

Factors Affecting Buying Behavior towards Smart Phones among Consumers in Online Shopping Scenario and Its Impact on Indian Economy

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ABSTRACT: There has been a recent uptick in studies looking at how consumers use their smartphones for shopping and other reasons. In particular, the smartphone industry's customer behaviour, from adoption motivation through post-usage behaviour, has become an important topic of study in the marketing discipline. The smartphone market in India is expanding at a rapid rate, and the country's economy is one of the fastest-growing in the world." Smartphones have become integral components of our daily life. People's discretionary incomes are growing, and they have changed how they spend their money and what they hope to achieve. One of the most fundamental problems in consumer behaviour is the way shoppers create, modify, and employ their own decision-making approaches. Consumer behaviour patterns that precede, determine, and follow the choice process for the purchase of need-satisfying items, ideas, or services is one definition of consumer decision making. Research on consumer choice behaviour has been a hot topic for decades. Research on the decision-making process has historically focused on the buying process. Marketing relies heavily on an understanding of consumer behaviour. If the goal of marketing is to "satisfy customers at a profit," then it stands to reason that both the theoretical underpinnings and the empirical manifestations of the consumer decision-making process are of paramount importance to the marketing man, whether he is an academic or a professional. Therefore, this study explores factors affecting buying behavior towards smart phones among consumers in online shopping scenario.

Keywords: Buying behavior, smart phones, consumers, online shopping scenario, Role of smartphone in Indian economy

1. Introduction

There has been a recent uptick in studies looking at how consumers use their smartphones for shopping and other reasons. In particular, the smartphone industry's customer behaviour, from adoption motivation through post-usage behaviour, has become an important topic of study in the marketing discipline. The study's results correspond the hypothesis that consumers' outlooks, motivations, and ways of living are all impacted by the regulatory focus on smartphones. The smartphone market in India is expanding at a rapid rate, and the country's economy is one of the fastest-growing in the world. Smartphones have become integral components of our daily life. People's discretionary incomes are growing, and they have changed how they spend their money and what they hope to achieve.

One of the key factors that has enthused curiosity in this phenomenon is the public's growing fascination with cellphones. The prevalence of smartphone addiction among the public at large is quickly rising. So, the purpose of this study is to investigate the buying habits of smartphone customers in the Indian market. The study's overall objective is to illuminate consumers' rationale for, and experience with, smartphone shopping. The buying habits of individuals are influenced by a variety of personal traits. Buyer behaviour may be influenced by qualities "such as age, employment, lifestyle, personality, and self-concept, as well as social factors including family, groups, roles, and status."

2. Consumer Decision-Making

One of the most fundamental problems in consumer behaviour is the way shoppers create, modify, and employ their own decision-making approaches (Moon, 2004). "Consumer behaviour patterns that precede, determine, and follow the choice process for the purchase of need-satisfying items, ideas, or services" is one definition of consumer decision making (Du Plessis et al., 1991).

Research on consumer choice behaviour has been a hot topic for decades. Research on the decision-making process has historically focused on the buying process (Loudon and Bitta, 1993). Not until after the 1950s did researchers start include the more expansive modern idea of marketing in their analyses of consumer behaviour (Engel, Blackwell, and Miniard, 1995). Recent studies have shown that there are more steps beyond just making a purchase (Rajan et al. 2021). The final product is merely one of several factors considered by consumers (Ebrahimzadeh et al. 2020). Research on this issue has led to the creation of several models (Bali et al. 2023). These models are meant to symbolise the buyer's decision-making process and the factors that go into it.

Research on consumer behaviour encompasses a broad range of topics related to the buyer's journey from first consideration to final purchase. In order to meet their desires and requirements, consumers purchase, utilise, and eventually discard various products, services, ideas, and experiences (Kotler, 2009). Marketers used to think of consumer behaviour as something that happened just when a customer paid for and received a product; today they understand that consumer behaviour is a continuous process that extends well beyond the point of sale (Solomon, 2006).

A consumer is "a guy with a problem" in the eyes of marketers. Consumer spending solves the issue by providing an acceptable solution. Most major corporations are very concerned in the thought procedure that goes into a customer's purchase choice (Bachtiar et al. 2023). They're putting in a lot of effort to study the buying habits of customers so that they can better understand who buys what, when, and why. "Researchers can more quickly uncover data on the what, how, where, when, and how much of a purchase a consumer makes, but the why is more elusive." "The solutions are typically locked within the consumer's head," as the saying goes (Kotler and Keller, 2009).

