Factors affecting Consumer Purchase Decision for Smartphones in India

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ABSTRACT

Smartphone industry is growing exponentially and is an evolving market in India. Impetus for the study came from the fact that not many empirical studies have been conducted with regard to consumer purchase behaviour in India context.

This study was conducted keeping in mind the different factors that could affect consumer's purchase behaviour. Some of the insights garnered about factors were on unexpected lines whereas influence factors like Camera, Display, Price, Quality, Advertising etc. were more dominant on decision making and was to some extent on expected lines.

Representative respondents size of 100 Pan India across various demographic backgrounds. Questionnaire on a5 point Likert scale was administered. The data so gathered was analysed with SPSS tool to get the result and interpretations.

Keywords: Smartphone, Personality, Consumer Behaviour, Brand, Purchase decision, Features.

INTRODUCTION:

Smartphone industry is one of the fastest growing industries in India. Smartphones have become a necessity for almost everyone. As there is a high demand, existing brands are upgrading and innovating in their product offering whereas new entrants are leveraging innovative technology which is intensifying competition. Consumer is also spoilt for choices. Today it is quite easy to manufacture a smartphone, but very difficult to sell it successfully as with the newest technology available to every manufacturer, replicating innovation has become easy. Each individual consumer has a different buying behaviour and therefore it is crucial for Brands to identify factors affecting purchase decision for smartphones in India This will enable brands to align their marketing strategies to their focus segment of consumers to attain market leadership.

LITERATURE REVIEW:

Consumer behavior has evolved over the years. Thanks to access to knowledge it is becoming a special experience of unique quality, which is a measurable source of progress. Consumer behavior is a fresh approach as far as buyers behavior is concerned, and it is attracting massive interest from researchers. A buyer's behavior is a result of their attitudes which are activated by the innovations of today's world. Enterprises have to deal with the increasingly demanding customers.One of the fundamental issues in consumer behaviour is the way consumers develop, adapt and use decision-making strategies. (Makarewicz, 2013) .Consumer decision making could be defined as the "behaviour patterns of consumers, that precede, determine and follow on the decision process for the acquisition of need satisfying products, ideas or services" (du Plessis, 1991)

Consumer decision making has long been of great interest to researchers. Early decision-making studies concentrated on the purchase action. (Bitta, 1993) It was only after the 1950's that modern concepts of marketing were incorporated into studies of consumer decision making, including a wider range of activities (Engel, 1995)

Different products and stores are perceived by consumers to be appropriate for certain social classes (Munson, 1981) Author says that we are surrounded by marketing stimuli in form of advertisement, shops and products competing for our attention and our cash. Popular culture, the music, films, sports, books and other forms of entertainment consumed by mass market is both a product of and an inspiration for marketers (Solomon, 2006).Perception refers to the many different ways that an individual can sense external information, select particular sources of information and how they interoperate this information.

According to Kotler et al, "Lifestyle is a person's pattern of living as expressed in his or her activities, interests and opinions". Lifestyle captures a person's whole pattern of acting or networking in the world more than profiling a person's social class or personality. (Kotler P. &., 2009)

Consumers can base their smartphone purchase decisions on a range of product attributes, such as price, wireless carrier, phone functions, phone design, brand, usage, phone size, carrier flexibility and purchase location (Harter, 2007).However, a Finnish study found that although consumer decision-making in the telecommunications market is affected by specific phone attributes, choice is often made without an understanding of the properties and features that new models have (Karjaluoto, 2005)

Social influence among the three direct factors of behavioural intention to use smartphone technologies is recognized as an important factor. Social influence includes not only mass media reports and expert opinions (external 32 factors) but also word of mouth from friends, colleagues, and superiors (interpersonal factors) (Bhattacherjee, 2004)

The brand name has directly influenced customer's perception toward the quality of the offering. When customers are satisfied, they generate word of mouth and it will lead to others to be interested and choose the brand. (Azad, 2012)

"Price is the amount of money charged for a product or service, or the sum of the values that customers exchange for the benefits of having or using the product or service" (Kotler P. T., 2012)

From the consumers' perspective, price provides a source of information for buyers to judge product quality. (Carpenter, 1994).

Feature is an attribute of a product to meet the satisfaction level of consumer's needs and wants, through owning of the product, usage, and utilization of a product (Kotler P. &., 2009)

Smartphone's design gains the most importance of the device specification, it consists of 56% and exceeds the importance of Wi-Fi (38.5%), computing power (34.2%), price (30.2%) and other (Magda Osman, 2012)

Brand awareness is a brand's ability to be recognized or recalled as a member of a certain product category or service (Aaker, 1991)

Smith and Wright (2004) investigated the customer loyalty for and found out that product value attributes directly impact the levels of loyalty. In their analysis, they concluded that brand image, firm viability, product quality and post sales service quality significantly affect repeat sales. (Wright, 2004)

Research Gap:

Empirical studies have not considered integrated approach of various factors' impact that affect a consumer's purchase decision. Few variables like Price, Quality, Brand image, advertising techniques have come up in the literature review which will be kept as testing factors for this study as well, in addition to other factors that could be dominating the purchase decision of the consumers.

