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A Study on Customers' Expectations towards Purchase of Smartphones in India: with Reference to Andhra Pradesh, India

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Abstract
Purpose: The purpose of the research study is to determine Indian consumers' expectations regarding the purchase of cell phones. The survey addresses issues like what characteristics customers look for in a smartphone before purchasing a mobile phone, what the anticipated price of a smartphone is, etc.
Research methodology: 250 respondents from Andhra Pradesh, India, were taken into account for the study utilizing Google forms. Excel and SPSS software were used to analyze the data. For the data analysis in the study, percentages and the chi-square test was utilized.
Results: The use of smartphones has substantially increased recently. In the two years following their purchase, the majority of respondents in the selected location upgraded their smartphones. When buying new cell phones, the client prioritizes brand, pricing, camera, internal storage, and battery. The custodians prioritize using the internet to find information such as reviews, prices, models, and the availability of new models. According to the report, consumers anticipate paying less than Rs. 10,000 and expect a smartphone with 4GB RAM, a 48MP camera, 68GB of internal memory, and a battery that can hold more than 5000aMh.
Limitations: The study has considered only 250 respondents by using Google Forms.
Contribution: The study will assist the companies that make mobile devices in developing their pricing and other sales strategies as well as understanding how customers view the purchase of new mobile devices.
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1. Introduction

India is likely to witness record sales of smartphones this festive season, at around $7.7 billion (over $61,000 crore), and 1 out of every 3 smartphones sold during the festive season will be 5G enabled. According to Counterpoint Research, e-commerce channels will only account for 61% of total sales, down from 66% last year. Although unit sales may decrease by 9%, the average selling price (ASP) of smartphones during the holiday season will increase 12% to its highest level ever at $242. (on-year). The survey said that India's smartphone market is entering this holiday season with the greatest channel inventory of almost 10 weeks (Amegayibor, 2021).

According to a Frost & Sullivan analysis, the Indian mobile phone market, which includes feature phones and smartphones, is expected to earn Rs 2.4 trillion in sales by FY26, up from Rs 1.4 trillion in

FY22 (Hindu, 2020). According to the research organization, income will increase by 14.5% annually compounded. It ascribed this expansion to expanding internet use and declining smartphone pricing (Amiri, Khademi, Khafri, Akbari, & Jangjoo, 2022). The Indian mobile phone market has 255 million units in volume in FY22, and it is anticipated to increase at a CAGR of 9.7% to reach 370 million units by FY26. Chinese brands accounted for 71% of the smartphone market share in India in FY22, while international (excluding Chinese) and Indian brands made up the remaining 25% and 4%, respectively. Market research firms have projected that the Indian smartphone market is projected to grow 5-10% annually in 2022, even as global shipments of smartphones will decline by 3-3.5% this year (Jemal S, 2022).

As of December 2019, there were 50 crore smartphone users in India, with up to 40% coming from rural areas. By 2022, there will likely be close to 83 crore smartphone users in India (ICEA, 2021). Over 500 million Indians now own smartphones, a 15% increase over 2018. This increase is primarily attributable to new customers of ecosystem brands like Xiaomi and Realme. By December 2019, there were 502,2 million smartphone users in India, implying that more than 77% of Indians currently use smartphones for broadband wireless. This information was provided by the market research firm TechARC. With 34% of the market share for smartphones in 2019, Samsung was in the first place, followed by Xiaomi (20%), Vivo (11%), and Oppo (9%). (Phina et al.,2022).

Table 1. Number of smartphone users in India in 2015 to 2020 with a forecast until 2025 *(in millions)*

Years	Smartphones uses in millions
2013	76.00
2014	123.3
2015	250.66
2016	304.51
2017	394.82
2018	479.34
2019	634.58
2020	696.07
2021	760.53
2022	820.17
2023	875.38
2024	926.51
2025	973.89

Source: Sun (2022). Number of smartphone users in India from 2010 to 2020, with estimates until 2040 (in millions).

