CHAPTER 1
INTRODUCTION

1. INTRODUCTION

Cellular Mobile Market is one of the most dynamic markets in the world with new products and software releases coming each day. With a very short life cycle of the products, the buyer behavior pertaining to cellular phone is succeeding as a focal point of marketing research world. Specifically, consumer behavior in cellular market, right from desire of buying to the post-use behavior, it has gained a commendable spotlight in the field of marketing research, principally towards behavior of the consumer. The regulatory focus will have an impact on the behavior of consumer towards his buying choice by manipulating their discernment, drive for buying the product and the life-style. Since India is a developing at a rapid pace and majority of the population is in their youth, this is unlike the statics of the rest of the world as majority in the rest of world is a aging population, it is worth an emphasis that the we have to focus on the consumer behavior of such a dynamic market. As said before, due to the rapid growth there is also a fast increase in per capita income due to which there is also a exponential increment in disposable earnings of the population; India is also undergoing swift change in its mindset towards its spending power and standard of living, culture and also towards the demands of its population.

For a century, Mass marketing techniques have dominated the marketing world adopted by big organizations throughout the globe. Channels such as Radio, Television, Daily Newspapers, conventional mailers and so forth were really the leaders for disseminating the message to a very expansive cluster of audience. Since the techniques were having some limitations as the smaller organizations were not able to spend so much, there was created a room for an alternative medium for marketing that could be efficient and also can prove to be affordable. With advent of internet and later the social mediums the digital media capabilities can help organizations to spread messages/advertisements to the mass populations at an lightening speed. Especially it is the commitment of the Internet and its additional advancements features/applications like talk rooms, Chatting apps, discussions and forums, texting applications, web journals, record exchange and interpersonal
organizations that empowers messages to spread speedier and more exponentially than any time in recent memory.

Figure 1.1: Internet Users in the World by Regions.

1.1 VIRAL MARKETING
Viral marketing is a sensation that goes hand in hand with the message like viruses do by affecting a one single member and subsequently to the next inside a system structure (Gil-Or, Oren). The customer to whom the message is targeted also acts as the carrier and disseminator of the message. The message dissemination power is the power with which the message is transmitted and it goes down that network which is directly proportional to the content of the message, being entertaining, funny, informative etc. Viral marketing has the chance to achieve a higher number of possible clients at a negligible cost (Skrob, John-Robert). The technique has turned out to be an economical tool for utilizing people to send messages to companions and partners without the inclusion of the organization (Gay, Richard). Offline, the technique is called word of mouth (e-WOM). It’s a similar idea as of viral concept, yet the general population disseminates the message which goes along messages to each other oral rather than online (Kotler, Philip).
Figure: 1.2 Traditional Marketing vs. Viral Marketing

(a) Traditional Marketing

(b) Viral Marketing

Figure: 1.2 (a) depicts marketing style that converts as many as customers as could be expected under the direct preview without any mediator.

Figure: 1.2 (b) depicts the end consumer also becomes the carrier and dissemination of the viral Advertisement system.

1.1.1 Definitions of Viral Marketing

- Viral marketing is a marketing procedure that includes making an online message that is novel or sufficiently captivating to provoke shoppers to pass it on to others spreading the message over the Web like a virus at no expense to the marketer (Gholamzadeh, Caroline).

- Viral marketing can be depicted as a procedure of urging people to go along ideal or convincing marketing data they get in a hypermedia domain: data that is great or convincing either by outline or coincidentally (Perner, L).

- Viral Marketing - the advancement of an organization or its goods/services through a convincing message intended to spread, normally on the web, from individual to individual (Howard, Theresa)

- Viral marketing – having others recount your story for you is a standout amongst the most leaving and effective approaches to contact your group of onlookers" (Dobele, Angela)

- It technique is a wonder that persuades and urges the populace to forward a marketing message (Kirby, Justin).
The expression alludes to the capability of the message to fast increase, which is an alluring result for organizations who are utilizing this system (Kirby, Justin). If given a right environment the vial message can take the shape of real virus, helping itself to disseminate itself uncontrollably to an exceptionally huge audience. The way it works and the pace at which a viral message is disseminated makes it comparable to the real word biological virus. The viral marketing system will then spread the message to thousands or even a large number of individuals (Dobele, Angela). The viral marketing is by large spread through cellular messages, social media, email and even proposal instruments such as the websites asking for referring a friend. Companies now a days are creating wallpapers, E-Catalogue, Facts sheets that can be shared electronically are the real work examples of Viral Messages. Due to the quick raise in the population of Internet users and even recently with rapid increase in per capita Bandwidth, more and more organizations are getting involved in amplifying the usage of internet for their advertisement. With this change, organizations are now able to contact a huge group of potential customers in the no time.

