



## CERTIFICATE

This is to certify the project work entitled  
“PURCHASE BEHAVIOUR OF MOBILE PHONES AMONG  
WOMEN SEGMENT”

Is done by

NAME : JAMMULA TEJA

ROLL NO : 110420405092

As a part of their Curriculum in the Department of Commerce

**IDEAL DEGREE COLLEGE FOR WOMENS**

HYDERABAD – 500007

This work has been carried out under my guidance

*B. Madhusudhan*



PRINCIPAL: B.MADHUSUDHAN

External EXAMINER

MENTOR: S. BHAGYA LAXMI

## ANNEXURE -1

### **DECLARATION**

I here by declare that the project entitled "PURCHASE BEHAVIOUR OF MOBILE PHONES AMONG WOMEN SEGMENT" is an original work done by me and has been submitted to the Department of Commerce, Osmania University, Hyderabad in partial fulfilment for the award of the Degree of Bachelor of Commerce (Computer Applications).

This report has not been submitted anywhere else for award of any other degree or diploma or certificate.

Name and address of the student

**JAMMULA TEJA**

*J. Teja*

**Signature of the student**

**Ideal Degree College for Women**

# ABSTRACT

The cell phones have all qualities and features that qualify them to be called as a mini computer. 'Such handheld compact gadgets that offer both communication and computing are known as Smart phones'. A recent research presents that India has overtaken even the U.S. and has qualified to be the world's second-largest smartphone market by the users. The future projections say that a billion smartphone sales would be generated in the coming five years. India is a market wherein the leading smartphones brands in the world involve in cut throat competition and make every possible effort to win the Indian customer. This research paper is aimed at studying the consumer buying behaviour with respect to smart phones in India specifically at the Delhi/NCR region. The purpose of this study is to understand two major consumer decisions while buying a smartphone:

- Which smartphone to buy (brand)?
- From where to buy (online / brick & mortar store)?

The store chosen for this purpose is Croma Electronics, Connaught Place (Near Odeon theatre) where a live study of the consumer buying behaviour was conducted.

**Keywords:** - Smartphones, Technology, Perception, Lifestyle

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## CONCLUSION

The characteristics of the mobile phone seem to have a special appeal to women and led to their rapid adoption. In this way mobile phone seem t be contributing to the blurring of gender difference. The mobile phone is transforming the way women deal with technology by leveling difference between sexes. Color, expression and space are important aspects of performance as communication and performance as construction of meaning. Choosing pink phone might either be an option to conform to the masculine norm that states "pink if for women" and abiding by gender scripts" expression is another dimension of shifting that translates into mobile phone personalization.