

Major Research Project Report

On

A Study On Does A Brand Affect Consumer Purchase Decision In Smartphone Industry?

Submitted By:

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CERTIFICATE OF COMPLETION

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Akshay Kumar Gupta, Roll number 2K18/MBA/741 student of M.B.A (General) (2018- 2020) DTU, East Delhi campus, Successfully completed the project on – “ **A Study On Does A Brand Affect Consumer Purchase Decision In Smartphone Industry?** “. His work is up to my satisfaction and worth appreciation. He carried his project under the supervision of Mr. Anurag Chaturvedi (Assistant Professor) USME, DTU East Delhi Campus. This report is free from plagiarism and has not been submitted anywhere else for any other purpose.

Place: Delhi

(Name & Signature of the Guide)

Date :

Asst. Prof. Anurag Chaturvedi

DECLARATION

I, hereby declare that the project report entitled "**A Study On Does a Brand Affect Consumer Purchase Decision In Smartphone Industry?**" written and submitted by me to University school of management and entrepreneurship, DTU, East Delhi Campus is my original work.

My finding in this project is based on the data collected by myself. While preparing this report I have not copied anything from any other project report. I also declare that this report has not been submitted to any other University or institution for the award of any Degree or Diploma or Fellowship.

Akshay Kumar Gupta
2K18/MBA/741

ACKNOWLEDGEMENTS

I take the opportunity to express my profound and deep regards to my guide Assistant Professor Anurag Chaturvedi for his exemplary guidance, constant encouragement and monitoring throughout the course of projects.

I also take this opportunity to express a deep sense of gratitude to all my professors, teachers and our library staff, for their cordial support, motivation and valuable information which helped us in completing this project through various stages.

Last, I would like to thank the all respondents for helping me in getting the survey done and providing their original answers without which the project would not be possible.

Akshay Kumar Gupta

EXECUTIVE SUMMARY

The behavior of consumers toward smartphone is increasingly as a focus of marketing research. In particular, consumer's behavior in smartphone industry, from adoption motivation to post-usage behavior it has become a major focus of research in the field of marketing, especially within consumer behavior. The results of the research confirm that regulatory focus has an influence on consumer behavior towards smartphone purchase decision by affecting their perception, motivation and lifestyle. As, India is one of the fastest growing economies in the world, the smartphone industry in India is growing very fast and for consumer's in market smartphone has become essential parts of personal and business life. There is a continuous increase in disposable income; there has been a major shift in the attitude and aspirations of the consumers. This research is to analyze the external and internal factors which are influencing in a consumer in purchasing a smartphone. The research also focuses on consumer attitude for smartphone and influence of brand on consumers in buying decisions. The recent growth of smartphone usage is an observable fact that crosses all age and gender boundaries.

Today, there are more than 27 million Smartphone users in urban India, which constitutes 9 percent of all mobile users in urban India. The major objective of this research is to identify the key factors which have a dominating effect on the consumers' minds while making a purchase of Smartphone. The collected data were analyzed and interpreted. The findings of this study are limited by the number of respondents, area and location, and the absence of other methods to obtain the results other than secondary research and questionnaire. This study is important to understand the Does a Brand Affect Consumer Purchase Decision in Smartphone Industry?

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INTRODUCTION TO THE TOPIC

Smartphone has been the most popular innovation introduced to the people in 21st century. As of 2017, reach of smartphones have been estimated around 300Million users and it is expected to reach 650Million by 2020. Smartphones saw a rapid technology change in the past 10 years, from 256MB RAM phones to 6GB RAM, from VGA camera to 42MP Camera, faster processors, face recognition, and the list goes on. And it will continue to change with advancement in technology. With rapid development in smartphones, people Earlier people would use the same smartphone for years before buying a new one but nowadays many people tend to switch from one smartphone to another very frequently.

Brand Equity

According to Anker (1991), brand equity is “a set of brand assets and liabilities linked to a brand name and symbol, which add to or subtract from the value furnished by way of a product or service”. Keller (1993) believes that “Brand Equity is the added fee endowed to products and services”. This value may be mirrored in how consumers think, sense and act with regards to the brand and also the prices, market share and profitability that the brand commands for the company (Keller, 1993). He explains, positive customer- based brand equity “can lead to higher revenue, lower cost, and so greater profit; it has direct implications for the firm’s capability to command greater prices, a customer’s willingness to find new distribution channels, the effectiveness of marketing communications, and the success of brand extensions and licensing opportunities.” Finally, in accordance to Pride & Ferrell (2003) Brand equity can be described as “the marketing and financial values linked with a brand’s strength in the market, inclusive of actual proprietary brand assets”.

Another element of the definition of brand equity that Anker (1991) presented is the argument that brand equity additionally gives value to customers. It enhances the customer’s capability to interpret and process information, improves self-assurance in the purchase choice and impacts the quality of the user experience. He grouped the brand equity into five categories: **perceived quality, brand loyalty, brand awareness, brand association, and other proprietary brand assets** such as trademarks, patents

And channel relationships. Among these five brand equity dimensions, the first four represent **customers' evaluations** and reactions to the brand that can be easily understood by consumers.

Brand awareness impacts perceptions and taste: *"people like the familiar and are prepared to ascribe all sorts of good attitudes to items that are familiar to them"*. Perceived quality influences brand associations and influences brand profitability. Brand associations are anything that links the consumer to the brand, which include user imagery, product attributes, organizational associations, brand personality, and symbols. Finally, Brand loyalty is at the coronary heart of brand's value. In summary, strong brand equity means that customers have excessive brand-name awareness, maintain a favorable brand image, think that the brand is of high quality, and are loyal to the brand (Tong & Hawley, 2009).

Brand Awareness

Based on Anker (1991) brand awareness is the ability of the targeted customers to understand that a brand is a member of a certain product category. He also believes that brand awareness plays a vital function in decision making of a consumer; if the buyer had already heard the brand name, the buyer would feel greater comfort at the time of making a decision. Customers do no longer choose to purchase an unknown brand. Therefore, companies' strong brand name is an essential factor for customers to pick out their brand over the unknown brand. Likewise, brand awareness acts as a crucial factor in the buyer purchase intention, and certain brands will get stored in consumers' mind to have an effect on purchaser buying decision. A product with an excessive degree of brand awareness will acquire higher consumer preferences. Because people commonly tend to buy brands that they are familiar with and on which they have confidence. To be in a position to get the loyalty and attention of the consumer, brand awareness is a must, for which unknown brand has to face the hard opposition from the brands already having a place in the market (Hoyer & Brown, 1990). There are two key factors for brand awareness dimension, which are the brand name and the logo.

A brand name presents an image that can aid consumers to perceive service providers and to predict service results.

Therefore, the brand name is the most vital aspect of brand .According to Anker (1991), brand name is the critical indicator of the brand. Moreover, it is the groundwork for increasing awareness of the brand and communication efforts. Often even more necessary is the truth that it can generate association which serves to describe the brand (Anker, 1991). Keller (2008) believes that brand name is the very substantial choice because occasionally it captures the central theme or key affiliation of a product in a very condensed and real looking fashion. Brand names can be extremely profitable skill of communication. Some companies assign their product with a brand name that in practicality has nothing to do with the emotional front but is catchy and a name that people can easily memorize.

On the different hand, Anker define logo as “Symbols with all that represent a brand, tagline, character, visual metaphor, color, gesture, musical note, package, or program”.