1.1 Usage of mobile phones during the lockdown

Mobile phone usage has significantly increased in recent years. During the lockout, the majority of people work from their mobile devices. Smartphone use is very common among young people. The average adolescent used their cell phone 6 hours per day (a day) before the lockdown, and that number rose to almost 8 hours per day on average during the lockdown. According to Cybermedia Research (CMR) and CMR (2019), three out of four respondents claimed that if smartphone use continues at that pace, the average Indian will spend approximately 1,800 hours per year using their phone.

In a study conducted by the National Council for Education Research and Training (NCERT), which included 18,188 students from Kendriya Vidyalayas, Navodaya Vidyalaya Samitis, and central high school affiliate schools, it was discovered that 84% of students used smartphones, while 19% used school laptops, and that this usage was also prevalent at CBSE schools. In Navodaya Vidyalayas for gifted rural children, less than 10% of students use computers while 88% rely on mobile devices. less than 6% of people use television or radio.

1.2 Frequency of mobile purchases in India

Nearly 40% of respondents indicated that they had updated their cell phones in the previous year, while 34% had done so between one and two years, according to the SmartPhone Buyer Insights 2019 research. Approximately 28% of customers still haven't updated their phones after two years. Given that most users upgrade to newer phones within a year, India is not surprising to see a surge in the smartphone market. Smartphone manufacturers are happy to take advantage of this chance and frequently launch new models to meet demand.

1.3 India Smartphone Shipments Market Share (%)

India's smartphone shipments increased 9% year over year but decreased 5% week over week to reach around 37 million devices in Q2 2022. (April-June). With a 19% shipment share in Q2 2022, Xiaomi leads the market, closely followed by Samsung. During the quarter, there were 600 million smartphones installed in India. 5G smartphones made up 29% of the total shipment volume. Samsung has a 25% market share in the 5G smartphone market, followed by OnePlus and Vivo. In Q2 2022, three of the top five smartphone models were from Realme. Apple and Samsung were in a close tie for first place in the premium smartphone market (>INR 30,000).

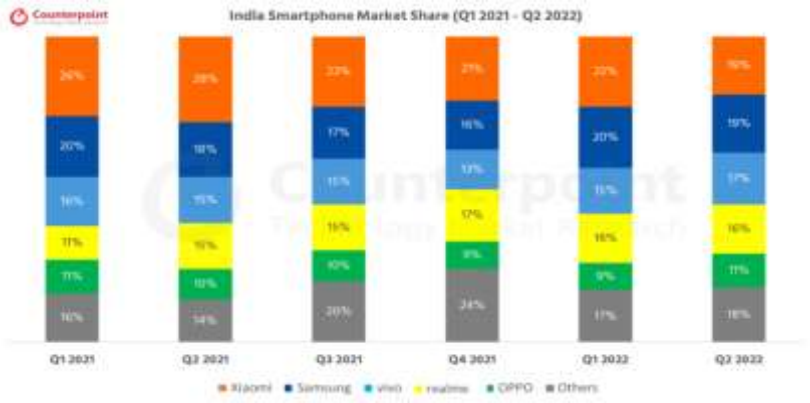

Figure 1. India Smartphone Market Share (Q1 2021-Q2 2022)
Source: Counterpoint (2022)