3. Models of Consumer Behavior

Companies employ a wide variety of marketing strategies in an attempt to sway customer choice, but it is sometimes impossible to gauge actual customer reaction. The "four Ps" of marketing are Product, Price, Placement, and Promotion. These marketing prompts are used by smartphone manufacturers to encourage consumers to update or purchase new handsets. Yet, they are not the only factors shaping the buyer's experience. Examples of such cues include the following.

- Market and economic conditions, as well as the state of the economy of the country in question.
- Technical considerations, such as the research and development industry, which monitors consumer behaviour and adapts smartphone design accordingly.
- Considerations of a cultural nature, such as the norms and customs of the country in question, etc.

All of these inputs are processed by the buyer's "black box," and the resulting observable buyer response includes the product selected, the brand selected, the dealer selected, the date of the transaction, and the total amount spent (Kotler, 2009).

4. The Hawkins, Best and Coney Model

Hawkins, Best, and Coney's approach extends the work of Engel, Kollat, and Blackwell to include both internal and external factors. Culture, subculture, demographics, social status, reference groups, family, and marketing activities are all considered external influences on consumer needs by Hawkins, Best, and Coney (2004), while internal influences include perception, learning, memory, motivations, personality, emotion, and attitudes.

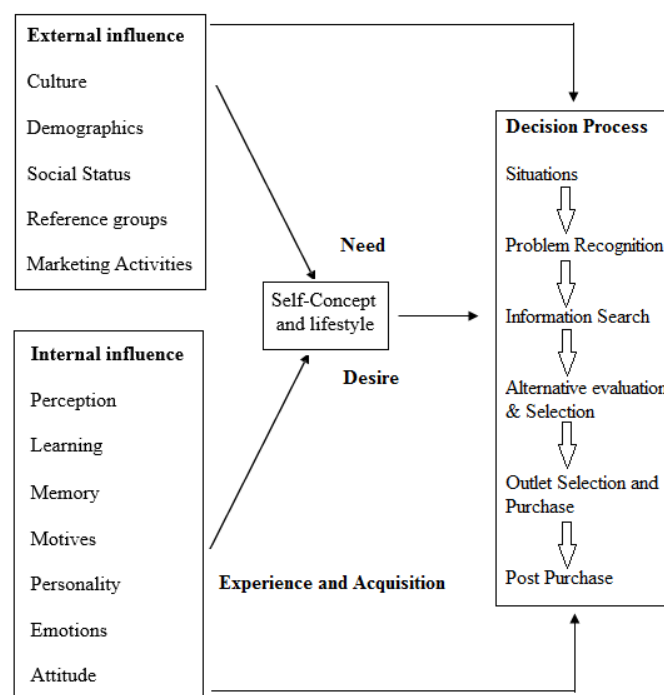


Figure 1: The Hawkins, Best, and Coney Model (1998)

When put together, these elements form the consumer's self-concept and lifestyle, which in turn generates the needs and wants that trigger the five stages of the decision-making process: problem/needs recognition, search for alternatives, evaluation of alternatives, choice/purchase made, and post-purchase evaluation. Akin to the Engel, Kollat, and Blackwell model, the five-stage decision process assumes that consumers make their decisions in a logical way by weighing the pros and cons of their available options. Yet, factors like as background knowledge, perception, learning, memory, desire, personality, emotion, and attitude, and other imponderables may all play a role in how successfully one learns something new. The internal and external elements that shape consumers' sense of identity and behaviour may be influenced by their experiences and their possessions.

External Influence on Consumer Behavior

Culture: Culture represents a group's or society's accumulated system of meaning, norms, rituals, and traditions. The importance that a customer places on various actions and the product is largely shaped by the consumer's cultural ideas and behaviours (Swaminathan, 2023). Also, it's what makes certain goods and services profitable while others fail. In any given culture, a product seems to have a considerably greater chance of success in the market if it offers benefits that are in line with what its members want. Culture is best understood as a way of life that is transmitted from one generation to the next. Culture evolves with time. It's always developing and changing, fusing new and historical concepts. Shah and Tandon (2020) found that culture significantly influence consumer behaviour with beta coefficient 0.428 ($p < 0.05$).