Logos assist companies to improve the brand equity through raised brand identification and brand loyalty. Therefore, they are very essential assets, which companies spend a lot of time and money to promote them.

Perceived Quality

The customer’s perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives. This issue from being a competitive obligation has been evolved to a powerful strategic tool. In addition, perceived quality provides value to customers by providing them a reason to buy by differentiating the brand from competing brands (Bolton & James, 1991). Perceived quality of a brand influences the decision- making process of a consumer. It also directly influences the brand loyalty of the consumers. This influence is very important when customers are in a buying stage, which makes them unable to make an analysis of the quality. Perceived quality can be used as a helping tool when the company intends to utilize a pricing strategy with a premium price and further extend a brand in several markets (Anker, 1991). Therefore, any company that aims to achieve a greater share of the market has to consider to the perceived quality closely, since Anker (1996) argues a previous bad image of a product will influence consumer’s judgment on product quality in the future. Moreover, even when product quality has been changed, consumers will not trust to that product because of their previous unpleasant experience. Therefore, perceived quality will be

affected by factors such as previous experience, education level, and perceived risk and situational variables such as purchase purpose, purchase situation, time pressure, and social background from consumers (Jacoby & Olson, 1985). Likewise, the term perceived quality refers to knowledge of customers about what they see and feel when they look and touch a product of a company. As discussed because of perceived quality usually customers prefer to buy products from a well-known and familiar brand, rather than opting for the unknown and new brand. As a result, customers generally go for well-known branded products which have more quality and always there is a risk for new brands. Hence, we can argue that perceived quality can change consumer behavior so that customers even are willing to spend more money to purchase high-quality products.

Brand Association

Anker (1991) defined brand association as thoughts and ideas that held by individuals in their memory related to a specific service or a product. There are values of a brand that are not as visible as other brands. These values can be based on the association of the brand with certain factors or personalities that provide confidence and credibility among the customers. This Association can be made via famous people, who endorse the brand. For example, cars can be associated with the lifestyle or fame of the celebrities and their association with the particular brand. A company tries to associate certain attribute to their brand, which makes it harder for the new brands to enter the market.

Some brands can be associated with other attributes, like good service; competitors trying to compete with this attribute, it can be extremely difficult because of the established trust and faith of the customer in the market (Anker, 1991). Anker (1991) believes that brand association and brand equity are strongly interrelated to each other because brand association enhances the memorability of a particular brand. According to Keller (2008), the brand association can be created via the association with attitudes, attributes and benefits respectively. According to symbolic attributes that are commonly linked to a brand are: (1) Social Image argues that social image can be viewed as the consumer's perception of the esteem in which the consumer's social group holds the brand. It includes the attributions a consumer makes and a consumer thinks that others make to the typical user of the brand. (2) Perceived value: Consumer choice of a brand depends on a perceived balance between the price of a product and all its utilities. A consumer might be willing to pay premium prices due to the higher brand equity. (3) Trustworthiness refers to the level of confidence consumer places in the organization. As a

customer buys a good or service before experiencing it, fostering of trust is a key to building a customer relationship (4). Country- of- origin: It refers to the country of origin of a firm or a product (Johansson et al, 1985). Country of origin leads to associations in the minds of consumers (Anker, 1991; Keller, 1993). The country image can influence perceived quality and brand loyalty. Accordingly, Ross et al. (2006) argue brand association, Which is the strength of a brand's presence in the mind of the customers, contributes to enhancing the image, brand awareness, and brand loyalty.

Brand Loyalty

Brand loyalty is defined as the consistency of a customer who continues to purchase the same brand of a particular product every time. These are the customers who do not usually change their mind to switch to buy another brand even if it is available at a lower price. In addition, brand loyalty is the measure of attachment that a customer has with a brand. Brand loyalty of the customer base is often the core of brand equity. If customers are indifferent to the brand and buy a product with respect to features, price and is likely to buy another brand, then the brand has a little equity. If on the other hand, they continue to purchase the brand even in the face of competitors with superior features, price, and convenience, substantial value exists in the brand. Oliver in year 1999 said that "brand loyalty represents a repurchase commitment in the future purchase that promise consumers will not change their brand loyalty in different situations and still buy their favorable brands."

There are many factors related to brand awareness, brand quality, and brand association that can affect loyalty of customers such as brand name, logo, quality, good service, well warranty, innovation, price, design etc. However, it depends on the companies to choose the best strategies for attracting and retaining customers to become loyal to the company. For example, Apple's company uses a different operating system when compared to other competitors for its products such as IOS for its smartphones and tablets, and MAC for its computers and laptops. As a result, this innovation has made many customers loyal to Apple.

Problem Definition

- The point of this examination is to comprehend brand esteem impact behind cell phone buy choices of the buyers.
- The generally significant and powerful system to impact the customer conduct in the cell phone determination is underlining on the "brand name" of the cell phones.

Research Problem - Does brand affects the purchase decision of consumers in smartphone industry?

Sampling Design

- Our Target population is the people who use smartphone in a geographical region of Delhi.
- Primary data was collected from a questionnaire.
- A sample of 121 respondents who use smartphone was selected.
- We used non-probabilistic convenience sampling technique.

Data Collection

Primary data

- Google form (Questionnaire)

Secondary data

- Research papers
- Journals
- Reviews from Flipkart, Amazon

Synopsis

The aim of this research is to understand different factors behind smartphone purchase decisions of the consumers. Nowadays all companies make use of various strategies in order to attract new customers, retain existing customers, and differentiate their products from their competitors. Perhaps, the most important and effective strategy to influence the consumer behavior in the product selection is emphasizing on the “brand name” of the products. Our aim is to investigate how smartphone brands can influence consumer’s buying decisions.

Rationale

- By doing this research we can find out how solely the brand value can affect the buying behavior of the customer
- The outcome of the research might help the companies to plan how to brand their products and how important it is to do the branding of the research

Objective:

- The main objective is to study the influence and effect of brand on consumer’s buying decision of a smartphone in Delhi NCR region.
- To investigate customer view on brand with smartphones
- To evaluate relationship between branding and consumer buying behavior in smartphone industry

Sub-Objectives:

- To investigate customer view on brand with smartphones
- To evaluate relationship between branding and consumer buying behavior in smartphone industry

Literature Review

Nowadays companies make use of various techniques in order to entice new customers, preserve current customers and differentiate their products from their competitors. Perhaps, the most necessary and fine strategy to influence consumer behavior in the product selection is the use of the brand for the products. Brands are valuable to the consumers for two reasons: first, brands minimize the risks for the consumers. Second, it leads to saving the cost in decision-making. Furthermore, Keller and Lehmann (2006) argue that for customers, brand can simplify choice, promise a precise exceptional level, and/or engender trust. They also accept as true with that brands serve as reminders of a customer's average previous experience with a product.

Anker (1991) believes brands are important due to the fact companies are identified through their brand. Customers have many brand options however they have much less time to make a choice.

The brand specialty helps the customers in decision making to buy a right product with much less risk and according to set expectations. According to Ambler (2000) brand is viewed to be the second most essential asset of a company – only after customers, however, in accordance to Anker (1991), it is the most vital asset for a company.

Therefore, we deal with two massive principles – customer behavior and Brand. The Consumer behavior study entails how an individual or groups select, purchase, use or dispose of products, services ideas, or experience to satisfy their need and needs (Solomon et al, 2008). On the different hand *"A brand is a name, term, sign, symbol or design or combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from these of competitors"*. Sometimes human beings make a mistake between brand and product, but they are two different things. *"A product is something that is made in a factory; a brand is something that is offered by a customer. A product can be copied by a competitor, a brand is unique. A product can be quickly outdated, a successful brand is timeless"*.