With a more intense and powerful messages, more and more companies are involving customers in there advertisement strategy thorough Viral Marketing. An absolute association of the consumers with the brand or the product make the strategy profitable and enables the company to be a market leader, the associations so created further results in bringing the brand association among consumers towards company once the product is purchased. Instead of selling the product directly in an offering to the consumers, the Viral marketing approach targets consumer association to a level that the consumer feels a part of the program eg. Product release and works actively resulting is next level brand association. In addition, Scott additionally said that Web content has direct commitment to an association's online notoriety by indicating thought authority in the market place of thoughts (Scott, David Meerman).

1.1.2 Viral Marketing Popular Strategies
The viral marketing message resembles a virus that might take an effort to infect and spread itself at a nascent stage. Although there are no fixed rules, some of the popular marketing procedures that are very popular with the viral marketing key strategists in designing a viral campaign.

- **Free**: "Free" is an extremely intense word in the dictionary of a advertisement strategist. Many of the popular marketing campaigns distribute their important
products or services to in order to seek attention of the consumer. Some of the most prominent examples are free email services or free data in a handset bundling offer. Words, i.e. "modest" or "economical" can be used, yet they are not graded as successful as "free". It is found that, those who are targeted in this way, tend to go through see other striking products offered by the organization and tend to buy them.

- **The Barter System:** The Strategies like exchange offer on certain products or services spread like Viruses and just spread at an exponential rate of growth. Offers attached with Viral marketing must be unique and innovative. Viral marketing strategies work fruitfully over the Internet as it is proves not only reasonable but is very effective in its dissemination.

- **Scale effectively, small to huge:** In order to have an effective Viral Marketing strategy the focus should be on selecting a spread method that must be rapidly adaptable starting from little to vast. The idea is to form adaptability towards viral marketing campaigns. Let’s say, if customers are opting to free mails, the company must scale up and be ready in an early stage so it can include more capacity with its servers. In an event the capacity is not increased immediately, the affectivity of viral marketing in terms of volumes will not be utilized.

- **Utilization of inspiration and Ideas:** Every successful viral campaign must utilize individual inspirations. From the basic idea to be cool, desire to be popular or to be adored. It’s critical to find the true triggers in someone’s emotions for its spread.

- **Use of accessible communication networks:** It is always an urge of a strategy of a Marketer to jig inclination of the customer for being societal. It has been validated that individuals as a rule create a group of ten – twelve people that were closely connected to him. Post these small close groups, there is another casual society of hundreds to thousands acquaintances. These casual societies are the once on web that involves companies to put in viral messages in the environment to flourish.

- **Exploring the human connection:** The most ground-breaking viral marketing promotions involve other resources to get the output. By using the potential and ground connections i.e. the relatedness of the viral campaign with customers the true potential of a viral campaign can be examined. Utilizing different people
groups and organizations assets, gives one the chance to spare cash and time (Wilson, Alan).

1.1.3 Viral Marketing Campaigns & Viral Message

As indicated by Scott the formula is a mix of some extraordinary and free Web content (video, an online journal section, or a digital book) that is pivotal, stunning, amusing or includes a celebrity, in addition to a system of individuals to light the fire, and all with connections that make it simple to share. While numerous associations’ format viral marketing campaign to get the message out about their products or services, they ought not to overlook that something may turn into a web sensation that was not wanted to go, and it might demonstrate association, products, and/or services in either a positive or negative light. Scott says "if a positive viral blast that you didn't start, don't simply hold tight for the ride – push it along".

It is crucial for associations who are utilizing viral marketing to have fruitful campaigns regardless of in the event that they are a piece of a more extensive marketing start or not. There exist three center parts to any popular marketing campaign (Justin Kirbey, and Paul Marsden):

- **Creative material** includes creating and delivering the viral agent that conveys the message association needs to spread in a computerized position.
- **Seeding** includes appropriating buzz story and viral specialist online in spots and with individuals that give the best potential impact and spread.
- **Tracking** includes measuring the aftereffects of the campaign with a specific end goal to give responsibility and demonstrate achievement.

There are additionally three key variables that will improve the probability of an effective online viral marketing campaign (Justin Kirbey, and Paul Marsden): Authority vital planning to guarantee that viral marketing is utilized to convey substantial, quantifiable, and progressing brand advantages. Proper "WOW"- factor material that clients need to search out, discuss and go on of their own freewill.

Fitting authority seeding of the buzz story and the viral agent to spots where viral and brand influencers officially accumulated.