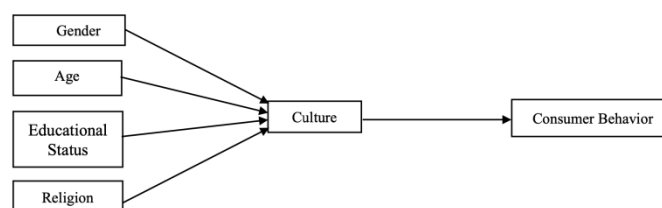


Figure 2. Influence of culture on consumer behaviour (Shah and Tandon, 2020)

Demographics:In sociology, a cohort is a group of people who have a common experience and a common actual age (Manandhar, 2022). They have numerous commonalities in their recollections of cultural icons, the significance of the historical event, and so forth. It's common practise for businesses to aim their wares at certain age groups. "They understand that the same product, marketed in the same way, is unlikely to resonate with consumers of various ages. Teenagers, those aged 18–29, baby boomers, and the elderly are all significant age groups." Adolescents are transitioning from infancy to maturity, and as a result, their sense of identity is sometimes shaky throughout this time. They are open to new ideas and experiences, which boosts their confidence and allows them to stand out (Ganlari, 2016). The demographic makeup and spending power of the baby boomer generation make them the most influential age group (Huang and Lin, 2023). Both the demographic's interests and the emphasis of advertising have shifted as its members have become older.

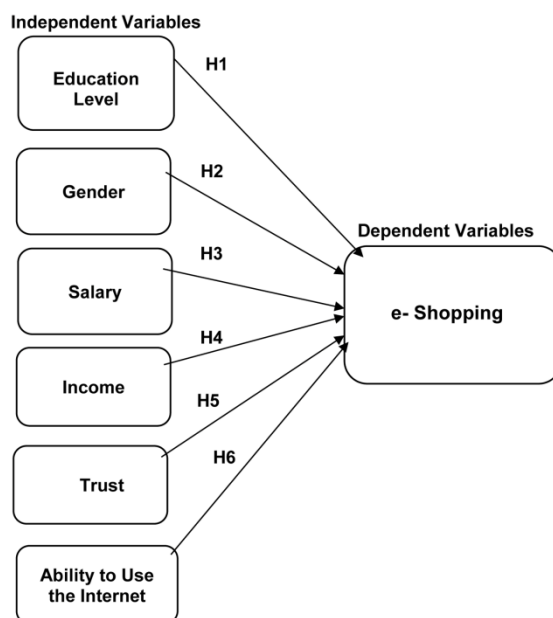
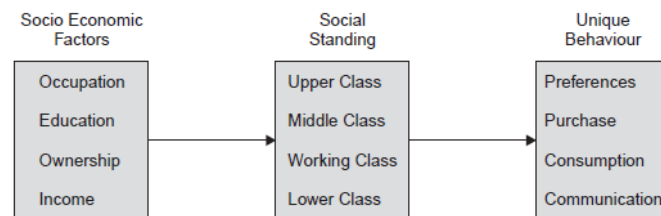


Figure 3. Influence of demographics on consumer behaviour (Mehrotra et al., 2019)

It has been estimated by Cia.gov (2014) that of India's total population of 1.2 billion, around 376 million are male and roughly 357 million are female, or 69% of the population. The market for mobile phones, namely smartphones, is massive.

Mehrotra et al., (2019) found that gender, however, does not appear to be a main factor that effects online shopping as both males and females showed almost the same use in online shopping. The results also suggested that the more education customers or users have, the better knowledge they might have about online shopping, and the more likely it is that they will participate in online shopping. All the hypotheses were accepted after applying the one-way ANOVA with significance less than ($\alpha = 0.05$)

Social Status:Consumers attribute different levels of social acceptability to various brands and retail establishments (Munson and Spivey, 1981). The working-class buyer is more concerned with practical aspects of a product, such as its durability or comfort, than with its aesthetics. They are much more conservative shoppers and are less inclined to try out novel items or trends. A person's personality or social standing might also have an impact on their shopping habits. The term "personality" refers to a person's unique combination of characteristics, including but not limited to attributes like self-assurance, autonomy, adaptability, and defensiveness, that cause them to react in predictable and predictable ways to the world around them. There is a character behind every brand, too. The unique characteristics that consumers associate with a particular brand are what we call its "personality." Consumers are more loyal to companies whose products they perceive to have certain characteristics with themselves. Publicly owned items are more likely to display such provenance than privately run ones. (Solomon, 2006).