OBJECTIVES:

- To identify the factors dominating consumer buying behaviour
- To understand consumer preferences towards the features of smartphones.
- To identify the consumer's buying behaviour on the basis of age, gender and occupation
- To understand consumer awareness with regard to brands and factors thereof.

Variables Considered for the Study:
1. Independent Variables-
   - Preferred Features
   - Feature-based factors
   - External factors
   - Brand Preference
   - Gender

- Age Group
- Occupation Type
2. Dependent variable:
   - Purchase Decision (factors)

Variables Considered for Relationship Analysis:
3. Independent Variable-
   - Gender
   - Age
   - Occupation Type
4. Dependent Variable-
   - Preferred Features
   - Feature-based Factors
   - External Factors
   - Brand Preference
   - Purchase Decision (Factors)

Hypothesis:
H0: There is no significant impact of various features and product related factors on a consumer's purchase behaviour for a smartphone.
H1: There is significant impact of various features and product related factors on a consumer's purchase behaviour for a smartphone.
H0: There is no significant effect of friends and family influence on customer buying decision.
H1: There is a significant effect of friends and family influence on customer buying decision.

Conceptual Framework:
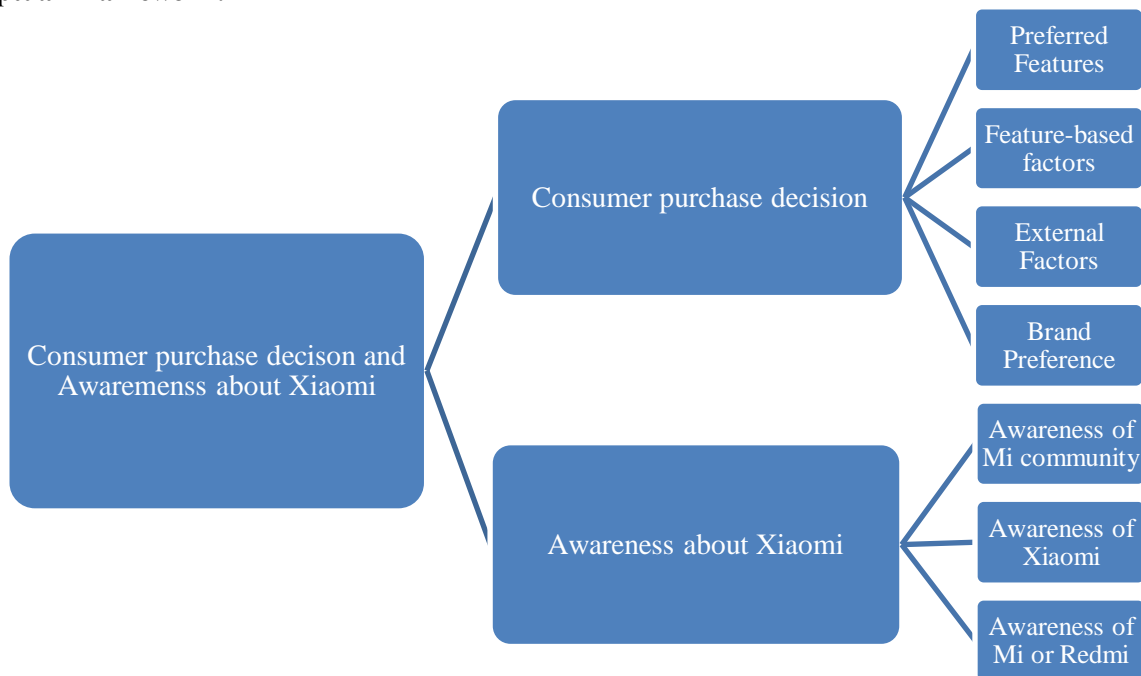
RESEARCH DESIGN:

Research Design	Descriptive research
Research Method	Survey method
Research Instrument	Structured questionnaire
Sample size	100
Sample area	India
Sampling method	Non-Probability/Convenience Sampling

Primary data: The primary data was obtained by administering survey method, guided by questionnaire to the consumers. Multiple choice questions were asked in the questionnaire.

Secondary Data: Secondary data was obtained through research Journals and other secondary sources

Limitation of the Study:

Study probably cannot be completely replicated across India as the demographics will vary and inherent bias of respondents in providing the information could have varying degrees of impact on results

Data Analysis & Interpretation:

Table 1: Analysis of features preferred most by consumers while purchasing smartphones.