Anything from an image to a documentary videotape can form a viral message. As per Godin there is an opportunity of having a place with the general population who unleash Viruses on the web. In figure 1.2.2, it is demonstrated how long it gets to
achieve 5 crore US clients with various channels of campaign. As demonstrated the web is a long ways in the lead in achieving clients in a brief timeframe contrasting with the contenders, TV and Radio (Godin, Seth).

Numerous organizations in all business segments have efficiently adjust viral marketing networks got brand promotions. It has been accessed that more the message is complex and difficult to share, more there are chances that the user will tend to disseminate the message to the other and thereby acting as a catalyst to the viral marketing. At last, for viral marketing to work, everything returns to the force of individuals' feelings and the capacity to influence it so data can be imparted to different strata’s that is similarly invested.

1.1.4 Popular Examples of Viral Messages

Hotmail in 1997 made history by becoming the first well known viral campaign. It was VM that transformed clients of an email company into brand activist by annexing all friendly messages with a foot note "Get your free email at Hotmail" It appeared that the message has been written by the sender. The email got countless in just year and a half (Justin Kirbey, and Paul Marsden). It just took Hotmail 12 months to achieve 5 crore clients in United States.

Nike after engaging with soccer superstar Ronaldinho customized a viral advertisement. In the video player is wearing soccer boots and in the advertisement he is drivel ing the ball over the field again and again. The picturisation is such; it seems genuine homemade word since it has no indication of Nike hologram apart from the sportsman’s shoes. This viral video has been viewed by 2 million individuals over YouTube.

Cadbury joined the league with its "Cadburys used viral concept in a sensuous way by launching its kiss me advertisement for launching the Cadbury Silk Range.

1.1.5 Elements of Viral Marketing

1.1.5.1 Social Media

Social media networks, in an interesting platform for the advertisements which is being looked upon by the companies now a day’s not only more aggressively but also in a respectful ways as its potential to hit the right customer the right was in unimaginary. Studies have shown that with Social media becoming more and more popular in all parts of the society, we can even turn an < 10th Pass / Less Than 10th customer as a potential carrier of the virus.
As individuals in an informal organization you are associated with your companions and in process of sending a message and its transmission by a companion, the dependability in that message increments. As said, "Viral marketing works since companions are preferable at target marketing over any database" (Larson, Rebecca J). "More business is going to execute by means of Twitter, LinkedIn, Face book and different applications yet to be produced alerted that this development is excessively essential, making it impossible to not be incorporated into a corporate marketing and correspondences procedure. Social media is basically another format of word of mouth marketing" (Walker, Jay S.).

The promotion over online platform is one thing that organizations can’t anymore be overlooked. Not just do purchasers’ suppositions about their consideration experience shared online impact other individuals' discrernments around a business, they really effect purchase aim" (Larson, Rebecca J).

Face book is the biggest social media system on the planet with more than 4 billion dynamic clients and 210% development in 2011. Out of these 4 billion dynamic clients around 2 billion is on Face book at least 1 time per day. A normal client scrolls a minimum of 245 companions and burns through 40 minutes for every day before Face book. With these numbers it is straightforward how enormous Face book is. Associations marketing on this sort of social media can without much of a stretch achieve their objective clients. The social medias are as yet extending and more organizations changing psyches with time for marketing within the groups. Now a days, it’s not just a master that impacts, likewise a good networker can, for instance the quite alluring blogger. Web journals began developing in 2000 and turned into a gigantic Internet achievement. A web journal is a site someone outline for himself/herself that enacts like a private journal. The popular online journals having a portion of a 40 lack users for / month and the bloggers profit on marketing on their web journals (Britannica (2011) ). With this kind of marketing strategy, the brands are able to make some kind of association with their customers and ending in increased sales volumes that give even more profitability over the conventional way of marketing (Larson, Rebecca J).

1.1.5.2 Word of Mouth (WOM)

The "force of buzz", individuals speak. “Buzz marketing impact more individuals to purchase than most different types of marketing” (Aaker, David A). When the message is from someone know the trust factor builds in and there are more and more
chances that the infected person not only buys the product but also behaves as disseminator of the message in a strong manner (Justin Kirbey, and Paul Marsden).

People have tendency to live in society and form some “reference groups”. Those members of the reference groups are the ones that influence a particular individual in the decisions. The sanguine reference group tries to positively impact the thinking of the person towards a product or a brand through it is virally infected. Similarly there are other type of groups such as it is formed within a professional organization, These kind of people work together, have similar needs and requirements and the keep on discussing the market products and offerings. In an event this professional reference group is targeted, it cannot be better than this (Larson, Rebecca J). Viral technique is taken as the resurrection of informal publicizing. Rebecca Larson states, "Viral marketing works since companions are preferable at target marketing over any database" (Larson, Rebecca J).