Marketing literature defines the relationship between customers and brand as "brand equity" (Wood, 2000). Our purpose in this study is to show the effect on of smartphone brands on customer purchasing behavior through this relationship.

The increasing interest in smartphones among the people is the main reason that has amplified the interest to research the topic. People's obsession about smartphones has been increasing rapidly. The aim of this research is, therefore, to find out consumer behavior of smartphone buyers in Indian Market. The research aims to find out the reasons behind people purchasing smartphones, the factors influencing the purchase decision and the motivations behind the purchase decision.

Different consumers have different characteristics in their life that also influences their buying behavior. Social factors such as family, groups, roles and status) and personal factors (such as age, occupation, lifestyle, personality and self-concept) are those characteristics that could influence the buyer behavior in making the final decision.

Research Methodology

Research Questions:

- What the customers see before buying a smartphone?
- Are the customers willing to pay more for the same specifications and features for a *superior brand*?
- Does brand awareness affect consumer buying behaviour?
- Does perceived quality affect consumer purchase decision?
- Does brand association have any impact on purchasing behaviour of consumer?
- Does brand loyalty play a vital role in influencing consumer buying behaviour?
- What are the effects of internal influence like perception, self-confidence on consumers for purchasing smartphone?
- What are the effects of external influence like cultural, social status on consumers for purchasing smartphone?

Region of Research: Delhi NCR

Type of Research: Descriptive

Research Methodology:

- We will adopt a ***quantitative approach***.
- The primary data will be collected through ***google forms*** by using a structured questionnaire.
- Secondary data will be gathered from research papers, journals
- E-commerce sites like ***flipkart, amazon*** will be used to study consumer decision behaviour through consumer reviews.

This research will help us study and identify different factors which result in the consumer's decision of selecting one smartphone over the other.

Research Design

- Quantitative Approach is followed
- A structured questionnaire is used for conducting survey

- Online data collection form was used to administer the questionnaire by Google forms utility.
- The data collection was done in april, 2020
- The research would identify various factors which result in consumer's decision behaviour.

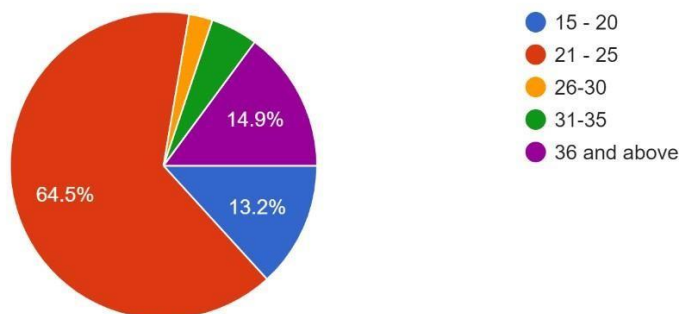
Methodology

We have arranged a survey to define the outcomes. An online information assortment structure is set up by Google forms utility, to help gather the overview. The poll has 23 inquiries to find out about components identified with brand mindfulness, brand quality, and brand affiliation that can influence faithfulness of clients, for example, brand name, logo, quality, great assistance, well guarantee, development, value, structure and so forth and to know whether a brand influence buyer buy choice in Smartphone Industry.

Results

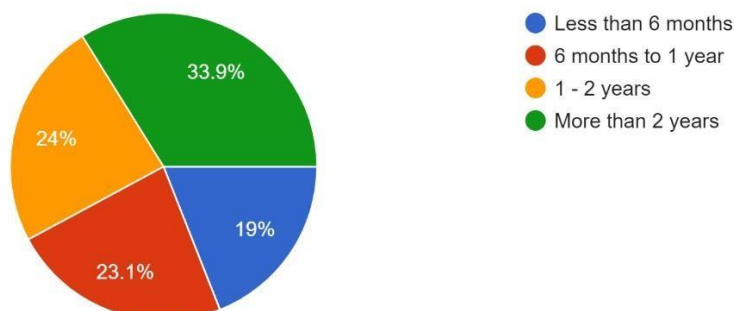
Age

121 responses



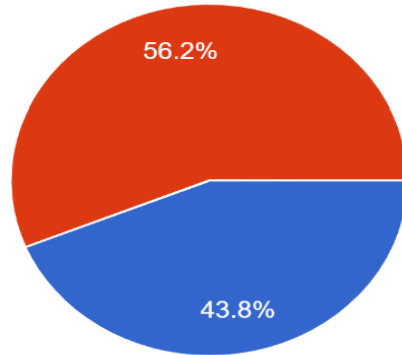
For how long have you been using this phone?

121 responses



Gender

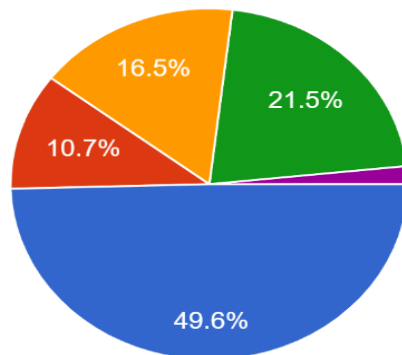
121 responses



- Female
- Male
- Others

Monthly Income

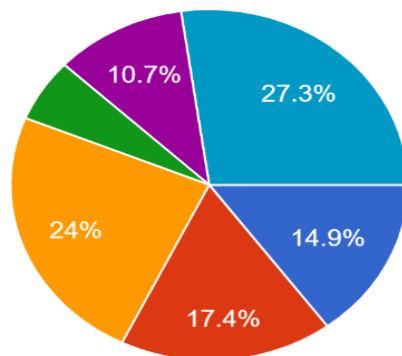
121 responses



- Less than 10000
- 10001 - 25000
- 25001 - 50000
- Above 50000
- 0 - 10000

Select the mobile brand you currently use.

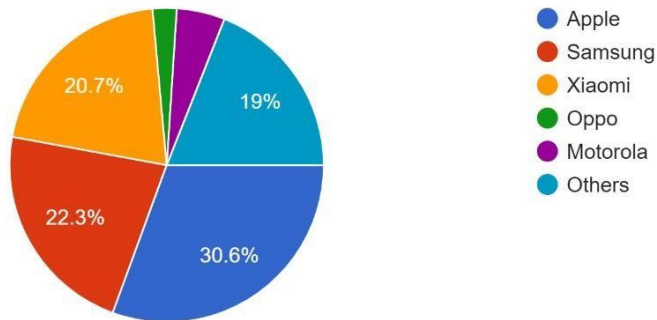
121 responses



- Apple
- Samsung
- Xiaomi
- Oppo
- Motorola
- Others

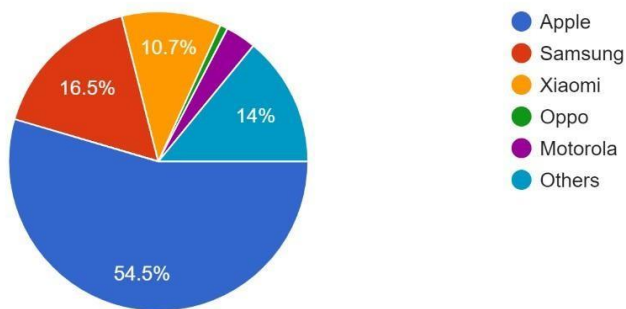
Which Smartphone brand comes to your mind first while purchasing a new phone?