		Responses	
		No. of Responses	**Percentage**
Preferred Features	Camera	83	34.9%
	Sound Quality	17	7.1%
	Display	45	18.9%
	Battery Backup	32	13.4%
	Design	29	12.2%
	Software	32	13.4%
	Total	**238**	**100.0%**

Source: Authors

Fig: 1
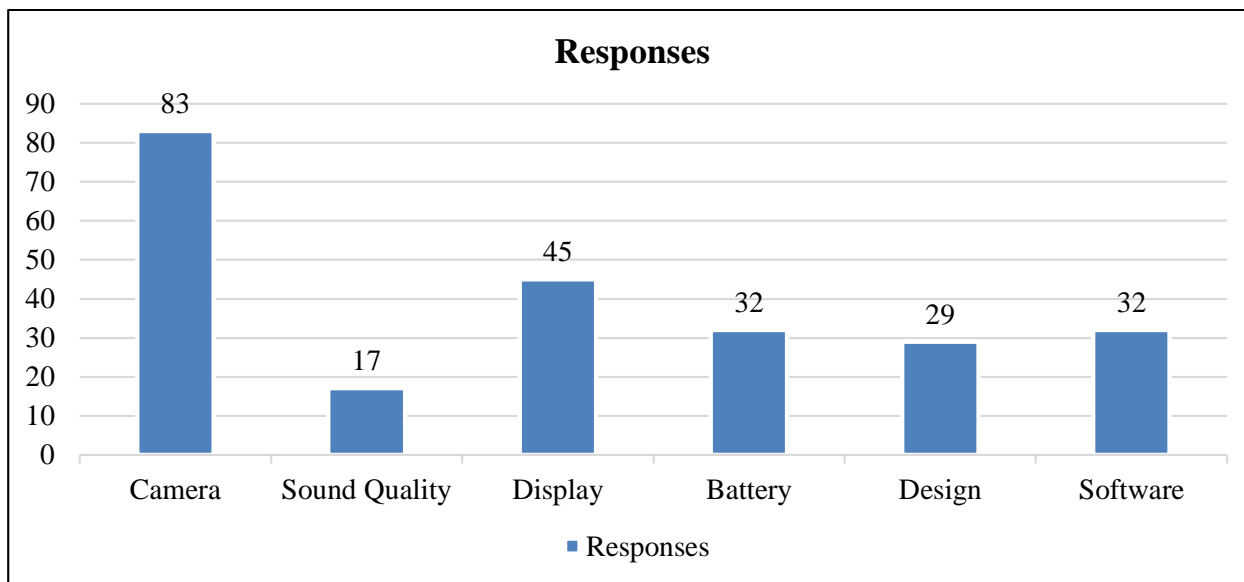
Source: Author

Interpretation: It can be seen that Camera is the most preferred feature among the respondents, followed by display. Battery backup and software surprisingly have equal amount of preference.

Table 2: Preferred Features*Age Cross tabulation

			Age						Total
			16-20	**21-25**	**26-30**	**31-35**	**41-45**	**46-50**	
Preferred Features	Camera	No.	8	11	15	32	6	10	82
		% within Age	100.0%	73.3%	88.2%	84.2%	75.0%	76.9%	
	Sound Quality	No.	0	4	1	8	2	1	16
		% within Age	0.0%	26.7%	5.9%	21.1%	25.0%	7.7%	
	Display	No.	3	8	10	18	2	4	45

		% within Age	37.5%	53.3%	58.8%	47.4%	25.0%	30.8%	
	Battery Backup	No.	0	5	5	15	1	5	31
		% within Age	0.0%	33.3%	29.4%	39.5%	12.5%	38.5%	
	Design	No.	2	5	7	8	3	4	29
		% within Age	25.0%	33.3%	41.2%	21.1%	37.5%	30.8%	
	Software	No.	1	9	5	13	3	1	32
		% within Age	12.5%	60.0%	29.4%	34.2%	37.5%	7.7%	
		Total	**8**	**15**	**17**	**38**	**8**	**13**	**99**

Source: Author

Interpretation: It can be interpreted that all the respondents falling under 16-20 age group prefer camera as a feature, In fact camera is the most preferred feature in all the age groups followed Display on the second rank.

Table 3: Preferred Features*Gender Cross tabulation

			Gender		Total
			Male	**Female**	
Preferred Features	Camera	No.	42	41	83
		% within Gender	80.8%	85.4%	
	Sound Quality	No.	6	11	17
		% within Gender	11.5%	22.9%	
	Display	No.	26	19	45
		% within Gender	50.0%	39.6%	
	Battery Backup	No.	18	14	32
		% within Gender	34.6%	29.2%	
	Design	No.	14	15	29
		% within Gender	26.9%	31.2%	
	Software	No.	21	11	32
		% within Gender	40.4%	22.9%	
	Total	**No.**	**52**	**48**	**100**

Source: Author

Interpretation: It can be Interpreted that Camera, sound quality and design are more favourable features for women as compared to men. Display, battery backup and software on the other hand are more preferred features by men rather than women.