As per the given model, all the customers are divided in to three categorized of Adaptor that do nothing but buy the products. They are the real customers are were earlier targeted by the conventional marketing strategies. These customers do nothing but when effected by VM, there conversion increasing significantly. Then there are the customers that do not only buy products but also work as the people who are significantly inclined towards a particular company. They always keep an eye on the latest offering. An example of this are Apple lovers who always look upon Apple big day when apple launches the products and them make their way to buy the products. As a VM strategist, it becomes interesting concept to keep such people more and more involved. The third stage is of Brand advocates, they are the people on the next
level as they do not only are faithful but also act as disseminator of the companies information. If tapped correctly they prove to be ultimate catalyst (Justin Kirbey, and Paul Marsden).

The Viral Marketing is an epic concept in which the customer don’t only purchase the goods or services but the virus that infects the customer once, have tendency to effect others. The beauty of VM is its ability to multiply and this is these customers that help. Even if the company is no longer selling the products, it is seen sometimes that the message keeps on propagating. An example of this can be taken from Blackberry, where the production was closed at least 2 years back but people are still talking and buying the remaining unsold products.

Customers are seen to add there viewpoints along the message and whether positive or negative, no company has control over it. The force of a –ve or a +ve sentiment for a product is of exceptionally important. Organizations are in this way extremely keen on decidedly impacting the message being promoted through incorporated viral marketing procedures.

1.1.5.3 Emotions

The figures available online i.e., viral marketing advertisements are disseminated more rapidly when the customer is having very convincing & enthusiastic connection with an advertisement. There are 6 critical feelings having a wonderful result on the viral behavior and these are shock, happiness, misery, outrage, dread and disturb.

**Shock:** Astonishment is the principal feeling, It’s key for all promotional campaigns, and it is known fact within nearby other enthusiastic activators. The shocking campaign is designed to have an incredible effect, any campaign if have a shock element, is known to turn out to be an extremely successful one. Shock in itself can never be considered to be an element that guarantee accomplishment, it is just an element that generates diverse feelings.

- **Delight:** This feeling is generic and is not mapped for a meticulous motive related to a brands that want to reenergize their positioning. The reason for opting for viral marketing can be revising the brand positioning for an already extant product of it can be used by the brand that is looking for constant improvement of the brand value.
- **Trouble:** There are certain advertisements that bring sense of trouble. It is seen that many youngsters are not able to purchase expensive gadgets with
their own money as the products pricing is known to all and the same is considered to be a Veblen product or else it is already associated to a part of society to which the customer do not relate.

- **Outrage:** It is a very hopeless sentiment that a marketer will anyway demand for. As an example, resentment isn’t reasonable enough for the time involved in correcting the damages.
- **Dread:** This feeling is fleeting response to an evident threat. It should be exploited precisely as it’s destined to get blended reactions from target market.
- **Nausea:** This feeling most fitted to young y generation men. It’s appropriate for brand that are translate as having an unruly image. Men are twofold extra prone to adopt viral campaigns that includes sickening silliness more than females (Dobele, Angela).

### 1.2 Cellular Industry

"A 10% increase in mobile and broadband penetration increases the per capita GDP by 0.81% and 1.38% respectively in the developing countries." (Minges, Michael)

Cellular mobiles have made an wonderful impact in every domain. The companies that have a presence such as mobile applications are now a days have certain domination over the companies that are not having this kind of adaptability. For example two of the electronic retails. Tata Croma was opened on the same time when flipkart was launched. We cannot just not compare the two as there is a potential difference between the value of two companies. Although it has been a difficult journey in the slit throat competition over the internet, it worth ripping the benefits by staying for long. Similarly other companies that have convenient applications are flourishing. Dominos delivery model was never so successful against Pizza hut until they insisted for business over apps by giving extra discounts for app users.

In a little time, the cellular market has doomed and has given area of huge and vast potential where the companies can come and invest in the domain. As the number of cellphones selling in the market are very high, the true potential of viral marketing procedure can be tapped. Today’s mobile business cannot run alone, the environmental framework that is designed alongside helps companies like Samsung, Motorola, Honor, Vivo, Apple to survive. Today’s mobile applications are not limited to the phone usage, it is all about giving you more. More and more amount of mobile applications are getting developed. Today, apart from app stores, the companies like
Hawaii, Samsung, Apple have their own app stores having the exclusive contents. For some, app business may be bread and butter but for mobile companies, it is creating an environment where the consumer is getting more and more involved with its mobile handset. It’s a generation that ought to explore the capabilities of the mobile phones by bringing in more powerful and convenient applications than ever before on any other portable device.

Somebody’s fortunes’ are others shortfall. The Mobile market has really slaughtered the personal computer market. Today youth is utilizing there handsets to search viral content, upload photographs, and are active 24x7 over social media. Today it is not required boot the computer and do time taking procedures to connect to internet world.