121 responses



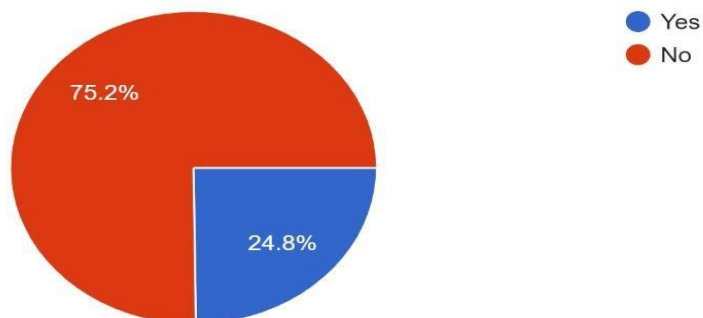
When it comes to Quality, which smartphone brand have better attributes?

121 responses



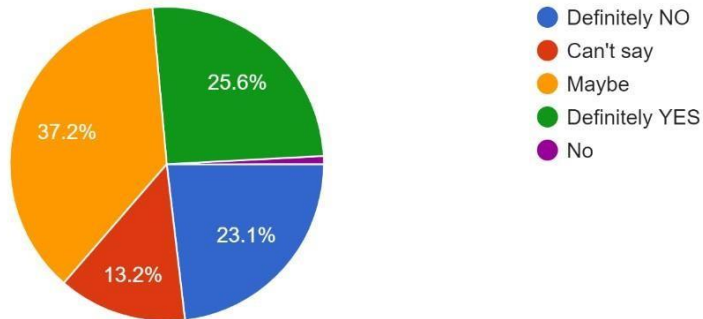
Will you buy a smartphone of a brand which is lesser-known?

121 responses



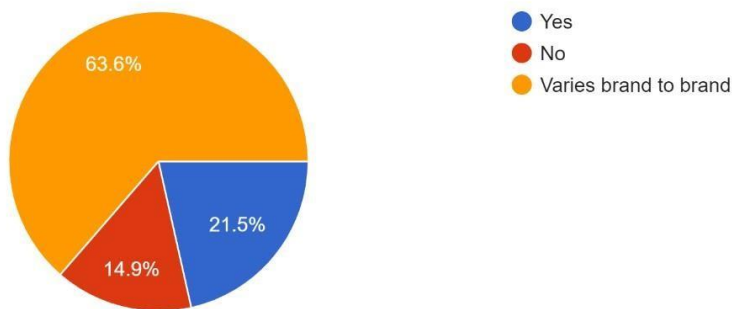
Do you think the brand of your smartphone is an indicator of social class?

121 responses



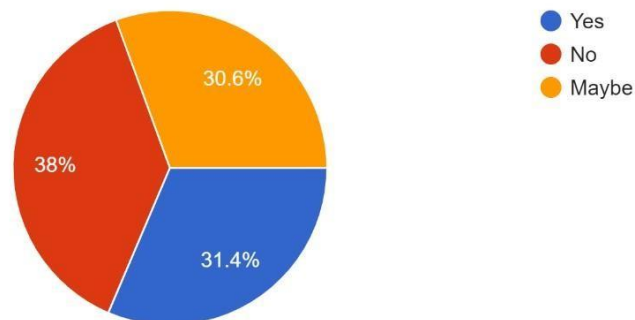
Do you think well-known brand provides better features than others?

121 responses



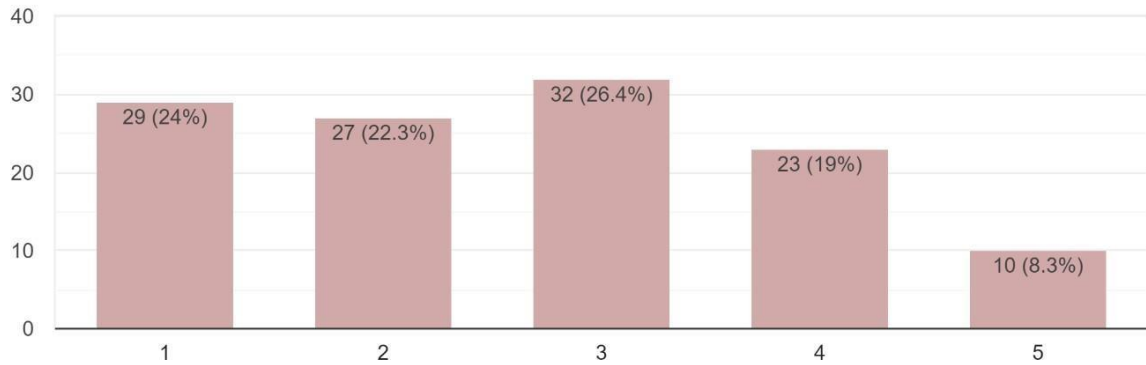
Will you prefer a well-known brand with higher price to lesser known brand with lower price with same specifications?

121 responses



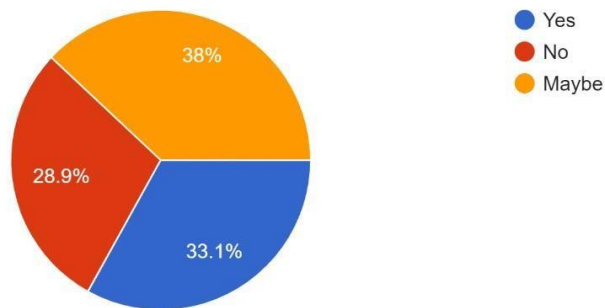
Will you prefer Brand over quality of the smartphone?

121 responses



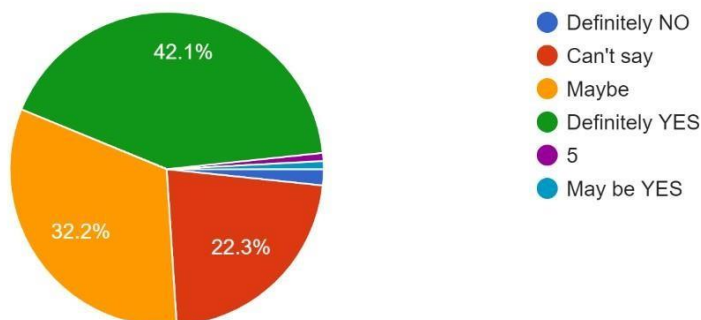
Are you willing to buy a lesser known brand with better specification over a well known brand?

121 responses



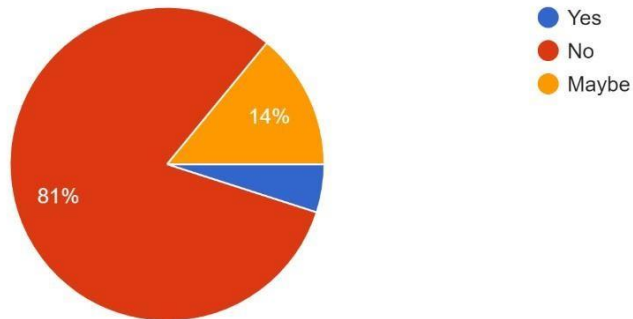
Do you think well known brands are more trustworthy?

