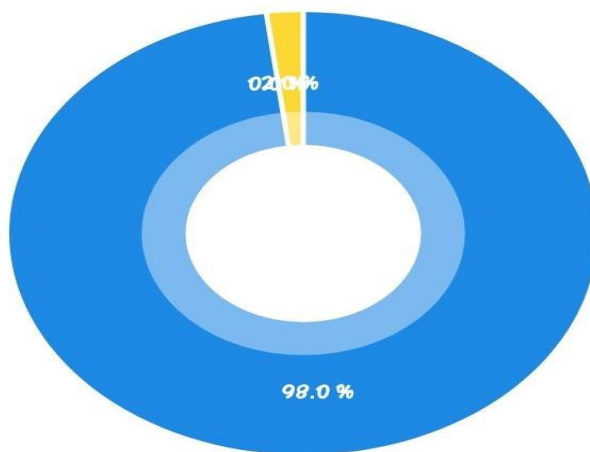
Table 4.24 TYPE OF MOBILEPHONE

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
Smartphone	49	98.00
Flip phone	0	0.00
Keypad phone	1	2.00
TOTAL	50	100.00

Figure 4.24 TYPE OF MOBILEPHONE

PIE CHART

Smartphone - 49
Filp phone - 0
Keypad phone - 1

02.00%

98.0 %

INTERPRETATION

From the table we can see that 98% of the respondents own smartphone whereas of 2% ownsa keypad phone. Therefore, it can be concluded that majority prefers to buy a smartphone than any flip phone or keypad phone as it the necessity of the era.

CHAPTER – 5
FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS, SUGGESTIONS AND CONCLUSIONS

On the basis of the study certain findings, suggestions and conclusion have been arrivedat. They have given below:

FINDINGS

- ➢ Majority of the respondents belong to the age group of 18 – 21.
- ➢ A majority of 84% belongs to the student community with no source of income.
- ➢ 54% of the total have been using smartphones for a period more than 3 years.
- ➢ 74% of the respondents do agree with the fact that smartphones are a necessity of thisgeneration.
- ➢ A majority of 37 respondents change or purchase a smartphone only after a period of 2 years or more.
- ➢ A majority of 60% thinks that smartphones are an important part of their lives.
- ➢ 60% of the respondents use smartphones of the brands Oppo, Realme, Redmi etc in consideration to brands like Apple, Oneplus, Samsung.
- ➢ 96% of the respondents are aware of more than 3 brands of smartphones available in the market
- ➢ 80% of the age group thinks that brand name have an inevitable role when it comes to purchase of smartphones.
- ➢ 80% of the respondents think the mostly preferred brand is Apple.
- ➢ 48% responded that Apple is the mostly purchased brand in the smartphone market.
- ➢ Price and quality are considered to be the most important factors that influence smartphone buying as it were responded by 40% and 34% respectively.
- ➢ 56% percent of the respondents do think that price has more influence than any other factor.
- ➢ From a total of 50 respondents 33 respondents use a smartphone that comes within the price range of 10,000 – 20,000.
- ➢ Social media do have an impact on the sale of smartphones in the market.
- ➢ 66% prefers to purchase them offline sources rather than online.
- ➢ Influencing is considered to the main purpose of smartphones followed by studying and gaming by the respondents.
- ➢ 90% of the respondents like it when their phones are of medium size rather than large or small.
- ➢ Storage and RAM is considered to be the most preferred feature in a smartphone followed by camera quality.
- ➢ 33 respondents think that design or style of the smartphone is important.
- ➢ 68% of respondents prefers 5G network over 3G or 4G.
- ➢ 72% do ask for the opinion of their family and friends before making a purchase.
- ➢ A majority of 98% of respondents responded that the own a smartphone when asked about the type of mobile phone they own.

SUGGESTIONS

On the light of the numerous findings, some recommendations for the various firms in this industry may be made. Because pricing influences brand choice in mobile phones, manufacturers should pay greater attention to this.

Higher quality items with more characteristics should be made accessible in the budget range of Rs. 10,000 to Rs. 20,000, which happens to be the most popular sector according to the population. Many unique cellphones should be introduced into the current market.

Most youthful consumers have an interest in characteristics like as storage and RAM, therefore by focusing on these areas, we can generate a large pool of customers. Social networking is very important for the migration of cellphones. They may also be utilized for marketing purposes.

CONCLUSIONS

Every young customer nowadays is content with their smartphone. Because the majority of responders are students, it assists them in accomplishing many of their academic-related responsibilities. It is fairly simple to improve smartphone sales by offering numerous features at a reasonable price and also following up on new updates based on current trends. Most customers have an interest in characteristics like as storage and RAM, and focusing more on social media marketing can help us generate a large pool of clients by concentrating on these areas.

Moreover, if smartphone businesses focus mostly on youth and build mobile phones to meet their needs, sales margins will grow and more consumers will be added because they are both existing and future customers.

Several recommendations for the many businesses in this sector may be made in light of the following key areas. Manufacturers should pay more attention to cost because it affects brand preference in mobile phones.

Better quality goods with more features should be made available in the price bracket of Rs. 10,000 to Rs. 20,000, which happened to be the most prominent sector in terms of population. Several distinctive telephones should be brought onto the market.

Most young consumers are interested in features just like storage and RAM, hence by concentrating on all these aspects, we can build a wide pool of customers. The importance of social networking in cellular migration cannot be overstated. They might also be used for marketing purposes.

BIBLIOGRAPHY

- **https://snov.io/glossary/buyer-behavior/**
- **https://www.questionpro.com/blog/buying-behavior/**
- **https://www.google.com/url?sa=t&source=web&rct=j&url=https:// www.editpad.org/tool/paraphrasing- tool&ved=2ahUKEwjTto6N1cT9AhX51TgGHTFOCo8QFnoECD8 QAQ&usg=AOvVaw0_qWOJ8w9Gm364jG9tV2Ae**
- **https://en.m.wikipedia.org/wiki/Consumer_behaviour#:~:text=Con sumer%20behaviour%20emerged%20in%20the,economics%20(es pecially%20behavioural%20economics)**
- **https://onlinemasters.ohio.edu/blog/consumer-behavior-theories- every-marketer-should- know/#:~:text=This%20theory%20of%20buyer%20behavior,in% 20the%20decision%2Dmaking%20process**
- **https://study.com/learn/lesson/consumer-buying-behavior- overview-types.html**
- **https://www.emerald.com/insight/content/doi/10.1108/17473611111 163250/full/html**
- **https://www.researchgate.net/publication/362760297_THEORY_A ND_MODELS_OF_CONSUMER_BUYING_BEHAVIOUR_A_D ESCRIPTIVE_STUDY**
- **https://docs.google.com/forms/d/e/1FAIpQLSfIBgoUV2g2sHg2p4B Znk_vwAcoDzz6o10-oX1d1kc6qudB0w/viewform**