2. Literature Review

According to Vaidya, Pathak, and Vaidya (2016), customers are people and households who purchase a company's goods for their own use. These consumers fall into two categories: personal consumers and organizational consumers (Krishna, 2010). Consumer behavior refers to the actions these customers conduct when they buy, use, and discard goods and services. Studying consumer behavior entails looking at how, what, when, and why consumers make purchases. When a consumer wished to decide on a purchase, they would go through the process of recognition, information search, assessment, purchase, and feedback (Engel, Blackwell, & Miniard, 1995). Finally, the consumer will pick a brand or product from the range of options available on the market. Consumer buying behavior is influenced by a variety of environmental and individual factors, which makes these aspects variable. There are two main aspects that affect consumer purchasing behavior. These elements are both personal and environmental. Demographics, consumer knowledge, perception, learning, motivation, personality, beliefs, attitudes, and lifestyles are the main categories of individual characteristics that influence consumer behavior. Environmental factors make up the second group of factors. The things outside of an individual that influences a consumer's decision-making process are referred to as environmental influences. Culture, socioeconomic status, peer group, family, and household are a few of these variables. The criteria listed above play a significant role in why customers choose a particular good or service (Engel, Blackwell, & Miniard, 1995).

Ethiopia is a developing nation that has had rapid economic growth and advancements in the penetration of mobile telecommunications in recent years. These factors contribute to the dynamic rise in the use of mobile phone devices. Numerous multinational businesses were drawn to the mobile market as a result, and now there are many different brands of mobile phones available. However, a variety of

elements related to consumer behavior affect the consumer's choice. Studying the different elements that influence consumers' decisions to purchase mobile phone equipment is crucial in this context.

Price, brand, interface, and properties typically have the largest influence on the real decision among mobile phone companies, according to Karjaluoto et al. (2005). College students were questioned by Ling, Hwang, and Salvendy (2006) to learn more about their preferences for their current cell phones. The results of their poll showed that the physical characteristics, size, and menu layout of mobile phones are the most important aspects influencing the decision to purchase a mobile phone.

According to Mack and Sharples (2009), usability is the most crucial predictor of mobile choice; other characteristics, such as features, aesthetics, and pricing, also have an impact on the brand of the mobile phone chosen. According to another study by Kumar, S., and Chaubey, D. S. (2015), the most important elements influencing people's decisions about mobile phones are price, quality, and style. Furthermore, Saif, Razzaq, Amad, and Gul (2012) chose four crucial elements—price, size/shape, new technology features, and brand name—and examined their effects on consumers' purchasing decisions. His findings indicate that consumers' preference for new technological features is the primary factor influencing their decision to purchase a new mobile phone.

In Kumasi Metropolis, Ghana, Eric and Bright (2008) conducted a study on the variables influencing consumers' decisions regarding mobile phone brands. Accordingly, the study's findings indicated that the brand of mobile phone with the highest level of dependability is the most crucial aspect, followed by the brand's user-friendliness. Similarly to this, Das (2012) conducted empirical research using a survey method on the variables impacting young customers' purchasing decisions for mobile phones in the Indian state of Odisha's coastal regions. According to the study, young consumers prefer a handset with a reputable brand, a stylish appearance, and advanced value-added features that are pleasurable and usable. Females in the gender group, post-graduates in the educational level group, students in the occupational group, and urban residents in the geographic area group play the most significant role in the purchasing decision of a mobile handset.

In 2013, Krithika and Vasantha made an effort to look into the reasons behind consumer cell phone purchases. The findings showed that while price and properties had the greatest influence on new mobile phone purchases, price, audibility, and the operator of friends had the greatest influence on mobile phone operator selection. Additionally, Saif et al. (2012) examined the elements influencing Pakistani customers' choices when it comes to mobile phones. The findings showed that consumers consider new technological capabilities to be the most significant factor overall and that these features also serve as a driving force in their decision to purchase a new handset.

In the Kadapa district of India, Subramanyam and Venkateswarlu (2012) conducted a study on the variables impacting mobile phone purchaser behavior. In order to understand how these marketing methods affect consumers' purchasing decisions, researchers looked at the many sorts of marketing strategies used by the market to capture consumers' attention and cognition. The findings show that factors influencing whether a person owns a mobile phone include income, advertising, and the educational attainment of the family. Malasi (2012) looked at how product characteristics affected Kenyan undergraduate university students' preferences for mobile phones. The study found that undergraduate students' choices for mobile phones can change depending on the product’s qualities. Numerous facets of a product's and brand's features were taken into account, including color schemes, clearly visible name labels, a variety of mobile phone models, packaging for safety, consumer knowledge of safety issues, and the phone's appearance and design.

