

**CONSUMER BEHAVIOR TOWARDS MOBILE HANDSETS - A STUDY OF  
SAMSUNG MOBILE HANDSETS IN RAJANNA SIRICILLA**

With reference to

**RAJANNA SIRICILLA**

Submitted to

**SATAVAHANA UNIVERSITY KARIMNAGAR**

In Partial Fulfillment of the requirement for the award of the degree of  
**BACHELOR OF COMMERCE**



*Submitted*

*By*

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**Department Of Commerce**

**TELANGANA TRIBAL WELFARE RESIDENTIAL DEGREE COLLEGE**

**FOR WOMEN**

**THANGALLAPALLY, RAJANNA SIRICILLA**

**(Affiliated to SATAVAHANA UNIVERSITY**

**(2020-2023)**

## **DECLARATION**

I hereby, declare that this project entitled “**CONSUMER BEHAVIOR TOWARDS MOBILE HANDSETS - A STUDY OF SAMSUNG MOBILE HANDSETS IN RAJANNA SIRICILLA**

have completed successfully towards the partial fulfillment for the award of the degree “**BACHELOR OF COMMERCE**” from “**TELANGANA TRIBAL WELFARE RESIDENTIAL DEGREE COLLEGE FOR WOMEN, RAJANNA SIRICILLA** .This is the bonafide work undertaken by me which is not submitted to any other university or institution for the award of any degree / diploma.

**DATE :**

**PLACE: RAJANNA SIRICILLA**

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CERTIFICATE

This is to certify that the project report title "CONSUMER BEHAVIOUR TOWARDS MOBILE HANDSETS- A STUDY OF SAMSUNG MOBILE HANDSETS IN RAJANNA SIRICILLA" submitted in partial fulfillment for the award of degree of B.COM programmed of Department of Commerce was carried out by T.GOUTHAMI (H.T.NO. 20077104402022), J.RENUKA (H.T.NO.20077104402021), M.SARITHA (H.T.NO.20077104402018), M.SAHITHYA (H.T.NO.20077104401013). This has not been submitted to any other Institute or University for the award of any degree.

  
Signature of the guide

  
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Principal  
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THANGALLAPALLY  
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Signature of external examiner

## **ACKNOWLEDGEMENT**

The satisfaction that accomplishes the successful completion of any task would be incomplete without the mention of the people who make it possible and whose constant guidance and encouragement crown all the efforts with success.

It is my privilege and pleasure to express my profound sense of respect, gratitude and indebtedness to my guide **T. VIDYA**, Department of Commerce for her constant guidance, inspiration, and constant encouragement throughout his this project work .

We wish to express my deep gratitude to **M.SANDHYA RANI, HOD, Department of Commerce, TELANGANA TRIBAL WELFARE DEGREE COLLEGE FOR WOMEN, RAJANNA SIRICILLA** for her cooperation and encouragement, in addition to providing necessary facilities throughout the project work.

we sincerely extend my thanks to **K.RAJINI, PRINCIPAL, TELANGANA TRIBAL WELFARE RESIDENTIAL DEGREE COLLEGE FOR WOMEN,RAJANNA SIRICILLA.**

We would like to thank all the staff and all my friends for their good wishes, their helping hand and constructive criticism, wish led the successful completion of this project.

Finally, I thank all those who directly and indirectly helped me in this regard; we apologize for not listing everyone here.

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## INTRODUCTION

Marketing is the moving and exciting activity in everybody activities. The sellers, distributors, advertising agencies, consultants, transporters, financiers, store agencies and everyone as a counter are part of the marketing system. Any exchange process be it consumer, goods, intermediary goods, services of ideas, comes under the preview of marketing. It is very often regarded that the development of markets and marketing is synonymous with the economic development of account. Through marketing is an action discipline. In the ever-growing corporate world, marketing is being regarded as a crucial element for the success of an enterprise.