Table 4: Preferred Features*Occupation Cross tabulation

|		Occupation							
		SSC/HSC student	**Graduate**	**Post-Graduate**	**Employed**	**Retired**	**Home maker**	**Self employed**	**Total**
Preferred Features	Camera	13	27	20	12	4	5	2	83
		100.0%	81.8%	80.0%	85.7%	80.0%	71.4%	66.7%	
	Sound Quality	0	7	3	2	2	2	1	17
		0.0%	21.2%	12.0%	14.3%	40.0%	28.6%	33.3%	
	Display	6	16	12	7	1	2	1	45
		46.2%	48.5%	48.0%	50.0%	20.0%	28.6%	33.3%	
	Battery Backup	1	13	11	3	1	1	2	32
		7.7%	39.4%	44.0%	21.4%	20.0%	14.3%	66.7%	
	Design	4	11	8	2	1	3	0	29
		30.8%	33.3%	32.0%	14.3%	20.0%	42.9%	0.0%	
	Software	3	13	7	5	1	3	0	32
		23.1%	39.4%	28.0%	35.7%	20.0%	42.9%	0.0%	
	Total	**13**	**33**	**25**	**14**	**5**	**7**	**3**	**100**

Source: Author

Interpretation: It can be interpreted that people from all occupational backgrounds prefer camera feature the most in a smartphone. Students are although more inclined towards the feature.

Tables showing the analysis of feature-related Individual factors affecting the purchase decision of a smartphone.

Table 5: Individual Purchase Factors

		Responses	
		No. of responses	Percentage
Purchase Factors	Price	59	31.4%
	Quality	61	32.4%
	Specifications	36	19.1%
	Brand name	32	17.0%
	Total	188	100.0%

Source: Author

Fig: 2
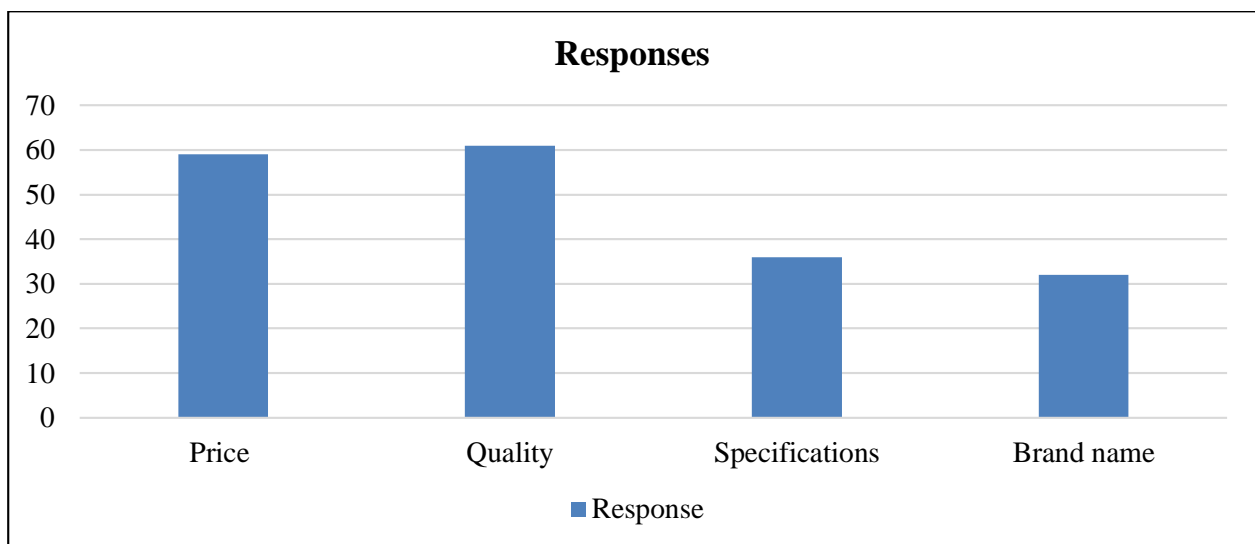
Source: Author

Interpretation: It can be Interpreted from the above table thatthe factor majorly affecting the consumers purchase decision for a smartphone is Quality followed by price.

Table 6: Individual Purchase factors*Age Cross tabulation

			Age						Total
			16-20	21-25	26-30	31-35	41-45	46-50	
Purchase Factors	Price	No.	2	11	9	27	5	5	59
		% within Age	25.0%	73.3%	52.9%	71.1%	62.5%	38.5%	
	Quality	No.	6	7	10	21	7	9	60
		% within Age	75.0%	46.7%	58.8%	55.3%	87.5%	69.2%	
	Specifications	No.	0	7	6	18	1	3	35
		% within Age	0.0%	46.7%	35.3%	47.4%	12.5%	23.1%	
	Brand name	No.	5	5	7	7	2	6	32
		% within Age	62.5%	33.3%	41.2%	18.4%	25.0%	46.2%	
		Total	8	15	17	38	8	13	99

Source: Author

Interpretation: It can be interpreted that for the age group 16-20 (mostly dependent) the factors most important are quality and brand name, whereas for the age group 21-25 (newly working) it is price. Also, the age group 31-35 doesn't really prefer brand name.