2.1 Need for the study

Most of us can't imagine life without a smartphone because mobile makes the earthly spiritual. Meet mates, telephone grandmother, take part in online classes, plan a lunchtime or study a few minutes before a business meeting. The average use of smartphones has dramatically increased in our country and consumers change phones very often. The study aims to learn the customer behavior towards the purchase of smartphone with reference to Andhra Pradesh, India.

2.2 Objectives of the study

The objectives of the study are:

1. The research study aims to identify the customer's expectations towards the purchase of smartphones in India.
2. To know what features are expected by the customers like GB, Ram, storage, camera, OS, etc.,
3. To know the customers expected amount for the purchase of mobile
4. To know the frequency of purchase and source of purchasing a smartphone.

2.3 Questions of the study

The study covers questions like,

1. What are the functionalities of mobile users before buying a mobile phone?
2. What are anticipated mobile buying expenses?
3. What do consumers think about online or offline smartphone buying?
4. What is the expected time to change the old smartphone and the source of purchasing new smart mobile?

3. Research Methodology

3.1 Source of data

The study considers primary and secondary data for research. The primary data was obtained by survey. Based on the study objectives, the questionnaire is prepared. The questionnaire has been collected via Google forms. The study gathered secondary data from different research findings and other sources like newspapers, blogs, websites, journals, etc.

3.2 Sampling method and data analysis

By using Google forms, the study collected data from 250 respondents. The link to the questionnaire was given access to the respondents by using Wattsups and mail. The questionnaire was sent to more than 5000 members, but we received only 272 questionnaires, out of which 250 questionnaires are eligible for further processing. The data was collected in November and December month of 2020. The sample size consists of 250 respondents from different locations in Andhra Pradesh, India. The data was analyzed by using percentages and the chi-square test.

4. Results and Discussions

4.1 Descriptive Statistics

Table 2 shows the gender and age of the respondents in Andhra Pradesh, India. Out of 250 respondents, 88 respondents are female and 162 respondents are male. The table also depicts that, more than 68 percent of respondents' age is less than 30 years and 15 percent of the respondents are more than 40 years of age.

About 80 percent of the respondent's income is less than Rs.30,000 and only 20 percent of the respondents are getting more than, Rs.30,000 income. There is a significant difference in the salaries of men and women respondents in the selected respondents in Andhra Pradesh, India.

Table 2. Descriptive statistics of the respondents

	Gender	**Female**	**Male**	**Total**
Age	Less than 20	3	20	23
	21-30	44	104	148
	31-40	23	18	41
	More than 41	18	20	38
	Total	88	162	250
	Income	**Female**	**Male**	**Total**
Income	Less than 10,000	33	48	81
	10,000 - 20,000	11	43	54

	20,000 - 30,000	22	40	62
	Above 30,000	21	31	52
	Total	88	162	250
Occupation	**Occupation**	**Female**	**Male**	**Total**
	Student	25	56	81
	Professionals	4	0	4
	Salaried	51	67	118
	Self-Business	8	29	37
	Others	0	10	10
	total	88	162	250
Qualifications	**Qualification**	**Female**	**Male**	**total**
	Less than 10th class	4	6	10
	Intermediate	4	22	26
	Graduates	36	58	94
	Postgraduates	37	72	109
	Others	7	4	11
	total	88	162	250
Present mobile usage	**Gender**	**Female**	**Male**	**total**
	Motorola	0	4	4
	Nokia	4	0	4
	Oppo	4	4	8
	Vivo	0	13	13
	iPhone	8	11	19
	Realme	0	23	23
	Oneplus	12	19	31
	Redmi	29	58	87
	Samsung	25	11	36
	Others	6	19	25
	Total	88	162	250

Out of 250 respondents**,** 81 respondents are students, 118 respondents are salaried persons and 37 persons are self-businessmen. It is also identified that most of the women respondents are salaried employees and most of the business respondents are men in the selected area.