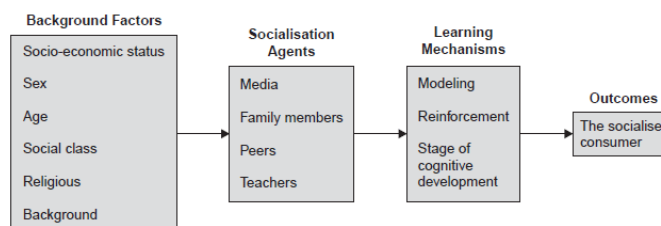
Social Standing: How it is derived and influences behaviour

Reference Groups: A reference group can be a real person or a made-up collection of people who serve as a conceptual pattern for how an individual should evaluate themselves, their goals, and their actions. Customers are influenced in three ways by the reference group. We can classify these impacts as either informative, practical, or value-expressive.

The word "reference group" is commonly used rather loosely to represent any external influence that gives social cues, despite the fact that a "group" typically consists of two or more people. Parents, friends, teammates, and classmates are all examples of influential reference groups.

A reference group might be a big, formal organisation with a set structure, regular meeting hours, and officers, or it could be a small, unofficial group like a group of friends or students living in a dorm. In the smartphone industry, where firms are more readily recognisable and approachable, formal group influence is often under tighter corporate management.

Family: Family is the most important group of people to go to for guidance, and families are often recognised as the most important consumer consuming organisation. In this case, the buyer is really bringing in two families. The orienting family consists of the parents and any children they may have (single-parent families and childless families are included). A child's education affects his or her outlook on God, money, success, and value. Even if the purchasers do not often see their parents, that level of impact may be substantial and long-lasting.



A model of consumer socialisation

One's spouse and offspring have a more direct impact on one's day-to-day spending habits. In India, for instance, different members of the same household may or may not weigh in on a purchase depending on what it is. Typically, the woman acts as the primary shopper for the household. In other words, classic buyer positions are evolving in today's market. The needs of both men and women should be considered by marketers. When it comes to smartphones, it's not uncommon for a household in a contemporary, urban nation to own several. Every person has a normal mobile phone, and a growing number are upgrading to smartphones.

Marketing Activities: Marketing messages in the shape of billboards, stores, and products are constantly bombarding us, vying for our attention and hard-earned dollars. "Marketers create and are inspired by popular culture, which includes the music, movies, sports, literature, and other types of entertainment enjoyed by the mass market (Solomon, 2006)." The smartphone industry relies heavily on social media and television advertising to persuade consumers to buy their products. Manufacturers also use games and contests to get customers interested in their goods. As Micromax was still relatively unknown in the Indian market, the company used a wide range of advertising platforms, including radio, billboards, the Internet, gift card programmes, and in-store displays, to raise brand awareness. They have their wares stocked at major retailers like Croma, The Mobile Store, Reliance Digital, and so forth. Despite stiff competition from established companies, Micromax was able to attract new customers by forming partnerships with regional distributors to make their products widely available. Compared to the standard 6-to-10% margins in the sector, the B2C model provided its dealers a maximum of 15%. They were able to get into the urban markets more successfully than their

competitors because they gave distributors bigger profit margins. The organisation was able to win over new consumers by offering them improved support after the sale and a 2-year warranty. The company's market share can grow with the aid of these advertising campaigns since they allow the business to reach more people in metropolitan areas. It gained 21% of the Indian GSM mobile phone market, making it the second largest vendor behind Samsung. Over 1 million mobile phones were sold every month. (Micromaxinfo.com, 2014).

Internal Influence on Consumer Behavior

Perception: Perception means the myriad methods in which one can take in data from the environment, sort that information into useful categories, and draw conclusions from that data (Belch and Belch, 2009, p118). This means that even though everyone's circumstances and goals are same, people's responses might vary depending on how they interpret those factors. A person's perception is the result of their brain's selection, organisation, and interpretation of sensory data. A person's interpretation and organisation of information results in a diverse experience of the same circumstance. Consumers' preconceived notions about smartphones have a greater impact on sales than any hard data could ever have.