Table 7: Individual Purchase Factors*Gender Cross tabulation

			Gender		Total
			Male	Female	
Purchase Factors	Price	No.	30	29	59
		% within Gender	57.7%	60.4%	
	Quality	No.	31	30	61
		% within Gender	59.6%	62.5%	
	Specifications	No.	22	14	36
		% within Gender	42.3%	29.2%	
	Brand name	No.	15	17	32
		% within Gender	28.8%	35.4%	
		Total	52	48	100

Source: Author

Interpretation: It can be seen that women's purchase decisions get more affected by price and quality than men's. It can also be seen that women incline towards brand name more than men and men incline towards specifications more than women.

Table 8: Individual Purchase Factors*Occupation Cross Tabulation

		Occupation							
		SSC/HSC student	Graduate	Post-Graduate	Employed	Retired	Home maker	Self employed	Total
Individual Purchase Factors	Price	7	20	14	9	3	4	2	59
		53.8%	60.6%	56.0%	64.3%	60.0%	57.1%	66.7%	
	Quality	7	20	15	7	4	6	2	61
		53.8%	60.6%	60.0%	50.0%	80.0%	85.7%	66.7%	
	Specifications	2	13	11	6	1	2	1	36
		15.4%	39.4%	44.0%	42.9%	20.0%	28.6%	33.3%	
	Brand name	7	11	5	4	1	3	1	32
		53.8%	33.3%	20.0%	28.6%	20.0%	42.9%	33.3%	
	Total	13	33	25	14	5	7	3	100

Source: Author

Interpretation: It can be seen that price matters the most to employed and self-employed group of people, Quality matters the most to homemakers and retired group of people, whereas specifications and brand name is affects the student class more.

Tables showing the analysis of external factors affecting the purchase decision of a consumer for smartphones

Table 9: External Purchase Factors

		Responses	
		No. of responses	Percentage
Purchase Factors	Word of mouth	22	9.7%
	Advertisements	46	20.3%
	Micro Influencers	27	11.9%
	Co-workers	19	8.4%
	Online Reviews	42	18.5%
	Personal Research	38	16.7%
	Family and Friends	33	14.5%
	Total	227	100.0%

Source: Author

Fig: 3
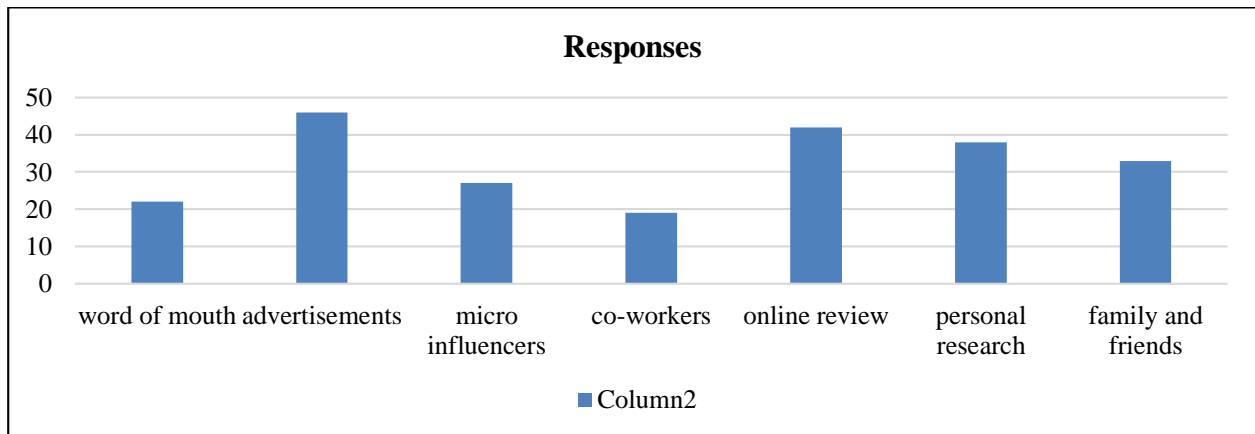
Source: Author

Interpretation: It can be interpreted that advertisements affect purchase decisions for smartphones the most according to the respondents.