Out of 250 respondents**,** 109 respondents have qualified Post graduation (PG), and 94 respondents are qualified forgraduation. 36 respondents studied inter-are below the intermediate. 11 respondents are having professional degrees.

Table 2 also shows the brand-wise usage of smartphone phones among the selected respondents. About 34 percent of the respondents are using Redmi mobile, 10 percent respondents are using Samsung and 9 percent of respondents are using Oneplus. Motorola, Oppo and Nokia smartphone users are very low in the area of Andhra Pradesh, India.

4.2 Reasons for purchase of new mobile

Table 3 represents the reasons for the purchase of new mobile in the selected area of Andhra Pradesh, India. About 35 percent of the respondents expressed that, they bought new mobile because of its new features, hanging of previous phone, battery problems of the old phone, etc. the data also proves that,

most of the young users (less than 30 years of age) buying a new smartphone for new features and higher AMH battery. It can conclude that there is a significant association between the age of the respondents and reasons for purchase of new mobile at 0.00 percent level of significance. The calculated value of the Chi-Square test is 312.844.

Table 3. Reason for purchase of new mobile

Age group (years)	Charging problem	New features	Battery problems	Overheat	Phone hang	Total
Less than 20	0	10	9	0	4	23
21-30	17	50	25	11	45	148
31-40	0	23	18	0	0	41
Above 40	2	11	10	0	19	38
total	19	94	62	11	68	250
			Value	**df**	**Sig.**	
Pearson Chi-Square			312.844	40	.000	

4.3 Frequency of purchasing a new phone

The table-4 represents the frequency of purchase of new mobiles in the selected area of Andhra Pradesh, India. About 68 percent of the respondents expressed that, they use a smartphone for less than two years. 21 percent of the respondents express that, they use a smartphone for 2 to 3 years. It can conclude that there is a significant association between the age of the respondents and the frequency of purchase of new mobiles at 0.00 percent level of significance. The calculated value of the Chi-Square test is 287.43 respondents who are less than 30 years, are changing their old mobile within the 2 years of purchase.

Table 4. Frequency of purchasing a new phone

Age group (years)	Less than 1 year	1-2 years	2-3 years	Above 3 years	Total
Less than 20	7	13	3		23
21-30	12	97	35	4	148
31-40	11	18	7	5	41
Above 40	2	8	9	19	38
Total	32	136	54	28	250
			Value	**df**	**Sig.**
Pearson Chi-Square			287.43	40	.000

4.4 Type of camera preferred

About 54 percent of the respondents prefer the main camera, and 22 percent of respondents prefer ultra-wide cameras when purchasing a new smartphone. The calculated value of the Chi-Square test is 270.418 at 0.00 percent level of significance. Hence, it can conclude that there is a significant relationship between gender and the type of camera preferred by the respondents in the state of Andhra Pradesh, India (Table 5).

Table 5. Type of camera preferred by the respondent

	Depth camera	In-display camera	Macro lens	Main camera	Ultra-wide	Total
Female	11	12	0	43	22	88
Male	4	15	14	94	35	162

total	15	27	14	137		57	250
				Value	**df**	**Sig.**	
Pearson Chi-Square				270.418	10	0	

4.5 Expected Mega Pixel (MP) of Back camera by the respondents

About 56 percent of the respondents prefer 64 MP and above 64 MP back cameras, and 22 percent of respondents prefer 48 MP cameras. The calculated value of Chi-Square test is 411.096 at 0.00 percent level of significance. Hence, it can conclude that there is a significant relationship between the age group and MP of back camera preference by the respondents. The respondents, who are less than 30 years of age, are preferring more than 48 MP back camera in their new smartphone (Table 6).