Studies have researched the demographic attributes of cellular phone clients which are Males 53%. They will probably have a cellular phone than females which is just 47% (Entner, Roger). Although there is a huge Gap between two genders, we may see a very less Gap as there is a know freedom of expression over the social media that we are reaching though mobile devices. Mobile devices are becoming more and more personal and with more and more powerful applications, it have become such a necessarily that we are most dependent on mobile today than our family members.

1.3 CONSUMER BEHAVIOR

Consumer Behavior is a study of how consumers react to the reinforcements given by marketers. It should be the focus of every marketing technique is to evaluate that how customer react. Similarly, the researcher has tried to find consumer behavior towards Viral Marketing.

1.3.1 Consumer Purchase Process

Figure: 1.4
Consumer Purchasing Process

Source: Kotler et al, 2005

The principle aim organizations have is of influencing the customers to for making legitimate purchases. Customers buying procedure is a vital initiative due to emphasis
on an organization's execution. It is advantageous to an organization's advertising networks to know and map customer's conduct, which is finished by comprehension matters, for example, the way purchasers are impacted by their surroundings, for example, society, fraternity and media. The way clients understand & choose amongst choices & by knowing purchasers buying conduct and their buying selections and methods. A denotation of purchaser conduct is "The investigation of people, groups, or associations and the procedures they use to choose, secure, utilize, and discard products, services, encounters, or thoughts to fulfill needs and the effects that these procedures have on the shopper and society" (Perner, L). It is a typical conservative approach to take a gander at a customers buying conduct as per Kotler, the purchaser purchasing behavior. A shopper experiences the typical phases to the time he achieves buys the article.

The purchaser purchasing procedure begins when the purchaser perceives a requirement. The client needs to meet the requirement before proceeding to next stride "information search" where the client attempts to look for data of worth in reference to the feedback of the other that have used the product earlier. The following stride is "Assessment of choices" where the shopper surveys the estimation from the broad horizon and narrows it down to a particular offering. The forward stride in the purchaser purchasing procedure is called "purchase choice". Now the purchaser really purchases the goods/services, that in this thesis additionally alludes as "purchasers purchasing act". The final stride in the purchaser purchasing procedure is the "post purchase conduct". Here the shoppers make further move post buying in light of on the off chance that they are fulfilled or disappointed.

The prototype in Cellular phone within the common population/people is its fundamental ground which has enhanced the enthusiasm to investigate the subject. Customers' fascination on the Cellular phone has been increasing swiftly. The examination is crack that whether the customers yearning to purchase a cellular phone, how it impacts the customers in gaining a wireless & which factor spur in finalizing the buying choice.

Varied customers have typical personal requirements which impacts there purchasing decisions. As said earlier, social groups add to personal believes by influencing the user for the particular buying behavior. What is correct for a person of one social group be wrong for other.
Now a day’s inexpensive but sophisticated cellular phones are additionally available in the business sector. With the same set of specifications, same features, there are many consumers that are buying the expensive handsets. It is not that there is much a difference between the two, however it is the effect of Viral marketing that is creating the difference. Theirs is a separate VM strategy for all types of product and the focus should be on targeting the right person in the right way. Thereby it’s essential to understand the requirements of the end consumers before segmenting and finally targeting him.

**Figure: 1.5**

**Consumer Purchasing Process in Viral Marketing**

![Flowchart](image)

*Source: Jakobsson and Gholamzadeh, 2011*

The above flowchart demonstrates connections for social medias, viral messages and viral marketing, why individuals communicate through WOM and the force of viral marketing and how its components can prompt impacts, assuming any, in the shopper purchasing procedure's purchasing act. It is critical to recall that the principle aim organizations have is to persuade shoppers to make the real purchase (Perner, L).

**1.3.2 Elements Influencing Purchase Decision For Cellular Phones**

Shoppers can base their cellular phone purchase choices on a scope of product qualities, i.e. worth, built quality, phone capability, phone plan, brand name, phone dimension, bearer adaptability and purchase area (Harter, G., E. Landry). Notwithstanding, a Finnish study found that in spite of the fact that purchaser basic leadership in the information transfers business sector is inclined by one phone quality, decision is regularly made without a comprehension of the properties and elements that new models have (Karjaluoto, Heikki, et al). This thesis explains that the purchasers choice is entirely not materialistic or based on measurement or any
other particular factor but it is how he perceived about the particular brand or the product.
Shopper's inclusion level has beforehand been found to direct the impact of encircling on cellular phone dispositions (Martin, Brett). Contribution of the buyer can never be judged by the purchase decision but in order to judge it, it is emperical that we understand that how the decision was taken, what were the circumstances, what influenced the customer for taking that decision. The current research on buyer inclusion, it is observed that, “when compared with less involvement buyers, high involvement buyers make the most of more criterions for option finding and finalizing, the dig more facts and process appropriate information in better POI” (Mitchell, Robert Cameron).