Learning: Learning promotes learned-behavior adjustments in intended audience. Indeed, the vast majority of our actions and reactions are learnt. The elements of learning include motivation, experience, cue, response, and reinforcement. Internally motivated and very strong, a drive is what makes things actually happen. Marketing and other subtle inputs affect when, where, and how people act. People act in reaction to a want by making an effort to fulfil that need through the acquisition of a product. When a customer has purchased and used a product to his or her satisfaction, the firm can then use reinforcement to encourage repeat business.

Memory: As people go through life, they accumulate knowledge and experiences. Consumers' familiarity with various brands influences how and what they may recall in any given situation, and this familiarity may be modelled as an activation process that spreads over a memory network with so many interconnected nodes. An individual's ability to recall a brand is heavily influenced by the memories associated with it, including "brand-related thoughts, feelings, perceptions, images, experiences, beliefs, and attitudes, etc."

Motivation (Maslow's theory): The psychologist Abraham Maslow pondered the question of what motivates people at different stages of their lives. Maslow developed a scale for ranking people's wants and requirements, now known as the "hierarchy of needs." From most important to least, he ranked five categories of needs.

Personality: Personality encapsulates an individual's distinctive character and helps explain why people are different from one another. Psychologists often talk about the "Big Five" personality qualities, which are:

"Openness" or how open you are to new experiences,

"Conscientiousness" or how diligent you are,

"Extraversion" or how outgoing or shy you are,

"Agreeableness" or how easy you are to get along with, and

"Neuroticism" or how prone you are to negative mental states

Attitude: "Attitudes are persistent, regular dispositions to react favourably or unfavourably to a particular thing or class of objects" (Allport, 1935, p810). "People's attitudes towards a given product, service, company, idea, issue, or organisation may be defined as their "mental positions," or the sentiments, assessments, and inclinations that stem from those emotions." It's not easy to alter people's attitudes since they're rooted in their core values and ideas and hence tend to be persistent. Consumers' favourable impressions of smartphones are important to the success of the industryS.

Concept and Lifestyle

The model proposes that a customer's social idea and lifestyle choice are the sum total of all the external and internal influences on that consumer. A consumer's lifestyle is not just the aggregate of their values and beliefs that can be inferred from their time and money spending habits, but also their overall pattern of consumption (Solomon, 2006).

"Lifestyle is a person's way of life as manifested in his or her activities, interests, and attitudes," write Kotler and colleagues. More so than a socioeconomic or psychological profile, a person's lifestyle captures their whole pattern of behaving or networking in the world. According to the research (Kotler, Prof. The consumer's need and desire inform their purchase choice, which in turn is impacted by the consumer's lifestyle and social notion.

Decision Process

Problem Recognition: Belch and Belch (2009) Talk about how a need isn't always something that someone desires, but it might be something that they require to live their life the way they want to live it. In this section of the model, we focus on what drives customers to make a purchase (Workman and Studak, 2006). Problem recognition occurs when a client becomes aware of a gap between the current condition and an ideal state. In the eyes of the buyer, there exists an issue that needs resolving. This issue might be big or tiny, easy or difficult. A consumer's interest in a product may be piqued by an ad for it or by some other social or physical cue. There are a variety of methods for identifying a need. If a product is unavailable, if the thing one purchases does not fully satisfy their requirements, or if new demands are created, all that has happened is that the quality of the person's real condition has been lowered. Consumers may decide to update their smartphones for a variety of reasons, including the desire to take advantage of the latest features, the want to improve their productivity at work, the desire to expand their social circle, and so on.

Information Research: Mihart (2012) Talk about how Customers usually start their information quest with a "internal search," during which they remember brands and items they're already familiar with (termed the "evoked set"). One facet of information extraction is called "external search," and it refers to data gathered from places other than the database itself. After the consumer knows an issue, they will want sufficient information to fix it. Consumers engage in information search when they scour their immediate surroundings for the facts, they need to make an informed choice. Consumers often go online after realising they need a product to fill a certain void and learning everything, they can about it. Both internal and external information sources can be used to fill up the gaps. "External search" refers to the information gathered through commercials, acquaintances, etc., while "Internal search" refers to the use of one's own memory bank to compile the information about the many product alternatives. A person can obtain knowledge from many different places, including people they know and trust, as well as through the internet, stores, advertisements, and the news. Information regarding smartphones may be gathered from several places, including personal recommendations, online reviews, and the like.