The marketing discipline is undergoing fresh re-appraisal in the light of the vast global, technological and economic and social challenges facing today's companies and countries. Marketing at its best is about value creation and raising the world's living standards. Today's winning companies are those who succeed most in satisfying, indeed delighting their target customers.

As quotes by P.P. Drucker, "Marketing is so basic that it cannot be considered a separate function. It is whole business seen from the point of view of its final result, that is, from the customer's point of view. Business success is not determined by the producer but by the customer".

Philip Kotler has therefore defined marketing as "it is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of values with others". Many Indian companies espouse a satisfied customer philosophy and describe marketing as customer satisfaction engineering. Since the economy in this country has changed from a primary condition of scarcity to gradual and steady stage of affluence, largely giving consumers the opportunity to choose among many varied alternatives, satisfaction has become a major concern of business.

### **NEED OF THE STUDY:**

Consumer behaviour plays a major role for the growth of the company in the modern market scenario. The basic idea of this study is to find the consumer behaviour towards Samsung mobiles. The purpose of consumer buying behaviour is not only for retaining the customers but also attracting new customers and increasing the sales. The right consumers have to be targeted and the right strategy should be implemented at the right time and in this direction, the present study will assume a greater level of significance

## **SCOPE OF THE STUDY:**

The present study on consumer behaviour is carried out by taking into account of Samsung mobiles only and moreover, the study is confined to rajanna siricilla district.

## **OBJECTIVES OF THE STUDY:**

- To study the concept of consumer behaviour.
- To know the consumers buying behaviour towards Samsung mobiles.

## **RESEARCH METHODOLOGY:**

- **Primary data:** The data which was collected for the first time.
- **Secondary data:** The data which was already available which can be used for the data.
- **SAMPLE SIZE:**100 consumers are selected for the study.

**SAMPLING METHOD:** The sample selected for the study by using convenient sampling method.

To analyse the data, percentage are used, questionnaire is used to collect the information from the respondents.

## **LIMITATIONS:**

- Time has been a major constraint throughout the study as it has been only for the duration of 45 days.
- Enough care is taken in formulating the questionnaire; still some errors may creep in. Time has been a major constraint throughout the study as it has been only for the duration of 45 days.

## **CHAPTER - II**

### **COMPANY PROFILE**

#### **COMMUNICATION INDUSTRY IN INDIA**

India is currently the world's second-largest telecommunications market with a subscriber base of 1.19 billion and has registered strong growth in the past decade and half. The Indian mobile economy is growing rapidly and will contribute substantially to India's Gross Domestic Product (GDP), according to report prepared by GSM Association (GSMA) in collaboration with the Boston Consulting Group (BCG). The country is the fourth largest app economy in the world.

The liberal and reformist policies of the Government of India have been instrumental along with strong consumer demand in the rapid growth in the Indian telecom sector. The government has enabled easy market access to telecom equipment and a fair and proactive regulatory framework that has ensured availability of telecom services to consumer at affordable prices. The deregulation of Foreign Direct Investment (FDI) norms has made the sector one of the fastest growing and a top five employment opportunity generator in the country.

The Indian telecom sector is expected to generate four million direct and indirect jobs over the next five years according to estimates by Randstad India. The employment opportunities are expected to be created due to combination of government's efforts to increase penetration in rural areas and the rapid increase in Smartphone sales and rising internet usage.

The mobile industry is expected to create a total economic value of Rs 14 trillion (US\$ 217.37 billion) by the year 2020. It would generate around 3 million direct job opportunities and 2 million indirect jobs during this period. India's Smartphone market grew 14 per cent year-on-year to a total of 124 million shipments in 2017. %

Rise in mobile-phone penetration and decline in data costs will add 500 million new internet users in India over the next five years, creating opportunities for new businesses. The monthly data usage per Smartphone in India is expected to increase from 3.9 GB in 2017 to 18 GB by 2023.