1.3.2.1 Social components
The UTAUT model demonstrates 3 direct determinants of expectation to utilize (execution hope, exertion anticipation, and social impact) & 2 direct determinants of real utilize (aim & encouraging environment) (Venkatesh, Viswanath, et all). Social impact among the three direct components of behavioral goal to utilize cellular phone advances is perceived as an imperative element. Social impact in incorporates not just broad communications reports and master conclusions (outside 32 elements) additionally informal exchange from companions, associates, and bosses (interpersonal variables) (Bhattacherjee, Anol).
Verkasalo characterizes social impact as the extent to which individuals have the feeling that vital others guarantee they would better utilize another framework. We have found the relational elements as social influencers in the thesis on the grounds that Cellular phone is viewed as another data innovation cell phone which makes vulnerability about people expected outcomes. Moreover, purchasers have a tendency to counsel with their informal community about this instability instead of counseling the outside elements, for example, media and master opinions before settling on a choice to utilize Cellular phone (López-Nicolás, Carolina).
In any case, Verkasalo recommends that the social standard impacts goal to utilize a Cellular phone by implication through effecting the apparent delight. Kim states that social impact could influence the aim to utilize a Cellular phone through effecting the apparent value. Shin likewise demonstrates that social impact effects the demeanor towards Cellular phone purchasing.
Phone had likewise made workable for us to stay associated with our loved ones constantly. Continuously associated with the Internet through a Cellular phone gives an awesome instrument to people for steady correspondence bringing about incredible wellbeing for kids going to schools or out for some leisure. The great mobiles gave this office to long time however the Cellular phones using the same and giving extra advantageous abilities to speak with youngsters and know their whereabouts at whatever time. The Cellular phone has given a chance to people to go about as a columnist anytime and ongoing data to society. Wireless elements for example camera, video catch, accessing web-sites & act of constantly associated with the Internet empower people to catch any video whenever and offer it with loved ones utilizing social Websites and other Internet based alternatives.

1.3.2.2 Self-Actualization
Phang demonstrate that self-realization alludes to the inherent inspiration to wind up everything that one is equipped for getting to be. Self-realization identifies with accomplishing a feeling of satisfaction of self-awareness and individual prospective. High aspiration for self-realization can result in individual’s increased acceptance towards new experiences, thoughts & aptitudes (Heylighen, Francis) (Mohd Yasin, Norjaya, Mohd Nasser Noor, and Osman Mohammad).

The advances associating people, partners, and association groups hold extraordinary potential for learning, self-awareness, and life change. Figuring out how to utilize new Cellular phone and its interrelated apps, for example, Global Positioning System, Play store can permit Cellular phone clients to exchange information search for self-improvement, and add to complete the self.

For instance, a standout amongst the most engaging utilizations of Cellular phone is by all accounts amusement programs. The pretending diversions permit clients to assume parts of various option saints through virtual world. The amusement players can in this way satisfy the necessities of self-completion (Wan, Chin-Sheng, and Wen-Bin Chiou). Notwithstanding, the relationship between self-completion and the reception of Cellular phone has not been inspected. This study recommends those new advancements and Cellular phone apps present shoppers a chance to convey and investigate increasingly of the world so as to complete the self.

1.3.2.3 Brand Concern
Brand is the greatest resource for an organization, whereby it speaks of a good/service intends to customers. Brands are quite a times greater than the names or the images.
It’s likewise the component of relation amongst organization and clients (Kotler, Philip and Gary Armstrong). Brand name has straightforwardly effected client's discernment toward the nature of the marketing. At the point when clients are fulfilled, they create informal exchange and it will prompt others to be intrigued and pick the brand (Azad, N., and M. Safaei). To upgrade customer reaction, advertisers endeavor to assemble brand value keeping in mind the end goal to catch purchaser inclination and unwaveringness. Brand value is the additional quality enriched on goods/services and it might reflect how purchasers think, feel and act with the brand. A study on the impact of brand name toward autos demonstrates that individuals believe the surely understand brand for its quality, execution and trust that brand demonstrates a man way of life and societal status. Brand is a name, term, outline, image or any element that recognizes one dealer's merchandise or services as unmistakable from those of different sellers. As per examination, brand moderaty effects shopper conduct.

