A Study of Consumer Behaviour towards Smart Phones

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INTRODUCTION

A smart phone is a portable device that combines mobile telephone and computing functions into one unit. They are distinguished from feature phones by their stronger hardware capabilities and extensive mobile operating systems, which facilitate wider software, internet (including web browsing over mobile broadband), and multimedia functionality (including music, video, cameras, and gaming), alongside core phone functions such as voice calls and text messaging. Smart phones typically contain a number of metal-oxide-semiconductor (MOS) integrated circuit (IC) chips, including various sensors that can be leveraged by pre-included and third-party software (such as a magnetometer, proximity sensors. barometer, gyroscope, accelerometer and more), and support wireless communications protocols (such as Bluetooth, Wi-Fi or satellite navigation).

Early smart phones were marketed primarily towards the enterprise market, attempting to bridge the functionality of standalone personal digital assistant (PDA) devices with support for cellular telephony, but were limited by their bulky form, short battery life, slow analog cellular networks, and the immaturity of wireless data services. These issues were eventually resolved with the exponential scaling and miniaturization of MOS transistors down to sub-micron levels, the improved lithium-ion battery, faster digital mobile data networks, and more mature software platforms that allowed mobile device ecosystems to develop independently of data providers.

In the 2000s, NTT DoCoMo's I-mode platform, BlackBerry, Nokia's Symbian platform, and Windows Mobile began to gain market traction, with models often featuring QWERTY keyboards or resistive touchscreen input and emphasizing access to push email and wireless internet Following the rising popularity of the iPhone in the late 2000s, the majority of smart phones have featured thin slate-like form factors, with large capacitive screens with support for multi-touch gestures rather than physical keyboards, and offer the ability for users to download or purchase additional applications from a centralized store and use cloud storage and synchronization, virtual assistants, as well as mobile payment services Smart phones have largely replaced PDAs, handheld/palm-sized PCs and portable media players (PMP).

The development of the smart phone was enabled by several key technological advances. The exponential scaling and miniaturization of MOSFETS (MOS transistors) down to sub-micron levels during the 1990s-2000s (as predicted by Moore's law) made it possible to build portable smart devices such as smart phones as well as enabling the transition from analog to faster digital wireless mobile networks (leading to Edh olm's law) Other important enabling factors include the lithium-ion battery, an indispensable energy source enabling long battery life invented in the 1980s and commercialized in 1991, and the development of more mature software platforms that allowed mobile device ecosystems to develop independently of data providers.

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Since 1996, smart phone shipments have had positive growth. In November 2011, 27% of all photographs created were taken with camera-equipped smart phones in September 2012, a study concluded that 4 out of 5 smart phone owners use the device to shop online Global smart phone sales surpassed the sales figures for feature phones in early 2013 Worldwide shipments of smart phones topped 1 billion units in 2013, up 38% from 2012's 725 million, while comprising a 55% share of the mobile phone market in 2013, up from 42% in 2012. In 2013, smart phone sales began to decline for the first time. In Q1 2016, for the first time, the shipments dropped by 3 percent year on year. The situation was caused by the maturing China market. A report by NPD shows that fewer than 10% of US citizens have bought $1,000+ smart phones, as they are too expensive for most people, without introducing particularly innovative features, and amid Huawei, Oppo and Xiaomi introduced products with similar feature sets for lower prices in 2019. smart phone sales declined by 3.2%, the largest in smart phone history, while China and India were credited with driving the most smart phone sales worldwide it is predicted that widespread adoption of 5G will help drive new smart phone sales.

Safety Measures

All travel comes with some risk of getting or spreading Covid-19. Before you travel, when we go travelling, what is the situation here and what is the situation in that place, and because of that, what is the atmosphere there? Now whenever we go anywhere, first we look at the health of whoever is going with us, whether family or friends. How is his health? Do not travel if you or your family are sick, have any symptoms of Covid-19, or have been around someone with Covid-19 in the past 14 days. Unvaccinated family members who are at higher risk for severe illness should consider postponing all travel until they are fully vaccinated. When you travel anywhere, keep essential things with you. You do not travel to the place where there are more cases of Covid-19.