121 responses



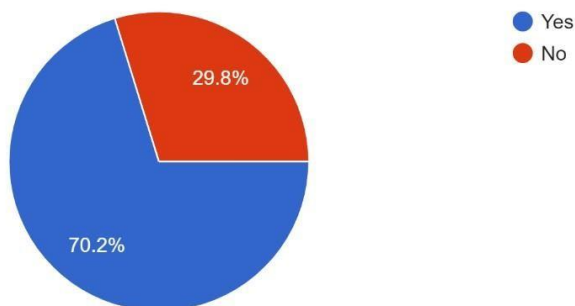
Will you prefer to buy a smartphone of a brand which is endorsed by your favourite celebrity?

121 responses



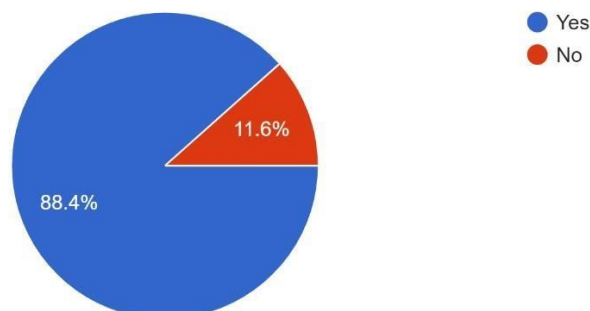
Will you prefer the same brand you used earlier while purchasing a new smartphone?

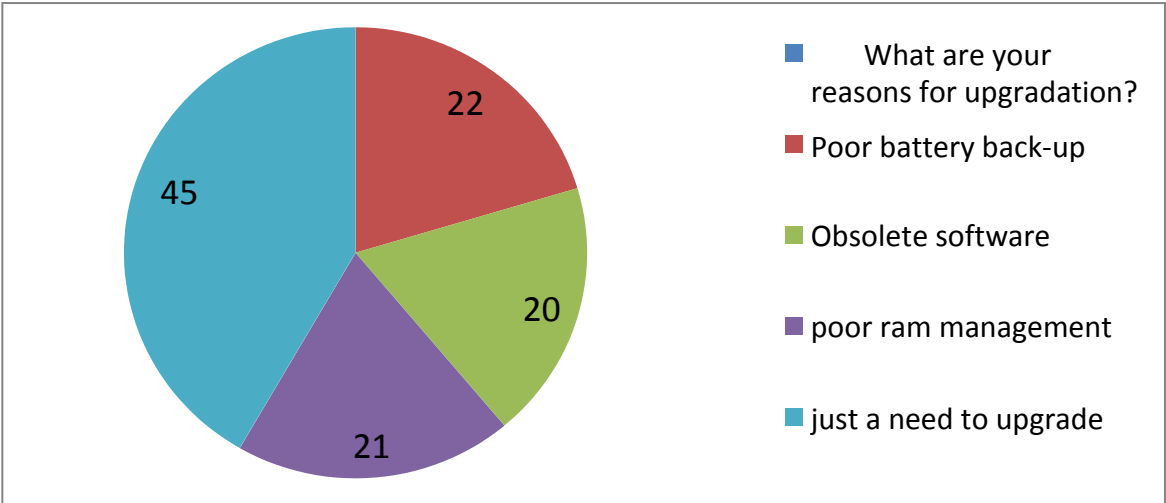
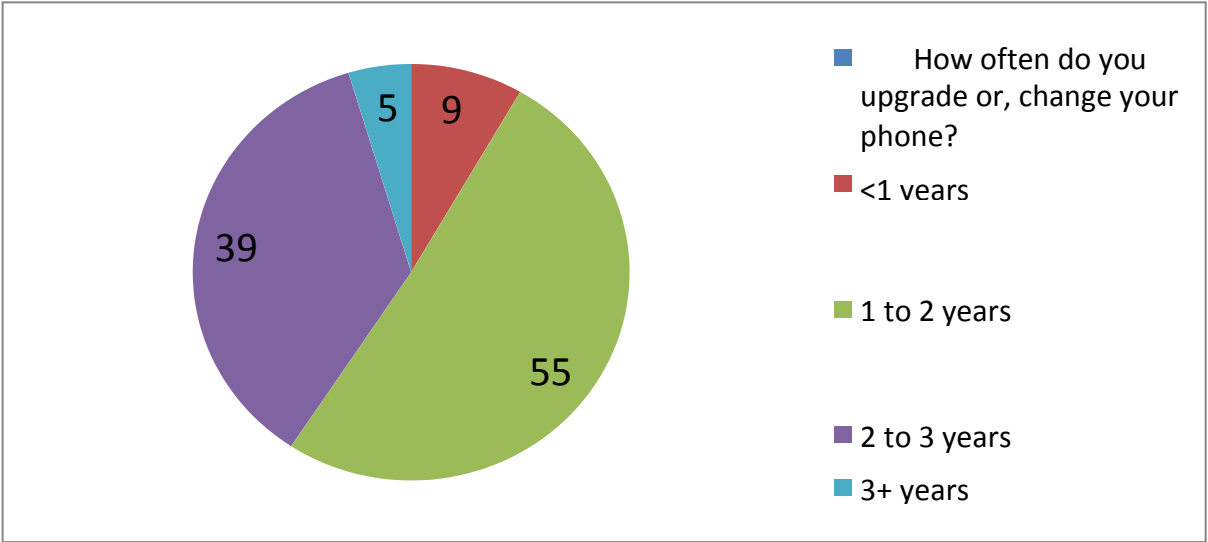
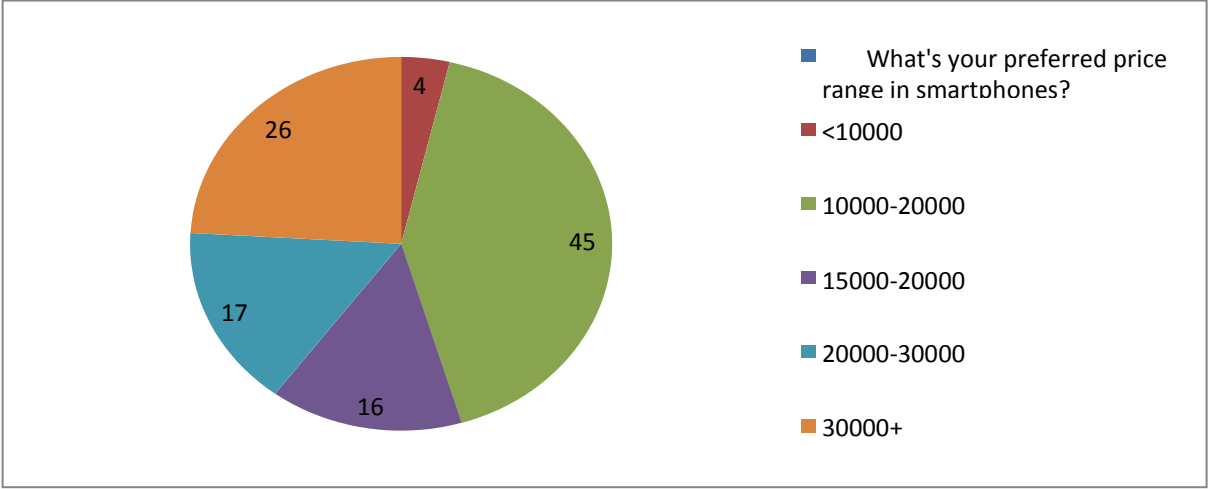
121 responses