Data usage on Indian telecom operators' networks (excluding Reliance Jio), doubled in six months to 359 Petabyte or 3.7 million gigabytes per month as 4G data usage share increased to 34 per cent by the end

of June 2017\$. According to a report by leading research firm Market Research Store, the Indian telecommunication services market will likely grow by 10.3 per cent year-on-year to reach US\$ 103.9 billion by 2020.

With daily increasing subscriber base, there have been a lot of investments and developments in the sector. The industry has attracted FDI worth US\$ 30.08 billion during the period April 2000 to December 2017, according to the data released by Department of Industrial Policy and Promotion (DIPP).

**Some of the developments in the recent past are:**

Finnish telecommunication company Nokia, is going to collaborate with Indian telecom companies Bharti Airtel and BSNL to work on the road map for development of 5G technology and creating a conducive ecosystem for 5G in India.

The Government of India is working to digitally connect the rural and remote regions in the country and has decided a new affordable tariff structure with the principle of more you use, less you pay. The changes will soon be reflected in tariff changes by service providers in the country.

India telecommunication companies will be investing US\$ 20 billion over the next two years for expansion of network and operations, stated Mr Akhil Gupta, Vice Chairman, Bharti Enterprise.

## **CHAPTER - III**



# THEORETICAL FRAMEWORK

## CONSUMER BEHAVIOUR

One thing that we have in common is that we all are customers. In fact, everybody in this world is a consumer. Every day of our life we are buying and consuming an incredible variety of goods and services. However, we all have different tastes, likes, dislikes and adopt different behaviour patterns while making purchase decisions.

The term consumer behaviour refers to the behaviour that consumers display in searching for purchasing using evaluation and disposing in searching for purchasing using evaluating and disposing of products and services that they expect will satisfy how individuals make decisions to spend their available resources. It includes the study of “what they buy”, “when they buy it”, “where they buy it”, “how they buy it” and “how often they use”.

### Definitions:

Consumer behaviour is broadly defined by various scholars and researchers as:

1. It's the behaviour displayed by the consumers during the acquisition, consumption and disposition of products, services, time and ideas by decision making units.
2. It is the body of knowledge which studies various aspects of purchase and consumption of products and services by individuals with various social and psychological variables at play.
3. The behaviour that the consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs.
4. The process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires.
5. The activities directly involved in obtaining, consuming and disposing of products and services including the decision processes that precede and follow these actions.

## **FACTORS INFLUENCING CONSUMER BEHAVIOUR**

### **CULTURAL FACTORS**

#### **Culture:**

Culture is the most fundamental determinant of a person's wants and behaviour like set of values, perceptions, preferences and behaviours through his or her family members.

#### **Sub-culture:**

Social classes are relatively homogeneous and enduring divisions in a society which are hierarchically ordered and whose members shares similar values, interest and behaviour and social classes include upper class, middle class and lower class.

### **SOCIAL FACTORS**

#### **Reference groups:**

A person's reference groups consist of all the groups that have a direct or indirect influence on the person's attitude or behaviour. This group to which the person, belongs and interacts.

A consumer decision also influenced by personal characteristics notably the buyers age and life cycle stage, occupation, economic circumstances, life style and personality and self concept.

### **PSYCHOLOGICAL FACTORS**

#### **Motivation:**

A person has many needs at any given time. Some needs are biogenic. They arise from psychological states of tension such as hunger, tryst and discomfort.

#### **Perception:**

Perception is defined as the process by which an individual selects, organises, and interprets information inputs to create a meaningful picture of the world.

## **CHAPTER - IV**

### **DATA ANALYSIS & INTERPRETATION**

Table 1  
**Awareness of respondents towards Samsung mobiles**

<b>Promotion</b>	<b>No. of customers</b>	<b>percentage</b>
Advertisement	80	80%
Colleagues reference	12	12%
Friends/relatives reference	4	4%
Any other specify	4	4%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source : Questionnaire

**Interpretation:**

From the above study, 80% of respondents from advertisement, 12% of respondents from colleagues and 4% of respondents from friends/relatives, remaining 4% of respondents from others.

