

# A Study on Customer Purchasing Behaviour Through Online Buying Towards Smartphone in Post Pandemic with Special Reference to Chennai District

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**Abstract—** *The world is full of uncertainties. In that the covid 19 Pandemic is a new challenge to all of us. It introduced new challenges for the consumers also. During this Pandemic the day-to-day activities are also affected, it also affected the consumer buying behavior. At the time of lockdown, the consumers are allowed with necessary shops like grocery, vegetables shops, fruit shops, medical shops. But the availability of Mobile showroom and Smartphone selling outlets are closed. Whereas the students are in need of Smartphone for their online classes. But the mobile selling outlets are not available to the consumers. At this point of time the buying of smartphones is made through online shopping. It played a vital role, so they used an online buying platform for their needs. This reason influenced my research topic based on the study of customer buying behavior towards smartphones in the post pandemic. The research studies about the factors that influence the consumers to buy smartphones online. The samples were collected using a structured questionnaire method and the snowball sampling technique is used. The questionnaire was responded to by 55 respondents and the responses were collected through Google forms and used the statistical tool as percentage analysis and ranking method. The study is whether the consumers buying behavior of smartphones is related with the facilities provided by online buying apps and which brand smartphones are liked by the consumers in Chennai district and also the barriers faced by the consumers while making online buying.*

**Indexed Terms—** *Consumer, buying behavior, Factors, post pandemic, online buying.*

## I. INTRODUCTION

In the fast-developing world of technologies, there are many inventions in which one of the greatest inventions is mobiles, initially mobiles are used for communicating one another only. whereas now the features of smartphones are countless..(Lohchab, 2021) According to The Economic Times (2021) by Himanshi Lohchab The India's smartphone market is expected to rebound to double digit growth, between 12% and 21% in 2021 , after 2 years of muted sales, according to forecasts by leading market trackers . Another research firm in the tech area has pegged total shipment at 168 million, up 14% year on year from 2020, estimates of 148 million. And it is also believed that 5G smartphone shipment will increase by more than 10 fold in 2021, as major branches launch their 5G devices in the sub RS .20,000 Price band. With the help of online buying applications the Smartphones are delivered at the doorstep of the consumers. It influences the buying of smartphones more during the post Pandemic .

## II. REVIEW OF LITERATURE

Punil Tibrewala (2020) studied the impact of COVID-19 on the consumer behavior on spending pattern with respect to mobile phones and impact of anti Chinese Sentiment towards buying of foreign brands .In this researchers studied the mobile phones consumer behavior made in India and E commerce. The researcher concluded that the lack of availability of goods nearby and e-commerce being the only medium to buy products during lockdown increased the usage of online platforms for buying mobile phones. Agus Purwanto(2021) explored factors affecting buying interest of smartphone during the

covid 19 pandemic .The researcher studied brand image, sales promotion, buying interest of smartphone .The researcher used qualitative research approach and survey research method. And data collected through questionnaires. He concluded price has significant influence on buying interest. The result of this Study indicates that brand image has an influence on buying interest. S.Muruganatham & S.Naveen(2021) studied the consumer buying behaviour towards smartphones with special reference to Tirupur city. They studied consumer behaviour on smartphones and hi-tech technology. There were 88 respondents and used convenient sampling techniques in their study and statistical tools such as percentage analysis and rank analysis. It concluded that the respondents have given top priority to the Redmi smartphone.

**OBJECTIVE**

- To identify the buying behavior towards online buying of smart phones.
- To study the consumer purchasing intention towards online shopping applications.
- To study the guiding factor related to the buying of Smartphone’s online.

**SCOPE**

- This study helps to know the guiding factor of buying a smartphone online.
- This study helps to know which smartphone brand is liked by the consumers in Chennai district.
- It helps to identify the barriers of buying smartphones online.
- This study also helps to identify which online shopping app is mostly liked by the consumers

**LIMITATIONS**

- The research is conducted only in Chennai district, the area covered for research is low .
- Social science research is not clinically proven, because human behaviour is not static.
- The buying behaviour is related to the purchasing power of the consumer only.

**III. RESEARCH METHODOLOGY**

Data Types	Primary data and secondary data
Sampling technique	Snowball sampling technique
Area of study	Chennai district
Sample size	55 respondents
Data collection method	Structured questionnaire method.

**IV. FINDING OF THE STUDY**

- Online shopping of smartphones is mostly preferred by the 20- 30 years old consumers.
- Majority of the consumers buying smartphones online during the pandemic is male .
- Most of the consumers are buying smartphones online during the pandemic . That is 58% of the consumers.
- The prices offered in online buying are affordable during a pandemic for most of the consumers that is 66%.
- The time gap between the changing of a new mobile is more than 3 years.
- Amazon is the most liked online shopping app by the consumers.That is 58% of the consumers.
- The consumers ranked customer rating and review and Free home delivery as the first guiding factor of buying a smartphone online.
- Oppo,vivo,realme,one Plus - Chinese companies are the brands mostly liked by the consumers .
- Price and savings are the main features for smartphones online during pandemic.
- Features of mobile cannot be checked manually is the barrier to buying smartphones online. That is 53% of the consumers.
- Most of the consumers are satisfied with the buying of Smartphones online . That is 60% of the consumers

**V. SUGGESTIONS**

- Most of the consumer's opinion about the barriers in online buying of smartphones is the features of

mobile cannot be checked manually for that the online traders has to think of an alternative idea for reaching out more consumers.

- Consumers are mostly satisfied with the services and offers provided by the online trading company but they have to find some new strategies for reaching consumers in rural areas also.
- The online traders have to advertise and share the knowledge of the offers and discounts given by them to the consumers. It will help them to earn more consumers.
- Oppo, vivo, realme, xiaomi , and OnePlus are the brands mostly liked by the consumers in Chennai but the Indian company brands are not so popular to overcome these. The Indian company has to innovate and increase the features of mobile to increase their profit and to earn the consumers.

## VI. CONCLUSION

The sun is rising with lots of questions to the world. One of the questions which is in searching for answers till now is covid 19. To overcome this there are many solutions are given. In this the consumers are in need of safer and easy way to buy their needs in this situation online shopping app played a vital role. It helped the consumers as a candle in the darkness. The online shopping app helped the consumers to buy smartphones online for their online classes, work from home, the consumers also availed with less price and savings, and most of the consumers buying smartphones through Amazon. And online shopping apps are more convenient and useful during a pandemic.

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