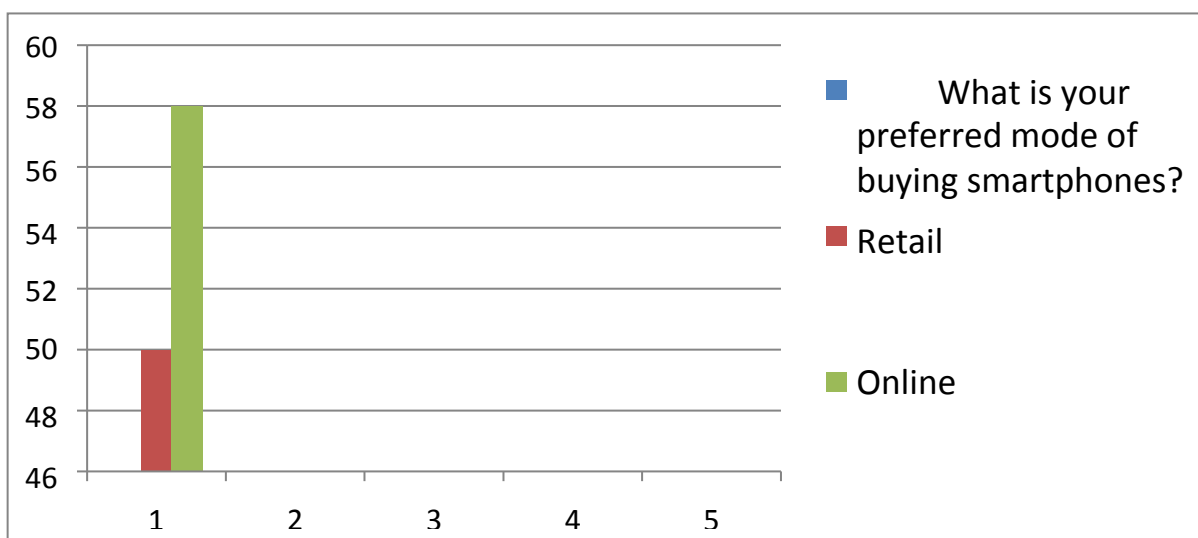
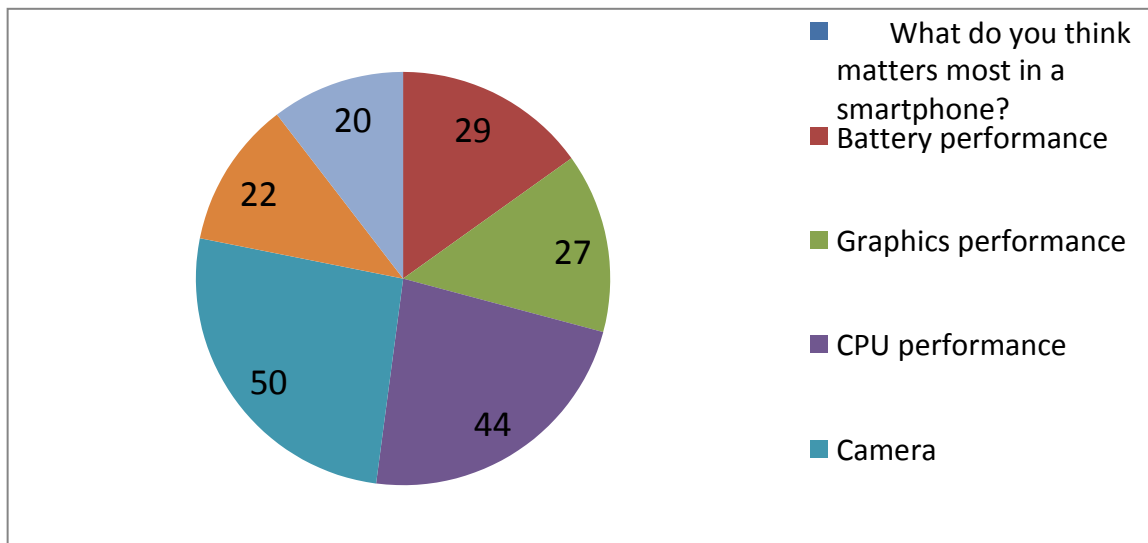


Will you recommend other people to buy your preferred brand of smartphone?

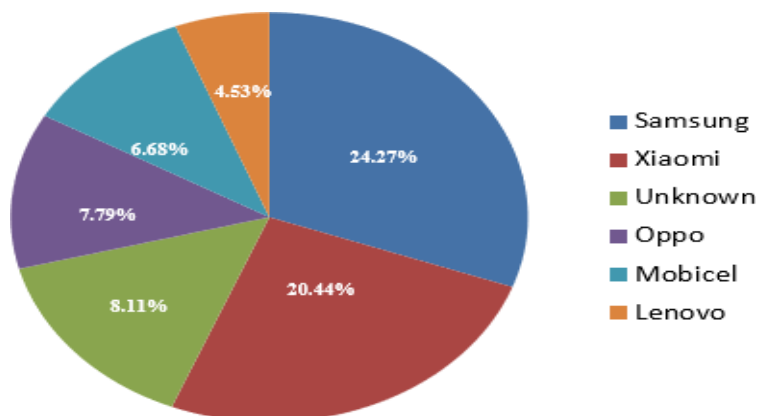
121 responses







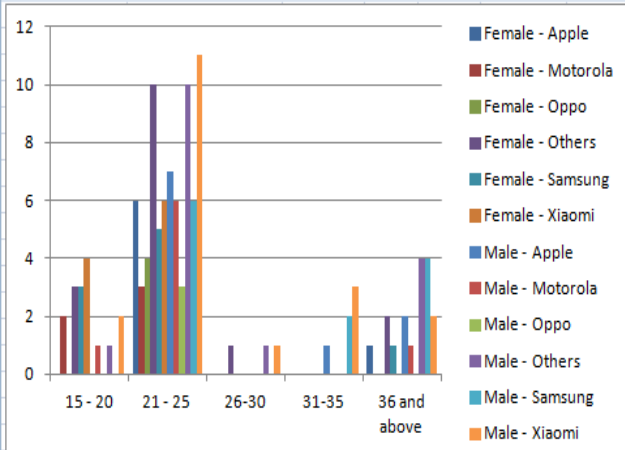
Market Share of Mobile phones in India



Analysis

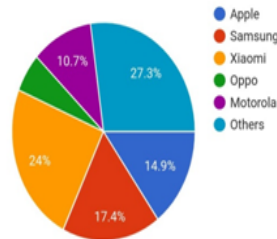
comparing relation between gender-age group and brand preference

Count of Age	Column Labels						Female Total	Male						Male Total
Row Labels	Apple	Motorola	Oppo	Others	Samsung	Xiaomi		Apple	Motorola	Oppo	Others	Samsung	Xiaomi	
15 - 20		2		3	3	4	12		1		1		2	4
21 - 25	6	3	4	10	5	6	34	7	6	3	10	6	11	43
26-30				1			1				1		1	2
31-35								1				2	3	6
36 and above	1			2	1		4	2	1		4	4	2	13
Grand Total	7	5	4	16	9	10	51	10	8	3	16	12	19	68



Select the mobile brand you currently use.