OBJECTIVES

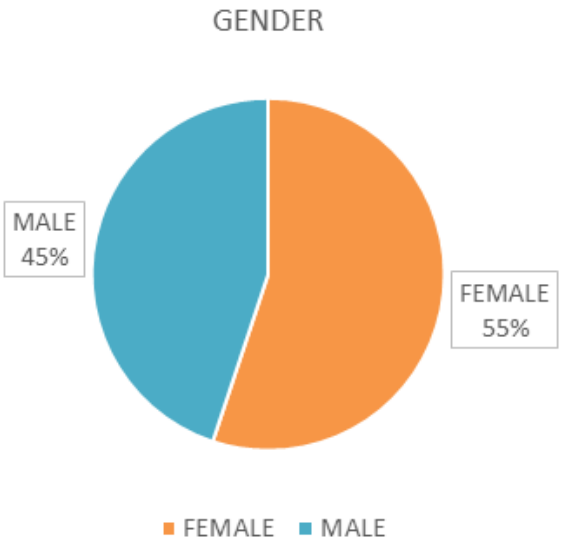
- To find out which brand is more famous among local people
- To find out the most influential factor for selecting a particular mobile company
- To analyse customer satisfaction and the problem

RESEARCH METHODOLOGY

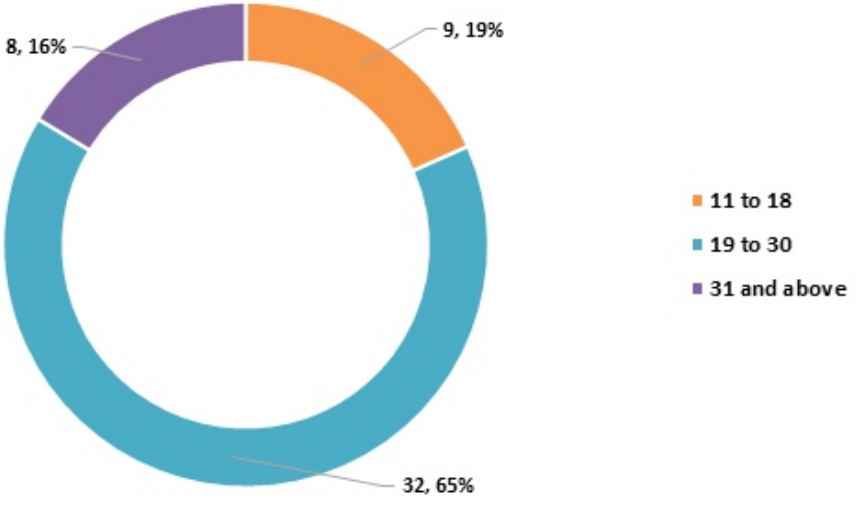
DATA TYPE	Primary and Secondary Data
Sample type	Simple Random Sampling
Research Tool	Questionnaire
Sample size	50
Data Collection Method	Questionnaire
Type of Research	Descriptive
Area	Moradabad and Rampur

DATA ANALYSIS

1) Gender:

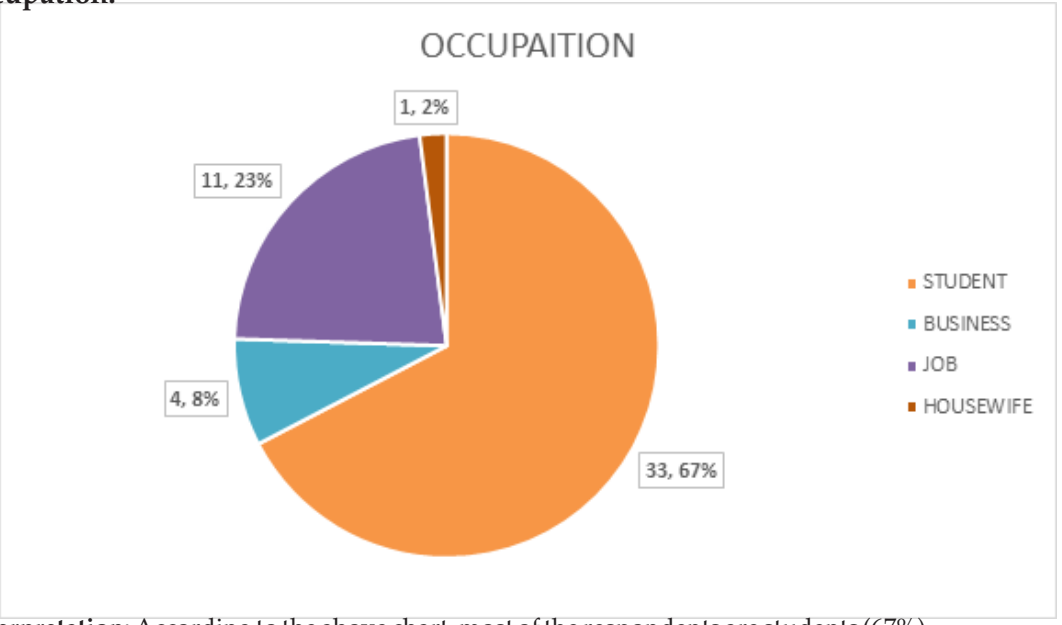


2) Age:



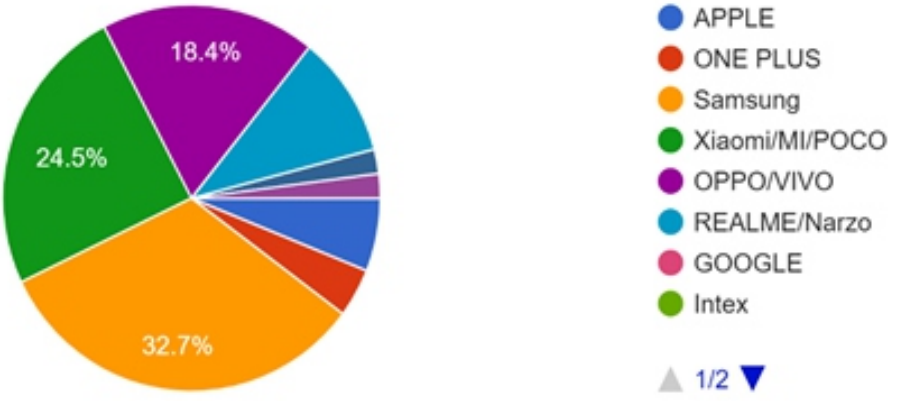
Interpretation: As per the chart above we can see that majority of people are in the 19 to 30 age brackets.

3) Occupation:



Interpretation: According to the above chart, most of the respondents are students (67%).

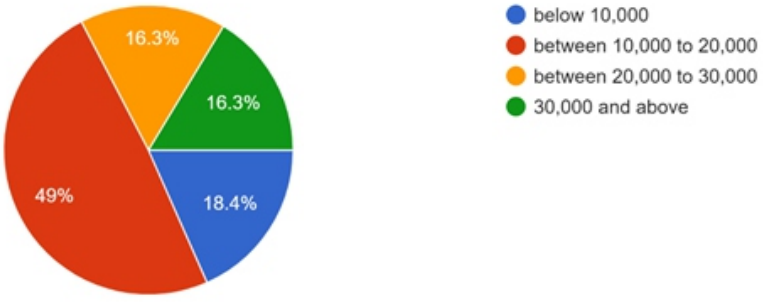
4) Which phone brand do people prefer more?



Interpretation: Most of the users prefer to purchase to buy Samsung phones, then on the second number it is Xiaomi/MI/POCO.

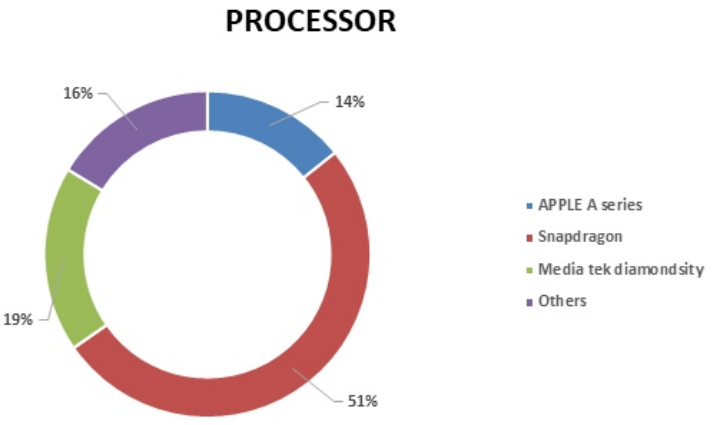
Phone brand	Percentage
SAMSUNG	32.7%
Xiaomi/MI/POCO	24.5%
OPPO/VIVO	18.4%
OTHERS	24.4%

5) What is the common budget within which people buy a phone?



