

FACTORS AFFECTING PURCHASE PATTERN FOR SMART GADGETS AMONG YOUNGSTERS

Abstract

The present study aims to examine the factors affecting consumer's purchase pattern for smart gadgets. The study also attempts to find out if there is any important difference between the responses of male and female with respect to the factors which generally influence consumer's purchase pattern for smart gadgets. The purpose of the study is to look at the internal and external elements that affect a customer's decision to buy a smart device. The study also focuses on customer attitudes toward smart devices and how they influence consumer purchasing behaviour.

Keywords: Youngster, Smart phone and Smart watch.

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I. INTRODUCTION

The key factor boosting interest in the field of research is the growing use of smart phones and smart watches among individuals. The popularity of smart phone and smart watch has been quickly increasing. The purpose of this study is to determine why people desire to buy smart phone and smart watch, what influence people to buy these smart gadgets. Consumers vary in the aspects of their lives that have an impact on their purchasing decisions.

II. OBJECTIVE OF THE STUDY

1. To know the consumer behaviour towards Smart phone and smart watch.
2. To find out the factors affecting the purchasing pattern of youngster regarding Smart phone and smart watch.

III. REVIEW OF LITERATURE

A review of the available literature on a subject provides an overview and a detailed assessment.

Acc. to Kotler & Armstrong, One of the key elements influencing a customer's decision to purchase a specific brand or item is price. Price is the sum of money that is anticipated, needed or offered as payment for anything.

Wollenberg & Thuong (2014) and Malviya, Saluja and Thakur (2013) observed that, Brand name is another significant factor which influences consumer's buying behaviour. Acc. to the American Marketing Association, brand is defined as the "name, term, logo or design and a combination of them to find the goods and services of one seller or group of seller & to differentiate them from those of competition".

Marks (2013) observed that, Smart watches gave its customers these benefits by offering an easy and reachable way to get information. As a result, smart watches met the requirements for wearable computing devices. The pebble is an example of smart watch that is currently available on the market.

IV. RESEARCH METHODOLOGY

Research methodology is a systematic way of conducting a project report. In order to get at the ultimate choice, a number of stages are taken. The study is supported by both primary and secondary data.

1. **Collection of data:** Under this, two methods for gathering data were used. By having respondents fill out a questionnaire, primary data was gathered. Secondary data was gathered from publications like newspapers, journals and websites.
2. **Statistical tools: Pie chart:** A specialized graph used in statistics is a pie chart or pie graph. A pie chart displays statistics and information in an easily readable "pie slice" format, with different slice widths indicating the prevalence of each data piece.

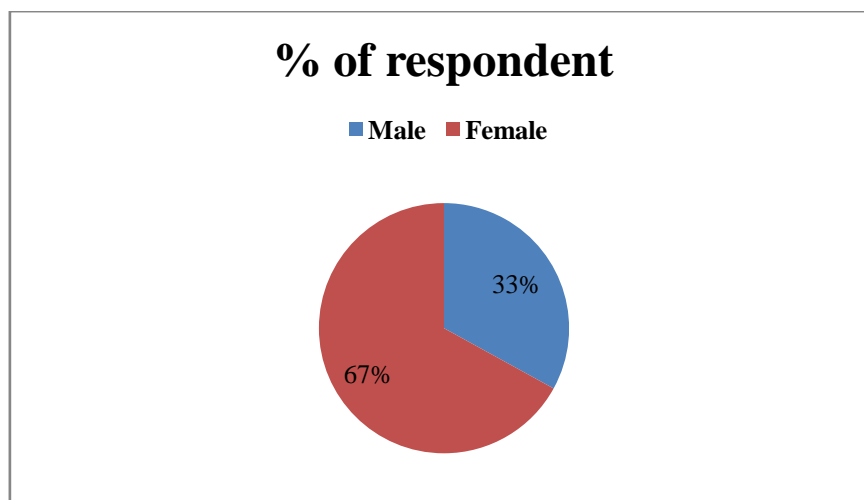
3. Bar diagram: A bar diagram is a graph that shows the total number of observations in the data for each category and plots the data using rectangular bars and columns.