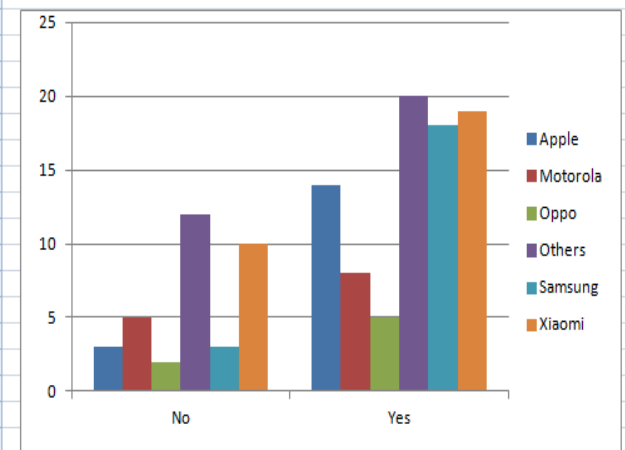
121 responses



Brand Loyalty

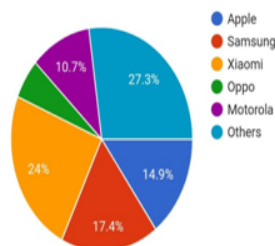
change in preference of the currently using phone

Count of Will you prefer the same brand you used earlier while purchasing a new smartphone?	Column Labels						
Row Labels	Apple	Motorola	Oppo	Others	Samsung	Xiaomi	
No		3	5	2	12	3	10
Yes	14	8	5	20	18	19	
Grand Total	17	13	7	32	21	29	



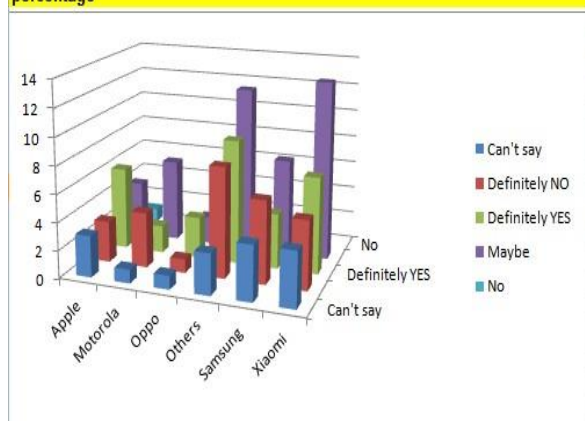
Select the mobile brand you currently use.

121 responses

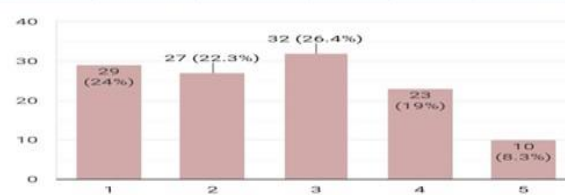


Social Class-Quality comparison

Count of Do you think the brand of your smartphone is an indicator of social class	Column Labels	Definitely NO	Definitely YES	Maybe	No	Grand Total
Row Labels	Can't say					
Apple		3	3	6	4	17
Motorola		1	4	2	6	13
Oppo		1	1	3	2	7
Others		3	8	9	12	32
Samsung		4	6	4	7	21
Xiaomi		4	5	7	13	29
Grand Total		16	27	31	44	119
percentage		13.45	22.69	26.05	36.97	0.84



Sum of Will you prefer Brand over quality of the smartphone?	Column Labels	1	2	3	4	5	Grand Total
Row Labels	Can't say	4	4	18	12	5	43
Definitely NO		11	14	21	8		54
Definitely YES		7	12	27	28	10	84
Maybe		6	24	30	44	25	129
No						5	5
Grand Total		28	54	96	92	45	315



Chi-Square Test

Frequencies

Will you prefer Brand over quality of the smartphone?				
	Observed N	Expected N	Residual	
1	28	24.2	3.8	
2	27	24.2	2.8	
3	33	24.2	8.8	
4	23	24.2	-1.2	
5	10	24.2	-14.2	
Total	121			

Test Statistics

Will you prefer
Brand over
quality of the
smartphone?

Chi-Square	12.512 ^a
df	4
Asymp. Sig.	.014

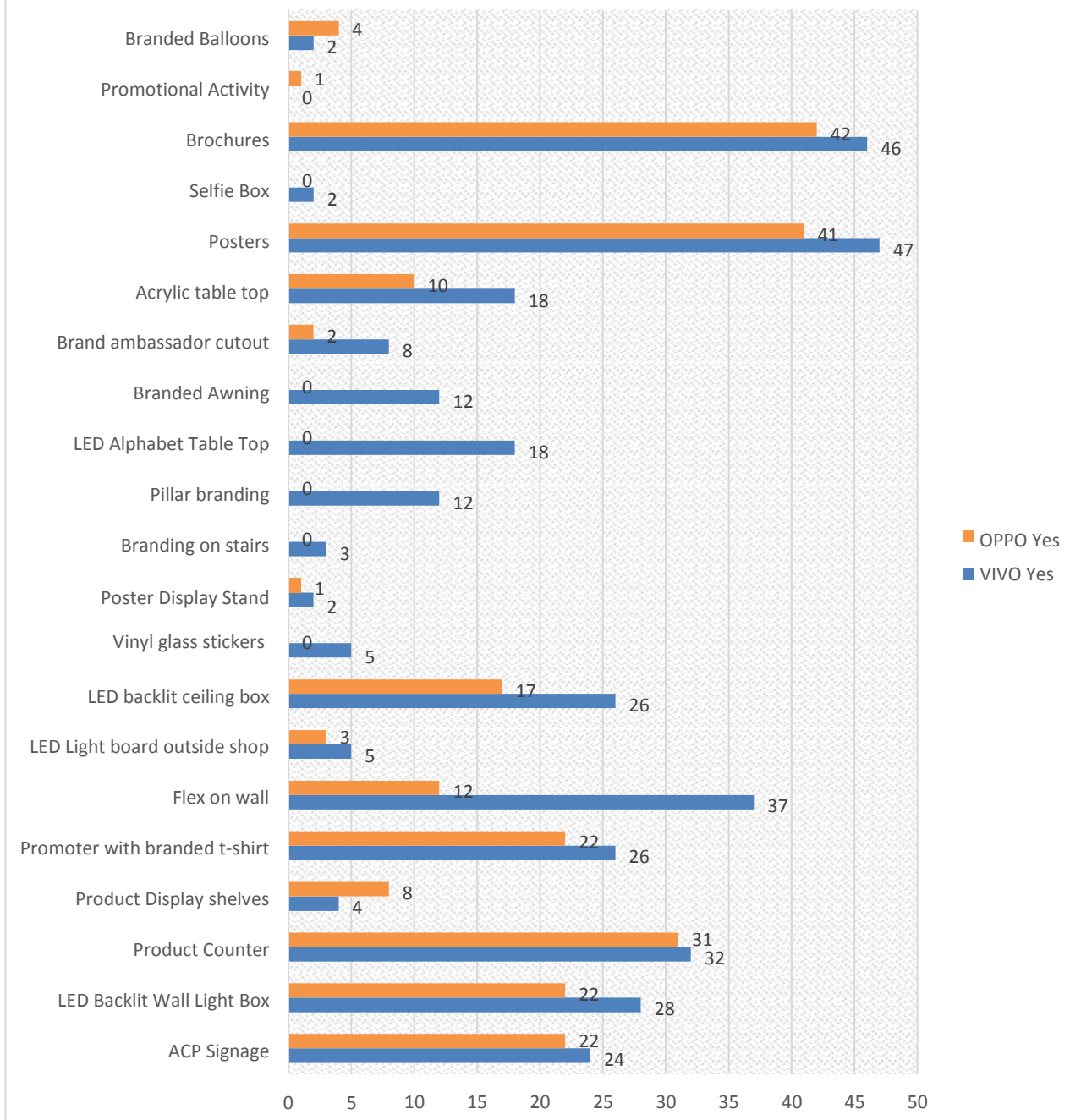
a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 24.2.