Regarding sexual orientation, its effect female more than male. Likewise, bring down wage group customers greatly affect brand toward their conduct because of after deals service and constrained obtaining limit. 53.3% of individuals unequivocally concur that they pick a brand because of saw great brand quality (Farzana, Wahida). It demonstrates that brand could impact purchase choices, and it ought to be further investigate the impact of variables, for example, brand awareness, brand value and brand affiliation has on purchase choice.

1.3.2.4 Price Concern

"Cost is the measure of cash charged for a product or service, or the aggregate of the qualities that clients trade for the advantages of having or utilizing the product or service" (Kotler, Philip & Gary Armstrong). Cost is essentially the measure of cash a purchaser ready to spend in return with goods/services that they believe are important. Estimation of cash fluctuates from various individuals. Few people may think it is important at a higher cost however rest may feel it to be unworthy for the estimation of cash. Such a variety of techniques are available for estimating, for example, mark-up evaluating, target-return evaluating, saw esteem valuing, going rate estimating and limited time evaluating (Kotler, Philip). In the event that the rebate is low, it ought to be introduced in its worth; while if the markdown rate is high, it ought to be exhibited in rate, so clients will have higher purchase aim (Isabella, Giuliana, et al).
From the shoppers' point of view, cost gives a wellspring of data to purchasers to judge product quality, particularly in situations where they are obtaining profoundly imaginative e products and do not have the learning required to dispassionately assess the product/innovation.

As per Flipkart.com, country’s driving online marketplace for the expense of cellular phone territory from Rs. 5000 to 60000. Value range on phone relies on upon its detail and limit. Rs. 5000 to 10000 is extent for low-budget wireless having a fundamental camera & essential cellular phone highlights. Rs. 10000 to 20000 is the extent for mid-end wireless which has great camera and great handling power. Rs. 20000 to Rs. 30000 is the extent for top of the line wireless or more that are lead models of phone of produces (Fatima, Farhat).

**1.3.2.5 Product Features Concern**

Highlight is an ascribe of a product to address the fulfillment level of shopper's issues and needs, through owning of the product, use, and usage of a product (Kotler, Philip). Equipment is depiction for a gadget which is tangible in nature. The equipment of a Cellular phone is its body, weight & size. Shading & plan are likewise treated as equipment as it decides the emergence of the Cellular phone. Software while is the common terminology for PC projects, methodology and records. The product of a Cellular phone is the working stage, stockpiling memory, or applications that makes the phone function. Product for a business sector phone is, for example, iOS, Android & Windows. As indicated by an examination, variable influencing ones to obtain a Cellular phone because of software comprises of 33 % though equipment has just 17.6%. It demonstrates that product is a great deal more vital than equipment in Cellular phone purchase basic leadership process. In any case, in the same exploration, Cellular phones configuration pick up the most significance of the gadget particular, it comprises of 56% surpass the significance of Wi-Fi (38.5%), registering power (34.2%), value (30.2%) and others (Osman, Ibrahim H., and James P. Kelly).

**1.3.3 Effect of Brand on Consumer Behavior for Cellular Phone**

Lately there has been fast development in the appropriation of Cellular phones that has pulled in expanding consideration of purchaser purchasing conduct (Kim, Lin, and Sung, 2013). Cellular phones furnish advertisers with the chance to create Cellular phones that will make a one of a kind substance of intelligent experience amongst purchasers and a brand, subsequently captivating purchasers all the more viably. At present cellular phone gadgets have a focal part in the portable interchanges
scene, and development in piece of the overall industry is anticipated to be solid all through the following five years (CERTH, Lead Beneficiary).

- **Brand Equity**

Building of a brand is a movement that takes people to construct and frequently considerably spend more time before any visible outcomes appear. From an administrative viewpoint, brand value gives a solid stage while presenting new products and could shield towards contending assaults. Be that as it may, at last and above all, the brand needs to convey significance for the shopper.

Brand value can be characterized from different points of view, yet with the end goal of this paper is to investigate customer's recognition for the brand of cellular phone, that is how clients see an product/service (Kim, Hong-bumm, Woo Gon Kim, and Jeong A. An)(Capon, Noel, and J. M. Hulbert). Different scientists have picked distinctive procedures in the operationalization of customer based brand value and these can be partitioned into two groups:

- Consumer Perceptions: Brand awareness, affiliation of brand, and saw quality
- Consumer Behavior: including brand reliability and ability to pay a premium cost.

Mental and Physical components
Discernment
Brand Equity
Purchase Intention

**Antecedents and Consequences of Brand Equity**

![Antecedents and Consequences of Brand Equity](image)

**Source:** Cobb-Walgren, Ruble and Dontho, 1995

- **Brand Awareness**

Brand awareness is a brand's capacity to be perceived or reviewed as an individual from a specific product classification or service relates it to the quality of the brand hub or stupor in memory as reflected by shoppers' capacity to distinguish the brand in various circumstances.