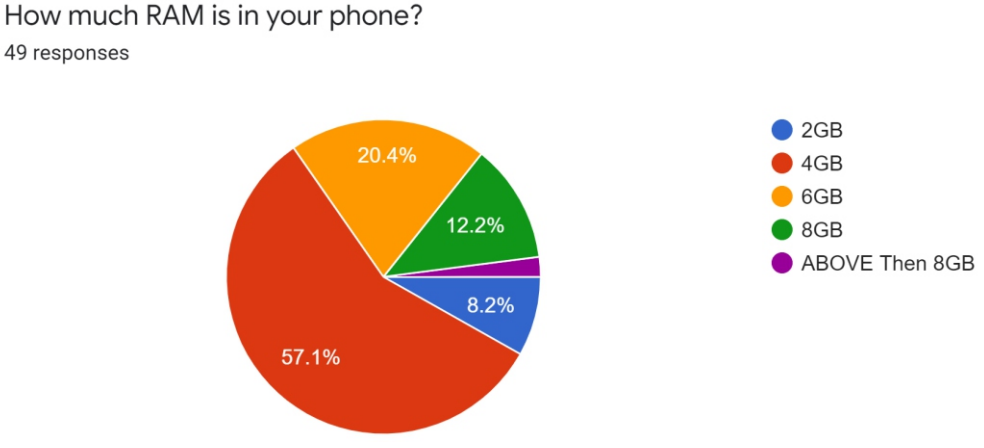
Interpretation: Almost 50% of users prefer to buy phones ranging between 10,000 to 20,000.

6) Which processor is used more than the others?



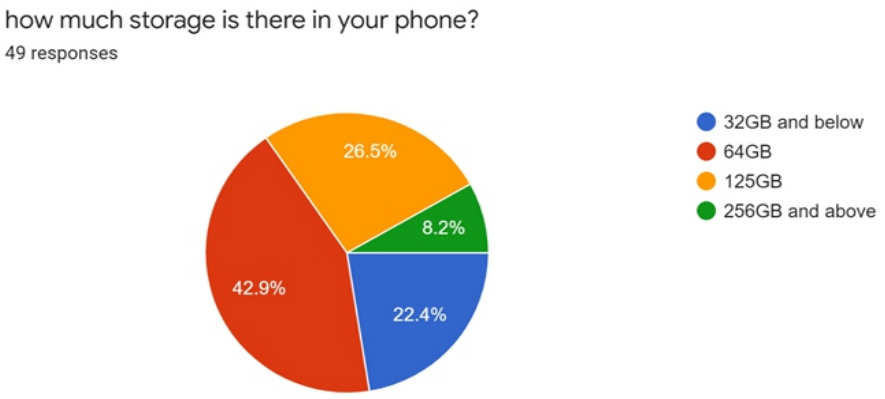
Interpretation: more than 51% of people prefer to use Snapdragon processor above any processor, which means Snapdragon is a more reliable type of processor than others.

7) Which RAM is commonly used among users?



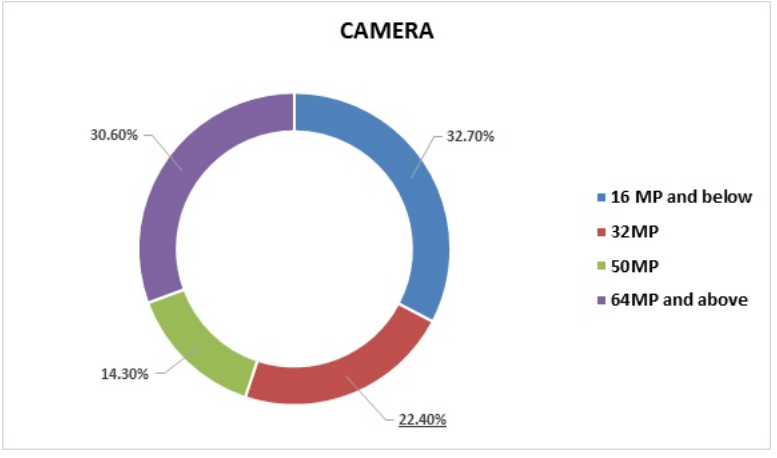
Interpretation: More than 57% of users prefer to use a phone with RAM 4GB.