Table 2

**Respondents opinion on reason for buying mobiles.**

<b>Particulars</b>	<b>No of respondents</b>	<b>percentage</b>
Personal usage	71	71%
To gift	19	19%
Any other	10	10%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source : questionnaire

**Interpretation:**

From the above table we can conclude that the major number of respondents of 71% personal usage, 19% to gift and remaining 10% any other.

Table 3

**Opinion of respondents on Samsung products.**

<b>Aspects</b>	<b>No of respondents</b>	<b>percentage</b>
Basic phones	25	25%
Smartphones	33	33%
Accessories	14	14%
Servicing	18	18%
Any other	10	10%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source : questionnaire

**Interpretation:**

From the above graph, it is clear that 33% of the respondents buy Smartphones at Samsung, whereas 25% of respondents buy basic phones, 18% of respondents for servicing, 14% of respondents for 18% and finally 10% for any other purpose.

Table 4

**Opinion of the respondents on buying Samsung products.**

<b>Particulars</b>	<b>No of respondents</b>	<b>percentage</b>
Good satisfaction	10	10%
Reasonable prices	78	78%
More offers	12	12%
Any others	0	0%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source : questionnaire

**Interpretation:**

From the study it is observed that 10% of respondents said good satisfaction over products, 78% of respondents for reasonable prices, and 12% of respondents for more offers.

Table 5

**How respondents think that the pricing of the Samsung products are.**

<b>Particulars</b>	<b>No of respondents</b>	<b>Percentage</b>
Expensive	9	9%
Competitive	21	21%
Affordable	36	36%
Reasonable	34	34%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source : questionnaire

**Interpretation;**

From the above study 9% of respondents from expensive, 21% of respondents from competitive and 36% of respondents from affordable and 34% of respondents are from reasonable.



Table 6

**Expectations of the respondents from Samsung.**

<b>Facilities</b>	<b>No of respondents</b>	<b>Percentage</b>
Membership card	18	18%
Discount card	53	53%
Free parking offers	9	9%
Lucky draw	20	20%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source : questionnaire

**Interpretation:**

From the data specified, 18% of customers are interested in membership card, whereas 9% are interested in parking offers, 20% are interested in lucky draw but more than half are interested in discount card i.e. 53%. By this we can say that most of the customers prefer to have discount cards.

Table 7  
Satisfaction of the respondents.

<b>Particulars</b>	<b>No of respondents</b>	<b>Percentage</b>
Almost always	22	22%
Frequently	30	30%
Sometimes	40	40%
Never	8	

**Interpretation:**

From the above data, we decide that 22% of the customers are satisfied always, whereas 30% are frequently satisfied, 40% are sometimes and 8% are never satisfied.

Table 8  
Respondents about the influence on consumer buying behaviour on cultural factors.

<b>Particulars</b>	<b>No of respondents</b>	<b>Percentage</b>
Almost always	22	22%
Frequently	30	30%
Sometimes	40	40%
Never	8	8%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source : questionnaire

**Interpretation:**

From the above data, we decide that 22% of the customers are always influenced, whereas 30% are frequently influenced, 40% are sometimes and 8% are never influenced.

**Table 9**  
**Respondents about the reference of Samsung products.**

<b>Particulars</b>	<b>No of respondents</b>	<b>Percentage</b>
Sure	85	85%
May be	12	12%
Never	3	3%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source : questionnaire

**Interpretation:**

From the above table we can conclude that the major number of respondents – 85% say sure, 12% of respondents say may be and 3% of the respondents say never.

Table 10

**According to respondents this are the behaviour choices which influence the buying behaviour.**

<b>Particulars</b>	<b>No of respondents</b>	<b>Percentage</b>
Perception	22	22%
Learning	30	30%
Benefits & attitude	40	40%
Motivation	8	8%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source : questionnaire

**Interpretation:**

From the above data, we decide that 22% of the customers buy Samsung due to perception, whereas 30% for learning, 40% for the benefits and attitude 8% due to moti

**CHAPTER - V**  
**FINDINGS , CONCLUSIONS & SUGGESTIONS**

## **FINDINGS**

As per the findings, all are having the awareness of Samsung products. We can say that Samsung have a good place in the minds of the customers.