Brand awareness assumes a critical part in purchaser basic leadership process for cellular phone purchase. Firstly, it improves the probability of a brand being an
individual from the thought set. Furthermore, it has been demonstrated that customers receive a choice principle to purchase commonplace brands. Brand awareness can in this manner be seen to influence choices about brands in the thought set. Finally, it impacts the format and quality of brand affiliations. In a general sense, elevated amounts of brand awareness ought to expand the likelihood of brand decision, produce more noteworthy purchaser and retailer unwaveringness, and diminish helplessness to focused marketing activities. Cellular phone advertisers use marketing devices and social media to reach to different customers in the business sector (Aaker, David A.)(Rossiter, John R., and Larry Percy).

- **Client Brand Engagement**

Client brand engagement is the aggregate level of a client's intelligent person, enthusiastic, and behavioral exercises as a consequence of brand collaborations. It is the level of an individual client's motivational, image related, and setting subordinate perspective. Intelligence between the shopper and a brand is considered an unmistakable idea, as well as is seen as a forerunner required for engagement to happen. Co-made quality is characterized as the apparent level of worth made in the brain of the purchaser through connections with the brand of phone. So also, client brand experience is reasonably related engagement (Hollebeek, Linda D.) to be fleeting yet to have solid individual importance which may illegal psychological or behavioral reactions (Hollebeek, 2011).

Mollen and Wilson (2010) contended that engagement is the result of ceaseless connection between the purchaser and the brand that strengthens the passionate, mental, or physical duty to the brand. Moreover, appearances of engagement are depicted in the writing as a dynamic idea that may differ from short-term, profoundly unpredictable, to long haul, generally stable procedures. Firmly identified with brand dependability (Bowden, 2009), engagement depicts the quality of the relationship between a purchaser and a brand. Cellular phone advertisers impact customer at enthusiastic level and mental level in drawing in with their image. They utilize messages and intelligent application which interfaces shoppers specifically to brand to associate with customer and impacting them in purchasing cellular phone or overhaul one. Advertisers likewise sort out limited time occasions and exercises which draw in purchaser to the brand.
• **Brand Loyalty**

Smith and Wright (2004) researched the client dependability for and discovered that product esteem qualities specifically effect the levels of dedication. In their investigation, they inferred that brand picture, firm reasonability, product quality and post deals service quality fundamentally influence rehash deals. Punniyamoorthy and Mohan (2007) explored the predecessors of brand dependability and discovered that association, practical quality, value, passionate worth, social quality; brand trust, fulfillment, responsibility and rehash purchase are having positive association with brand devotion. Advertisers in cellular phone industry impact customer with high caliber of product and brand engagement to ensure that purchaser be faithful to the brand. In outline, reliability had been researched to been shaped through the accompanying forerunners, for example, brand trust, responsibility, fulfillment, saw esteem, picture, affiliation, quality and others. In like manner, the results of brand devotion are identified with their association with rehash purchase, purchase aim, word of mouth, inclination, value premium, brand value, assortment looking for, execution, imperviousness to contender and brand exchanging. Faithfulness can be difficult to characterize as it can be framed from attitudinal or behavioral measurements. One of the attitudinal loyalties is disposition towards brand. Disposition toward brand is an attitudinal measure for dedication as state of mind toward the brand is a moderately continuing, one-dimensional synopsis assessment of the brand that apparently empowers conduct. This study envelops the measurements of engaging, great, charming, good and affable as found in Spears and Singh (2004) as the estimation for the development of state of mind toward brand. Along these lines, brand reliability is characterized as the mentality toward brand.

• **Brand Association**

Purchasers' good image convictions will impact their purchase expectations and decision of the brand. For cellular phone, brand affiliations can be spoken to by the useful and experiential characteristics offered by the particular brand. Purchasers relate the brand with, eg. dynamism, high innovation, inventiveness, refinement, uniqueness, and incredibleness and esteem (Mohd Yasin, Norjaya, Mohd Nasser Noor, and Osman Mohammad). The blend of unmistakable and elusive characteristics makes a brand personality, that is "a unique set of brand associations that the brand strategist aspires to create or maintain," which drives brand affiliations (Aaker, David
A). In this manner, the character of the particular brand may affect brand affiliations and eventually deals. To put it plainly, mark affiliation is characterized as the quality of utilitarian and experiential properties saw by the customers.

Concluding the above said factors and since the Viral Marketing such a huge significance and potential in the field of cellular phones, it is evident that there is a requirement of understanding the factors and their effect on consumer buying behavior so that future viral campaigns can de designed more accurately leading to significant impact and leading to more and more profitability to Companies.