Evaluation of alternatives: In this stage of the decision-making process, the customer considers whether or not another product offers a solution to their problem, as described by Belch and Belch (2009). At this point in the process, we're taking into account the many product options that can together make up a certain person's "evoked set." Consumers' evaluation criteria will be raised as a result of the data they get through online searches. Each member of the evoked set is like the others in some way; they belong to the same group. Choices among available options are influenced by the conceptual categories into which they fall, with certain brands being more strongly connected with particular groups.

When it comes to cellphones, for example, customers typically do extensive research before making a final purchase decision. There are many distinct smartphone brands and pricing points, each with its own set of advantages and disadvantages.

Purchase decision: Belch and Belch (2009) Describe this stage as the "end destination," or the moment when the buyer decides which product to buy. When a customer reaches the decision to buy a product, it means that after considering several options and making a conscious choice, the product in question has helped them to address their concerns and meet their needs. Several people, both those you know and some you don't know, can influence your buying decision. If a buyer has a favourable impression of a certain brand, they may want to purchase just that company's wares.

When it comes to cellphones, for instance, shoppers evaluate the newest models available on the market before committing to a purchase. Older versions are rarely purchased by consumers. Customers have a preference for recent releases due of advancements in technology and perks. A brand loyal consumer is someone who has found that the brand consistently meets their needs. For example, Apple, Sony, and Samsung.

Post-purchase Behavior: Belch and belch (2009) Customer expectations are checked off a list and the purchase is judged on whether or not it was a success. One of the first things a customer does after making a purchase is to assess

the goods based on how it has performed and how satisfied they are with their purchase. If the product falls short of the customer's expectations, they will be dissatisfied and look for alternatives; if it meets their expectations, they will be satisfied and continue using the product happily; and if it exceeds their expectations, they will be delighted and more likely to repurchase either the product itself or another item from the same brand. Positively, the product will be discussed and recommended by the customer.

5. Smartphone Characteristics

In 2023, the Smartphones industry will generate \$41.73 billion in revenue. There will be yearly growth of 7.32 percent in the market (CAGR 2023-2027). In compared to the rest of the globe, China brings in the most revenue (US\$119.20bn in 2023) through sales. In 2023, revenues per person amount to US\$29.39, based on estimated population numbers. By 2027, the Smartphone market is predicted to have delivered 225.7 million units. In terms of volume, smartphones are predicted to expand by 5.9% by 2024. By 2023, the average volume per person for Smartphones is projected to reach 0.1 units. In order to participate in and benefit from the digital economy, a new generation of Indians across all socioeconomic strata has embraced mobile technology, notably smartphones. The smartphone has justifiably taken over the roles of several other gadgets, such as the music player, the camera, and the device used to make financial transactions. There are now over 600 million smartphone users in India, and this figure is only expected to grow as more people make the transition from feature phones to smartphones. While individuals all over the globe continue to get benefits from the digital economy powered by smartphones, its decrease is expected due to existing and new obstacles. Looking at the figures, we can see that overall smartphone demand fell in the third quarter of 2022, even though sales volume of premium smartphones rose.

In 2022, the Indian smartphone market did decline, as predicted by Counterpoint. One major factor was the component scarcity that began at the beginning of the year. Due to their flexible supply chain operations and well-thought-out plans, certain market participants did succeed in overcoming these obstacles. A strong youth-oriented economy and a desire to participate in a fully digitalized India bode well for the smartphone market in 2023. For these reasons, the Indian smartphone industry may fare better in the following year, despite the fact that global economic imbalances continue to provide difficulties for businesses worldwide.

The proliferation of mobile phone technology in India has opened up many new doors for the country's citizens to conduct a wide range of previously inaccessible activities, such as communication, education, transportation, crisis management, e-commerce, and government-related interactions. A substantial percentage of people in this survey, according to the findings of a research, do not have access to any type of personal computer. Because of its convenience and portability, their smartphone became their primary and exclusive means of connecting to the Internet.

The Indian market has expanded gradually over the previous five years, with the exception of the year 2020, when Covid was released. The industry is predicted to grow by 10% in 2023, reaching 175 million products sold. From 2021 to 2026, experts predict a CAGR of 6% for the rural sector and a CAGR of 2.5% for the urban sector. Increased Internet usage is predicted as a result of the growing demand for smartphones to facilitate the use of fintech, healthcare, and education.