Branding Tool Used By VIVO And OPPO

Table representing the frequency of each branding tool used by VIVO and OPPO from the data collected from 50 shops.

S. No.	Branding Tools	VIVO		OPPO	
		YES	NO	YES	NO
1.	ACP Signage	24	26	22	28
2.	LED Backlit Wall Light Box	28	22	22	28
3.	Product Counter	32	18	31	19
4.	Product Display shelves	4	46	8	42
5.	Promoter with branded t-shirt	26	24	22	28
6.	Flex on wall	37	13	12	38
7.	LED Light board outside shop	5	45	3	47
8.	LED backlit ceiling box	26	24	17	33
9.	Vinyl glass stickers	5	45	0	50
10.	Poster Display Stand	2	48	1	49
11.	Branding on stairs	3	47	0	50
12.	Pillar branding	12	38	0	50
13.	LED Alphabet Table Top	18	32	0	50
14.	Branded Awning	12	38	0	50
15.	Brand ambassador cutout	8	42	2	48
16.	Acrylic table top	18	32	10	40
17.	Posters	47	3	41	9
18.	Selfie Box	2	48	0	50
19.	Brochures	46	4	42	8
20.	Promotional Activity	0	50	1	49
21.	Branded Balloons	2	48	4	46

VIVO Branding VS OPPO Branding



As we know VIVO and OPPO are very close competitors, both of them follow each other in branding strategies (Guerrilla Marketing), from above table and graph also we can observe that VIVO is ahead of OPPO in terms of brand positioning in the market. VIVO has come up with new and innovative branding strategies such as Selfie Box, LED Alphabet Table Top, Branded Awning and much more which is not done by OPPO.

Conclusion

- People prefer brand over quality while purchasing a smartphone.
- Research strongly supports for Brand Awareness & Brand Loyalty.
- Brand Association & Perceived Quality did not have direct influence on brand equity when making a purchase decision for a smartphone.
- Brand overcomes cost at time of purchase decision.
- In consumer markets branding is crucial for products and service sold. Branding strategy brings a company's competitive positioning to life, which infrints the brand's name in the mind of their prospective customers.
- Good quality product, better sale service and competitive price are the factor that build smartphone manufacturing company brand image.

Scope for Future Research

- Conduct study over a period of time to discover trends in attitudes and behaviours
- Different variables for testing can be used to test the relationship between brand equity and purchase behaviour of consumers
- Use of visualisation tools to create visual maps
- Study to include respondents from different age groups
- Study to include respondents from other parts of the country

Limitations

- Research conducted on limited number of respondents within limited time
- Sample represent population of few states in the country
- The research study focused mainly on age category of 15-25 years.
- Limited number of variables taken into consideration
- Most of the respondents were students

Questionnaire

- 1) Name
- 2) Age
- 3) Gender
 - a) Male
 - b) Female
 - c) Others
- 4) Monthly Income
 - a) > 10k
 - b) 10,001-25k
 - c) 25,001-50k
 - d) Above 50k
- 5) Currently using mobile phone's brand?
 - a) Apple
 - b) Samsung
 - c) Xiaomi
 - d) Oppo
 - e) Motorola
 - f) Others
- 6) For how long have you been using this phone?
 - a) Less than 6 months
 - b) 6 months to 1 year
 - c) 1-2 years
 - d) more than 2 years
- 7) Which Smart phone brand came to your mind first while purchasing a new phone?
 - a) Apple
 - b) Samsung
 - c) Xiaomi
 - d) Oppo
 - e) Motorola
 - f) Others
- 8) When it comes to Quality, which smart phone brand have better attributes?
 - a) Apple
 - b) Samsung
 - c) Xiaomi
 - d) Oppo
 - e) Motorola
 - f) Others
- 9) Will you buy a smart phone from a brand which is lesser-known?
 - a) Yes
 - b) No
- 10) Do you think the name of your smart phone brand is an indicator of social class?
 - a) Definitely No
 - b) Can't Say
 - c) Maybe
 - d) Definitely Yes
- 11) Do you think well-known brand provides better features than others?
 - a) Yes
 - b) No
 - c) Varies brand to brand
- 12) Will you prefer a well-known brand with higher price to lesser known brand with lower price with same specifications?
 - a) Yes
 - b) No
 - c) Maybe
- 13) Will you prefer Brand over quality of the smart phone?
 - a) Strongly Agree 1
 - b) agree 2
 - c) neutral 3
 - d) disagree 4
 - e) Strongly Disagree 5
- 14) Are you willing to buy a lesser known brand with better specification over a well-known brand?
 - a) Yes
 - b) No
 - c) Maybe

- 15) Do you think well-known brands are more trustworthy?
a) Definitely No b) Can't Say c) Maybe d) Definitely Yes
- 16) Will you prefer to buy smart phones endorsed by your favourite celebrities?
a) Yes b) No
- 17) Will you buy the same brand you used earlier while purchasing a new smartphone?
a) Yes b) No
- 18) Will you recommend other people to buy your preferred brand of smart phone?
a) Yes b) No
- 19) What your preferred price range in Smartphone ?
a) <10000 b) 10000-20000 c) 150000-20000 d) 20000-30000 e) 30000+
- 20) How often do you upgrade or change your phone ?
a) <1year b) 1 to 2 years c) 2 to 3 years d) 3+ years
- 21) What are the reason for up gradation?
a) Poor Battery back – up b) obsolete software c) Poor ram management
d) just a need to upgrade
- 22) What do you think matters most In a smartphone ?
a) Battery Performance b) Graphics Performance c) CPU Performance d) Camera
- 23) What is your preferred mode of buying smartphone ?
a) Retail b) online

Google Form

<https://docs.google.com/forms/d/1YSkijzvYn53coz6j31PW0H0XojNMPGTnQQpctqmTMA/edit>

BIBLIOGRAPHY/ REFERENCES

Research Paper	Geographical Area	Respondents	Factors Considered
<u>Customer Buying behaviour of smart phone</u>	Hawassa, Ethiopia	246	<ol style="list-style-type: none"> 1. Price 2. Features 3. Brand Name 4. After sales Services
<u>Impact of brand on consumer buying behaviour in smartphone industry</u>	Istanbul, Turkey	171	<ol style="list-style-type: none"> 1. Brand Awareness 2. Perceived Quality 3. Brand Affiliation 4. Brand faithfulness
<u>1A study on mobile phone buying behaviour</u>	Pune, India	100	<ol style="list-style-type: none"> 1. Price 2. Brand 3. Brand Ambassador
<u>Consumer behaviour towards smartphone industry in India</u>	India	260	<ol style="list-style-type: none"> 1. Price 2. Quality 3. Discounts 4. After Sales Service
<u>Customer Purchase decision in cell phone industry</u>	Karachi, Pakistan	300	<ol style="list-style-type: none"> 1. Brand Affiliation 2. Brand Awareness 3. Quality 4. Brand faithfulness