Table 10: External Purchase Factors*Age Cross tabulation

			Age						Total
			16-20	21-25	26-30	31-35	41-45	46-50	
Purchase Factors	Word of mouth	No.	1	4	4	7	5	1	22
		% within Age	12.5%	26.7%	23.5%	18.4%	62.5%	7.7%	
	Advertisements	No.	3	5	7	17	5	8	45
		% within Age	37.5%	33.3%	41.2%	44.7%	62.5%	61.5%	
	Micro Influencers	No.	2	9	6	5	0	5	27
		% within Age	25.0%	60.0%	35.3%	13.2%	0.0%	38.5%	
	Co-workers	No.	0	2	3	11	0	3	19
		% within Age	0.0%	13.3%	17.6%	28.9%	0.0%	23.1%	
	Online Reviews	No.	3	10	10	11	2	5	41
		% within Age	37.5%	66.7%	58.8%	28.9%	25.0%	38.5%	
	Personal Research	No.	4	10	7	14	1	1	37
		% within Age	50.0%	66.7%	41.2%	36.8%	12.5%	7.7%	
	Family and Friends	No.	3	3	3	15	5	4	33
		% within Age	37.5%	20.0%	17.6%	39.5%	62.5%	30.8%	
		Total	8	15	17	38	8	13	99

Source: Author

Interpretation: It can be seen that word of mouth is most effective for people in the age group of 41-45. Personal research and online reviews are the most influential factors for people in the age group 16-30.

Table 11: External purchase factors*Gender Cross Tabulation

			Gender		Total
			Male	Female	
External Purchase Factors	Word of mouth	No.	6	16	22
		% within Gender	11.5%	33.3%	
	Advertisements	No.	23	23	46
		% within Gender	44.2%	47.9%	
	Micro Influencers	No.	20	7	27
		% within Gender	38.5%	14.6%	
	Co-workers	No.	11	8	19
		% within Gender	21.2%	16.7%	

		Gender		Total
		Male	**Female**	
Online Reviews	No.	24	18	42
	% within Gender	46.2%	37.5%	
Personal Research	No.	22	16	38
	% within Gender	42.3%	33.3%	
Family and Friends	No.	10	23	33
	% within Gender	19.2%	47.9%	
Total	**No.**	**52**	**48**	**100**

Source: Author

Interpretation: It can be interpreted that women get influenced by word of mouth, advertisements and, family and friends more. Whereas men rely on online reviews and personal research more.

**Table 12: External purchase factors*Occupation Cross Tabulation**

		Occupation							Total
		SSC/HSC student	**Graduate**	**Post Graduate**	**Employed**	**Retired**	**Home maker**	**Self employed**	
External Purchase Factors	Word of mouth	2	8	5	2	0	4	1	22
		15.4%	24.2%	20.0%	14.3%	0.0%	57.1%	33.3%	
	Advertisements	4	13	13	8	3	3	2	46
		30.8%	39.4%	52.0%	57.1%	60.0%	42.9%	66.7%	
	Micro Influencers	6	12	5	4	0	0	0	27
		46.2%	36.4%	20.0%	28.6%	0.0%	0.0%	0.0%	
	Co-workers	1	4	8	3	0	2	1	19
		7.7%	12.1%	32.0%	21.4%	0.0%	28.6%	33.3%	
	Online Reviews	6	16	12	3	1	2	2	42
		46.2%	48.5%	48.0%	21.4%	20.0%	28.6%	66.7%	
	Personal Research	7	19	7	3	1	1	0	38
		53.8%	57.6%	28.0%	21.4%	20.0%	14.3%	0.0%	
	Family and Friends	4	8	8	5	2	4	2	33
		30.8%	24.2%	32.0%	35.7%	40.0%	57.1%	66.7%	
Total		**13**	**33**	**25**	**14**	**5**	**7**	**3**	**100**

Source: Author

Interpretation: It can be seen that Homemakers rely the most on word of mouth, students on Micro influencers and working and retired class on advertisements.
Figure showing the analysis of the smartphone brand most preferred according to the respondents.