V. DATA ANALYSIS AND INTERPRETATION

1. Gender of the respondent

Table 1:

Gender	No. of respondent	% of respondent
Male	33	33
Female	67	67
Total	100	100

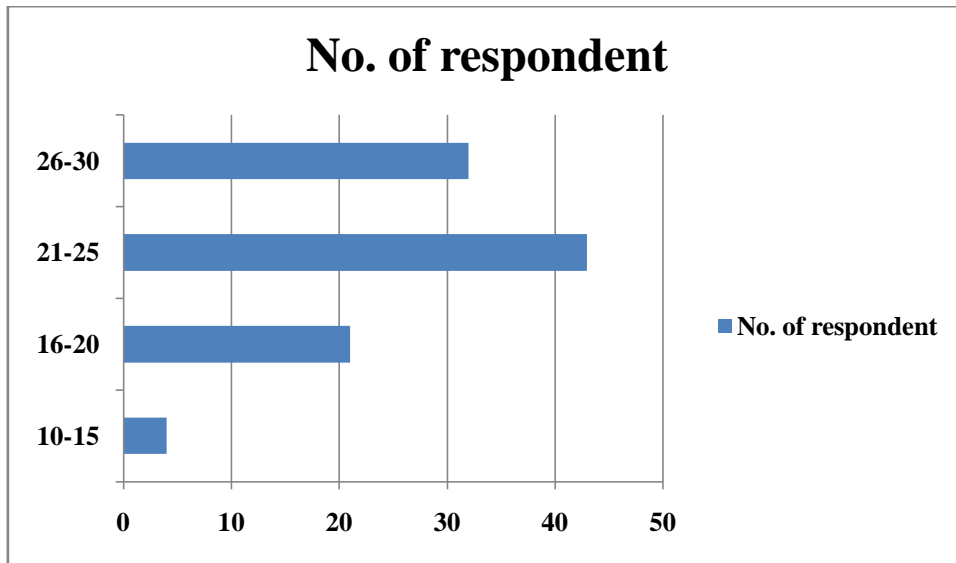


The above table-1 and chart shows that out of 100 respondents, 33% of respondents are male and 67% of respondents are female.

2. Age of the respondent

Table 2:

Age	No. of respondent	% of respondent
10-15	04	04
16-20	21	21
21-25	43	43
26-30	32	32
Total	100	100

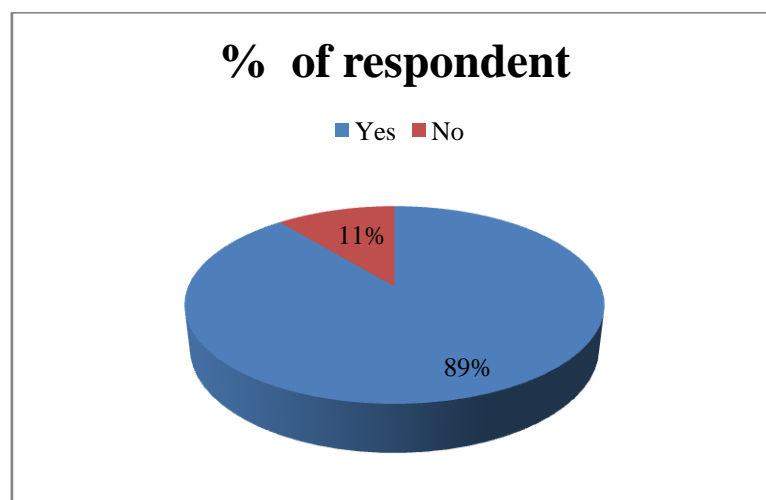


The above diagram shows that out of 100 respondents, 32 respondents are aged b/w 26-30, 43 respondents are aged b/w 21-25, 21 respondents are aged b/w 16-20 and 4 respondents are aged b/w 10-15.

3. Do you think the image of a brand can influence the buying behaviour.

Table 3:

Options	No. of respondent	% of respondent
Yes	89	89
No	11	11
Total	100	100

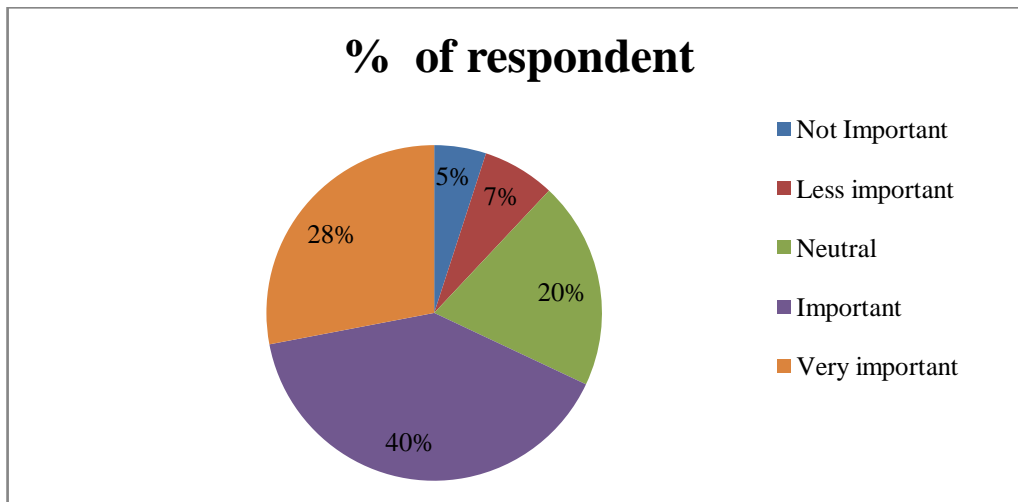


The above diagram shows that out of 100 respondents, 89% of respondents observed that the image of a brand can influence the buying behaviour and 11% respondent observed image of a brand cannot influence the buying behaviour.

4. How important do you think a brand is when you purchase smart phone and smart watch.

Table 4:

Importance of Brand	No. of respondent	% of respondent
Not Important	05	05
Less important	07	07
Neutral	20	20
Important	40	40
Very important	28	28
Total	100	100

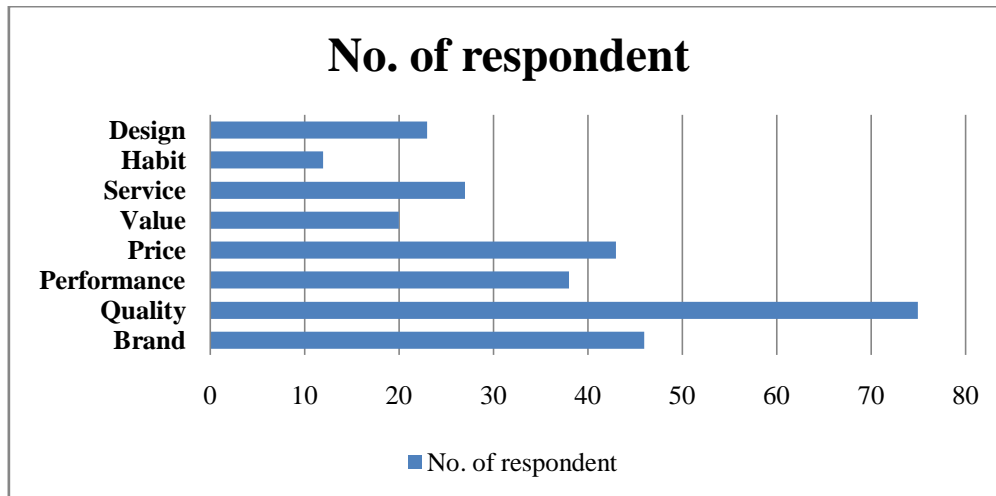


In above figure we shows that, brand of smart phone and smart watch is very important for 28 respondents, important for 40 respondents, neutral for 20 respondents, less important for 7 respondents and not important for 5 respondents.

5. Which factors motivates you to buy any brand.

Table 5:

Factor	No. of respondent	% of respondent
Brand	46	46
Quality	75	75
Performance	38	38
Price	43	43
Value	20	20
Service	27	27
Habit	12	12
Design	23	23



Above diagram shows the factors which affect the consumer buying behaviour towards Smart phone and smart watch.

VI. FINDINGS, SUGGESTIONS AND CONCLUSION

Findings:

1. Most of the people buy smart phone and smart watch on the basis of brand.
2. It was also observed that all but one participant thought the watch was expensive and did not believe the benefits its cost.
3. It was noted that Smart phone allow youngster to keep in touch not only with their friends, but also with family members and emergency services

Suggestions:

1. Along with the good quality of the smart phone, its price should also be reasonable.
2. Smartphone and smart watch should be based on new technology.
3. You need to improve your advertisements because consumers purchasing decision are depending upon the advertisements.

VII. CONCLUSION

In this modern era, a Smart phone and Smart watch are now not only desirable but also necessary. The majority of respondents unanimously cited a smart phone and smart watch as necessities. It goes without saying that smart phones and smart watches have altered the ways in which we live, communicate and interact with others around the world. Text to speech capabilities, GPS and social media integration are a few examples of smart phone technologies that make it simple for groups of people to stay in touch with one another and with society. All of the respondents concurred that smart watches and phones are indeed necessary to ease their daily lives.

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