Table 6. Back camera preference by respondents

Age Group (years)	**12MP**	**16MP**	**20MP**	**24MP**	**40MP**	**48MP**	**64MP**	**Above 64MP**	**Total**
Below 20	0	4	0	3	0	0	4	12	23
21-30	7	12	4	0	12	35	48	30	148
31-40	0	0	0	0	0	9	11	21	41
Above 40	4	3	0	0	1	11	9	10	38
total	11	19	4	3	13	55	72	73	250
					Value		**df**	**Sig.**	
			Pearson Chi-Square		411.096		40	.000	

4.6 Front-facing camera preference

About 54 percent of the respondents prefer 48 MP and above 48 MP front-facing camera, 31 percent of respondents prefer 48 MP camera 40MP camera. The calculated value of Chi-Square test is 261.747 at 0.00 percent level of significance. Hence, it can conclude that there is a significant relationship between gender and MP of the front-facing camera by the respondents. Female respondents are expecting more MP cameras when compared to men respondents. 78 percent of female respondents are preferring more than, 24 MP front-facing camera, and 72 percent of the male respondents feel that they required more than 24 MP camera (table 7).

Table 7. Front-facing camera preference

	16MP	**20MP**	**24MP**	**40MP**	**48MP**	**64MP**	**Above 64MP**	**Below 12MP**	**Total**
Female	15	4	14	18	11	19	7	0	88
Male	37	7	30	17	25	28	10	8	162
total	52	11	44	35	36	47	17	8	250
						Value	df	Sig.	
Pearson Chi-Square						261.747	16		0

4.7 Operating System preference

Table 8 shows the operating system required by the respondents in Andhra Pradesh. About 206 of the respondents prefer Android OS in their smartphones, 22 respondents prefer ios OS, and 18 respondents prefer Oxizn OS mobiles. Only 4 respondents out of 250 respondents prefer Windows operating systems in their smartphones. . The calculated value of Chi-Square test is 253.877 at 0.00 percent level of significance. Hence, it can conclude that there is a significant relationship between gender and the operating system in smartphones.

Table 8. Operating System preference

	Android OS	**iOS**	**Oxizn**	**Windows**	**Total**
Female	72	8	8	0	88

Male	134	14	10	4	162
total	206	22	18	4	250

	Value	df	Sig.
Pearson Chi-Square	253.877	8	0

4.8 Buyers Expected battery capacity

About 50 percent of the respondents prefer more than 5000mAh capacity battery in their smartphone, 32 percent of respondents prefer 4000mAh to 5000 mAh capacity battery. The calculated value of Chi-Square test is 404.093at 0.00 percent level of significance. Hence, it can conclude that there is a significant relationship between the age group and the expected battery capacity of smartphones. The respondents, who are less than 30 years of age, prefer more battery capacity when compared to respondents who are more than 30 years ago (Table 9).

Table 9. Expected battery capacity

Age (years)	Below 3000	3000 - 4000	4000 - 5000	Above 5000	Total
Less than 20	0	7	6	10	23
21-30	3	23	52	70	148
31-40	0	3	10	28	41
Above 40	4	4	13	17	38
Total	7	37	81	125	250

	Value	Df.	Sig.
Pearson Chi-Square	404.093	20	.000

4.9 Storage Preference

About 55 percent of the respondents prefer 128GB Storage capacity in their smartphone, 24 percent of respondents prefer 64GB internal storage. The calculated value of the Chi-Square test is 423.491at 0.00 percent level of significance. Hence, it can conclude that there is a significant relationship between the age group of the respondents and the expected internal storage capacity of the smartphones. The respondents, who are less than 30 years of age, prefer more internal storage capacity when compared to respondents who are more than 30 years of age (table 10).