8) how much storage a user has in their smart phone?



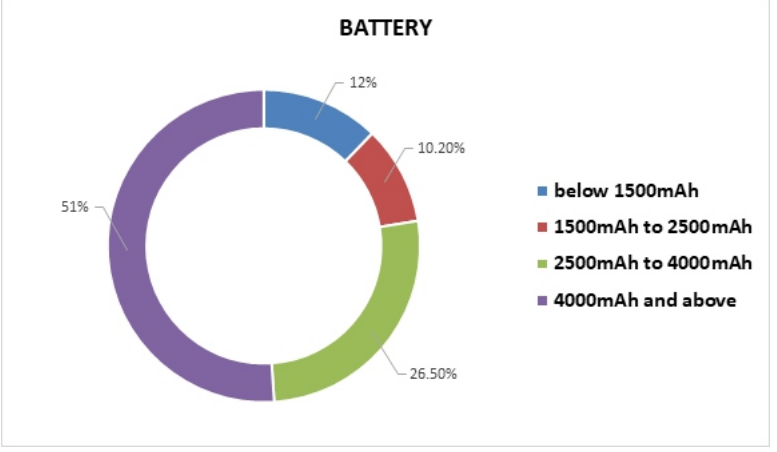
Interpretation: 42.9% of users like to use a phone with a storage of 64GB.

9)User preference towards the camera in phones.



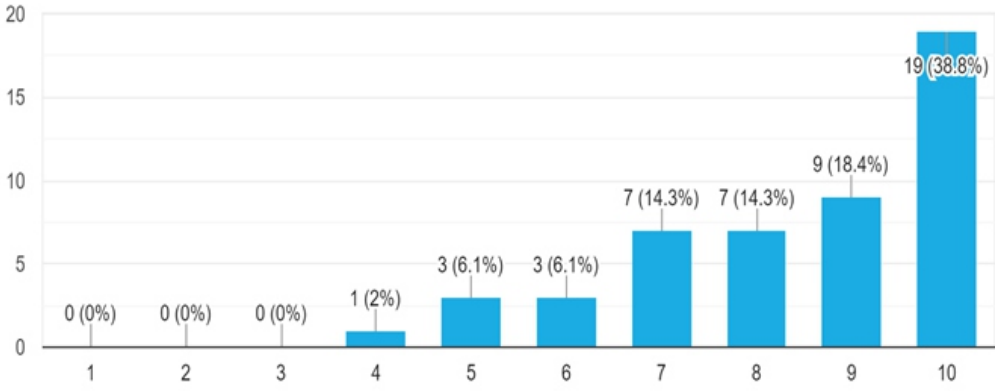
Interpretation: Most of the users prefer to use smart phones with 16MP and 64MP.

10) User preference towards battery in phones.



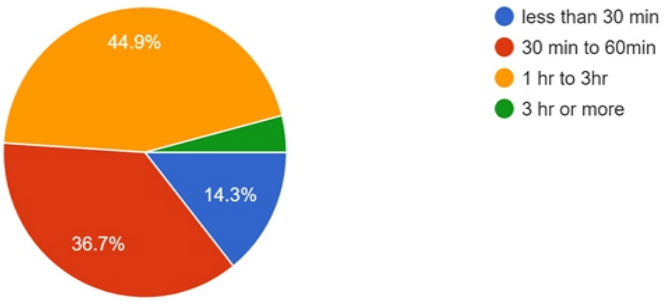
Interpretation: Most of the user prefer to buy a phone with 4000mAh battery or more.

11)According to users, their phones' sound quality is¬_____.

