**Factors affecting purchase pattern for smart gadgets among youngsters**

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**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 research is to examine the external and internal factors which are influencing in a consumer in purchasing a smart gadget. The research also focuses on consumer attitude for smart gadgets and affect of consumer in buying decisions. Hence, this research examines through quantitative analysis some of the key factors believed to influence consumer’s attitudes and behaviours towards smart gadgets purchase.

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**Introduction**

The rising trend in Smartphone and smartwatch among the people is the main cause that has amplified the interest to research on the topic. People’s interest about the Smartphone and smartwatch has been growing rapidly. The objective of this research is to find out that why do people want to purchase a Smartphone and smartwatch, what factors affect people in purchasing a Smartphone or smartwatch and what inspire them in making the purchase decision. Different customers have different features in their life that also affect their buying behaviour.

**Objective of the study**

* To know the consumer behaviour towards Smartphone and smartwatch.
* To find out the factors affecting the purchasing pattern of youngster regarding Smartphone and smartwatch.

**Review of literature**

A literature review gives an overview & a critical evaluation of a body of literature relating to a research topic.

Acc. to Kotler & Armstrong, Price is one of the vital factor which influences customer’s choice to buy a particular brand or product. Price is the amount of money expected, required or given in payment for something.

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”.

Using Rhodes (1997) definition of smart watch requirements, it can be seen that the smart watch meets these features. The smart watch is:

* Portable while still being accessible from the buyer’s arm;
* Consistently receives information on the surrounding environment.

Marks (2013) observed that smart watches provided these characteristics to their users by being an reachable and convenient method for accessing information; thus smart watches fit the needs for wearable computing tools with a description of one of the smart watches currently accessible on the market, the Pebble.

**Research Methodology**

Research methodology is a systematic way of conducting a project report. It is a series of steps, which are taken in order to come at the final decision. The research is based on both primary as well as secondary data.

**Collection of data:-**

Under this, two methods were adopted for data collection. One is primary data and other is secondary data. Primary data was collected through questionnaire filled by respondents. Secondary data was collected from newspaper, journals or websites etc.

**Statistical tools:-**

**Pie Chart:** A pie chart or pie graph is specialized graph used in statistics. A pie chart shows data, information in an easy to read ‘pie slice’ format with varying slice sizes telling you how much of one data element exist.

**Bar diagram:** A bar diagram is a chart that plots data using rectangular bars and columns that shows the total amount of observations in the data for that category.

**Data Analysis and Interpretation**

* **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.

* **Age of the respondent.**

**Table no. – 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.

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

**Table no. -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.

* **How important do you think a brand is when you purchase smartphone and smart watch.**

**Table no. – 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 smartphone 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.

* **Which factors motivates you to buy any brand.**

**Table No. –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 Smartphone and smart watch.

**Findings, Suggestions & Conclusion**

**Findings:-**

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

**Suggestions:-**

* Along with the good quality of the smartphone,its price should also be reasonable.
* Smartphone and smartwatch should be based on new technology.
* You need to improve your advertisements because consumers purchasing decision are depending upon the advertisements.

**Conclusion:-**

In this modern era, a Smartphone and smart watch is just not only the want but also a requirement if you know how to make proper use of it. All the maximum respondents mentioned Smartphone and smart watch as their need. Obviously, Smartphone & smart watch have changed the ways that we used to live, communicate and connect with people all over the world. With it, you can surf internet with just a touch in a smartphone, whether to read the breaking news, or compare the prices or characteristics of a products while shopping, booking the travel tickets, connecting to social network or keep track of your parcels delivered wherever you are and so on. Smartphone features like, text to speech; GPS and social media integration are some examples, which can helps group of people to easily remain connected with society. All the respondents agreed that Smartphone and smartwatch devices are really essential to make their daily life easier.

**Bibliography and webliography**

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