Despite a global fall in smartphone demand (by 12% year on year to 301 million devices in Q3 2022), the Indian mobile phone industry is growing. This presents a huge opportunity for everyone involved in the mobile value chain. As more people in India have access to the internet, there will be a greater need for mobile phones. A large installed base, the transition from feature phones to smartphones, domestic smartphone producers, a maturing supply chain, and the introduction of novel applications will fuel the market's long-term expansion. By FY26, the worldwide mobile phone market is expected to generate INR 2.4 trillion in revenue, expanding at a CAGR of 14.5%, while the Indian mobile phone market is projected to expand in size by 9.7% CAGR, reaching 370 million units.

6. Impact on the Indian Economy:

The buying behavior towards smartphones in online shopping has significant implications for the Indian economy. Projections indicate that the Indian e-commerce market is expected to reach a value of USD 99 billion by 2024 [21].

Smartphones play a crucial role in driving this growth, with the increasing adoption of online shopping leading to the expansion of various industries within the digital ecosystem.

Job Creation and Revenue Generation:

The growth of online smartphone shopping has created numerous employment opportunities across various sectors. The increased demand has benefited the entire value chain, including logistics and delivery services, customer support, and digital marketing. E-commerce platforms contribute to revenue generation not only through smartphone sales but also through the services they offer [22].

Digital Inclusion and Bridging the Divide:

One of the significant advantages of online shopping is that it enables consumers from all parts of India, including rural areas, to access a wide range of smartphones. This fosters digital inclusion by providing equal opportunities for individuals to purchase the latest technology. Bridging the digital divide is crucial for the socio-economic development of the country, and online shopping contributes to this effort [23].

Tax Contributions and Economic Growth:

The thriving online smartphone market also contributes to tax revenues, which benefits the Indian economy. As the online sales of smartphones increase, tax contributions from manufacturers, e-commerce platforms, and associated industries also rise. The revenue generated from these taxes supports infrastructure development, healthcare, education, and other key sectors, thereby fostering overall economic growth [24].

7. Conclusion

Marketing relies heavily on an understanding of consumer behaviour. If the goal of marketing is to "satisfy customers at a profit," then it stands to reason that both the theoretical underpinnings and the empirical manifestations of the consumer decision-making process are of paramount importance to the marketing man, whether he is an academic or a professional.

The rational behaviour that is based on elements like learning and experience and is oriented towards a clear purpose is involved in the classification of decisions before purchasing smart phones, and these functions are distinct from one another. One may argue that mobile phones were the first form of electronic communication. mobile technology in 1995, mobile phone sales in India had skyrocketed. In the modern day, mobile phones have permeated every aspect of people's lives and relationships. With so many options available to consumers, manufacturers in the mobile phone industry are always looking for ways to set their products apart from the competition.

In the current day and setting, cellphones can be found just about anywhere, and their widespread use has greatly increased people's ease and convenience in their daily lives. Smartphones are becoming increasingly common in India, thanks in large part to the country's young population and booming economy. Smartphones facilitate the ways in which people handle their lives. Being a growing economy, India is posing a threat to the established smartphone market globally. More and more Indians are making the transition from feature phones to smartphones. It was anticipated that more than 70% of existing smartphone users will upgrade to higher-end smartphones. With a solid 23% yearly growth rate, India has joined the ranks of the world's top smartphone markets, moving into second place.

The factors influencing buying behavior towards smartphones in the online shopping scenario have a profound impact on the Indian economy. Consumer preferences for product features, pricing, brand reputation, convenience, and trust shape the smartphone market. The growth of online shopping for smartphones has not only transformed the retail landscape but has also fueled economic growth by generating employment opportunities, driving revenue, promoting digital inclusion, and contributing to tax revenues. Businesses and policymakers need to understand these factors and adapt their strategies to leverage the immense potential of the online smartphone market in India.

7. Implications

The large bulk of smartphone buyers do it out of good motives. Those who are driven by ideals typically do extensive research before making a purchase, therefore it's important to include as much relevant information as possible in the message itself, such as product details like features and specs. To maximise the endowment effect, shops should have functional displays of the mobile phones on sale and let buyers try them out for themselves. As a result, people will have an easier time imagining themselves as the product's owner, which might lead to more positive product ratings overall.

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