Fig: 4
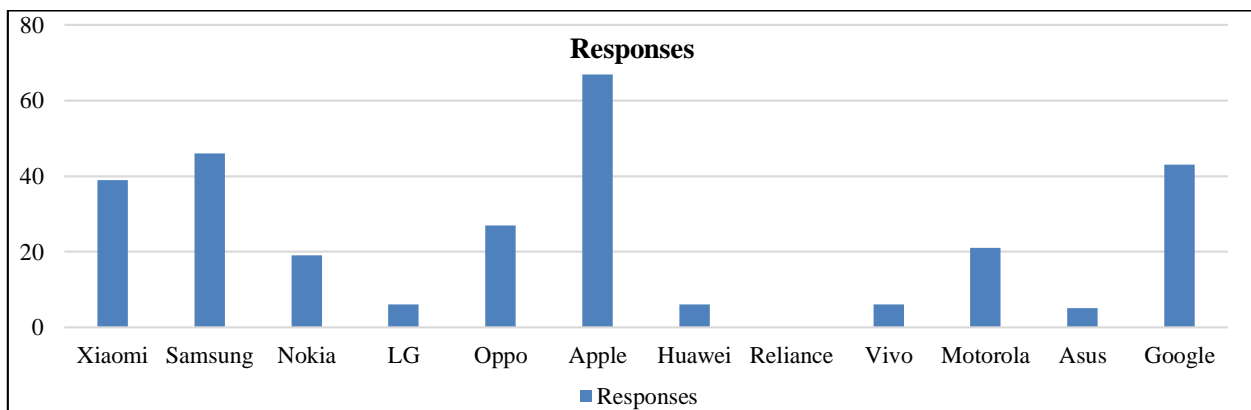
Source: Author

Table 13: Brand Preference

		Responses	
		No. of responses	**Percentage**
Brand preference	Xiaomi	39	13.7%
	Samsung	46	16.1%
	Nokia	19	6.7%
	LG	6	2.1%
	Oppo	27	9.5%
	Apple	67	23.5%
	Huawei	6	2.1%
	Vivo	6	2.1%
	Motorola	21	7.4%
	Asus	5	1.8%
	Google	43	15.1%
Total		**285**	**100.0%**

Source: Author

Interpretation: It can be seen that the brand most preferred is Apple, followed by Samsung, Google and Xiaomi respectively.

Table 14: Brand preference*Age Cross Tabulation

			Age						
			16-20	**21-25**	**26-30**	**31-35**	**41-45**	**46-50**	**Total**
Brand Preference	Xiaomi	No.	2	9	6	20	0	1	38
		% within Age	25.0%	60.0%	35.3%	52.6%	0.0%	7.7%	
	Samsung	No.	4	8	9	15	4	5	45
		% within Age	50.0%	53.3%	52.9%	39.5%	50.0%	38.5%	
	Nokia	No.	1	2	2	8	3	3	19
		% within Age	12.5%	13.3%	11.8%	21.1%	37.5%	23.1%	
	LG	No.	0	1	1	3	0	1	6
		% within Age	0.0%	6.7%	5.9%	7.9%	0.0%	7.7%	
	Oppo	No.	1	5	5	8	5	3	27
		% within Age	12.5%	33.3%	29.4%	21.1%	62.5%	23.1%	
	Apple	No.	6	8	12	24	6	10	66
		% within Age	75.0%	53.3%	70.6%	63.2%	75.0%	76.9%	
	Huawei	No.	0	2	2	2	0	0	6
		% within Age	0.0%	13.3%	11.8%	5.3%	0.0%	0.0%	
	Vivo	No.	0	2	1	2	1	0	6
		% within Age	0.0%	13.3%	5.9%	5.3%	12.5%	0.0%	
	Motorola	No.	1	3	2	11	2	2	21
		% within Age	12.5%	20.0%	11.8%	28.9%	25.0%	15.4%	
	Asus	No.	1	2	0	2	0	0	5
		% within Age	12.5%	13.3%	0.0%	5.3%	0.0%	0.0%	
	Google	No.	3	4	9	17	1	9	43
		% within Age	37.5%	26.7%	52.9%	44.7%	12.5%	69.2%	
Total		**No.**	**8**	**15**	**17**	**38**	**8**	**13**	**99**

Source: Author

Interpretation: It can be seen that people from all age groups would prefer buying an Apple phone. People from the age segment of 21-25 prefer buying Xiaomi phones.

Table 15: Brand Preference*Gender Cross tabulation

			Gender		Total
			Male	Female	
Brand Preference	Xiaomi	No.	25	14	39
		% within Gender	48.1%	29.2%	
	Samsung	No.	21	25	46
		% within Gender	40.4%	52.1%	
	Nokia	No.	10	9	19
		% within Gender	19.2%	18.8%	
	LG	No.	3	3	6
		% within Gender	5.8%	6.3%	
	Oppo	No.	15	12	27
		% within Gender	28.8%	25.0%	
	Apple	No.	33	34	67
		% within Gender	63.5%	70.8%	
	Huawei	No.	3	3	6
		% within Gender	5.8%	6.3%	
	Vivo	No.	2	4	6
		% within Gender	3.8%	8.3%	
	Motorola	No.	11	10	21
		% within Gender	21.2%	20.8%	
	Asus	No.	4	1	5
		% within Gender	7.7%	2.1%	
	Google	No.	25	18	43
		% within Gender	48.1%	37.5%	
		Total	**52**	**48**	**100**

Source: Author

Interpretation: It can be seen that both women and men prefer Apple as a smartphone brand followed by Xiaomi and Google for men and Samsung for women.