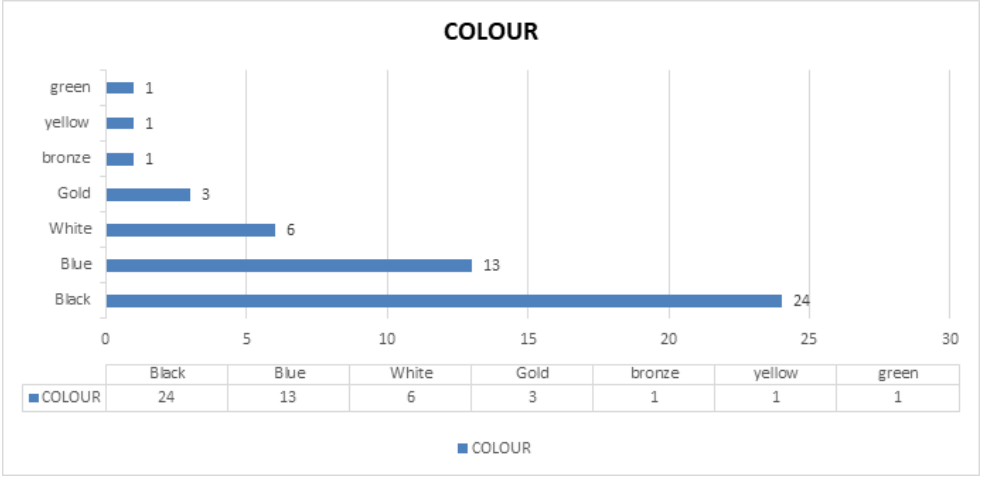


Interpretation: Users have different opinions on their smart phones' sound quality.

12) How much it takes the user's phone to charge?

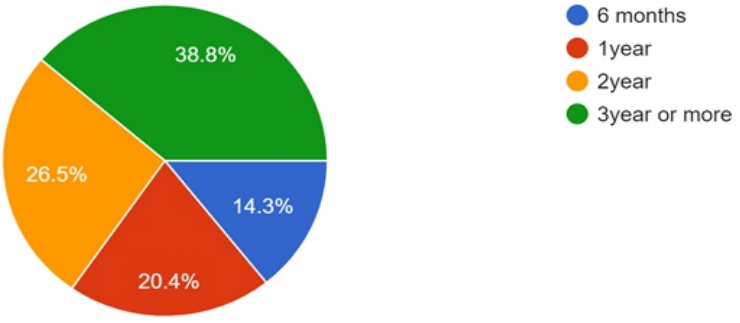


13) Which colour did the user prefer?