Table 10. Storage Preference by respondents

Age	below 2GB	4GB	8GB	16GB	32GB	64GB	128GB	Total
Below 20	4	0	0	3	3	3	10	23
21-30	0	10	3	7	9	44	75	148
31-40	0	0	0	0	0	10	31	41
Above 40	4	0	0	3	4	5	22	38
Total	8	10	3	13	16	62	138	250

	Value	df	Sig.
Pearson Chi-Square	423.491	35	.000

4.10 Respondents' Preference for RAM

Table 11 shows the respondent's preference for RAM in their smartphones. About 181 of the respondents prefer 4GB Ram, 53 respondents prefer 6GB Ram, and 16 respondents prefer GB Ram. The calculated value of Chi-Square test is 260.782 at 0.00 percent level of significance. Hence, it can conclude that there is a significant relationship between gender and the RAM preference of the respondents. 25 percent of the female respondents prefer 6 GB ram but less than 20 percent of male respondents prefer 6GB ram and also 9 percent of the male respondents prefer 8GB RAM.

Table 11. Preference on RAM

Gender	4GB	6GB	8GB	Total
Female	66	22	0	88
Male	115	31	16	162
Total	181	53	16	250
		Value	**df**	**Sig.**
Pearson Chi-Square		260.782	6	0

4.11 Motivations for purchase of mobile

Table 12 shows the motivation for the purchase of a new smartphone. About 37 of the respondents purchasing a smartphone because of its quality, 26 percent of the respondents purchase new smartphone because of their past personal experience. 17 percent of the respondents purchased new mobiles because of price drops and offers. The calculated value of Chi-Square test is 255.386 at 0.00 percent level of significance. Hence, it can conclude that there is a significant relationship between gender and motivation for the purchase of a new smartphone. Most of the female respondents bought a smartphone because of their personal experience and the quality of the smartphone.

Table 12. Motivations for purchase of mobile

Gender	Availability	Personal experience	Price	Quality	Recommendation	Total
Female	7	27	19	27	8	88
Male	16	38	25	67	16	162
Total	23	65	44	94	24	250
			Value	**df**	**Sig.**	
Pearson Chi-Square			255.386	10		0

4.12 Expected expenditure on the purchase of mobile

About 54 percent of the respondents prefer to spend an amount of Rs. 10,000 - 20,000 for the purchase of a new smartphone, 22 percent of respondents prefer to spend Rs.20,000 - 30,000 and 13 percent of the respondents willing to spend more than Rs.30,000. The calculated value of Chi-Square test is 308.754 at 5 percent level of significance. Hence, it can conclude that there is a significant relationship between the age group of the respondents and the spending amount on smartphones. The respondents, who are less than 30 years of age, prefer Rs. 10,000 to 20,000 for the purchase of the new smartphone (Table 13).

Table 13. Expected expenditure on the purchase of mobile

Age group (Years)	Below 10,000	10,000 - 20,000	20,000 - 30,000	Above 30,000	Total
Less than 20	0	20	3	0	23
21-30	14	75	38	21	148
31-40	4	23	8	6	41
Above 40	4	19	8	7	38
Total	22	137	57	34	250
		Value	**Df.**	**Sig.**	
Pearson Chi-Square		308.754	20		.000

4.13 Sources of information regarding the smartphone

Table 14 shows the sources of information for the purchase of the new smartphone. About 33 of the respondents got information from advertisements in various newspapers and websites, 32 percent of the respondents got information from word of mouth (phone users). 21 percent of the respondents get motivated by attractive packages given by smartphone companies. The calculated value of Chi-Square test is 252.171 at 0.00 percent level of significance. Hence, it can conclude that there is a significant

relationship between gender and sources of information for the purchase of a new smartphone. Most of the female respondents gt information from Advertisements and word of mouth.

