

CONSUMER PERCEPTION AND PREFERENCE FOR SMART PHONE: A STUDY ON BHUBANESWAR MARKET

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ABSTRACT

Smart phones have become a part and partial of human life. With increasing disposable income, availability of variety of brands of smart phones to choose from, today the consumer has many choices. This paper focuses on the factors affecting consumer decision while buying a smart phone. The factors we consider here in this paper are battery life & capacity, fast charging, good quality display, high RAM & ROM, and high resolution. From this study it has been found that 84 respondents preferred medium size phones. Most of the respondents i.e; 57 preferred high storage capacity of RAM and ROM followed by high resolution camera. Brands like Apple, Samsung and Oneplus are perceived significantly different from brands like Vivo, Oppo, Xiaomi and IQOO. Whereas Realme and Google Pixel are not perceived significantly different from other brands.

KEYWORDS: *Smart Phone, Consumer Perception, Anova, Brands.*

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