1. As per the findings, 60% of male customers are willing to buy Samsung products.
2. The customers who were mainly age group of 26-35 years are using Samsung products.
3. It has been found that the majority of the respondents come to know about the Samsung through friends/relatives' references and advertisements only. So we can say that the word of mouth and advertisements are playing a very important role when customers buy Samsung products.
4. Majority of the respondents are purchasing for the purpose of personal use.
5. Majority of the respondents are interested to buy Samsung products when compared to other.
6. Majority of the customers choose Samsung for the availability of products as well as reasonable prices.
7. Majority of the customers were rated for affordable prices.

## **SUGGESTIONS**

1. The company must go for some more promotional activities rather than TV, advertisement, hoarding and newspapers.
2. The company has to conduct the periodical meetings with customers and take their valuable suggestions.
3. The company may adopt policy of discounts cards and gifts to customers while purchasing the products.
4. Innovative efforts must be launched to improve the position through better marketing strategies.
5. Innovative packaging can give a company an advantage over competitors.
6. The store should be trained adequately so as to convince the potential buyers, because their performance on the job has great impact on sale of a product.
7. Most of the customers belong to the age group of 17-27 years. So, company has to concentrate more on those people to enhance the sales.
8. Moreover, the company has to concentrate more on the customers of age group of 28-37 years to enhance the sales.





## **CONCLUSION**

Finally, we can conclude the study with this discussion – the company have goodwill and great market value in rajanna siricilla compared to its competitors.

As the company is providing many offers, discounts and other schemes, most of the people were attracted towards the product and with quality they provide, the customers were getting delighted with the service of Samsung.

By observing the findings and suggestions to the company, the company can become the top giant in rajanna siricilla district in sooner days.

**A PROJECT REPORT  
ON  
CONSUMER BEHAVIOUR TOWARDS MOBILE HANDSETS- A STUDY OF  
SAMSUNG MOBILE HANDSETS IN RAJANNA SIRICILLA**



**SUBMITTED  
TO  
SATAVAHANA UNIVERSITY  
IN PARTIAL FULFILMENT FOR THE AWARD OF THE DEGREE OF  
BACHELOR OF COMMERCE**

**Submitted  
By**

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**Under the Guidance of**

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Lecture**

**DEPARTMENT OF COMMERCE  
TELAGANA TRIBAL WELFARE RESIDENTIAL DEGREE  
COLLEGE (WOMEN) THANGALLAPALLI  
RAJANNA SIRICILLA**

## **DECLARATION**

I -----hereby declare that the project work entitled **“CONSUMER BEHAVIOUR TOWARDS MOBILE HANDSETS- A STUDY OF SAMSUNG MOBILE HANDSETS IN RAJANNA SIRICILLA ”** submitted to Department of commerce, Satavahana University, Karimnagar in partial fulfillment for the award of the degree of **“BACHELOR OF COMMERCE”** is a bonafide work done by me.

I also declare that the project is not submitted anywhere else for the award of any degree

**Place:**

**Date:**

## **ACKNOWLEDGEMENT**

I am very much obliged to my project guide **Mrs. T.VIDYA** for her excellent guidance, meticulous care and co-operation throughout my project work.

I express my sincere gratitude to **K.RAJINI** Principal, TELAGANA TRIBAL WELFARE RESIDENTIAL DEGREE COLLEGE FOR WOMEN RAJANNA SIRICILLA and **M.SANDHYA RANI** Head, Department of commerce for their support in my academic pursuit.

I thank all the faculty members of the Department of commerce who helped me in completion of the project work.

I wish to express my sincere gratefulness and indebtedness to my parents, friends and well wishers for their support and guidance.