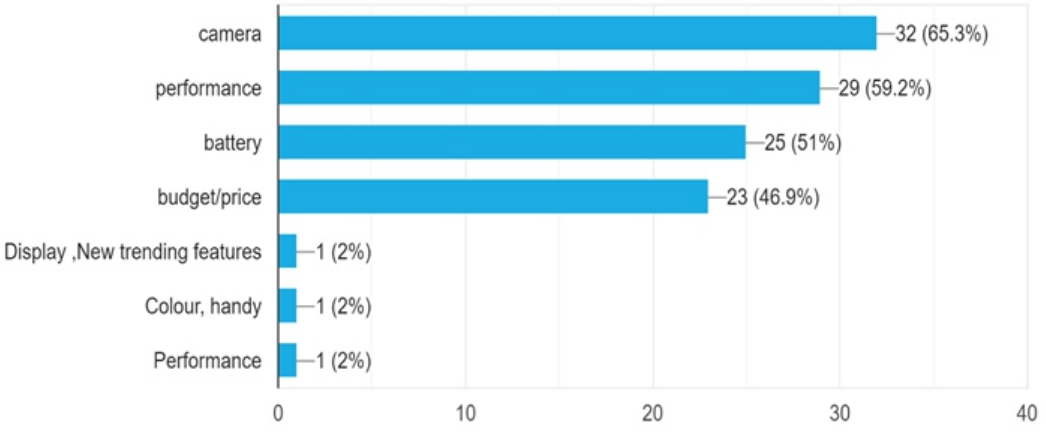


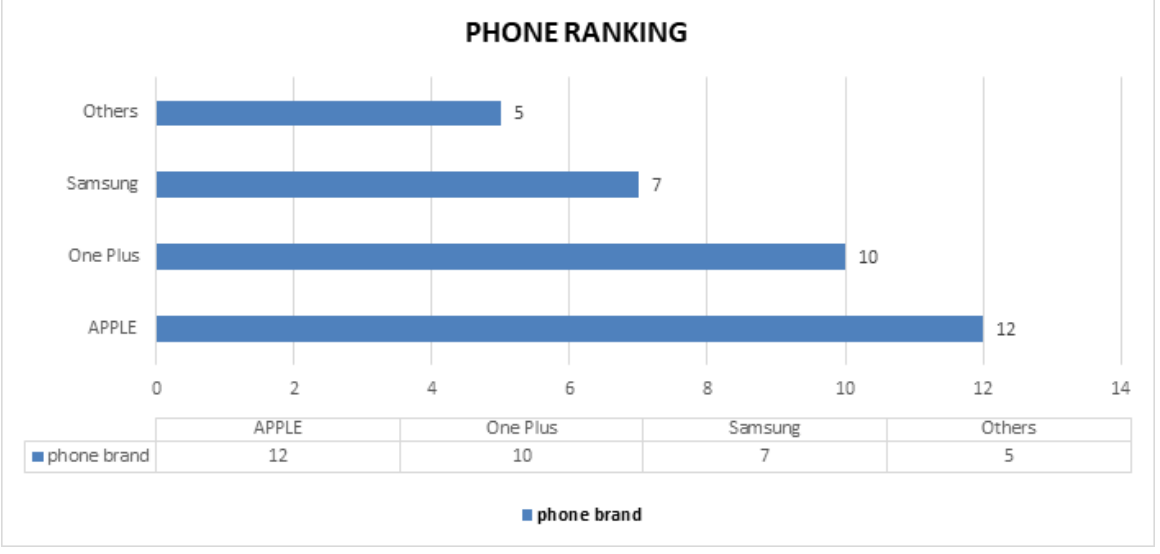
Interpretation: Interpretation: Most of the users prefer to buy black colour and then blue.

14) how long a user uses a single phone?



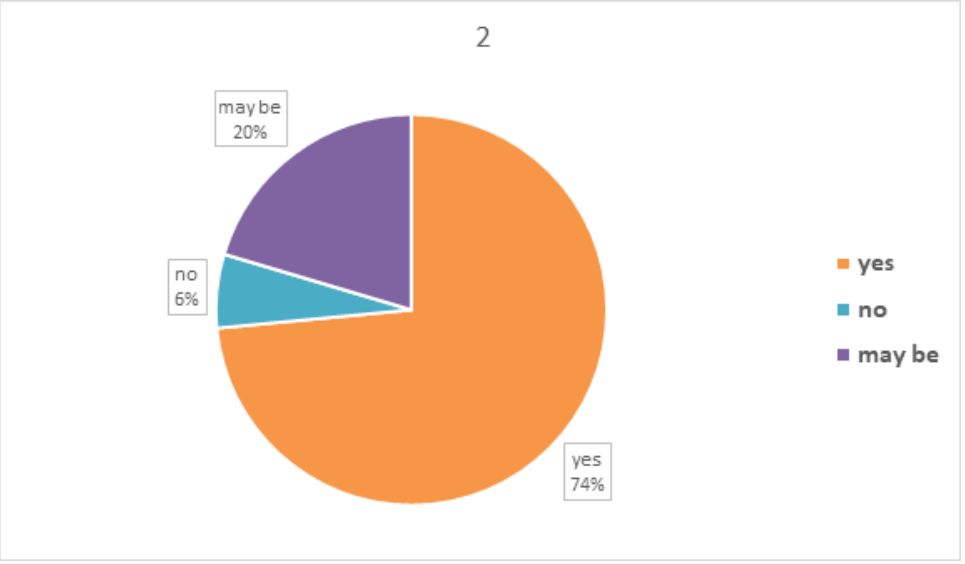
15) What are the features that you look for while buying a new phone?





Interpretation: Most of the users prefer APPLE and one plus phones to buy in future

17) Are users satisfied with their current smart phone?



Interpretation: Users are satisfied with their current smart phone except for some people.

CONCLUSION

After studying the data, we get to the conclusion that there are many smart phone brands in India but Samsung enjoys most of the share in the selling of smart phone then Xiaomi/ MI/ POCO, then VIVO/OPPO. User is more likely to buy phone ranging Rs. 10,000 to Rs. 20,000.

More than 50% of users' smart phones contain Snapdragon Chipset and most of the smart phones have 4GB of RAM and 64GB of storage. The customer smart phone contains a camera of 16MP or 64MP and a battery of 4000mAh or above.

Users use their single smart phone for more than 3 years. Users prefer black colour, then blue and then white. While looking for a new smart phone users look for a good camera first then performance, then battery and last budget/price. For future purchases, the first preference of the user is APPLE, then One Plus.

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