Table 14. Sources of information regarding the smartphone

Gender	Advertisement	Attractive packages	Dealers	Shop display	Word of Mouth	Total
Female	29	19	4	7	29	88
Male	54	35	4	17	52	162
total	83	54	8	24	81	250
			Value	**df**	**Sig.**	
Pearson Chi-Square			252.171	10		0

4.14 Source of reviews regarding smartphone

Most of the respondents in the studied area prefer to read reviews before purchasing a new smartphone. The table shows the sources of reviews for the purchase of the new smartphone. About 60 of the respondents prefer to view reviews on online platforms, 32 percent of the respondents get information from word of mouth (phone users). Only 4 percent of the respondents consider stores' reviews before going to purchase a new smartphone. The calculated value of Chi-Square test is 257.399 at 0.00 percent level of significance. Hence, it can conclude that there is a significant relationship between gender and sources of reviews for the purchase of a new smartphone. Most of the female respondents preferred online platforms for reviews before going to purchase the new smartphone (table 15).

Table 15. Source of reviews regarding smartphone

Gender	Online platforms	Others	People	Stores	total
Female	56	3	29	0	88
Male	96	4	51	11	162
total	152	7	80	11	250
			Value	**Df.**	**Sig.**
	Pearson Chi-Square		257.399	8	0

4.15 The platform for purchasing new mobile

About 73 percent of the respondents prefer to buy a smartphone from online stores and 23 percent of the respondents prefer to convince the store to purchase of new smart mobile. The calculated value of Chi-Square test is 414.605 at 0.00 percent level of significance. Hence, it can conclude that there is a significant relationship between the age group of the respondents and the flat form for the purchase of new smartphones. The respondents, who are less than 30 years of age, prefer to purchase a new smartphone online and the customers who are more than 40 years are preferring convenience stores to purchase new mobile (table 16).

Table 16. The platform for purchasing new mobile

Age of the respondents (years)	Convenience store	Online platform	Others	Total
Less than 20	6	17	0	23
21-30	27	121	0	148
31-40	7	34	0	41
Above 41	19	11	8	38
Total	59	183	8	250
		Value	**df**	**Sig.**
Pearson Chi-Square		414.605	15	.000

4.16 Opening regarding Continuous of same brand in next purchase

About 54 percent of the respondent not given any grantee in the purchase of the same smartphone while purchasing the next smartphone and 29 percent of the respondents will continue with the same brand of smartphone. The calculated value of Chi-Square test is 260.739at 0.00 percent level of significance. Hence, it can conclude that there is a significant relationship between the age group of the respondents and continuing the same smartphones. The respondents, who are less than 30 years of age, are not given any grantee for continuing the same brand (table 17).

Table 17. Continuous the same brand

Age (in Years)	**Maybe**	**No**	**Yes**	**Total**
Less than 20	17	3	3	23
21-30	73	25	50	148
31-40	25	6	10	41
Above 41	18	6	10	38
Total	137	40	73	250
		Value	**df**	**Sig**
Pearson Chi-Square		260.739	15	.000

5. Conclusion

The use of smartphones has substantially increased recently. In the two years following their purchase, the majority of respondents in the selected location upgraded their smartphones. When buying new cell phones, the client prioritizes brand, pricing, camera, internal storage, and battery. The custodians prioritize using the internet to find information such as reviews, prices, models, and the availability of new models. Customers, according to the report, expect to spend less than Rs. 10,000 and anticipate a mobile device with 4GB RAM, a 48MP camera, 68GB of internal memory, and a battery that is at least 5000aMh.

5.1 Implication

A Practical implication of this study may be drivers to the marketing study of green product consumption to motivate green buying behavior. It is also important to strengthen the value of the Z generation and their role as parents in future behavior. Policymakers and marketers also have to develop initiatives to enhance green buying behavior. It will also lead to sustainable green behavior in society.

5.2 Limitation and Study Forward

This study has several limitations that can be considered and taken into consideration for further research. First, this study was conducted on a limited population. Second, the data in this study are participants' self-reports, so the truth in reporting depends on the honesty of the research participants. A suggestion that could be made for future studies is to consider using a wider population range to enrich the data, and using multiple-informant reports to get a more valid construction size. We can also conduct further research about the factors that could influence the emergence of green consumption values (i.e. factors that are related to the products and the environment).

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