BUYER ATTITUDE, TRENDS AND EXPERIENCE ON SMARTPHONES

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Abstract
Global usage of mobile phones initiated a large number of researchers to devote their attention to researching the field of customer satisfaction and implementing postulates of customer behavior in the industry. 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. The attitude of consumers toward Smartphone is increasingly as a focus of marketing research. In particular, consumer’s attitude 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 buyer behavior. The results of the research verify that regulatory focus has an influence on consumer attitude towards Smartphone purchase decision by affecting their perception, motivation and lifestyle. There is a continuous increase in disposable income; there has been a major shift in the attitude and aspirations of the consumers. This study has looked into the familiarity of users towards smartphones, choices of smartphone brand and service providers, and most importantly the determinants that influence their purchasing decision. Additionally, the consumers’ preferences on smartphone specifications such as design, computing power, operating platform, and price were investigated. Furthermore, consumers’ usage behaviors such as using smart phone for email, web browsing, gaming, and document reading were examined. The recent growth of smart phone usage is an observable fact that crosses all age and gender boundaries. Hence, this research explores through quantitative analysis some of the key factors believed to affect consumer’s attitudes, trends, experience and behaviours towards Smartphone.

Keywords: Customer attitude, trends, behaviour, smart phone
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