Table 16: Brand preference*Occupation Cross Tabulation

		Occupation							
		SSC/HSC student	Graduate	Post-Graduate	Employed	Retired	Home maker	Self employed	Total
Brand Preference	Xiaomi	5	13	14	4	1	0	2	39
		38.5%	39.4%	56.0%	28.6%	20.0%	0.0%	66.7%	
	Samsung	7	17	10	4	1	5	2	46
		53.8%	51.5%	40.0%	28.6%	20.0%	71.4%	66.7%	
	Nokia	1	5	6	3	1	3	0	19
		7.7%	15.2%	24.0%	21.4%	20.0%	42.9%	0.0%	
	LG	1	0	2	2	1	0	0	6
		7.7%	0.0%	8.0%	14.3%	20.0%	0.0%	0.0%	
	Oppo	4	8	5	2	3	4	1	27
		30.8%	24.2%	20.0%	14.3%	60.0%	57.1%	33.3%	
	Apple	7	24	16	9	3	6	2	67
		53.8%	72.7%	64.0%	64.3%	60.0%	85.7%	66.7%	
	Huawei	0	3	2	1	0	0	0	6
		0.0%	9.1%	8.0%	7.1%	0.0%	0.0%	0.0%	
	Vivo	2	2	0	1	1	0	0	6
		15.4%	6.1%	0.0%	7.1%	20.0%	0.0%	0.0%	
	Motorola	1	7	5	5	2	1	0	21
		7.7%	21.2%	20.0%	35.7%	40.0%	14.3%	0.0%	

		Occupation							
		SSC/HSC student	Graduate	Post-Graduate	Employed	Retired	Home maker	Self employed	Total
Asus		3	0	1	1	0	0	0	5
		23.1%	0.0%	4.0%	7.1%	0.0%	0.0%	0.0%	
Google		3	17	12	7	0	2	2	43
		23.1%	51.5%	48.0%	50.0%	0.0%	28.6%	66.7%	
Total		13	33	25	14	5	7	3	100

Source: Author

Interpretation: It can be seen that all occupational groups prefer Apple the most. Xiaomi is preferred by post-graduates and self-employed people the most.

Table 17: Awareness about Xiaomi

		Responses		Percent of Cases
		No. of responses	Percentage	
Awareness about Xiaomi	Are you aware about Xiaomi?	71	38.0%	77.2%
	Are you aware about Redmi or Mi phones?	87	46.5%	94.6%
	Are you aware about Mi Community?	29	15.5%	31.5%
Total		187	100.0%	203.3%

Source: Author

Interpretation: It can be interpreted by the above table that people are aware about the terms Redmi and Mi as the brand name more than Xiaomi as a term. Also, not many people are aware about the Mi community.

Table 18: Are you aware about Xiaomi?

		Frequency	Total Percentage
Valid	yes	71	71.0
	no	29	29.0
	Total	100	100.0

Source: Author

Interpretation: It can be seen that 71% respondents were aware about Xiaomi as a smartphone brand.

Table:19

		Frequency	Percent
Valid	yes	87	87.0
	no	13	13.0
	Total	100	100.0

Source: Author

Interpretation: It can be Interpreted that 87% of respondents are aware about the brand names Redmi and Mi, this result is ironic as Xiaomi is the brand name for the Redmi and Mi phones.

FINDINGS:

- A very evident finding that came up from the report is that Camera as a feature is preferred by most of the respondents as a big factor in purchase decision for smartphones.
- Camera as a feature is more popular among young women.
- Price and Quality are two Feature-related factors that affect most respondent's purchase decision for a smartphone.
- Advertising and online reviews are the biggest drivers for Purchase decision among the respondents.

- Apple came out to be the most preferred brand of smartphone, followed by Samsung and Google according to the interpretations. Xiaomi stood at the fourth rank.
- Another very Important finding is related to the name of the brand. 87% of respondents are aware of the product line names Mi and Redmi but only 71% respondents are aware of the name Xiaomi which is the company's name.

SUGGESTIONS:

- The first recommendation for smartphone companies would be focusing on camera centric devices with innovation and maintained quality so as to ensure increasing market share.
- Price and Quality being dominant factors for purchase decision, companies have to maintain competitiveness in order to hold their positions and sustain it through delivering high quality products at honest prices.
- Advertising is a domain where the companies must focus. The research proved that advertising is the biggest external factor affecting purchase decisions and Xiaomi should bank upon that.

CONCLUSION:

The Indian Smartphone industry is booming at a high rate therefore it is important for smartphone manufacturers in India to understand the factors affecting consumer's purchase decision for the same. Due to the increasing availability of various smartphone options and newer competitors entering the market gradually it is vital for companies to address factors like price, quality of their product and the advertising techniques used to promote the product, to effectively market to their target segment. It is quite evident that a consumer's age, gender and occupation affect their purchase decision as the factors that they consider as requisites for their decision vary according to their background. Also, it is perceptible that every individual falling in a certain category does not prefer similar brand options yet a significant similarity in choices can be seen in the results of the survey conducted and hence, in conclusion it is apparent that if smartphone OEMs are targeting a certain age, gender or occupational market they could be successful if they make the target market's preference their niche.

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